



## From door-to-door salesman to internet marketer to generating \$340,000+ from social media in two weeks

### //////////////////// JOURNEY ////////////////////// DEVELOPING COPY //////////////////////

Was a struggling door-to-door credit card machine salesman who turned to the internet looking for another way to sell.

*"... I can't remember the search engine, it wasn't Google because it wasn't around, but I typed in 'how to sell credit card machines on the internet', because I didn't want to have to be rejected all the time in person. It'd be much easier to be rejected over the internet."*

Clicked on a banner ad leading to a sales page for a Corey Rudl online marketing course. After mulling over the sales page for a week, he committed and convinced a friend to split the cost and share the audio tapes and manuals.

*"I did what everybody else does. I started trying a bunch of stuff and most of it didn't work and then finally something did."*

Frank was selling credit card processing online when he came across a customer making \$10,000 per month selling from purchased reprint rights. This led to him reselling courses online and studying all the material.

*"... I didn't really know anything, I didn't have anything to sell so I started buying reprint rights to old direct mail seminars."*

Through studying the material, he sold and pioneered different techniques to sell them and developed the marketing methods that he now offers through training courses for businesses and individuals.

*"There is no way to get good at writing other than to simply write."*

Many can relate to the timeline Frank offers for his process: Think about doing it for a week while anguishing. Complain about doing it for another week until 2 days before it needs to be done. Then write it. Put it out into the market.

*"It tends to work pretty good sometimes. Sometimes it doesn't and I'll change it and then it will and that's what everybody sees... that's the control. They don't see the three other versions that it took to finally get the damn thing to work."*

Sitting down and writing the perfect piece of copy in the first try isn't very realistic. It takes changes and adapting to the market which happens over time as you try different things.

*"We have a professional term in my company for something that works the first time and we call it a f\*cking miracle."*

Simple, blunt, and helpful content and marketing will often be better received than grandiose and exaggerated claims.

*"I think if you focus on 'how can I make this process by which I'm acquiring a customer beneficial to the end user regardless of whether or not they buy something?', that's where you get the magic because that's something that they're not exposed to. Nobody does it and that's how you get really good brand positioning."*

"99.9% of the time it follows this 'magic formula': Here is what I've got, here is what it'll do for you, here's what I want you to do next."

### //////////////////// BEHAVIORAL DYNAMIC RESPONSE TO INTENT BASED BRANDING //////////////////////

*"When we got the ability to track someone's behavior in a funnel, whether they opened an email, clicked on it, watched a video for 20 minutes or whatever and respond accordingly, that's what behavioral dynamic response is and was born from. The need to be able to hit someone at the perfect time and really stand out from the crowd based on recency and personalization of interest."*

There is a decline in email as the primary marketing channel. Despite consistent use there have been declines in open rates due to over saturation of email traffic, spam, regulations like GDPR, and email client software filtering.

*"We keep it simple now. So, I don't do 1/20th of what I used to with behavioral dynamic stuff because email as a medium, as a primary marketing channel, is no longer as powerful as it was."*

Despite starting his intent based branding on social media just months ago in December 2018, the results have been staggering. Over \$340,000 dollars in the two weeks before this interview.

*"We take that offer that I'm making every day and I wrap content and value around it. So, we have this opportunity now, we can directly help and sell somebody simultaneously and we can do it cheaper and in greater volume than ever before in history."*

Put out a lot of content that deliberately provides value, nurtures goodwill by helping, and makes an offer.

The content you post will continue working for you every day.

Take the posts that are organically successful and boost them to reach a broader audience.

