

The Mysterious Masked Man \$110469 in 10 hours



RESULTS

- \$110469 in 10 hours
- With a small list of just 1100 people
- Selling in a weird, difficult niche
- Built in level of anticipation with Cash Cannons
- Had to pull the plug - too many people wanted in!
- Digital product, outside the Internet Marketing Niche
- Business has exploded since doing these first Cash Cannons

WHY THE MYSTERY?

- The Masked Man does not want his identity revealed
- He wants to keep the market under wraps
- He is based in a non-English speaking country in Europe

WHERE DID THE LIST OF BUYERS COME FROM?

- Just small list of 1100 people
- Built up using free methods
- No paid advertising
- Not even built up purposely - the list just came as a result of another promotion
- Even if he'd paid \$50 per subscriber would have made \$55,000 PROFIT!
- Value per subscriber on that list was several hundred Euros!

THE CASH CANNONS

- Building anticipation
- 3 Videos building up the story
- Video #1 - What the service does and why it works so well
- Video #2 - How it worked and why it became financially successful
- Video #3 - What they were going to get
- Used scarcity play on the videos as each one was pulled offline after a few days!
- People had to watch the videos in full because they would get deleted in 48 hours
- Great way of building up trust
- Really increases conversions massively
- Helps to build the relationship quicker and more powerfully with the viewer than straight e-mail
- Cash Cannons a lot easier to create than long sales letters

You can now POST your comments or questions about this Case Study on the blog;
<http://www.GoldenThreadSite.com/blog/mystery/>

Killer combination can be Cash Cannons combined with textual content

Cash Cannons are like a launch in a capsule - convey a lot of information without a lot of anticipation

- Setting the scene
- Explore the pain of the prospect
- Explain the solution and product

Can create content-only Cash Cannons that further build relationships

Can then later put out Cash Cannons that promote affiliate products or your own products

Maintain that balance between promotion and giving valuable free content

Don't forget the people that might not want to or be able to buy from you yet

Creating Cash Cannons is easy, quick and fun

Advanced Cash Cannon Tactics