The Army Recruit $80719 in Just a Few Days

- **CASH CANNON BUILDING A HUGE LIST OF PROSPECTS**
  - **OBJECTIVES**
    - Building anticipation
    - Get people to watch a video about a product before it goes live
    - Get people to join a list
    - Getting optin rate information to tell partners to get them on board
  - **RESULTS**
    - 3422 Optins in a week!
    - 45% optin rate = 45 out of 100 people joining the list!
  - **THE VIDEO**
    - 5 Minutes Long
    - Exploring Pain of The Market
    - Explaining what people will get
    - Demonstrating how the product works
  - **Profit Strands Being Used To Build The List**
    - **The Wave Rider** - tapping into big trends, newsworthy things
      - Matt did this buy referencing MySpace and Facebook
      - Tapping into hot topics of Viral Marketing and "Tell a Friend" Technology
      - Promoting Similar Products To That Latest Hot Product
    - **The Fairy Tale Factor** - massive viral list built super-fast
      - What is the customer's "Happily Ever After"?
      - For Matt's customers this meant an instantly large list that makes money
      - What people want in a particular market
    - **The Magic Wand** - what people will get, the solution to all their problems
      - Just use this push button software
      - Uses existing traffic people might get to grow exponentially
    - **Court Jester -** funny music, fun stuff that makes people laugh
      - Showed how silly an inferior system was
      - Tap into to people's desire to laugh and have fun
      - Emphasizes that existing solution people are using just doesn't work
    - **The Hole Punch** - punching holes in an existing method and then selling the bits to fill the hole
      - Showing that there are major problems with existing method
      - Then filling in the gaps with the product
    - **The Time Machine** - actually fast-forwarding and showing them what it's like to own the product
      - Demonstrating someone using the product
      - Reinforcing how easy it is to use the product
      - Encourages people to imagine already owning the product
      - Did a fast-forward to show people what it's like using the product and the RESULTS people will get
    - **Fairground Factor** - lots of visuals, music, entertaining elements
      - Killer combo of education and entertainment
    - **The Rapunzel Strategy** - gaining benefit by associating with existing credibility of others
      - Climbing up success of MySpace and Facebook, associate with them and association that buyers can have similar speed of list growth to MySpace and Facebook
      - Also positions you in the mind of prospects as being of similar stature to these bigger established companies
- **THE 4 MONEY GEYSERS**
  - **Prospects** - building your list
  - **Promotions** - promoting other people's stuff
  - **Products** - selling your own products
  - **Partners** - getting Joint Venture partners and affiliates on board
- **PROFIT STRANDS USED TO GET BIG PARTNERS ON BOARD**
  - **Rapunzel Strategy** - The Credibility Cascade of big names
    - Jeff Walker moving his launch, pictures of other marketers, showing JV partners already on board
    - Leading to a knock-on domino effect of other partners coming on board
  - **The Excalibur Effect** - creating competition by having something that only a limited number of people can have success with
    - Prizes, Leaderboard, competition
    - People compete to win, beat others and get bragging rights
    - Mere fact of having a competition is more important than the prizes
  - **The Three Kings** - giving, giving, giving. You give first and get second.
    - JV Webinar, explained the product, gave them the software for free, commissions, prizes, tons of ready-made tools
    - Partners giving everything they needed to promote
    - Removing all objections in their minds about why not to promote
  - **Robin Hood** - man of the people on their level, also can include a common enemy or target to unite against
    - Extra prizes for non-guru, whoever gets 500th sale, helping smaller affiliates

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