



Internet Marketing Money-Generator



The Newsletter for Online Entrepreneurs

How to Make a Name for Yourself

Note: This issue contains information presented on a couple of LIVE calls with MasterMind members earlier this year. I think you will find it immensely valuable. Portions of the transcripts are below and begin midway through each call. Enjoy. - MJF

First, make sure your website is listed on the bottom of your manuals and books, on every page, preferably. And make sure that there are plugs throughout your book for every product and service, or at least for several of them. Give the reader reasons to go to your website, to read a special report or to download an article or audio or video.

Next, you also want to have seeds in your product. And by seeds, what I mean is if somebody were to get your product from a source other than yourself, they didn't come to your website, they bought it out of a catalog or a magazine or from somebody else, or it was given to them as a gift, or it got duplicated and somebody bought it off eBay... well, if that's the case, you want to have seeds throughout your CDs and DVDs and books, so that the person who bought it from someone else, now has an incentive to contact you, to reach you.

Another thing: Be sure you introduce yourself at the beginning of your manual or your DVD or your CD. This is not something you overlook and it reminds me of a very prominent, well-known martial artist I was helping some years ago. He was going to do a DVD and he had it recorded. Then for the introduction he was reading off a paper in his hands. It was awful - totally impersonal.

I took a look at it with him. He wanted my opinion. But he didn't really want my opinion, he wanted my blessing. And I said to him, "Well, you really need to introduce yourself, to tell the audience who you are and give your name and so on." He got very upset and yelled at me, "I'm not giving my name! I'm not saying who I am! That's bullshit. If they bought the program they already know who I am."

Hmm. Ever watch The O'Reilly Factor. Does Bill O'Reilly introduce himself at the beginning and end of every show? Yes. So do all of the other hosts on television.

There are many things you can learn from TV personalities, particularly those who are doing talk shows. Whether they are on the news or hosting Animal Planet, they are consummate professionals you can learn from.

And you'd be wise to incorporate the things you see them saying and doing into your products. One of the masters of this is Rush Limbaugh, whom I mentioned last May at a seminar. When I did one of the ladies in attendance went nuts; she went on a tirade, so I'll take the risk again by mentioning him tonight. But I have this call in conference mode, so nobody can really say anything right now to cut me off. HA.

Anyway, if you listen to Rush Limbaugh for 30 minutes, you'll get all sorts of ideas. He calls himself "The Maha-Rushi." A brilliant spin-off the guru Maharashi Mahesh Yogi. If you're open to learn - when you hear this sort of thing, you don't get pissed off, you learn. You learn how to take your very name and create and do fun things with it that are fun for your readers. When you do this your audience relates to you on a totally different level.

My name is Furey. So, I've got Fure-cat, I've also got the **Furey Faithful**. I've got Fureyville, I've got Fellow Furecats and all sorts of lingo just based on my last name alone.

Then we have **Zen Master of the Internet®**, and all of this is done with intention. It's done with the knowledge that people will most likely enjoy what I'm doing and find a more intimate connection.

Even if you hate Rush Limbaugh's guts, you've really got to have something stuck in your craw to not get a kick out of him calling himself "Maha-Rushi."

Let's take Barak Obama. I'm not fond of the guy. I think he'll be the worst president, by far, we have ever had, if elected. Even so, a few days ago I walked into a restaurant and saw a lady was wearing a t-shirt that said, "Barak and Roll."

I admire that - even though I'm no fan of O-bomb-ya. You do things with your name that are creative.

When I was in California, there was a realtor I trained named Bernice Wong. She's Chinese-American and incredibly bright. One day she created a slogan for her business: "The right realtor with the Wong number." That's a brilliant - absolutely brilliant usage of her name. And she enhanced her visibility further by wearing a hat and fancy clothes that no other realtor wears. Smart. Very, very smart.

So, take this to heart, my friends, and begin using all of these ideas.

Now, as far as the filming of your DVD's - you memorize (but not verbatim) the first 3 or 4 things you're going to say. And then you take a break, but you don't say, "Hold on, I've got to look at my notes." You just say, "Alright, I'll be right back," and then you fade. After you fade you look at your notes and you figure out the next 3 or 4 things you're going to say, and then you record them, and then you take another break.

The key thing is that you're not looking at your notes and you're not talking about your notes. Yes, you could have a big flipchart or something like that in the background, not visible to the camera, or you could have a Power Point screen in front of you that covers everything you're going to talk about.

But the simplest, easiest, brain-dead simple way is to have a yellow pad, a legal pad, with all of your notes on it, and then you just go through it step by step without ever looking at it while you're being recorded.

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Write Your Ad First

Now, if you go back, those of you who have the **Stay-At-Home Internet Millionaire**, and you can order that at KnockoutMarketing.com if you don't have it, there's something that happens right at the beginning of the first DVD, that almost nobody catches. Very, very few people catch it. I'll explain it to you right now, and you may be shocked that this obvious fact went over your head.

On the first DVD, I'm sitting on the couch with my advertisement for the program in my hand. And I say something like: "In the advertisement you read before investing in this program, I promised that I was going to teach you X," and I spell out what that was. Then I put the sales letter down, and I say, "Alright, let me cover that right now."

What's the big deal about this? The big deal is that I wrote the ad first. Otherwise, how could I have sat there and said, "In the advertisement you read before investing in this program, I promised that..."

So, the ad for the product acts as a table of contents for me. It acts as an outline of what I'm going to cover in my presentation.

I saw this done so cleverly by Dean Duvall, a number of years ago, and I said, "That's absolutely brilliant." I used another variation of it just recently, with the product called **The Trump Card**. Many of you got it already. It's 20 pages long and it's around 8,000 words. And the first 2 or 3 pages are almost exactly what I have on the website for the ad for the sales letter.

Again, I learned this from Dean Duvall. He had programs that he would sell for \$1,000 or \$10,000, and the first few pages were, in part, a repeat of the ad. "Okay, here's what I told you in the ad - now I'm going to fulfill the promise I made to you."

In doing this DuVall proved that everything he promised was covered. So that's one reason to do such a thing.

But another reason to do it is you've already got a couple of pages in your product done. You've killed 2 birds with one stone. You've got a couple pages for your ad, you've got a couple pages for your product. They're both the same thing. So, that's a very good thing to remember and put into practice.

There's one more thing I want to get across to you, and I've been doing it this entire call. How many of you can guess what it is? This is what you've got to be doing in your products, as well.

And that is when you are doing an audio, a DVD, a book or a newsletter, or whatever it is, you've got to mention your other stuff.

Now, if you only have one product right now, no problem, mention your website and where people can go and download such-and-such.

But once you get multiple products, then go back in and revise your initial book or course and add those plugs for your other products to it.

Those of you who already have a bunch of products, you've got to cross-promote. You've got to talk about your products in your existing products.

I've had people who have created more than one company and won't talk about the other company in their sales literature or in their products for the first company, because they don't want any conflict. What do you mean, conflict? I talk about **Psycho-Cybernetics** in many of my products or in my seminars and so on. I don't say, "Well, there's a conflict. That's a completely different business."

Yeah, it may be a completely different business, but I can have customers who are involved in both of them - and DO. So, there's no problem with it unless I make it into a problem.

I know husbands and wives who have separate websites and won't do this. You have a husband who's got one website, and he won't talk about his wife's website.

"Well, it's a conflict," he say. "It's her own business."

"Yeah, but you live under the same roof, don't you?"

"Yeah."

"Well then?"

These things I'm covering may appear to be basic mistakes, but people on the highest levels still make these mistakes from time to time. And I'm prone to them as much as you are. So, it's not a matter of me wagging the finger and claiming I always do everything right, that I never make mistakes. Hardly. So don't get that idea, at all. I make my share of mistakes. I have plenty of, "Oh, what was I thinking?" moments. But once I catch the error I don't pout about it. I correct it and move on.

Anyway, I'll take this call out of conference mode now and you can start to chime in.

Attendee: Hey Matthew, it's Jeff. I have a question for you. The video that I shot, I'm going to do something similar for people who opt-in. Would you recommend that? Would that be a good thing?

Matt: The DVD that you've got on your website, I think you made that one for this group, right?

Attendee: Right. I'll create another one, though, that's similar to this one, for anybody who comes to my website and they opt-in.

Matt: Yes, I would make another DVD, same background, same setup, but you would say a few things different in the beginning. You would get to your story. Explain how about 4 years ago, you didn't know anything about this way to make money. Tell how you spent \$35,000 learning how and you lost your ass. Get to that part of the story earlier on. Then tell how you uncovered the secret and how the listener can learn it without having to get bloodied and battered trying to figure it out the hard way.

Attendee: Matt, this is Louise.

Matt: Louise? How are you?

Attendee: I'm doing good. I'm writing emails and making progress.

Matt: Good.

Attendee: I'm writing a sales letter for 2 more products and moving ahead. My question is I was one of the ones that had a product where the people who were helping me videotape it, I thought I was looking into the camera and they had it look as if I had presented it to an audience.

So, you mentioned you're talking to people that aren't there. You're not making direct eye contact. I did not find that out until after they finished it and they sent it to me, and it was a little bit late to re-shoot.

So my question is when do you decide to go back and re-shoot it?

Matt: When you looked at it, how did you feel about it? Was it okay or did you just absolutely hate it?

Attendee: Every time I see it, I say, "Dang, I wish I could connect better with my audience. I'm doing okay, but I could do so much better."

Matt: If you spent a lot of money getting it shot, it would really suck to have to redo it and spend a big chunk more. But you don't need to, if you have somebody who shows up at your house or whatever with a camera. That's the way I've always done it, with the exception of my seminars and the shoots I've done in China.

The key thing is you don't want to continually delay, delay, delay, delay out of perfectionism, to the point of stagnation. So just leave this one alone, go ahead and launch it, and then in the next DVD look into the camera and speak.

Attendee: That's my plan.

Matt: One of the deals with people who film you is they all think they're Steven Spielberg, and they all think they know everything. They're real opinionated, even to the point of arrogance about what they're doing. They'll come up with ideas on their own, on how to film you. And then the next thing you know, they're directing you and telling you to smile and telling you, "Oh, we better restart that."

The classic story I've always told is the first guy that filmed me, he would, "Okay, big smile before we start." And when I started talking, oftentimes the first word out of my mouth would be, "Well..." and he would stop me and say, "You said 'well.'"

I'd say, "Yeah, so?"

He then said, "It's really not a good idea to start with well."

And I said, "Well... tell Reagan that."

Every answer to every question Reagan ever gave was, "Well..."

This is an example of the stupid stuff that video people interject. And they can really be an annoyance.

So, here's what you've got to do. You've got to give clear instructions. And if the camera people argue with you or they start giving you their ideas, tell them to back off.

More recently I was filmed by a couple of guys in LA, in November, and there was a guy along with them to run the camera. And this was another perfect example of complete idiocy. The 2 guys are students, and I was telling them how we needed to film the product - and the guy they brought along would interrupt and tell us that it should be done a different way and you they didn't really need to say what I told them - and so on.

Pretty soon, he's the script writer, he's the screenwriter, he's the director, he's everything. He wasn't MY hired guy so I kept my mouth shut and didn't say anything. But later that day, when we had lunch, everything that was important about this guy was laid on the table. First, he's not making any money. Second, he's barely making ends meet and he's struggling financially. Third, he has a listening problem. He wants to be the expert.

It was everything I could do to keep my mouth shut. What I really wanted to say is, "You know, if you would shut up once in a while and listen to the guy in the room who's made millions of dollars, you might learn something that will help you." That's what I wanted to say, but I never did.

This is an example of what I'm talking about. You've got to lay down the law. If they don't want to listen, you just tell them, "Bye-bye." Because otherwise, they're messing up your product and wasting your time and your money.

Another thing I want to cover while it's fresh on my mind is speed. And by that I mean you've got to get people doing something with you as fast as you can. The faster you get people doing something, the better off you are. And the more time you spend explaining and talking the greater the chance that the viewer is bored.

Here's another key element. When I'm giving an explanation that's 5 minutes or more longer on some of my DVDs, before I start teaching an exercise, I'm telling stories.

In this way the viewer is not bored. I'm not just giving explanation of technique. I'm telling riveting stories. I'm engaging people. There's a difference.

The quickest way for you to seize control of your audience when they're not in the room with you is to make them do something. The faster you get them doing something, the faster you gain control.



Anyone Can Learn to Write Sales Copy

If you had to write something that would move people to buy or you would be crucified or hung, could you come up with the words?

Of course!

Before writing my most recent ad for the **Get Tough Fitness Challenge**, May 16th to 18th of this year, www.GetTough.com - on a legal pad, I wrote, "If I had to write a sales letter that was guaranteed to work or I'd be shot, what would I write?"

I started with that question. Now I don't do this every time, but I'll tell you what, it sort of gets you over any belief that you can't do it.

If you'll take a look at what I wrote, you'll see that the story is simple. You'll see that it is one story after another, after another, after another.

Why? Because that's what I do best. I tell a story and inside the story I drop in some ideas that I want people to learn. Somewhere in the story, it segues into why you need to buy my product or service, and it ties into the story somehow.

When it comes to email, the lead story is almost irrelevant, in many cases. I just start with something, anything!

"Ho hum, I rolled out of bed this morning, had a cup of coffee, and stubbed my toe. And when this happened, I was thinking about my fitness program and how it strengthens your feet."

Anything! It doesn't matter! It doesn't matter at all.

Remember this: talk right, right talk. Talk out loud. How would you say a story to somebody out loud? Then that's how you write. And there's really not much more to it than that.

There's a guy in our group. I'd been reading his emails for about a month, and I never got past the first sentence much less the first paragraph. I can tell, from your opening sentence, whether or not you've got me hooked. I can tell, from your opening sentence, whether I want to read any more. Any almost everyone is the same way. People won't allow themselves to be bored when reading.

It's no different with a book. You pick up a book in a bookstore and you're

deciding whether you're going to read it or not. You read the first sentence or the first paragraph. If that doesn't grab you, you're not buying the book. If the title doesn't grab you, you're not buying the book.

And so I wrote this person and said, "You know, I can't even get past the first sentence on any of your emails. They're awful! You've been reading all my emails now for 4 or 5 years, and it's stunning to me that you haven't figured anything out! Don't you see a trend?"

All my emails, probably 80% of them, whether they're sent to the Psycho-Cyb group or to the MattFurey.com group, start out in similar fashion.

Why? Because I want to set the frame and pull the reader into the copy.

Here's an example:

"20 years ago, when I was working out in the Iowa wrestling room, Coach Gable came up to me and said, 'You know, Furey, you look like you're getting faster. You must be getting meaner.' I thought this earlier today, when I was running hill sprints."

In the above you see I've got a story going. I've set the frame. I've set the context.

And who did I learn this from? Ronald Reagan. I suggest you get all his DVDs from his presidency and study them. They will help you craft stories that pull the reader in so you can sell to him more effectively.

I also suggest that you pick up a copy of Napoleon Hill's book, *Selling You*. In it he goes through the nine basic buying motives and once you know these motives, you cannot help but become a decent salesletter writer.

First of all, there's the motive of love. There's the motive of fear, the motive of revenge, the motive of fame, the motive of personal and financial gain. I just gave you 5 of the nine.

But when you're thinking and you're writing a sales letter, you've got to be thinking about these 9 basic buying motives, and how many different little stories and vignettes and metaphors you can use that strike every one of these buying motives.

Napoleon Hill always said, "No one has any right to ask anybody for anything, unless you have first uncovered that person's buying motive."

Why should a person buy from you? You've got to know. It's not hard to figure out if you know the 9 motives and then you create a little story that hits all of them.

And if you want to know what kind of stories hit all of these motives, then you read Napoleon Hill's stuff over and over because that's all his books are! He was a copywriter. His books are sales letters/sales stories - one right after another, selling you on his philosophy of success.



Matt, How do I get a continuity program started, and more importantly, how do I keep people in the program?

Well, first of all, you've got to start continuity at the base level. And there are 2 ways to start it. You can go cold turkey into it. The person hasn't bought anything else from you, but they're getting a membership to your online community or offline newsletter.

I just joined one that was \$39.95 for the year. I know what he's doing when the fee is so low. He's getting tons of people in at the dirt cheapest level he can. And it's

all online delivery, so there's no expense sending anything out. Then there's going to be bumps to buy other stuff, to go to seminars, and so on. That's okay!

So having a yearly membership site is fine - but make sure it's ALL online delivery. Then, once they're all in the funnel, you create another membership site that sells them into another stream, some other need or desire they have, and that one is billed monthly. Monthly auto bill, for example, at \$19.95 a month or \$29.95 a month.

So that's one way to lay a foundation.

Now, the way I've done it is I sell them my leading product first. I'm giving them emails. They're getting a lot of content on a regular basis. And then, in addition to that, I give them a lot of freebies. I give them a lot of incentives.

I have a newsletter and I'll refer to it as a special report for that month, and it will strike a hardcore emotion. It'll strike something that people really want to have resolved, some problem or difficulty they're having. This month it was allergies, and an 8-page newsletter/special report.

Well, just by pushing that allergies hot button and not revealing what it is in the email that will help eliminate their symptoms, I signed up a ton of people.

Always remember that you've got to sell secrets. One of the mistakes I've seen people make who are NOT in the know is what I call the "anti-secret" approach to marketing.

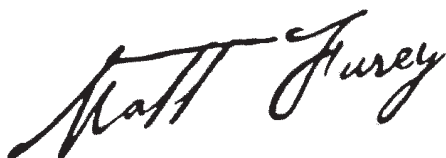
Not long ago I saw an email where a guy talked about 2 secrets that were the key to unreal levels of strength.

He revealed the first one in the first part of the email, and at the end of the email he revealed the second one. He even mocked the reader when he said, "Well, if you don't know what the second secret is by now, open your eyes." An insult to the reader.

I said, "Oh, my God!" I was ready to buy! And you ruined it for me." As soon as he revealed the first secret in the email, all my desire to purchase was vacuumed right out of my lungs. He satiated my thirst.

You don't satiate peoples' thirst when they read your emails or salesletters; you increase their thirst. That's your job. Give them some salt tablets and a sip of water, and then give them another salt tablet, and then, at that point, you can sell them some water.

That's your job. Your job is to increase people's thirst for your knowledge - for the benefits of your products and services. And the moment you satiate their thirst or appetite for more - the till runs dry. Remember that.



Matt Furey

Zen Master of the Internet®