**Mojo Fuel Up:**  Fans & Fortunes Formula

Fans & Fortunes Formula: Picture worth 1000 words. Demonstration is worth 1000 pictures.

Why Fans?

Why Fortunes?

1. DISCOVER a small, but meaningful, result your market wants that they can see, feel, hear, touch or taste. (BIG MISTAKE is going after TOO BIG of a result because of our misconception BIG is the only good result.)
2. Develop and/or test a method for them to get it.
3. Boil it down into as few steps as possible, needs to get MEANINGFUL results EVEN IF IT’S SMALL with minimum effort, without special skills and MUST take less than 20 minutes to complete….the shorter the better.
4. Name your method/invention/technique – funny & or ridiculous is okay. (See Made To Stick by Chip and Dan Heath on WINNING IDEAS that stick)
   1. Simple
   2. Unexpected
   3. Concrete
   4. Credible
   5. Emotional
   6. Story
5. Beta test on the ordinary folk in your niche.
6. Tweak
7. Release
8. Inspire people to use it.
9. Repeat STEP 8
10. Repeat STEP 9

Examples:

Bum Marketing

MoMu

GGR: Not as good and not as successful.

MDMS:

Frank Kern: Famous for Mass Control, but what sold Mass Control was his reliance on the 4 day cash machine.

Eben Pagan: Kiss Test

Mystery Method: The “Neg”.

Apple: Puts 1000 songs in your pocket

Dean Jackson: famous in Real estate for 9 word email and Cheese And Whiskers analogy.

https://www.dropbox.com/s/amu2okkr6ggztf7/Fans%20And%20Fortunes%20Formula.mp3?dl=0