



PERPETUAL
TRAFFIC
— PODCAST —



HOW FRANK KERN
GENERATES SALES AND GOODWILL
WITH FACEBOOK LIVE
EP. 50

with **Keith Krance,**
Molly Pittman & Ralph Burns



Episode 50: How Frank Kern Generates Sales and Goodwill with Facebook Live

- Keith Krance: Hello and welcome back to *Perpetual Traffic*. Today, we have a special episode, number 50. Can't believe we made it to 50 episodes this fast. Crazy, crazy.
- Molly Pittman: To celebrate the 50th episode of *Perpetual Traffic*, we are giving away a free hour consultation with Keith, Ralph, and myself. To enter the contest for this free "date" with *Perpetual Traffic*, head over to DigitalMarketer.com/podcast, click on the Show Notes for the 50th episode, and all you'll need to do is share the graphic that you see as you scroll down the page on Facebook and Twitter, and you will be entered to win.
- Keith Krance: Yeah, baby. To celebrate our 50th episode, we thought we'd have a special guest come back on and talk about something that is a hot topic right now. It's a real hot topic, and I think who better to have come on than Frank Kern.





Episode 50: How Frank Kern Generates Sales and Goodwill with Facebook Live

Frank Kern, known as the highest-paid direct-response copywriter on the planet, yet he is using ... Is this social media? He's using social media? Can't be a way to generate sales.

Molly Pittman: What?

Ralph Burns: No way.

Frank Kern: I'm not really the highest-paid direct-response copywriter on the planet, though, for the record. That sounds good.

Keith Krance: Yeah, sounds good. I forget what the claim is. What's the claim?

Frank Kern: My name is Dr. Frank Kern, attorney-at-law, chief engineer at NASA, retired. Current Guinness Book of World Records record-holder for the most fake titles ever used in an introduction.



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Keith Krance: Yes, yes. We've got Dr. Frank Kern on, and it's a pleasure to have you on again as well. We're going to be talking about Facebook Live today, so he's been doing Facebook Live for just a few weeks, 3 or 4 weeks or so now, and we're going to let you tell the story, but I know it's working for you really, really well. One thing I love about Frank, I've seen him do it so many times, when he sees something that works, he goes and he digs in and he takes action. I love what you're doing, I've watched the last couple episodes, they're really, really good, getting better every single time. I think, let's just get into it.

First of all, a couple questions that we have, I'm sure if you're on listening right now, is it working? Can you generate sales? First of all, I guess, why Facebook Live?





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Frank Kern: Well, you know it didn't start as Facebook Live. It was meant to actually just be a show, and I didn't know how to stream to YouTube and I wanted to get instant feedback, so we just did it directly to Facebook Live to see what would happen. I got the idea to do a show based on my own personal buying behavior. I got this theory, and this is 100% theoretical, and I want to give the disclaimer to the listener, that I have no idea what I'm doing. I'm totally pulling all of this out of my butt. Please don't believe that I got some sort of master at Facebook because I have no clue. I'm just doing stuff and sometimes stuff works and sometimes it doesn't.

You ever binge-watch a TV show?

Keith Krance: Binge watch.



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Frank Kern: Yeah. We've done a lot of binge-watching. People do it with TV. I notice that I do it with stuff that I'm interested in online and then I buy that stuff without anyone actually trying to sell me. The first time I did it I wasn't paying attention of my own behavior, but I got into a guy named Dan Sullivan, who's a really awesome strategic coach, and I went, I read some of his stuff, I was like, "Man, this guy's pretty cool." I didn't go buy anything, but I started listening to every podcast I could with him, watching every YouTube video and all this kind of stuff, and within about a 3-week period of time, I had binge-watched everything I could. Then I called Strategic Coach and said, "Please take my money." They made 0 effort to sell me. I literally binge-watched and then said, "I'm sold."

I was like, "Man. That's pretty cool." Actually, I didn't realize I was doing it at the time, until about 2 months ago. I did it again.



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I was in Cabo, which is a wonderful place, and a friend of mine was telling me about this fellow named Grant Cardone, who has now become a friend of mine. He's like, "You have to check out this Grant Cardone guy." I said, "All right," and I started watching his show on YouTube, and then I started listening to the podcast, and the next thing you know, I've listened to probably 50 episodes of his podcast, I've watched probably God-knows-how-many of the YouTube videos and stuff, and I was like, "I'm totally sold on this dude, this is great." I went out and got 2 of his books. I actually reached out to him, said, "Hey, let's do an interview," and the next you know I'm in Miami. I've flown all the way down there and we're doing stuff together. It was a result of this binge-watching.

I started thinking, "Crap. If I'm doing that with other people's stuff, I bet other people would do it with my stuff if I made good stuff."





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That was the strategy behind doing the show, is to put out as much goodwill as I can to facilitate the creation of what's called the low-hanging fruit, and that is a prospect for your business who already knows, likes, and trusts you, and wants what you got.

Keith Krance: Very similar to a podcast. It's the same exact reason we do it and we see it. We see applications come in. They just go and they apply for the highest-level thing, "Can we buy coaching or agency from you guys? We listen to your podcast, we listen to every single episode."

Frank Kern: My first one, I think, was just sitting at my desk, and I used my phone, I was like, "Hey, can you guys believe how cool this thing is? What do you need help with?" I just reviewed some websites for people and totally bought the \$20 iPhone holder and just stuck it next to my desk.



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It's got the worst camera angle, I think it's pointing straight up my nose or something.

It was huge. It probably got, I can't remember. It probably reached 60,000 people or something. I had all of these comments and I had all of this goodwill, and I was like, "Hey, I should do an actual show." I made the decision and then I called my buddy Andy Jenkins who's got the studio that I use, and I called Andrew, "Can I do a show there?" They said, "Yes," and 2 days later I'm pulling stuff out of my butt live on Facebook.

Ralph Burns: Ready, fire, aim.

Keith Krance: That's how you do it.

Molly Pittman: Keith and I, we did a Facebook Live inside the [DigitalMarketer Engage Facebook group](#) last week, just randomly. I think we decided an hour before.





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It had a ton of engagement, so now we're going to start a weekly Live on the actual page. Same experience, proof of concept and then yeah, turn it into a TV show, something regular. I think that's why people listen to this podcast because they know it's going to be here every Tuesday. There's a little bit of entertainment value, but otherwise they can learn something for free.

Frank Kern: That's exactly it. Here's what's interesting, apparently Facebook loves this stuff.

Molly Pittman: Loves it.

Frank Kern: I have about 100,000 fans, give or take. Every week the reach has exceeded the fans by a couple thousand, so I get 115,000 reach or whatever during the show. I just looked at my phone after this week's, and I got 252,000 people reached.



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Molly Pittman: Yeah. Facebook loves Facebook Live right now. People are interacting with it, people like it, so they're going to continue to give it more and more reach, as long as the engagement's high. I think another thing that really helps engagement when you're doing a Facebook Live on a brand page, you can simply ask people to share, and then your live video feed is now in the news feed of your followers' friends. Great way to distribute your content quickly.

Frank, what is your typical Facebook Live like? Do you have an itinerary? Do you just get on and BS? What's your structure?

Frank Kern: It is actually very structured. The first 2 were, "All right, let's do a show and see what happens," and now the second 2 a following a pretty rigid structure. We're dialing it in even tighter.





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What we do is we'll have 7-minute content segments and there are 3 of those, then we have commercials in between. The commercials are for my stuff.

Molly Pittman: Very cool.

Frank Kern: Yeah, so I'll prerecord those. Like a screencast video, or whatever. That gives you time to take a drink of water and get your act together. It'll be an intro, and usually ... I almost follow a talk show format. I'll give an intro, like something that has occurred. Last week I talked about a headline I saw where millennials enjoy and prefer to receive direct mail, and talked about direct mail promotions and things that worked, then I brought up a headline that said prescription drugs are killing musicians, so I was just bringing up how ridiculous that is. Of course prescription drugs cannot leave the bottle and stab the musicians in the neck.



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That'll take the first 5 minutes of the show, to have a little dialog about that, and then I'll tease what's coming on the show. I'll say, "Okay, on this show we're going to talk about copy," or "On this show we're going to talk about how to solve problems in the marketing process and give you some frameworks, but first ... " Then I'll do the commercial. It's really just like a talk show. You got intro and tease, then a commercial, and the commercial's about a minute or something. Then I'll give content, and I do that twice.

Molly Pittman: Awesome. Frank, what are the commercials usually for? Is it more of a low-dollar offer or a [Lead Magnet](#)?

Frank Kern: I've tested both. I've tested low-dollar offer, which is my book, at [NewKernBook.com](#), and then we send people to a Lead Magnet as well. Interestingly enough, I got me some of them statistics-





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Keith Krance: Statistics, baby.

Molly Pittman: Numbers.

Ralph Burns: We like those.

Frank Kern: Yeah, and these are numbers from the past 2 shows. I didn't do it properly in the first 2 shows. I've only been tracking the past 2 shows.

For the low-dollar offer, and this is 2 shows' worth now, we have received ... Let me tell you ... It's earning, by the way, the EPC for this is \$9.04 per click for the low-dollar offer. It's gotten 1,160 visitors. It's generated 269 sales for a total revenue for that low-dollar offer and all the things that are in that promotion that are related to it, \$10,483.20. For the Lead Magnet, it has done generated 428 clicks. I just started the Lead Magnet one last week, that's why. 428 clicks, 213 opt-ins, and \$2568.80. The total sales there is \$13,052 for those 2 shows.





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- Molly Pittman: Right, and not to mention all of the brand awareness and Facebook likes, and general goodwill that you're putting out there.
- Frank Kern: I don't think the show's going to get you rich. I don't know ...
- Molly Pittman: Oh, absolutely.
- Frank Kern: The commercials are really there for me to take a break during the show, because it's real intense. It kind of freaks me out a little bit.
- Molly Pittman: Take a deep breath.
- Frank Kern: You got a lot of people watching you, so I like to have that minute or 2 break, and I figured, "Hey, might as well sell something and see what happens so I can have something interesting to report when smart people interview me and give me the opportunity."



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Keith Krance: A couple things here. First of all, those numbers that he gave you, those are also initial sales, so Frank, what he's a master at, like we talked about back on [Episode 14](#) we talked about this elaborate [funnel](#) and how to take a customer and engineer a process to move them where you want them and have a lot of different contingencies in place for people that don't buy, to make different offers down the road. That's initial revenue. The interesting thing, too, though, is the number you mentioned when we were just chit-chatting before we hit record. Can you give us an average of the amount of reach a live webinar that you do has, compared to the reach of Facebook Live you did this morning?

Frank Kern: Usually it depends. If it's a live webinar ... I don't do the old "say it's live and not be live" thing, so if it's a live webinar it'll have a much higher attendance rate. I might get 50% or so at best on a live webinar.





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For an automated webinar I might be around 30% show up. It does equal maybe 1000 people on live because it maxes out at a 1000. I'm using GoToWebinar. For my recorded ones, they're all funnel-based so it's usually not that many that are on one because there're not that many in the funnel. I'll give you today's numbers. It's 12:57 as I'm recording this. We did the show at about 11:05 and it was a 35-minute show or something. Here's the numbers now after the dust has settled. We have received 253,788 people reached and 4,700 views. 28 shares and 291 comments. I've only got 100-something-thousand people, low 100,000s, 108,000 or something like that, that are fans of my Facebook page, and I've never really aggressively done Facebook, except advertising.

Molly Pittman: Wow. That's really cool.



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Keith Krance: The goodwill that you're creating is massive. The people on there ... You're getting people on, they're calling in, and you're doing live critiques on the live show. We're going to be rolling out Facebook Lives on a consistent basis as well. If somebody's listening right now, even if your goal is to set up a studio-type atmosphere, I think sometimes having the mix is great. Rich Schefren, I saw him the other day, he pulled up his iPad, he was somewhere, I forget where, and he just quickly did a little Facebook Live. He's got a studio set up as well, back at the office, to get that mix. People like that live, raw stuff. I think a lot of people, that's all they'll do. They won't do the studio style, they'll do just the raw live ... I think if you're listening right now that the key is the just get started. That's what you did, right, Frank? You just grabbed your phone, that was the first one you did. You didn't have any of that stuff set up yet?





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Frank Kern: No, I didn't have anything. In fact, my friend Kent Clothier gave me the idea, he was like, "Dude, you got to do this Facebook Live stuff." I go, "How do you do it?" He said, "Well, you go to Amazon and get this \$20 iPhone holder thingy and stick it next to your computer and talk to people."

Molly Pittman: You press the red button.

Ralph Burns: Hit record.

Keith Krance: Yeah, that's all me and Molly did, it's so easy to get set up.

Keith Krance: Couple questions on the studio stuff, I do want to ask you. We're not going to go super-into detail, I know you got a ninja that works with you, but that will be a question I think the people are asking.



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Also, the numbers thing, because one of our future guests, we are going to have the guys from [Wicked Reports](#) come on a show here in the future, in the next few weeks. Those numbers that you rattled off, you're using Wicked Reports, right? I just want to clear that up in case ... People ask that question a lot. What are you using for your third-party tracking?

Frank Kern: I just use Wicked Reports, dude. I think it's the greatest thing ever. I'm an evangelical Wicked Reports person. I could go on a mission to South America and preach the gospel of Wicked Reports right now, I love them so much.

Keith Krance: Awesome.

Ralph Burns: I think they'd allow you to do that, actually.



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- Keith Krance: We love it too, and we love those guys over there, they're good people, they got good souls, good hearts, and that's why they continue to improve it. We're excited to have them on as well, soon.
- Molly Pittman: I had a question, Frank. In relation to we were talking about your offers during the commercial, I noticed that you were asking people to text. You were doing some SMS stuff. Could you tell us a little bit about that?
- Frank Kern: Yeah. We use an application called [Fix Your Funnel](#), that's another evangelical-fan situation. Fix Your Funnel interacts with infusion software, and there's probably other stuff that does this as well, but I just like this little thing. They give you a real number and someone can text it and it'll come to ... What do you call it. A user interface, an operator interface in your office, and you can have a real text conversation with people. Then you can call them.



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What happens is I'll say, "Hey, if you want something, you can text Ashley," I've got 3 ladies that work for me, but 2 of them are forward-facing and sales-oriented, Ashley and Aurora. Aurora's actually the CEO and boss lady over there. They'll text them and say, "Hey, I'm interested in this product," and they'll get a phone call if they request it. They don't cold-call or any of that stuff. Then they'll say, "All right, man, what are you looking for," and then they'll sell stuff. It's super-low-key, it's very inbound, it's very friendly, and it just works.

From Facebook Live last week, I don't have numbers for this week, but it was about an hour-long show last week and I called Aurora after the show and we had had 7 people text in, which I think is amazing, because you have to figure the context in which they're watching that show.



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They're probably watching on their phones, most of them, so you have to get out of the show and text or whatever. I was happy with it. We've gotten the most results, though, from the commercials where we're sending people to a web page. That works better.

Molly Pittman: Yeah, and that makes sense in the [Customer Journey](#), too, right? They're watching a free video where you're giving advice, there's a commercial for something that's really low-commitment, but there's also an option to text and maybe learn about some of your higher-priced stuff.

Frank Kern: Yeah, we use that text stuff mainly at the end of webinars and things, so someone has actually seen the webinar, we've already got their phone number. We tell them that we're going to text them after the webinar.



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They'll give us their SMS number for reminders and if they see our offer, they'll get a text that says, "Hey, did you like the webinar, we've added ... " Sometimes we'll add a secret bonus or whatever, we'll give them a reason to engage, and that has been ridiculously effective, to the tune, as of last week or 2 weeks ago, she sold her millionth-dollar of stuff, and she's worked with us since, I think, November. I would say text is responsible for 90% of that.

We are not blanket-texting people. They know we're going to text them, and we only text highly engaged people, and we text them 1 time and it's a responsible text from a real person. We're not blasting texts.

Molly Pittman: Blasting texts, yeah.

Frank Kern: That's not smart.



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Molly Pittman: One more thing, I noticed you were actually taking the video footage and then uploading it to YouTube, which is really smart. We did a Facebook Live inside of a group, and then exported that file, uploaded it to our forward-facing page, and then started running ads. I think that actually doing something with that file once the actual live video is done is very, very smart.

Frank Kern: Yeah, that whole thing is part of something I've called Operation Carpetbomb. Operation Carpetbomb is literally carpetbombing that market with goodwill to the point that they begin to chase you. That generates low-hanging-fruit prospects, that are people who already know, "I can trust you and want your stuff." I do a tremendous amount of advertising. Well, I could do more, but I do a lot of advertising, as you know, because you guys run it, and I figured this would augment it. Operation Carpetbomb really has multiple components. I take the show and do it on Facebook Live.



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We will eventually, when I show up before 10:00, an hour before the show, we'll start simulcasting to YouTube live as well, and we will then embed that recording, not only on YouTube, which is growing, my subscriber base has eclipsed 10,000, which isn't much, but I've never paid attention to it. We'll also embed that YouTube video on my website in the form of a blog type of thing, and I'll email my list to have them go to the site every Friday as well and we'll watch that simulcast and then they can leave comments and we can have links and stuff under the show for whatever we're promoting. Then I will drive traffic to all of those using Twitter and Instagram as well. It'll be like Brendan's circular viralocity stuff.

Keith Krance: Yeah. That's awesome. If somebody's starting to do this, what do you think the key is for conversion, to be able to get the opt-in, get the sale?



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Obviously you're the king of proving that you can help them by actually helping them first, so therefore the sale is the secondary logical next step, but not a whole lot of pitching in the stuff that you're doing, aside from the commercial breaks, which kind of keeps it separate from the main content. Is it really just genuinely trying to help people and then having your folks secondarily do the texting and then the commercial breaks? If somebody was to start it what would you recommend as far as a sequence of events to maximize whatever your end-result is? Whether it's opt-in or a sale?

Frank Kern: I would say to think long-term. The sales and the money from the show have really been an ancillary benefit. The show is really built for that binge-watcher and to deliver goodwill, so I wouldn't go into it, expect, "I'm going to do this show and I'm going to see this many sales from it."





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I can't believe anyone's bought anything from the show, it amazes me. It's not a significant amount of money, anyway, it's 13 grand or whatever, considering the reach, that's really nothing. My advice to anyone starting it would be A, to start it, just get ... I'm telling you, man, just get the \$20 iPhone holder and just talk. I've done them from the car, with interviews from the car. It doesn't matter, but just do something, do it consistently, have a structure where there's a specific mission for every show you're doing. Today, this was all about this Moda process for solving problems and maximizing efficiency. Last week's show was about copy. Always have a specific mission.

Keith Krance: Love that, love that.



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Frank Kern: Compound it. Put it on YouTube, drive a lot of traffic to it. You'll get your binge-watchers. It probably won't happen overnight, it's a longer-term thing, like I said, but just be really freaking cool and know that most people in your market won't do it, especially if you're in a market that is not Internet marketing. If you're in guitar tutorials, or gardening, or dating, or fitness, they're not doing it, man, so you're going to be-

Keith Krance: Standing out.

Frank Kern: To stand out and dominate.

Keith Krance: What happens is, when you're running Facebook ads, you're following this podcast, you're following people like Frank Kern to increase that value per customer, what happens is, is when you're running just general Facebook ads, take Facebook Live as just completely separate. Your ads are hosted by your Facebook page. What happens?



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You get collateral fans. It's a collateral benefit, you get new fans. If you're running like campaigns you get even more fans, and quality if you're doing it right, like the way we teach. You're continuing to build that audience and so when you do something like a Facebook Live, it will do better as you continue to grow. It's a snowball effect. Then the Facebook Live ends up giving you more engagement, which ends up making your ads perform better. It's this perpetual thing that's happening where they're both helping each other, so ...

To win, you can't have 1 without the other. For somebody that's a little bit overwhelmed, thinking, "Man, how am I going to make commercials and all this stuff," for example, let's say we were to go out and do a Facebook Live like Frank is talking about. I might do it, think of a theme, maybe it's something about how to run Facebook ads for a local business.



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When we're talking about that and maybe people are coming in for questions, what I can do is I can refer back. Say, "Hey, I've got a webinar that talks about this. Text this number, go to this website." "Hey, I've got a webinar that goes over the case studies where we talk a lot about of e-commerce businesses, or, if you get my book, you actually get a free Fast Start training." What you can do is, if you don't have that stuff yet, you can just naturally have whatever main offer you have. Maybe it's a Lead Magnet. Try to naturally help people the entire way, but if your Lead Magnet or your training program gives them even more, just make it easy for them to go get access to it. Then you can start to add in little, mini, 2-, 3-minute clips, like he's doing, and then just play it.

Back to the question for that, if somebody is going to do a Facebook Live on their desktop, are you using Wirecast? What software do people need to use?





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We're not going to go super-in-deep into the tech, but that would be the 1 question that people are wondering out there.

Frank Kern: I use something called Wirecast, it's \$495 or \$497, from Telestream.net, and it's plugged into this thing called a TriCaster, which is hooked up to all these 9 million cameras. That is if you want to do the super-fancy show one. Man, if you're just starting, dude, just stick the phone on the thing and talk about cool stuff, and don't even make offers.

Molly Pittman: Get a selfie stick.

Frank Kern: I don't think you have to get all the fancy stuff. The Wirecast is kind of a must if you want to go camera, non-cell-phone-camera into Facebook. You need that application.



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Keith Krance: I think they have a trial as well. You can download it and it'll be watermarked and all that, but you can download it and try it out, get the tech setup for free, but it's \$495 for the software.

Frank Kern: I got the idea from Brendon, Brendon Burchard is the first person I know who used Wirecast to do a live stream on Facebook and he sold a bunch of his books, so he texted me, "Oh, my gosh, dude, this is great, you should try it," and I was like, "Sweet. Wirecast. Awesome." I thought Wirecast was a company, like an ad management company or something because Brendon is so big, I was like, "Oh, surely he's using some agency or something." And I found out it's a \$495 thing you can get. It's like, "Oh, this is killer."



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Keith Krance: Is that onto a laptop, like a MacBook Pro, or is it downloaded to a bigger machine? Because I've heard there can be some bandwidth issues. I don't know if that's earlier, a year ago, or what, but I'm curious about that myself.

Frank Kern: It was a bandwidth issue for upload, so if you don't have an Internet connection ... I'm telling you, 99.9% of folks listening, just use the dang phone and have a good time. I think people would probably prefer I do it from the car, messing around, but I don't want to wreck and kill myself, so I just use the studio. Yeah, you've got to have a pretty good Internet bandwidth. I think your MacBook Pro laptop is more than enough.

Keith Krance: Perfect. Sweet.

Molly Pittman: Awesome, Frank. Your show is on your Facebook page every Friday, right?





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- Frank Kern: Yeah, and it'll soon be on FrankKern.com. This is probably going to be 5 more episodes because it takes us that long to read the directions on how to do that. It's in its infancy, man, but give it a shot and have some fun. You'll probably make more money doing it than if you didn't, that's my theory.
- Keith Krance: One question, I know you got a book right now that you're promoting that people are loving. If you could just tell us where to find it, that would be cool. I'm sure people are wondering where they can find that if they don't already have it.
- Frank Kern: You guys run my ads and therefore you know what's going on with the books. As we're recording, you can get the book physically mailed to you if you pay \$5.60 in shipping anywhere in the world. That's NewKernBook.com if you want to go and get one. That will change, if you're listening to this, after today, which is the 17th of June.



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It'll probably be downloadable, and the reason why is I'm getting killed on shipping. It's costing me about \$12 a book to fulfill and I'm still ROI'ing it from the ads of course, but I would rather just make more money. I have a theory that people would rather just get the dang download anyway and not have to wait on the mail, so I'll test that.

Keith Krance: I know that the Facebook algorithm seems to be loving Facebook Live, both when it's live and also showing the recorded version once it's over. Those are shown at the top of the news feed. They are absolutely loving this and I think it's going to continue for quite a while, so way to create goodwill and, like Frank said, build up a bigger list of low-hanging fruit, people who want to buy your stuff.

Frank, thanks for coming on, dude. We love it, we love it. Unless you got anything else, we'll wrap her up.





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Frank Kern: That's it. Hey, if you guys buy my stuff and you like it, buy it again. The second time around is even better.

Keith Krance: Yeah, baby.

Molly Pittman: Thank you, Frank.

Keith Krance: All right, see you.

A reminder, to win a date with the Perpetual Traffic crew, all you have to do is go to the [Show Notes at DigitalMarketer.com/podcast](https://DigitalMarketer.com/podcast), enter to win, share it, and we're going to be doing an hour. Ralph, Molly, myself, we're going to be going deep into your business, taking a look at your campaigns, your offer, your ads, whatever you want us to do, we will go in and see how we can help you scale your business and take it to the next level with what's working now, like what we talked about on the show.





Episode 50: How Frank Kern Generates Sales and Goodwill with Facebook Live

Get in there, enter to win, and once again we appreciate you so much, we love doing this, we love doing the show, it's the funnest part of our week. Thank you again for listening. We'll talk to you all soon, next week.

Thanks so much for joining us this week. Want to subscribe to *Perpetual Traffic*? Have some feedback you'd like to share?

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