

MILCERS NEWSLETTER

AN EXCLUSIVE PUBLICATION
ONLY FOR MEMBERS OF THE
FAST TRACK MARKETERS
CLUB.

THE
DISPATCH
CREATING
YOUR \$37
SELLER

Hello,

Marlon here.

Welcome to our Dispatch.

Holy cowl we have a lot to talk about today!

We're going to bang out our \$37 product, which, oddly enough, could end up being easier for you than your \$9 to \$13 seller.

Before we get to that...

Welcome to the new members:

his Dispatch is produced monthly **for Milcers and Fast Track members**, and is in addition to the weekly mentoring calls and our Community.

Today's Dispatch is worth \$97 by itself. I mean that.

Here is why:

You're about to discover:

- Where To Find Thousands of Products You Can Sell On OTO's Without Having To Create Them Yourself
- How To Get Your Product and Bullet Points DONE In 3 to 4 Hours
- How to Nail OTO 1 and Make It Sell Like Gangbusters
- Done for you OTO's – all the secrets and tricks
- Creating a video-based OTO 1
- How To Narrow Down What YOU Should Do and FOCUS
- Why we're in the business of selling dopamine hits
- What To Do If Things Are Tough Sledding
- How To Handle Immediate Financial Pressures
- How To Handle The Lack of Time
- The Last Resort For Getting Unstuck And Getting a Product D-O-N-E
- Why Wicked Page Design Gives You Clout
- The Philosophy of Building With People At Your Level or 1 Rung Above
- How To Make Sales As An Affiliate And Why You Should, And Other Ways To Invoke Reciprocity
- Why You Sell Your By-products
- A Short Detour To Talk About
- How You Get Affiliates To Promote You

I hope you just realized those were my bullet points and talking points for today's newsletter.

See, when you learn to do Secrets or Bullet points products, you can even write your own newsletter, or do it as video. Whatever floats your boat.

Let's talk about your \$7, \$9 or \$13 seller BEFORE we talk about the theme of today's Dispatch, which is your \$37 OTO 1.

By the end of this Dispatch, you'll know everything I think it's critical you know to be able to create and sell a bang up OTO 1.

I hope to get all our new people "in the groove" of what we're doing.

And for you vets, I hope to inject new enthusiasm into your actions and participation. And give you some practical, hands-on tools to help out like the Action Machine and others.

In this Dispatch, I'll present some options for those of you who are stuck. But then at the end, I pull it back in to One Path, so as to not overwhelm or confuse you if you're a person that needs a black and white path to follow.

On thing I'll be making CRYSTAL CLEAR is how you get AFFILIATES to promote your products. This is fresh in my mind as this week I had a very long convo with the #1 Warriorplus vendor about this very thing.

You get the practical benefit from that conversation as though you were a fly on the wall.

The #1 strategy I've given you is what I call a "Bullet Points Product." This is a good \$7 to \$13 seller.

Brendan is currently selling his front ends at \$13. But this is subject to change and testing.

The reason for this type of product is if you don't have any credentials or experience, it's a good way to "borrow" credibility.

It also flows easily into your sales page built around the bullet points and the product.

Some of you are NEW. This IS the entry-level product I recommend you create.

But you aren't locked into it. And this applies to you if you've been in a few months also. You do NOT have to do a bullets product.

Do A product that is a FRONT END. Pick something you can get DONE.

For example...

The FASTEST way to create a product is by doing interviews. If you don't have Interview The Expert PDF, just message me on getyoursupport.com and I'll zip it over.

It explains exactly how to GET the interviews and how to conduct them.

And if I haven't set up your Push Button Letters for you yet, just message me on getyoursupport.com, and I'll set it up.

If you're having trouble FOCUSING and STAYING ON TRACK, our mind-set "Bible" is the book Consistency

by Weldon Long. You've got to DO chapter 5 DAILY. It's very powerful.

If you're new, this book is available on Kindle and also audio. It's inexpensive. Be SURE to buy the one by Weldon Long as there's another book with the same title by someone else.

Chapters 1-3 lay the groundwork.

Chapter 4 is essential exercises.

Chapter 5 is the quiet time method that causes it all to happen.

If you have been working on your research and bullet points the past 2 months, it's time you FINISH. Just bang out a sales page the BEST you can and get ON with writing or recording the product.

If you can write fairly fast, write it out.

If writing is like pulling teeth for you, then record it using Camtasia, Screenflow, screen-cast-o-matic, Open Broadcast Software (OBS) or another program.

The main thing you need is good audio. Most people use a Yeti mike. If that's not affordable, you can get by with a Logitech headset.

Audio quality that doesn't suck is important if you record.

I also like to use a mindmap as I've talked about in our other Dispatches. I use Mindjet, but Xmind is free. Or any mindmapping program.

You can also use Google slides. Just get a nice template for your slides.

If you struggle with that, post in the group and someone can help you.

The point is....

Push and get your product done, even if it isn't perfect, or your bullet points don't live up to my standards.

Just do it. If all you sell is 20 copies, that is 20 more than you've likely ever sold. So it's a win.

If you are new, don't sweat it. But if you've been hacking away at it for 2+ months, you've GOT to prioritize it and bang it out. Literally you can record the videos in 3 hours and you're done.

Get a list of 30 GREAT bullet points.

Stick each one on a Mindmap branch or Google slide.

Open your piehole and TALK. It just isn't that difficult. You have a PAUSE key (f9 on Camtasia) so you can PAUSE if you don't know what to say.

If you're making excuses and reasons you can't do it, then I KNOW you aren't doing your Chapter 5 of Consistency daily.

DO IT.

Just do it.

If you do Chapter 5 and visualize your product DONE and SELLING, you WILL find the time.

There's also a MINDSET thing here.

I said it was SIMPLE. It is.

I never said it was 100% easy. It's a SKILL. I've worked hard in the critiques to do everything I can to show you how to get your bullets to a level you can SELL WELL.

But there's also a point where you've just got to FINISH it. Close the loop.

If you're putting it off, or struggling to complete it, DOUBLE DOWN on chapter 5 of Consistency. Double down. Triple down. Quadruple down. Whatever it takes.

It all gets 100% easier when money starts coming in as you get motivated. All you're operating on now is belief or hope. That's a challenge. So I'm doing my best to let you borrow my belief in you until you have your own belief.

If you have slacked off in participating in the group, I highly encourage to hold on tight to your commitment.

You have to show up to blow up.

I can almost guarantee you that if you slack off the group and slack off showing up on calls or listening to them, your motivation will wane.

And then your activity level wanes.

And then next thing you know, your Chapter 5 dreams have waned. And are gone. You blend back into the Matrix.

ONWARD TO THE NEW INCOME STREAM

Alright.

Our \$37 info product is designed as OTO 1. You'll also be able to sell it as a SEPARATE product or use it as a bonus for a higher end affiliate promotion like a \$100 or \$200 product.

Let's talk about the PSYCHOLOGY of OTO 1.

The word OTO stands for One Time Offer. While the concept has been used for many years, Mike Filsaime created the term when he did his Butterfly launch years back.

The way Mike did it was after you opted in for some awesome freebie, he presented a page with a truckload of ebooks on it at a huge discount. The offer was ONLY good at that time on that page. Not later.

Which is why it was called a one-time offer. Now, technically the offer should be one time. But in use, we call it an OTO even if it's available later. It's really an upsell. But whatever.

The idea is they buy your front end or your \$7, \$10 or \$13 seller. Then they're presented with a NEW offer. Your OTO 1. Usually there are 2 or 3 OTOs. That is why it's called OTO 1.

OTO 1 is your moneymaker.

The reason is we usually give 100% of the "front end" to affiliates in exchange for promoting.

Or, if you're running ads, all that money will go to erase the cost of your ad.

The term "front end" comes from the fair or carnival. The front end of the carnival is where the cotton candy, funnel cakes and caramel-covered apples are.

The midway draws people to the back end.

The back end is where the rides and

the shows are. These are the BIG moneymaker.

Thus, they are called the back end.

Your FRONT END gets people in the door. It's the ATTACTION device.

1. If your front end is a PDF or written product, you can use video tutorials as OTO 1.

This isn't your best possible converter but it WILL convert as people want to see it vs. just read it.

Think of it this way. If the front end is a written pdf, it's an instruction booklet on how to use a calculator.

OTO 1 is some VIDEOS on how to use the calculator.

If you did videos for your front end, then you'll probably use #2 as your OTO.

Or, if videos are your OTO 1, then you can make #2 your OTO 2.

2. Your BEST CONVERTER is usually something that makes IMPLEMENTING the front end fast.

Here's the way to think about it.

The front end teaches LONG HAND math calculation.

OTO 1 says "Hey, the long hand works but if you want to do it all by punching a few buttons, here's a thing called a calculator."

Obviously, this is an old-school metaphor as we all use smart

phones today. But you get the idea.

The top converting OTO 1's are usually some form of done for you templates.

But if you can't think of anything, THEN you use method 1 – the videos. And if your front end product was videos, THEN you have to get more creative for your OTO 1.

Think of it this way: People do NOT want to do the work. They want RESULTS without the work.

What could you offer them that would be AS CLOSE to that as possible?

So Michael is doing a product on getting people to invite you to be a guest on their podcast.

OTO 1 could be a list of shows you could be a guest on with contact info. That's just an idea.

OTO 2 could be a serviced where you'll get them set up on 10 podcasts.

Follow?

If you can't think of a "done for you", you can always use videos as OTO 1 if your front end is a PDF.

If you are stumped for done for you ideas, post in the FB Community and see if others can brainstorm for you.

Steve is working on his product on how to get music gigs for bands. What could he provide as OTO 1?

Maybe a template for their band's flyer? Hopefully, when you do your research, there will be something you

stumble across where you go SHAZ-AM! That would be a great done for you OTO 1!

I'll give you an example.

When I sold Big Ticket Dashboard which showed people how to sell big tickets, OTO 1 was an actual SCRIPT that had made a boatload in sales.

Then OTO 2 was a video of a training to new phone sales staff on how to do phone sales of big tickets. The idea was they could train THEIR phone team by showing them the video.

Done for you sells.

Scripts sell.

Done for you ads sell.

Done for you emails sell.

Done for you campaigns sell.

A TOOLBOX or KIT to implement the front end sells. So Steve could have a Get Music Gigs kit. I don't know what you put in it. Done for you stuff. Like templates, phone script, ads. Whatever you run across in your research that you can repurpose.

What's nice is sometimes these things can be OUTSOURCED so you don't have to create them yourself.

You can use Upwork or Fiverr.com for that.

We haven't covered outsourcing yet but we will.

I remember Dan Kennedy used to have his tribe sell a "done for you" newsletter service where each month

they'd send you a newsletter doc and all you had to do was type a short article or two and send it to the printer.

Hugely popular service.

Someone else I know has a service where he creates a new plr product for you to use every month.

HERE'S THE TRUTH: People want INSTANT RESULTS. Or the perception of the ability to get instant results.

Most people are willing to do very little to get a result. That's not everyone. Maybe Gary V or Grant Cardone has been able to round up a serious group of doers. But in all likelihood, they still only have 5% to 10% doers.

I'll give you an example. The #1 Warriorplus vendor currently is Brendan Mace. ALL his OTO's are done for you stuff.

For example, in the front-end product he teaches you to sell affiliate products by offering special bonuses via a bonus page.

And then he sells you several packages of done for you bonuses WITH the bonus page already done for you.

I don't know if the bonuses were PLR he bought or if they custom created them. Anyway, it's a great "done for you" offer.

DeeJay is working on a product about Tiny Houses. I don't know what done for you ideas she can run across.

- Done for you house plans?
- Complete furniture layout with Amazon buy links

- The top 10 tiny house designs reviewed with links and complete info

I don't know.

I would SEARCH and LOOK for something that is hard or time consuming or not particularly fun.

And I'd see if I could cook that up as an OTO.

You're selling TIME savings.

And also, people usually want an expert to do it for them as they feel inexperienced, unconfident and uncertain.

You may not feel that confident either. But in the land of the blind, the one-eyed man is king.

WHERE TO FIND THOUSANDS OF PRODUCTS YOU CAN SELL ON OTO'S WITHOUT HAVING TO CREATE THEM YOURSELF

This is pretty crazy.

It depends on your niche.

But in a niche where people launch a lot of products, and go on to the next product launch, their OLD PRODUCTS just sit there. They do nothing with them.

It's not particularly unusual for them to give the rights for you to sell the product and send the person to

them for delivery. What they get out of it is the opt in.

So they get free buyer's names on their list.

I've known others who routinely got the rights to sell software by paying \$500 or \$1,000 or \$2,000 cash.

In fact, I talked to a friend yesterday who did just that. And he has rights to sell a software program all he wants.

It's EASY to find products on Clickbank.com that don't sell much. Same with JVZoo and Warriorplus. And it's also easy to find products that launched 6 months or a year ago and are lying dormant.

There are thousands of products on JVZoo and Warriorplus like this. I'll demonstrate this on a mentoring call.

I ALSO want you to be aware of something.

You probably just got EXCITED.

Why?

Because I JUST showed you how to do what?

Get a RESULT (a product to sell) without having to do what? The WORK.

This is what people want.

They'll crawl over broken glass to get it.

It's why I often eat out instead of cooking at home. I want it the fast, easy way.

Hi,

I see you have this product called xyz that you launched 6 months ago. I'd like to send tested, proven buyers to you in exchange for their access to that product. This can be instant, easy money for you via the OTO's. Hit me back if you'd like to chit chat about it.

Notice that I just gave you a little mini "done for you." And I bet you loved that. And your ears perked up. Right?

I'm just showing you the PSYCHOLOGY of OTO 1. And really, all your OTO's.

DRILLING DOWN TO THE HOW YOU SELL IT

How do you SELL this then?

The best way to learn is to model OTO's that are converting gangbusters already.

On Warriorplus, you log in as an affiliate (free to sign up).

Then you go to Affiliate > Offers.

You can sort by sales and see the top-selling offers. And you can see their funnel. I usually go to the JV page to see the funnel. You do that by clicking the request button.

Product / Vendor	Launch Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Comm. Rate	Refund Rate	♥ ?	
Presentation Secrets Plus Profitable Closing Words johndilemme	2019-03-30	6	50%	\$8.50	\$17.00	↓	0%	1.10	Request >
Want more exposure for your affiliate offer? Advertise Here >									
AffiliXPro moshbari \$\$\$\$ 🌟 20	2019-03-24	1000+	25%	\$10.44	\$41.69	↓	1%	102.51	Request >
'Create by Vidello' sambakker \$\$\$\$ 🌟 1	2019-03-26	2000+	19%	\$11.90	\$64.57	↓	4%	101.82	Request >

Once you do that, you'll see a button that takes you to the JV page:

Contents: [Ebook](#) [Video](#) [Software \(Online\)](#)

Categories: Marketing Education » Affiliate Marketing, Marketing Education » Traffic, Software » Online / SaaS

Affiliate Information [View JV Page](#)

That may give you info on the oto's. But a lot of times I just take the domain and type site:domain.com in Google to find the OTO pages where I can study them.

Here are the current all time best sellers on Warriorplus. You can do the same thing in JVZoo.

https://warriorplus.com/affiliate/offers?o=3

rcers WSOLinks 13 Google Calendar Group Members pointclick AttractSales Admin Admin M

Product / Vendor	Launch Date	Sales	Conv. Rate	Visitor Value	Avg. Sale
Presentation Secrets Plus Profitable Closing Words johndilemme	2019-03-30	6	50%	\$8.50	\$17.00
Want more exposure for your affiliate offer? Advertise Here >					
Zero Hour Work Days (LAUNCH) brendan mace \$\$\$\$ 🗣️ 27	2016-10-09	25000+	12%	\$0.41	\$3.53
Flipp Me artflair \$\$\$ 🗣️ 37	2016-06-10	10000+	7%	\$1.01	\$13.96
Simple Video Pro NickL 🗣️ 3		N/A	0%	\$0.00	\$48.09
Arbitrage Underdog Reloaded 2015 Tom E \$ 🗣️ 13	2015-02-18	5000+	8%	\$2.48	\$30.93
Lindgren's Lazy Method brendan mace \$\$\$\$ 🗣️ 27	2017-07-01	5000+	10%	\$0.87	\$5.85

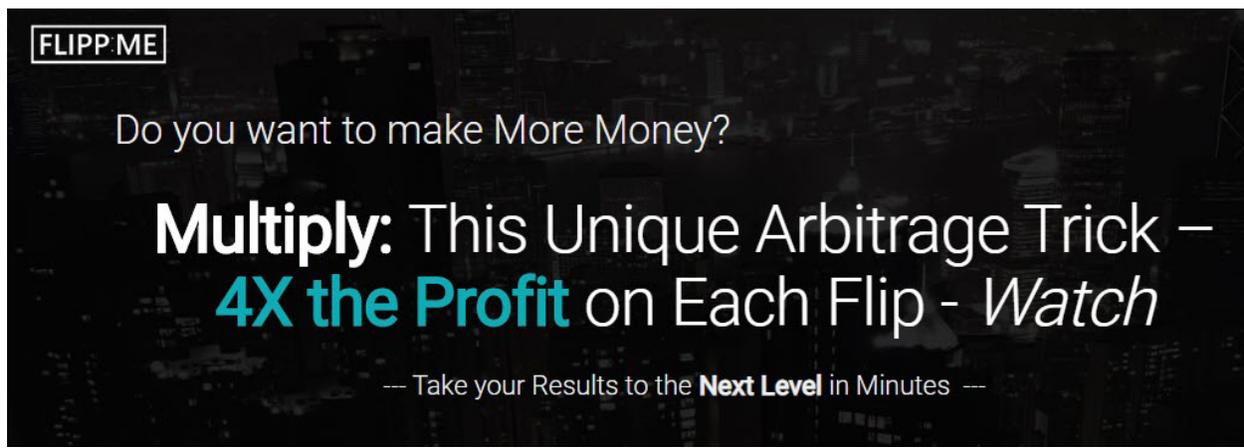
While you are there, search Brendan Mace. The reason we want to search Brendan is he's currently the #1 Warriorplus vendor and his OTO's convert like a beast. Plus, they're simple.

You'll notice Zero Hour Workdays is the best selling all time W+ product currently. And his Lindgren's Lazy Method is #5.

ALL those top products have awesome OTO's.

For example, Art is #2 with Flipp.me. Great product.

Here's OTO 1: <http://flipp.me/OTO-1/>



That isn't about FAST. It isn't about Automation. It's about SCALE.

Make 4X more on each flip. A believable promise. It's a MULTIPLY oto angle.

So even though you don't sell "make money fast and easy" like Brendan does, you can still learn a lot from his "done for you" otos.

It's a beautiful OTO. Art really nailed this one.

Here's OTO 2:

<http://flipp.me/OTO-2/>

What I'll sometimes do is go through and buy all the OTO's even though I can find them in Google. The reason is, sometimes there are hidden downsells. And you can see how they handle email follow ups and retargeting ads.

FLIPP ME

Time Sensitive...

\$450: TrafficX Package
- for **Next to Nothing!**

— More Visitors and More Buyers sent Directly to YOUR Listings —

Is the headline unique? Yes.

Is it ultra specific? Yup, \$450

Is it useful? Yep.

Is it urgent? Well since it's on OTO, yes.

Anyway, Art created a heck of a product and promo. Well done. Great product. I need to send out another promo on it.

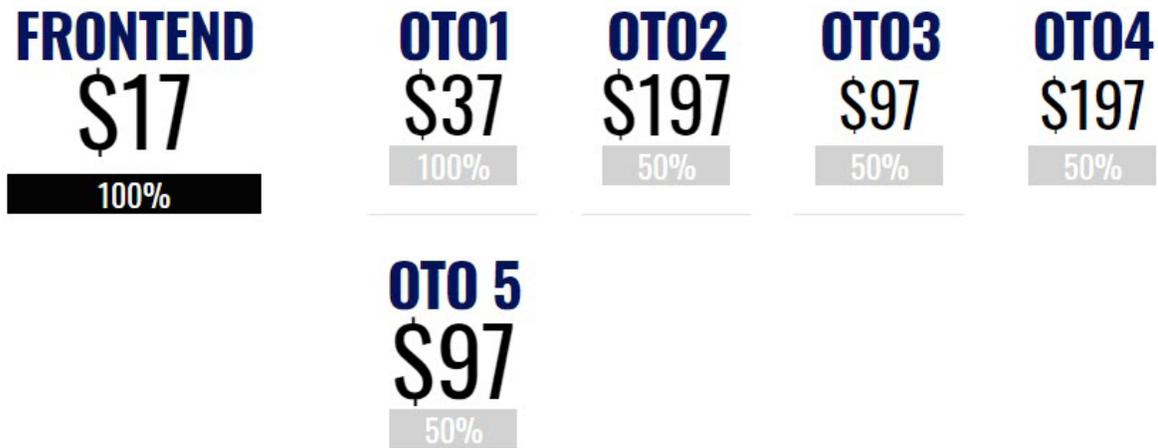
Now, at the time I'm writing this, Cash Magnets is his current offer.

We do this in Google: Site:cashmagnets.net

If you like that page design, I posted info on the designer in our FB Community.

I find his JV page: <http://www.cashmagnets.net/jv-page>

If you're wondering what a good JV page looks like, that one is pretty standard. Of course, starting out, you can use a simple page like some of mine are. But if you hire a designer, they'll do something similar to this for you.



THIS is what is exceptional about Brendan. He found out he could sell OTO's for \$197 if they were hot done for you offers. This makes his offers very attractive for affiliates to promote.

But his OTO 1 is \$37.

The front end is actually \$12.95 but it'll go up to \$17 later.

Here's how he describes OTO 1:

OTO 1 (\$37) Done For You Magnets - This gives people some "done for you" magnets that they can start making money with immediately. No need for guesswork.

Here are the Cash Magnet OTO's. This is the ORDER in which he presents them. Going through these oto's in order is a whole EDUCATION in how to do simple, \$197 OTO's that convert like crazy.

<http://www.cashmagnets.net/dfy-cash-magnets>

<http://www.cashmagnets.net/high-ticket-magnets>

<http://www.cashmagnets.net/advance-secrets>

<http://www.cashmagnets.net/oto12676343>

<http://www.cashmagnets.net/easiest-system-ever>

<http://www.cashmagnets.net/license-rights26763451>

EXAMPLE \$37 Done For You page for another product. You'll see it's similar to the \$37 OTO for Cash Magnets.

<https://www.theprofitmaximizers.com/done-for-you>

He got a formula that worked.

And he just repeats it over and over while also testing out new ideas. Before Brendan, NO ONE did \$197 OTO's on Warriorplus. He found out you could do them by testing.

I've just given you something extremely valuable.

Most people don't realize Brendan is selling \$197 OTO's like hotcakes. And they would have no clue how to do it.

But YOU are in the know because you are a Fast Tracker. You have insider knowledge others don't. And that translates into MONEY. Knowledge is power when used.

BUT MARLON, THOSE OTO'S DON'T FIT MY PRODUCT!

Yeah, I know that. lol.

In marketing, you take IDEAS and you ADAPT or morph those ideas to fit what YOU are doing. You extract the ESSENCE of them.

Here's the essence I extract from these:

1. Keep the offer SIMPLE
2. Emphasize done for you as much as possible

3. Offer high PERCEIVED value
4. Sell your byproducts

A SHORT DETOUR TO TALK ABOUT HOW YOU GET AFFILIATES TO PROMOTE YOU

Here's what I mean by #4. Brendan and his partner do affiliate bonus pages ALL the time. They create one for every affiliate offer they promote.

And they promote a LOT. That is why they're the #1 vendor. Why? Because the #1 way you get affiliates to mail for you is by mailing for them.

This is NOT what most people think of when they think of recips. You NEVER SAY "Mail for me and I'll mail for you."

It's more like this.

You mail for people who you feel a connection with and / or believe they are likely to mail for you as you see that they promote others.

Then, if they don't support your launch or launches, you don't mail for them again.

What I just said is very controversial. Some will strongly disagree with. They will SWEAR they don't play the recips game. But the fact is, if they don't promote other people's launches, their own launch promotions will DRY UP.

People WILL stop mailing for them and supporting them.

So I've given you GREAT copy and paste templates you can use to recruit affiliates to begin with.

But as soon as you have a list, mail offers frequently that you believe in. And, as a small affiliate, offer bonuses to amp up your sales. We'll talk about how to do this later on.

The point is, once you have a list of buyers and can mail for people and make sales, you do it. And those are the people who will support YOUR launches.

If they don't, quite honestly, you probably just won't promote them. That is how they game is played. I don't care what others tell you.

The GOOD NEWS about this is once you're at this stage, to launch a product you only need to give a week or even 3 or 4 days notice. And send people a google doc with launch details.

That's it.

VERY low key.

Why?

Because it's a quid pro quo. As much as people don't like that. Or find it distasteful. And some will go bonkers about it and say all kinds of terrible things about it.

You'll also find out they don't rely on launches to get traffic. Or, in reality, they DO promote a lot of people. And naturally, those people promote them back.

It's like quid pro quo without admitting it. Like pretending it doesn't

exist when it does.

It's just human nature.

People are gonna support those who support them back.

Now, getting that initial buyer's list is the hardest part. We'll spend a whole traffic training JUST on that topic.

I will say that <http://attractsalesnow.com/guarab> does a GREAT job of breaking it down. It's only \$27 and I highly recommend it.

Gaurab didn't know anyone. He lived in India. Didn't speak clear English. But he would message people and got a few to promote his first product.

What I loved is Guarab gives you the exact MESSAGE he sent to people. He explains exactly how he got people to mail for him when he was a nobody living in India.

Within 3 years he sold a million dollars and still does. He has a Facebook group and is extremely active in the Game.

If a guy in India with no job, who can't speak clear English, who has no contacts, can do it from scratch, you have to say you can do it also.

WHY YOU SELL YOUR BY-PRODUCTS

As I was saying, Brendan and his partner support LOTS of launches and create bonus products and pages for them.

They also launch a LOT so they have many of their own products they can throw in as bonuses.

And, on occasion, they'll pay for the rights to software to use as a bonus.

Anything you create for your business or your own use is potentially a good bonus or OTO product.

If it's "done for you" and saves people work and time, it could be very good.

Now, that's most of what I have to say about done for you bonuses.

ASSIGNMENT: Take 30 minutes to brainstorm what "done for you" item you could offer as an OTO 1.

List as many ideas as you can think of.

How could you do the WORK for others, so they just get the result?

If you're stumped for ideas, hopefully you've researched others selling in your market. Look to see if any of them have come up with some good done for you ideas.

Sometimes you'll find that in Facebook groups, people share lists, templates, scripts or things like that. You can get ideas from those. And possibly even get permission to sell them.

You are getting WICKED information about OTO's that most people don't know.

The surest way to do OTO's is to focus on things that:

- Make it FAST to get results like done for you

- Automate things – This is why software rocks
- Scale – Things that allow you to scale faster or easier

Now understand that MOST people won't DO anything with the OTO's. But the info needs to WORK if they do.

Most people buy info products to get an endorphin hit. Learning things provides a DOPAMINE rush to the brain.

It feels good.

The ODD THING is they don't get the dopamine hit unless they're learning something NEW to them.

This is another reason why SECRETS products or BULLET products are great. We create bullet points with that very purpose in mind! It's like one dopamine hit after another.

If you have BORING info, they won't be happy as they won't get a dopamine hit.

You are in the business of SELLING DOPAMINE HITS over and above all else.

Only a very small percentage of people want to actually DO anything.

You want people to feel like it's a fireworks show. To be going oh wow. Oh wow. Oh wow.

THAT is the power of bullet points.

To HAVE what you want, you have to DO things. To DO things, you have to change your mindset and your "beingness." Anthony Robbins would call

it changing your state.

Most people will never do that.

No one understands what Anthony Robbins taught. He said you could change your life in an INSTANT.

You can.

How?

By changing your STATE. Your beingness.

That changes what you DO.

What you DO changes the RESULTS you get.

If you aren't getting the RESULTS you want, it's because you're NOT doing the activities that CAUSE the results you want.

And you aren't doing those activities because your state, beingness or mindset is off.

That's why CONSISTENCY is our Bible.

Now, NLP and Anthony Robbins stuff, and many other systems can change your mindset and BEINGNESS.

The thing is, Consistency is easy to understand and has no learning curve. You don't have to go to fire-walks to take seminars.

You read the book and do Chapter 5 daily.

LET'S MOVE ON TO THE TOPIC OF USING VIDEOS AS YOUR OTO 1

Another OTO 1 as I mentioned is using videos of the methods in the PDF.

This also sells pretty well.

HOW TO MAKE SALES AS AN AFFILIATE AND WHY YOU SHOULD, AND OTHER WAYS TO INVOKE RECIPROCITY

So above I talked about how the #1 way to get affiliates to mail for YOU is to mail for THEM first. Or at least promote them or bring them business first.

Obviously, when you're starting out you don't have much of a list. So you get clever.

I'm going to give you options here. They apply to some people and not others. If these overwhelm or confuse you, relax. Read all the way through to ONE PATH at the end. And just follow the One Path.

For example, you could start a group in your niche and do a livestream daily in the group. This will get interaction.

Then you also livestream on your timeline and encourage those people to join your group.

The reason livestreams are good is Facebook gives them a little more juice in the newsfeed. You need to do this DAILY and CONSISTENTLY for it to work.

Another thing you can do is interview people. And again, if this overwhelms, relax.

You need to be on the ONE PATH that I talk about at the end.

But some of our members are GREAT at interviewing and this might just be their cup of tea. Sometimes it IS different strokes for different folks.

This isn't religion and you aren't going to a bad place if you don't do it the One Way.

Anyway, people you interview will tend to promote you if they like you. You can do this in the context of creating a product like Interview the Expert teaches. See my earlier reference.

If you don't know what I'm talking about, you've been skipping around or skimming too fast. Go back and read this again. lol.

I am giving you some cookie cutter ways to create products and income streams that are pretty easy, tested and proven.

If you're confused, or overwhelmed, or just can't get started, I recommend you use the research "bullets" method to create your first product or your front-end product.

For most people, it's going to be the easiest way to get started. But there's always the exception to the

rule.

But remember, if somehow you just can't bring yourself to peck the keys on the keyboard, do research and write bullet points, it's truly NOT the end of the world.

There are many ways to create products.

And many ways to do OTO's. For example, Joanne is doing a product on anxiety. I have no idea what she could offer that is a "done-for-you" anti-anxiety kit.

Doesn't mean you can't do it or it doesn't exist. I just can't think of it.

So there are other ways to do products and OTO's:

HOW TO GET YOUR PRODUCT AND BULLET POINTS DONE IN 3 TO 4 HOURS

If you can pull together 3 people who are newbies or up and comers or hungry to get results, you have the clout to bring in 1 or 2 people a rung or 2 above you on the ladder.

And you can all team up and do a conference call type product and sell it. YOUR role is to write the sales page for it.

And if you've read the last 2 dispatches and [watched the video here](#), you know HOW to do bullet points.

So you take each speaker and write 10 bullet points on what they talk about. What I did when we did products like this is each person would

talk 30 minutes to an hour on their topic. Each person would have a topic.

Now, if you're lazy or time-pressed make each speaker give you a list of 10 bullet points they'll cover.

The way we did it was one person would present on the topic or bullet points and other people would chime in with brainstorms.

We did this with 3 and 4 people typically.

Myself. Jonathan Mizel. Declan Dunn. Then we'd bring in a fourth person sometimes.

In 3 or 4 hours your product and bullet points are DONE.

Now send that bad boy off to rev.com and overnight you have a PDF. Fire up Thrive Architect, Clickfunnels, Instabuilder, Elementor, Optimize Press or your page builder of choice and you'll have a done sales page.

The MAIN thing on page builders is I prefer to use one that has GREAT page templates for sales pages, squeeze pages and webinars. Or at least page templates you can buy.

Templates are GREAT if you're not a designer. The colors and layout are figured out for you. You just plug in text and you look like a million bucks.

You also prefer to have to page builders that have a great variety of templates or your pages will look like everyone else's.

1. Stick a great headline on there.

In a pinch you can use How to x,

y and z – without A.

You should know about doing 4 U headlines from the other dispatches, from the copywriting wizard for Masterclasses and from the videos.

The copywriting wizard is in the new member's area.

2. Start out with the big benefits and problems you solve
3. To through each person, their topic and bullet points
4. Close it out – Price, why it's a huge bargain, what they get, the guarantee and bonuses for acting now.

You could even use Push Button Letters but then for the bullet points have 10 bullet points for each speaker.

You can ask the different participants to throw in bonuses.

THE PHILOSOPHY OF BUILDING WITH PEOPLE AT YOUR LEVEL OR 1 RUNG ABOVE

Here's the idea: It's going to be hard to get people with big lists and built-out reputations to do things with you. It never hurts to ask. But in general, it's not so easy.

I'd rather find a few hungry up-and-comers and do products with them. Or promote each others products.

Like a MAGNET if you all TEAM UP you WILL then be able to attract respect from bigger players. When I started out, I teamed up with Declan Dunn, Jonathan Mizel. As a team we had clout we didn't have as individuals.

But this does NOT mean that you can't get players a few rungs above you on the ladder to play: If you offered to get 2 others on a call, create a product, you transcribe it on your dime, you create the sales page on your dime and everyone gets the rights to sell it and keep the profits, you might get them on board.

One of my first products was an interview product with Elaine Floyd. I transcribed it. Wrote the sales page. She had a ready-to-sell product. You can see the actual sales page at pr-cash.com.

I wrote it in a few hours. I want you to read these bullet points. If you've read the first 2 dispatches, would you agree with me YOU could probably write bullet points this good?

By the way, [go here if you are new](#) and don't have the first few dispatches.

Here are the bullet points:

- The easiest way to get started.
- **How to get your first press release** out in no time flat - and get your phone ringing fast!
- **Goof proof formula** for your press releases.
- How to **get expert writers** to

create your articles at no charge. (NO barter. NO hassle. NO problems).

- How to **get media lists** on computer diskettes or labels, so getting your releases and articles out is a snap.
- How many to mail, when and how.
- The **super-slick secret** everyone overlooks in how you list your business with directory assistance. A potent trick that can multiply the response to your publicity.
- A little-known secret of locating photographers to shoot your product photos for 50% less.
- How to avoid the common mistakes in photos that can obliterate your credibility with publications.
- Why you should NEVER mention product at the end of your release and what to do instead that pays far bigger dividends.
- Should notes be handwritten or typed? On a letterhead, postcard or informal stationary?
- The one vital thing to do with your top 10 publications - and how it can pay off big for you.
- How to avoid the kiss of death when talking to editors.
- The one time you should give editors your home phone number.
- What line should you have editors call on? 24 hour answering service? Home line? Answering machine? Voice mail?

- Should you mail or fax your release? When can you skip the cover letter and save time and money?
- Should you sell an individual product or a “package?”
- Why you may be working too hard at making money.
- The only time to call editors and what to say (calling at the wrong time about the wrong thing can KILL your relationship in a heart beat).
- Why this method may be the easiest lead generation system ever invented.
- What to say if a publication calls (most people screw this up big time, but it’s easy when you know what to say).

If you can write a sales page similar to that one, you CAN sell info products. Now, we’re gonna learn how to go up levels from there.

But that’s a great starter page. If the bullet points on spot on for the audience, and the promise is good, it WILL sell.

Here was the promise in the headline:

THESE 3 SIMPLE STEPS YOU GET PUBLICITY, FLOOD YOUR WEB SITE WITH TRAFFIC OR SELL YOUR PRODUCTS, SERVICES & IDEAS

If you can write 300 words and click send, and you have \$75 (more or less) in your pocket, you could get your product promoted on hundreds of web sites -- maybe even the world’s most prestigious ones like I did!

PLUS, THE NIFTY NEW SOFTWARE PROGRAM THAT VIRTUALLY WRITES YOUR 1-PAGER FOR YOU!

End of Headline

Again, if you’ve read the Dispatches, heard the mentoring calls, you know about the 4 U’s. I got these from a course I took from AWALonline.

UNIQUE: Was that headline unique?

“If you can write 300 words and click send and have \$75, you could blah, blah, blah.”

ULTRA SPECIFIC: That’s pretty darned ultra specific. Would you agree?

That’s a pretty unique promise, wouldn’t you agree? And it was absolutely true.

USEFUL: The headline definitely has a benefit.

URGENT: This part was missing.

I know some of you who have been at this a few months are still struggling to learn to write bullet points.

But after you learn it, you don't have to learn it again. It's a 1-time learning curve. And it's a Swiss Army Knife you can use in all kinds of sales situations.

Here's a [classic Gary Halbert news-letter](#) on writing headlines old school style.

The first few paragraphs of your sales letter can sometimes be a challenge. [Here's a classic newsletter on those](#)

If you are STUCK writing sales copy, [read this newsletter](#). It's how to write better copy, faster.

If you're using the RESEARCH method, you've dug out all kinds of interesting facts. [Here's how you use those facts](#) in your sales copy.

Here is how you use [EXISTING sales pages](#) that are SUCCESSFUL to help you write a sales page that could be 3x to 10x more profitable out the gate.

See, once you can write COPY you have PROFIT POWER you absolutely did NOT have before.

What you'll find is that most highly successful marketers can write their own copy. They may hire it out. But if need be, they can write wicked copy.

WHY THIS GIVES YOU CLOUT

Because if you go to someone and say, I'm pulling together 4 people to do a product. I'll transcribe it. Create a product out of it. And do the sales

page. HERE's a sample sales letter I wrote.

And when they look at it, they're like, "Ummm, excuse me but can I get a copy of that?"

See, THAT is when you know you NAILED your copy.

If you put it out there and you get compliments, that's the equivalent of a guy being told he's "sweet" by a girl. It's usually not a good sign.

What you WANT is for the person to say, "Hey, can I get a copy of that?"

Now, you probably won't get there your first letter. But at some point, you'll write a letter that DOES. And you'll know you wrote a good letter.

The point is, being able to write sales copy gives you CLOUT.

WHY WICKED PAGE DESIGN GIVES YOU CLOUT

Being able to design a wicked sales page or having the contacts to get one designed, gives you CLOUT.

Keep your sources SECRET.

But I've given 2 GREAT designer sources in the Facebook Community. And as you're networking, ask people with nice design who did it. Build up your resources.

People say you can't hire copywriters cheap. But if you really scour Upwork, you probably can.

I had a friend who is an incredible copywriter. And he found a writer

from Bulgaria who wrote sales letters for \$400 that pulled better than his!

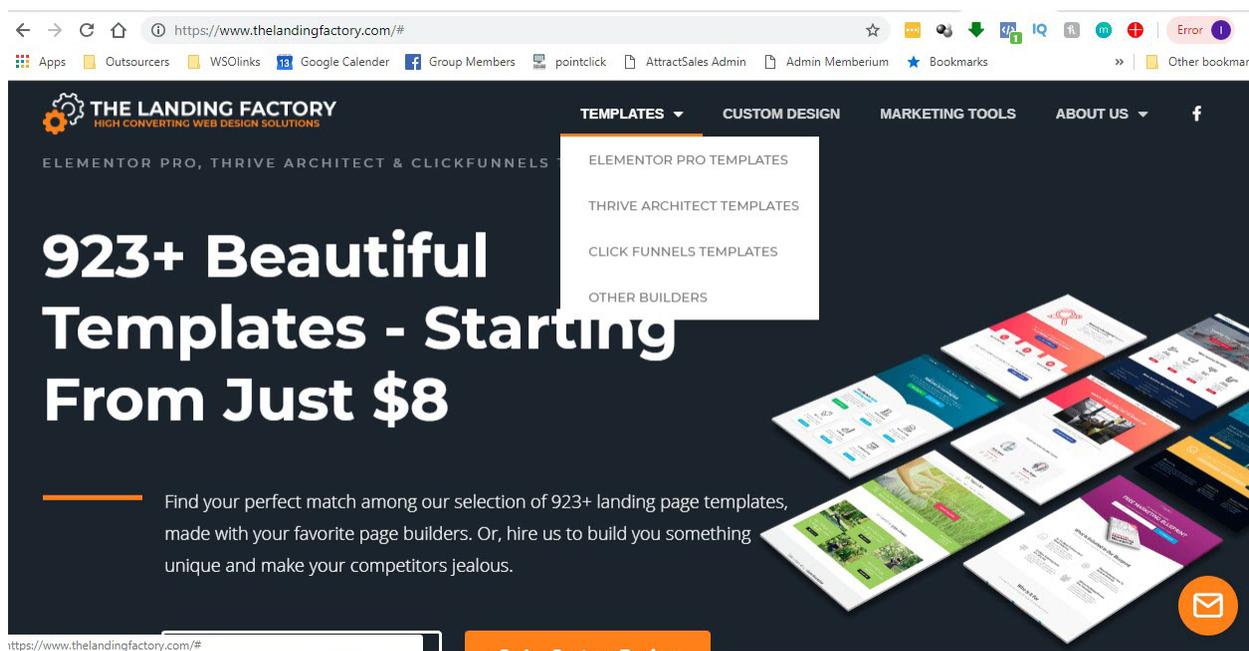
Usually, though, for a Warriorplus type letter you're looking at a grand.

In other niches the price goes up fast as they letters aren't cookie cutter. This is why it pays to learn to write your own copy.

If you pick one page builder and master it, you can probably do wicked design yourself.

Off the shelf, Clickfunnels has the best templates. But it's also the priciest. Thrive Architect has "pretty good" templates. I honestly don't know about Convertri. There are a TON of page builders. I can hardly keep up with all of them.

TheLandingFactory.com produces new templates each month for Thrive Architect, Clickfunnels and Elementor. And they have existing templates you can buy.



THE LAST RESORT FOR GETTING UNSTUCK AND GETTING A PRODUCT D-O-N-E

Listen, I know some of you got all kinds of \$\$\$%\$ going on in your life. Maybe just ANY product would be a HUGE win for you.

Just making your first \$100, \$200, \$500 or \$1,000 would be a gigantic victory.

I would stick to our SECRETS / BULLETS model for the front-end product if you can.

But if you can't, and an interview product just won't work for you, then consider doing a cheat sheet.

Barb Ling sold \$200,000 of cheat sheets on Warriorplus in 2017.

Go to Affiliate > Offers and type in Barbling for vendor.

Product / Vendor	Launch Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Comm. Rate	Refund Rate	♥ ?
Presentation Secrets Plus Profitable Closing Words johndilemme	2019-03-30	6	50%	\$8.50	\$17.00	▼	0%	1.10 Request >
Want more exposure for your affiliate offer? Advertise Here >								
BC11: Bitcoin Industry Profit Maker barbling	2017-11-16	1000+	7%	\$1.10	\$14.94	▼	2%	0.91 Get Link > 73 sales
CC101: 2018 Crypto Currency Social Informer Solution Sheet barbling	2018-04-08	250+	15%	\$1.28	\$9.01	▼	1%	0.85 Request >

You can see her most recent cheat sheets here:

Warrior+Plus Marketplace Vendor Affiliate									
Want more exposure for your affiliate offer? Advertise Here >									
BC11: Bitcoin Industry Profit Maker	2017-11-16	1000+	7%	\$1.10	\$14.94	2%			
CC101: 2018 Crypto Currency Social Informer Solution Sheet	2018-04-08	250+	15%	\$1.28	\$9.01	1%			
1NEWBIE: Great Leap for Newbies Solution Sheet	2018-02-19	50+	13%	\$0.63	\$4.92	4%			
INST1: Instagram Winter 2019 Solution Sheet	2018-12-01	25+	14%	\$0.51	\$3.77	0%			
AFF11: Max Your Affiliate Commissions	2018-03-29	500+	9%	\$1.34	\$14.30	2%			
ANN: Make Money With Amazon and News Trends Newbie Profits	2017-02-28	1000+	17%	\$1.21	\$7.45	1%			
LB30: List Building Cheatsheet 3.0	2016-04-30	500+	19%	\$1.16	\$6.35	1%			

This isn't some theory thing. Barb does this all a lot. Now, more recently she bought PLR rights to Sean Mize products and has been selling those more than her cheat sheets. But she still does cheat sheets, usually related to the time of the year, or a hot topic, but not always.

Her cheat sheets are 1 page with a lot of research links on them.

By the way, above you'll see her Max Your Affiliate Commissions product. [Snag it.](#) It's great tips on making affiliate sales.

Here's what I wrote in one of my emails about Barb:

But today I want to share with you an awesome new product on how Barb Ling sold \$200,000+ as an affiliate in roughly 20 hours a week.

And currently she puts in only 12-15 as everything runs on autopilot.

Barb Ling is an inspiration to all.

She has a terrible problem with growths on her ankles that cause her to barely be able to walk with a cane.

She has bad arm problems so using a computer is quite difficult and even impossible at times.

And she has a husband and multiple kids. And big dogs to care for.

Yes, in roughly 20 hours a week, she became the #2 top affiliate on Warriorplus. One heck of an achievement. And currently works only 12-15 hours a week.

She has just released a new, awesome report on how she did it in an absolute minimum of time. I LOVE this.

<https://warriorplus.com/o2/a/rl4d8/0>

I've been after her for a year to create this product. Finally, she did.

HOW TO NARROW DOWN WHAT YOU SHOULD DO AND FOCUS

Alright.

I've presented a number of OPTIONS in this newsletter.

Here's what I want YOU to understand.

We have ONE PATH.

This is the path I want you to follow, unless you have a really great reason to deviate. But this isn't religion. There isn't one path to heaven.

We have to sell stuff. Either our own products and services or affiliate products.

So while I very strongly advocate you follow my One Path, if you just can't for this or that reason, GET UNSTUCK and do something.

Honestly, if there's more than one choice, some people get overwhelmed and confused as they can't choose.

If that is YOU, then I'll choose for you. Do the One Path.

The ONE PATH is:

- a. Create a Secrets or bullet points front-end product
- b. Create \$37 OTO that is either done for you or a video product
- c. Promote using affiliates

Get affiliates to promote you by promoting them first. And use my

10 copy paste messages. You have those. Check your Fast Track Bonus-es. Or, message me at getyoursupport.com.

THAT is where we are so far.

But there are exceptions to the rule:

- a. If you are an expert at something and can whip out an outline, flow chart or Google slides and sleigh people, do it. But write bullet points first and a great headline. That way, you end up with a great sales page also.
- b. If no matter how much I illustrate it in Dispatches, you will never do your research, write your bullet points and bang out your product, well. Maybe it's time for plan B for you.

Plan B is doing an interview product.

Plan B is doing a joint product.

Plan B is doing a cheat sheet.

The point is, DO SOMETHING.

Get A product D-O-N-E.

And a sales page DONE. Even if you have to use Push Button Letters to bang it out.

c. Another exception is live streaming.

It's NOT something most of our members probably will do or care to do. But if you are able to do it, daily livestreams can built up an audience.

And here is the SECRET.

During the livestream, give out your

MANYCHAT url to get a freebie from. When they click “get started,” this opts them into your Manychat list.

Now, when you do livestreams, blast it out in advance to your list.

BOOM!

More viewers!

Normally, we get traffic via affiliates. But if you were really dedicated to live streaming, you could build a great audience.

I’ve seen others do the same by being really dedicated to Youtube. But man, they seem to be getting really difficult to deal with. I don’t think I’d put my heart and soul into building a business on their platform now.

I WOULD run ads! But we aren’t there yet.

That’s after you have a profitable funnel and are comfortable with this whole gig.

WHAT TO DO IF THINGS ARE TOUGH SLEDDING

Some of you are breezing along.

Congratulations.

For others of you, it’s tough sledding.

The general rule of thumb is to LOWER THE GRADIENT.

In other words, chunk down. Set smaller, more incremental goals and celebrate small accomplishments and victories.

Set a goal for how much TIME you’ll spend in the week on Fast Track and TIMEBOX your activities.

HOW TO HANDLE IMMEDIATE FINANCIAL PRESSURES

Some of you have financial pressures.

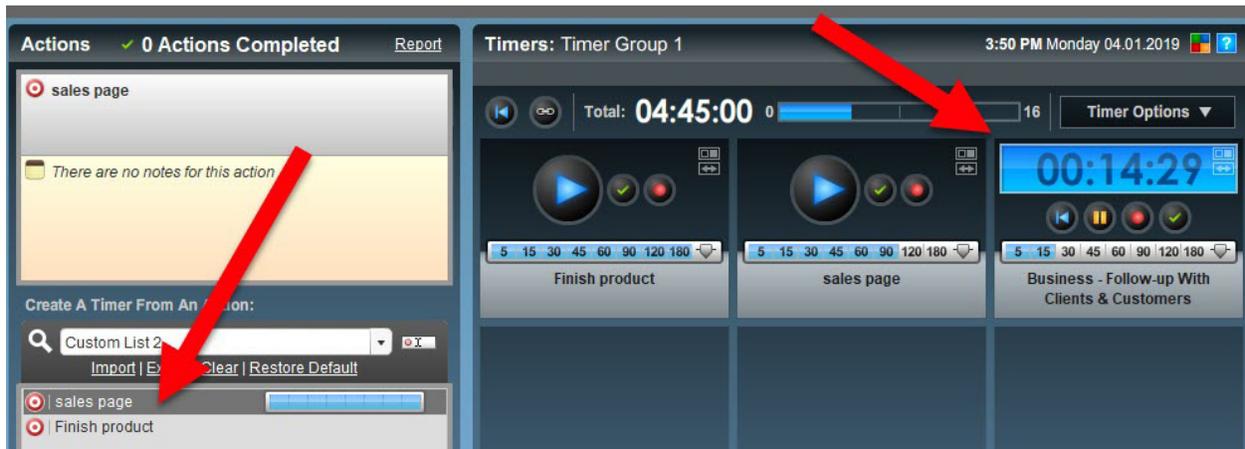
The best thing to do is timebox some time for Fast Track. And take care of your financial pressures in the rest of the time.

Get really focused in whatever time you have timeboxed and bang out your bullet points, sales page and product.

Just do it.

HOW TO HANDLE THE LACK OF TIME

When I have to really hunker down and focus, here is what I use. It’s called [Action Machine](#). It’s on Clickbank and you should get an affiliate link and create a pretty link redirect as I taught you in the last dispatch.



I had a friend who bought the Mac version and could never get it to work. The PC version works famously.

I love it.

HERE'S WHAT IS IN STORE FOR THE MONTH

As long as I'm having a good turnout Tuesday evenings at 8 pm EST, I'll continue to supervise a work / study. This is 1 hour of supervised "get your work done" time.

I greet you.

Unplug.

Everyone works.

I check in 30 minutes letter.

Then get everyone's wins after 60 minutes.

Go-getter Paul Williams also holds one for the UK'ers at a time more convenient in the UK. But all are welcome to attend.

Then I'll be holding our Wednesday night session talking about how to bang out your \$37 product.

Should you do Done for you?

Should you do a video product?

And what do you do if you haven't finished your Secrets / Bullet points product yet?

I KNOW.

People get all uptight and worried that “they’re behind.”

The FUNNY thing about this is, you’re STILL AHEAD by FAR of what you would have been WITHOUT Fast Track.

So chill out about it.

I WANT you zero in, focus and do your best to bang out the product. At the same time, don’t get “down on yourself” just because it’s not done yet.

Consistency Chapter 5 wins the game.

STICK TO and hang with.

Timebox.

Action Machine.

Focus.

Celebrate smaller increments of achievements.

And, at this point, let’s Ship something. Let’s get something done and out the door if you’ve been at it longer than 2 months.

If you’re new or just been with us a month, it’s cool.

The rest of the month we’ll cover the sales copy, the traffic and q / a and critiques.

If you need some feedback on your sales page, post it in the group.

That’s it for this month.

This was worth \$97, was it not?

You just got secret knowledge.

You got rock solid how to’s.

You got a dose of motivation.

You got a helping of troubleshooting.

Now, KEEP PARTICIPATING in the Facebook group and our mentoring sessions.

They ARE recorded if you can’t make it. But by attending, you help emphasize the importance of what you’re doing to your unconscious mind.

You’ve got to SHOW UP to blow up.

At minimum, show up in the Facebook group and listen to the calls. And get your work done.

Outwork the work.

Some of you may have gotten a little discouraged because you haven’t gotten it all done yet. Just KEEP DOING your Consistency.

Keep doing your chapter 5.

You WILL get there.

You’ve NEVER been this close before.

Keep working your timebox and an Action Machine and you WILL turn the corner.

Consistency wins the day.

I TOLD MY MUM, MY DAD WOULD NEVER BE ABLE TO STRAIGHTEN THAT BUMPER

So one day when my dad was in a hurry backing out of the driveway with his van, he sideswiped the bumper on car.

It bent it out at a 90 degree angle.

My dad took it off. And started banging on it with a sledge hammer to straighten it out.

30 minutes passed.

I went inside. Got some water. And told my mum my dad was crazy and wasn't gonna be able to straighten it.

I went back out in the garage.

My dad said, "Son, this is the point that separates the men from the boys."

He kept banging away.

Low and behold, he straightened out that bumper!

I'll add that it's the point that separates the girls from the women.

For many of you, you're at that point.

And it's up to you to keep banging away.

Marlon Sanders

THE ROAD NOT TAKEN

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

