

MC42

COMMISSION

BLACK OPS

FIELD MANUAL



BLACK OPS HEADQUARTERS

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#1. MISSION BRIEFING

Hello. Michael Cheney here.

Welcome to **Commission Black Ops**.

Welcome, soldier.

Great to see you made the grade.



YOU DON'T NEED AN EMAIL LIST OR EXISTING PROSPECTS TO MAKE MONEY WITH THIS BECAUSE...

When you [attend the live orientation call](#) for Commission Black Ops you're getting critical info not covered in this Manual, including a unique strategy on how to **make \$10,000 commissions a month (even if you're just starting out)** and how to **get tons of free prospects** that you can put your affiliate offers in front of.

As we go through this training, to save me from going on too much about emails, messages, and this stuff, I want to tell you that when I talk about emails in this training, it can equally as well mean blog posts, Facebook posts, LinkedIn Posts, or YouTube videos.

You can use the messages, and the way that I'm going to teach you to create these messages in all those different media and even more.

The strategy you're about to learn is so **powerful** that you only need to put your affiliate offer in front of a few people, and you can be **making big money fast**.

If you've already got a list of prospects, that's great.

If not, no biggie.

I'm going to show you an awesome way to **get oodles of free prospects** in the LIVE orientation call. Make sure you [attend the live orientation call for Commission Black Ops](#).

Also - make sure you never ever, ever, ever put a message out or a promotion out without a link to buy something. It's extremely important.

You always want to be selling.

That's rule number one.

It's a war out there.

Let's get to it...

#2. SELECT YOUR TARGET

Let's talk about selecting your target and firstly...

2.1 Operation "Product to Prospect Match"

Yes.

This is operation product to prospect match. We're talking about targeting the product here. I'm going to assume that you already know your market. For most of you, it will be Internet marketing.

You should know these guys inside and out.

You need to live in their shoes, know what they love, know what they hate, know what they want, and know what they need.

You are in the Internet marketing market. You've been through that journey. You know that already.

The target in this instance is not the prospect or the buyer, but the product you'll be promoting to them.

When you're looking for a product to promote, it can be a live launch.

It can be launching.

It can be something that's coming up in the future. Or it can already have launched, and be what we call evergreen.

An evergreen product is something that's already gone live and will remain live for the foreseeable future. There's no deadline or scarcity.

You want to put your affiliate office in front of as many people as possible, of course.

We'll be coming on to **how to get oodles of free prospects** in the live orientation call. Make sure you go ahead and [register for that live call.](#)

It's great if you can get these prospects on an email list, but if you don't have that list or you don't want to do that, you can equally well **make money** doing this just by building a Facebook profile with Internet marketing types of people as your friends.

Let's move on to...

2.2 Search and Deploy

This is where we're going to talk about **where the profitable products are online, and how to find them.**

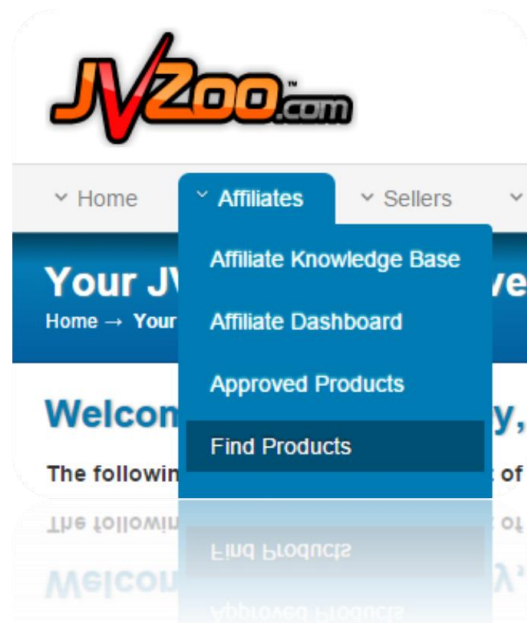
Your first port of call for this is to go to Jvzoo.com.

Yes, there are other networks, yes, there are other affiliate websites, but really this is the only one you need. You need to go to Jvzoo.com.

Go ahead, register as an affiliate, it's free to register.

Once you've done that, go to Affiliates, you'll see on your screen right now where it shows you, click the Affiliates tab, then select Find Products. This is going to show you a list of all the products listed on JVZoo.











Currently, at the time of recording, there are **47,915 products listed in the JVZoo marketplace**, and it's going to list them in order of the number of sales that they've made. I'm fortunate enough to have the #12 best seller on JVZoo of all time.



You'll go ahead and see that when you go in there. It's called the Fan Page Money Method. I've got a couple more on page two and three. I've got products that are in the Top 100 out of 47,915.

If you're looking for products to promote, those are good products to promote, because they're already making sales. They're proven, they're getting good conversions, good earnings per click for you.

When you go ahead and you click that Find Products button, you'll see a list of all the products listed on JVZoo. For each product, it's going to show you how many units have been sold, the conversion rate.

PRODUCTS LISTED ON JVZOO								
Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund
ProThemes Add On Membership - VideoMakerFX   by: Peter Roszak 	REQUEST	05/05/2014	63,000+	25.55%	\$5.14	\$20.13	50%	1.89%
	Sales Funnel		100,000+	14.15%	\$4.40	\$31.11	N/A	2.91%
VideoMakerFX - Video Creation Software  by: Peter Roszak 	REQUEST	05/05/2014	30,500+	4.38%	\$2.24	\$51.29	60%	4.55%
	Sales Funnel		100,000+	14.15%	\$4.40	\$31.11	N/A	2.91%
Easy Sketch Pro Business  by: Paul Lynch 	GET LINKS	06/01/2014	23,000+	11.53%	\$3.30	\$28.65	50%	3.42%
	Sales Funnel		41,500+	20.71%	\$6.85	\$33.08	N/A	3.47%
ProThemes Add On Membership - VideoMakerFX   by: Peter Roszak 	REQUEST	05/05/2014	63,000+	25.55%	\$5.14	\$20.13	50%	1.89%
	Sales Funnel		100,000+	14.15%	\$4.40	\$31.11	N/A	2.91%

I'm going along the columns here, left to right, when it was launched, how many units were sold, the conversion rate, out of 100 people how many people buy it on average, 25 percent in this case, the earnings per click, if you promote this, how much is it likely to generate you per click, the average price or the average transaction value, the **commission percentage** that you get paid, and the refund rate.

You'll see for each product there are two lines, and this is a little bit confusing at first, but the second line is the sales funnel.

The first line is the front-end product. It could be a report perhaps. The sales funnel is the second line, so that includes all the other upsells and down-sells.

For this one you can see it sold over **100,000 multiple different products** in that particular funnel. It's got a conversion rate across the entire funnel of 14 percent, **earnings per click of \$4.40**, average price, etc.

Quite often, the commission will say "Not Applicable" on the second line just because there are different commission rates for different products within the funnel.

But you use this to find great products to promote based on the conversion rate, the earnings per click, which is the most important one, when they went live, and of course the commissions they pay you and their refund rate.

Make sure you always go and check out the product, is it still live, is it still active, and so on.

Then, you can click this blue button here at Request to go and get approval for this particular product.

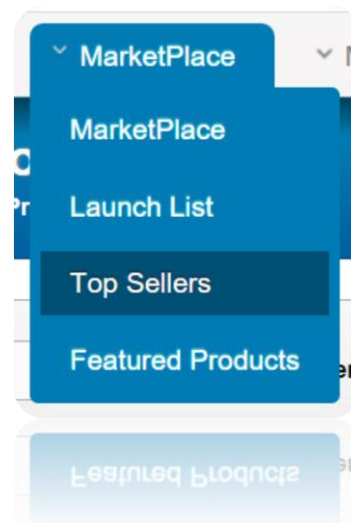
Sometimes, if you've not made a whole bunch of sales on JVZoo already, you will not get approved to promote products, and it's a little bit of a minefield. I'm going to share with you, later on in this training, how you can get approved. We'll come on to that.

Next, what you want to do is go ahead and look at the top sellers list. You're going to JVZoo.com, you click Marketplace, then Top Sellers, and this is going to show you the top sellers.

In this way, it shows you the top sellers of today, the top 10 selling products right now in JVZoo, but you can also click these other links and show them best sellers for yesterday, for the past 7 days, and the past 30 days.

Again, another great place to find top selling products, the profitable products, and where to promote them.

If something is a top seller and it's number one top seller for the past 30 days, or it's in the top 10 even for the past 30 days, it's a good thing to promote. It's been there, it's been in that top 10 ranking for the last 30 days for a good reason, people are buying it.



Quick Links: [Today](#), [Yesterday](#), [Past 7 Days](#), [Past 30 Days](#)

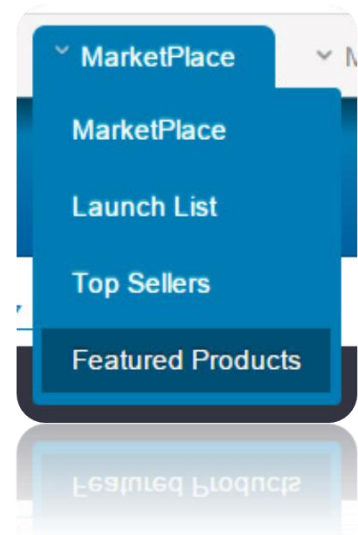
Top Sellers Today		
Rank	Product	Details
#1	# Youzign 2.0	Affiliate Details
#2	Zero-Cost Traffic Tactics - Done-For-You PLR Package	Affiliate Details
#3	#Youzign Templates	Affiliate Details
#4	VideoRankr Pro Monthly	Affiliate Details
#5	ProThemes Add On Membership - VideoMakerEX	Affiliate Details
#6	Zapable - Master Membership	Affiliate Details
#7	WP Proficom PRO - ECommerce Toolkit + Training	Affiliate Details
#8	Adventure Path Books Unlocked	Affiliate Details
#9	Explaindio Designers Club (Commercial Rights) trial	Affiliate Details
#10	Email Marketing Excellence - Complete Sales Funnel With PLR	Affiliate Details

Another place you can look for is in the Marketplace. You go to Marketplace Featured Products and these are the JVZoo featured products. Every day JVZoo picks what is called a **Product of The Day**.

This is not arbitrary. They don't just stick a pin in the map of all the products that are on JVZoo. It's based largely on **earnings per click**.

If a product is making a lot of money per click, JVZoo are going to choose it as a Product of The Day and promote it because they are going to make commissions themselves. This is another good way, another good place, to find a profitable product. If something made Product of The Day on JVZoo, **you should be promoting it**.

You can see all the retrospective ones here back in time, but be careful because just because it's been given Product of The Day, it doesn't mean it's still active. You'll need to go ahead and check out the sales, that shows is it still live, has the price been ranked up 10,000 percent, make sure you still check all that stuff out.



JVZoo Featured Products

Home → Products → JVZoo Featured Products

Ten Most Recent JVZoo Products of The Day

Featured on: February 09, 2016

[# Youzign 2.0](#)

Instant Graphics for Internet Marketers!

See why THOUSANDS of marketers have downloaded this...

Featured on: February 08, 2016

[Visual Voice Pro](#)

Why They Are Better....

and how you can change it FAST...

Featured on: February 07, 2016

[Media Profit Revolution](#)

Build Massive Lists In Any Niche

New Ads Could Be Better Than FB, YT and Adwords!

How Ads Could Be Better Than FB, YT and Adwords!

Build Massive Lists In Any Niche

[Media Profit Revolution](#)

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Very, very important. You don't want to be promoting something where it's no longer active or it's not going to be as converting as well

as it did during launch when you're looking at the stats you see on JVZoo.

Where else can you look? You can go on to Facebook. If you just use the Search bar on Facebook, the little white box when you're on Facebook logged in, just put the word "JV" and you'll see all these different groups.

There's tons and tons of these different JV groups that you can find and **join for free**, where people are talking about the launches, the products that they've got coming out. This is a great way to find student launches or smaller launches.

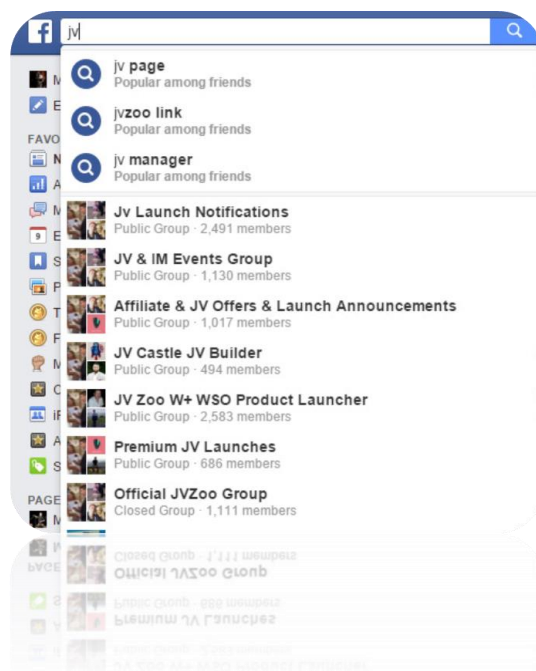
These are when gurus have coached somebody, they're releasing a product with that student. You might think, *"Well, why would I go for a student launch when there's these bigger launches out there?"*

With the student launches, you can quite often hit that leaderboard, you can come top on the leaderboard or do really, really well, because you haven't got a bunch of other people competing. They're quite often generous with the **prizes and commission they give away**, because it's their first product launch, and they'd really want to smack it out of the park.

It's a good thing for you to look out for, and finding these JV groups on Facebook is an **excellent way** for you to find these types of launches, the bigger launches, the smaller launches, and also these student launches.

Something else you could look at is JVNotifyPro.com. You can see a screenshot here. JVNotifyPro.com. This has pretty much, every big launch that you can imagine is listed here for weeks and months in advance.

It's a **great way for you to get ahead of the game**, see what's coming up, see which launches are coming up that you can promote,



see what the commissions are, have a look at the product preview if you've been given access, look at a JV page and some, which we'll come on to in a second.

One final one, by the way, is Muncheye.com. Another great resource that lists big Internet marketing launches, so you can check that one out as well. I'll put a bunch of these links underneath this video that you can use to go and find where the profitable products are online and how to find them.

Let's move on to talking about how you...

2.3 Gather Covert Intel from JV Page

This is the joint venture page or the affiliate page that the product owner, or the vendor has put together for you, the affiliate.

There's a lot of information that you can glean from here. You shouldn't dive right away into promoting the product without dissecting this page.

Firstly, you want to know;

- Is the page ready?
- Is there even a JV page?
- Is it complete?
- Is the product live?
- Is it already selling?
- Does the JV page give you that sense of excitement?



Quite often, you can look at a JV page and you can just know instantly that this is a low budget launch. There's nothing much going on. Maybe it's the person's first launch. It's a little bit unprofessional. It's all coming soon in broken links and errors.

You can tell a lot about a product and a potential launch from a JV page

- Are there swipe emails there?

- Are there ready-made bonuses?
- Is there a product walk-through or a video?

The effort that they put in on the JV page, or otherwise, is **always a reflection of the sales** that's in a product itself. I've yet to see an awesome JV page that is followed up with a real crap sales letter and a crap product.

Conversely, I've yet to see a crap JV page when it launches and then it actually comes up with an excellent product. It just doesn't work. It's a very, very good reflection.

Is it incomplete?

Are there errors?

Are there broken links?

Trust your gut on this. **If there are warning bells ringing when you check out the JV page, listen to them.**

The JV page really is your starting point to start to gather information about the promotion, and start to pull things together, so you can start to put the campaign together.

We're going to talk about all that as we're getting further into this training, in terms of how you create a campaign, what you want to be putting out there, **how to stand aside and stand apart** from everyone else.

You don't really want to be using the swipes and the information that's on the JV page necessarily. I'll tell you why later on in your training.

There's something much better that you can do, and it's much more effective.

As a side note here, if you want to **make more money**, you should really buy more.

It's very, very simple. The moment that I started showing my receipts for products, and actually recorded videos of me buying products before I made recommendations to people, the more people bought from me.

I don't need to do it now, because people know me and trust me, and I've built up that credibility and kudos. But you might be starting out from scratch, in which case you want to show people that you've bought the product.

Otherwise they're just like;

"Of course you're telling me to go buy this, because you make a commission."

People aren't stupid. They know that. They know what affiliate marketing is.

In order to get around that, and to get that trust from people, and to get them to know you, like you, trust you, and buy from you, you want to demonstrate to them that you actually bought this product. You know what the product is that you're promoting.

I always recommend, if you can, you **go ahead and buy the product that you're promoting**, and even show people that you bought it.

Create a video.

"Look, this is a video of me buying the product. I'm going through the shopping cart..."

Obviously, don't put any confidential information in there, but show you buying the product, getting into a download area. Again, don't reveal too much. You don't want to show them too much information so they don't have to buy the product, or that they think they know what the product is about. But just demonstrate that you have bought it. That's the important thing.

Next, let's talk about how to...

2.4 Conduct Recon Mission on the Salesletter

The sales letter of the product is your glimpse into the soul of the product and the heart of the vendor.

You can't really start to put a campaign together unless you've seen the sales letter. It's very, very important. The product might be awesome, but if they're positioning it badly in the sales letter, it's not going to convert or resonate with your prospects.

- Is the sales letter pulling you in with its story?
- Is it something that makes you want to buy?
- Is it professional?
- Is it even ready?

- Does it solve a real problem in the marketplace?
- Is it stirring up the pain?
- Does it mention money directly?

We're going to talk a lot about money as we get into this training and how important it is that the products you promote, and the way in which you promote, always emphasize money. Especially, of course, in the Internet marketing arena.

It's very, very important.

A lot of people miss out on this. They get this totally wrong. They talk about the product. They use the swipes that JVs create them, and they're totally rubbish, and they just don't make sales.

It's because they're not positioning towards the money. We're going to talk about that. We're going into the detail of that later in the training.

Remember, the sales letter can become your main source of angles, subject line ideas, stories for your promotion.

We'll come on to this later when we look at choosing your weapons.

Now it's time to talk about...

2.5 Stealth Ways to Get Clearance to Promote

Before you can make money promoting a product on JVZoo, you need to get approved. **You have to get approval** from the product vendor in order to actually promote something.

What I do, if you made zero sales as an affiliate on JVZoo, I will deny you approval - this is normally what I do.

If you've made 1 to 99 sales on JVZoo, you will be marked as delayed. That means you can promote, but you'd be paid commissions on a delayed basis, normally after 30 or 45 days, depending on when the refund period is.

If you made over a hundred sales as an affiliate on JVZoo, you'll be given instant commissions, which does exactly what it says on the tin.

You'll be paid money directly into your PayPal account instantly when you make a sale of that product.

It makes it hard if you've not made any sales before. How do you break the cycle?

"Yes, look, I want to promote this product," you say, "but I haven't made any sales. How can I make sales if nobody's going to approve me?"

Here's what I'm going to do.

I will approve you, guaranteed, for this product that you're going through right now, Commission Black Ops.

All you need to do is [click here to get approval](#). Go through, click the link, and when you are requesting approval, **put in the secret phrase "Cheney," so I know it's you.**

Put that in the text field when you request approval -- very, very important -- and you will be approved. It will probably be delayed, unless you've already made "instant," you'll be set to a delayed payment, which means you will get the money, but after the refund period has passed, and **you can now promote Commission Black Ops.**

All you need to do is go and make one sale of this, and you can then get accepted into other people's programs. Not with certainty. Some people are a stricter, and they might want you to have made 10 sales or 20 sales.

But a lot of people, if they see you've just made a sale on JVZoo, they are happy to approve you. This can give you a foot in the door, and open the door, so you can promote other products.

Go ahead, [click here to get approval](#). Go ahead and get approval to promote Commission Black Ops. Remember, **use the secret phrase, "Cheney"**. I'll approve you. Make your sale of Commission Black Ops.

Just go and tell somebody to buy this. You've enjoyed the product.

"This is what you're getting out of it. It's great value," whatever.

You've used it. Then you've got that sale on your record, and you'll hopefully get approval for other products.

As I said, don't always go for big launches. The mistake I see a lot of people making,

"Oh, yeah, I'm going to go for a big launch. I'm going to fight it out. There's all this prize money."

But you just get swamped, or the huge vendor has such a huge track record, such a huge army of affiliates, or such a huge ego, or a combination of all of them, they don't approve you.

You're better to go for some of those smaller launches using the methods that I've showed you earlier on in terms of how to find them.

Low-hanging fruit can yield **tasty results**.

Good commissions and prizes, and less competition can be found in those smaller launches as we mentioned earlier, and there's a **big value** to winning those lesser-known leaderboard contests.

Even if there are no prizes you can screen shot that and it adds to your credibility and kudos in the marketplace.

Now it's time for you to...

#3. LOCATE THE GOLDEN DROPZONE

First off, what is the golden drop zone?

This is the place you want to drop your prospects into to get them to buy the product. If you can think of your product as a target that you might aim for, there's a certain drop zone within that target that if you direct your prospects to that, they're going to buy the product.

Hardly anybody's teaching this stuff, hardly anybody is using this stuff, but when you do it, people buy the recommendations that you make.



You make a ton more commissions overnight. In Internet marketing people don't really buy product. You might think;

*"Well wait a minute, Cheney, what do you mean they don't buy products? I've seen people making **millions of dollars** buying products, what are you talking about?"*

They don't buy the product itself, they're buying the money that the money can make them. If you're not talking about the money in your campaigns, you're missing out big time.

The closer to the money you can get the better.

You always want to be asking in your affiliate promotions, how will this make the prospect more money. How can I convey to the prospect that when they buy this, they're **going to make more money?**

For example, is there income proof or dollar amounts on the sales letter, or are there stories of income proof and stories of money being made that you can re-use in your affiliate campaign.

The golden drop zone is all about the money, making sure that each of your affiliate promotions is focused on the outcome which people most want in Internet marketing, which is money. I cannot emphasize this enough.

People do not buy a WordPress widget that prevents their site from being hacked because they like software.

They buy it because if their site gets hacked, it means they're going to lose money. That's **going to make them money.**

People don't buy a detailed SEO program on how to gain Google and get top ranking on the search engines because they love doing search engine optimization. They don't buy it for that reason, they buy it because getting top ranking on Google will make them money.

You need to make that connection for them. You need to say in these type of promotions, this is the best way to get paid by Google, or this is the best way to make a ton of money from Google, this is the best way to continue or multiply the money you're making from your blog without some hackers stealing it.

Always, always, always be talking about the money. Now I'm going to give you examples as we get stuck into this, but first let's talk about different drop zones.

The golden drop zone, which is the drop zone where you talk all about money, and focus on the **financial outcome** of a product, that's not the only drop zone as we'll see right now...

3.1 Different Dropzones Explained (and Their Connection to Money)

There are other drop zones, but they must all be connected to the money. You must make sure they're all **connected to the money** in the way that you talk about them. For example, another drop zone might be pain, you could talk about the pain that people have because they don't have this product.

For example, if it's about a product that **generates commissions**, you could talk about the pain of not making any money online, not getting any commissions, going to your JVZoo account and seeing zero commissions day after day. Having to explain to your partner that you're not making any money.

The pain of checking your bank account and seeing that you're still in debt and being hit with bills and the pain of having to work for the man and try and pay off your mortgage, and the fact is you're not even paying the interest off, never mind the mortgage, and so on.

That's the pain, but you've got to **link it back to the money** and say;

"Well, look, this product gives you the money. This shows you how to make a ton of money by making commissions and it's going to solve that pain."

The problem, that's another drop zone, **the problem drop zone**, linked similar to the pain, but you're getting more specific. You're saying in this case if we're talking about commissions the problem is you're not making enough commissions, nobody is buying your recommendations, nobody's clicking your link.

Nobody's interested in your campaigns, nobody's opening your emails, nobody's engaging with you on Facebook.

You're not getting any traffic for your affiliate promotions, you're not landing on leaderboards. This is the problem. The mistakes, the mistakes that people make are very, very personal to them, and it's a great drop zone to kind of touch on during a campaign. But again, you've got to link it to the money. Are you making this number one biggest mistake in affiliate marketing? It is X,Y,Z etc.

People are drawn in and then you say;

"Look, that's the biggest mistake, and it's costing you money, but if you get this product, it's the right way to do it, and it will instantly give you this income etc."

Fear is another one, **another drop zone you can put people into is fear**. Talking about the fear of what's going to happen if they don't change their circumstances. What's going to happen if you don't make commissions?

What's going to happen if you don't make commissions this month, next month, for the entirety of this year? Are you going to have to quit Internet marketing? **Are you going to have to bury that \$10,000 you've already invested?**

Are you going to have to own up and confess to your partner all the time and money that you've wasted? Are you going to have to get a second job, are you going to have to remortgage your house, are you going to have to spend your retirement income?

You can tap into these things and then say;

"Look, the solution here is to make money quickly, and this product will help you do it."

Just as a side note, let's come over here into **common sense corner**, you need of course to be recommending products which can do these things, which can solve these problems, and which can generate income for people. Of course, you can't be recommending junk, that's the first thing.

The second thing to say in common sense corner is that you're not doing this to make a sale. The purpose of this, the ulterior motive, is not just to make a quick buck and get that commission. The motive here is to help people, because if you don't get them into a state of pain, into thinking about their problems, thinking about their mistakes, feeling the fear, and the embarrassment, we'll come to these other ones in a second.

If you don't get them to feel these things, they're never going to change what they're doing, because they'll be too happy, they won't admit it, they'll be blinkered, they'll close their eyes to it, and they'll just continue on regardless.

It's your job as an affiliate marketer to open their minds to the truth of the reality that they're facing, which is that they're probably struggling, they're probably not making the money that they want or the money they deserve.

They need to do something about it because it's painful, it's embarrassing, and it's a problem if you don't do something about. It can cause a lot of heartache and grief.

We're not twisting the knife for the sake of it here.

We're doing it because it's in their best interest to change their behavior, because it will change their life for the better, assuming of course, that you're recommending products that are worth investing in.

Other drop zones include embarrassment.

Embarrassment's a very, very powerful one. Are you embarrassed of your tiny commissions? Are you embarrassed talking to your partner about how much money you haven't made this month?

Are you embarrassed when you tell people about your Internet adventures and the fact that you've not made any money yet? These are things that people lose sleep about, they lie awake at night worrying about these things. You need to tap into these in your promotions, and of course then link them into the golden drop zone which is the money, which will solve these problems.

Next, the things that people are ashamed of, again, being ashamed of something is a very powerful emotion.

If you can tap into that it's going to get people to change, it's going to encourage them to make that investment and buy the product. Are you ashamed of all the money you've spent in Internet marketing and how little you got out of the other side?

Are you ashamed of telling your partner how badly your online business is going? Etc. You're tapping into this and then you segue into the solution and say;

"Well, look, don't be ashamed, don't be embarrassed, don't be fearful anymore, because this product can start generating income for you right away as long as you follow the steps, and it will remove this embarrassment, fear, blah, blah, blah, etc."

We'll go into specific examples later in the training.

Desires is also a good one, we've spoken mainly now about negative things that are push factors, these push people away from their current situation to want to be somewhere new, i.e. invest in a product and change their life.

But there's also pulling factors, which I feel in the Internet marketing arena, I would say they're not quite as strong as the push factors. But the pull factor is a desire, not just money, but their desires.

Their desire for freedom, for being their own boss, for working from home, for spending time with their friends and family, for living the life they want, for buying the things they want, going on vacations, all this kind of stuff.

You can touch on that, of course, and if you combine some of these elements with the desires, and the pain, the problem, the mistakes, it becomes even more powerful. But they must all ultimately lead to the money.

You must always remember to include that golden drop zone and talk about the money. Very, very important.

3.2 How to Avoid the Product Landmines

Let's talk about how to avoid the product landmines as you're dropping people into these drop zones in the product zone, and referring them into the products with different angles.

It's never, ever about the product, or the features, or even the benefits. It sounds weird because people say,

"Oh yeah, you should always tell them about the product, sell the products in your promotion."

Or,

"Tell them the benefits, don't tell them the features."

No, you shouldn't really do any of that stuff. You can touch on that a little bit if you want, but that's not what's going to sell it for you. That's not going to convince people to whip out their credit card and buy the product you're recommending.

It's about, and this is very, very important, **it's about the desired outcome which the product will give people.** I'm going to say that again, it's very, very important, I want you to write this down.

It's about the desired outcome which the product will give people.

Again, we're not talking about some software that does X, Y, Z. we're not talking about a widget that does A, B, C.

We're not talking about graphics that look cool, we're not talking about an e-book that's got 100 pages. We're not talking about 50 videos, or an eight-week training program.

None of that matters.

What is the **desired outcome** which this product gives them?

Is it money, is it kudos, is it credibility, an instant list of buyers, what is it?



Focus always on the desired outcome, and remember, people are always thinking when they look at your emails, promotions, messages that you're putting out there, they are saying one thing and one thing only, in the words of Jerry Maguire, **"Show me the money!"** That's what they're thinking at all times.

They might try and back that up with logic, and say,

"Oh no, I want to see the features, and benefits, and I need to know that this works, and I want to see some case studies, I want to do my due diligence" and all this bollock.s

But at the back of their mind, their primeval subconscious mind is shouting from the rooftops, **"Show me the money!"**

If you can't demonstrate that golden drop zone, where the money is, then you've chosen the wrong product.

If you're looking at a product, you're looking at a sales letter, and you're thinking about how to promote it, and how you can link it to the golden drop zone, and you can't do it, don't promote it.

Do not promote it.

Yes, you can, and you should use different stories and different drop zones to get attention in your campaign, but everything should always come back to the money. For example, people are going to be asking,

- How will this make me more money?
- How fast can I make money with this?
- How easy can I make money with this?
- What do I need to do with this to make money?
- Will it actually make me money?

As I've said, if you can't answer those questions, if you're having a hard time showing that, or justifying it, then you're promoting the wrong product.

3.3 How One Simple Strategy Can Make the Little Guy Rich

Next, let's talk about a very simple strategy that you can use that will make the little guy rich. I want to tell you a true story from history. It takes place in the Japanese civil war in the 1500s, and it features this guy that you see on your screen right now, who's called **Oda Nobunaga**.



Japan was in the midst of a massive civil war during this period, and there were local war lords who were seeking control of the entire country. Everybody was up against everybody else.

Oda, this guy here, and his family, they were relatively weak. He was so-called reckless, unpredictable. He was a 26-year-old dude and he was thought by some to be mentally unstable. He wasn't really your typical leader.

In the year 1560, a mighty and powerful leader called Imagawa Yoshimoto from the far more powerful family of the Imagawa family made an attempt to take land controlled by Oda, this guy here. He was going to take all this land from him.

Oda only had an army of 2,000 people. Yoshimoto, the super-powerful general, the super-powerful leader, had around 40,000 soldiers. Oda, the guy you see here, the underdog, the little guy, he only had 2,000 people. Oda met this 40,000 soldiers with his force of 2,000, and they were told to surrender. This was the order that was given to them.

What Oda did is **he set up a fortress with a dummy army**. He positioned some of his army in this dummy fortress, and he left it there for this powerful general and his 40,000 soldiers to invade. Guess that happened next?

Yoshimoto, this powerful guy, swooped in, took over this fortress, and he thought he'd conquered it. He thought he'd easily conquered the Oda fortress and claimed all the land, so he allowed his men to celebrate, to eat, to drink, to loot everything, and basically kick back, put their feet up and celebrate their huge victory.

However, about 10 days later, Oda, who obviously was hiding out on a hilltop made his move with his army, with his 2,000 people. He'd set up his dummy army. There were a few people there, but he still

had the majority of his army. He came down from the hills, and there was a thunderstorm at the time, which masked and hid his noisy approach.

Basically, they charged the drunk and unprepared enemy of the 40,000-strong army of Yoshimoto's, in that fortress. All Yoshimoto's men, they fled in all directions trying to avoid the slaughter, and they left their leader, Yoshimoto, unprotected. The big leader, Yoshimoto, he thought it was just a drunken squabble, at first. He had no idea what was going on.

It was just pandemonium, and he was killed instantly, before he had any idea what was happening. **Oda, even though he only had 2,000 soldiers, beat, hands-down, the 40,000 soldiers.** They wiped them all out and won that war, won the battle, and won the territory. It's an awesome story. It's a true story. Check it out. It's Japanese history.

What's the lesson?

The lesson is you can win against all the odds, if you employ the right strategy, like Oda did.

This is what you're learning right here, how to think differently, how to be different, and how to do different things in your affiliate marketing, so you stand out and make tons more commissions than everybody else. I want you to remember that story as we go through and continue with the rest of this training.

3.4 Increasing Your Payload to Explode Your Profits

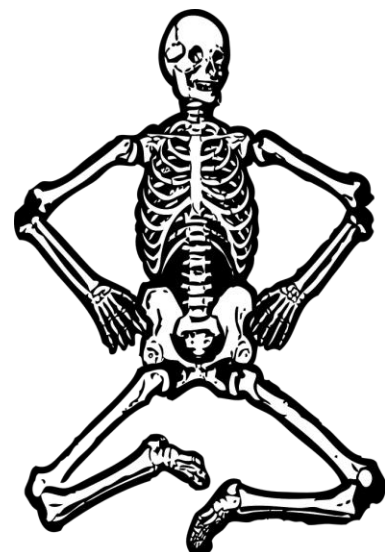
Let's talk about increasing your payload to explode your profits.

This is all about adding more value to get more sales. I'm going to start this with a cool quotation from George Bernard Shaw. George Bernard Shaw once said,

"If you can't hide the family skeleton, you should make it dance."

This is basically a way of saying,

"Look, if you've got something to be ashamed of, or if you're embarrassed of something, don't try and put it in the closet and hide it



away. Bring it out and make it dance, make a big deal about it. Highlight it in a way that it's going to become maybe humorous, it's going to become entertaining."

It's going to **turn people's opinion around** of this so-called negative thing.

This applies to your affiliate promotions, because if you're promoting a product, you might think,

"Well, actually, this is a great product, but there's something missing."

Maybe it's just a video product. It doesn't have a written-word version.

Maybe it's a great product that talks about further commissions, but it doesn't give anything on traffic. Maybe it's a great product that talks about dominating Google and search engines, but it doesn't focus on how to kick it with Facebook.

There's a skeleton there. **There's a gap that needs filling.**

How you can **increase your payload and explode your profits** is by making that skeleton dance, talking about it, bringing it out in the open, saying,

"Look, this is great products, but I'll be honest with you. It does drop down a little bit on this score, because it doesn't do X, Y, Z."

You don't want to list a whole bunch of them, but you say,

"Look, it's great on this, but I can't give it 100 percent. I would probably give it a score of 9.5 out of 10, because it's just videos. There's no written version."

This is what you do to plug the gap. You use bonuses, your own bonuses.

If there's a product that's just videos, you could go through the videos and create a text version of the videos.

Obviously, only for buyers, so you're not ripping off any content of devaluing the product in any way. Or, if something is talking about list building, but doesn't tackle traffic, you could create a bonus on traffic, for example.

Whatever it is, you fill the gap.

What happens here is very, very interesting.

Because you actually talk about the skeleton or the weak point about a product, people trust you more. They want to buy it even more, because you're not saying,

"Oh, this is the best thing ever. It's the absolute God's gift to everything. It's the Holy Grail of Internet marketing, it's the perfect product."

You're not saying that. You're saying,

"Actually, look. Look guys, this is great product, but it's not perfect. But, to make it perfect, I'm going to give you this bonus when you buy through my link."

When I'm doing bonuses, I either like to plug the gap like this.

Or, if you can't plug the gap, if you don't really think there is a gap and you don't want to manufacture one, then what you can do is add to the pile of what they're already getting with the products with your own related bunch of stuff.

If it's a traffic product, you'd add your own traffic-related stuff in there.

Some people swear by using private label rights or PLR products as bonuses.

How this works is, you buy a private label rights product, you get the right to resell or, check the license agreement, but something you get the rights to give those away as bonuses, and the product's already there.

You just stick your name on it. It's pretty much easy and done.

However, I'm not mad keen on that strategy, I'll be totally honest with you, for a couple of reasons.

Firstly, everyone's using the same stuff.

You'll see the same PLR products all over the place. The quality's generally pretty low, because people outsource this to low-paid individuals who aren't really experts, and it doesn't always add massive value.

What I prefer to do is **create my own bonus from scratch**. There's a **lot more value** and perceived value in doing that than just grabbing some PLR product. You could create a video as a bonus. You could create some slides, do a video walkthrough of you using the product, show something on screen, various different ways that you can do that.

You can use a software called [Jing](#). You can use different screen capture software, Camtasia. There's different ways that you can do that. Or, you could create an audio. Given them an MP3 audio that they can download and listen to on their iPhone or whatever.

You could use the tool [Audacity](#) to do that. It's a free tool that you can use to create audios.

You could just create a PDF, a free report as a bonus, and you can create PDFs nowadays just using Microsoft Word or any other word processor.

As long as you position it right, you can give a simple list of resources, or even just a text document as a bonus, and it can still shift a lot of sales for you. The key here is to **make it compliment the main offer**.

When it comes to promoting the products, I always like to highlight my bonus first, if it's a really big one.

If I've put a **huge bonus package** together and there's multiple items, maybe I've created a bonus page, I've even put a video on the bonus page, I like to talk about that bonus first, and let the product's owner sell the product.

On my bonus page, I don't really talk about the product too much at all.

That's the job of the product sales letter. I talk about my bonus. I sell them on the bonus and why they should get this bonus. Then they click the link and go off and **they're sold on the product**.

Of course, if you're doing a long campaign, maybe over several days or a week, you're going to want to alternate this.

If you're creating a bonus that's highly valuable, you might want to start out by talking about the bonus, then talk about just the product.

Then mix it up again and talk about both and say,

"Here's about the product, here's the bonus."

Then, maybe towards the end of the campaign, go back to just sending people directly to the product sales letter. By that point, most people will have been made aware of what your bonus is.

There you go.

That's how you locate the golden drop zone.

Make sure you're always talking about the money. We also spoke about different drop zones, the money, pain, problems, mistakes, fear, embarrassment, things that people are ashamed of, desires.

Then we spoke about how to avoid the product land mines. Never really talking about the product, but focusing instead on the desired outcomes, "Show me the money."

Then we spoke about that simple strategy that can make the little guy rich, how you've got to focus always on the right strategy, and you can overcome the odds and even beat the big guys.

Lastly, just now we've spoken about how to increase your payload to explode your profits by adding more value, making the skeleton dance, and creating and adding bonuses to your promotions.

Now it's time to...

#4. CHOOSE YOUR WEAPONS

4.1 Set Your Battle Tactics

First off, you need to set your battle tactics.

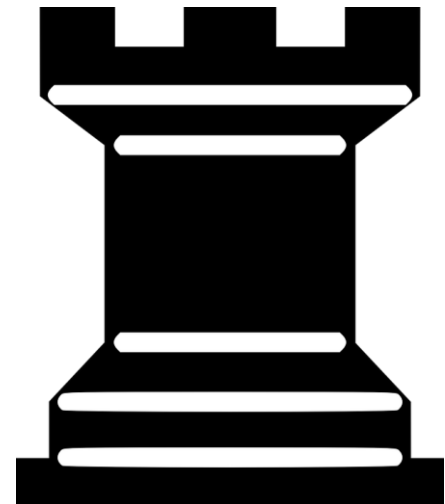
You're not going to be creating any emails or messages on this very, very first step within this section. All you're doing right now is drafting out possible high-level tactics or angles that you can use.

We're talking things like the money angle, using the pain angle, using the desired outcome.

Remember, we spoke about these earlier, in terms of these different drop zones that you can use. Curiosity is also **very, very important** when you're creating your messages for your affiliate promotion.

I'm going to give you **specific examples later on in training**, as well, in terms of how you can drive curiosity. At this point, you should already have some good money angles or stories from the earlier recon that you did of the product sales letter, of the JV page, and so on.

At this point, it's worth looking at a natural progression of a campaign.



When I talk about a campaign, I'm talking about something that's done over several days. I'm not talking about just blasting out a link and then moving on to the next thing.

You need to be doing this on a consistent basis, and doing it for several days for one product. We're going to come onto the specifics of that, why it's important, and how you can do that, in a moment.

First, let's just go through this natural progression of a campaign.

First off, you probably want to talk about the curiosity. You'll want to drive home curiosity, so people really want to find out what this thing is all about.

You don't want to give the whole story away.

You don't want to say,

"Look, this is the great product. It does SEO. I will get you top ranking in the search engines. It's \$37, it includes seven different modules, it's 21 minutes long."

Don't do all of that, because there's no curiosity there.

People will make a snap decision based on that first email.

If they don't buy it, they're never going to open any of your other emails about that product, because they've already made a snap decision.

What you want to do is create curiosity. For example,

"You're not going to believe what the easiest way is to get number one ranked on Google -- it's not what you think."

"You won't believe what this guy is doing to get top ranking on Google -- totally ethically, and legally."

You're using curiosity to get people to open the message, and then click the link in the message.

Again, we'll get into the specifics of exactly how you do this in a second.

Once you've used curiosity at the start of the campaign, you then want to move into the pain and other different drop zones of emotion -- the fear drop zone, maybe the embarrassed drop zone, that kind of thing.

Refer back to the previous module for the different drop zones that you can use.

Curiosity at first, in the initial parts of the campaign, to get people to be curious and take action to investigate this thing.

Once they've then taken a look at it, **you then want to talk about the pain, the problem, the embarrassment, the fear, or the feelings of being ashamed, to get people to take action.**

Then, towards the end of the campaign and, really, throughout it -- you want to be doing this throughout -- **talk about the desired money outcome,**

"This is how much money you can make. This is how much money it has made. This will make you money this fast. This is why. Here's why this is so easy to make money," and so on.

Here's what you should never do in your affiliate promotions;

If you can avoid it, never use the vendor-provided email swipes. Why? You're might be thinking, *"Wait a second. Sure, the swipes that the vendor creates are the best swipes possible."* It's rare that that happens.

If you think about it, the email swipes that people give for their products are normally written when people are stressed. They're written at the very last minute.

They're often not proven to convert. Because most people are lazy, most affiliates will use them.

If you use them as well, you're going to look like everyone else. You're not going to stand out. You're using some that's been written last minute, when the product owner was stressed, and it's often not proven.

I do need to say, as a disclaimer, that yes, sometimes email swipes, and I'm an example of this, when you get email swipes from certain product vendors, they are proven swipes.

They have been proven to get good open rates and good click-through rates. They're not written last minute. They're well-prepared, excellent swipes, but still, it's not a great idea to use them word for word. You should always try and make them your own.

4.2 The Shotgun Method

Now that you've set your battle tactics, you've decided on these angles, the different tactics that you're going to use throughout the campaign, let's talk about the shotgun method.

What is the shotgun method?

This comes from a guy called Doberman Dan, who's a great marketer.

He's a former cop.

One time, he was walking down an alleyway when he was on duty, and suddenly, somebody racked a shotgun behind him.

Imagine the sound.

You're walking along at night, a dark alleyway, and suddenly you hear racking the shotgun.

You cannot ignore that.

You're not going to keep on walking. You're not going to just la-di-dah walk away and carry about your business.

You are going to stop and pay attention when you hear that sound. That's what you need to do with the headline or the subject line of your email or the subject line that you use in the Facebook post, the first thing you see on Facebook, the title of your blog, or however it is that you're using these messages.

You need to rack the shotgun.

You need to virtually make that sound, so that people stop dead in their tracks and listen to what you have to say. It's all about getting attention, being the most exciting thing in their inbox.

When you're in a noisy marketplace like Internet marketing, you need to start shouting louder, you need to start saying different things, and you need to start doing it more often.



We're going to talk about frequency of emails and frequency of promotions later on. All I'll say at this point is you need to do more. Whatever you're doing, you need to do more.

Edutainment sells. What is edutainment? I've been using this phrase for many, many years, and I know other people have started to use it now, as well. It's become very, very popular. It's this combination of education and entertainment. You're doing a little bit of teaching in the messages, the affiliate promotions you put out, but you're mainly entertaining people.

You're not going through and saying,

"OK, this is a great way to get traffic. Step one, go here, register your..."

You don't give free stuff away like that, because people will use it, and they won't buy what you recommend. You really need to focus on entertainment value.

People want different.

People want entertainment.

They want a release, an escape, a personal connection, and they want a feeling that they belong and are part of a tribe. You can make all these things happen if you start creating messages, promotions, and emails that are entertaining.

If you think about it, the entertainment industry is booming right now.

Whether it's computer games making billions of dollars, movie releases, everybody talking about the Oscars, things on demand, people getting streaming movies, binge-watching boxed sets of "Game of Thrones" and "Breaking Bad," **people want entertainment.**

They want an escape, so if you can give them that in our affiliate promotions, they're going to tune in to you on a regular basis. I've seen this happen first hand. It's awesome. People love getting my promotions, even if they've already bought the products.

I've had people email me more than once saying,

"Look, I wanted to buy the product. Even though I've already got it, you made me want to buy it again, because your emails are so entertaining."

Many people have said,

"I'm storing all your emails in a folder. I'm laughing out loud every time I get your emails. I love your emails. I can't wait to get them."

I'm sending four emails a day at the moment, minimum, and people still love getting them.

Why?

Not because I'm some kind of email-writing genius, although I obviously have honed my skills over the years, applying some of the methods I'm giving you here.

More importantly, I'm giving entertainment. I'm going to show you how to do that.

Curiosity, curiosity, curiosity.

If you take one thing, and only one thing from this entire training -- I'll be honest, if you did only take one thing, I'd be extremely disappointed -- but if you did only take one thing, let it be this. You need to use curiosity in your promotions to get people to sit up and take notice.

If you say something like,

"Grab this product. It's 50 percent off and shows you how to get number one ranking on Google," just forget it.

You're just like everybody else. That's not going to stand out in the inbox. Nobody's going to look at that and think,

"Oh, yeah. Let me go and see what this is."

But if you say;

"39-year-old, Wisconsin based, mother of three kicked Google's ass and made 10 grand in the process. Here's how..."

And it can be about the same product. She gave you the product on there that tells you how to get ranks on Google. It's about using curiosity. I'll give you specific ways to do this.

Marketers obsess over deliverability of emails, but really that's not even half the battle. They obsess and say,

"Oh, I wonder how many people are getting my emails. Once I can get more people to receive my email, I'll be golden."

No, you won't because it's not even half the battle;

- You've got to get your email delivered.
- You've got to get it seen.
- You've got to get the subject line read.
- You've got to get it opened.
- You've got to get it first-line read.
- You've got to get the body of the email read.
- You've got to get the link clicked.

There's a lot of hurdles there for you to overcome.

It all starts with the subject line.

As I said right in the beginning of all this training, when I'm talking about emails here, you can equally as well apply this to your blog posts, to your posts on Facebook, to your YouTube videos, your posts on LinkedIn, however you're getting your affiliate promotions out.

This is not a hundred percent about email marketing. You can use the messages that you create here on your blog, on Facebook, on YouTube, on LinkedIn, on all these different places, and of course you can use an email.

Let's talk about subject lines.

Here's some examples of different types of subject lines that are going to get you attention. They're going to have this shotgun effect, racking the shotgun.

I'm going to give you examples in a moment.

First off is movies, movies, books or music. People love popular culture. An example here is in Internet marketing nobody can hear you scream. This is a play on the tag line from the movie Alien;

"In space nobody can hear you scream."

What you do is you look at movies, you look at tag lines, names of movies, titles of movies, titles of books, titles of songs, titles of bands, and you just give them a little twist and people will love it.

That's the first one, movies.

Next one is popular phrases.

Again, I'll give you links here;

POPULAR CULTURE INSPIRATION (MOVIES, TV, MUSIC, BOOKS)

<http://www.filmsite.org/top100filmquotes.html>

https://en.wikipedia.org/wiki/AFI%27s_100_Years...100_Movie_Quotes

http://www.imdb.com/search/title?title_type=tv_series

https://en.wikipedia.org/wiki/List_of_songs_considered_the_best

<http://www.telegraph.co.uk/culture/music/11621427/best-songs-of-all-time.html>

<http://metro.co.uk/2013/03/21/fifty-shades-of-grey-harry-potter-and-katie-price-in-100-essential-books-list-3554704/>

SAYINGS & PHRASES

<http://www.phrases.org.uk/meanings/phrases-and-sayings-list.html>

<http://www.phrasemix.com/collections/the-50-most-important-english-proverbs>

Now I know what you might be thinking;

"Wait a second, I don't know anything about popular culture. I never go to the movies. I don't buy music. I don't listen to the radio. I don't watch TV, and I don't read books."

Well, **you've got to be immersed in popular culture**. You are engaging with people in the cultural environment, called society. If you're not engaging in the type of things that they're engaging in, how on earth are you every going to be able to connect them on an emotional, intelligent, and financial level?

Answer, you're not.

It doesn't mean you should invest all your time watching "Game of Thrones" back to back for 50 weeks.

But you need to know what's going on out there in these areas. If you don't, you can still use the links underneath this video to go

and actually find a list of movies, books, and music that you can use for these type of headlines.

Popular phrases. Here's an example.

Rather than, "Actions speak louder than words," I went with, "Transactions speak louder than words."

What I did is included screenshots of all the money in the transactions that were made using this particular method. That was a great subject line. People love that.

Massive open rates, click through rates, and sales.

Next is a **story-based headline**. These are always effective, will never go out of fashion. For example,

"42-year-old affiliate makes \$39,000 per month."

You probably recognize that one. That's one line I've used before.

When you're looking to create story headlines, look back to the sales letter. It may not be the headline of the sales letter, because not every product vendor is conversant with how to create story headlines.

You might have to **dig a little bit deeper**. You might have to go into the body of the sales letter and look for the story of the product vendor. This is how I started out, and this is where I am, and this is where I live, and this is how many kids I've got. Get into that to create your story-based headlines.

Next, you can use replies that people sent to you on Facebook, blog, or email as subject lines for your next marketing. For example;

"Very, very bad marketing."

This is something they emailed me.

They said,

"Oh, why are you sending me all these emails? It's very, very bad marketing." I replied and said,

"Look, I'm making \$50,000 a month, \$60,000 a month on occasion sending email. If you think that was very, very bad marketing, please let me know if you're making more money than that. I will gladly learn from you."

This individual took it on the chin, emailed me back and said,

"Yup, you're right. I was totally wrong. I was having a bad day."

It made for a great email because I could talk about the reply that somebody had sent me and give people a lesson and then say,

"Look, it is not very, very bad marketing. It's actually great marketing. Here's how you can do it as well."

Next is a **straight to the point how-to headline**.

We often forget this as a marketer. Particularly when you learn all these new methods here that I'm teaching you, you get caught up in it and you start coming up with all these crazy, weird, wonderful movie-based things and story-based headlines, and you get carried away with it. You forget to talk about the outcome of what the product does.

Never forget to do that within a campaign. You'd always need to get into the meat of that.

"How to make \$94,000 as an Amazon Affiliate."

You might have all these different headlines like, "Jeff Bezos, things went bozo." "Amazon is trying to steal your commissions", or whatever. You might have all these cool different ones. You've got to get to the meat of it. "Here's how to make \$95,000 as an Amazon affiliate."

Next is forum headlines.

You can go onto any forum to do with your niche if it's Internet marketing get onto the warrior forum, go and search by popularity, order the posts in the main thread of the warrior forum, order them by number of views, and you'll get subject lines handed to you on a golden platter.

This is an example of one that I've used.

"What to do if you're desperate?"

I think that's been viewed 100,000 times on warrior forum.

It's a line that people are drawn to in Internet marketing. Next, current affairs. Don't be scared to actually dive into current affairs news, world events, seize them with both hands and use them as fodder for your emails, blog posts, Facebooks, etc. People love it. Whatever's in the public psyche, in the common society awareness, you need to lock into that.

For example, I used one, the subject line's got nothing to do with Internet marketing,

"Donald Trump's War against Muslims."

It got a ridiculous open rate, we're talking ridiculous, probably one of the best open rates of an email ever.

Because everybody was talking about this, it's a world-wide phenomenon, it was on the news everywhere in pretty much every country, and I tapped into that.

Now inside the email, you might think,

"Wait a minute, that's good open rates, but how did you sell stuff?"

I just linked it through.

I said,

"OK, look, regardless of how you feel about Donald Trump there's one thing you can't ignore, and that is he knows how to get attention. That's what you need to do in your Internet marketing, by knowing how to do affiliate marketing in the right way, and this is going to show you how." Link.

It's about coming up with a headline and then linking it through to your product or your offer, and a call to action.

Here are some of my favorite resources to come up with subject line ideas.

MensHealth.com, BuzzFeed.com, ZergNet.com, Shape.com, Cosmopolitan.com.

Now I'm not going to go through each of those, but I do have some examples here in a second to go through of the type of headlines you can find on these websites.

With that in mind, let's take a look at **how to swipe and not steal**.

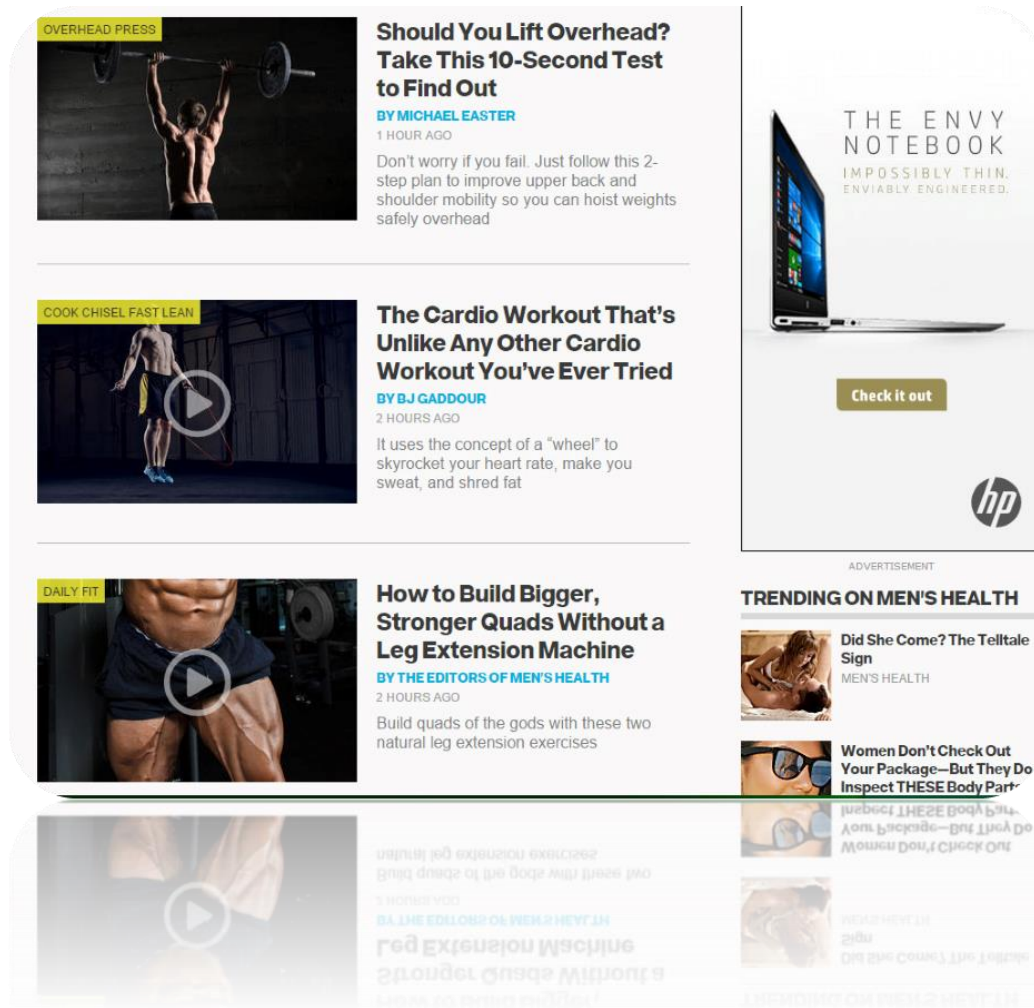
Because there's a big difference.

Swiping is kind of you create this swipe file of really cool stuff, and then you use it to model and create your own content.

You don't use it word for word, you don't change one word and think, "OK, that's it. That's totally fine."

You've got to do this in the right way, otherwise you're infringing copyright and you'll spend the rest of your time in jail, or at least **karma will come around and kick you in the ass.**

Let's show you some examples here.



This is from MensHealth.com. Let's take a look at this, and I'll show you how I would use these headlines and model them to create headlines of my own.

The first one,

"Should you lift overhead? Take this 10-second test to find out."

This is all about, obviously, weightlifting. I'm not in the weightlifting niche, I'm in the Internet marketing niche. I might change this and say,

"Should you use paid ads on Facebook? Take this 10-second questionnaire to find out."

Then you would open up the email, and I would say number one, do you need leads?

Number two, are you desperate for traffic?

Number three, are you spending more than you're making right now, and need to make more sales?

Yes?

Guess what, you do need to use Facebook ads and here's a great product you can use to do it.

Next example,

"The cardio workout that's unlike any other cardio workout you've ever tried."

That's pretty obvious how you can change it, at least it is to me, I do this day in and day out.

Let's just say you've got a product,

"The amazing doodle software that's unlike any other doodle software you've ever tried."

People are going to open that up if they're interested in doodle software, and be like,

"Oh my gosh, why is this different?"

Next one,

"How to build bigger, stronger quads without a leg extension machine."

These headlines are great, it's basically how to insert desired outcome without insert hassle-filled, pain-filled nightmare.

How to [desired outcome] without [nightmare]. How to turn this into Internet marketing headline, would be

"How to get tons of people on your mailing list without spending money on paid ads."

Or;

"How to dominate Google and get number one spot on Google without doing any SEO."

"How to sell 1,001 units of your product without having to do a labor-intensive product launch."

That's an example.

Now of course, as always, you've got to qualify this, you've got to **back these headlines up with what the product will actually do** for them. Don't sell them,

"How do make a bajillion dollars in one second without lifting a finger."

Then you open it up and say,

"Well, actually you do need to do a little bit of work," that's bullshit, don't do that.

Next, these ones are taken, I believe, from BuzzFeed.com, I'll give you examples here.



A Woman Realized She Was Pregnant After She Saw Weird Data On Her Fitbit

And with the help of people on the Internet.

Stephanie McNeal a half hour ago 1 response



17 Reasons Emily Gilmore Is A Masterpiece

There are plenty of amazing characters on *Gilmore Girls*. But Emily Gilmore is art.

Alanna Bennett a half hour ago 209 responses



You Have Probably Been Applying Sunscreen Wrong Your Whole Life

You need to apply it half an hour before you go out AND as soon as you're in the sun, if you'll be out long enough to risk burning.

Kelly Oakes an hour ago 2 responses

"A woman realized she was pregnant after she saw weird data on her Fitbit."

Now that's the kind of story-based headline, it's not necessarily that easy to turn that one into an Internet marketing campaign, but you can see the idea. You can maybe put,

"Marketer realized he was getting rich after he saw his conversion rate using this weird new trick."

The next one;

"17 reasons Emily Gilmore is a masterpiece."

I have no idea what Emily Gilmore is, I'm guessing is it a person, or a movie, I've no idea. Anyway, you can use this in Internet marketing.

"17 reasons you should be doing this underground Internet marketing method."

Of course then you've got to list the reasons and then you would segue into the product.

Onto the next one;

"You have probably been applying sunscreen wrong your whole life."

That's a great one, you read that and you're like,

"Oh my god, have I? I need to find out if I've been doing that wrong."

It's the same, Internet marketing, switch it over.

"You have probably been doing link building wrong your whole life."

"You've probably been doing Facebook ads wrong for your entire life."

People are like, "Have I?" They need to open it up. Curiosity, curiosity, curiosity.

Let's move on to the next weapon which is...

4.3 The "Flash Grenade"

The shot gun got their attention, **the flash grenade mesmerizes them**, it makes them freeze and they can't help but pay attention to what is happening next. What this is about is the opening lines inside your email, or the next line inside your blog post or your Facebook post.

The shotgun method is the subject line. Racking the shotgun makes them sit up and take notice.

The flash grenade is the next line. Very, very important. Don't go diving right into the body copy, you need to include the next line. It needs to be one line on its own. We're talking about **grabbing them by the short and curlies** so they have to read on. You want to evoke curiosity, wonder, and intrigue.



Don't get down on one knee and propose to them right away, get right in there,

"Let me talk to you about this product, why it's \$97, contains 56 pages, and is really good product for you to buy."

Don't do that, people will turn off, they'll delete the email and stop reading.

You need to continue this curiosity train.

You rack the shotgun with the curiosity-based headline earlier, don't throw that away. Don't give the game away, don't reveal the entire story, you need to do that again with the next line, the opening line in the email.

To help you do this you can [study opening lines of books, like fiction books here](#) will show you how to do that, opening lines of books that you can study. That's going to help you nail this.

You really want to **keep it short and evoke an emotion.**

I'm going to give you some examples.

"I have a magic spreadsheet."

We've got their attention with a subject line, and now this is the first thing they read when they open up the email, or when they start reading the blog post, or the Facebook post, or whatever. "I have a magic spreadsheet."

How could you not read on from that?

Why is it magic, what's on there, how does it work?

You want to read on.

"\$14,422.18."

I used that as a line, it draws people in.

"For as long as I can remember, I always wanted to be in their gang."

I actually swiped that from the beginning of the movie "Goodfellas," where the opening line, where just have the credits rolled, it says,

"For as long as I can remember, I always wanted to be a gangster."

Next one,

"How the bleep does this guy sell 3,000 copies of his BS?"

Now I didn't even come up with that, this is a comment somebody made on Facebook about launching products and about how certain people can sell BS and get away with it, and how other people have great products and don't sell anything.

I thought it was great, it **evoked a really cool emotion** so I used it as an opening line in an email as a flash grenade.

It mesmerizes people and makes them read on.

Another one;

"I'm making over \$50,000 a month doing this."

Who's going to walk away from that? They're going to read on.

And another;

"What are they hiding from me?"

What is who hiding from me? Who are they?

The next one;

"The following took place at 5:27 AM this morning..."

You're going to have to read on, you have to read on. Think of it like a story. When you're creating an email, or a promotional message, or a Facebook post, or a blog post, ask yourself this question.

What has happened? What's happened for you to tell people about?

If there's nothing happened, you need to come up with something. You need to start telling that story. An answer to the question of what's happened cannot be, "Here's a product, here's how much it is, here's what it does for you, go buy it."

No, no, no.

That's what everyone else is doing, that's why everyone else is struggling, that's why everyone else gets buried in the inbox and you will rise to the top if you do the opposite.

Use the flash grenade. Let's move on and talk about...

4.4 The Drill Sergeant Method

What is the drill sergeant method?

We're talking about the body of the email here. What you need to do is give people orders, tell them what to do.

We've had the subject line, we've had the opening line, now we're into the drill sergeant method which is the body of the email where you're giving them orders.

You're **telling them what to do**, or what not to do.

Go and click this link, or here's what you shouldn't do. You should never do this, this, this, and this, because it's going to result in bad thing, bad thing, bad thing, and bad thing.

What you should do is this, and here's how to do it. Link.

Use **short, punchy language** like a drill sergeant.

You don't see a drill sergeant waxing lyrical for ages and ages.

They speak like,

"Hey! Stop. Drop. Give me 20."

It's short, it's punchy, it's quick, it gets people's attention, it gets the message across, it's in **fifth-grader language**.

It's not flowery language that Wordsworth and Shakespeare would use. Next, you need to tell it like it is. Be transparent, be honest, and be yourself. Don't try and be something you're not.

Don't try and dress this up and try and come across like a marketer, or sound like somebody else, just be yourself.

I've sent emails before just saying,

"I can't be arsed. I'm writing this email today to talk to you about this product, and quite frankly I can't be arsed because I've told you so many different benefits of this product, I've shown you the money that it's made, that quite honestly there's nothing left for me to say."

If you don't want to buy this now, then to be honest, there's probably something wrong with you. So either unsubscribe or buy it, here's the link."

Just be honest.

You might think that's abrasive, you might think it's too over the top, if you do then don't do it. But, you need to be yourself and tell it like it is.

Be transparent, people love it.

Next, it's a **rat-a-tat style**, quick and punchy.

Not huge, long paragraphs, it's got to be something that will make the eye flow.

"Hey, did you see this?

Here's something really cool that you need to know about.

I tried this method the other day, and it worked amazing.

It was kind of weird because all I did was..."

You're breaking up, just one line, maybe one word per line, maybe the next line just a few words, one paragraph.

Rat-a-tat style, like a drill sergeant.

Now you want to come across as **confident not aggressive**.

You're confident. You're also assumptive that they're going to do what you suggest.

You don't want to be saying,

"Yeah, so if you think you might really want this, then perhaps you should maybe click this link." Or, "You should really go and get this," just no.

Remove any doubt, any ifs and maybes, go get this.

"You need this."

"Here's what you need to do."

"Go grab this now."

Assumptive, be assumptive. Like a drill sergeant, they will hang on your every word, and **make it story-based.**

Now drill sergeants, admittedly, they're not renowned for telling stories, but occasionally if they want to make a big point on something, they will make an example of somebody and they'll maybe tell a story, or whatever. That's what you need to do in your emails as well.

Make sure you don't give away the whole story though in the email.

You want to **tease, tease, tease** and then give the link.

"Oh, I found this amazing method. It's so powerful, it actually tripled my conversation rate in about 29 seconds flat, and the weird thing was I'd never come across it before despite all my experience. All I had to do was, well, check it out for yourself at this link."

You leave them hanging, **it's like a cliff-hanger**, like the end of "24" with Kiefer Sutherland, or like the end of "Game of Thrones," every episode there's a cliff hanger.

You don't tie up all the loose ends and say,

"And all I did was use this simple method, and I got on the top of Google using this specific strategy, here's what the strategy is, if you want to do it, here's the link."

It takes all the air out of the room, the air of anticipation, excitement's gone, the curiosity's gone, they ain't going to click the link and you've lost the sale, and you've lost the money.

Story, story, story

You always revert to story in your emails. Have a story, a lesson, and then a link. A subject line, opening line, tell the story about what's happened, then say,

"What's the lesson here? The lesson is blah, here's the link."

If you do tell them everything in the email, as I've said, there's nothing left for them to click on other than the price.

That's a bad move, so if you tell them everything the product is, if you tell them everything it contains, who's behind it, the story, why it's been released, what it does for them, all blah, blah, blah.

If you get all into that detail and you try and sell the products in your email which most people try and do, why would they even click your link? There's no reason for them to click the link other than to find out the price.

That's a bad move, because you want the sales letter to sell them before they see the price at the **bottom of the sales letter**. You don't want them to try and sell them in your emails, that's not your job.

Your job isn't to sell the product, your job is to pre-sell, it's to **pre-frame, it's to drive the curiosity**, it's to get them excited, it's to talk to them about the **desired outcome, talk to them about the money** that can be made, and then tease them so they click the link and go and find out what the hell this thing is.

As you can see **I'm passionate about this stuff**.

I'm jumping the gun here, don't try to sell the product in the email. Sell the problem, the pain, the desire, the money, the outcome, plant the riddle of how it's possible. Clicking the link becomes the only way they can get the answer.

That's **how you're going to get more clicks**.

If you want to know how to do this, what is this weird method, and why does it work, and how's it so powerful, and why was I able to make this amount of money in this amount of time?

How come he's got 56 success stories, and who's the guy behind it? All the answers are here.

Just write like you talk.

Don't sit down and think how am I going to phrase this, this doesn't sound...just write like you talk.

If you have a problem with that, just record yourself on your phone, or leave a voicemail for yourself, and just speak out an email and write it down.

Don't try to be something you're not, I've said that already.

Slang, dialect words, and typos are all fine.

Use words that other people don't use and you become unique. When you're talking, this is just a side note here, when you're talking about coupon codes and discounts, you always want to talk about the dollar value and not the percentage value.

Again, it's people's money mindset.

People are money obsessed.

If you talk about percentage, it means nothing. Talk about the dollar value. You're getting \$10 off the already low price.

I would never talk about the price of a product in an email, very rarely do I mention the price of a product, because again that's a nice curiosity thing to leave them hanging to have to click the link and find out.

I wouldn't talk about the price, but you can still mention the price of the discount or the value of the discount, you'll get \$7 off, you'll get 20 bucks off, it's going up by 100 bucks this weekend, it's going up by \$59 on Sunday, or whatever.

You can also do **personal story building** about the product owner to **build credibility**.

You should already have some sort of connection, rapport, and credibility, hopefully, with your prospects.

Great, but it's not your product that you're selling.

You're an affiliate, so you need to try and build that and pass that over that credibility, and pass it over to the vendor of the product. You can do that by drawing personal stories from the sales letter.

If it's a good sales letter, there should be personal stories in there about where the guy's come from, how old they are, where they live, their family, pet, something.

There should be some story of how they created the product, how they came up with it, their journey, something.

There's got to be something you can latch on to so that you can build that up and talk to the people, your prospects about who this person is, and build that personal story about them.

4.5 The Call to Arms

What is the call to arms?

You've done the subject line, you've done the opening line, you've done the drill sergeant method to tell them what to do and keep them engaged and drive that curiosity home in the body of the message.

Now it's time to get the call to arms, **the call to action**, to give them the link. Now you **don't want to dwell on the solution** you're describing.

I see this happen all the time in emails.

People come up with a good subject line, it's curiosity-based, people open it up.

Good opening line, excellent, follows it through, makes you want to read it.

You start reading the body copy, talks about the pain and the problem, maybe tells a story, and it says, OK, the solution is you've got to go and grab this.

Here's what it does, it actually...and then they go off on some whole other tangent getting into the detail of the product.

As soon as you've drawn the lesson about why people need this, give them the link.

Get out of there as quickly as possible, it's like a hot potato, the more you talk and the more content you put in after you've told them that here's the thing that will give you the solution, the more you explain, the more you go on at that point, the less chance you've got people clicking the link because they'll start to make assumptions about what you're saying.

"Oh, this is a great product, it's really quick. In fact, you'll be surprised when you have a look on the sales letter you'll see some case studie etc."

And I'm reading this in an email thinking;



"What is this guy doing, he's losing the sale right now!"

Don't give people a chance to make assumptions like that.

Get them onto the sales letter so the sales letter can do its job. For example, this is what you want to do.

"Here's the problem, it's really hard to X, Y, Z, I've found something which solves this, here's how. Link."

Now I obviously I've paraphrased it, you wouldn't write exactly that, you'd spread that out over a few paragraphs.

If you can, if possible, you want to theme the subject line, and the opening sentence, and the call to arms, all in the same theme. I'm going to give you examples of this in a second.

Really what you're doing here is you're training your prospects to react and look forward to that link at the bottom of your email, at the bottom of your Facebook post, at the bottom of your blog post.

You're training them to look for that and know that there's value before it, there's entertainment, and there's edutainment, there's some kind of story, there's a lesson, and there's always going to be a link to go and by something.

PS versus PS?

I used to put PSs in my emails, I don't do it anymore for one simple reason, and that is I want one link per email. I want people to be pre-sold on all my content in my email, and then click the link if they want to go and get it.

A lot people say,

"Oh yeah, you should put in multiple links, you should put a link at the top, a link in the middle, a link at the bottom, then a PS, a link at the bottom, the more links you get the more clicks you get."

I don't care about clicks. **I care about money.**

If you want to get 1,000 clicks and no sales, great go put a bunch of links in your email. Go for your life. What's going to happen if you put tons of links in your emails is you're going to keep people clicking that link who are unqualified.

They haven't read all your pre-sale pitch.

They haven't read your story, they don't know the pain points, you've not given them that **golden drop zone**, you've not tapped into the pain,

the problem, the fear of embarrassment, their feelings of being ashamed, **the desires,** the desired out...they've not read all that stuff.

They've clicked a link in the second sentence, they know nothing, they land on the sales letter, and guess what?

They don't buy it because they haven't been pre-sold by you on the pain and all the problems.

This also comes from a place of **fear versus confidence.**

A lot of marketers have this fear that nobody's going to click my link if I put it at the bottom, nobody's going to click it, oh my god, I'm going to lose money, I'm not going to make as much money this month as an affiliate.

Have the confidence that people will click the link.

The people that want the product, the people that get it, the people that understand your message are in that point of problem, and pain, and frustration, are going to click the freaking link.

Have that confidence.

It will make you stand out, because most people just put links all over the shop thinking,

"Oh yeah, I'll get tons of links, I'll put a big headline here, click this link, this is awesome, click here."

People open the email, they see the word awesome, and they click it, and they've got no idea what the hell this product is.

They've not been stirred up with the pain, with the problem, the frustration, we've not told them how bad their situation is, we've not give them the feeling of embarrassment, or we've not tapped into that golden drop zone, we've not done any of that.

They've just blind clicked an email, they're on a sales letter, and lo and behold they don't buy the product, so don't do that.

Here's some examples;

"All you need is a working mouse finger and this link."

Here's another one;

"With this new strategy you don't need to be a cigar-smoking guru, and expert, or even have a list. You just need to do this."

Another one;

"This promotion made a hundred grand, because I used a simple copy and paste strategy - get it here;"

And another example;

"So grab your pieces of eight scallywag, and sail on over to grab this booty, where I'll give you the keys to the affiliate treasure chest."

That one was a pirate-themed call to action, the subject line was pirate-themed, the body of the email was pirate-themed, and obviously the call to action was pirate-themed.

It's great when you're able to do that.

Next,

"So grab your best fishing pole, put on your waders, and learn how you can hook yourself some big fish in a small niche."

So again, that was kind of a fishing analogy.

There you go, that's the call to arms, and that wraps up choosing your weapons.

We spoke about setting your battle tactics, making sure that you're choosing the right drop zones, really driving home on curiosity. We spoke about the shotgun method, racking the shotgun, getting people's attention with a subject line, different ways of creating subject lines, places you can go to get subject line examples.

The flash grenade, that opening sentence that mesmerizes and makes them read on, how do you come up with that, how can you study and get better of that, where can you get examples of that?

Then we spoke about the drill sergeant method, how to be bunchy, rat-a-tat style, confident, assumptive, get them to actually pay attention to the body of the email, and the finally the call to action, the call to arms.

Getting them to click the link and go ahead and buy the stuff.

This has been a detailed module, I highly recommend you go back and complete this module again, there's a whole bunch of stuff in here that's going to make you a lot of money if you **study it, take action, take notes, and then you can take home the money.**

Now it's time to...

#5. FIRE AT WILL!

Yes.

It's time to actually engage your campaign, and **unleash your weapons of mass commissions**, or something like that. Let's start by talking about...

5.1 The Shiny Object War Syndrome

Most people are used to getting new things in their inbox every single day. **New offers, new promotions, new campaigns.**

It's not OK, but newbies fall into this trap of having and wanting new stuff all the time. You've probably heard this phrase, **"the shiny object syndrome."**

It's not a healthy syndrome.

You chase things around from left to right and blah, blah, blah, blah all over the place. It's just a big, fat waste of time because people don't actually apply the things that they buy. They just buy, move on, buy, move on, buy, move on, buy, move on.

What happens in terms of an affiliate is that a lot of affiliates also fall into the same trap.

Rather than sticking with a campaign, they fall victim to this shiny object syndrome themselves. They actually think,

"Oh, well, I'll do a promotion for a day or couple of days. Now, I move on to another promotion."

That's not the way to do it.

You want to stick to one product per week.

That's what I did.

That's what gets the best results.

Monday through Sunday, promote one product only, multiple emails, multiple messages per day about that one product. I'm going to give examples of why this works. I'm going to show you proof and graphical data on this to back this up in a second.

In terms of your prospects, as we just said, they want new stuff every day.

They crave this shiny, new thing every day. Rather than giving them a new product every day, which is not going to work. I'm not going to buy seven products a week.

Let's face it.

What you need to do is **give them new emails, new stories, new subject lines, new angles, new drop zones every day**. That's going to give them that fix, that endorphin rush of getting something new.

That's how you can deliver that every day.

I want you to imagine, let's talk about these two options that you have as an affiliate...

You can promote a product a day, or one product every couple of days, or you can promote the same products every week. Promote the same product all week which is what I do. Promote the same products all week.



Imagine if each day of the week is like a safe.

You've got seven safes. Each of these safes has a combination lock. If each of these safes, I want you to imagine, they're each stuffed **full of money and gold coins**. Each safe is unique and it only has seven possible combinations. It's not like your typical safe that's got five digits and millions permutations.

There only seven permutations for each safe, seven chances.

You basically got to guess one through seven. It's going to be one through seven. It's going to unlock that safe.

You move on to the next safe, and that's one through seven.

Imagine every day for a week if you tried to open a different safe. Let's say you stayed on this safe here on Monday. You only get one chance. One chance a day. I'll try digit number one, it didn't work. Next day, you move on to the next safe. You can only try one combination per safe per day. On Tuesday, you try the next combination and maybe you try the number two.

Nope, you didn't open it.

You try different combination. It's unlikely you're going to ever open a safe like that.

Compare that to if you just had **one safe all week with only seven possible combinations.**

Every day, you can try combination.

What's going to happen?

Monday, you'll try digit number one. Tuesday, you'll try digit number two. Wednesday, you'll try digit number.

Eventually, it might take all week. You might do on the first day.

You are going to open this gosh darned safe.

This is what you need to do with your promotions.

You need to promote one product, i.e. one safe.

You might not crack the code of making big commissions on that product right away.

If you walk away and go into the next safe, you're starting from the beginning again in terms of having to crack it. If you don't crack that one,

"Oh, no, I gave it a couple of emails, it's still not working. I then move on."

You're then starting from the beginning again. Do you see what I'm saying?

You need to stick to one product a week. Give it your all.

You will eventually crack that safe.

Since September 2014, I started emailing once every day. Back then, I was,

"Oh, my God, I can't believe I'm emailing once a day. People are going to go mad. People are going to unsubscribe. People are going to explode," and they didn't.

Yes, a few people unsubscribed but they were largely douche bags. If they don't like my emails, then frankly, they can get out of town. I don't care.

Since then, I've increased it to three times a day. I pretty much tripled my commissions.

Right now, **I mail four times a day**, and I make even more money than ever before. Yes, it takes a little bit more time to send four emails a day, but I make way more money.

Yes, it's awesome to do that, and it doesn't get you a ton more unsubscribes because I'm using the edutaining method that I'm teaching you here.

It's not like these are four emails saying,

"Buy this product. It's discounted. Here's what it does. It's a cool product. No, seriously, you should buy it. No, really, you should buy it. Apology for the last email, I wasn't emphasizing enough. You really should buy."

Every email is different.

It's got different **story**. It's **entertaining**. It **delivers value**.

This is what you need to be doing, whether it's emails, Facebook posts, blog posts. The more you put out, the more money you will make. Only stick to one product a week, and not seven like that, otherwise you'll never crack the safe.

Let's talk about whether or not you are;

Winning the War or Losing the Battle?

You want to think of every promotion you do as like a battle. Your commissions that entire year, that's the war. Are you winning the war of being a good affiliate?

As you move from battle to battle, from product to product, from promotion to promotion, some affiliates basically think,

"Oh, no, this isn't working. I'm losing this battle. Therefore, I'm going to pull out. I'm going to move on to the next battle."

That usually is the wrong thing to do.

Of course, if you are hitting something over the head and it definitely isn't promoting, if you send six, seven emails, it's not promoting, then obviously, get out of that as soon as you can. However, sustained fire always beats a one hit wonder.

I cannot believe even to this day, there were still affiliates that just blast out one email, they grab a swipe file, they blast it out, and they're like,

"Oh, Gosh, I only did like 30 cents a click. Oh well, next!"

and then **missing out on so much money**. That's awesome for you and me because we're doing it the right way.

What you need to do is you need to **monitor the campaign**.

You need to **tweak it, improve it**, or if it really isn't working after multiple attempts, then bin it.

Look at it this way.

When you first go live with the campaign, you put that message out, they put that a blog post, Facebook post, email whatever, that is the worst it's going to get because you can improve on that.

You can **use a different drop zone**.

You can try the pain drop zone. You can try the money drop zone, the golden drop zone. You can try what people are afraid of, that drop



zone. You could try all these different things, the stories, different subject lines.

You're going to be able to **improve on that first message** that you put out there.

The other thing is, I'm going to show you this in a second. It's very, very interesting.

During a campaign, you're going to see a weird blip.

If you want to do this like I do this, which is Monday through Sunday, or Tuesday through Sunday, dedicated to one product only, you're going to see a blip in the middle of the campaign, every single time.

I don't care who you are.

I don't care what you're promoting. I don't care how you promote it. You are going to see a blip. You may see a spike on the first day. As long as you stick with it, and you do what I'm going to share you in a second, you're going to see a huge spike of sales, a landslide of sales on the last day.

Remember, if you're not getting results from your first message, your first things that you put out, make sure you switch to my angle as soon as possible.

Talk about the money.

How much money this thing made? How much money can it make the prospect? How easy is it for them to make money? Money, money, money, money.

Look at this. This is incredible...



I got statistics for my last three campaigns here. These are a six-day campaign or a seven-day campaign. The little blips or dots on the graph, that's how much money was made on each day.

Let's take this first one here.

Day one, \$260. Not amazing.

Day two, we took a downward turn, **\$203.**

Most affiliates would look at that and they'd say,

"Oh, my God, that's it. It's run its course. Let's get out of here. Everybody that's going to buy it has bought it. I sold less than I sold yesterday. Let's bail out."

I want to win the war.

I am winning the war, and that's why I stick with it.

On the next day, I made more than I made on day one and two combined.

Look, then it takes a nosedive again, **\$320, day five, \$224.**

This is when affiliates might think,

"Oh, no, I definitely milked it here. There's no way anybody else is left on my list that would buy this."

Look what happens.

On the last day, **\$752 in sales**, more than, just look in here, pretty much three days. These three days combined. It's more about two-and-a-half to **three days' worth of sales in one day**.

Most affiliates miss out on that because they bail out on either day one, day two, day three, or day four. They're not in it for long haul.

I thought, "Well, maybe these figures are a blip."

I had a gut feel that this was taking place, but I wanted to map it out. I looked again for the second campaign, a totally different product, totally different price point, totally different sales funnel and all that stuff.



Look, the graph is very, very similar.

\$766 in day one, good start. \$1,024 on day two, solid. Day three, \$575.

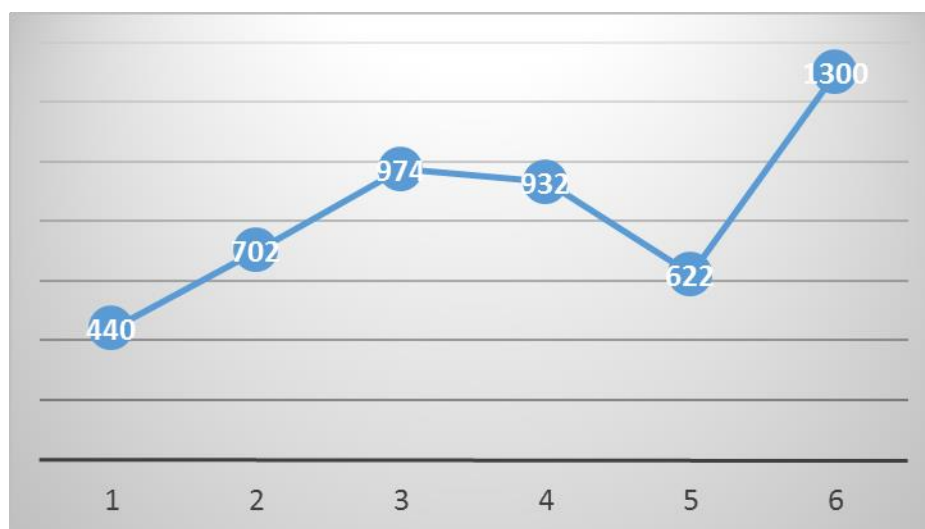
Most affiliates bail out here.

"Oh, my God, I only made half what I did yesterday. I'm probably harming my list too much on this. There's nobody left that can buy this. Let me get out."

They quit.

They walk away and miss out on what is basically about **\$3,000 still to come in, including \$1,800 on the last day**. Hello, \$1,800 in one day, commissions.

I thought, *"Maybe it's a fluke. Let me have a look at the third campaign."*..



Again, it's exactly the same, **\$440 on the first day**. This one actually ramps up. Little bit unusual, but it does still have that downward trend. Towards the end of the middle of the campaign, day four, only **\$932, day five, \$622**.

You can see the downward trend.

Again, most affiliates bail out.

"Oh, my God, it's going to the dogs. This is never going to work anymore. Let me go into the next thing. I'm bored."

They miss out on \$1,300.

What's going on here?

I'm going to tell you; we're going to come on to this in a second.

I'm going to show you how you can do this and replicate this kind of results with your affiliate campaigns. Basically, what's going to happen is it's **loaded heavy towards the end of the campaign** for a number of reasons.

Firstly, and primarily, people sit on the fence. When you make an offer to somebody as an affiliate, they sit on the gushed on fence. Most people don't buy.

Even though you're using all the tactics and the entire strategy that I've mapped out for you here, most people in your list, most people that you put this in front of your Facebook and your blog are not going to buy it.

That's because they're sitting on the fence.

They are nervous.

They wanted to do their due diligence. They're reticent. They're not quite convinced. They don't want to make a mistake. They don't want to look stupid.

Guess what?

At the end of the campaign when you start hitting them with the likes of an FAQ about the product, when the scarcity kicks in and the product price is going to go up, or you're going to pull your bonus away, or there's an urgency, only five places left on this program, whatever, **it gets them off the fence.**

You can only get the value and the benefit of this if you followed up and you've **planted all the seeds earlier on** in all the different days.

Most affiliates quit when they get to a trough.

They think it's run its course, but it hasn't. **The lion's share of the money is still there to be had.**

While I recommend, having everything written in advance. I'll come on to this in a second. You can of course have everything written in advance for your campaign.

I recommend that you do that if you're organized, if you can get organized like I am. Have it all written so you can move on, and focus on the next thing, and get more stuff down. It's good to do that.

However, having said that, it's also valuable if you're able to actually use a feedback loop to and **pop the results you can get from the campaign.**

What I mean by that is you can loop back into the later emails. If we come back here a second, into these later emails in days six and seven, you could say,

"Well, look this is how many people have already bought this. There's a ton of people. Here's the feedback from people who've already bought this. This is what they've said."

You can also feedback and say, "There's only X number of bonuses left."

You can still use that live component in your campaign and feedback the results of how the campaign is going into the email, into your promotion which is counterintuitive.

A lot of people don't want to talk about the results.

They think,

"No, I don't really want to tell people what I'm doing and how much commissions I'm making."

If you do that, it shows people that people are buying the product.

I've done that numerous times.

For example, typically on the last day of a campaign which normally falls on a Sunday, I'll say,

"Look, guys, why am I sending you so many emails? I'll tell you why. It's just making a boatload of money. Of course, yes, I'm recommending it to you because it's a great product and you get massive value, and it will really change your life."

Look, I made three times more money today by emailing five times than I did yesterday, mailing three times. Mailing more really works."

You can **be transparent like that and feedback into the campaign the results of the campaign itself** as it's actually unfolding.

Okay. Let's talk about;

5.3 Lighting The Fuse

Lighting the fuse is all about **scarcity and urgency**, using this idea of scarcity and urgency. I'm sure you've heard of this if you've been in Internet marketing for any amount of time.

It's things like;

- Is there a countdown?
- Is the launch ending at a certain time?
- Is the price going up?

- Are the bonuses going away?
- Are you going to remove your bonuses?
- Are there limited number of bonuses available?
- Is there a limited number of places available on the actual program itself?

If you're promoting something that's a launch, typically, there is inbuilt urgency into that.

There's **inbuilt urgency** because the end of the launch, something's going to happen. Prices are going to go up, or the bonuses are going to go up. There's going to be some kind of sense of urgency there.

Even if you're promoting an evergreen product, something that's just live all the time, live now, live tomorrow, live next month, live next year, **you can still create that sense of scarcity and urgency** by developing a bonus offer and saying,

"Look, this is the bonus that you'll get when you buy through my link, but I'm taking it down on Sunday, at midnight. You've only got until Sunday to buy this. If you don't buy it through my link before Sunday, you won't get this bonus."

It creates this kind of scarcity and urgency, and lights the fuse about this idea that **somebody's going to explode**. They've only got certain amount of time.

The fuse is burning and it's running out. You can do that even if it's not a live launch.

Okay. The time has come to discuss;

5.4 Multiplying Your Firepower

Let's talk about multiplying your fire power.

You've got that message. You create the message using the methods that I've shown, using the shotgun approach for the subject line, using the flash grenade for the opening sentence, using the drill sergeant method for the copy, and using that call to arms to get them to click to the link.

Don't stop there because you can take that message.

You can send it out to your email list if you have an email list. You can post it on your blog. You can use the same message on your Facebook wall.

You can put that same message, turn it into a video. Just record it or pay somebody five bucks on Fiverr and get somebody to create a YouTube video for it. You can go post it on LinkedIn.

Multiply your fire power by reusing your promotion. I do this all the time. **It makes you a bunch of extra money for almost zero work,** negligible work. You've created this promotion, why not put it everywhere. Put it on Facebook. Send it out to your emails. Put it on blog. Take a short version of it and whack it on Twitter. Stick it on YouTube. Put it on LinkedIn. Put it on Google Plus. Whack it everywhere.

It's going to make you more money and multiply your commissions.

Simple yet highly effective (and profitable).

Lastly, let's discuss;

5.5 The Revolver Method

This is a really cool method that can add a lot of money to your bottom-line. A lot of people are missing out on this. They just don't know it exists. **It's all about leverage.** It's about reusing existing campaigns.

What I do regularly throughout the year, if I've got a spare week, what I will do, if there's no launch coming up or there's no prior commitments, I will just take a product I've promoted previously, that's evergreen.

I will just **use the entire same campaign,** the entire same bonus, the entire same emails at the same time on the same day. I'll just copy and paste the whole thing and write exactly the same that week.

It will **makes several thousand dollars again.** I'll do that again and again and again.

You've got to be careful in the timing of this.

I've never ever had anybody complained saying, "I've already seen this campaign." Never has that happened. I usually space it around two months minimum gap between when you do this.

Every two months, you can run the same campaign.

The other thing that you can do is you can actually **reuse the promotions** as long as you create them in the way that I've taught you in this strategy. You can just swap the link out almost and make a couple of edits and use the same messages to promote another product, **which is really awesome**. That's when you really start to see the **power of this**.

You're like, "Well, wait a minute." I've created this 10-email campaign. It's promoting product A. Yes, you can promote it now when it launches.

As long as it's evergreen or you can get a coupon card to get it down to a launch price, you can use that again in two months, and use it again in another two months, and so on.

Not only that, you can take those messages, edit them slightly, and just promote another product. **It's awesome**. That's the revolver method, all about leverage.

It will make you a ton more money.

WHAT TO DO NEXT?

Firstly, make sure you [attend the live orientation call](#).

You need to attend because it's going to show you the free way to get tons and tons of prospects that you can put your affiliate offers

in front of. **Plus the easiest way to make \$10,000 commissions per month (even if you're just starting out).**

Go and register by [clicking here.](#)

Next, make sure you go through this entire training again, not just this module, but all the modules, **take notes, take action, and take home the money.**

That's it.

I look forward to hearing **your success story.**

It's been my privilege and pleasure to teach you. I want you to **make a ton of money with this.**

Apply what you've learned, and you *will*.

I'll speak to you soon.



Michael Cheney

P.S. [Click Here to attend the LIVE Black Ops Orientation Call](#)