

"New Book Reveals How To Sell High Ticket Consulting Services ...Even If Nobody's Ever Heard Of You"



Frank Kern

From The Desk Of Frank Kern
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Dear Friend,

If you'd like to sell lots of consulting, coaching, or professional services, this will be the most important book you'll ever read.

But First, Read This Disclaimer:

Please understand my results are *not* typical. I'm not implying you'll duplicate them (or do anything for that matter).

I have the benefit of practicing direct response marketing and advertising for 20 years, and have an established following as a result.

The average person who buys any "how to" information gets little to no results. I'm using these references for example purposes only.

Your results will vary and depend on many factors ...including but not limited to your background, experience, and work ethic.

All business entails risk as well as massive and consistent effort and action. If you're not willing to accept that, please DO NOT GET THIS BOOK.

With that said ... let me jump right in and show you ...

Exactly What You're Getting



First of all, this isn't like any business book you've ever read. There's no fluff or filler - just battle-tested **tactics that are working right now.**

And it's easy to read.

At 68 pages, you can read it in an afternoon.

And It's About MORE Than *Just* Consulting.

See, you can use the same system in this book to **sell all kinds of high end products and services.**

For example, I've also used the same system to get **professional services clients for my marketing agency every month.**

An insurance company recently used the same strategies in the book to recruit Financial Advisers for their firm.

A client in the Mortgage industry is using the same strategies to recruit loan officers for a lending institution ...and then using the same strategies to turn those loan officers into **coaching clients that pay him monthly for his services.**

So like I said, there's more to this little book than "just"

consulting. *Here's a fraction of what you're getting...*

- ✓ **Five ways to get prospects eager to buy** ...before they even see your pitch. Believe it or not, one way is by refusing to sell to them! See how it works (and the other four ways as well) on page 53.
- ✓ Can you *really* get clients in the next fourteen days - **even if you're a complete "unknown" and even if you have no list?** Page 48.
- ✓ TODAY: Get in front of **perfect prospects who can afford you**. The secret is a dirt-cheap hybrid of super-cheap offline and PPC advertising. Page 45.
- ✓ The a new approach to generating leads and subscribers. It's like nothing you've ever seen before, and it **positions you as a trusted authority**. Page 50.
- ✓ A proven way to *get your prospects coming to you*. Forget the usual "internet marketing stuff." This 7-step approach works **much better and makes you look like a hero**. Page 52.
- ✓ You need sales letters and sales videos in order to get customers, right? Wrong! The "usual stuff" totally backfires when it comes to selling higher end products and services. **Here's a brand new approach that's faster, simpler to implement, and quite frankly better**. Page 59.
- ✓ **Where to find the best clients**. Two quick litmus tests to see if you're going where the best clients are. Page 31.
- ✓ How to eliminate sales resistance and skepticism. **A simple approach that builds trust and goodwill**. Page 55.
- ✓ Why an unusual amount of Billionaires are college dropouts. And **how you can get all the clients you want ...even if you have no credentials**. Page 21.
- ✓ The best thing to sell. **Offer this type of service before anything else**. Page 13.
- ✓ *Why you should never tell a prospect how you can help them!* Never! **Shocking test results** on page 35.
- ✓ How traditional internet marketing can actually send you to the poorhouse. **Eye-opening stats and and a recent case study** on page 27.
- ✓ *When ditching your order form and sales materials might actually help your sales*. Page 37.
- ✓ Famous marketers say you should use testimonials, **but you can sell more without them** thanks to this *new approach*. Page 41.
- ✓ **Say goodbye to having a small list!** This new source of leads solves that problem for good. Page 44.
- ✓ **When it's OK to be a "tech dummy"**.

I built my entire business using these **seven simple tools** including a legal pad, a pencil, and a calculator.

See the other four low-tech tools on page 9 and **forget about the fancy stuff that's been confusing the heck out of you**.
- ✓ The truth about opt in pages. The stuff you see everyone else doing is failing, but **this new method is simpler and it's working**. Case study walks you through it on page 49.
- ✓ **The best way to prove your value to a prospect**. (Whatever you do, DON'T talk about your credentials or experience!) Page 19.
- ✓ **What to do if you're brand new and nobody's ever heard of you**. Page 16.

You're right ...that is a lot of battle-tested strategies and tactics. And it's really just the tip of the iceberg.

But it gets better because you're also getting ...

An Advanced "Stealth Persuasion" System For High-End Sales!

At the end of this book, *you're getting a complete blueprint of the most powerful sales methodology ever deployed in any industry.*

You'll learn how to **close super-high end sales** - *with no pressure, convincing, or traditional "selling".*

This simple but effective method **has been giving me great sales conversion** for almost four years running, but nobody else does it!

The best part of this is that it's ...

Specifically Designed For People Who Hate "Selling"

Listen. If you don't like "sales", you're not alone. I can't stand it either. I'd literally rather do hard manual labor than be a typical "salesman".

And that's why I've spent years developing the system I'll be giving you at the end of this book.

When you use it, two things will happen.

First, you'll be of genuine help to everyone you use it with. They'll come away from the experience **viewing you as a trusted friend and adviser** ...regardless of whether or not they buy anything.

This is really important to you because it sets you up for a long-term relationship with them where they're significantly more likely to become **a good customer that does business with you for years.**

The next thing you'll notice is this:

You'll Know How To Make More Sales!

And you'll do it without using any pressure, you won't have to convince anyone of anything, and you won't even have to talk about yourself or your services much at all!

That's because of the way the system works.

I've created it using a combination of advanced NLP persuasion strategies and a new approach called "Collaborative Bridge Building" that actually helps **the prospect sell himself!**

Yes, you heard that right. **Your prospect will actually do part of the selling for you when you use this new approach** I'm including in your book, for free.

Here's What Do Do Next

The "cost" of this book is \$5.60, and you get it instantly as a download.

As soon as you place your order, you'll get an automated receipt with a link to download the book directly in your email.

You can access it anywhere, immediately, without having to wait for the mail man.

Oh, and in case you're wondering ...

THERE IS NO CATCH!

I realize this is very inexpensive ...so you might wonder what the "catch" is.

And I know there are some websites out there that offer you a great deal on something but then they stick you in some program that charges your card every month.

This isn't one of them.

*There's **NO** hidden "continuity program" you have to try or anything even remotely like that.*

I'm literally giving you this entire book, for \$5.60, as a means of "putting my best foot forward" and demonstrating real value.

My hope is that you'll love it and this will be the start of a good business relationship for years to come.

But with all that said, there is ONE thing to keep in mind:

Time Is Of The Essence

In most cases, I take a loss when selling the book at this price.

It costs me just over \$21.00 in advertising expense to sell one book.

So why would I do that?

Simple. I'm making this offer with the idea that you'll be very impressed with what I'm giving you today, and you'll want to do more business with me in the future.

I'm betting that you'll enjoy the book so much, you'll call and ask to take additional classes or trainings from me. Pretty straightforward.

Anyway - with all of that said, this is a limited offer.

You're Also Getting An Advanced 90-Minute Training, Free

During this training, I'll walk you through exactly what's working to **get clients right now**.

You'll **see the actual ads** I'm running.

You'll **see the emails** I'm using.

I'll even tell you exactly what to say to get clients chasing after you.

And there's no charge for it. I want you to *have this as my gift* for checking out the book.

Oh. And in case you're wondering ...

Yes.

Of course there's a money-back guarantee.

In fact, I think it's ...

The Boldest Guarantee In The World

I 100% Guarantee you'll love this book and the new video training or I'll return your \$5.60 let you keep the book and the video training anyway.

That's right. **You don't even have to send anything back.** *Just email me or call the number on your receipt and I'll give you back your \$5.60 with no questions asked.*

How's that for fair?

This Is Truly A Limited Offer So Claim Your Copy Now Before They're All Gone

Send Me The Book

Thanks for taking the time to read this letter and I look forward to hearing from you soon!

Frank Kern

P.S. In case you're one of those people (like me) who just skip to the end of the letter, here's the deal:

I'm offering you a 68 page book that outlines how to get high-paying clients ...even if nobody's ever heard of you.

The book is \$5.60.

I'm also walking you through a "Stealth Persuasion" system I created that's causing qualified prospects to ask me to help them, and then turns them into high paying clients for me. (Don't worry - "stealth" doesn't equate to "sneaky" or anything like that. It's 100% built on good will and being helpful.)

What's important about this is it doesn't use any pressure, convincing, or any of the typical stuff you might associate with "sales". **(And in my experience, it simply works better.)**

On top of all that, I'm also giving you a **90-minute online training, free, which shows you exactly how to implement what you learn in the book.**

This is a very limited offer because it's a marketing test.

There is no "catch" to this offer. You will not be signing up for any "trial" to some monthly program or anything like that.

In fact, *if you don't like the book let me know and I'll even give you back the \$5.60.* **You don't even need to send the book back.**

[Click here and claim your copy now.](#) **You won't regret it.**

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