

Feature Member Week - Frank Johnson

the FIRST thing you review to be his personal injury attorney video.

Here is the link to the **4min video**:

<https://vimeo.com/109830751>

pw: fantastic

RE: Redo the video so he can say he is an "Amazon #1 International Best Selling Author" - what do you think?

- No - SHOW IT NOW - SELL IT NOW

- Adjust

For the GENERIC video, it would fade to black at the end, and open with this - is it OK for FF to put his website here?:

“If it wasn’t for a Personal Injury Attorney,
I wouldn’t be here today.”

- Fantastic Frank Johnson
Amazon #1 International Best Selling Author,
Motivational Speaker, and TV Star

For the CUSTOM video, it would START with this:

“If it wasn’t for a Personal Injury Attorney,
I wouldn’t be here today.”

- Fantastic Frank Johnson

Amazon #1 International Best Selling Author,
Motivational Speaker, and TV Star



DIBBLE & MILLER, P.C.
Attorneys at Law

www.DibbleLaw.com

and END with this:

Title - If it wasn’t for a personal injury lawyer I wouldn’t be here today..



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1) BTR Show

For my BTR show, right now it is part of the TBI Network, and next week I start doing it on Tues 8-9:30pm EST instead of Thurs 10-11pm. My next guest is Jaerik Robbins, and I want to have other high tier people (Joel Bauer, Neal Donald Walsh, Joe Vitale, Daven Michaels, Michael Bernhoff, T Harv Eckert, Nateli Nedwell etc).

Question - Part 1: Do you think I should leave the TBI Network and have my own independent show on either BTR or another platform? I am envisioning something like the One Planet One Place, or like Glenn Dietzel's radio show.

>> Yes - new category - new show name - goal is lead gen
focus on who can book you as a speaker - one that
focuses on motivation

--- radio show or website?

Personal Injury Radio Show -

Hit hard with video - get in their hands - look, and buy
Sending them link

Grassroots strategy

- research
- email the video
- follow up phone call
- sell

Question - Part 2: Should I just stick w/ audio or do a
visual show? (not sure what platform to use - if to stay w/
BTR or start something else - do you have ideas?)
-- i love visual - way way more work -
online shows - coordination of guests

Question - Part 3: How can I generate income from these
interviews?

-- bonus items - My top 5 interviews >> (Value: \$497)
Leverage for speaking >> thumbdrive (5) and your book
as a gift for all attendees (they would pay - \$10 per cost of
thumbdrive and book) - increasing your exposure

-- blog talk radio - \$497 ipod - lead gen

Q4: Now that I'll be dealing with bigger name people, how can I be assured that I own the content and can use it in a book or something else? Do they need to sign a release?
--- Yes you need to get them to sign a release
edoc or esign - sign it - send it back

2) Online Presence

Should I start taking online questions from people and then answering them with my advice?(I see other people doing this). Would I have to start a new webpage?

-- no interviews - yes to guest being asked questions

-- generate discussion on your Facebook page

3) My Book

Q1: What would you charge to make my book, From Flawed to Fantastic, an Amazon Best Seller? (MM said it would be about \$15k). I want to do this to get exposure with the people purchasing the book. How many books of SRM were sold? --



Product Details

File Size: 1122 KB

Print Length: 256 pages

Simultaneous Device Usage: Unlimited

Publisher: Expert Insights Publishing (March 25, 2014)

Sold by: Amazon Digital Services, Inc.

Language: English

ASIN: B00J9OJRVG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Lending: Not Enabled

Amazon Best Sellers Rank: #19,593 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

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Product Details

Format: Kindle Edition

File Size: 932 KB

Print Length: 196 pages

Simultaneous Device Usage: Unlimited

Publisher: Splendor Publishing (Sept. 29 2014)

Sold by: Amazon Digital Services, Inc.

Language: English

ASIN: B0002E2YEA

Text-to-Speech: Enabled

X-Ray: Not Enabled

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Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Screen shot - send the screen shot

If it was thousands, it would be worth the cost to me, but if only a couple hundred books get sold, I wouldn't be interested in paying for this marketing.

- your book does not need to be a bestseller
- costly
- you already have the title
- book is a book

Q2: Would you want me to first re-engineer the book, or write a different one with different cover, maybe based on my Hero talk (which overlaps some content from From Flawed to Fantastic)

- your book is great

4) Book Series

Do you think I should start a series of books called the "From Flawed to Fantastic Book Series" which address different topics.

So far I have 4 book ideas:

- (1) What to do when someone dies,
- (2) (2) What to do when you get divorced, (3) what to do when you put a dog down, (4) what to do when you need to hire a personal injury attorney. Should I follow your model of doing a collaborative book, and find other authors to be in my book?
- (3) Which goes back to my needing my own book to be an Amazon #1 best seller or no one will take me seriously.

--- no - books don't make money

5) My Own TV Show

I am listening to the Alumni webinar you did w/ Marbeth about TV, and I am trying to adapt it to what I will be doing in the future.

If the purpose of doing a TV show is to get content to put on a better network later, how about using a PEG (public access) station, which is free, but no commercials.

--- do a TV at a public access station - free - 2015 objective

So, can't get money from sponsors w/ no commercials, but don't have studio cost to pay for either.

-- FREE and get on TV

These are PEG stations in my area: http://www.penfieldtv.org/Monroe_County_Stations.php

For me, can I use a TV show to be a feeder to get speaking gigs?

--- yes

What would be my goal? - lead gen and speaker differentiator

Should I use it to generate a book series? No

Ever since I just attended this Michael Bernhoff (NLP) event last week, I am getting more interested in getting paid big bucks as a coach, in addition to my wanting to be a public speaker. Should I use TV as a feeder for my coaching?

--- structure a program, websites, coach them on >> motivation, stories, -- specific teach action

I am starting to feel that being a keynote speaker doesn't give me enough followup to really make an impact on someone's life.

***MONEY MAKING MODEL - Videos - PRODUCT

- then add more to the series by proposing topics and having them pre-purchase a 'bundle' before you even create them

- then you have them to sell to others

6) My Mobile Site

When should we do the mobile website that comes with my Alumni Package?

DONE