

I am very sure that if you have been marketing online you may have heard about Mass Control. This is jargon that the creator Frank Kern uses to describe his latest techniques to launch a product.

I am sure that if you have been in the internet marketing niche you would have received many launch emails about Mass Control. I even removed myself from some lists because I got so agitated. I certainly was not prepared the high price of the course which I think was in the thousands of dollars.

However, after the launch took place I was searching in Google and I came across the blog. I watched the free video and was reasonably impressed. Basically, he created the video to show people how to build a list. This was because Mass Control was a technique to launch a product to a list and some people would have not bought it because they did not have any opt in lists. Using the video he was able to remove a major obstacle for some people that would not buy his product because they did not have a list. This was a really interesting point as you could increase the number of your qualified buyers by removing the obstacles to them purchasing your product.

Later on I bought the one hour interview that was conducted with Frank Kern. In it he shared some interesting techniques that you could apply to nearly any launch. The process is as follows. You would create killer videos documenting the process that you follow using the new product and the results that you have been getting. You also include testimonials of customers. This is well before you actually go live. This is what creates mind share so that by the time that you are ready you will have people wanting to buy the product before the sales page is even ready.

Finally, once you go live make it time sensitive as people like to procrastinate and this will force them to take action.

Are you really interested in driving massive traffic to your website?

Here's the answer: <http://www.masscontrolbonus.info/>