



**Product Launch Vault**

# LAUNCH REPORT

**INFOMILLIONAIRE**



VIDEOS



HANDOUTS



RESOURCES

December 2008

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Gavin Simmonds

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## Introduction

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Welcome to this free report designed to show you the details of the Infomillionaire launch by Frank Kern and Trey Smith in December 2008.

I don't know about you but right now it seems like it is launch crazy in the Internet Marketing world and if you are not quick, a launch has been and gone before you know it.

There is no time to take holiday these days otherwise someone whether it be Frank, Rich Schefren, Mike Filsaime or whomever releasing the latest and greatest product / idea/ course / home study kit. The launches seem to all roll into one with the guys all making sure there are no clashes when the big pre-launch starts for the next big event and that's what they have become.

With the advent of video, you now get given a lot of free content with the only criteria is to have the time to sit down quietly and watch all the content however when you look at some of the launches such as Jeff Walker's Product Launch Formula can take you a number of hours!

In this report, I am going to go through the Infomillionaire launch information, focusing particularly on the videos for you which, for this particular launch is just about 1 hour and a half. Have you the time and want to do this?

However, if you do have the time to sit down, listen and digest, the big thing about these videos is that you can glean a lot of great content and putting two and two together from some of the content can get you to implement some pretty great and neat tips and ideas.

So, what can I do to help you? Well, I've always enjoyed watching the trends and see who is the latest guru, who is using what technology, what is the latest buzz, reading the latest material and the simplest way I can do this is to summarize all the key content and provide this to YOU.

And that's where this report comes in and will be the first of many, a step-by-step run through of the launch material from the Infomillionaire product launch which culminated in it's release on December 18<sup>th</sup> 2008.

Let me know what you think of the report, feel free to pass it on but most importantly, let me know what you think either by email, on my blog - <http://www.productlaunchvault.com> or on twitter gavinsimmonds.

Enjoy and hope this will help you in your journey

Best Wishes

Gavin Simmonds  
December 30<sup>th</sup> 2008

Email me at: [gavin.simmonds@gmail.com](mailto:gavin.simmonds@gmail.com)  
Twitter Me at : gavinsimmonds

## Summary

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Infomillionaire is a new product by Frank Kern and Trey Smith, however this time Trey Smith who happens to be Frank's cousin is the guy fronting it.

It is a step-by-step guide to using their words "How To Get Rich Online" and comprises the following key areas:

- How to find a HOT market
- How to drive traffic to that market
- How to convert that traffic
- Expanding your business

Infomillionaire was originally launched in May 2003 and was on the market for 90 days at which point it was took off and mothballed for the next couple of years. In late 2005, he gave the system to someone who became his most successful student ever making over \$3.8m selling cheap downloadable info products.

This student is Trey Smith and he then took the Infomillionaire system and evolved it and expanded it to become the new Infomillionaire system that is what we see now.

Infomillionaire was launched on December 18th 2008 and was offered as a free product with you just having to pay for the shipping of \$9.97. This is still quite a novel idea and Frank Kern and Yanik Silver did this themselves just recently however as with everything there is a catch and that is that you got the first copy of the new Infomillionaire monthly subscription comprising a 30 page newsletter and a CD Rom with custom software which you will receive each month for just over \$30.

Basically, a way of generating a continuity income for Trey and Frank.

## **Key Web Addresses**

Blog: <http://www.infomillionaire.com/blog>

Website: <http://www.infomillionaire.com>

## **Key Files**

Video 1: <http://www.infomillionaire.com/vid1/>

Raw Video 1: <https://infomillionaire.s3.amazonaws.com/howtogetrich.flv>

Video 2: <http://www.infomillionaire.com/vid-2/>

Raw Video 2: [https://infomillionaire.s3.amazonaws.com/trey\\_final.flv](https://infomillionaire.s3.amazonaws.com/trey_final.flv)

Additional: <http://www.infomillionaire.com/anthony.html>

Raw Additional: <https://infomillionaire.s3.amazonaws.com/anthony.flv>

Video 3: <http://www.infomillionaire.com/vid-03/>

Raw Video 3: <https://infomillionaire.s3.amazonaws.com/trey2.flv>

Please note: These are links to the actual files of this launch, which may at some point be taken down. I advise you to save a copy of particularly the videos to your local hard drive.

### **Sidebar**

FLV files or Flash Video files are the name of a file format used to deliver video over the Internet.

Flash Video is viewable on most operating systems, via the widely available Adobe Flash Player and web browser plugin, or one of several third-party programs such as MPlayer, VLC media player, Quicktime, or any player which uses DirectShow filters (such as Media Player Classic, Windows Media Player, and Windows Media Center) when the ffdshow filter is installed.

## Launch Details

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The main launch composed of 3 key videos in the following order

- **“How to get Rich: A guaranteed approach**
- **Proof: \$3,815,495.00 in the first 2 years**
- **How to increase sales by 500% ... overnight**

There is an additional fourth video, which was released after video 2 called:

- **COMPLETE NEWBIE Pulls In Close To \$250,000.00 In His First Year!\***

You can see there was quite a bit of planning in this as you had the following styles:

The first video was solely Frank Kern and introducing only in words his top student i.e. Trey

The second video was Trey Smith showing proof he has made the money

The third video was Trey Smith indicating more proof and showing a tip

The fourth video was more proof showing that Trey had shown his mate what he did and he ended up making \$250K

## ***Video 1 - "How To Get Rich: A Guaranteed Approach"***

The video is 26minutes and 37 seconds long and the whole time it is all Frank Kern.

The first 9mins 13 seconds is just Frank Kern providing proof that he has done it i.e. made himself a multiple millionaire. He is chatting and showing you his life. Starting off preparing lights and putting everything in his pride of joy his \$500 jeep scrambler, leaving his office and heading to his house generally chatting about life.

The ubiquitous tour of the house showing his family side and trying to show his human side and not appear just as a guru. You can check out many of his rooms and things e.g. dining room, kitchen, fridge, piano etc.

The whole message is that he doesn't want to appear arrogant and to prove to you that you can make it selling on the Internet and it is achievable and significantly easier than you think especially in these times with all the negativity of a potential global recession.

Now the scene is set, it is all about the content and what the whole video is about.

### **4 point plan**

Frank has developed his own 4 point plan which is what YOU will need to follow in order to be a success and in order to be successful, you must identify some rich people and do what they do. This is known as modeling in NLP. You need to know what drives them, adopt their beliefs. The 4 steps are as follows:

#### **Step 1 - Know your outcome**

This is critical and you have not to be vague. What this means is NOT "I want to be rich" but be specific e.g. write down outcome for 1st qtr of 2009.

Frank's outcome is:

- **"Develop infrastructure and marketing system that brings into enough happy continuity subscribers to generate a monthly net income of \$3m"**

The thing about successful people is they never speak in vague tones, they are specific. You must develop a plan of action to get to it.

A typical goal for most budding entrepreneurs is to make \$1m. What does this mean? You need to be specific and know the details what you must make in order to get to that \$1m. How much is that per month? Answer - \$83,333 How much is that per day? Answer - \$2739 per day.

**BE PRECISE**

### **Step 2 - Rich people believe that what they are doing will work,**

Rich people always believe inherently what they are going to do will work even in tough times. They know that they can change course but the end outcome is always in their sights and they know that they can do it.

Looking at most of you out there, when it gets too difficult, what do you do but move onto the next fad or next product whether that be PPC, blogs or the latest new course and product.

If you knew deep down you could make that \$1m per year and do not doubt your ability to do that, you would not be sidetracked by the next big bang wow product and the shiny syndrome to buy the next marketing course available. Would You?

Frank is saying to you "I believe in you", you can do it, if he can then why can't you?

### **Step 3 - Work hard.**

This is very important – **DON'T SCREW AROUND**. You can't screw around and get rich. You need to build systems to be able to screw around sometimes but bottom line is you have to work hard, Frank even has computers in his kitchen to check his email and statistics when he wakes up.

**"I never imagined how lucky I am for being paid for doing what I enjoy"**

If you have a solid plan and believe in it, everything doesn't seem like work.

#### **Step 4 - Sell what rich people are selling.**

And now the key point, sell what rich people are selling. Right now, looking at the rich people in the world such as Bill Gates what do they sell? We know that Bill sells software. What is software other than information? He sells products like Excel/Office. What do these do – help you to create and manage information.

What do other people sell who are rich? They sell systems to develop / shuffle information.

Looking at the Internet marketing community and the people who are making the big dollars, otherwise known as the gurus. What do gurus sell - how to make money stuff = INFORMATION.

Excluding people in oil or inherit everything is about selling information.

We are now in the information age and the Internet is a medium by which information is sought, bought or sold.

In these shaky times, who made money during the great depression - people who sold 10c books, nickel and dime movies = Selling information. Information is a business that won't go away.

#### **Summary**

“The underlying catch is that I want to prove and inspire to you that selling information products is the easiest and least risky business on planet”

## ***Video 2 - Proof: \$3,815,495.00 in the first 2 years***

This is where Trey Smith is showing his proof that he really did create \$3.8million in 1st 2 years using Infomillionaire system.

It is all about providing proof he did make this money by showing the accounts with the cash he has earned. Note: You do not see any of his websites that he is making money on at any time

### **Proof 1 – 1<sup>st</sup> Website**

In 2007 using Clickbank, this website earned \$178K and in 2008 \$141K. In addition this website now has a monthly membership generating an additional \$27K in continuity income per month.

### **Proof 2 – 2<sup>nd</sup> Website**

The 2nd website he built uses 2Checkout for the back end merchant and affiliate system. The example Trey shows of selling 29,412 copies of a \$67 product. I believe that he found this product on Clickbank and bought it by the way he was talking.

### **Proof 3 - Sale**

Trey showed an example of a promotion he did on New Years Eve on his 2<sup>nd</sup> website and made \$24,857 in 1 day for the same \$67 product.

### **Proof 4 – Membership Site**

This uses Authorize.net and is the account that manages his membership site for his 1<sup>st</sup> website. He also sells a couple of other products through this and made in 1 year between May 2007 and May 2008 - \$1.2m

### **Proof 5 – Affiliate Site**

Another Clickbank account in which he is selling an affiliate product and making between \$46-64K per 2 weeks with around \$5-\$7k being made per day

Clearly this guy knows his stuff and why wouldn't he, with Frank Kern sitting over his shoulder and showing him what to do but again, it reiterates what Frank says in his first video that it is achievable by anyone.

## ***Additional Video - COMPLETE NEWBIE Pulls In Close To \$250,000.00 In His First Year! \****

The video is 48 minutes and 39 seconds long and it is an interview by Frank Kern and Trey Smith with Anthony DeLoach.

Anthony started using the Infomillionaire system as a guinea pig for Frank and Trey. Last year his gross sales were \$220,000 and this year his estimated net revenue is \$100-\$150K

### **Anthony DeLoach**

Anthony's background is selling residential real estate and this is where he met Trey who was working in the commercial division but all along, he wanted a career where he could be his own boss

He had very little internet experience before starting using the Infomillionaire system suffice to say that he could only check his email beforehand and had a yahoo address and according to him didn't even know about Google.

### **The Journey**

All his niches in Clickbank and he used the Infomillionaire system to go through the process of finding niches and more particularly finding sites he wanted to promote as an affiliate.

Initial tests are done to find out if the niche is profitable or not and then you build your own site.

Initially Anthony focused on niches/sites he found interesting but this is not a good idea. The Clickbank gravity wasn't that high but Anthony was more interested in the idea. So for Anthony, his first site ended up being on Realestate foreclosures, hence his background and the decision was as this was not making money therefore it was time to get out

The second site was taken more seriously and involved list building right from the start. Anthony developed a squeeze page (landing page) and used the typical headline "Secrets you have never heard about ..."  
He bought traffic from Google Adwords to test the offer plus received some search engine traffic.

## **Sidebar**

“A crappy looking squeeze page works better than one more complex. Keep it simple”

The second site, he continued to promote the affiliate offer and ended up being pretty close to break-even. He made more money when he developed an autoresponder series using Aweber. A pretty generic series of 30 emails was developed and this was when the money started to come in. Don't just do 10 emails, but go the full way with 30.

Note: A lot of people don't do this but worth the effort

One interesting observation was that Anthony did his Adwords for worldwide - not just English speaking countries however one interesting twist was made here. He looked at countries with high optin and no sales and removed those countries. The countries left in were countries with sales and optins. This was found out through Aweber's statistics and can bring out some interesting countries, e.g. Scandinavian countries for example who I know that a lot of the people there speak very good English - think Abba!

The key to success is all about execution, if you divert to doing different things and do this and that, you are wasting your time

## **Expand your business**

Once you make money as an affiliate, it is time to make a better version of the product you are promoting.

In the niche that Anthony was working on, the product he was promoting was paying 50% commission. How about making 50% more than that if you were selling your own product through your own site with your own sales copy and email autoresponder series?

Once you have tested your affiliate offer out with your own sales site, you know your copy is working and your autoresponder series is bringing sales in so there is no reason why you cannot create your own product - isn't there?

## **Creation of a product**

Anthony then created his own product and used the services of <http://www.guru.com> for content for a relatively inexpensive price - not sure what this was.

The content was created into a PDF and in addition, a glossary of the niche was created which is a good idea. In addition, to increase the value of the product an audio course was created which was simply Anthony reading the PDF aloud. It is important that you don't worry about your own voice - it doesn't matter - you are selling to normal people.

#### **Sidebar**

If you are from outside of the USA, don't worry about having to have an American voice, an Australian or a British accent is even better to have as they sound smarter.

How do you know if you are doing well? Look at your refund rate from Clickbank, if you are getting less than 10% you are doing a good job.

#### **Sales Letter**

You need to create your own sales letter but this is NOT hard. Anthony copied a generic sales letter template from one of the Internet Marketing gurus that worked well and split tested the sales copy. To make the content relevant to his site, he used the key content from his competitor's websites. This is quite a clever idea, sales letter style and general key concepts from the masters of Internet Marketing with relevant content from your niche taken from competitors which you assume already works.

Key message here is do not reinvent the wheel!

#### **Sidebar**

When you see a sales page that is converting well. Do File - Save as and save to a directory, this is called a swipe file. Trey Smith has over 50 different sales letters in his swipe file and uses them for inspiration when writing a new one.

You take the stress out by copying a sales letter and to quote "The numbers will tell you what is working". Both Trey and Anthony work on the principle of "if you spend \$200 on Google Adwords and get \$500 in sales you are doing well!" Frank focuses on clicks / sale however if you are doing split testing of 2 sales letters, it is important to look at click rate.

Key message here is to track either of these

## **Repeatable Process**

After you have gone through your promoting an affiliate site and that works, create your product and sell that and then once that is all bedded down and working, move onto the next niche, it will be easier the second time round.

If you are attached to a niche and spending money trying to get it work, you have 2 choices, work on it or get out of it.

Some niches will not work so be prepared to dump it as there are plenty of Internet channels out there with people spending money so if this isn't the one, get out and move on.

How do you know when to give up, using Adwords, you can limit your ad spend, \$20 one day, \$20 the next and \$20 third day. If you are have done some tweaking and it is still not working then get out if it ad move onto the next one. Not all niches will work but if you stick with it and follow a the system, it will work.

You can take a risk on buying traffic as you can risk a very small amount in the scheme of things with a limit per day. Anthony got started using his credit card to fund his Adwords spend.

The major investment in all of this is your time and persistence.

## **Tips**

To quote Frank, Trey and Anthony - the dumbest things to do are:

- banner ads
- safe lists
- guaranteed traffic.

A friend of Frank got sued for emailing someone on a safe list.

## **Affiliates**

Best thing to do is to look after your affiliates as what do affiliates do, they give you free traffic to test your sales letters, build your client list and give you money.

To improve your affiliate offer, easiest way to do this is look at your competition and see what they are giving their affiliates and give them something else in addition.

Also, If someone buys your product, ask them to become an affiliate. They want your product so must like it so they are warm right now and are in a good position to get them signed up.

Another tip is to make screencam videos to show affiliates how to e.g. add their affiliate link, add a link to your email signature. It is easy to do video and add to your site. Simply paste it into your web page.

### **Sidebar**

A good software package to use to do videos is Camstudio pro, which costs \$19.95 (not \$29.95 which is what you see on entering the page) from Clickbank - you get offered the \$19.95 price when you try and exit out of the page. The top product to use is Camtasia Studio which costs \$299

### **Video 3 - How to increase sales by 500% ... overnight**

The video is 5 minutes and 46 seconds long and the whole time it is all Trey Smith.

This video shows how making one change quintupled Trey's sales overnight. And the reason was making a killer affiliate page.

He starts off by showing the site before the change, making on average \$319 per day (10<sup>th</sup> – 16<sup>th</sup> November 2008) and then the big jump up to an average of \$1,684 per day (17th November 2008)

On this new affiliate page, Trey gave away a lot of material such as a 10 day autoresponder series, articles, AdWords text for Google and yahoo, keywords, blog posts and broadcasts to their email list.

How did Trey build his affiliates to go for this big leap? Well he copied all the email addresses from 1st 2 pages of Google including paid search links which ended up to be approx 30-40 email addresses and personally emailed them one at a time – NOT using an autoresponder

#### **Affiliate Email**

His email went something like this – slightly tailored to each one:

"Hey I own .... which is really similar to your site and I think your customers would really find my product useful. We have had great success and I have totally revamped my site. Now I am doing double my conversion, actually the conversion rate is x"

Give them as much detail as possible.

"Here's how you sign up to your affiliate link ...go to my affiliate page here. I've got everything you could possibly want to know. I'm including ... and a really quick email tailor made to you which would really work with your site and your customers"

He then added a custom email:

"Once you have sent this email, let me know and I will be more than happy to promote your course as well to my list of X"

Note: If don't have a list to promote, you need to be able to offer them something for example.

“Hey I made this 10 page report which I am happy to send to you as a thank you and you can use it, sell it, use it as a bonus, resell rights, ... as my gift to you for helping me out”

Or you can give it to them upfront and say you can do whatever but “I would really appreciate it if you would mail your list about my product plus it would be a great fit for them and I think they would get a lot of enjoyment out of it anyway”

## **In Conclusion**

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Well, I hope you found this report useful and by reviewing particularly Video 1 again, improve your mindset and get things focused so you can put some of his steps into action.

There’s obviously more to the Infomillionaire system, but as of right now since the doors are closed that’s all you will get right now.

I will be putting more of these launch reports out and hopefully you can put some of the tips into action and get on your way to making a fortune making money online.

Let me know on my blog, twitter what you think of this report, what should I do differently and what launches you would particularly like me to review and summarise.

Until then, good luck to you

Cheers  
Gavin

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