



# Underground Secret Society Success Interview:

## Mike Koenigs

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For Yanik Silver's Underground  
Secret Society Members Only

**Yanik:** Hey gang. It's Yanik Silver here, and with me I've got another Maverick Business Adventures member, one of my good buddies, Mike Koenigs. Talking about... actually I don't know what exactly we're going to talk about. We've got a lot of topics that we were just discussing before we went live, so I think you're going to find it really intriguing.

Mike, on a lot of levels, has done so many different things from literally being- let me see if I've got this right, but I think you had a CD that was delivered inside of a cereal box at one point?

**Mike:** Yeah. CD-Rom video game. We did one of the first branded entertainment products that shipped in 6 million boxes of cereal.

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**Yanik:** He's probably most well known for the Traffic Geyser brand. We were just talking about the ways that he's built up multiple 7 figure software companies and systemized that whole thing, which I think is really intriguing. And then the productivity tips that come with that. Why don't you give people a real quick background on yourself, Mike, if you don't mind.

**Mike:** Sure, yeah, I'll give you the one minute version. Born and raised in Eagle Lake, Minnesota, which is close to Mankato. That's a little house on the prairie town. It's about two hours south of Minneapolis. I'm the oldest of 4 kids. My dad's a barber. Grew up – I went through 12 years of parochial education, and I am not the kind of kid who does well in school. So I'm a classic immersive learner – C- student. If I can do it, anyone can do it.

But what did happen is when I was 14, a neighbor who knew we weren't well-to-do by any stretch loaned me an Apple II computer, and I taught myself to program. And my dream was to write video games, really.

By the time I was 18, I left home, literally the week after I finished high school. And went out on my own and it wasn't too long after that, I worked for a software company writing basically vehicle simulation software for a company that wrote software for like GMC and Peterbilt Kenworth – big vehicles.

I knew a bunch of people in the gaming industry... got to know them through some software companies, and they said, look if you can write a game, show me and we'll talk. So I went home and in about 30 days I taught myself how to write Macintosh software, and I showed them the product. They hired me, and I was actually making less money, but I was working my dream job until they got bought.

Did a little gig where I did some consulting for the US Navy. I wrote – it was called patch handling software for a Yak 43 militarized mainframe. It was basically a submarine computer.

Shortly after that, I met my business partner and started a little company called Digital Café. It was one of the first interactive advertising agencies. Had it for about 10 years, and along that time, we wrote scripts for movies. And we basically did, like, video games for marketing and advertising. We did some of the first movie websites. And then after we sold that company, we made a feature film that got picked up by Warner Bros. It's called Bill's Gun Shop. That was, again, one of my other dreams.

And then I discovered Internet Marketing. I saw you guys. You're one of the guys I saw speak at, I think, at an Armand Morin event. And met

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some, you know, Reese and some of the original dudes, and I'm like, holy cow – direct response marketing. You know? I'd studied Joe Sugarman for years, but I'd never understood it. This whole idea of being able to create products and sell info-products just intrigued me.

I went home and started and created a product called The Infomercial Toolkit and another one called Everything You Should Know About Publicity, Publishing, and Building a Platform. That's basically a niche product for authors, that still to this day generates multiple 6 figures a year.

It wasn't too long after, I was like, ok I've been doing this video and multi-media thing and I noticed video is getting scored high, so I'm like, dang, maybe I can automate this. And that's kind of how Traffic Geysers was born. So, I probably went longer than a minute, but ...

**Yanik:** No, that's very cool. I'm going to take a slightly different tack from the beginning because as I'm listening to it, you're talking about a couple of your dreams were kind of realized about the video game, about the movie... did you think those were possible? And what was the thinking around that?

**Mike:** Yeah, well, here's the thing I can tell you is – look, growing up I had no mentors other than parents who loved me. And my parents never said I couldn't do anything. They didn't understand me. I mean, they thought technology was an evil waste of time, and we didn't have a microwave in the house. And since they've recanted, and my dad apologizes every time he sees me. I mean, he's been giving me, especially now, you know I called him up and we had a million dollar week one week and he just was like – I am so sorry I didn't believe in you. I mean, still to this day it brings a tear. You know, I get really emotional about it, but – quit worrying about it. I wouldn't be who I am without the resistance.

So I always knew I could. The problem was I didn't understand the how or the what, and I didn't have any emotional vocabulary. The part that I lost out here is there was a time in my life when I went through a very painful divorce. I walked in – at home, to my house – and the locks were changed on the door. My wife said, "I want a divorce." I was broke. My business was in the hole. I was fat, and I didn't know why.

About 9 months later after I kind of got my life back in order, I'd been sleeping in the extra bedroom of my business partner. I left with \$400 and a bag of underwear. That was basically what I had – and a car payment and, like I say, a business that was about a quarter million in the hole. I was paying my pay salary checks with credit card checks for our employees. It was tough.

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What I can tell you is, I just made incremental progress, but I actually discovered Tony Robbins through a friend of mine, who I saw a radical transformation from. And that's really when my life just completely turned around. His stuff worked for me at that time in my life, and he became a great mentor in my own mind, I guess you could say. I studied all of his stuff, and I saw a radical transformation. It was about 9 months later – in 30 days I lost 30 pounds. I turned my business around. I ended up meeting the woman of my dreams, who I'm married to now. So there were a lot of processes along the way, but I guess to answer your question, I never doubted me. I doubted the resources and the tools. And I, for many years, sacrificed everything so I could acquire more knowledge. I'm a knowledge freak. You know, it's like I need to know how stuff works, and that's probably to this day the thing that has brought me to where I am now.

**Yanik:** Yeah, just becoming an expert – getting that education, even though like you said, you weren't a great student growing up, but you figured out either because you had the passion or interest for something that you were intrigued by it, or like you said, maybe the hands on kind of teaching.

What were some of the big take aways or big shifts that you had after you started working with Tony? And then we'll talk a little bit about how that's come around full circle, so that's intriguing as well.

**Mike:** The back story on that is, as I said, I went through this painful divorce. I'm broke, fat, and confused. And a friend of mine, who is, for all practical purposes an alcoholic. His mother had died when he was 14 of cancer. He was kind of raised by his father and living on the trust. And he, too, you know, fat, alcoholic, and he literally disappeared, and I lived 3 houses down from him.

I bought my first house and I was living with my wife at the time. I didn't see him. So almost 6 months later I see him, and he looks angelic. I mean, he had lost a lot of weight. And I'm like, "Ben, what is going on?"

He goes, "Well, I'm not going to tell you exactly what happened. I made some massive changes in my life. I started my own business. I wrote a book, and I'm speaking and teaching and training now."

And I'm like, holy crap. And I'm doing stuff with Adobe. And I'm like, you've got to tell me what's going on. And he goes, "I'm just leaving town right now. I'm back in 3 weeks. I'll call you, and we'll get together." Then 3 weeks later I get the call, and I walk out. It's in the evening. I'm working late, as usual, putting in my 20 hour days. And he pulls up in a brand new Lexus he bought for cash. And I look at him, and I'm like.

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“Ben, you’ve got to tell me what in the hell you are doing.” And he goes, “You know who Tony Robbins is?” And I’m like, “Yeah the goofball on infomercials. I see him all the time.” He goes, “Well, I went to one of his events, and I made some big changes. I don’t eat meat, I don’t drink, da da da da da.” And I’m like, oh no... what happened to my buddy here? And so he went on just to talk about what happened. I made a commitment that day – I said, the next time I see the goofball on TV, I’m going to buy his stuff.

Well, Ben drops me off. I go upstairs. I work until 2 in the morning, and then I go home. And I’m ready to sit down and crack open a beer and start munching on a bag of Doritos. Turn on the TV set, and guess who’s on TV? And I’m like, ok it’s a sign. So I pull out basically a brand new credit card because, like I say, I was basically living on cards at the time. And the last ones were maxed. I was basically eating cheese and crackers on my gas cards.

I ordered the box of stuff. And I had it rushed. A couple days later it comes in – it’s got a coupon on top. So I listen to about 15 minutes of the thing, look at the coupon, it says – come to a Tony Robbins event. I called the 800 number, get hooked up. Putting the whole thing on my brand new card. And a couple of weeks later, I’m in Hawaii at what he called Life Mastery. I ended up signing up for the whole ball of wax. And I’m telling you, like in months, radical changes. And I was like one of those guys sitting there for 48 hours going, “I have got to get out of this room. This is not for me. I’m not one of those jumping around, rah rah guys.”

But after the third day, I’m like, screw it. I’m just going to participate. And I learned a new emotional vocabulary, and I think that’s really the critical thing here - I learned the power of distinctions in thinking in absolute specificity. That’s what I got out of it. That was probably the biggest take away, and while I was there I planned out my life on one piece of paper. Everything from the person I wanted to be with, my business, my life, who I wanted to become, who I wanted to surround myself, the types of people, and what my value was. And I had never been asked or asked those questions – not on that level before. And I just walked out of there with a plan.

I quit drinking, lost a lot of weight, blah blah blah. I started practicing yoga. You know, I really cleaned up my life. And I’ll tell you what, it’s sort of like, the moment you make a decision to become attractive to the things you desire, they just fall into your life, and you couldn’t turn off the faucet if you tried. It just became an act from that point forward in becoming even more specific in getting clear on the outcomes and what you desired. And part of it was I just never had – I never felt I had the freedom to ask myself those questions before in my life and be ok with it.

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I didn't know how to ask. I came from a family, and still to this day my parents are not askers. You don't ask, you don't get.

**Yanik:** Interesting. Alright, so let's maybe change gears, and I want to keep the Tony Robbins thing on the back burner because we're going to come back to that on the full circle side.

Why don't we just go straight to video because that's probably the thing that most people know you the most for right now and probably something that literally they can jump off this ... you know, stop reading and ...

**Mike:** Yeah, I can give them some killer tips.

**Yanik:** Exactly. That they could use in the next couple of hours. So you created Traffic Geyser with a partner or two?

**Mike:** Yeah, we've got Rocket Helstrom and Frank Sousa.

**Yanik:** Alright. Traffic Geyser has become certainly a pretty big force as far as being able to push video content out to all sorts of different places beyond just YouTube, but really using it, as far as I understand, for SEO positioning.

**Mike:** Yeah, it's more than that. Here's our moniker we're operating under now – we say You, Everywhere, Now. And what we provide people is a “make it go” button. It's a way to instantly distribute your message, your content, and your ideas to the entire connected planet.

And what we do besides distributing your content – we not only go out to video sites, but we can transcribe the video into text so it can become a blog and an article. Or for that matter an ebook or a book. But we also capture leads, and we follow up with multi-media.

So we'll follow up with email, autoresponder, mobile text, even postcards. And now we're even doing voice stuff. And we just added a new capability where you can actually build iPhone applications right inside Traffic Geyser and leverage the power – right now there's 75 million iPhones out there or iPod Touches. But we're also building a Blackberry compiler and an Android compiler.

The whole vision is – put your stuff inside here, click a button, it'll generate instant visibility, certainly SEO and traffic, but more importantly it will allow you to create a relationship and a bond with a prospect, follow-up, and automate that relationship development, so all you've got to do is focus on selling. Selling your product, you know, plug in your product and Traffic Geyser basically does the rest. We're expanding this

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to become a genuine marketing platform. It's not just a utility or a tool. It's a way of thinking.

**Yanik:** Right. Well, you know what, let's take it from this point. Let's say we'll take two examples. Let's say, 1 – I got a, I don't know, a golf info-business. And then the second example is, I've got a – let's take a local business perhaps.

**Mike:** Yeah, yeah. I can give you some great examples.

**Yanik:** Yeah. So maybe I'm a golf store, that's only local. We'll stick with the golf niche, even though I hate golf, and I suck at it. (laughs)

**Mike:** Yeah, well I'm a miserable golf player. I don't mind it, but it's one of those things. I forget it exists if someone doesn't remind me it's there. But here would be the example. So let's say you've got an online golf business.

**Yanik:** Ok. We've got an info-business. We're selling online DVDs or something.

**Mike:** Perfect. Yep. Any kind of an info-business. What you do to generate some high quality traffic is it all starts with a: authenticity and b: great content. Google rewards you for frequent relevant content.

So I have a system that I teach. It's called the 10x10x4, and the basic idea is if you go out to a golf pro for example. Let's say your info-product is how to become a golf pro in 60 days or whatever the big promise is or How To Improve Your Swing or whatever it is, you've got a big fat promise. So what I do is – you sit down and you'd ask that person – look, Mr. Golf Pro, what are the 10 most frequently asked questions you get all the time? Or better yet, demonstrate the 10 things that people ask for all the time. So you go out on the course, and you shoot these little 1-3 minute videos. And you'd go, hi my name is so-and-so... my name is Yanik Silver. I'm a golf pro. I play for this, that and the other thing, and I want to demonstrate the #1 thing that you can do to increase the quality of your swing and make sure you never – what the hell is it called when your ball goes off to the side?

**Yanik:** Hook or slice.

**Mike:** Yeah, slice – you never slice again. Ok? Most people would like that. So you're going to name your video How To Stop A Slice In 60 Seconds, ok? Or How To Stop Slicing In Golf, alright? Because I'm sure people search for that all the time in Google.

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The whole idea is you make that little 1-3 minute video, and at the end you have a call to action. You say, now if you like this tip, I made 20 free video tips. I'll give you all of them, just go to [MyGolfSwingPro.com](http://MyGolfSwingPro.com) to get all of them. So basically all it is is great info, great content – nothing more than a good clean offer, and you're not pitching or selling anything. You're giving away great content because that's what Google loves and that's what users love as well. So someone who sees that after they search for it, and here's what's important: video scores high. It's going to exceed the visibility of normal stuff, and if you use the whole capability of our tool, you'd also transcribe that.

So now you're going to have a blog posted and an article. And when you click a button, we go out to about 150 different places all at once. So the whole idea is we time it, and we make it appear as though a real human being is submitting it. We don't hit the search engines all at the same time because that's how you get yourself in trouble. So the whole idea then is you get massive visibility and you'd answer the top 10 questions. So you've got 10 pieces of content that go out to about 150 places. The second series of 10 are what we call SAQ's or Should Ask Questions. These are the things that a newbie wouldn't even think of asking a pro, but those are the distinctions, those are the nuances that make a pro a pro and a newbie a newbie.

So you say what are the top 10 things I need to know in order to become a golf pro or increase or improve my game or swing or whatever the big fat promise is? And they'd go, like, ugh – the #1 thing is your breathing. Most people don't think of this. Now to change your breathing, and you might have this little exercise, here's what you do. You sit down. You visualize this. You meditate on this. You relax here. Here are the 3 points of relaxation that make the most difference, and boom, wham – let me demonstrate it for you right now. And they show you, and it's like, cool, you know? Now you've got a great tip.

But what's cool about this is once you've done 10 FAQ's and 10 SAQ's, you've got enough to make a free guide to give away in addition to the free videos, which are your search engine bait. And what you're doing is you're driving people to a lead capture or a squeeze page, and on that – this is where the 4, when I say the 10x10x4, so you've got the SAQ's, the should ask questions, and then the first of the 4 is the If you want more, go here. That's at the end of every video.

The second is what we call – it's the squeeze page video. Hi, my name is Yanik Silver. I'm a golf pro. I want to teach you how to become a golf pro and give you 20 free videos. Enter your contact information. See you on the other side.



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The third video is the thank you page. Hey, thanks so much for entering your contact info. Just gave you a link, sent you an email. Check your email. You're going to get all this free stuff.

And the fourth one is what we call the buy my stuff video, which I actually tack onto the Thank you page because if you've got a visitor, you might as well ask them to buy. So you give them some sort of a trial offer or some sort of a goodie that is congruent with whatever your offer is and make it painless to get going. The standard thing is typically you get – if your offer is good, and you've got a good solid thing, you can convert about 30% of your opt-in visitors and trial customers. From there, you know, it's smooth sailing.

So what's cool about this is most people, and I do a little exercise when I speak from the stage. I give people 3 minutes to come up with as many FAQ's or SAQ's as they can, and invariably most people come up with 15 in 3 minutes. So the exercise that I suggest is for any business, any topic you can imagine, take yourself out for a 90 minute lunch to your favorite restaurant with a pad of paper and brainstorm. And what happens is the act of creating those questions causes you to think of more, and most people will walk away with hundreds. They've got enough for a book. What's great is, you do the little videos, you have them transcribed, and now you've got an ebook or a book from a couple of afternoon lunches. It's very, very powerful.

**Yanik:** That's pretty good. Yeah, that's a good quick little thing. The getting people over to your site from the places that you submit content to, that's not a big deal?

**Mike:** No, it's not a big deal at all.

**Yanik:** That doesn't fall against anyone's terms of service or anything like that?

**Mike:** No, it's clean. It's good content. You'll never get banned for creating good quality content, so if we were going to translate this now into an offline business...

**Yanik:** Yeah, let's go with our golf shop owner.

**Mike:** You're a golf shop owner. What you're doing, I mean really the only difference is you're naming your content, you know, stuff that's relevant to the location. So if you live in University City, which is part of San Diego or San Diego Golf Pro Shop, it might be San Diego Golf Pro. But you can do a little research using your favorite keyword research tool, whether it's in Google Keyword or the one we like is Keyword Spy, fantastic tool.

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**Yanik:** Mm-hmm.

**Mike:** There's also Market Samurai, which is another great tool. You know, you do your search. Those things will tell you what the most popular and the most profitable keywords are and you're essentially naming those and you can focus on a local area.

And then from there, what I do is drive them to a lead cap page where you might say, fill in your contact information for a 10% off coupon your next buy or a free box of balls or something like that that would bring someone into the store.

Now here's what a couple of our customers are doing right now. They actually create a little weekly show. So there's this dude who sells a certain kind of a grill. What he does is he does a little 7 minute cooking show. He'll sit down and actually do 6 or 7 of these in one afternoon and release one every other week. So you can get about 2 months worth of content done in a couple of hours that is great link bait. Alright?

So if I were a store owner, for example, in a local business, I'd do product demos. I'd say I want to show you the latest tailored club. Well what happens now is your business name is associated with tailor clubs or that specific model number, and you'll probably start getting leads and contacts coming to your site who might not be in your local business, but if you're smart you're going to start creating info-products. There's no reason why a local businessperson can't create info-products as well. I don't care if you're a chiropractor or a dentist. A list is a list is a list. It's free money. And again if you're a local business, you'll send out coupons and special offers once a month or once a week or create a newsletter or just capture happy customers. I tell everyone, you know, have a flip camera right by the checkout and get testimonials. Free content to distribute.

**Yanik:** That's a good one, yeah.

**Mike:** So, for the employees, you get them involved in creating an awesome customer experience.

**Yanik:** Yeah, I mean, just that one little tip is easy if you are a local business and have that little \$120 flip camera with you and start capturing people that are coming in.

Alright, so that's a great example for using that. I've heard different things around what you name the video and then how you link to it from a different blog or whatever the case is. I mean, could we literally just use

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Traffic Geyser with some keywords and it'll get placement? Or do we need to start linking to it from the blog and doing all these different things?

**Mike:** Yeah. That's a great question. So here's what's happened. Traffic Geyser has been an evolutionary product, and it's been around now over 3 years. We're going on 3.5 years, and originally just submitted to video engines. And then we realized, well what if we social bookmark the videos? Now basically a whole bunch of places know about the videos. That's pretty cool.

And then we're like, well there's these social sites like Facebook and Twitter. Well we can put the video there and MySpace, great. Now we're doing Social Networking. And then what we did is we supported a whole bunch of free blogs. And we're like, well what about the content? So we added this transcription service.

So here's basically what happens right now. When you submit your video, we go out to a whole bunch of video sites. Then what we do is we create a podcast. So if your video isn't in the "right format," we convert it into a format that can be viewed on iPods and iPhones and portable media gadgets. And then we notify the social bookmarking sites that the podcast exists, and we go to like a dozen podcast directories. You can also submit blog content, which will go to article sites. And then we create link relationships with all of those. So it's not uncommon for a single submission to get 35 to 260 backlinks per submission.

So we're automating the process of creating all the relationships between your content. And it ends up having like a bicycle spoke effect because someone will say, well all I want to do is x. And because we're doing it all in one place, it's foolish not to go out to everything and everywhere. And again what we do to prevent the content from looking spammy or like duplicate stuff is we're very cautious about how many places we notify and what the relationships are. And we also don't submit it absolutely all at once. We create several hour gaps, so Google - very frequently a single submission might show up multiple times on the same page of Google because it's all coming from a different location. And again it doesn't look spammy to them.

So the key is again you'll never get in trouble for creating frequent, original, unique, usable content. The stuff that they don't like is resubmitting the same stuff and just creating spam. It's just junky ads, only stuff. Again, your focus should be on establishing yourself as a credible expert and authority on the topic, being absolutely authentic on camera, which is easier than heck to do. I can basically work with someone in 3 minutes, and they will feel absolutely natural. And just

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Speak to your intended audience the way you normally do like they're your friend. And you're going to draw people in, and that content doesn't go away.

**Yanik:** What are some of those tips then, Mike? I know obviously it's probably a little easier if you're standing with someone in person and can help them with their presence, but...

**Mike:** Yeah, I'll give you the tip because it's super easy and anyone can do it. It just requires a tiny bit of visualization. So the first thing I do is – and I do this all the time on stage, and I purposely pick someone who looks terribly nervous out on stage, and I'll have them stand up and I'll ask them what they came up with with their top FAQ or SAQ questions.

Their hands will be shaking. They're sweating from their hands. Their voice is trembling. And I go, "Stop right now. Here's what I want you to do."

I say, first of all, breathe through your heart. So I put my hand on their heart. I bring their hand up to their heart. I go that's where all your energy is focused because right now you're in your head and you're thinking about you. Put yourself in a place of service.

**Yanik:** Do you do this with women, too?

**Mike:** Well... very gentle, yeah.

**Yanik:** You put your hand on their heart?

**Mike:** You are a nasty man.

(laughing)

**Mike:** You threw me...

**Yanik:** I screwed you all up...

**Mike:** You ruined my energy, man.

**Yanik:** My bad. Go back to your place of self-serving.

**Mike:** No that's fine. Here's what happens. So you're in a place of service, and I say, "Now I want you to visualize the best customer you've ever had." Or I might have them think about the person that they love the most. Ok? I say bring them into your mind and into your heart right now, and I want you speak to one person. And then I say – do you have it? Who is it? And

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I have them declare who it is. Or if I'm working with a businessperson, it's your best customer.

So if I said to you, Yanik, right now, you know, who's your best customer you've ever had from one of your products? You could probably find them because it will be someone who was one of your greatest success stories who listened to what you said, did everything you said in the order you said, got massive results, and you're able to tell their story. And they ended up buying all your products on top of it. That's what we all aspire to in my opinion anyway is success.

**Yanik:** Mm-hmm.

**Mike:** And I did this with Bill Glazer, who is – and he'll even admit it. He said, look I was terrible on camera. But he picked one person, and from that moment forward, I said, now you speak to that one person. Because what's great about is, not only does that put you in a place of service where you're confident and you're comfortable and you're authentic, but the most important thing is when you speak to your intended audience, more of that type of person is naturally attracted to you.

There are nuances to how you speak, and I believe that like attracts like. So it's a really, really powerful exercise. It takes usually – I can take someone in less than a minute to three minutes, and they are, like, completely transformed, and the audience goes crazy. I've got it on camera a whole bunch of times where there are people who write me back or see me a couple of months later and walk up and said, that was the most singularly profound experience I've ever had.

**Yanik:** That's an awesome tip. I love that. I've studied so much copywriting and some of the sage wisdom is to write to one person and think about one customer, but it's never been around this idea of having that mentality of finding your perfect customer and then using that same energy to blow that up.

**Mike:** Yeah, it works like crazy. It really does.

**Yanik:** That's pretty good. I like that. Alright, any other tips on making video more engaging? ... I'll go with one direction, here. So video sales letters have been popping up a lot right now.

**Mike:** Yeah.

**Yanik:** Some people using hybrids, where they have a video and then copy down below. Some people I've seen just going strictly video only. And then video I can probably put in little air quotes because some of those videos

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are just literally Camtasia's of a PowerPoint presentation or something like that.

**Mike:** Yeah, and they work really well too.

**Yanik:** Yeah, so what's your thinking on what works now, where we're heading?

**Mike:** Yeah, well I think the key is whatever sells the most is what works. I know people who hate the long form sales letter for example.

**Yanik:** Right.

**Mike:** And it isn't appropriate for certain kinds of audiences. For video, I believe that authenticity and demonstrating results is the most critical. So let's just think for a moment about what have been the some of the most successful infomercials ever produced? And that's really what the inspiration for the Infomercial Toolkit was when we created that product. I modeled the best, and that's how I became good friends with Joe Sugarman, and he gave me the rights to take his best infomercials and best television experiences or presentations ever and put it in the package, which we promptly dissected. If you remember the original – the big hit – infomercial he had with the guy, the rapper, in Venice Beach.

**Yanik:** Yep.

**Mike:** I can't remember... Dr. something. We recently created a little video about that.

**Yanik:** Yeah, I can't remember either. Sugarman was our guest in Baja.

**Mike:** Oh, he's so much fun. Yeah, he's a great guy.

**Yanik:** I have a funny story for when you're done with this.

**Mike:** Ok, good. So here's what happened. I talked to Joe about this, and I interviewed him about it. And what he said that made all the difference is he'd walk up to someone – and it was one of those things where it couldn't have been faked, not easily anyways. It was authentic. It wasn't high quality, but he'd hand someone the glasses and say – would you put these on and tell me what your experience is?

**Yanik:** Yeah.

**Mike:** And the reaction shot. They never showed what it would look like through the camera. It was always the reaction. And the people would go, WOW! And then he'd ask for the glasses back, and they'd want to run away or

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they would be like, “No way are you getting these things back. These are awesome.” So I think it’s the same thing.

It’s Famous Amos, the chocolate chip cookie guy, he’d give away little samples. And it’s sort of like when you do foot massages at a tradeshow. Or ice water in South Dakota. Go into Wal-Drug. It’s like you see 75 signs saying free ice water. Ice water is like gold, you know, especially back in the old days when we drove and didn’t have air conditioning.

But the whole thing is – it’s sort of like this repetition in the reaction shots, the response. It’s a form of social proof. So we recently did a re-launch, a product launch, and we did very well. We had well over a 7 figure launch with it. It was all based around proof. And what we did is we took ordinary people who have a classic down-and-out story of someone who hadn’t succeeded – failed, failed, failed. Did something, followed a simple step-by-step thing and got a massive result. And it would be harder to fake than it was just for it to be real. And then you interview them, and you show them. These people are like, “They are just like me.”

So I think it all comes down to using all of Cialdini’s principles. I think the beauty of using a video only is it forces someone to go through your process – your linear process – and much the same way that a sales letter can, but let’s face it, most people just skim. They look for the bullets, the headlines that grab their attention, and they start at the top and say, what’s the promise, the set up, and then they scroll to the bottom to see the price and then decide they want to follow through.

A video is a lot harder to do that with. I think being able to control the sales experience is mission critical. And that’s one big, big benefit. The real question is, can you tell a compelling story and grab them and speak to that individual and keep their attention? Because from a YouTube perspective, the average video being watched is 3.5 minutes, where there’s almost no way you can sell a big ticket item in 3.5 minutes. So you kind of have to do it in chunks, and again it’s all about keeping their attention. But it certainly doesn’t require super high end production. You can do it all with just a slideshow or a recording from PowerPoint.

I mean, the classic Frank Kern thing when he launched Mass Control. That’s basically all it was. And since then the direct response internet marketing team or group has been evolving and figuring out what works and what doesn’t work. I’m a big believer in a hybrid approach. I think it’s important to see the bullets, but you do have to present the value. And you have to present the proof. And personality matters. Again – all the same things that work in copy work in video, but it does work a little bit differently.

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**Yanik:** So then, if the long form sales letter obviously has worked – has been the work horse forever, do you have a certain length of time that if we’re making a video – that a video is going to sell our product – that you’re like, ok well it can’t go beyond 8 minutes? Or is it literally like the old copywriting adage of, it can’t be too long only too boring?

**Mike:** Yeah, yeah, you’re right. So here’s what we find, and during our launch, we delivered close to 50,000 hours worth of video. We used a service called Ooyala.

**Yanik:** Wait, spell that one more time.

**Mike:** It’s o-o-y-a-l-a.

**Yanik:** Uh huh.

**Mike:** And we used this service. They’re expensive, but they’re worth it because what they do is they give you a graph showing how long people stay and where they drop off and they monitor all kinds of behavior and activity inside the player as well. So what we’re able to do is look at how long people are staying and watching our videos.

Basically what we did is we used a classic squeeze page structure where we had an offer that was a couple of minutes long that said, I’m about to share with you an x, y, z, 1, 2, 3. Here’s the benefit, and here’s what you’re going to learn. Just enter your contact information. See you on the other side. And then they got a longer video, which was typically about 40 minutes in length.

Now the typical thing is I recommend an offer video be no longer than 4 minutes, ideally about 3, 2.5-3 minutes to get them hooked and connected with you. And then the drop off – here’s what happens – you’ll lose a certain percentage of people after about 3.5 minutes. You’ll lose about just as many, percentage wise... so let’s say you’re going to lose 40% -60% in the first 7 minutes. Then after that, up to about 40 minutes, it’s fairly flat. You might lose another 10%. So you’ll probably get, again this is assuming you’ve got good content, they’re consuming it and you follow some basic rules on keeping their interest, you can keep about 30% of the people for about 40 minutes. And then it sharply declines after that.

Now interestingly, if you think about TV, you’ve got a typical spot of 30 seconds, and then if you are watching a TV show, they usually have 4 commercial breaks, and there’s 22 minutes of content in a half an hour program. So they’re dividing things into roughly 6 minute chunks, or so. And that follows this format. So whether it’s human nature, or they’ve been trained by television, you’ve got to think about delivering things in



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3.5 minute chunks that break and then give them a bigger break – a conceptual break – and work in threes.

So you have 3 main points and 3 mini chunks per chunk. You know, you sub-chunk it. I think structurally what I've been modeling lately, and I know I'm getting kind of deep here, but a book that I highly, highly recommend that has transformed the way that I think about presenting – it's called *The Presentation Secrets of Steve Jobs* by Carmine Gallo. And that's G-a-l-l-o. It is a breathtakingly great piece of work, and it's causing me now to re-think the way I present information, and I've been adapting some of the systems in there. And I know that when I present on stage, for example, it's made a big difference in the level of connection I have. And that to me is the best way to learn how to pitch with video is go somewhere and speak because you can watch the sparkles in their eyes, and you know when you get them and you have them and when they're convinced, and you can see their body language. And then when you get to use that same energy in a video, man do you get results, so again I know I went kind of deep.

**Yanik:** No. It's good. That's pretty good. Let's switch gears a little bit. Let's talk about – we don't have that much time, but maybe we can talk real briefly about some of the systemization of things that you've done to grow a bunch of these 7 figure, plus companies.

**Mike:** Yeah. Ok, yeah, and I know how we can position it. So you go ahead and ask a question, and I'll let it fly.

**Yanik:** No, that's about it. Alright, you take it from here. (laughs)

**Mike:** Ok, so, here's one of the things that – and again, some of these – I think as we evolve as businesspeople, you know, I've followed your career for example, and it's interesting to see the path and the curve and where you've taken your business because where you've built your reputation, you know, started with being an online marketer...

**Yanik:** Right.

**Mike:** And adapting and adopting, you know, like Dan Kennedy systems, but you've extended well beyond that. And now you've got a travel related business, an experience business, but you are experience marketer. It's really pretty interesting. And I'm going to be really interested to see your next pathway to evolution, which probably will come from a certain degree of boredom from whatever you're doing now, and then you're going to move on to the next big thing.

**Yanik:** Mm-hmm.

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**Mike:** So for me, I have a couple of pains. Sometimes it's sort of like our childhood wounds sometimes drive us. One of them is not being heard. And the other one is repetition. I hate repeating myself. And I'm always looking for systems. So if I listen to a song, for example, I'm looking for what's the intro, what's the verse, what's the chorus, what's the bridge, how does this all come together. And when I'm looking at software, I'm breaking everything down into systems.

What intrigues me is human psychology and what makes people buy, what makes people bond, what makes people connect. And how do I systematize that? So Traffic Geysers came from – can I find a way to broadcast a message everywhere? Ok and make it easy. Can I automate what a lot of people have spent a long time doing? Like the product launch sequence for example. That's been a huge thing on my mind because this launch sequence thing – a lot of people say, well it's dead. Well the fact of the matter is human psychology is human psychology. When you create a frenzy, people will buy. And when you can do it with integrity, it's an amazing thing.

So Traffic Geysers, again, was the vehicle for automating getting visibility and attracting people. So what we've done is not just built a utility that has continuity associated with it, but a new way of thinking. You know, in terms of how to sell and how to bond and connect. Well a while back I thought, what are the things that we all need to do? And the first one is you've got to get attention. You've got to get traffic. Every business needs that, whether you're online or you're offline anywhere in the world. And the thing that Traffic Geysers takes advantage of is this disintermediation, in other words free distribution. In the old days you had Yellow Pages, newspapers, magazines, old school media. And there's always some fat old man in between you and your prospect.

**Yanik:** Mm-hmm.

**Mike:** And that doesn't exist anymore. It's like, literally you click a button, broadcast everywhere if you've got a tool. But the next step is I need to monetize, so the next system that we have is called Mixiv. And you know, we talked about this – a way to deliver all your content, but you can basically create an instant membership site and do commerce and automate the entire experience in the process and upsell and downsell and do all the things that internet marketers or direct response marketers need to do or want to do and put that all in one place and make it easy.

But the third thing, and this is what I'm really interested in, is how do you automate sales in marketing? How do you take someone from being the prospect from the time you've gotten the traffic and they've entered into

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your lead gen place to carrying them down a pathway to self-select, self-segment, and finally get them to the place where they're raising their hand and they're going to give you the money? So the big in between is what I call taming the follow-up monster because the pain that I've often had, and I think every entrepreneur has in every business is whether you're a local business, and you're like, ok you've had all these customers and you've talked to a lot of local businesses and they've never captured leads, right? They don't have a list. And you're like, you insane person.

And for online people, it's like they haven't figured out who all their customers are so they can give them the right offer at the right time. And some people only spend a dollar, and some people spend a hundred grand, if you just give them an offer, right? So, I started playing around with something that I was intrigued by - someone who was using radio advertising, and I thought what if you could capture a lead with voice? Where someone would say their name and their email address and then you'd be able to build a relationship with mobile text and with an autoresponder. So I built what I call voice follow up to do that. It started evolving because I thought, well what if they could mobile text their information in? And then what if you could scan a business card because we all go to live events or something and you get a stack of business cards and what happens to that stack of business cards, right?

**Yanik:** Right. Yeah.

**Mike:** Ok. So, I created a little mobile app where you actually can take a picture of the business card. It goes to a live group of people who hand enter it, and then if the business card has a mobile text number, or a mobile number, it follows up with mobile text message. If there's an email address, an email. If there's a full address, it'll send them a letter. You've got an optional simulated live teleseminar or a simulated live webinar.

And here's where it gets interesting. If there's a web address there, we visit the website and scrape the website, so now we know who they are. And now we're just adding a capability that, based on their email address, we go and find if they're on social networks, we find all the social networks they're on, and then can tell how active they are, so we know essentially how valuable they are. Their online club – their value. In other words, are they influences? All that from an email address.

So now you can select, and actually target them based upon who they are and their behaviors. Plus we already know a lot about their area. You wouldn't believe what's available by essentially visiting or scraping social media networks. We know their age range. We know their sex. We know where they live – all kinds of stuff about them. So that's basically what voice follow up is. You can capture contact information from any source,

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even scanning a business card and then follow up with any format and bond with them. And it simulates a live experience. When they visit and join in in one of our, what we call, simulated live teleseminars, if they call a number late, it's 7 minutes into the call. If they call in 7 minutes late. But we know it, so we can send them a campaign that's the "You showed up late," campaign. Hey sorry you showed up late, here's the replay. If they leave early – hey notice you left early, you can listen to the replay. If they complete, we can follow up and say – hey if you have any questions, click 1 right now and talk to a live operator.

So again, you get them in the system, the rest of it's automated, so you can focus on what you do best, which is usually providing massive value to your customer instead of that, again, the hideous follow up process that frankly you need a whole team to do that stuff. So I guess the point I'm making is I like systems. I like breaking it down and figuring out how to build it and solving problems. Some people like math, and some people like football, you know?

**Yanik:** Right. Alright, so ...

**Mike:** Was that useful?

**Yanik:** That was... yeah, that was really interesting because just to take it from how you think about something and then what essentially then creates a solution for a whole bunch of other people is kind of what I got out of it.

**Mike:** Yeah, yeah. I've got an audience now, and I think like, what does every businessperson struggle with? And I ask a lot of questions. And a lot of the time what they say they're struggling with and what they really do struggle with are two different things. That's why they haven't solved the problem yet. See, you have to be able to hear the nuances, not the thing.

**Yanik:** Mm-hmm. Let's talk about maybe a couple of your productivity tips because you've got a lot going on. You've built a lot of different companies, and from what I know about you, I don't think you have a conglomerate there working for you.

**Mike:** No, we've got it all outsourced.

**Yanik:** So how do you make that work? What's some – maybe some of the tools that are essential to making a network with a virtual company? And what's some of your best practices there?

**Mike:** Ok, so I'm going to start by saying, and you actually participated in it. You know, when we interviewed you for Success Leaves Clues, I'm always on the lookout for who can I mentor, who can I model because

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someone else has already solved virtually every problem that I'll probably encounter in my life. You know, maybe not electronic things. That's a new evolution, but the thinking. Someone has thought it before me.

So one of the things, again, from both delivering value to other people and self-serving, is I thought, well why don't I contact everyone I know who I'd love to model and mentor and people I know who are smart and thoughtful and have clarity of vision and interview them and that's where the movie, Success Leaves Clues comes from, and systematize that.

But what I do, and I'll give you a couple of tips. There're a couple of electronic things that I use that have radically made me more productive. And the first one is a little gadget. It's called a Mimio, and it's a little suction cup sensor that you put on a whiteboard. It costs probably \$600. You can plug it into your computer, and you have different colored pens. They're just using standard white board pens, but whatever you draw on the white board shows up on your computer monitor – pretty cool. So now anything you draw, you can print out as a .pdf and send out. But what I do is I turn on Camtasia on the PC or Screenflow on the Mac, and I draw with the little webcam on and a microphone, and I make videos that I'm able to give to my entire team. So I'll make videos for – if you think about the segmentation of your business. So you've got your operations group, and then you've got your technical group, and then you've got your service, your support, and then maybe you've got your money group, again, which would fall under operations. So and then if you have communications, for example.

But what I'll do is I'll make little videos for each one of my team. This way I don't have to do meetings. I might gather a little bit of information from a quick phone call or an email saying, hey what are the problems or what are the things? And in any business, you know what they are pretty quickly. And this way I make these short little videos, and I email the link to them, and I'm able to communicate stuff that would have taken me a day to build and like two days to summarize and put into a usable format in the past. I can literally do it in 15 minutes, distribute it out, and it means we can develop stuff that, again, would take me 3 weeks of preparation. My team can look at it and make it in no time. So between the Mimio and Camtasia or Screenflow and just a normal microphone, you can't imagine how productive it makes you.

**Yanik:** And just to let me clarify, the Mimio board – you're not always doing Camtasia – like you could just whip off a Camtasia literally without your Mimio board.

**Mike:** Yeah, but it would just be a still. But what's great is if you are narrating while you're drawing, and if you have your camera on, you can actually

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be looking in the camera, and the combination of the pictures plus the experience of drawing it in order and the video connection, it's amazing. And if you want for this thing, I'll make one for you. I'll actually draw it and send you the link, and you can include it in the newsletter.

**Yanik:** Yeah, that'd be awesome.

**Mike:** Yeah. I'll actually demonstrate it and talk about how powerful it is. But the other thing that I do is as soon as I make it, I upload the thing into Traffic Geyser. I click to transcribe, and a day or two later I get a full transcription. So this is how I wrote my book. It's how I designed every single marketing campaign – every one of our products now. And it's great cause I can walk in – I don't need anyone there.

Or sometimes I'll even do it, like if I'm doing a call with you, I'll just put my phone on. I'll be talking and drawing and I might set up GoToWebinar so you can watch my whiteboard while we chat. When I'm done, I export the .pdf, so now you've got the notes. You've got the video. You've got the transcript. And this is how I just filed a patent with my patent attorney. I gave her, like, 20 patent specifics with 45 minutes worth of work, and that video and the transcript was enough where all she had to do was talk to me for a half an hour – everything else was done. So I probably eliminated 2 days worth of meetings and back-and-forths from a 45 minute project like that. That is a massive, massive gimme in my opinion.

**Yanik:** Wow, that's awesome.

**Mike:** Yep.

**Yanik:** So, once again, I want to see if I can figure this out because I've got a big white board in my office - obviously it's not a Mimio board. So the Mimio board is a regular white board, and then you put your video camera to train it on the board as you're writing?

**Mike:** No, the Mimio is like an electronic sensor, so everything you draw just goes to the Mimio software.

**Yanik:** Ok... so then...

**Mike:** And then the webcam will just record your normal video and of course your audio.

**Yanik:** Ok.

**Mike:** So it's just a laptop and, let's say it's \$600-800 bucks for the Mimio. That's all you need.

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- Yanik:** Ok, I got it now. So then it will actually show up as you draw?
- Mike:** Yes. It's all in real time, so as you draw it shows right up like magic. So it's kind of like an Etch-A-Sketch.
- Yanik:** Right.
- Mike:** And that's really what it is, but it's multi-colored. So you can do 4 colors and when people see it, they're like, holy cow. It is an amazing way to teach and train. And if you want to make videos to sell a product, it's perfect. It's an amazing thing. I just consider it an indispensable tool. And then when I'm doing live events, I actually have the Mimio and I display the screen on the big projection screen.
- Yanik:** That's great.
- Mike:** And it's being recorded as a video, so it can be edited later or given out to the audience or whatever too.
- Yanik:** Yeah. That's awesome. I'm such a big fan of leverage, and that's such a nice leverage point. Alright, well last couple of minutes that we've got... I've been hinting a little bit about this because we talked about coming around full circle with Tony Robbins. And, you know, the people that you keep relationships with are pretty up there. How do you develop those relationships, and how do you maintain them?
- Mike:** Ok, I have a tip. I call it standing on the shoulders of giants. I named it just this last weekend, so it's how to get rich and famous helping rich and famous people become even more rich and famous. Alright?
- And so one of the things that I remember saying to myself when I watched Tony the first time is I said to myself, someday I want to work alongside this guy. I don't want to just buy his stuff, and I don't want to be like – you know, like a fan. You know, it's like, who cares? Cause you know what it's like if you get someone who's following you around everywhere into the bathroom wants to shake your hand while you're going to pee at a live event. That drives everyone nuts, and they don't like it either.
- I think to myself, what is really attractive? What I'm interested in is not just connection, but access – and a peer-level access. When someone meets you – even if let's say they've got massive value – the first time you meet them, all your feelers are up. Right? It's sort of like, what does this person want? What does this person want? And they're like, no I don't want anything. I want to support you.

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So how do you break from being a nobody to a somebody? I really struggled with that with the whole Tony thing. And I remember I made this conscious decision. I said I am going to become incredibly valuable and attractive to this guy. What do I have to offer? What can I give? And it took 10 years to manifest the opportunity, but it turns out through a series of good fortune and I suppose luck, I ended up becoming very good friends with some friends of Tony's. And as time went on, I got to hear about some of the struggles inside the organization. And finally I said I know how I can help Tony really, really connect with his audience in a way he never has before. And I said here's the problem – everyone wants to, and I took this from Frank Kern, but it's touched to him, right? It's touching to him as a poke.

**Yanik:** Right.

**Mike:** When you see Tony live, you're in one of his live events, you genuinely feel like you have a personal 1-on-1 relationship with that guy cause he knows how to establish eye connection with you and maintain it for a longer period of time. And he, like, goes through everyone in the audience. It doesn't matter if there's 2,000 people there, you've looked at him and he's connected with you on a deep level. It's amazing.

And so, it's sort of like they feel that, and from that moment forward what happened was his entire organization failed to deliver that experience for the rest of the time. It's sort of like he had you at hello and the corporation lost you the first time you got this fixed hard piece of concrete block newsletter that was like generic corporate crap. You know, it's just like yuck!

And that's what I did. I had this opportunity. I said what I'll do is let me help Tony set up a little home video studio. It was a big risk for them to expose him to anyone but they knew and I had given, given, given a bunch of times. I had actually met with some of the people and given a bunch of free info, and I said look I'm giving back. I want nothing, ok?

So finally I have this opportunity, bought him some equipment, went to his house, set up a little video studio, spent an entire day. And he started using it. And that's when you started seeing these videos coming from Tony, along with Frank Kern's style, you know, short internet messages.

Which the thing that I left out here is the first time I met, I said here's the deal Tony. I will introduce you to some of the smartest marketers I know, and he says, "What do they want?" I said they want nothing. They want to give back to you. This is a gift. I expect nothing. I want nothing. Just accept the gift. And I'm telling you he's a guy who didn't know how to receive because he's used to everyone wanting something from him.



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So, I'm going to bring this home, and I'm going to say – here is the answer. It's like, if you want to become a servant to the stars who will gladly bring you with them and take you because at the end of the day every star is just an ordinary person, and they've got the same business problems – even bigger and even worse than everyone else. They need trust and reliability more than anything. Most of the time the people that surround the biggest, most important people fail them on an ongoing basis because they lack the ability to systematize and deliver consistent results. Ok? And so one of the ways to get into their space is to buy their stuff and prove it works because everyone needs a super star case study. They need someone who's gotten from point A to point B and can show that they did it. And if you provide them with that information, you're going to get their attention. So – becoming a success story.

The next one, and this is one I got from John Reese. He says – if you sell my stuff, I can't ignore you. I have to pay you for it. So become an affiliate and promote and market their stuff and be the best one out there. You can't be ignored. And also associate with their brand. So if you become a formidable advocate for their products, and that means like doing book reviews and product reviews. That's one of the things that I do all the time. Sit down and do a little mini video and put it online, and say – I bought this book. Here's what's so great about it. Blah, blah, blah, blah, blah. You're giving them some search love. You're helping them sell some books. And if you help them do what they're trying to do, which is create an impeccable brand and be known for what they want to be known for, there's going to be a level of trust. And again, if you open up the thing saying here's what I want, we get that all the time. All you need is someone sucking your soul. You know, I call it psychic vampirism.

**Yanik:** What do you say to people that are like, oh Mike, that's just basically kissing up?

**Mike:** Yeah, and the whole thing is, it all comes down to where it's coming from. When you're in service, and you are ready, and you are willing to listen, anyone can smell a soul-sucker. I think it all comes from where does that energy come from.

**Yanik:** Right. Intent.

**Mike:** Precisely. It is intention. And anyone who's been in the business a while can smell it a million miles away. Just like a good negotiator can smell blood a million miles away.

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**Yanik:** Mm-hmm. Alright. Excellent. Well I think we traveled on a lot of different paths here, and that was great. Where should we send people? What's a good resource that they should know about from your empire there?

**Mike:** Alright, well you know what I'll do is let me just do one quick check here... I'm going to see if [TrafficGeyser.com/Maverick](http://TrafficGeyser.com/Maverick) has been taken. Ok it's not up. So what I'm going to do is I'm going to create a lead cap page with the sample video on it for the white board and [TrafficGeyser.com/Maverick](http://TrafficGeyser.com/Maverick) and that way we'll give away some of my best tools and resources. Everyone's been on my butt forever... it's sort of like what iPhone apps do you have? You know? And I'll set up affiliate links too if you want.

**Yanik:** No. We don't need an affiliate link. Just – that's perfect.

**Mike:** Alright. I'll put this thing together and pop it up there. And when is this going to be available?

**Yanik:** Probably in a couple of weeks – 2 weeks or so.

**Mike:** Ok, great. Super. I'll get this done in the next couple of days here. I've got kind of a full boat and another interview in about 25 minutes, but it'll be really cool. And I'll provide a whole bunch of free goodies. So I'll provide a link to Voice Follow Up and Mixiv and Traffic Geyser...

**Yanik:** Nice.

**Mike:** ...and then this thing along with some of my best tools. I've got some great resources that are massive time savers.

**Yanik:** Ok, yeah. So people check out [TrafficGeyser.com/Maverick](http://TrafficGeyser.com/Maverick). Those are some great resources there – perfect. Alright, Mike, I really appreciate it. Thanks for taking the time out and hope to see you soon. You coming to Underground this year?

**Mike:** Yeah. I'm going to be at Underground.

**Yanik:** Alright, man. I'll see you there.