

Eben:

Hello Everyone, Eben Pagan here. We are going to be getting started in just a moment. As we are letting everyone join the call, you can hear a lot of people that are getting on this call, I just want to remind you of a couple of things that will let you get the most out of this training.

To begin with one of the biggest challenges we have right now in business and in earning money for ourselves is distraction and interruption. So, we want to minimize distraction and interruption during this training call. And to do that, I'd like to recommend that you turn off anything around you that has an on and off switch that might distract or interrupt you - the main 3 are: email, text messages and instant messenger. So, if you have your computer on, turn off your email browser so you're not constantly checking your email, to make sure that nothing is popping up, dinging or beeping. Turn off your instant messenger so your instant messages aren't popping up, turn off your cell phone – we're just going to be here for about 60 min or so. If you have something that is making noise in the background, you might want to turn that off as well. Turn off your radio and tv. If you are somewhere where someone might want to interrupt you, you might want to close the door. We'll find that the more we can focus on the moment, we can really tune into training that we're getting here, the more that we're going to get out of it.

Next, get yourself something to write on and something to write with. We're going to be sharing some very powerful marketing and sales formulas and strategies and techniques here in this training and you need write them down. The old saying is "the shortest pencil is better than the longest memory". You'll find that for a few short minutes, the idea will bounce around in your head and you'll say that's a great one, I'm going to do that. An hour later, it will start getting fuzzy and tomorrow you won't remember what it was. Make sure and take notes, there is something very powerful about physical act of writing down the idea – it cements it into your mind. If you're going to be using your computer to take notes, it's a little bit dangerous because it's easy to get distracted and go surf, check your email, keep your IMs on and so forth. If you can, turn off your internet connection, IMs and emails so you're not tempted to do that.

I'm going to be interviewing Kevin Wilke, one of the founders of Nitro and we're going to be talking about some amazing ideas and techniques to help you grow your business and help you make a lot more money from the business you already have or if you'd like to start one, some great techniques for that as well.

Kevin, are you here?

Kevin:

I am here!

Eben:

Alright, fantastic! I'd like to start off by introducing Kevin Wilke, he's one of the founders of Nitro Marketing. As it turns out, he's been in the internet marketing business and marketing online for a lot longer than me. He's been doing it since 1996 and he's been full time for almost 10 years now. He and partner founded Nitro Marketing in 2001 to partner with top authors and speakers to help them build their businesses and also build theirs, what turned out to be a great business model for Nitro. They've worked with top authors and speakers, people you've heard of, like Mark Joyner, Jake Conrad Levinson (from the grill of marketing book fame), Joe Vitale and many, many others. They're having fantastic success. They are about to break \$1million per month mark and they now have over 70 profitable websites.

We're going to be talking about their Quattro system which is a unique 4 part formula. Each part of the formula that Kevin is going to be sharing with us here, is individually designed to give you a huge bump in sales in your business. When you combine them all together, as Jay Abraham would say, "you get exponential growth". So, I am really looking forward to interviewing Kevin right now and learning about the system. He and I got to have a chat this morning and I got to learn about the details on how it works. I'm actually looking forward to learn about the techniques to help us grow our business and get more out of the business that I already have. So, welcome Kevin.

Kevin:

Thank-you Eben. I really appreciate you taking part in this welcome everybody to the call as well. This is going to be exciting, about 60 minutes. I'm really proud to have Eben on here because you are doing some amazing things from your own standpoint, applying these Quattro methods in your business that you kinda learned on your own. Like I mentioned before, I'd like to see you test some of the things we found worked to see how they applied in your business. We can talk a little more about that a little later on in this call – on how you are applying this on your own.

Eben:

Yeah, I'm really looking forward to it. I mean, I've never had a ritual idea in my life, basically. I've only done well by getting to know people well that were smarter than me in

different areas and learning the best of what they have and applying it to my business. I would love to learn and get any hints you could think that would help take our business to the next level.

So, just quickly here, what is the promise of the Quattro Sales System? What can this do for me?

Kevin:

Well, if I were to refine it down into one simple thing, it's how to make more money in the same effort. So, we're going to show you how to not go out and spend a ton more of your time, money and effort to try and build your business. We're going to show you how to do 4 specific things, that once you put in place, they're going to happen automatically for you. And, they are going to take what you're doing right now and bring in much more money for you. That's what we're all looking for, for that leverage. The ability to make more money for the same effort that we're putting into something. That's exactly what Quattro has done for us, the clients we work with and the people we taught this to.

It really applies to 3 specific types of people.

1) The people just getting started online because you can do it the right way from the very beginning and you also know what are the most important things you need to be doing. There's a million things that we can probably do to get started online and build a business. However, if there is just 4 specific activities that you focused on, that would bring the most return for you, now you're getting the most results for the most effort your putting into it. Everybody that I have talked to, in their established business, has said if they could go back to the very beginning and do this from day one, that's exactly what they would do because for years they've left so much money on the table by not applying these 4 specific principles from the very beginning. So, if you're just getting started, you are very fortunate that you can do it the right way from the beginning.

Eben:

You know, just to underline what you are saying here, as we've implemented the types of strategies that you're talking about here, some very specific things that are exactly part of the Quattro system in our business in the last 7 ½ years, I can point to growth charts where one day we weren't doing the strategy then the next day we were and business was up 40% or even 100%. Like, literally overnight and there aren't very many areas in life and in business that where you can be doing essentially the same effort, usually you're doing something a little bit different, but essentially the same amount of work, the same amount of effort, and making 40% more money or 100% more money.

I'm really excited that you guys have distilled this down into a simple and easy to follow formula that other people can use.

Kevin:

There was one person that left the \$3,000 Quattro workshop and started to apply this to his business and get it all set up behind the scenes. The day that he flipped the switch, literally flipped the switch over to his Quattroized sales process, his business literally tripled that day. So, whatever he was making before, he was making 3 times that much. I mean, it's hard to make that happen in your life, that's why I'm so excited about this.

Eben:

Fantastic! Maybe you can talk about how you figured all this out – what's your story? How did you discover the formula, how you've used it and how did this whole thing come about.

Kevin:

I wish that I can say that I woke up one day and was a hugely successful internet entrepreneur, but the reality is my story started when I was just a kid growing up on a farm in a small town in Iowa. Farming back in that day was just not a good profession to be in. My parents struggled mildly financially and I grew up in that kind of environment where you never had any money. You always had the things that you wish you could have but you know you never could have. Eventually, it caused my parents to divorce and lost the farm. I knew from a very young age that I never wanted that for myself and my family when I got older. So, I knew I was committed to do whatever it was going to take to be successful in life.

I actually started my very first business when I was 12 year old selling used golf balls out of the back yard of our farm. I made a couple thousand dollars a year doing that.

But, when it was time to go to college, like many people, I bought into that mindset that's drilled into us that now it's time to get a good education and get a good job. So, I went to college to become an accountant. Fortunately, when I was a sophomore, if I did this for the rest of my life, I was going to be miserable.

At that time, this was about 1996, the internet was just starting to become popular – coming out and become known. I saw this fad, called the internet, I thought it might stick around, there might be a way to make some money on this and to do what I wanted to do my whole life – to have my own business and be successful for myself. I went out and failed

miserably. My first 3 sites weren't making any money and that was because I didn't know what I was doing. I was just trying to figure out through trial and error, no system to follow. That was what people were doing, there was no course to follow. So, through trial and error, I started to figure out what worked and what didn't work. I started to make a few \$100 to \$1,000 a month. When it came time to graduate, in 1999, I decided that I was going to focus on this and do whatever it takes to make this successful. I started to get really serious about this online business and things started to grow. I took one site, from the very beginning I started partnering with people that were not good at marketing and I knew how to market online, I just wasn't good at creating products, so I would do their marketing. I took one guy that was doing \$2,000 a month and in a short period of time was doing \$15,000 a month which back in that day, back in the 1990's was a good business to have. In time, I realized that it was time for me to go out and create my own product and have my own business, sell my own stuff. I did that in 2000 and in about 6 months I was able to break the \$10,000 mark in my own business, selling my own stuff.

In 2001, I took on a new client who wasn't doing anything online, in fact, his site that he paid \$10,000 for was making him \$200 a month. He was like, you can't make money online. But, he didn't have a system to follow. I knew the system that works online to sell products. Within 2 weeks, I totally redid his site, launched a new site and within the first 6 weeks, he did over \$102,000 from the marketing system I put in place and the marketing I did for him. It kept going, it continued after that. It kept going from \$20,000 to \$50,000 a month, mostly on auto pilot, actually.

At that time, in 2001, Matt and I ended up starting Nitro Marketing together where we went out and did marketing for people. We were the "behind the scenes" people for a lot of campaigns, businesses and people, where we put together these successful marketing systems that I am going to talk about today and share in the revenue with people. We learned everything that I am going to share with you today by actually going out and doing it, having to make it work in the real world.

Eben:

That's Fantastic. It's really interesting, Kevin, because I know that you've heard these same types of stories. The reality is that most of us that are successful now, using the internet to market, most of the "gurus" are the most successful folks there, they've got a similar story. There's this common denominator of "I tried something, maybe it worked, maybe it didn't. But, I learned something then I applied that to the next thing and I applied that to the next thing." They just stuck with it until they figured out something that works. I really admire you for sticking with it and really sticking it out, continuing, until you found that "magic formula", so to speak for success.

Kevin:

I would agree with you. There are two things that I contribute my success to. 1) Like you said, I was willing to stick through it. I knew I was going to be successful, no matter what my current situation was, I was always focused on where I was heading. Even though, in the beginning, everything indicated this was bad and it was not going to work for you, I knew that I was going to be able to make it work. I just stuck through it, kept learning, figuring out how to make it work. 2) I would always be out there learning how to be more successful at this. Learning a system that actually works, from other people that have done parts of this themselves. And, through my own testing, tracking and trial & error, which I am sure is kinda the same situation for you. You didn't wake up one day and instantly know how to have a \$20 million a year business.

Eben:

Right, right. It's interesting too because in business, it's almost like a bit of tangent, but in business a little tweak can make a difference between what's working and not working. I've watched as a lot of people I have seen – they will start a businesses, get it going a little bit and they'll finally figure out how to start getting customers, traffic, they'll start making a little bit of money but they won't quite be breaking even then say "it doesn't work" then they'll give up. They don't realize that they did like 98% of the hard work at getting the ball to the 2 yard line. They are throwing in the towel just right before they are getting ready to have success and a lot of cases, just doing the upsell a little bit differently or just changing the pricing. Some tweak could work just to push the thing over the edge and all of a sudden they've got a real business.

Kevin:

Yeah, exactly.

Eben:

Let me ask you this question. I don't know if you're ready to dig into this yet but I know that the Quattro system kinda has 4 parts. Maybe you can give us a frame work to introduce to us the philosophy or the wrapper of them , but I think it would be interesting to dig into the components of them and maybe get some examples from you on how to use these different things to grow a business.

Kevin:

Sure, that would be great.

First, the 4 parts, this is our formula that we use, we call it Quattro because it is Spanish for 4 and there's four parts so there is: uno, dose, trace, Quattro.

The first one is IFE or "irresistible front end product". How are you going out to get a brand new customer in your business? And, how can you make that offer that you're giving them their going to give you X dollars in exchange for something? How can you make that so irresistible, people cannot say "no" to? They have to say "yes". We're able to take conversion rates where people come into our site on average you might experience 1-3 of the people buying. When you really dial this in and make your front end product irresistible and the offer so irresistible and the whole sales product so irresistible, we have had conversion rates as high as 8-14% of those people visiting the site buying the product. Now, you are getting people raising their hands, becoming your customer, using this product...you can turn them into lifelong so they are buying from you over and over again over the long term, which is where the real money is made.

The second part of the formula is what we call IMU or "immediate multiple upsell". A common concept were training which is accurate is the real money, the real profit in your business is made in the back end. However, most people have this idea in their mind, or concept that this back end profits happen over the long term is maybe months or years and mostly through some magical process that they don't quite understand they don't know how to put into place. What we found in our own business and all the things we've done over the years is you can compress that whole back end marketing process so it happens immediately, systematically and predictably. So, now instead of waiting for all those back end profits, you get them immediately from the exact same time they buy from you. That means that you are instantly putting more cash into your back pocket. Also, it happens systematically so you know exactly what your #'s are, you know how much your customers are worth for you so you can do all kinds of things you couldn't do before like paid marketing or you can do more out forcing because your business is making that much more money. It also happens automatically so you don't have to keep doing all this work again, again and again. Once you've set it up the first time, it runs on its own.

Then, third is SVC or "Super Value Continuity". Where people subscribe on a monthly basis, is something that you offer that's so valuable that they want to keep paying every single month. This gives you that residual income in your life, where you keep making money every single month, on auto pilot. On the first of every month, we wake up and the majority of all our subscriptions are renewed at that time and we know we can count on this huge income happening at that time that covers all our overhead, all our expenses and provides us with the lifestyle to have a very successful business without having to sit there and worry about how we're going to make money this month.

Fourth is BEC or “Back End Coaching”. Regardless of what type of product you are going to sell, a certain % of people are going to want to have help getting results from that product. The best way to get results is to have an expert coach you on how to use it. This could work with information products or it could work with a physical product or any type of product. This is what I actually have always used in my life. Whenever I have wanted to be more successful in something, I would go out and get a coach. So, when I wanted to get in shape, I got a personal trainer. When I wanted to learn to play the guitar, I got a guitar coach. I’m learning how to wake board right now, so I went out and got a wake board coach. I even pay \$18,000 a year to have a business coach to help me grow my business. People know that if they want to be more successful or get better results, then having somebody personally work with them to implement that product or service is going to help them. You can charge a premium for that coaching aspect.

Once we combine all 4 parts together, we are able to take someone who is normally paying \$30 for a front end product and most everyone else in the market place, they are trying to build a business around getting a \$30 customer, and make the economics work. But, in our case, that same \$30 customer is worth \$450 to us. So our economics is based on \$450 where everyone else is based on \$30. You can imagine how simpler and easy that makes our life with that type of business and everyone else is dealing with this basic, non-quattroized business.

Eben:

It’s really interesting because most internet marketing courses, or whatever, they have a lot more focuses than you guys. Because I have experience in this area, and I have several businesses now that use all of these 4 steps, it’s clear to me that you guys are wasting a lot of time with all that B & C level kind of priorities. You are going right for the things that have the biggest leverage and makes the most money.

I’m guessing here that we can take a little more time and dig into each of these things here and maybe you can give me an example or give me a case study or how to use them in your business. There are a couple that stood out. Maybe if we talk about them, I could contribute too on how they really changed the game for me.

Kevin:

There’s something that you mentioned that is very accurate. There’s a lot of things that you can be doing online in business but what we found is we call it “the fulcrum effect”. A fulcrum is what acts as a lever to create leverage in your life. If you picture your business as your lever that you can use to create leverage. If you don’t have a fulcrum in that business to enable a lever, you’re never going to create leverage. So you have the vehicle, you have the business, but without this fulcrum, without this Quattro process, you’re not going to

create that leverage. When people apply this in their business, invariably these things happen. One because they are making so much more money from the exact same effort and from every single customer, the economics change. Now, they can go out and do a lot more traffic methods that were not available to them in the beginning. They can actually go out and do pay per click advertising, make it work and make it more profitable and get a good return. Or, they can do other forms of paid marketing to generate more traffic. The awesome thing with that is, free traffic is great but you have no real direct control over it, it kinda happens when it happens. There are things they can do, actions they can take to make it happen, but usually it requires a lot of time and effort and over the long period to get ranked in the search engines and things like that. With pay per click or other forms of paid for traffic, you can go out and put your hand on the traffic dial for business and start turning it up instantly. You start instantly generating more and more traffic in your business and it's going to be profitable for you because you have this high customer value from the Quattro method.

Eben:

So, can we dig in here? Can you give me an example of, you know, the up front, the front end "irresistible front end product"?

Kevin:

OK.....A month and a half ago, we did a promotion for Joe Vitale, who a lot of people are familiar with. He is in the movie "The Secret" and has been on all kinds of "Larry King, live" and everything else.

We took a product of his, that's been around forever, I mean, I don't know – 7 or 8 years. We updated it and applied our "irresistible" formula to it and went out and started marketing it. In that month we generated 3,500 brand new customers who bought that \$27 product. One, having this amazing hook that grabs people's attention, where they want to actually pay attention to what's going on, Two, the way we structured the product, the things we put in there and what people received when they bought the product, the value kept going up and up – higher and higher – just what they were receiving for just \$27. It became a no-brainer decision to say "yes" because they see all this value, the things they really want to have, that they have been looking for to solve the problems they have, so they definitely want to pay \$27 to have that. That converted, I think, around 12% - 13% of the people that went to that site paid \$27 for this product that's actually been around for 7 or 8 years now.

Eben:

Fascinating.....yeah, in our world, I've used this concept many times as well. I think the key here is something that you said which is " a lot of times, people think of a product as they

are selling the product rather than what the product does for the prospect". Right? Again, not an original idea or anything but Jay Abraham says "people don't buy a product or service; they buy an outcome, something that's very self-serving". The mistake that I think a lot of businesses make is they talk about themselves or they talk about the product rather than exclusively staying focused on the prospect and what the prospect is looking for. The way I like to think of it is: imagine you've got a stage and on the stage is your business and you then there's the product and the customer. You've got a big spotlight and you can shine it on whichever one you want. What most people intuitively do is they shine it on themselves or their business or they shine it on the product and they're talking about how great the product is or how great they are instead of tuning in on that one specific need that the prospect has – and hammering over, over and over – I understand the specific challenge or problem you have and I understand the result you want to get, if you use this thing, it will give you that result. Its formula is timeless and it's so obvious and yet most people just miss the boat completely.

Kevin:

Yeah...I'll be honest, when we have campaigns that don't work, promotions that don't work, a lot of the times it goes back to that very same reason. You get so caught up in creating a product and you're so focused on that side of it. When it comes time to start marketing it, you have to step back and totally switch gears inside your mind "hey, it's not about the product, it's what people want to get, that result, the outcome in their life". Yes, we consciously need to step back and make that switch otherwise you end up sitting there talking about the product because you've been so involved in it to put it together, that's all you're been thinking about, you know how awesome using it is and you wish everybody could see what you see. But, yet you need to start talking their language on what they want to get in their life before you can start talking about how the product is going to deliver that for them.

Eben:

What a great point. Now, let's talk about, what I think is a huge high leverage aspect that I think most people miss out completely. I mean, I preach this one out myself but it's the upsell and what you call the "immediate multiple upsell". I like what you said earlier, which is the back end, a lot of businesses when they learn about the back end of their business which basically means don't just sell one thing, go back to your customers and say "hey, if you like that, you might want to try these other things that I have that are very valuable as well and can help you solve some of the other challenges that you are dealing with". The "immediate multiple upsell", what that does is kinda denses that so you make those kind of sales, you add value to them immediately but you also make a lot of the money immediately so you don't have to wait for it.

Maybe you can give a couple of examples or maybe a case study of the upsell process?

Kevin:

Well, this is a fascinating topic for me 'cause there is a lot of ways to do this wrong and mess it all up. But, if you know some key concepts, you can definitely make this work. The first one is to just realize, to go back to what you were saying is this immediate part versus this back end part, when someone is buying a product, they are in buying mode, they are looking to solve that problem in their life to get results. So they are looking for solutions to it. That's why this upsell process works so amazingly well, it's because people are in that buying solution mode. Once they buy that and they get out of that buying process, they instantly switch into assumption mode they are looking to try what they just bought, whatever service or product they got. Now they want to start using it to get the results. So, if you try to go back and sell them onto something new at that point, they're not nearly as interested or engaged because they are looking to apply what they just got versus buying what they can add to it. That's why this immediate upsell process works so well....it taps into that very deep primal way that we all are.

The second part is: you always want to make sure that what they're buying enhances and compliments what they just bought.

Eben:

So, you don't want to sell them something that is essentially unrelated.

Kevin:

You can, as long as you show them how it ties into what they already bought.

Eben:

Yeah, the way I am relating to it is that it has to be related to something to help them succeed and whatever it is they're trying to do.

Kevin:

Yeah, something you definitely don't want to do is sell them the front end product then you try to upsell them something that is basically telling them what you just bought is not of any value...to really get the good stuff, you got to pay a bunch more money for this thing.

A lot of people purposely or not even not like unknown to them, they don't even know they are doing this – that's actually the message that's coming across because they're not thinking of what's the customer's mind set here and how can I use this to enhance and compliment this to show how this, not taking away from what they bought, but what they

just bought is awesome and a great thing that they have...it's going to stand on its own, but this is how this is going to enhance and compliment this product that you just got.

Eben:

What I like to recommend what people do is imagine you are the customer, imagine that you are going through the process. It takes a lot for the person to get to the point where they're ready to buy, where they actually pull out their credit card and they type it in or pull their money out and hand it to you. John Carlton, the world renown copywriter, taught me that the hardest thing to get the human animal to do is to take out the wallet and give you the money. You get them all the way to this point, you've got to imagine where they're at, you know, physiologically. You finally got the window open, where they're open enough to say "ok, I can trust this" and say "ok, I'm ready to buy". You want to treat that emotional opportunity with a lot of respect. You want to make sure that you are offering them just the right thing that is going to want to make them, in a way that makes them want to invest more.

Kevin:

There's that classic line from Spiderman "with great power comes great responsibility". We are using these things that we teach...we have great power but you can just as easily abuse that power and screw up your entire business. This is a brand new customer that you want to keep around for the long term. You want to make sure that you do it the right way in this whole upsell process and everything you are doing. In the training, we always go back and show how you would approach it from the customer's stand point to make sure what you apply, you are doing it the right way.

There a couple of other critical points:

One is the use of a live video. We found this to work much better than having sales copies. We have a short, anywhere from 4-5 minute, video of the person they bought from or just anybody in particular giving the sales presentation right there. So, they are seeing it live, hearing it live and it there's 5 or 6 really key strategic points or things that you cover throughout that live video. We are not going to have time to go over that today. That's the template that I give you in the Quattro training, you actually get a template we use to create these. By the end of it, it engages the desire to click "yes" and add it to the order.

And the next key component is "one-click" ordering. What we found is if you make people go back and fill out another order form each time, you are asking them to make another decision each time. Whereas, if you ask them to just click "yes" to add it to the order, and you handle (on the back end) processing it for them then it eliminates that multiple buying decision. Now they are just saying "yes" or "no". They don't have to go back and fill out a

huge form again. This creates HUGE conversion rates for us....this "one-click" ordering. It's also one of the most challenging parts for people to implement this. That's why we created the Quattro automation software that automates the entire upsell process that is putting the pages together, so it goes from one to another, puts the video on there and automates the "one-click" ordering.

The fascinating thing is, back earlier this year when I was sitting down to create the \$3,0000 workshop curriculum, everything that we are going to be teaching people, I went out and studied what a lot of other people were doing to see if I could find any new ideas that we could test and see if it works and incorporate in the training. I acted like a customer at your website, the dating site and went through your entire process and what's fascinating is that everything we taught, you were automatically doing because you are such a great marketer and you've naturally discovered these things on your own.

Eben:

Well, I appreciate the compliment. I think it's not that I'm a great marketer but just from a lot of trial and error, asking a lot of stuff to find what kinda works. But I appreciate the compliment.

Kevin:

One thing I would be fascinated to see is that you go with the tax approach, sales tax, and I would be fascinated to see if you follow our template with the video with the recap sales tax just to see how the two compare to each other. 'Cause from our experience that converts much better for us.

Eben:

I've been doing a lot of experimentations with videos over the last year and we've gotten great results. We haven't actually had a chance to try it over there but it's a great recommendation. So, thank-you very much, I didn't realize I was going to be getting such a great little gem out of this....I never heard someone talk about using the video in the upsell process like that.

Kevin:

So when you get your Quattro course you can go straight to session 4. We actually had people, after we taught them our template, they created their upsell video and had it ready to go during that break. Once you know how to do it, the way we teach it, we give you all the stuff in our business and all the templates, you can quickly implement it and put it in place and see results.

Eben:

That's fantastic! 2 more steps here -- you've got the super value continuity here. Will you explain a little bit about what continuity is? We've been kinda yacking here, so we're going to have to jam 'cause we've only got about 18 minutes left here.

Kevin:

I had my first experience with continuity back in 1998. This is actually my first experience with upsells as well. We were generating these customers and they would go to the "thank-you" page and we would say "thank-you for the order" and I had this idea that why don't we offer them something else but in our business we didn't have anything to offer so I put in an offer for another person's product as an affiliate which was actually a monthly subscription to a software service that helped them kinda automate some of the things that we were teaching them to do. We started earning this monthly continuity...people were signing up for that when they saw the offer and they were paying every month for this and they were sending us a check every month. I think even to this day, a decade later, we still receive checks from that continuity program. It's that residual income and it's that key again is to go back to that "irresistible" front end product. You want to have an "irresistible" monthly program where the value that they are getting is so incredible and the results that it provides them and it's exactly what they want that they price that they pay seems insignificant. That way you have people staying month after month. We have a lot of people that have been subscribed to our programs for over 3 years. So, that's 36 months they've paid us, 36 times or more (I think it's like 40-50 times now) for a subscription. Imagine how valuable that customer is to you.

And you have a monthly subscription in your dating business that I imagine that really kind of changed things for you as well.

Eben:

Yeah, absolutely. And actually we've incorporated continuity programs into essentially every business we've started. When we did that, it changed the economics of business dramatically. Of course, you and I both have a lot of mutual friends who have started continuity programs starting anywhere from a few dollars a month up to thousands of dollars per month. Let's just say, usually when they start them they don't stop them.

Kevin:

In the training, we have a couple different types of templates we use, depending on what type of market we're in or business we're in that you can copy and use for yourself.

But to give a case study: back, this was like 3 years ago before we we're teaching people to market, we were just out there doing it, we took on a client, brand new to the internet but what we thought had a powerful front end product. He had no clue how to sell it. We were

consulting with him to put together this sales system. We had a bunch of marketing committed and we had a hard launch date that we had to stick to and we were trying to decide should we include the continuity from the very beginning or should we add it later. We had so much going on that we were going to add it later but, fortunately, we decided to include it from the beginning and ever since then...every new business we start, we include continuity. When we first launched, we generated about 500 new customers for his niche business that then was paying \$20 every single month. He just walked into a \$10,000 per month residual income from starting from scratch....he had no experience with business, internet or anything. If we wouldn't have included that in there, the economics in that business would have been totally different, it would have not as been as lucrative, might not even of succeeded because we had launched something totally new. You go through a lot of ups and downs where you're figuring stuff out in the beginning. So that month to month residual income helps smooth that up and down period while we're figuring everything out and starting out.

Eben:

That's fantastic. Finally, the last element here which is the back end coaching. To me it's like super continuity or continuity on steroids in some cases!

Can you talk a little bit about coaching and how it works?

Kevin:

A certain % of people, and we show you how to identify who these people are, get them to raise their hand and then via a phone conversation sell them the idea and benefit of having a coach that work for them.

In our case, we totally outsource this whole aspect and we have the people that do the coaching come forth. They came and gave the presentation – he calls it “consultative selling” where it's not a hard sale instead it's a value added sales process that they go through. They feel great by the time they finish it they're willing to invest in this great high dollar, high ticket coaching program.

We walk you through that whole process of how to do that. We have customer values as high as \$800 per customer by using this coaching model...this 4th part of this formula. Again, this is the last one in this step by step process.

You can implement these one by one so you just plug each part of the formula into your business and each one can operate on its own. There is a lot of people right now that their whole business is based on coaching and there is other people that might wait down the road to do coaching and then there's other people that might actually outsource it. So we

have a network of people that you can outsource, that work in various markets so regardless of what market you're in, they can do all the selling and fulfillment of the coaching for you. Again, all you have to do is generate leads for them which is the model that we use.

Eben:

One of the things to remember, you kind of said it already but I'm going to just put it into different language.....is that the average person who is buying your products and services is a lot less sophisticated than you think they are, they're a lot less savvy. You may have think that you laid it all out in your product, you've given them a solution and a service that you give them but a lot of people are very insecure, they want some hand-holding and would love it if they had someone who was a professional that took them by the hand and walked them step by step, through the process.

I've seen conversion rates, regularly in the 20-40% range for very high end coaching. I used to work with a company that would do coaching of a particular industry and 20-40% of the people that would come to the program would accept an upsell to a multi-thousand dollar per year coaching program. It really boggled my mind to see how consistent it was. If you get a good coaching offer together, typically a high % of people will say "you know, that's for me, that's what I want. I want the quick way, I want the easy way, I want someone to help me just get the job done".

Kevin:

That's exactly what we've experienced as well in our business over the years.

Eben:

I know that you've got your big opening coming up here and this interview is a great introduction to a lot of folks who are just getting familiar with your refined method for kind of squeezing the most you can out of the business.

Quickly....do you want to talk for just a second about what is included in the Quattro sales system, kinda how it works? I know that you have some amazing bonuses you are offering, maybe you could talk about those as well?

Kevin:

Definitely. What we did was we had 43 people attend a \$3,000 per person workshop back in May of this year where we took them step by step, showed them exactly how to implement all 4 parts of this formula in their business regardless if they're just getting started online or if they're already advanced and have an established business. We gave them the step by step training but we went further than that, we gave them exercises that

they were doing so you learn something then you do an exercise that allows you to engrave that knowledge into your mind so it sticks there and also move you closer to implementation. By the time you are done with the training, you've already done a lot of the work through the exercises and you realize how simple this can be to put in place.

We also give you real life case studies showing them how you do each part of the formula so they can see it live in action and we give you the templates that we use every day in our business to implement this stuff and go out and make this happen for ourselves and our clients.

So, really you get the keys to the kingdom when it comes to Quattro. This is actually the training that we give our employees to use and implement this in our business and for our clients.

We held NOTHING back when we put this together and that is why so many people were able to use it.

We had one person, brand new online, never had any business...he was really in that confused and frustrated state. By the time he left, he was crystal clear on exactly what he should be doing, those key activities to go out and have an online business. Within 2 weeks he launched his business, he's actually in the dating market place, his 2 passions are magic and women. He found that there's certain ways to use magic to attract certain people (women's) attention to have them more interested in you. So, he's showing people how to use magic to go out and meet single women. First month out, he's done over \$1,000...it's growing quickly, now he's applying the 2nd & 3rd parts of the formula for his business. So, he's ecstatic 'cause it put clearly all that confusion and told him exactly what to do and showed them exactly what they should do and how to do it.

Then we had people like, I think his name was Jack Humphrey, he came and actually really wasn't interested in learning, he just wanted to get to build a better relationship with us.

But by the time they left, they realized how powerful this was and they're main priority was implementing it. Like I said, when they got back and flipped the switch their business instantly tripled.

This is all about learning and being able to apply it quickly in your business to see results.

Then we have a couple of key bonuses:

One is the automation software. I don't like the technical side, it's not something I'm good at. A lot of other people aren't good the technical side so we had software created for our own use that we are now giving to all the Quattro members as well. It automates the entire upsell process to create the pages using our perfect template that we have fine tuned over the years, that handles the "one-click" ordering...it handles that for you. It's a web-based software so anyone can use it regardless if you're Windows or Mac. So, that's a huge benefit. Once we released this to the people at the workshop so they could start using this, they said it was phenomenal because they were trying to make this happen on their own and struggling so this made their life so much easier.

Also, in this training, we give you one of our best performing upsell templates. We give you the real live page that you can view and watch the video, the word for word script as well as how we created the script for this video that we read. It's a million dollar sales process that we give you at the event, at the training that you can go out and apply quickly. But as a limited, fast action bonus, we actually are giving you our #1 best, all time ever upsell process where you get to see the actual page, you get the video, you get the word or word script and you get the template we use to create these. So, you can model our upsell formula better.

Since this is so valuable to us, we are not going to make this available to everybody. This is really a fast action bonus.

We are also going to have, starting next week, a weekly coaching call for the next 4 weeks where we get on the phone and answer your questions that way you don't get stuck while you are implementing this in your business. But, again, that is only for the people that take action quickly because the calls are going to get started and we're not going to be able to have 1,000 people on there. This is going to be a real intimate call where we really dive in and make sure that you're getting results quickly.

Finally, this entire time, we've really been talking about one side of your business which is what happens when people come to your site and how to convert them into a new customer and then maximize that immediate customer value from them so it makes more money from the same amount of effort. But, there's a whole other side of traffic. Without the traffic coming to your site, it doesn't matter how valuable your sales system is, you still need traffic. You can still have as much traffic as you want but you can't convert it and maximize the revenue from it, traffic's worthless. So you need both. What we did is we went out and it still amazes me to this day that we were able to make this happen for all our Quattro members....but, 2 years ago Stompernet came out with an \$800 month program and a key component of it is this magical traffic software that you get access to that goes out and syndicates your site and your content amongst, they actually have a

network of 5,000 sites and blogs that are highly valued by Google, that they put your stuff on that links back to your site and you're generating up to 120 links every single month to your website that keeps raising and raising your search engine rankings which means now you are generating all this free search engine traffic. So when people search for things related to your product or service, your site is going to come up on the search engine results, they are going to come to your site and you don't have to pay anything for that. Now you are going to be able to use that software that does all the work for maximizing your search engine rankings and drive all that free traffic to your site that goes through your Quattroized sales process. That's going to take care of the traffic side for you and give you an extremely valuable tool that you can use in your business to do traffic. The Quattro is how you maximize that traffic.

You're not going to have to pay the \$800 a month to get that, instead we're going to give you a free trial of it so you can try it out for 30 days....use it, see how it works and then we combine that with our monthly Trafficology subscription. Every single month, you are going to get a new tutorial that shows you step by step how to do a new traffic method. So, each month you're going to be applying a new way to get traffic which means more traffic coming to your site, driving through your Quattroized sales tunnel. So you get our Trafficology platinum every single month, it's been around for 10 years, it's the #1 resource online for traffic. And then also is your Quattro automation software. So, you're going to get all that in our Trafficology Diamond package where you get a free trial for 2 issues. You can try it out, no cost to you and if you decide it's right for you, that the value is so high, it's not going to cost you a \$1,000 a month (which if you got all these separately, it would), instead it's only \$149 a month. But again, you get to try it out for free.

So, we went together, putting together the ultimate package that gives you exactly what you need to get started to apply the Quattro training to maximize the conversions and customer value and maximize the traffic ALL in one system that you can get right now at www.nitroquattro.com. You can get this package right now today. You don't have to pay the \$3,000 that everybody else had to pay to get access to this. Instead, it's only \$997 when you get it today. OR, we break it down into 3 easy payments as well. So, you have the option.

But remember these fast action bonuses are only if you act quickly because we can't offer them to everybody. Only a handful of people are going to get those. So, if you want to apply quickly for Quattro for your business and get these amazing results, you're going to want to go to www.nitroquattro.com and get it today.

Eben:

I got to say Kevin, as you were talking there, I didn't want to interrupt you but the idea of having a piece of software that automates the upselling process, I've never told you this

before but we paid tens of thousands of dollars to build that for our system, custom. I bet you we spent, I'm just estimating, about \$50,000 just to build that one little component. Never mind all the other stuff you are talking about here. I wish we would have found you a few years ago when we were undergoing that huge project. I imagine it cost you guys a lot of money to build that too. As soon as we turned on the upsell process in our business, since we started offering our customers more value, we started making a lot more money. That's the one that I have to say "you've got to try that one out, if you don't try anything else".

Kevin:

There's actually a quick story related to the upsells and you guys. One of the people that we taught Quattro to earlier this year, actually even before we did the workshop, they would apply this and applying all 4 parts of the formula, they increased their business by about 15 times. A big reason why we are teaching people this stuff is because we learn so much by teaching. First by all the stuff we just do intuitively, thinking how we would actually teach somebody to do this as well, you look at it from a totally different perspective which is invaluable. Also, when other people are doing it, they are testing their own things and they are coming up with their own ideas and they start reporting back to us.

Some of our best innovations are from what other people told us based on what they did when we talked. A cool part about our business, last year we sat down and laid out a \$100 million business over the next 3 years, a key part of it comes from our partnering division where we're doing marketing for other people. Having innovative, new strategies where we're using is a huge part of it. That's why we're putting this out there in the market place. We could just keep this to ourselves, but it's much more valuable to have other people using it and sharing what works.

One case in point is, a guy reported back of what we call "how you sequence your upsells". This is a little more advanced training. There's a way where when you sequence how your upsells are presented, they convert much better. There is a couple of components that go into that but there was one that was really cool that he did is he asked people "what are you most interested in when you are in the buying process?" Then the first upsell they see depends on what their answer is. If their answer is "X", then all they are going to see is all about "X". That dramatically increased his conversions. When I was doing all my research, I realized that he actually learned that from you guys. That's how you do your upsells. You ask that question then you seek your upsells accordingly.

Eben:

You guys have definitely done your homework, that is one thing that I can tell for sure. Nobody is as scientific about this that I have talked to anyway.

Kevin:

Well, this is such a huge leverage point. The time you spend learning and doing this is well worth it.

Eben:

Where can someone go, I mean, I know you just opened up right now and I don't know how many fast action bonuses you have and they may even be gone, I know in these launched, they go quickly. Where can someone go to get these right now again?

Kevin:

It's at www.nitroquattro.com.

I'm really excited to have everybody as part of the Quattro family and see the results that you get from implementing this and definitely share them with us so we can learn from them as well from the amazing things you do and make happen in your business.

Eben:

Awesome! This has been a great time, Kevin, great conversation. I learned a lot.

Kevin:

I really appreciate you, Eben, for getting on here and I'm excited to hear what things that you can tweak in your business to take it to an even bigger level.

Eben:

Alright, everyone, thank-you very much for joining us and have a great day. Good luck with your launch there, Kevin.

Kevin:

Thank-you and have a great day everybody. Bye!

Eben:

Alright, bye-bye!