

How to Be “Outstanding”

By Takuya Hikichi

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Message from the Author

Hello, my name is Takuya Hikichi. I am a native of Japan, living in Arizona USA. Almost all of my publications are written in English, enabling to reach audience internationally. I have authored and co-authored several books in areas of sales, marketing, and entrepreneurship. You can subscribe to my popular newsletter, Action Taker's at <http://www.AskTak.com>

In the meantime, please enjoy this report!

To your success,



Takuya Hikichi

Takuya Hikichi

You can contact me [here](#)

Newsletter Archive from Feb 13 2009

I sent this article to my newsletter subscribers on 02/13/2009 during the same week Frank Kern launched Mass Control 2.0. I took Frank Kern's launch promotion as an example to explain a concept of branding and how you can benefit by studying the principles demonstrated throughout the promotion.

What Makes Frank Kern So Unique?

One way Frank Kern does so well to brand himself is offering not just "different" content, but OUTSTANDING content.



In the crowded marketplace such as "Internet Marketing niche", it won't take long for anyone to become "forgotten" if you don't produce great stuff.

Business Owners, whether online or offline, do things very similar to their competitors within the same industry. This happens because businesses look to their most profitable competitor and wants to craft their marketing campaigns -- similar or just better.

However, what would happen if you decide to "step outside the box", and as business school professors would tell you to "move outside your paradigm"?

You're going to stand out. When everyone zigs, you zag. If you succeed in promoting it, you may even produce an outstanding result.

But this takes "the guts" to do because you're going to be looked at differently. Your idea may NOT be accepted and it'll test your "guts".

For these reasons, many marketers or business owners choose to stay within the comfort zone.

After all, it's easier that way.

Frank Is Bold

Yet, Frank Kern is bold. He sets the standard for this industry and dominates in popularity.

He is likable because he leads by example -- this also takes the guts to do.

The Secret

What he coined as "Mass Control" is really nothing but the Education-Based Marketing. First he gives a cool name (Mass Control) to this method and creates a private brand of his own.



He uses it within the Internet Marketing community and positions himself as the "authority figure" of such method.

Notice this method of marketing isn't anything new, yet he crafted his promotion around this concept so well that others THINK that he is the "go to guy" when it comes to this type of stuff.

Result? Brilliant.

The Guts

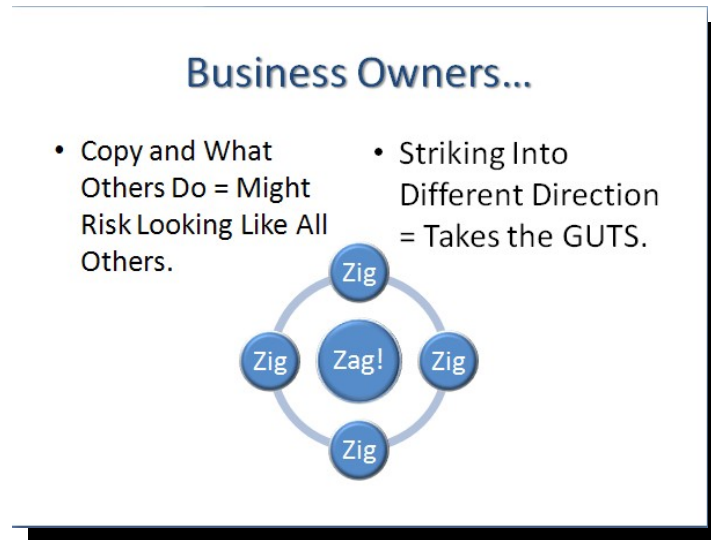
This happens when you bring a concept or idea from outside your industry and apply it.

In fact, a "profitable idea" doesn't need to be something that you invent yourself.

Think of the Japanese business world for a moment. The Japanese is known NOT for its reputation to INVENT, but IMPROVE on an idea.

In fact, many of their existing products and services were born in America. But they do it very differently, producing different results.

Crowded Marketplace Is Your New Opportunity



In order to really stand out in the crowded marketplace, it won't be easy unless you're generating ideas. But you don't have to necessarily become the one to "invent" it.

Look for ideas that have helped you in the past from your profession or own expertise and see if you can somehow IMPROVE it by applying to your niche.

To do this effectively, you must know your "strengths". If you don't you WILL FOLLOW the herd by doing what everyone else is doing in your industry and end up even staying "mediocre". Let's not be that way.

Developing Your Style

If you feel you don't have anything "different" about yourself, it means you're not qualified, yet. You have lots to learn and study before perhaps offering your service.

If you don't have anything to say, then your list won't be worth joining and others won't sign up. It's the fastest way to perish in the crowded marketplace. If you think you have to be earning lots of dollars before publishing your ideas, then think of something that you KNOW you're better at it than anyone else you know - this doesn't have to be a "marketing method".

Capitalize on your knowledge and try offering your opinion or method that might lead to a new idea or concept if you can explain it from "refreshing" point of view.

It's easy to do this in the Internet Marketing niche. Why? Because so many marketers look at their competitors and only attempt to do bit better. As a result, many marketers end up giving up, thinking this is a battleground only reserved for the gurus.

It is, if you keep on playing a game on "their" turf.

But it won't be, if you can generate a unique idea, concept or philosophy that others value - then you will gain a home court advantage because you're now playing the game on your turf.

It's contagious and others will follow you. Instead of you following, you're going to lead. That's scary, it takes "the guts".

Your Newsletter and your list will stand out because so many marketers today are using their lists exactly the same way.

It's okay because that's other people's style.

Not yours -- you're going to be unique, you're going to be outstanding.

Recommended Resource

I do have a Master Resale Rights for "Mass Control Revealed" interview if you're interested. It's not the actual Mass Control product, but a 60 minute interview Frank gave about a year ago.

I am an authorized reseller for this product and you can buy the same rights at \$7.

It'll come with the product, reseller package and you can put your own name to where it says "From the Desktop of: My Name" and sell it just like I do.

I just use simple Paypal script and sell it whenever Frank promotes something. You can promote it to your list and people always grab a copy.

Here is the link >> <http://asktak.com/mass/>