

FRANK KERN'S  
**MASS CONTROL™**

**Mass Control Student Does  
\$10,000.00 In Nine Days Selling A  
\$39 eBook.**

Dear Friend,

This is the story of Glen Crosier.

Glen lives in the U.K. and has been dabbling in the Internet Marketing game for about 18 months.

Like lots of us, Glen tried a ton of stuff and saw very little results.

Then he tried Mass Control.

Within nine days, he was able to sell over 250 copies of his \$39 ebook ...bringing in over \$10,000.00.

The ebook is for a part of the hobby market. It has nothing to do with making money.

He had also never sold a single copy until Mass Control came along.

What you're about to read is the transcription from a telephone conversation I had with Glen on January 9th, 2008.

We had never spoken on the phone before this was done.

**Frank:** Hey man - looks like things are off to a good start with this weird little eBook business eh?

**Glen:** Yeah, wow. It's going massive. Do you remember before Christmas how I was emailing you about my little launch?

**Frank:** Well yeah, and it was good. I remember thinking like, "Holy shit, this is pretty good."

Because what did you guys end up with? The last stats that I heard, and I'm searching through my stuff now, but the ***last that I remember you d done like six grand or something?***

**Glen:** Yeah, we ended up with just over 250 sales. ***We just about grossed about ten grand, \$10,000.00 in nine days.***

That's pretty good for a [CENSORED] ebook. You know?

**Frank:** That is absolutely amazing. Especially since this is your first time out of the gate.

**Glen:** Yeah, yeah absolutely. The turning point was the case studies you did in the Mass Control Class. The part where you were showing your sales pages and different promotions for your Niche eBook businesses. I was like, O.K. I'm just going to do what he's doing.

**Frank:** Yep. It works pretty good most of the time.

**Glen:** What was really helpful for me is when you showed examples of things that **didn't** work.

**Frank:** Really? Because I was a little nervous about showing mistakes and so forth.

**Glen.** No. It helped a lot. Mainly because I was doing some of the stuff you were saying to avoid!

I liked that because nobody ever shows you the mistakes they've made, but you did. And it turns out I was about to make the same mistake so ***that really saved me.***

Then I implemented the Money Magnet ideas you talked about in week one ...and that's when ***things started looking good.***

Up until then I was just going to hammer my small list and do a regular launch.

But then once you started talking about the story lines ...and becoming a part of the prospects lives ...that was when it all started to come together.

**Frank:** What do you mean?

**Glen:** Well up until then I was just basically saying, "Order before December 21st or you miss out."

But I wasn't giving them a reason why.

So I started to let my character come out and let my list feel like they were part of our lives.

**Frank:** How?

**Glen:** Well, we really *did have a deadline for December 21st.*

The Holidays were coming up and my wife and I had too much to do ...so we couldn't be sitting in front of a computer while we were trying to look after kids, do the shopping, and all that.

So we used the Holidays as our deadline and told stories about how hectic it was for us.

**Frank:** Yeah - when you let people feel like they're involved in the process, you create a bond with them. This makes them feel like they've known you for a long time. And that creates trust and kinship ...which makes it easier for people to buy.

**Glen:** I also *downplayed the scarcity* and used your technique from the class called "**Stacking The Cool**".

I did that consistently leading up to the deadline, and then also in the end I did the [SECRET MASS CONTROL TECHNIQUE EDITED OUT] and that **brought in an extra thousand dollars.**

**Frank:** Nice, man. Good lord. That's really awesome. Had you even sold a single copy of the book before this?

**Glen:** No, well *I hadn't finished it until the day that I launched.*

**Frank:** That's classic!

**Glen:** Yeah. One thing I did that's different is I put a lot of effort into the design of the product. I paid a little extra to get plenty of photos.

I know that's not the norm but this market likes photos and pictures because they all own [CENSORED]s ...and that's what the book is about.

So the final version with photos and everything **literally came back from the guy in India on the day of the launch** about three hours before I'd set the time, and you know it was the usual classic, because I had gotten all fancy with the design, the file was huge compared to a normal PDF and I couldn't get it on the server and all sorts of stuff like that. And this was the first time I had done this.

**Frank:** Hey that sounds like something I would do. How long had you been building a list before you started?

**Glen:** Well, this is sort of embarrassing because I started over 18 months ago, but I'd just do it for little short periods.

**Frank:** What do you mean?

**Glen:** Well, I'd run Adwords ads for a week or two, I'd get a few opt ins, and then I'd stop.

I was trying to sell them affiliate products and it wasn't working out ...but I wasn't trying that much.

So I'd work on it for a week or so, then I'd do nothing for six months, and then I'd get interested again and work on it for another week or so.

And I repeated that cycle for 18 months or so.

**Frank:** I'm surprised you stuck with it.

**Glen:** Well, if you take up all the time I actually spent working on it, it was maybe a total of a few months. Maybe less.

**Frank:** It's just that you spread that out over a long time.

**Glen:** Yeah - I got distracted. You know how it goes.

**Frank:** (Laughing) Boy do I ever. Look at me. I didn't even let new people join my marketing list for almost four years. I'm worse than anybody!

Hey, did you stay in touch with the people who joined your list on the rare occasions you actually drove traffic to your opt in pages?

**Glen:** Not really. **I actually went almost eight months without ever emailing my list.**

**Frank:** I'm glad I'm not the only person who does this type of thing.

What did you say when you finally got around to contacting them?

**Glen:** I came up with a story of why we'd been away and all. And then I basically said if you don't want to be on this list, you know, get off of it because we're going to be doing stuff and we're going to be mailing you.

And it's going to be for people that are interested in [CENSORED] and it's going to be great.

**Frank:** Oh my God dude that is hilarious.

So you were basically like, "Hey - I've been away but I'm going to mail you a bunch now. So if you don't like it then unsubscribe."

**Glen:** Yeah. And we had some people unsubscribe but we also got inundated with people saying "yeah! welcome back!" and things like that.

**Frank:** Awesome. So then what did you do?

**Glen:** Well, that was around August of 2007 so I basically wrote the book and then launched it in December.

**Frank:** You know, a lot of people would be weirded out about launching that close to the holidays.

**Glen:** Yeah, well that wasn't originally the plan. That's just how it worked out. And by the time December came around, I was getting restless and we just decided to get on with it and launch.

But it was a little strange because the product has absolutely nothing to do with Christmas or the holidays.

And it's an eBook so it's completely useless as a Christmas gift. It's not like you can unwrap an eBook on Christmas morning, you know?

But a few people still bought it as a gift ...and they were happy with it.

**Frank:** That's hilarious. Like, "Merry Christmas. Here's your PDF file."

**Glen:** You know, just forward it in an email, "I've bought you this."

**Frank:** That is beautiful.

**Glen:** Yeah.

**Frank:** Well man, I think I'm going to get some lunch. Before we go, what would you say to someone who was thinking about investing in Mass Control?

**Glen:** I'd tell them to do it for sure. It was a gamble for me but I just had a good gut feeling about it so I did it.

And it turned out to quite literally be the best material I've ever invested in.

**Frank:** Awesome. Well thanks for buying it, you know?

**Glen:** No, seriously. I had taken some time away from work to learn Internet Marketing ...and I'd bought tons of courses and so forth.

But I still wasn't making money.

And Mass Control came along right in the nick of time because I was about to have to go out and start working at a job again if it didn't work.

**Frank:** Man I'm glad you didn't tell me that while I was making the materials! The pressure!

**Glen:** Yeah, really. ***But it did work and I just made over \$10,000.00 in a few days with a \$39 eBook.***

And I can use it now forever. It's all sort of come together for me because you made it so easy to understand.

**Frank:** Glad to hear it. And yeah, you're right. We've been talking about the launch you did, but as you know ...Mass Control isn't all about launching.

**Glen:** Yeah. I guess the launch thing gets played up a lot because of all the big ones you've done but you're right. ***That s just the tip of the iceberg.***

**Frank:** Well man, thanks so much for doing this and if you need anything, let me know.

Glen: Thank you, Frank. Really. If I can do anything to help you with this launch ...like give a testimonial or something, let me know.

Frank: OK. Cool.

## **Mass Control WORKS.**

It worked for Glen, it worked for the Big Fancy Gurus, and it worked for other students as well.

The 30-Day Mass Control class goes live on Friday, Feb. 1st at 9:00 AM PACIFIC time.

It is being promoted by just about every Big Fancy Affiliate on the planet and there are 34,286 people on the "I want more" list.

As I type this, around 200 new people are joining every hour.

### **This Will Sell Out**

If you're interested in Mass Control and you want to know more, do this:

- Read the 33-page Mafia Report here: <http://www.masscontrolsite.com/mafia.php>
- At the bottom, you'll see an opt in form. This will put you on the "Early Bird" list and you'll get at least a 2-minute head start over anyone else when the site goes live. (I'll send you a special URL.)

### **More To Come**

Be on the lookout for more case studies. I'm currently editing a video with a guy that did over \$36,000 in four days.

Plus, I'll be releasing more interviews like this one as well.

Talk soon,  
Frank