

Krakken Crunchers and Theme Zoom Technical Certification

Preparing your business for the next 1000 days of the web

Hi folks,

In this brief report I want to cover 4 topics in 10 minutes or less:

First, let's talk about two disruptive business trends right now and how these blind spots could become a "money pit" if you don't recognize them:

1. Social Media (user generated media)
2. The new online "Gift Economy"

We have chosen to protect our business from these two wonderful and disruptive trends by embracing them in the healthiest possible way -- we raised our prices.

Second, I will lay out immediate steps to ensure your business success through the next 1000 days of the web. You will see the Super Crunchers become the next billionaires and in fact, it has already begun.

Third, I will review the 3 fundamental business principles that will remain unchanged (pending the total collapse of Mankiwian economics as a possible exception).

Fourth, I will reveal how Krakken output will make your online research even easier

for you to sell your services to your clients.

Lastly, I will show you how you are in the right place at the right time to use all of this to your advantage for your online and SEO business.

1. Disruptive Technologies

The Next 1000 Days of the Web

The next 1000 days of the web are going to bring massive changes to the purpose, meaning, and execution of successful business.

If you have not had an opportunity to watch Kevin Kelley speak about this at the TED conference then please take the time out to view his material before reading the rest of this document:

[Kevin Kelley at TED: Next 5000 Days of the Web](#)

[Kevin Kelley](#) is a former editor of Wired magazine and has been a recent advocate of Chris Anderson's new and revised edition of [The Long Tail](#) called [The Longer Tail](#).

The Longer Tail includes fresh information about the controversial topic of giving away things for "free". His data-rich reasoning about the meaning of "free" is essential reading if you want to survive the next 1000 days of the web.

Hint: Most organizations are dead wrong about "free" and what it means. A contrarian approach may be the best position for many current brands and business solution experts when it comes to providing products and services for "free".

Many skilled technology and business solution consultants I know are still confusing price-driven sales for value-driven business solutions.

Translation: They don't get paid enough for what they do and the immense value they provide.

This self-devaluation is further compounded by a poor understanding of "free" and how value works within a networked economy.

Watch the video below called "Escaping the Price Driven Sale" if this sounds too confusing:

[Escaping the Price Driven Sale Video](#)

Can Technology be "Free"?

In a nutshell, the theory of “free” in a networked economy is that anything that can be cheaply replicated will have a price that will asymptotically approach zero, or “free”.

[Asymptote Graph](#)

Can Information be “Free”?

As the web makes information more and more accessible and the price of storage becomes trivial, the price of giving information away, like the price of technology, approaches zero.

What Does “Free” attract?

Many consultants and web entrepreneurs are confusing “free as in speech” with “free as in information” or “free as in beer”. As a consultant I am suspicious of giving away my first impression in the context of “free beer” to a group of internet marketing gurus.

I was recently asked to donate a free info-product as an online promotion designed to give me opt-in leads whose first impression of me would be to get my “free stuff”, similar to a co-op. As I entertained the idea, I could not go through with it. The “free” guru co-op idea felt like performing with the musicians on the deck of the Titanic.

For consultants, the problem with this type of “free info-product” is that it sets a precedent. You would make more money and attract higher paying clients when providing specialized information in the context of independent sharing, and relationship building, not within the context of a “free stuff” transaction.

There is a HUGE difference between “sharing” and “free”.

When it comes to pricing, the first impression is critical.

Research at MIT’s Sloan School of Management discovered that the first random numbers in the mind of a student became the “arbitrary price anchoring” that they would be willing to pay for an item. Using the last two digits of a student’s social security number as an arbitrary anchor to test “price willingness”, students who had the largest social security numbers written beforehand on a piece of paper almost always paid higher prices for items in an auction for all items across the board.

Better than Free

***The main resource becoming scarce
in a world of networked abundance
is human analysis.***

As the price of data drops to zero, Analysts and Super Consultants will find themselves in a position of increased value.

Surrounded by an ocean of information, the value of a Super Consultant will be to distill this ocean to its essence. The job of the new business solution provider is to filter, decode, and present better decisions and proprietary methods to CEOs adrift in this ocean of uninterpretable data.

In a sense, number crunching entrepreneurs will act as “decision insurance” for the era of new Super Crunchers, which I will explain in a moment.

The well-known aphorism “you get what you pay for” will take on new meaning over the next 1000 days of the web. (Read [Groundswell, by Forrester Research](#) as well as [Trading Up: The New American Luxury, by Michael Silverstein](#))

***The internet is merely a copy machine,
but reputation and trust cannot be copied.***

There are several important considerations for the new breed of Super Consultants and Super Crunch Entrepreneurs that our organization is training. Papers on this topic have already been written so I don't need to reinvent the wheel. Perhaps the most important thing worth considering is that there are things that CANNOT be copied and are therefore less likely to be “free as in beer”.

Here are a few items that both Seth Godin and Kevin Kelley consider uncopy-able:

1. Findability

People will pay for both convenience and relevance if the need is urgent enough. Yes, Google has set your expectation at “free” with “free search”, but if the information required is highly specialized, people do not want to data-mine all night to find it.

2. Interpretation

This is a very important one for Super Consultants and Super Crunch Entrepreneurs of the future.

“The software is free but the manual is \$10,000 dollars.”

In other words, you are going to pay me a LOT of money to use my proprietary methods and technologies to interpret your massive quantities of business data (unless of course I underestimate the value of my proprietary system and forget to charge what the data is worth, mistaking “free stuff” for quality service.)

3. Immediacy

Sooner or later, a free copy of just about anything one could want will be available, but lots of people want everything all the time right now.

Have you “pre-mined” the data for your client? Can you create a report for your client? Will you sell the data to your client right this second? Another tested fact is that people will pay large sums of money to view a movie that will drop to free in a matter of days.

4. Authenticity

A part of doing business for many business owners, who are still terrified of the gift economy, is the need for the feeling of authenticity. This is also motivated by the desire to connect to real people and to receive a real certificate of authenticity. “Get Your Online Degree in Less than 10 Minutes” will never fly, even in the networked economy.

5. And here’s one more I’m adding to the list: Compression

People will always pay more for an easily digestible version of complex information. Audible.com makes money creating audio books because not everyone has time to read. The “cliff notes” version of everything can be found somewhere and if packaged properly, can be sold at a premium.

To read about more things that will never be copied, refer to the article [Better than Free](#).

When Free is not-so-Free

Many business owners who give away information for free do so for the wrong reason or at the wrong time during the sales process.

This happens in much the same way that most unsuccessful consultants attempt to provide creative business solutions to clients prematurely.

It has been tested that if a consultant offers a creative but expensive solution to a client before the client seems to recognize that they have a problem, the benefit is not realized and the sale does not occur. This failure to close occurs even if the problems are explained to the client in the most obvious manner, giving them the details of the solutions for free. However, if you skillfully lead the client into naming their own problems, the success rate increases exponentially.

If you start throwing around expensive billing fees and solutions before the client

recognizes his need, you are usually in trouble.

(Read [Escaping the Price-Driven Sale for more information](#)).

Decision Insurance versus Consulting:

Most business owners are purchasing “decision insurance” from consultants. They don’t know this is that they are buying, and most of the time, neither does the consultant. – Art Crowley

Most business owners will be purchasing “decision insurance” from the new generation of Super Consultants.

Due to the fact that hourly billing is not something even the best clients embrace easily, some of the most intelligent consultants I know struggle to collect checks from clients who siphon high-level knowledge out of their brains every day with little to show for it.

This isn’t usually intentionally abusive behavior on the part of the client, it is usually because most solution providers present their material as an intangible rather than packaged as decision insurance.

This affects your profit margin everywhere including the brain damage required to collect checks.

The Theme Zoom Technical Certification program is designed to help you overcome this business obstacle and start thinking about the sweet spot between the tangible and intangible aspects of your intellectual properties and methods. We created this chart to describe the overlap between tangible and intangible occurs and where increased actual value takes place:

[Zero Competition Mindset Map](#)

The key is to set yourself up as a perpetual “decision insurance” provider that provides ever increasing value on a monthly recurring basis. If the client does not pay your fee, you simply turn off the account. No struggle with self worth. No brain damage. Just grab the next person knocking on your door. When you comprehend the “Zero Competition Mindset” on the chart above, you will have virtually unlimited prospects.

Integrated Business Technology and Decision Insurance is Not Free

$$\text{Value} = \text{Benefits} - \text{Cost}$$

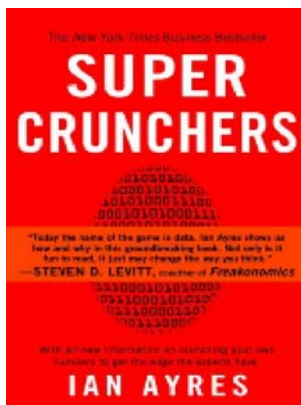
The analysis and consultative value will INCREASE (not decrease) as more “data

stuff” becomes free.

“The accelerating expansion of knowledge and technology simultaneously pushes up the demand curve while pushing down the supply curve. One very potent force shifts both sides.”

Translation: Technology firms, consultants, and creative solution providers will need to charge MORE money for the trade skills of analyzing and integrating an ever increasing supply of ubiquitous data. In the future, only companies that hire and interact with expert Super Crunchers will survive and thrive.

2. Super Crunchers



Super Crunchers are an entirely new category of business consultants, business solutions, and service providers. Not only will Super Crunchers be in high demand, but the business owners and entrepreneurs that understand them and hire them will get filthy rich:

[Super Crunchers New York Times Best Seller](#)

Where are you and your business going to be during the next 1000 days of the web?

The next 1000 days of the web will leave thousands of online businesses in the dust, if not more.

As we discussed before, traditional business owners will become disoriented by the baffling amount of market research data available everywhere for “free”. They will be confused by the lack of consistency and accuracy of different data sets and overwhelmed by its sheer volume.

All of this will be compounded by the ubiquitous “gift economy” (social media networks) that promises indirect results and conversions that increase the volume of data and usually provide only indirect sales proof.

Theme Zoom Super Crunchers: The New Super Consultants:

I call this new and emerging business category “Super Consulting”.

Total business solution engineers and enterprise level applications have always been around, but never has there been a time where these skilled consultants and enterprise products have been required to get rid of so much useless information in order to solve a singular problem: How to make more money?. Furthermore, there has never been a more important time for the analyst to move away from the price-driven sale.

Ironically, the solution to data overload does not lie in the aggregating and super crunching of massive quantities of data from “free” ubiquitous sources, but in crunching the correct and most accurate data and getting rid of the noise.

A Transfer of Wealth: The High-Tech Renaissance

We are developing training in this new and emerging field already, simply because it is so obvious to us what will be happening over the next 1000 days of the web.

<http://www.themezoom.com>

Several high-profile marketing groups have helped our organization understand that the Theme Zoom community at large is literally a driving force behind a new and emerging business category and technology trend.

Along with our proprietary technology, we are creating a class of Super Consultants who exists somewhere between the entrepreneur, the data analyst and the direct response marketer.

Additionally, training our Super Consultants to integrate “Better than Free” will help them build a durable business for themselves, and their clients. Even if you don’t have clients, you need to build a dependable “transactional cash-machine” that funnels wealth in both directions across the “fee line” from the “gift economy” (social media) to the “cash economy” (direct online commerce). This is essential during the turbulent economic times ahead. (Watch Video) 20 mins:

[Market Value vs. Social Value Video](#)

3. Fundamental Business Principles

The 3 Crunchable Constants

There are primarily 3 ways to make more money, and the gift economy will not change that . . . it only obscures it for some analysts.

The three ways to make more money in any business are to increase the transactional-

1. Size
2. Frequency
3. Number

In other words, increasing the size (cost), number (list) and frequency (return buyers) remain the three ways to grow your business.

Depending upon your business model, you will need to decide which one of these transactional increases makes the most sense.

Although these “crunchable constants” will not change, many business owners forget that they do not work as a “sum” but as a multiplier.

The combination of these three things are not additive . . . they are exponential. Since they act as a force multiplier, an understanding of how to apply these transactional constants will become even more important as the “gift economy” spreads.

For example if you are a service company or a consultant, it is usually easier to make more money increasing the SIZE of the client transaction and firing the clients you do not like.

The downside of this is that your educational skill sets and benefits need to match the business solutions provided. (Read Million Dollar Consulting by Alan Weiss). This is what [Theme Zoom's Krakken Technical Training Program](#) is all about.

On the other hand, if you are selling tangibles, you are in a different situation and your ability to use “free” (as in “stuff” or buy 1 get 1 free) is a more viable option. This is because you are more interested in increasing the number and frequency of your sales transactions.

If you have a high-end consulting firm, don't give a potential million dollar client a “free” t-shirt. Instead you need an expense account. The compliments and gifts within a “gift economy” need to match the value of the service. Banks provide box seats to the Yankees for valued clients, not refrigerator magnets.

The basic principles of the 3 transactional marketing decisions above do not change with the “free line” the only thing that changes is the expectations and social values of your average client or consumer.

4. Super Crunching with Krakken Data:

The advantage of Krakken is that it makes you look good. With Krakken you can be a Super Cruncher without having to actually do any crunching yourself.

Knowing how to translate the graphics and data produced by Krakken into a sales pitch that will have your clients eating out of your hands is something that we will cover in depth during the course of Theme Zoom's Krakken Certification workshop.

Krakken VOMA was created specifically to make your client realize that you are a Super Cruncher, possessing skills to obtain information which is not available anywhere else.

The addition of the natural search results recently released by Google makes this job even easier because now your potential clients can see the real numbers behind what ranking highly for natural search results will offer them.

Additionally our Mini White-Paper Generator (MWP), which will be in alpha testing in a few days, will be another great tool for you to use when selling your client.

The MWP will utilize charts and graphs to demonstrate to your clients the strengths and weaknesses of each of the top 10 competitors for each keyword in the synonymic set of the theme.

From this, you can extrapolate just exactly how hard it will be for them to enter into any particular aspect of their market. This will allow them to be in control of how to budget their marketing campaign for the best results.

Best of all, you will be able to show them how obtaining rankings for everything is possible, with a continuity plan. Everybody wins.

5. Summary – What does all this mean to you?

Here are the actionable takeaways I hope you get from this report:

- Giving away your analysis for free is not a good way to get more business, it actually makes it harder. There are things that you can successfully give away that help build your brand, but for the Super Cruncher, analysis is not one of those things, ever.
- Exchanging time for money via technical skills will not make you rich. The value of a Super Cruncher is not their technical skill, but rather their integrated approach to business solutions.

- Do not underestimate or under sell your value as a Super Cruncher that Krakken provides for you.
- Krakken should allow you to increase the Size, Frequency and Number of each of your transactions based on analysis of missed opportunities and demands.
- Graphs, such as the Missed Opportunity Matrix, generated by Krakken will instantly alert your prospects of missed opportunities, making you a high value consultant. In their eyes you will become a Super Cruncher because you have the ability to provide to interpret information not available to the average SEO.
- Creating continuity sales are an important part of creating a highly successful business. Krakken will provide continuity sales and services. Adding on silos and Keyword Crunching articles as well as meta-data over time is a requirement to keep the search engine happy with a website. This attracts customers for you or your client with all the words and ideas that you may have forgotten.
- The Theme Zoom Krakken Certification program is not focused primarily on the technical aspects of Krakken and Theme Zoom, but on entering the Zero Competition Mindset.

If you would like to attend the Theme Zoom Certification workshop, please do not hesitate to contact us at <http://www.themezoom.com>

If you are interested in utilizing the Theme Zoom keyword clustering technology or our Missed Keyword Opportunity Matrix technology, please visit:

<http://www.themezoom.com>

Russell Wright and the Theme Zoom Staff

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