



## *World Internet Experts Series*

Conference Call Webcast

**Order Button Triggers That Can Multiply  
Your Conversion Rates Instantly**

**Featuring Frank Garon**

*Ordinary Guy Makings Hundreds of Thousands On The Internet*

**Hear from Frank Garon live at**  
**[World Internet Summit USA](#)**  
**[World Internet Summit UK](#)**

**This eBook is proudly brought to you by**

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# **Please Read This First**

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**Ted:** Welcome to another *World Internet Experts* Conference Call web-cast, live. And basically, the big picture is the World Internet Summit. We are gathering – which, of course, if you’re on this call you know that – we’re gathering the greatest experts on internet marketing, people who have distinguished themselves for a lot of different ways. Maybe they made phenomenal amounts of money, maybe they were an ordinary housewife with two kids or pregnant and made something happen. Maybe they’ve discovered a new program that you’ve got to have. Maybe they’re showing you the way.

There’s all kinds of different things that our guests this evening (if you’re in the USA) and this morning (if you’re in Australia) and all points between, everywhere else, is no exception. In fact, he holds a special place in my heart, because he’s one of the people that I kind of call and label an ordinary guy.

And I say that, of course, today he’s an internationally-respected “internet guru.” We all laugh about that. But he is an educator. He is helping a lot of people. But, by golly, a couple years ago he was just like everybody else.

Help me welcome Mr. Frank Garon.

**Frank:** Thanks, Ted. It’s great to be here. And I’m happy to be speaking to everybody. That is true. I still feel I am an ordinary guy, Ted. And for those who don’t know me, I want to say a special hello.

That's the great thing about the internet, Ted. The average person can make money if they have the correct information. I drove a tractor-trailer for a living for 15 years. For those of you in Australia, that's a road train. For those of you in the UK, that's a lorry.

And I'll tell you what, Ted, you know my story. Seven, eight years ago, I couldn't even turn on a computer. I literally used to have my ex-wife have to power me up, help me save an Excel spreadsheet or a Word document, and power me down when I was done at night.

You don't get much more computer illiterate than that.

**Ted:** Yeah. But can I put you on the spot on that one? What I hear people saying, I can read their mind, is, "Yeah, Frank, but that was seven years ago. What if I'm here on the call and I can't power up my own computer, and it's today?"

**Frank:** Well, we can fix that, too. The great thing now, Ted, not to sound like an old fogey here, but the stuff these kids have nowadays to get yourself up to speed and just to learn things, and just even from learning the different keystrokes on a keyboard clear through how to use psychological triggers in your ad copy, which is what I'm going to talk about this evening, people say, "Is the internet saturated? Is the gold rush over? Is the opportunity gone? Did I lose my first-to-market advantage?"

And I'll tell you what, Ted, I think business is bigger and better and there's more opportunity today than there was seven years ago. I really do. I think there's a ton of shortcuts, a ton of techniques.

One of the great things about the internet is there's so many experts – gurus, if you will – that are willing to share with you what they know. And six, seven, eight years ago, Netscape Mosaic was a browser that you bought. I can remember when Aweber auto-responders came out. I can remember when Marlon Sanders wrote his amazing formula, or Declan Dunn winning the affiliate game.

These were all innovators. This was all revolutionary. And now, that stuff, they're on volume seven of it.

So it's a great time to be online. And I want to speak to everybody on this call, whether you're a grizzled old veteran already making a full-time income or you're somebody brand new, just getting started, I want to tell you that now is absolutely the time. Now is absolutely the place to be profiting online.

And yes, Ted, we've gone from not knowing how to do anything online to making a really, really nice six-figure income.

August the 4<sup>th</sup> will be seven years full-time. I haven't had a full-time job in, gosh, like 10 years now, Ted. I'm basically unemployable. I could never work for anybody else.

**Ted:** It gets worse and worse, doesn't it?

**Frank:** It really does, seriously. If the internet blew up tomorrow, I'm screwed. This is the only life for me. They say a sailor's life is the life, but I'm here to tell you staying on land and working on the internet is pretty good, Ted.

**Ted:** Yeah. Well, I guess it has something to do with sailing, because you can surf anywhere you want to.

**Frank:** There you go. Absolutely.

**Ted:** I'll tell you what, though. I agree with you, when you said how much easier it is today.

Just this simple call that we're on right now, it happened with the internet where all of the call centers – and let's say we're talking teleconference – they suddenly became accessible and affordable.

Back in '94, when I first started, instead of paying \$50, which is what we're paying for a night right now, we used to have to pay \$400 and \$900 per single hour phone call. And web-casting? Simulcasting on the internet at the same time, where listeners could tune in free? No such thing!

And how could someone find out about that? They could write me. Truly, what we had to go through time and discovery to find, they could write me an e-mail, [asknow@worldinternetsummit.com](mailto:asknow@worldinternetsummit.com). I'd reply to them and they'd have all their answers.

**Frank:** Nowadays, they have internet telephones. I just downloaded – gosh, I can't remember the name of it – I just downloaded it. I was talking to one of my partners in England today. And over the internet for free was clearer than if I used Verizon to call England. That's just insane. So a free call over the internet, the clarity was better than a paid call over the telephone.

**Ted:** That is amazing.

**Frank:** It used to cost me a quarter a minute.

Now, we talk a lot about changes and innovation. But, you know what? One thing, Ted, and I'm going to talk about this tonight, mostly going to speaking about this at the event, people remain the same. The basic human emotions, the basic psychology of what drives people to order a product or service from you, dear listener, that psychology has stayed the same. And once you manage some basic tools, some basic skills, and you understand and you have a mastery of them, you literally can command people to press the order button.

And I'll tell you what, Ted, all of the nice ad copy in the world, all the helpful information, all the feel-good reports and auto-responders and everything else, that's wonderful. You're doing a service to mankind. But if, at the end of the day, you have not got an order from your visitor, you have failed in your mission if you're here to make money.

The basic psychology of what drives people to order hasn't changed. One of the great things on the internet, though, Ted, is you can experiment and perfect your art and perfect the performance of your sales copy at little or no cost.

That's really the miracle of the internet. Because in the old days, print media, if you ran a split campaign – and what I mean by split campaign is you ran half of the Sunday newspaper circulation with one headline and you ran the other half of Sunday's newspaper with the other headline, and one of them didn't pull, or both of them didn't pull, you lost your money – on the internet you can mess around with your headlines, your sig files, your PS's, your commands until the cows comes home, and literally not cost yourself a dime.

I really think that's one of the true blessings of the internet, Ted. It's the great equalizer, because all of a sudden, the average person doesn't have to be a perfect copywriter from day one. They're not going to fail miserably and cost themselves a fortune, if they write copy that doesn't pull straight out of the gate.

Let me say this, people. I don't want to scare you, but every man, woman and child on this phone call and listening on the internet live, and listening to this archive in the future, needs to be a copywriter. If you're not able to write copy today, it doesn't matter. You need to be in training to be able to write copy. Because if you rely on other people's copy for everything you do, you're never going to get to be bigger than the other person's brand.

Now, for some people, Ted, that's perfectly acceptable. They don't want to be any more than an affiliate or a super-affiliate.

**Ted:** Yeah. And a lot of people are making some good money that way, too.

**Frank:** Let me tell you what. I made over \$100,000 a year selling other people's products and services for years, before I started my first product with Terry Dean, just three, three and a half years ago, maybe.

**Ted:** So you're a perfect case in point. And because you did it as an affiliate with other people's products, you also made the jump and seen how it is on your own. And your comments started this little strand of conversation, where it's much better to be an expert on your own.

**Frank:** Well, all things being equal, yes. And I'll tell you why. One of my businesses that I was an affiliate or a distributor for, I was with him for seven years. The owner just got into a little bit of trouble and so basically, what he decided to do was stop paying commissions and take all the business in-house. In other words, say, "Hey, it's great you've been with me for seven years. It's great that you've been with me for three years. It's great that you're feeding your family with this money. I need it more than you now, I've got to let you go." Got rid of his whole distributor force.

Now, I've made as little as \$1,000 a month in that program and as much as \$7,000 a month in that program.

**Ted:** So that was an immediate pay cut for you, wasn't it?

**Frank:** Well, the good thing, Ted, was as I got bigger with my own products, I didn't rely on that so much. So I only felt the pinch of \$1,000 to \$1,500. But I don't care how much you're making, to lose that kind of money in a month – overnight – because somebody else changes their mind, that's not a real good feeling, Ted.

That's why I say in the end, eventually, when you're comfortable, people, you are going to want to at least be able to write your own copy, to at least be able to put your own words together.

And Ted, even if you don't have a need to write your own sales copy, how about being able to type up follow-up letters? How about being able to type up thank you letters? How about being able to answer some of these questions on the telephone?

What I feel copywriting teaches you is just a better way to communicate. Copywriting gives you confidence that you know the product or service that you're representing.

So I don't want people freaking out and think they have to become, all of a sudden, a master copywriter and all this other stuff. I'm just saying it's for your own well-being, so that you're comfortable and confident with the product or service you represent.

I'm also saying, for security's sake, eventually you are going to want to represent your own products, your own knowledge. I think everybody wants to own their own stuff at some point, Ted. It only seems natural. Even if you're fearful, surely you know your own security's going to rest in yourself, as opposed to somebody else.

Now, Ted, don't misunderstand me. The material I'm going to teach tonight and at the even absolutely lends itself to just being an affiliate. I'm going to tell you a trick, before we get into the meat of the presentation. I'm going to tell you how I started making \$100,000 a year, by representing other people's products and services.

**Ted:** Let's hear it, Frank, because I want to get into the meat of it, too.

**Frank:** I don't know, Ted. Is that in my contract, where I have to reveal all of my secrets?

**Ted:** It sure is. Didn't you read the fine print, Frank?

**Frank:** I never do. That's how I got married, Ted.

**Ted:** You know what they say, a lot of things are easy to get into and hard to get out of.

**Frank:** Lord, I'm here to tell you, Ted.

So getting into the meat of the presentation, let's talk about some things. How I went from not knowing anything to making \$100,000 a year. All I did was if somebody like Terry Dean and Marlon Sanders or Yanik Silver, or whoever, some of these "gurus" that came to market before I did, they would have a great course, a great bit of ad copy, a sales letter, an auto-responder message. It's all tested and true, and that's wonderful. However, the problem that I saw was I was putting out the same message to the same market that the next person was.

**Ted:** Yes.

**Frank:** That's cool. Sometimes, you can outspend or outsmart or out-Google Ad Word, or out-search engine optimize, or any of these other things. Sometimes, you just get lucky.

But if you're the same exact person as the next affiliate, people, I want you to ask yourselves, "Where's somebody's incentive to buy from you?" There isn't any. Would you agree with me, Ted?

**Ted:** Well, if everything's exactly equal, the only thing it could relate to is if they were a friend of yours and they would prefer that you got the money, rather than someone else.

**Frank:** Yeah. Or they just happen on your website and really wanted to buy.

**Ted:** Sure. And there are such things as people not knowing what's generally available in the market, too.

**Frank:** Sure. Or not knowing what an affiliate program is, not knowing they had a choice.

But the point being, I knew that if I was going to survive – not only survive, but thrive in this business – that I had to be a little bit better, a little bit smarter, a little bit different.

So what I started doing was adding a paragraph or two of my own ad copy at the top of the sales letter from Terry Dean or Marlon Sanders or Yanik Silver.

If you don't get anything else I teach you about order button triggers, the psychology of what drives people to click on the order button and how you can use it yourself, get this one thing: you don't have to be a master copywriter. If you can write a paragraph or two about why you like a product, why a product or service is worth buying, what you found about it yourself and what reason it was helpful or effective or worth spending money for yourself, and you add that to the top of it, your own ad copy, your own offer that's prewritten for you by the product or service you're representing, you just add a little bit of an opinion or an editorial or sort of a movie review to the top, it makes all the difference in the world. It gives your ad copy a body, a voice, a face, a heart and a personality.

And to be honest with you, that's what took me from nothing to \$100,000. That one tip right there. I just started telling people, "Hey, buy amazing

formula because Marlon Sanders is tall and he's a sharp dresser, and he's got the exact flow-thru mechanism of how websites should work and what it should do all down on paper. And if you buy it, blah, blah, blah, this is what it will do for you."

And then I'd say, "Read what Marlon has to say." And at the bottom of it, I'd have my affiliate link.

That simple trick made me the majority of my \$100,000 a year.

**Ted:** That's killer, and it still works today.

We had a young lady named Ray Perry the other day, came up to me and said, "Hey, I'd like to make some money online, but how do I do it?" And I said, "Ray, I know that you've got a community of friends online." You know here, Frank, of course. She was dealing with home-schooling.

And I said, "Why don't you tell them that you'd like to come to this conference, the World Internet Summit. Invite them to purchase a ticket and you'll have a meeting with them." This was so simple. She said, "But I've never sold anything online." I said, "Well, you've got to start." She goes, "But my people are so cheap!" I said, "Wait! You just told me you've never sold anything online. How would you know? You told me you wanted something, write the letter. Would you?" And that was where we left the conversation.

I'm not negative, but "Go write the letter. You told me you wanted to do something."

She had 10 people sign up, and that was a price tag of almost \$2,000 each.

**Frank:** I can't imagine what her commission was, what her cut of the deal was.

**Ted:** I'm not sure, but it was either 40% or 50%. So let's say \$20,000, and she ended up with \$8,000 to \$10,000 with a single e-mail, with nothing but just what you do did, nothing but a recommendation. "I know Ted. I don't know all of the speakers. I've been to his boot camp before. It's amazing. Go!"

You're the master of this. Being yourself works wonders.

**Frank:** It sure does. And then if you add in a little bit of psychology, that's really a neat thing, Ted.

I teach my clients, I have a mentoring program and so forth, we really focus on the psychology. Not to minimize actual technique, but it really is 98% psychology, 2% technique. I don't know how you feel about those figures, Ted.

**Ted:** I'm with you. And I'm not going to go off on my explanation, but I teach my copywriting students the 7/11 formula. The first seven are all psychology, and then 11 are technique.

**Frank:** Not to mitigate any of the actual copy, it can't be sloppy. You can't throw junk at a wall and call it art. You have to have some skill set

here, and the basic mechanics of copywriting, deal-making, websites, auto-responders, etc.

But it really is 98% technique. We're going to talk about these order buttons of yours. I have a dear, dear friend, Michael Nicholas, who wrote this with me. Michael really did a ton of the work. I have to give him all the credit in the world. He did a lot of the groundwork here.

Just explore the psychology. What gets people to order? Ted, you read a sales letter and it's all good, but something in there specifically, whether you realize it or not, commands you or urges you or subliminally triggers you to push the order button link, or to not push that order button link.

So what Michael did and what I did with him is we went together and we put together this order button triggers course, and really analyzed it, really analyzed it all thoroughly. And to be honest with you, whether it's an order button or an order button link, it's semantics. It doesn't matter. It all leads to the same place – an online order.

A computer's a million good things. I talked to you before about putting out articles and reports and informing people. But what you guys on this call need to know, the best thing about a computer, it slices, it dices, it connects us with the internet, it makes hard tasks easy.

Your focus needs to be on one thing and one thing only. Your computer is a credit card terminal for your readers, your viewers, your visitors, your customers. That's where your head needs to get at. That computer is there to take that order and act as a credit card terminal. That's how you make your money. That's how you sell.

When I talk about the word trigger, you guys have to understand a trigger, for our intensive purposes here, means to activate, something that sets in the motion, something that triggers, something that launches a chain reaction, something that generates, motivates, stimulates, sparks, etc.

And what Michael and I were able to do is we sort of did some research. Again, Michael was absolutely the bird dog on this. I've got to give him all the credit in the world. I helped him synthesize it, I helped him process it. We reviewed it, we presented it to the masses here.

What we did was we came up with a trigger association system. And what that is, that's TAS for short. That's sort of a buzzword for being able to read copy and just see the trigger association system that people use.

And if you understand how the trigger association system works, which I'm going to teach you guys tonight, that's going to be your secret weapon. You're going to be able to look at somebody else's sales letters, somebody else's ad copy, and you're going to be able to associate the triggers that they've used with their call to action in their ad copy. You're going to be able to turn around, once you understand this system, you're going to be able to turn around and be able to write copy that's going to trigger your readers to order, as well.

It's pretty neat, Ted. It's kind of like learning from the masters and understanding the psychology, and analyzing what other people do and saying, "Okay, yeah. I see where this guy called, he did a scarcity trigger, a testimonial trigger a time-sensitive trigger, an abundance trigger."

We're going to talk about some of this. I could lecture for a weekend on this, that's how thorough and how much there is to teach.

But in the next half-hour, I really want to lay out the meat and potatoes of what order button triggers are.

**Ted:** One of the things I'd like to throw in here, too, is – listener and participant – when you grab hold of what Frank is talking about and begin to identify it, work with it a little bit so it becomes almost intuitive to use it, you can identify it.

There will never be any shortage of examples for you to see, because the best writers, the best products, the best-selling products are using these things, and they're using them guaranteed. Now you've got an unending what we call "swipe file" of good stuff.

**Frank:** That's the best part of it, Ted. Like I said before, people need to become copywriters but that I didn't want to scare them. Basically, what you're going to do is learn to read palms. You're going to learn to read tea leaves. You're going to learn to read between the lines and you're going to look at somebody else's sales copy, a proven expert, a master copywriter, and you're going to be able to read it not only through their eyes, why they wrote it the way they did, but you're going to be able to read it through a buyer's eyes and you're going to be able to interpret all the different calls to action.

Calls to action, in this case, Ted, I would mainly suggest to you that the call to action we're most concerned about is them, the person, the visitor, the customer, submitting an order, saying, "Yes, I want this, here's my credit card information."

Now, one of the things I want everybody to understand is when we're looking about putting together an offer, it's important to... How do I want to say this? When we're buying, when we're talking about putting together an offer that people want and that's going to attract orders, we've got to put ourselves in the buyer's mind. We've got to be able to see through their eyes. And you have to understand the buyer's perspective, and that's the viewpoint of what the prospect feels while they're evaluating your offer. And you might say to yourself, "Why should I care what the buyer's feeling and seeing?"

Really, Ted, you have to get inside the buyer's mind to be able to sell your products.

**Ted:** Yeah, I know. People who might ask that question, it's just that they haven't really reflected on it enough. If you can't understand your buyer, you can't convince your buyer.

**Frank:** See, the neat thing is when we teach this stuff, the psychology and these triggers, you have to understand that people don't focus on their own buying behaviors when they're buying.

When you're in a buying mood, you don't evaluate yourself and say, "How am I acting and reacting to this offer?" You don't say, "How is this offer manipulating me?"

And Ted, I know you've read Robert Cialdini's book titled *Influence: The Psychology Of Persuasion*.

Everybody on this call, after this call is over, after you've had five minutes to get your brains back in order from all the information Ted and I have laid on you, go to Amazon or BarnesandNoble.com, whatever you need to do, and order *Psychology, the Power of Persuasion*, by Robert Cialdini. It's a good Italian name. It's Cialdini.

If you buy one book this year, if you buy one book this lifetime, besides anything that Ted and I ever put out, of course, right Ted?

**Ted:** Right.

**Frank:** Buy Cialdini's book. You have to understand people don't focus on their own buying behaviors when they buy. They focus on the offer. So what happens is unconsciously they're not paying attention to their own buying behaviors. They become focused on what they want from the offer. And what happens is they judge the offer. They don't have the psychological acumen and awareness to look at what drives their own buying impulses.

So what you're able to do, essentially, is to get in the driver's seat of their car and drive them to the order form. They're looking at that offer.

They're saying, "Ooh, this is what I want to get out of it, this is how I'll feel, this is how I'll look."

But they're not analyzing and breaking down how the copy compels them and guides them. And I'm going to use the word manipulate in a very good way, because manipulation is a good thing if it guides a buyer to a solution that is in their best interest.

People buy on impulse, and they're totally unaware of what triggers cause them to buy.

So I say to you people, if you understand the triggers – and these are very simple – you're going to be able to get people to buy.

Then again, all things being equal, Ted, obviously there's some common sense issues. Orders with a high emotional appeal are obviously going to stand to get more orders. Offers with low emotional appeal are going to get less orders, or maybe even none.

**Ted:** Sure. Of course, products that cost more, all things being equal, will get fewer orders. Of course, you'll make more per order.

And the ultimate, if you don't get the right message to the right person, it won't have any effect, no matter how well it's written.

**Frank:** Exactly. It's important, Ted. I'm going to propose something different to everybody.

What you want to do is work backwards, from the point where the person is whipping out their credit card and submitting the order, and backing up

from there. You want to focus on what is my product or service? What can I offer them that's great? Now, what triggers do I want to use, that are going to get them to place an order? And then we sew the copy around that.

Because again, Ted, unless we're going to do charity work, non-profit work, giving out free information for some other reason, it's all about the order. It's a business.

**Ted:** You'd better watch out, now. I have worked with charity firms. They may be doing a charitable work, but their stuff is crafted to hit all of these triggers. Their stuff is the psychological epitome of good copywriting.

**Frank:** And it's very true, Ted. I'm glad you point that out. And I certainly don't mean to minimize that. Actually, charities live and die and breath and thrive or fail...

**Ted:** On influence.

**Frank:** Yeah, by the amount of triggers and emotional heartstrings they can touch on. And not only are they competing with bills and all the necessary day-to-day stuff, then they're competing with discretionary income. Then they're competing with other philanthropic endeavors.

**Ted:** Yeah, it's something.

**Frank:** You just made a great point. What we have to do is we have to think like customers and get into the buyer's perspective, in order to be able to sell. Because without it, if you don't know the buyer's mind and the buyer's perspective, it's not going to happen.

**Ted:** Frank, can I jump in here?

**Frank:** Yeah, sure.

**Ted:** Gosh darn. When we start talking copywriting, you and I could go on for days and weeks at a time. And we've talked about so many vital things.

But briefly, you mentioned several triggers, and I'm just dying to get some more info on some of these specific triggers that some of our readers might actually be able to use this evening, this morning.

**Frank:** Oh, absolutely. Absolutely. What I want people to do, here's number one, we're going to talk about the triggers I'm going to suggest to you. There's a bunch of triggers we can talk about, and I can give specific e-mail examples, I can direct people to specific websites.

**Ted:** I'm sure they would like that, yeah.

**Frank:** I can show them line-for-line. For example, Ted, let's pull up. Okay, Jason Potash. Everybody on this call, go to EzineAnnouncer.com. We'll do this at random, Ted.

Now, seeing as how I'm not online, I'm focusing on their sales letter. What I want to do is somebody pull up EzineAnnouncer.com, start reading the sales letter, do a search for the key phrase "perfectly happy achieving." Where I want to analyze it at EzineAnnouncer.com, can you give them that e-mail address again?

**Ted:** Sure. Sure. I've got it here, too. The e-mail address, by the way, is [AskNow@WorldInternetSummit.com](mailto:AskNow@WorldInternetSummit.com). But the exact passage you're looking for, "Listen, if you're perfectly happy achieving an e-zine of 200 subscribers, view your e-zine as a weekend hobby or have loads of free time to spend promoting your e-zine, you might as well close your browser right now." Right now is underlined.

**Frank:** Okay. Now, Jason's a friend of mine, he's a friend of yours. He's an expert in the industry, and he knows his stuff. Right there, Ted, would you reread that paragraph again, please?

**Ted:** Yep. "Listen, if you're perfectly happy achieving an e-zine of 200 subscribers, view your e-zine as a weekend hobby or have loads of free time to spend promoting your e-zine, you might as well close your browser right now."

**Frank:** Ted, what I want people to do is instantly, people, e-mail Ted.  
What is that? Ask@?

**Ted:** [AskNow@WorldInternetSummit.com](mailto:AskNow@WorldInternetSummit.com).

**Frank:** Okay. People at home, what I want you to do is write down and e-mail Ted instantly, while I'm going over this.

How does that paragraph make you feel? Somebody says to you, "Listen, if you're perfectly happy achieving an e-zine of 200 subscribers, you're happy viewing your e-zine as a weekend hobby and you've got loads of free time, you might as well close your browser right now." How does that make you feel?

**Ted:** Would you call that a takeaway trigger?

**Frank:** Reverse-psychology trigger.

**Ted:** Reverse-psychology trigger.

**Frank:** There's a trigger right there. Jason is messing with your mind. He's saying, "Look, if you're happy being a little guy, if you're happy treating this as a hobby, if you're happy not making money, go ahead, close this thing right now. Get out of here. Go."

**Ted:** That's what he's saying. There's no question about it.

**Frank:** Yeah. See, people read that, and they don't understand what that is. Not only is it a paragraph, not only is it information, but Jason's poking you in the side with a stick. He's saying, "Hey, go ahead. If you're happy, go knock yourself out, stay poor, close the browser."

And Ted, what's most people's reaction going to be?

**Ted:** They're going to take that as a challenge.

**Frank:** Yeah. And what's going to happen to Jason?

**Ted:** He's going to make a sale.

**Frank:** Yeah. It's beautiful. This stuff would be evil, if it wasn't so beneficial for mankind.

**Ted:** That's killer. That's killer.

**Frank:** And then he goes... Ted, could you read the next line or two please?

**Ted:** Sure. “The E-zine Marketing Automation Secrets I’m about to share won’t be of interest to you at all.” That’s continuing the same thought, yeah.

**Frank:** Okay, read the next sentence, please.

**Ted:** “On the other hand, if you’d like to discover how you can automate your e-zine marketing by 100%, using one software product, not two or four, instantly access over 1,600 resources to promote and market your e-zine, suck in 50 to 700 subscribers in a single week by sending one 17-line e-mail, advertise your e-zine to thousands...”

**Frank:** Okay, Ted. I know you’re excited. Isn’t this stuff great? Check this out. And understand, this is what Michael and I did. Over at the website people can scoop this stuff out is at [OrderButtonTriggers.com](http://OrderButtonTriggers.com). But we want to keep them on [EzineAnnouncer](http://EzineAnnouncer.com) right now.

[EzineAnnouncer.com](http://EzineAnnouncer.com).

First thing Jason does here, and this is just an excerpt, you have to understand Jason’s a businessman and he’s also an average person that learned and worked his way up through the system. These are specific examples.

The first paragraph that starts with “listen” is a reverse-psychology trigger. He’s messing with your mind. He’s doing a takeaway. He’s saying, “Yeah, stay poor. You don’t really want this.”

Then he says, “On the other hand, if you’d like to discover how you can da, da,” that is what we call a solution trigger. He sets you up. Right? He messes with your mind. He gets you agitated. He says, “Yeah, if you want to be like that, go ahead and leave.” He says, “But on the other hand, if you’d like to discover how you can, boom, boom, boom, boom,” what’s he saying? Hey, friends, countrymen, lend me your ear. Here is the solution. At first glance, Ted, I know you can’t take off your proofreading glasses, but at first glance doesn’t that look like an innocent, innocuous, perfectly harmless sentence? “On the other hand, if you’d like to discover how you can da, da, da?”

**Ted:** It does.

**Frank:** It’s a trigger. It is an embedded, unconscious, psychological command. The stuff is genius.

**Ted:** We should make point to the listeners to note, also, that had he chosen instead to say, “Hey, my product is great, you can automate your e-zine marketing by up to 100% by using one software product you can instantly access,” on and on and on, if he hadn’t had that negative contrast, this wouldn’t have the same impact that it does, either.

**Frank:** Essentially, to be impotent to the vast majority of the prospects he’s looking to convert. There’s no emotion.

Let me tell you what, Ted. You watch any movie, there's an opening scene that sets the stage for the entire movie. Directors sometimes will focus, they'll write page after page and slave month after month after month, and do edit and retake and post-production of the opening scene, because it sets the stage for the entire movie.

It's the same thing here. What he's doing is he's painting a picture so that when he brings in his solution, your house is burning down, God forbid, here's Jason with the fire trucks and the fire extinguishers and the foam, and everything else. You're predisposed. Unconsciously, your mind is predisposed to his solution.

Then he says, "Automate your e-zine marketing by up to 100% by using one software product, not two or four."

You know what? There's two triggers in that next sentence. If these triggers were shooting bullets, there would be lead everywhere. He's got trigger after trigger. This is psychological marketing at its finest.

And people, all you have to do, obviously, you need to come out to the event, to learn this in full. Ted, this is the reason why we bring people out, is it not? So we can spend a weekend working with them one-on-one, we can have them in the audience, we can answer their questions afterwards? We have the time, we have the whole weekend together, we have all this time to bring the average person up to speed and help them assimilate very advanced concepts in a fun and enjoyable and long-lasting environment.

**Ted:** Exactly. And when you're talking about that, Frank, it's not just the study. It's being there without all the other distractions, in a supportive environment with other people who are in the same position and better than you are.

**Frank:** We don't have time to get into it, Ted, but I'm going to tell you that one conference, that one one-day workshop that I attended on a Saturday morning in 1997 or '96, I'd have to look it up, one event and I was so tight on money. Everybody else had dinner in a restaurant. I went to 7/11 and had like a Milky Way and a Coke. That's how tight I was on money. That one workshop taught me enough to go full-time.

We're not here to sell people on the value of the event. That speaks for itself. You make a valid point by saying, "If you get out of your home environment and you get into a group learning environment where you're supported and surrounded by other people, you're going to come home a winner." You're going to come home a winner, because you see, do, feel and breath and sense around you experience, and you process things on so many other different levels than you would if you were at home, on your own.

Back to the solution trigger, Ted.

"On the other hand, if you'd like to discover how you can..." that's a solution trigger. This is the start of easing the pain that he opened up in the first paragraph.

So then he says, “Automate your e-zine marketing.” That’s an autopilot trigger.

It says, “Automate your e-zine marketing.” Well, Ted, who wouldn’t want to automate their e-zine marketing, if they could get good results?

**Ted:** Especially if they’ve done it. They know that there’s a little bit of work and effort there.

**Frank:** Sure. If they’ve done it the other way, wouldn’t they want to automate it?

**Ted:** You’ve got it.

**Frank:** Okay. So then, he says, “By up to 100%.” The 100% is a specificity trigger. Right? That specifically saying an exact amount. You can automate, put your stuff on autopilot – there’s a trigger – by up to 100%. Now, he could use 97%, 43.62%. He could have used any number in there.

We get down to the next paragraph, immediacy trigger. “Instantly access.” Okay? Instantly. It’s immediate. You can automate, here’s the solution. Not only can you solve the problem, you can do it automatically and you can do it instantly.

And then he goes on into the copy, Ted. And he says, “You could easily waste 12 months, wondering around the internet, trying to find this yourself.”

Here’s another trigger. “Time-saver information.” Time-saver trigger.

He’s saying, “Hey man, you could wander around in the woods. You could get eaten by a bear. You could waste 12 months of your life.”

He’s got some other triggers in there. He says, “Suck in.” What was that, Ted? Read that part, please.

**Ted:** Okay, “Suck in 50 to 700 subscribers in a single week, by sending one 17-line e-mail.”

**Frank:** Okay, let’s analyze this line. Suck in 50 to 700 subscribers. Suck in is an abundance trigger. These are all psychological triggers. We have all the words listed, we have all the words broken down. People can get very comfortable with them and very confident with them in a very short period of time. There’s a heck of a system we’ve put together.

That’s what I’m saying, Ted. Once people understand the triggers, they can look at somebody else’s copy, see what triggers are going off in each sentence, and then mirror that and craft it into their own sales copy. And I’m not suggesting people copy sales letters. But certainly, Ted, I don’t think there’s been an original thought in 1,000 years. It’s all perfection of somebody else’s rough idea or an expansion of somebody else’s perfect idea.

**Ted:** They say there's nothing new under the sun. But it is true. In other words, someone could take that same bullet and re-cast it for their own product, which likely is not an e-zine announcer program. You know what I mean?

**Frank:** Let's do that, Ted. "Suck in 50 to 700 subscribers in a single week."

How about "Pull in 46 to 103 new orders for your mint julep recipe, simply by posting a simple classified ad to MintJulepsRUs.com."

"Add 43 points to your child's SAT score in one sitting, by simply listening to our study-at-home, boost-your-child's-SAT course." Okay? This is what we're talking about, Ted. Would you contribute one, please?

**Ted:** You could actually even model it in a different way. "Suck in that ugly old gut when you listen to this tape, and then you will be attractive to every person who enters the party." That was kind of crude, but suck in that ugly, old gut, and now you're pretty. So you contrast again, taking that thing there.

**Frank:** Boy, you calling me pretty, Ted?

**Ted:** Not you.

**Frank:** I have lost 15 pounds. Thank you for noticing, bud.

**Ted:** Not you, Frank.

**Frank:** Okay. I misunderstood you, Ted. I'm sorry. So we're going over this one line. We've got an abundance trigger. Oh, check this out, guys. Suck in 50 to 700 subscribers. There's a specificity trigger there. People go, "Oh my god, you mean I can actually bring in 50 to 700 subscribers? He's not saying suck in a bunch, suck in a few, suck in a handful, suck in untold subscribers." He's saying this is what this will do, if you buy it from me.

**Ted:** Not only is it specific to the numbers, but it's also specific to the time, in a single week.

**Frank:** Well, that would be a quick results trigger, Ted.

**Ted:** How cool is that?

**Frank:** Understand what Jason did, what Michael did, what we're all doing and saying here is we got inside the buyer's head. What does the buyer want? They want abundance. They want quick results. They want specifics. They want easy to do.

Okay, let's look at this. In one sentence, we've got four triggers. Suck in, abundance trigger; 50 to 700 subscribers, specificity trigger; single week,

quick results trigger; by sending one 17-line e-mail, that's an easy-to-do trigger.

Who couldn't send one simple, 17-line e-mail, Ted?

**Ted:** That's also got to be a mystery or a secret trigger. Because when someone reads that, "What is that 17-line e-mail, I've got to have that."

**Frank:** That's very true. And we're going to go back and update the course, Ted, based on your notes here. You see that? Through different eyes, it can be interpreted different ways.

Now, your next bullet should be "Advertise your e-zine to thousands."

**Ted:** Yes.

**Frank:** In the interest of time, let's get past that. Could you read out loud, please, the create your own e-zine virus line?

**Ted:** Yeah. "Create your own e-zine virus. Let it spread the word about your e-zine automatically. Just sit back and let it go."

**Frank:** Ted, create your own. Create your own. What kind of trigger might that be, Ted?

**Ted:** Is that an ownership trigger?

**Frank:** Ownership or possession. Absolutely. Create your own. What's that doing psychologically to somebody? What do they want to do? They want to own. "I want my own e-zine virus, damn it. I want to be a star. I want this to happen. I want to own it."

So you're saying, "You too can own."

Do you see how basic this is? Do you see how simple this is? Do you see yourself being able to learn this stuff, explained to you simply and broken down to its most basic form? Gone over line at a time, in a fun and easy fashion? That's what they're going to get.

**Ted:** Actually, it's brilliant. Every copywriter "knows" this stuff, but you organized it and you're presenting it, and you're making it so accessible. It's a brilliant job you guys did.

**Frank:** Ted, if you care to send me flowers, I'm big on daisies.

**Ted:** Actually, I was going to send you an order for the course. But if flowers will do it, they're cheaper.

**Frank:** Well, your money's no good here, Mr. Ciuba. Send me an e-mail, it's on its way.

"Create your own e-zine buyers." Now, e-zine buyers, what's an e-zine buyer? Is that in Webster's? Come on, Ted. What kind of trigger is e-zine buyers?

**Ted:** Oh my goodness, is that an insider's trigger? Because anybody who's in on the internet would understand that, but other people wouldn't.

**Frank:** What's another word for a moniker or a made-up?

**Ted:** Jargon?

**Frank:** Jargon? Coin phrase? So e-zine virus, people go, "Oh my gosh, I want me an e-zine virus."

**Ted:** And they've never heard the word before.

**Frank:** Yeah, because we made it up. Jason, he's an e-zine announcer, in all his genius and brilliance, made it up. Who ever heard of an e-zine virus?

So then, "Let it spread the word about your e-zine, automatically. Just sit back and let it go."

**Ted:** Autopilot trigger.

**Frank:** Okay, great. Now, we're going to wrap this up. I'm just going to do one more line here. And Ted, I hope people are giving you feedback on this and letting you know how helpful it is. Because Michael and I have really gone crazy with this stuff. We broke copywriting down to its most

simple and effective form here. And it's certainly something that people can master.

Would you read the get high rankings sentence, please?

**Ted:** "Get high rankings in all the major search engines, automatically. Takes you no more than 30 minutes of work per month."

**Frank:** The great thing about this is everything's true. Jason, you know him and I know him, he's a good dude.

**Ted:** He's a very honest guy.

**Frank:** He's not BS'ing anybody here. He's got a wife and kids. He's a guy I'd lend my car keys to. When he says, "Get high rankings," what kind of trigger would that be, Ted? What might that be? Get high rankings.

**Ted:** I don't know what you'd call it, but I know that that is the goal of everybody who's on the internet.

**Frank:** It sounds awfully... Sounds like... Awfully enticing, Ted.

**Ted:** Enticing.

**Frank:** That's it, it's the enticement trigger, Ted. So he's enticing. So then he says, "Get high rankings on search engines." Then he says, "Automatically." Again, automatically, Ted, what trigger is that?

**Ted:** That's the autopilot trigger.

**Frank:** "It takes you no more than 30 minutes of work per month." That 30 minutes of work per month, what kind of trigger might that be?

**Ted:** That's an easy trigger.

**Frank:** Right. Minimum time investment trigger.

**Ted:** Not only that, he says, "Get high rankings in all the major search engines," but he's got all capitalized. Get high rankings in ALL the major search engines.

**Frank:** That's a trigger within a trigger.

**Ted:** It is.

**Frank:** I could go on. We've put together 198 pages, and that's just volume one. And the great thing at OrderButtonTriggers.com, we e-mailed Yanik Silver, Jonathan Mizel, Joel Christopher, some guy named Frank

Garon, Jim Edwards. I just love Jim Edwards. I can't say enough good things about Jim. He's just good people. Everybody that contributed to this was just so good. And it's all people we know and we look up to, and we want to model.

Of course, so many other people. So many other people. Joe Vitale, I love him. If he was here right now, I'd kiss him on the cheek and shake his hand.

These are all good people. But again, everybody looks at their copy and says, "How did they do it? They're too smart, they're too good, they're too advanced for me."

What we do with these order button triggers that I'll be teaching at the event, Ted, is we break these down into basic form and we show people absolutely, absolutely, absolutely how to do this, how to master it for themselves, how to use it in any product or service, for-profit, non-profit. You want to give your money away, I don't care. We can show you how to do it.

We're able to take the average person, by teaching him these triggers, by showing him how to get inside the buyer's head, showing them how to look for these hidden triggers in everything they do, not only do they get inside the buyer's mind, Ted, but now, as Cialdini spoke about – influence, reciprocity and all these other things, scarcity and things you and I don't have time to go into tonight – you're also going to be able to make better buying decisions for yourself.

**Ted:** Absolutely. Absolutely.

**Frank:** How cool is that, to know when somebody's triggering a buying command inside of you? You use it for your own copywriting. And maybe sometimes, on occasion, you're buying something you don't need. You realize the trigger went off, you stop and you think and you say, "Hey, wait a second, something just happened here."

But again, for the purposes of this call, what we want to do is be able to teach the average person how to write anything from an auto-responder message to an opening paragraph, to a one-page sales letter, to a complete product, and imbed it with commands that get the prospect or the visitor or the client or the customer to do what's good for them, which is ordering the solution that best solves their problem – which, conveniently enough, Ted, would be each listener's own product that they own or represent.

**Ted:** And which, conveniently enough in this case, would probably be OrderButtonTriggers.com. Eh?

**Frank:** Yes, it would be, Ted. All I can say is if people have gotten value out of this... You have to understand people. I'm just one speaker, out of a whole big weekend event. Picture this hour times a full weekend. Picture seeing it, breathing it, feeling it, touching it, tasting it, absorbing it. Imagine how you would go home. Feel how you would go home from an event like that. Imagine what kind of a shortcut you would be giving

yourself. What kind of upper-handed advantage you'd be giving yourself to learn this stuff as quickly and rapidly and comfortably and as simply as possible, simply by attending what, Ted?

**Ted:** World Internet Summit. And I'll tell you what. Frank, of course, is scheduled to speak at the World Internet Summit UK. We also, of course, have currently on the calendar World Internet Summit USA.

And indeed, folks, Frank is a perfect example of the kind of value you will receive from each of the speakers, of the kind of contact you will receive. It came up in tonight's conversation – this morning's conversation, depending on where you are – even though it wasn't intended. But the value of attending a live event such as this is so overwhelmingly affordable, compared to the money that you can make, it's just incredible. We definitely want to see you there, for sure.

**Frank:** Again, Ted, the reason I say this is not to be pitch man for the event. I'm a guy that I just went to another seminar in Chicago a month ago, as an attendee. So even the lecturers, I know for a fact you go to workshops all the time to learn and perfect your craft.

**Ted:** It's so easy, because it's math. What's it going to cost me? Add all expenses together, \$4,000. Then you ask yourself a serious question. Duh! "Can I make back more than \$4,000 real quick and real easy for this? In

fact, can I turn this into hundreds of thousands of dollars? If the answer is yes, which it usually is, the question answers itself.

**Frank:** Not only that, Ted, but what are you going to waste and lose by not going? What is your opportunity cost by not going?

**Ted:** Could continue to live that crummy old life, couldn't we?

**Frank:** I did it. I did it. My last full-time job, I hated my boss the day I started, and I hated him more seven and a half years later, until I took action to change my life. And literally, my life, my children's life and hopefully every generation from this point forward in the Garon family, Ted.

So I know I'll be at the event. I urge everybody to be out there. I don't get paid for doing this call tonight. Ted, I was out enjoying myself this evening. I came back in for an hour, to do this call, because I believe in helping people. I believe in the value of what you're offering. I believe in the value of helping people. I certainly love my readers and my constituency. I know a lot of them are on this call. And it's a great business, because you get to share all of this stuff with other people. And the people in the audience tonight, some of them are my competitors. And yet you can share the information freely, because there's so much opportunity on the internet it's just amazing. It really is. It just really is.

So Ted, thank you for having me. I'm going to go enjoy the rest of my evening. A great thing about the internet, by the time I get home late tonight, there will be orders and money waiting for me when I get home. And Ted, if that doesn't bring a tear to my eye, nothing will.

**Ted:** It's a great life. Frank Garon, thanks for taking time out of your exciting life, your evening, and sharing some of your expertise. We really appreciate it.

And, again, if people want to get a hold of you, how do they get a hold of you?

**Frank:** Well, they can e-mail me at [webmaster@internetcashplanet.com](mailto:webmaster@internetcashplanet.com). But Ted, we really would want to urge them to look at the World Internet Summit, because that is the place to be.

**Ted:** Indeed. And, in fact, anybody who's on this call, I'm sure if you got Frank's message, he probably included a link to World Internet Summit.

**Frank:** Absolutely did.

**Ted:** Excellent. Go there, by the way, because that might be how Frank makes another couple hundred bucks, by you registering. It's no secret, it's an affiliate link – which means, by the way, if you got it from someone else, follow that link.

And I'll tell you what, folks, we are wrapping up right now. But you do want to mark your calendar, same time, same place next week. We have Sean Roach.

This guy is an advisor to – it's not fair to say millionaires – he's an advisor to multi-millionaires. He's been working very closely with Corey Rudl, who everybody in internet marketing circles knows. He's been working with Robert Allen. He's helped put a lot of people on the number one best-seller chart at Amazon.com. He's going to have a lot of stuff – simple stuff, when you hear it, but a lot of stuff – if you follow it, it can make giant differences.

So, folks, on behalf of Frank Garon, Ted Ciuba, and the entire staff and everybody who's bringing you World Internet Summit, thanks for tuning in to World Internet Experts. We do expect to see you next week. Have a great life!

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