

# Swiss College Kid Becomes Cash King \$20,419 in 27 Days



## THE MARKET

- Not many people willing to spend money - especially a lot of money
- A tough market to crack
- Lots of experienced business people have failed dramatically in this market
- Highly sceptical market
- You start off with a "negative" position especially if you are not a big name
- Money is being made in the market but predominantly by big household names who've spent millions and years establishing their brand
- Only been in this market less than a year
- Matt only been online for 2 years
- French-speaking market

## THE RESULTS

- \$20,419 in 27 days
- List of just 900 people
- Cash Cannons taking just 30 minutes that took people from no knowledge to \$2000+ purchase
- 6 short Cash Cannons
- Only took a few hours to bring in the money
- Created massive red hot DEMAND for a high priced product
- Took people from a position where they had no trust, no knowledge and no confidence to where they were ready to spend over \$2000!
- No Joint Venture partners
- No affiliates
- Dollar value per subscriber of \$21!
- This is just on one product - can sell lots more products and services to the people on this list

## THE METHOD

- Interaction with people**
  - Speak on their level
  - Providing a lot of free information to build interaction and rapport with viewers
  - Far easier to make more money with a high ticket product - though you do need to provide more value and free information in the lead up to the sale
  - Don't position yourself as an expert
  - Just be real, open and natural
- Building Trust**
- Product Selection**
  - Building up the anticipation - because this was a high ticket item
  - High ticket product (over \$2000) meant trust had to be built up by using Content Cash Cannons
  - Decided to focus on a higher priced product and focusing on markets he could attack
  - Picked a market that had experience in buying high-end stuff
  - Knew there was big money in the market but Matt was scared as he had no NAME or REPUTATION in his market
- The Robin Hood Concept**
  - Be a man of the people
  - Show people you are just like them
  - Don't pretend to be something you're not
  - It's okay to make mistakes
  - You share a common enemy with the prospects or share a target
  - You display lots of transparency in the market
  - Just be yourself - who you are, what you do, how you can help people
  - A natural approach as you would speak to a friend or member of your family
  - You don't have to be an expert - they will look up to you and interact with you
  - People like to be led
- The Cash Cannons**
  - Easy to create
  - Must include the Psychological Triggers that make people buy
  - Just took a few minutes to create them
  - Don't worry about the quality of the videos
  - Most important thing is to be open, honest and yourself
  - Don't have to speak for hours!
  - If you're using a Cash Cannon to promote a smaller product or low priced affiliate product then you don't need to provide all the free information and lots of Cash Cannons - one will do it!
  - The content of the videos was good but don't worry about mistakes, typos or even coughing! :-)
  - Mistakes just make you look more real
  - Make it really easy for you to position yourself differently in the market place
  - A lot easier than you think - Matt was selling a \$2000 product, if you're doing this for smaller-priced products you can be up and running even quicker and there's less need to build rapport and create interaction
  - Like a postcard to a friend

## THE LIST

- Just small list of 900 people
- Built using simple pay per click at a total cost of \$350 so \$20419 is a great return!
- Knew that he wouldn't be able to build up a list of tens of thousands of people so made him focus on the RELATIONSHIP he was building with people in the videos
- Simple process of getting people on the list
- Simple opt-in page where people get the first Cash Cannon right away
- This list was built quickly and all these people saw were the Cash Cannons
- No fancy graphics or complex messing about!
- Took 25 minutes to set up the list building page - that was it!
- This is the equivalent of selling a cold prospect from a standing start within 30 minutes
- Average value per subscriber of \$22
- Could spend \$700 and make \$40,000

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