

MYNOTETAKINGNERD

“Giving You The Edge”



**MyNoteTakingNerds Report on Frank Kerns
Core Influence Program**



CORE INFLUENCE!

TIMELINE: Frank became part of the Internet Community by buying a Cory Rudl product in 1999.

- When he bought the program he had a voice in his head that said this is Bullshit, probably won't work!

Imagine what your life would be like if you didn't make those decision that say "Fu... it I'll try it anyway".

Suspending your Disbelieve is a huge factor in his and your success.

Frank's Timeline

- 1995 – Frank was very good at running businesses into the ground – bought a Jeff Paul program.
- Did Nothing!
- Years Later – Got a letter for Jay Abraham's \$350 book. Read but didn't do a lot.
- 1999 – Bought the Cory Rudl product
- Then got turned on to Yanik Silver
- He started Instant Internet Empires – Not his finest work. Collection of E-Books.
- Thru him immediately into the Guru World
- Sued by the Federal Trade Commission – NOT FUN!
- Goes to the First Big Seminar – Armand Morin
- Became friends with Jeff Walker and John Reese
 - Jeff says something about making six figure in seven days! Wow.
 - Jeff does the Six in Seven
 - Frank convinces John to do his workshop which became Traffic Secrets... Incredibly successful.
 - Positions John as Guru
 - Does One Million Dollars in one day with the help of Jeff
 - Jeff does the product launch formula and is incredibly successful as well
 - Frank does the Annihilation Method with Neil and does Millions
- FTC Make Frank go to the internet community and say he's a fraud. He does.
- He next does the Underachiever Method and is hugely successful

ALL OF THIS BECAUSE YOU MADE ONE LITTLE DECISION IN THE BEGINNING!

IF AT ANYTIME SOMEBODY LISTENED TO THE "IT'S NOT GONNA WORK VOICE" THE ENTIRE TIMELINE AND SUCCESS DOESN'T HAPPEN.



CORE INFLUENCE: How to make lots of people, including yourself; do almost anything ... but in a cool way!

**Disclaimer: Frank nor MyNoteTakingNerd.com is a psychologist nor pretend to be and the advice you are reading is simply our notes from Frank's presentation.

Have you ever been in the Flow? Where everything just seems to work and piece together. Everything you do is perfect almost!

Core Influence is about knowing what you REALLY want and who you REALLY are?

Core Influence is also about knowing what your market really wants and who they really are?

Have you ever been the Flow State?

Most people have Two Identities:

- Identity #1 is the Shell Identity or the identity you think you are
- Identity #2 is the Core Identity or the identity we really want and dream about

MOST PEOPLE'S CORE IDENTITY IS HELD CAPTIVE BY CIRCUMSTANCE AND LACK OF KNOWLEDGE!

What is Core Influence?

Most influence is done on the surface. Head to Head Influence. I speak to you, Your brain used logic to reply or not, and You use logic and emotion to make a response.

- Core influence is much more powerful. We communicate on a Core Level.
- This is when your subconscious speaks to their subconscious.
- Most people believe our subconscious is really in control and it's true.
- With the proper guidance you can change your Core Identity and therefore speak to the Core Identities of your market. When we become congruent, Effortless Influence Occurs.
- When someone is not congruent you will pick it up and so will your market if you are not congruent as well.
- When you can now pin point the Core Identity of your market and communicate directly to it you will have more power then you ever thought possible. RELIGION.



Your Core Identity is what you Dream About and Really Want!

DISCOVER YOUR CORE IDENTITY:

- Our deepest core desires give clues to our Core Identity
- Why are you reading this report right now? To make more money? Learn a new skill? Etc
- So the next Question is: Why do you want these things? Our brains will lie to us. These are usually surface level answers.
- The truth is we all want to **create and perpetuate Experience**. Goals are essentially meaningless. If you want a Ferrari you may think you want it because you'll be like James Bond or whatever. **WHAT WE REALLY WANT IS THE EXPERIENCE OF _____.**

When you learn what your Core is you become centered and you experience Flow much more. And you attract those who are alike.

A very bad feeling in life is to strive for a Goal, without it being tied to your Core Desires and end up spending all that time achieving a goal that was empty.

Frank did this exercise in September of 2005. Went from having a business full of customers he did not like and sabotaging all his success.

Then he did many, many launches which turned him into a Real Millionaire and he felt incredibly well about it.

Made 1.5 Million Dollars 9 Months after he did the exercise you are about to learn.

Your Goal should be to align your Conscience and Subconscious Minds.

E + I = 's L Experience (we crave the experience things give us) + Identity = 's Life

WHAT WE ALL REALLY WANT IS A NEW LIFE.

** When a family buys a new home... They are not buying bricks and sticks.. They are buying a new life.

HOW TO CREATE A NEW LIFE!

- Good News! You are Dying! Yeah
- Individual Days are what our life is made of.
- **To find your Core Identity you have to create the Ideal Day.**
 - If there were no limitations or consequences what would your perfect average day look like?
 - Average is something you could do every single day and never get sick of it or killed.

STEP 1: When you think of this perfect day: Be very specific. Be extremely detailed and clear.

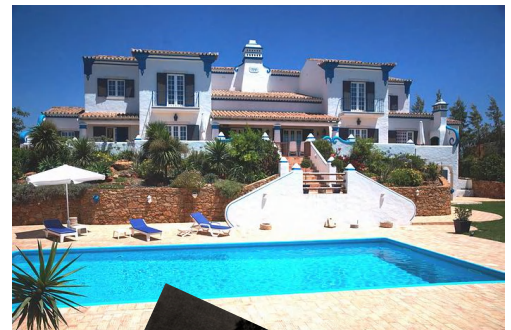
- Where would you live? What would it look like?
- Where would you live?
- What would you say first thing in the morning?
- What would you have for breakfast?
- Where would you spend the first half of the day? In detail, What are you thinking and feeling during these things?
- What would have for lunch? Who would you eat with?
- What would your friends be like? What are your conversations like?
- What would you do for personal fulfillment? Pleasure?
- What life purpose would you strive for?
- What would your business be? What time would you start work? What would you do everyday?
- What are your clients like?
- What is your relationship, very specific, with your wife and family? What conversations do you have?
- What would you have for Dinner?
- Who are you eating with and talking about?
- What would you do at night? Who would you do it with?
- What would your thoughts be when you went to sleep?

BE AS SPECIFIC AS YOU CAN! FEELING, EMOTION, VISUAL, ETC...

THE ANSWERS TO FRANKS QUESTIONS BECAME REALITY VERY QUICKLY.

- Shell Identity: Motivated by goals and external things. Get the Money.. Get the Money
- Core Identity: Is usually completely different then you think.

WHAT IS YOUR ULTIMATE DAY / LIFE?



Here is an example of a Ultimate Day:

MY ULTIMATE DAY / LIFE

If there were no limitations or consequences

I live in a beautiful Three Level Home Overlooking the city. My home is 5,000 square feet or more with Five Bedrooms, a Home Theatre, A children's game room, a Men's Parlor, Family Room, Conference Room, Office/Library, Amazing Marble Countered Kitchen with Deep Freeze and huge cooking area. The entrance to my home is Grand and makes you have a Wow experience every time I open the door. The children have hand picked there bedrooms and love the atmosphere They Created. The Master Bedroom is full of space with a reading area, coffee table area, California King Bed, and Open windows overlooking our view. The master bathroom has a huge Jetted Shower with a sitting bench and jetted tub. All rooms have the very best technology, Flat Screen Televisions, and Modern Decorations. Connected to the bathroom is a fully functional workout room with weights, yoga, and cardio equipment. The house has a Guest Suite attached that has a bedroom and front room equipped with small kitchen and living area. The backyard has an amazing pull with fountain and slide for the children. There is a very big entertaining area equipped with a built in barbecue. The lot is 1 acre minimum and we have plenty of grass for the children to play in. There is a Three car garage and in it sits a SUV for the Family and Wife, a BMW Sedan, and Harley Davidson. I can see myself walking thru the house and feel the amazing experience of this Grand Castle. I can feel what I feel like as I drive my BMW down the street.

My Wife, who is a beautiful caring, supportive, very intelligent, amazing person, wakes with me every morning around 7:00 as we lay there and think of all the things we are grateful for in life. We then proceed to spend the next two hours doing our Morning Ritual that is centered on creating transformation for ourselves. During this Ritual we are both excited about this process including getting outside and enjoying the outdoors. As we finish this Ritual we then enjoy a healthy breakfast on the Balcony of the Master Suite.

At 9:30 My workday starts as I move down the Hallway to my amazing home Office. Of course, my family is "Trained" as to what work time is and I enjoy Non Stop Un-Interrupted Work Chunks of Time. My office has Mahogany Shelves full of the best Cultured and Business Books ever written. My desk has the best Technology Known to man including a top of the line laptop and desktop computer. I have a reading chair, the best office chair money can buy, and an eating area. For the next 2 ½ hours I focus on the Highest leveraged Items of my business. During this morning work ritual I feel empowered and energized knowing I am helping people to change there personal and business lives for the better.

My business is Fun, Easy, and Lucrative. My main job is to come up with ideas that make people tons of money. I'm in the internet and offline niche marketing business. I'm viewed as a Guru in many different fields. I have an assistant that keeps track of my Projects and Daily schedule.

I know that my Life Purpose is to: **HELP MY CLIENTS, FRIENDS, FAMILY, AND ALL THOSE I COME INTO CONTACT WITH REACH THEIR HIGHEST POTENTIAL AND DREAMS AND IMPROVE THE QUALITY OF THEIR LIVES.**

At 12:00 I have a sit down lunch in my Kitchen with a business associate. The meal is healthy and energizing. The conversation is one of catching up with what has happened in our lives since last seeing one another, and then moves to what we are working on together. My friends and Associates are people of high character and emotional fitness. They are straight shooters with no Pussy, Passive Behavior. We are able to debate, argue, fight, and love and still have strong relationships. Many of my friends are much more successful then I am and I enjoy being mentored by them. Many of my other friends are on there way up and I enjoy helping them jump over ladders in there lives.

It's Now 1:30 and I'm roaring and ready to start my second work chunk of the day. From now until 5:00 I'm full force tearing up the business world and making tons of money for my business, clients, and myself.

At 5:00 I lay down for a 30 minute nap. I'm releasing myself from the rest of the day and can feel myself getting ready to spend time with my Wife and children.

At 5:30 I awaken fully energized and ready to go. It's family time. I spend quality time with Kloe teaching her all the things to prepare her to be the best she can be. We have a Family dinner and enjoy conversation with one another. We talk about business, politics, education, and our lives. I'm completely focused on my family and friends from now until 8:30 at night.

At 8:30 I retreat to my home office for one last 1 1/2 Time Chunk of business planning and work. During this time I tie up unfinished business and plan my next day in detail.

At 10:00 I am relaxed with my Lover, watching a movie or just enjoying conversation. I also read for 10 – 15 minutes.

At 11:00 – 11:30 I'm in bed and asleep rejuvenating my body for the next day.

Outside of my business and family life I travel the world to Poker Tournaments and am known as one of the Great Poker Players in the country. I spend One to Two evening per week for 5 – 8 hours playing poker, not only as a hobby but as a business that I study, refine, and enjoy. This is very profitable hobby for me; however I never allow this ruin the balance in my life. I've also aligned myself with many of the top Poker Pro's and enjoy a very successful Online Poker Business.

In my spare time I'm learning new stuff always, learning a new language, hiking beautiful trails, and doing adventurous things such as skydiving and marathons. I also am learning to enjoy games with my family.

I give back to community through volunteering to teach all the life and business skills I possess to those that will use it. I also am passionate about boxing and box on a regular basis and attend fights. I am in the process of setting up an amateur gym and spend 6 hours per week training young fighters. I enjoy this very much.

STEP 2: Find out what your customers real Core Identity, What there real desired outcome is, and know what life they really want.

You actually must want to help your customer's achieve there true desires. You must care.

Again... Be extremely detailed in your description.

Instant Bond Method

- Person to Person communication is the most effective
- You need to write your marketing to ONE very specific person.
- You need to create an AVATAR of one specific person that is most like the person you are marketing to. Gender? Age? Married? What is there typical day like? Do they have kids? What is there spouse like? What does the spouse think of all this stuff? What is there biggest frustration? What are they wearing? What is there relationship with there children like? What is there biggest surface desire? BE SPECIFIC!

IF YOU WANT TO HAVE UNBELIEVABLE IMPACT AND MAKE UNGODLY AMOUNTS OF MONEY **BECOME YOUR AVATAR**

You do this by running the Exercise for yourself on the Avatar

Example of an Avatar:

Frank AN ANNONOMOUS AVATAR

Frank may be 45 years old or 20 years old. He's **extremely stressed, with big dreams and secretly frustrated that he's achieved very few.** Frank will not admit that too many people though. As a matter of fact Frank will fiercely fight anyone who attacks his current status or where he is at in life. However, Frank is constantly coming up with new business ideas to take his current business to the next level or start one that will catapult him to a new level of success. Frank is an avid opportunity and business, marketing reader. Meaning that Frank is up to date as to who can help him in his field. He's on everyone's list and **wants so bad to attend the many seminars and products that are thrown at him on a daily basis.** Frank satisfies these desires by searching for cheaper means of obtaining the information thru blogs, books, and audio programs. However, **Frank has plans to one day be one of those people that are at each of these seminars and life changing events** he so badly wants to be a part of. Frank extends himself on credit and budgeting to get the few things he can, yet still feels as though he's missing something big because he has limiting resources. **Frank is very scattered in thought,** barely able to keep focused for more than 20 minutes at a time, therefore needs to be marketed to in a much more personal and repetitive way. **He's constantly pulled in twenty directions** and his life is full of distractions and putting out fires. Franks never really fully "implements" anything. **He's great at starting things yet can't seem to finish them.** He's always looking for something to make it easier on him or a better way of getting projects done. If someone can help Frank Implement he will be grateful forever. Frank lives in a home that's probably just above his means, in a middle class neighborhood, as **Status is very important to him.** He works 50 – 60 hours per week and yet is never fully at work or at home as he is constantly **having an internal struggle as to what he should be doing** and where he should be. He's distant emotionally with his wife and children. He secretly feels as though he isn't enough. He's promised many things that have not come true. He is fiercely committed to achieving his goals though and **has a never give up mentality.** He probably likes movies, video games, surfing the internet, or some other kind of brainless hobby and is highly susceptible to addiction as he does these things to avoid "feeling" and practice avoidance. He's overweight and never quite feels right because he doesn't eat right nor exercise much. However, Frank is constantly making new plans to make these things better. Frank is bright and smart on his feet. **He's highly influenced from the outside and can be "motivated" very easily.** Marketers, however have to work a little harder to get Frank to "write the check". He has between two and four credit cards, yet all of them are always near there limits. He drives a mid level car, probably a Honda or Toyota, yet dreams of Fancy cars and the fast life. This is the trait that drives him as an entrepreneur. **He wants BIG things and a Big Life. Significance is very important to Frank** and he probably tells a story of his life that he's began to believe that may be a bit stretched and imaginative. Yet he's not delusional in his private moments. When one on one with himself he's honest and knows that he must get and be better. **He strives and yearns to be a good person with a great lifestyle.** Because the majority of Franks are into there Early to Mid Thirties and Beyond they want the secret to youth. They want that vitality again they once had.

NOW YOU SPEAK FROM YOUR CORE TO THEIR CORE!

FRANK KERN'S AVATAR – Afraid of loss and embarrassment, wants a lifestyle more than things, wants significance and contribution more than bling, wants respect and credibility, wants to be young again.

WARNING FROM THE STAFF AT MY NOTE TAKING NERD! When you get this specific about your future and know your clients this well you may begin to attract everything you have always wanted into your life. This comes with side effects such as Pleasure, Enjoyment, Excitement, Not sleeping well as you can't wake up to get into your Dream Car, and many other effects such as these. Please do not get very specific as they might become reality.

** On a side note from the staff here at NoteTakingNerd. Please, please do yourself and business a huge favor and do these exercises as quick as possible. They are simple yet extraordinarily powerful.