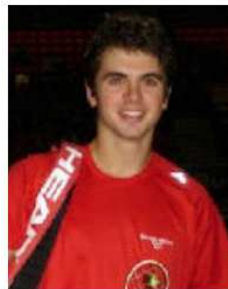
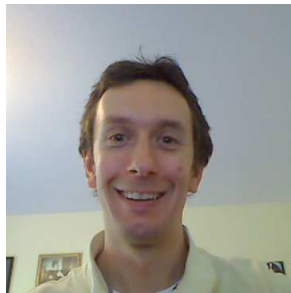


“Swiss College Kid Becomes Cash King – \$20,419 in 27 Days”



With Michael Cheney & Matt Mazur

Michael: Hi, Michael Cheney here with another case study for you. I'm joined on the line by a guy that's made over \$20,000 in just 27 days using Cash Cannons. It's very exciting to have him on the line, so welcome to the call, Matt Mazur.

Matt: Hey Michael! Nice to be here.

Michael: Welcome to the call. Let's just dive straight in. I don't want to kind of beat around the bush. Let's get right into it.

What were the results that you got with this? I know I said you've done over \$20,000 -- \$20,419 in 27 days – so what did that actually break down to?

How many sales did you make, and do you just want to fill in some the gaps for us?

Matt: I had quite a small list, about 900 people, all got through Adwords. I launched a high-end service in a secret niche and just used videos to promote the whole thing with six videos.

I did a long pre-launch of about 3-1/2 weeks, mixing the content with building the anticipation, then on launch day, boom, it made past \$20,000 USD. In my market I'm selling in Euros, so that was about \$30,500 Euros.

It was a high-ticket item. I made about 9-10 sales, and that was it.

Michael: That's incredible! I know we said 27 days, but if we were being pure marketing people we could say you did \$20,000 in a few hours. From when it was on sale, that's how quickly the money came in.

So what about this market? I know you can't say too much about it. You obviously don't want to reveal the market, but do you just want to explain a little bit about the nature of the market and what it's like to operate in.

Matt: It's a market quite tough to crack. It's a huge market actually, but when you break it down there's not that many people who are willing to pay high bucks to be helped or to solve their problems.

I put together a great irresistible offer with a lot of content and no-pitch videos. That's a key, because directly when they joined the list they got 4-5 videos. There was no pitch, only content.

They were about 5- to 10-minute videos, just giving away good information, making them work, giving them exercises, and creating the interaction.

That was really the key in those content and no-pitch videos. I was getting back tons of emails, a lot of emails from the same person, so people were sending multiple emails after each video, like, "Oh, the video was great!"

I had four content, no-pitch videos, no pitch at all. They were structured in a way to build anticipation already within the videos.

Within the content I built anticipation, and that was one of the keys also, because they were looking forward to the free video that would come a couple days later.

They didn't know I was launching obviously 3-1/2 weeks later, but I was already pre-launching the next free video, and that makes a big difference I think.

Michael: Yeah, you were kind of linking them together and saying, "There's something more coming. Check out the next video," sort of thing.

I think it's important what you said there. In some of these case studies I go through these Cash Cannons and it's literally a case of just throwing them up and you start making money, which is fine for the smaller products.

But the price of your product was about \$2,000 roughly or even a little bit more, so to expect someone to see a 10-minute video and say, "Yup, I don't know who this guy is, but after 10 minutes I'm going to spend \$2,000," that's just not going to happen.

You obviously have to build that relationship, and you used the content Cash Cannons to build that trust up with them.

About the market, I think you were maybe doing yourself a disservice a little bit because it really is a tough market. Obviously we've had discussions off the record and I know people who've gone into this market with a lot of experience, and they've just failed. They've just lost money. They've thrown a ton of money at it and it's just not worked.

You came in with these Cash Cannons and this process you've gone through and you've made really good money.

Just to spend a couple minutes on your background, how long have you been online and what's your background at doing this, and particularly in this market? When did you get into this market?

Matt: I've been online for a couple years. I guess like everyone starting out on the internet, I tried to make a bit of money out of affiliate marketing, going here and there.

A couple years back I thought to myself, “I have to really build something solid and not just throw out products here and there, but build something that’s tangible and that’s really going to make money in the long term.”

So I started planning etc and checking out niches and whole markets I could attack, especially with high-end stuff. I was selling a \$2,200 product, so you make 10 sales and get \$20K, but if you make 10 sales out of a \$27 e-book you get \$270.

I was more turned on by the high-end stuff, so I went directly to markets who have the experience buying high-end stuff.

Obviously you and I have talked about the market, but I was a bit scared of going into it because I knew there was big money, but at the same time I had no name in that market so I really had to find something to hook the audience.

I managed to hook the audience by being real. That’s the main thing I got out of the emails back from them was that, “Oh, you’re a real person.”

I told my story, because I’m from a sporting background. I was a professional on the pro tennis tour, so I had my failures and my successes, and I just told my story on the fifth video.

I had four content and no-pitch videos, and the fifth video was my story basically. It was a 15- or 20-minute video, who I am, where I live, what I do, what I did, what I did wrong, what I managed to succeed to do.

Obviously the business started because it’s one of the biggest successes of the last couple years. I made it on purpose to build a great relationship with them, and having them think that, “Oh, he’s real. He’s a real guy.”

I had several big injuries in my tennis career, so I had big failures basically because of my body and the sport, so they could relate to that in their failures maybe in their professional lives, and that really built a good relationship with the list.

So I just told my story. I added no fluff, but said who I am, what I do, what I do well, and here’s how I can help

you, and that's when I started pre-launching the high-end stuff.

Michael: This is what I refer to as the Robin Hood Concept, where you're getting down to their level and saying, "I'm just like you. I'm not trying to be this big name or a top expert or anything. I'm just a man of the people, and can I help you succeed as well." It obviously works.

Matt: I was recording the videos with the same tone we're speaking now, so it wasn't scripted. It wasn't read as an infomercial.

There were a couple pictures, some screen shots, etc, and it was just me talking to them. The fact that they're logging onto your website, the fact that they're taking their time to watch your video, it puts you in that expert situation. You don't have to remind them that you're the expert.

I knew they were coming to my website and they were taking time to check out my thing, so I could just talk to them as I would talk to a friend, and that's exactly what I did.

Michael: What about the actual videos, because you shared something with me about one of the first videos. You said you look back on it and you're a little bit embarrassed about it.

What was the process in actually creating these things? Was it easy to do? How did you go about it?

Matt: Yeah, it was really fun to do. I think creating the videos was 15-20 minutes. Each one was 5 to 10 minutes. Producing it with Camtasia was maybe 5 to 10 minutes. It took me maybe an hour per video.

The first four videos, the content videos, were maybe 5-7 minutes, so that's about 4-5 times. How much time does it take to write five slides?

But one thing that I really focused on in those videos was to give them exercises. Afterwards they would write back without me asking them to write back. They would write back and say, "Oh, I did that yesterday and it really worked. Thanks."

Michael: Right, they actually told you how they've been getting on. Again, what you've done there is very, very clever by enabling them to interact with you, as you say, and making it a two-way conversation rather than just, "Here you go. Listen to this," and off you go.

A lot of people are using that. Obviously I'm using it with the launch of The Golden Thread, putting these case studies on the blog and having people comment, doing the webcam shows, and all that kind of stuff. Interaction really helps.

It's interesting to hear you say they were so short. I didn't fully realize they were short. I thought they'd be pretty long, so in total then they probably only got 30 minutes of video or something like that?

Matt: Yeah, altogether with the content no-pitch videos, there was a maximum of 20 minutes of content. That's the funny thing.

Michael: I thought you'd done hours and hours for some reason.

Matt: No, they're really short stuff but it was good content, no fluff, exercises on the last slide, and they were happy.

Michael: That's great. As I say, some of the other Cash Cannons I've gone through on these case studies, people have been promoting affiliate products or people have been using them to build their own list or whatever, but each of these Cash Cannons is different.

That's what I'd like to get across to people is to say you can use a Cash Cannon to promote like a \$47 affiliate product, in which case you don't need to obviously give them six or seven over a period of weeks and build up that customer relationship because it's just a small purchase.

But with your product – this was obviously your own product that you were selling and it was this high-ticket item over \$2,000 – then you really had a challenge on your hands to take people from a standing start.

You took them from, "I don't know who this guy is. I don't trust him. I don't know him," right through to a stage where they actually trust you so much they're willing to invest over \$2,000.

Do you maybe want to just talk a little bit about the list, because I know some people listening to this, and when I started out I would probably have been one of them, saying, “This is BS. I bet this guy’s got 10,000 people on his list and all we’re talking about is he just hit Send and sent these people to his videos and that was it.”

Can you just spend a little bit of time talking about the list, how many people you had, and how you built this list up of the people that ended up buying this?

Matt:

I had a list of approximately 900 people, so less than 1,000. I had my launch day planned, so I knew that by that date I wouldn’t have tens of thousands of people. That made me focus even more on the relationships.

I’ll just talk about the quality of the videos, because that’s a funny thing as well. The six videos that I made, when I think about them now with how I really structured them, the content was good, but the quality of the videos were really crap. I mean I had mistakes in the spelling, and sometimes I didn’t even check the slides I had written.

I’d just write the slides, get on Camtasia, record, and see the results. When you see a spelling mistake it’s too late. Sometimes I had a mistake every two slides, so that’s like 3-4 mistakes on one video.

I said, “Okay, I’ll keep it like that,” because I didn’t want to re-do the whole thing, although it’s really quick. I didn’t want to re-record.

In the email I sent to the 900 people, as I was building the anticipation, not all 900 people were getting all the videos because some people joined one week before the launch.

As I was emailing the people, I just said, “I’m sorry for the spelling mistakes. I was in a hurry, blah blah, and I just recorded the video. I didn’t have time to re-do it.”

The funny thing is that some people were writing back and saying, “I prefer having spelling mistakes, because that makes you look real.”

I had terrible headphones during that period, because I was moving my office and I had those \$30 headphones. The sound was horrible, but again it made it look real.

Michael: I think if people have never done these videos before, if they've never created a Cash Cannon, they're kind of looking at it and going, "Wow, there's a lot involved there," but when you break it down it's pretty much a case where you just get the software, stick in a microphone, hit the red Record button, and just go for it.

Just work out what you're going to talk about, just be yourself, and that's it.

You see some of the top marketers and their spelling is atrocious. I won't mention any names, because I'm probably as bad as the rest of them, but you see these email and videos going out and people don't mind.

As you say, they kind of think, "Well, they're just like us." You don't want to get into this business coming across as if you're different, like "I'm so much better than you because I've made this thing that looks all whiz bang and all professional."

Matt: Yeah, especially on the internet nowadays.

On launch day I had 900 people. I just put up an Adwords campaign and I invested about 250 Euros for the campaign altogether, so that's about \$350.

Michael: So you only spent about \$350 getting that entire list of 900 people, and in the end that list gave you over \$20,000. That's crazy.

Was it a long period of time to actually get that list together? Was it months that you spent building that list?

Matt: No, no. Basically it was just an opt-in page, and once they were on the list they got the first video. That's it. There was no fancy graphic, nothing. It was just an opt-in page, they got on the autoresponder sequence, and they got the first video. After that they got the second video, and so on and so forth.

Basically I just had the opt-in page and the thank-you page and that's it. It took me maybe 20 minutes for the opt-in page, and for the thank-you page maybe 5-10 minutes, and that's it.

Michael: So these weren't guys that you'd been working with for months and months and educating them and training

them and building up the relationship with them and all that.

Matt: No, no. I figured that since you and I talked about that market, and the fact that they want something real as well – they prefer going to someone who they can relate with compared to maybe some other markets where they would go to big anonymous companies, so I really focused on that.

Everything I did – the videos, the sales letter, the opt-in page, the emails – everything had a friendly voice, as if I was talking to you basically.

Michael: Yeah, you were basically keeping it real. I remember when we spoke about this. Let's kind of go in full disclosure mode here. We met in about January on a cruise and we got chatting there.

We had these discussions about this particular market and we were saying it's a difficult market to get into, which is like a lot of markets really, unless you are a big established name.

It was a little like the chicken and the egg. People think, "How are you going to get a name if you haven't made a big splash? But how are you going to make a big splash unless you've got the name?"

You weren't sure. Neither of us were sure that this would actually work. It was almost like, "Well, we've seen it work in other markets. Let's just go for it."

You didn't really have a choice. It wasn't like you could somehow suddenly become this huge name or be on TV or whatever.

Matt: No, it would have taken me years. Since I didn't have a big name, I didn't have the JV contacts, because in my particular language and the market there are big household names.

Michael: I'm glad you mentioned that. I don't know if people kind of realize that, but we do need to emphasize that you did all this in French.

Matt: Yeah, it was in French. In that particular market you can't compare the French and the English markets, so I have to position myself differently. I had to find something

to get them interested and excited with every video I would launch.

Michael: Let's just talk a little bit more specifically about the Cash Cannon format then. Can you imagine doing this without using those Cash Cannons? Would you have attempted that? How do you think that would work out?

Matt: I don't think so. Basically, no, not at all. The reason why I don't think I would have done those numbers without the videos is first of all I was looking for a way to position myself differently, like you talk about in The Golden Thread basically.

That was maybe the most important thing, even more important than the marketing itself. It was how I would be seen by that market.

With the very first email I sent out I created my character in that market. Everything was true. Everything I said was true, but the way I communicated with the market was totally different than how I talked in other niche markets.

Michael: Yeah, you couldn't have got that across in words, because it had to be you. Obviously you were showing photographs of yourself, you were speaking over the top of things, you were making little mistakes, and it was just you. That was the thing which the videos really enabled you to do.

Matt: You know, Michael, that in that market people are very, very sceptical. It may be the most sceptical market out there, so I had to deliver the content in a way that would make me look as a friend right next to them.

Michael: That's a good point. If we just sort of look at the market and summarize it, for one there's definitely big money in that market, but as we've said it's really going after these top kind of 1% recognized household names.

There's definitely a lot of scepticism in that market, as you said, so it's not like you're just going in from zero. You're almost going in with a negative rating because people have never heard of you, so they're going to almost immediately assume that you're some sort of scam artist.

You're going in and you've got to put a lot of hard work in just to get to the stage where they treat you with charity,

where they give you a zero rating, and then you've got to kind of educate them and encourage them to get a positive rating and trust and so on.

For you to do all that in what was basically like 30 minutes interaction with them, when you think about it that's insane.

Even if you sat down with somebody face to face who had never heard of you, and obviously you're getting them on this list and then with 30 minutes worth of video, for them pulling out their wallet and giving you \$2,200 or whatever – if you were to just knock on a door and say, "Look, are you interested in this? Give me 30 minutes of your time," it's just never going to happen. You could spend all your life trying to find people who would want to do that.

So that's an amazing result, particularly when you consider you've only been doing this two years and you've only been in this market a year, or not even that.

Matt: In that particular market, less than a year.

Michael: You've been in that market less than a year, you've been doing it in the French market, and on top of all this we should still say – I know we mentioned it in the headline – but you're still in college or university over here in Europe. I kind of forget that when I'm speaking to you.

I was speaking to you the other day, and we were chatting about the cruise, and I said, "Are you going to be there?"

And you said, "I'll have to check. I might have my exams."

I said, "Exams? Oh yeah, right, you're at university."

Have you got many years left of study?

Matt: Yeah, I still have like three years. [laughing] I have a big team with everything I do know, but in that particular market I went out alone, so the videos were raw because I wanted it real. There was no music in the videos, no music at all.

This was a side project compared to everything I do. It was a good side project when you look at the numbers.

Michael: I know what you're like in terms of the work that you take on and you're very, very prolific in what you put out in all kinds of different markets. As you said, this was – not a hobby, but you were just dipping your toe in the water.

It was like, "Let's see if this works," and take it from there. From there you just did it all on your own. You've got other guys helping you out, but this one was just yours.

I remember when you sent me the link to check out the videos and it was almost like a postcard type thing, like to a friend or family.

It was like, "Here you go, here's the content. If I make a mistake, we'll keep rolling. If there's any typos it doesn't matter. This is how it is. This is who I am. That's it."

Matt: Exactly, and there's another funny thing. I was quite sick during that period, so I know that I coughed a couple times in the videos. I think in some of the quality it may be the worst videos ever out there on the internet, but people really liked it.

Michael: You've only got to judge it on results. Quality counts for nothing. If somebody told me that coughing twice in a video increased conversion, then I'd be coughing all over the place. Maybe it's something I should test out.
[laughing]

Let's just summarize it then and we'll kind of wrap up. In the space of 27 days you did \$20,419. You had this series of Cash Cannons that were demonstrating proof, building a lot of trust, and giving free valuable content.

This is a slightly different approach to what we've covered in some of the other case studies because it's such a high-ticket product, not just a \$47 affiliate product or whatever.

You did all this in a really tough market, where people are very sceptical and only really buy from big kind of multi-millionaire names in the industry, and you did in the French-speaking sub-niche of that.

You didn't have any affiliates, did you? We didn't really talk about that.

Matt: No, no. Zero affiliates. Not one. It was really me and my small list of 900 people on launch day.

Michael: And that list size is insane. If you think about it, what would you say, about \$350 it cost you to build that list and you did it very, very simply with just a simple opt-in page and then straight to getting the videos.

Matt: When you break the numbers down, it comes down to an average value of more than \$22 per subscriber. I could go out and spend \$20 on an opt-in and still make money.

Michael: Yeah, and we've really got to emphasize that. I'm not a big fan of pay per click personally. It definitely works and I believe it, but I just cannot do it. I'm not very good with the statistical side of it. I don't really have the brain to do that.

It is easy when you've got those numbers backing you up. You can say now, "I could do this again. I could go off and spend twice as much and make \$40,000, or spend \$600 and make \$40,000, or spend \$1,200 and make \$80,000."

The numbers are there. On average you're going to do the same. You might do a little bit less, you might even do a little bit more, but the numbers are there. You've got it up and running, and you've got the system set up.

And that's not even the full value, is it, when you think about it. I don't know if you've done anything else with that list.

Matt: Yeah, that's just on one product basically. That's a product that was not selling obviously until now. You can't buy it now, so it was a one-time shot. It was really 27 days, 7 emails. It was 6 videos.

I had 4 content and no-pitch videos. I also had a bonding personality video where I talked about what I do, who I am, and then I did another video announcing the high-end stuff.

24 hours before the launch I just emailed again saying, "In 24 hours the doors are open and you have to jump in." Basically that's it.

Michael: It's like a lot of these case studies that I've done. You kind of come to the end and summarize and that's it. There's only so much you can go through and actually explore.

When you get down to it, there's only so many

components. There's no complexity to this. It's really just a case of saying, "Okay, go and find a market. Pick a niche within that market, find an affiliate product or create your own product or find someone else who's created a product, and get these Cash Cannons going and that's pretty much it."

The only thing is you do need to know the psychological trigger to put in these videos. I know you studied some of the ones I put out closely & merged some of those, right, with the ones I had done?

Matt: Yeah, exactly. I modelled those and the results are there, so just use what's working.

One last thing. No one ever sold such a high-ticket item in that market, so I was basically a no one in that market and just coming out and just selling something that wasn't being sold.

Michael: It's amazing results, particularly when you break the market down.

If somebody was to say, "Oh yeah, in that market that's pretty good," but when you say it's in a niche of that market, and only people that speak French in that market, and somebody that's never been heard of in that market and has not even been in that market a year –

When you look at that, and if you didn't know the results you'd say, "That guy will crash and burn. There's no way he would make any money. If he's really lucky he might have broken even," but no, you took \$350 and turned it into nearly \$21,000, so that's amazing results.

Thank you for coming on the call and sharing your story.

Matt: Yeah, it was fun!

Michael: Just one last thing. Have you got a website address if anybody wants to come and check you out or find out any more info about you?

Matt: Well, everything I do is in French basically, or I have some niche products in English, but you can check me out at www.DominerInternet.com

Michael: Okay, so if you're listening to this and you know a little bit of French or you know somebody who knows French,

then go and check the site out. Even if you don't, go and check that out and you do a bit of snooping and find out what Matt is up to.

Thanks again, Matt, and keep in touch. I'll speak to you soon.

Matt: Thanks, Michael. Bye.

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