

Hello,

Marlon here.

\$13,590.89 in 12 days.

That is how much I made only a day or two removed from getting myself off the sofa from a nasty cold.

I figure it's the equivalent of going into a fight with both arms tied behind your back.

So if you feel somehow that you could never do this, be encouraged. You've got both your arms! LOL.

Please read this **WHOLE REPORT** as I explain the Instant Access Sales Funnel you get access to. Be sure to attend the **WEBCLASS**. It's a can't miss event. The details are on the product access page.

BONUS 5

INSTALL SALES FUNNEL

See PDF report for explanation on how to use the share funnel

And the BONUSSES won't make SENSE without reading this PDF.

You have a CHEAT SHEET that lays out EVERYTHING for you on one page. It's a whole crash course in turning offers into cash on one page. It summarizes many of the things you'll be learning in this PDF.

Offers Into Cash Cheat Sheet		
For training, go to http://marionanders.com/offersintocash — Member's area link at top of page. Warning: affiliates: For your eyes only. Do not share.		
Magic Pill Offers <ol style="list-style-type: none">Brainstorm 10 min. dailyLook for Magic Pill SolutionCan you get results faster?Can you get easier results?Can you make the payoff bigger?Can you add a new or additional element of instant gratification? Use the Offer: Into Cash Worksheet	Turn Offer: Into Cash In 9 Steps: <ol style="list-style-type: none">Write sales page or YSL. Publironline.com. 2x USL response linkDesign Sales Page. Instabuilder, Wix (free), Thrive, Clickfunnels, Lead Pages, Optimizely, Pawa, Komposer (free).Hosting. Wix (free) or paidWrite pdf or make videos. Jing, Screencastomatic, Camtasia, Open Office, Evernote, WordCreate download pageMonetize with offer3 OTOs; 2/3 optional; optional OTO 1 most importantRetargeting (optional)Facebook adsWebinar (optional) but \$\$\$ Sponsor big 3 affiliates websiteEmail follow up and offer. Money is in the list	1. OTO 1: \$27-\$67 <p>This your main moneymaker since you'll pay out 100% on your front end offer. 3 types: a. Automate b. Speed o simplify c. Scale.</p> 2. OTO 2: 67-97 <p>This is often a "done for you" offer. Examples: Templates, Developer rights, PLR, FB Group.</p> 3. OTO 3: 97-197 <p>FB group, Mastermind, Coaching, Webinar series.</p> OTO Formula <ol style="list-style-type: none">You made a smart choiceHere's whyYou ordered this because you wanted XHow would you like to get 3x more X in 1/2 the time?What is it / benefitsMagic pill ingredientsBargain appealGuaranteeScarcity / DeadlineHow to order
Add The Magic Pill <p>Look at the things that bug you.</p> <p>Can you add a magic pill ingredient to them?</p> <p>On W+ and JVZoo look at all the products that didn't sell much. Are they missing a "magic pill"?</p> <p>Offer them a profit split or flat fee for product rights.</p>	Result (After) Promote Benefits Of the AFTER Prove The AFTER Promote Benefits Of the AFTER AFTER Success Stories	How To Promote Hard <ol style="list-style-type: none">Set up your JV Page<ol style="list-style-type: none">Launch date 3-4 weeks outVideo explaining product, commission; and the contest.JV email opt in with thank you going to JVZoo or W+ affiliate pageChart showing commission; and OTO'sContest prize / detailsLink to sales letterEmail swipesContact detailsAnnounce launch 3-4 weeks in advance in FB affiliate groupsEarly bird pricing day of launch for a few hoursWebinar first hour of launch (optional)Lots of follow up with people who said they would promote
Turn Complaints Into Cash <p>Look for common complaints in forums and groups. Every complaint is a product waiting to happen.</p> Complaints Worksheet <p>Fill out the complaint into cash form. For each complaint, reverse it to find a product or service. Then add a dose of Magic Pill in.</p> Add "Magic Pill" To Flops <p>Tons of products launch on JVZoo and W+ and flop. Offer to re-launch and split the profit (Gsurab Borah method).</p> <ol style="list-style-type: none">Add Magic Pill ingredients if they are lacking. Juice up the offer.Set up a hot JV Page and contest. Design count.Promote 3-4 weeks in JV groupsNetwork with 10 affiliates; dailySee PDF for instructions	Your Action Plan <ol style="list-style-type: none">Come Up With Ideas. See column 1 on leftCreate Your Offer. Add the Magic PillPromote hard. Promote to affiliates	
Remember to approve your affiliates asap. Choose your criteria for "instant payment" If you have minimums to win contest prizes, keep them reasonable. Observe other popular launch contests. Give comps to affiliates who appear on leaderboards if they ask. Be COURTEOUS to all affiliates. Copyright 2017 Higher Response Marketing, Inc. All Rights reserved.		

You also get my TROUBLESHOOTER PDF:

TROUBLESHOOTER CHECKLIST
By Marlon's Marketing Method

- 1** Write down all your ideas as you go through the different traffic methods
 - Think of a way on how your customers will introduce you to others. Use affiliate programs and "Seed Marketing" to launch your product properly. Create rounds of webinars or host an event to involve your audience. Remember that great ideas can create great different traffic method.
- 2** Spend 15 Minutes Daily Brainstorming Solutions to Any Obstacles You're Running Into
 - Use your 15 minutes daily by thinking of SOLUTIONS to your obstacles. This will help you to focus on answers you need instead of PROBLEMS focus.

I don't know if you paid \$15 or \$20 for this report and the bonuses....but you got a hecka deal.

How To Use The Instant Sales Funnel

I've given you access to an Instant Sales Funnel you can try out free. A lot of new people struggle with design, page layout and so forth. This makes it point-and-click easy.

You get an opt-in page that's awesome. It has a countdown on it for high response.

And there's a gorgeous video sales page with an order button.

You have access to your choice of drop dead gorgeous order pages.

And you have your choice of thank you pages to deliver your product on.

You do NOT have to use this. But I customized it for you and am giving it to you as a matter of convenience as a bonus that wasn't even mentioned in the sales page for this product.

I bet you'll LOVE it!

Gary Halbert used to say "You're only one sales letter away from a million dollars."

That was before video sales letters, live streams and webinars existed, lol.

I'd modify that to say you're only one offer away from an amazing year and specifically an amazing month.

Perhaps you've heard of W. Clement Stone, the famous cigar-smoking insurance salesman who started his own company and became a billionaire.

Well, when he started his agency in Chicago, it was just him and ONE THING – ONE OFFER.

He had ONE accident insurance policy. And he learned how to sell it really well, 'cause it was the only one he had.

One day one of his customers showed up and wanted to sell for him. One thing led to another and he ended up hiring another salesperson. Then another.

It was ALL on the back of ONE OFFER – the offer of one accident insurance policy called the Little Giant, if I recall. That ONE OFFER spawned his billion-dollar empire.

He recounts his fascinating story and methods in his book *The Success System That Never Fails*.

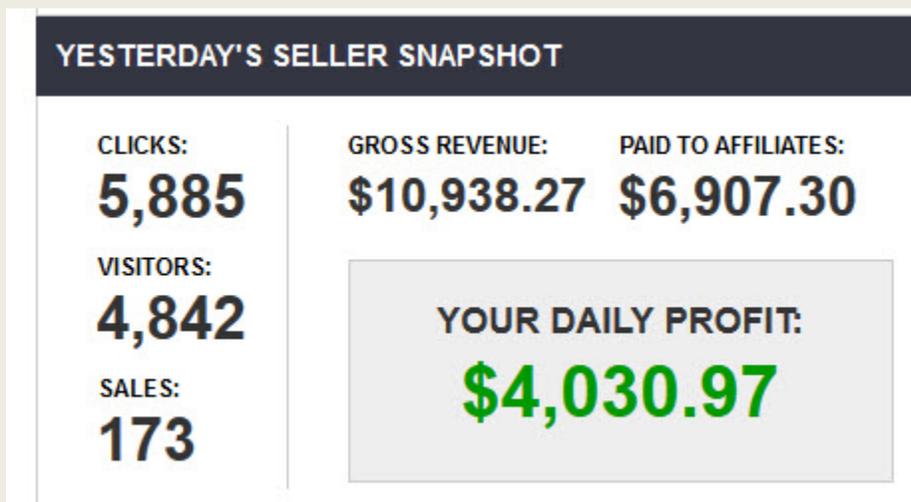
Interestingly enough, his system didn't include THE OFFER! lol. Unbelievable.

One time I bought some used sales tapes by him. Inside his jacket he would pin copies of all the policies he sold that day or the past few days. And when he came to the close, all he had to do was whip out this gigantic long string of policies. In an average day he'd sell as many as 72 walking from business to business.

That's a powerful offer!

You're only one offer away from paying off your debts, taking the vacation of your dreams, retiring your spouse from their job or retiring yourself.

Here are just a few screen caps to show you what's possible:





3 High Paying Clients in 30 Days?

"...I followed your instructions to the letter & landed 3 clients making \$9,000 in fees my first month..."

Sales Dashboard

Today

\$1,454.57

Yesterday

\$3,145.86

Vendor Daily Stats

More »

Date	Visitors	Sales	Paid to Aff.	Revenue
2016-11-11	1193	60	\$992.81	\$1,454.57
2016-11-10	3425	177	\$2,486.74	\$3,104.36
2016-11-09	1114	62	\$651.87	\$879.64

Affiliate Daily Stats

More »

Date	Hops	Sales	Earnings	Other
2016-11-11	2	0	\$9.08	\$0.00
2016-11-10	5	0	\$0.00	\$0.00
2016-11-09	1	0	\$0.00	\$0.00

TODAY'S SELLER SNAPSHOT

SEE DETAILED STATS

CLICKS:
1,010

VISITORS:
950

SALES:
45

GROSS REVENUE: **\$2,969.39** PAID TO AFFILIATES: **\$1,678.79**

YOUR DAILY PROFIT:
\$1,290.60

TODAY'S SELLER SNAPSHOT

[SEE DETAILED STATS](#)

CLICKS:
1,035

VISITORS:
1,023

SALES:
22

GROSS REVENUE: **\$1,356.46** PAID TO AFFILIATES: **\$827.37**

YOUR DAILY PROFIT:
\$529.09

Warrior+Plus

99+ 99+ 41 12 marlon

Marketplace Vendors Affiliates Deal of the Day Support

Vendors | offers products customers stats transactions affiliates jv center affiliate contests coupons commission rules



How He Went from Broke to Millionaire at 25...

"...based on real experience--proven, verifiable experience. What's more, Nick is of the highest integrity..."

Sales Dashboard

Today

\$406.09

Yesterday

\$1,614.37

Vendor Daily Stats

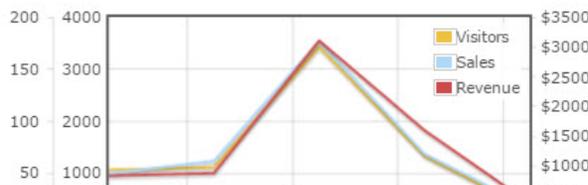
More »

Date	Visitors	Sales	Paid to Aff.	Revenue
2016-11-12	295	18	\$301.65	\$374.45
2016-11-11	1339	69	\$1,129.96	\$1,599.62
2016-11-10	3425	177	\$2,486.74	\$3,104.36
2016-11-09	1114	62	\$651.87	\$879.64
2016-11-08	1073	50	\$568.37	\$836.42
Total	7246	376	\$5,138.59	\$6,794.49

Affiliate Daily Stats

More »

Date	Hops	Sales	Earnings	Other
2016-11-12	4	2	\$31.64	\$0.00
2016-11-11	2	0	\$9.08	\$0.00
2016-11-10	5	0	\$0.00	\$0.00
2016-11-09	1	0	\$0.00	\$0.00
2016-11-08	2	0	\$0.00	\$0.00
Total	14	2	\$40.72	\$0.00



Actually, those are VERY modest and low numbers. I've sold far higher numbers, but when you're new, you can't really identify with them.

So we'll keep it in the realm of what's more achievable when you're new, although you never know. Some people hit on the right offer and explode overnight.

I've seen people do a million bucks in 5 months with the right offer. That's absolutely exceptional though.

How I Discovered The Power of One Offer

If your inbox is anything like mine, you have no shortage of people offering you the latest, greatest "make easy money" or "get rich in 5 clicks" plan.

Some of them sound incredibly easy and awfully enticing.

Yet, somehow they never seem to quite pan out. It can be frustrating and make a person just wanna give up.

I remember way back when I GOT FASCINATED with the direct response marketing business. I'd bought a book from one of those ads in a magazine that showed how this dude made \$72,000 filling out simple forms in his RV while travelling.

It sounded so exciting and intriguing to me. You'd run these ads, people would respond and, in the end, you had a whole bunch of money! How awesome.

That book introduced me to what I call direct response marketing business. However, it was a LONG ROAD for me to actually learn HOW to do the business.

Oh boy.

Let's see, about 5,000 books later, maybe \$100,000 or more invested in my personal education, literally years learning to write sales letters, running ads that flopped horribly, buying really crappy products with almost no redeeming value -- it was a long road to where I am today.

That book gave me his vision. This desire.

So I bought one of those big cardboard squares and wrote my goals on it, so I could read them daily like the book *Think and Grow Rich* told me I needed to.

I wrote that I wanted to publish my own newsletter, have my own book, do writing, speaking and consulting.

I'd stare at those goals and visualize them. Have you ever done that? Had goals or a vision board and things you WANTED SO BAD YOU COULD TASTE IT?

Problem was, even in those days, the information you could buy was pretty pathetic. Trying to learn HOW to do those things was tough. The ad would sound so good, so enticing.

Then I'd get the little manual or whatever it was only to find whole massive chunks were left out of it! How disappointing. I'm SURE you've BEEN THERE and DONE THAT!

You get all hyped up and excited. But then you get the product and it's some cracked up scheme. Rest assured that what I'm sharing in this report is tried and tested many, many times over.

My formula absolutely works if you work it.

I started buying these little ads and trying to sell little info products I cooked up.

I was absolutely entranced with this idea of trading PRODUCTS for dollars instead of TIME. You don't have to be a rocket scientist to figure out that you only can work so many hours in a day, even if you're a workaholic.

You only have so many hours you can trade for dollars. You gotta eat and shower some time. Even if you make big bucks per hour, you're STILL in the time trap, swapping hours for dollars.

The ONLY WAY to escape the time for dollars trap is to trade products for dollars. When a person learns how to do that, it's like you REMOVE the lid

off your income and how high you go depends on you, nothing else. And that is what I was determined to learn how to do.

Have you ever thought about that?

You slave away all day at a job and all you did was trade time for dollars. You can only work so many hours in a day.

One of my first products was called “How to Avoid TV Repair Ripoff.” Here was the ad I ran for it. Yeah, I know. This dates me. LOL.

JULY 8, 1981

Montgomery stars in this TV-movie about the legendary Etta Place, widow of the Sundance Kid. Filmed near Lone Pine, Cal. Maddox: Robert Foxworth. (2 hrs.)

(4) (5) (6) REAL PEOPLE

Segments on an annual gathering of Laurel and Hardy fans; a Connecticut teacher who can talk backwards; a Detroit rock band made up of police officers; an Idaho man who claims he can control the weather; and the National Handicap Ski Championship in Winter Park, Colo. Bill Rafferty, Byron Allen, Sarah Purcell. (Repeat; 60 min.)

(6) MacNEIL/LEHRER REPORT

(7) (11) MOVIE—Drama

"The Pirate," Harold Robbins' saga of sex and power framed by Arab-Israeli hostilities. At its center is a Lebanese playboy-financier (Franco Nero) intent on grooming his son to inherit a prince's throne. A 1978 TV-movie edited from four hours. (Repeat; 3 hrs.)

Supporting Cast

JordanaAnne Archer
SamirChristopher Lee
Dick CarriageJames Franciscus
LeilaOlivia Hussey
RashidIan McShane
YasfirMichael Constantine
HamidArmand Assante
Ben EzraEli Wallach

(8) NATIONAL GEOGRAPHIC

Special: See 8 P.M. (60 min.)

(8) (9) (13) CHARLIE'S ANGELS

—Crime Drama

An elegant con man proposes marriage to vulnerable women who own property he intends to acquire. Kris: Cheryl Ladd. Kelly: Jaclyn Smith. Ju-

Wednesday

5 PM to 8 PM

lie: Tanya Roberts. Bosley: David Doyle. (Repeat; 60 min.)

Guest Cast

John ThornwoodDavid Hedison
MonicaBeage Barkett
Joe FenellHarold J. Gould
Barbara StoneEloise Hardt
(HBO) (E) MOVIE—Drama
"The Human Factor." (R) See 10 P.M. for details. (1 hr., 55 min.)

7:30 (5) SEASON TICKET—Magazine

David Colman, a manufacturer of robots, displays his mechanical creations; composer Edward Thomas and librettist Joe Masteroff discuss "Desire Under the Elms."

(HBO) (W) BEST OF CONSUMER REPORTS

Highlights from past shows on dealing with inflation when purchasing food, medicine and household products.

8 PM (4) (5) (6) DIFF'RENT STROKES (CC)

Drummond's family and his board of directors disagree with him about his new division director: they don't like her, but he's very much taken by her charms. Drummond: Conrad Bain. Arnold: Gary Coleman. Rebecca: Wendy Fulton. Kimberly: Dana Plato. (Repeat)

(5) NATIONAL GEOGRAPHIC

Special: Life-and-death struggles in a southwest African game preserve are recorded in "Etosha: Place of Dry Water." This two-year study by filmmakers David and Carol Hughes depicts cheetahs chasing a zebra herd, a lioness felling a wart hog (but saving its slaughter for her cubs), and jackals and hyenas dining on pelicans. In other scenes, turtles gang up on a turtle

NEW INTRIGUING 30 PAGE REPORT **TELEVISION REPAIR REPORT**

CAN YOU AFFORD THE COST * * * * ?
WHAT CAN YOU DO IF YOU PAY \$200.00 AND YOUR SET DOES NOT WORK?
I BELIEVE THERE ARE SEVERAL WAYS TO AVOID THIS RIP OFF —
GET INSIDE INFORMATION FROM A MAN WITH 25 YRS. EXP!

EDD SANDERS
TOP AUTHORITY
ON TV REPAIR
IN THE MIDWEST

IF THESE QUESTIONS FIT YOU, PLEASE ORDER MY NEW INTRIGUING 30 PAGE REPORT

EDD SANDERS
P.O. Box 467
Oklahoma City, OK 73101

ALL THIS AND MORE ONLY \$5.00

SEND FOR YOUR 30 PAGE REPORT TODAY!
ENCLOSED IS \$5.00 (SATISFACTION GUARANTEED)

Name _____ Zip _____
Street _____
City _____
State _____

TV GUIDE A-53

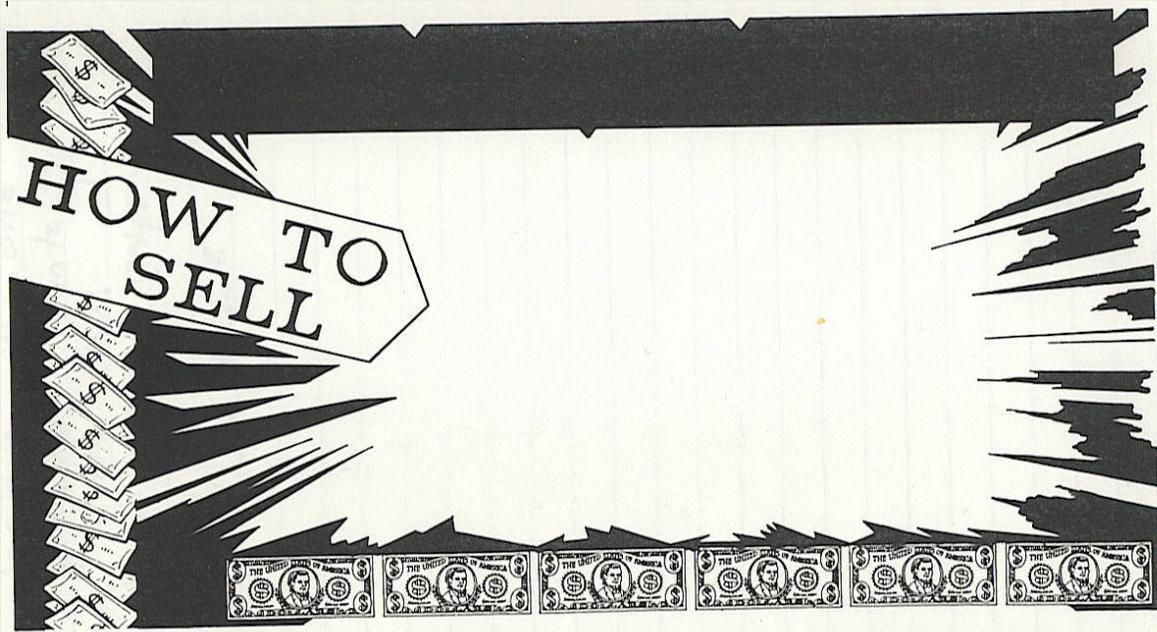
The booklet I wrote was a thing of beauty. I spent 6 months on it:

CONTENTS

INTRODUCTION

I.	BEWARE OF THESE RIPOFFS.....	9
	A. Service Loaners.....	9
	B. Display Models	10
	C. Salesmen	10
	D. Trade-ins	11
II.	BUYING	12
III.	ANTENNAS	15
	A. Hooking Up The Antenna .	17
	B. Where Should I Buy My Antenna?	19
	C. Dead Area	19
	D. Interference	24
	E. Turning Set	26
	F. Snow	27
	G. A Wild Experience	28
IV.	HOW TO ADJUST YOUR TV	29
	A. Brightness	29
	B. Contrast	29
	C. Fine Tuning	30
	D. Color	32
	E. Tint	33
V.	DECEPTION AND RIPOFF	34
VI.	PICTURE TUBE	46
VII.	TV RENTAL	59
	APPENDIX	61

Here was another ad I came up with. As you can SEE I never FINISHED it!



JOB: MARLON

That one I was doing with my friend Robert. He'd allowed me to hang out at his apartment in Dallas when I escaped Oklahoma City when the oil market crashed. There were at least some jobs in Dallas. In OKC there were none. People were laying off right and left.

Later when AOL and Compuserve came long, I'd run my classified ads on there! That was so exciting BECAUSE you didn't have to wait 2 or 3 months for your ad to come out!

You could run it and have responses that DAY. Boy, did THAT ever speed up the learning curve.

But man, it was frustrating. I could get people to respond. And I KNEW they had interest.

But somehow, I could only get an order here or there.

There was NO FLOOD to be found!

The funny thing is, it's NO DIFFERENT today running \$5 or \$10 ads on Facebook that suck up your money like a vacuum but give you only likes or comments in return!

Big deal. You can't pay your bills with likes, engagement or comments!

And worse than that, even in those days I'd read about people who were raking it in! And there I was just eaking out an order or two.

Even today, it can really be maddening. You read about some big dog raking it in and lording it all over everyone like a big wig. But unless you got \$5,000 or \$10,000 to fork over for their "coaching program," they aren't revealing jack.

They make inspirational posts that tell you WHAT to do but not HOW to do it. Well, homey don't play by those rules. In this report, I'm giving you the what AND THE HOW!

I wasn't the kind to easily give up. I was determined. I spent everything I could on books and courses to educate myself about direct response. Because I realized even then that the path to success HAD to be learning HOW to do direct response, write ad copy and sales letters – and having the SKILLS.

I don't know if you're a book reader or not. A lot of books, W+ offers, JVZoo offers are a total waste of time. But I've also found some real gems. I learned many years ago that leaders are readers.

Now I did buy several of those distributorships and things where it was all "done for you" and you just had to do a few things yourself.

I remember I bought one of those on 900 numbers from this dude at a hotel. I think I still have those manuals I bought down in the garage. I even bought one of those nothing down real estate things.

I realized pretty quickly the person making all the money there was the dude selling the stuff.

I wanted the REAL DEAL. The REAL learning, the real information, the real skills.

I didn't want to chase some fake pipe dream. I see a lot of newbies do that. The FIRST THING they want is it "all done for me." They feel that way they can succeed faster.

No one ever told them money in this business is the result of knowledge you gain and skill you acquire.

That's it.

If you buy a "done for you," you get no knowledge and no skill.

So while there are situations it's an OK deal or even a good one, as an overall thing, I'm not a fan of it. BECAUSE in my own experience, I didn't find success until I learned stuff and got some skills on my side.

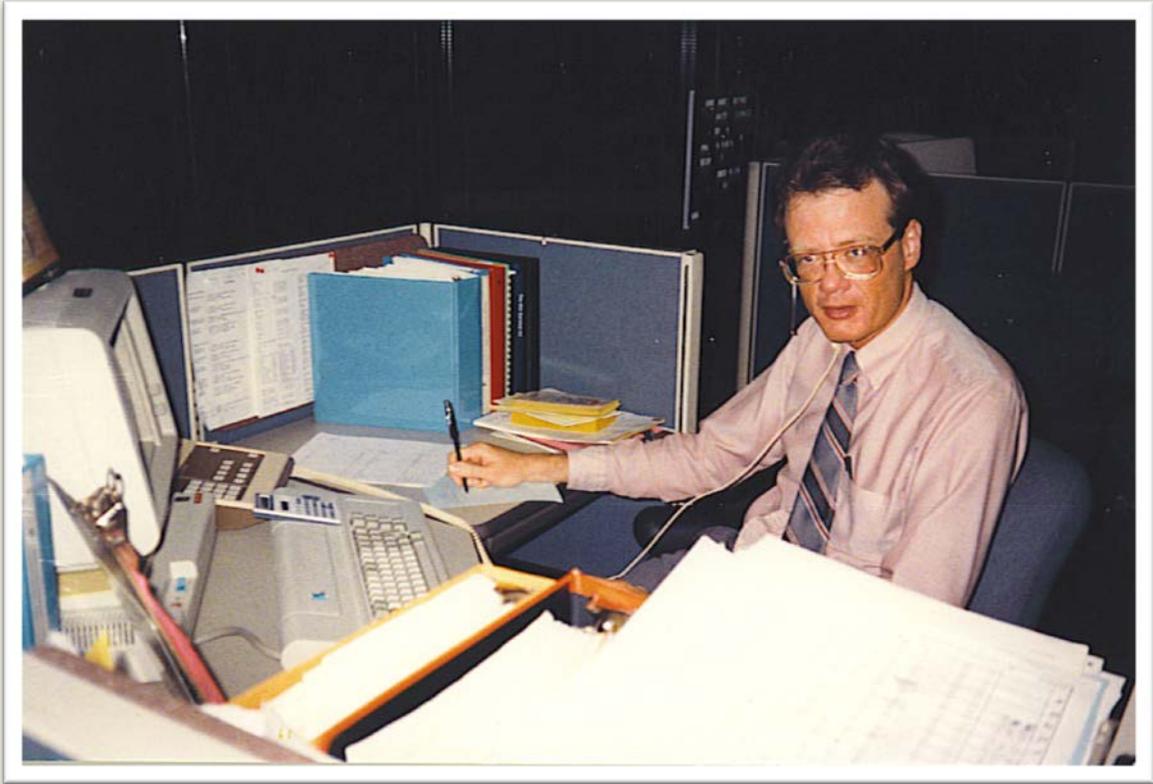
The thing is, I did NOT see it as "Well, I haven't made any money yet. This must not work."

I saw direct response as a learning curve. I knew it worked for others and would work for me if I just got it right. Got all the pieces in place.

I found it really exciting to run ads, even though they didn't work that well. And yeah, it did get frustrating at times. But I just kept DOING things.

To make ends meet I had this job working deep nights placing stock trades at an investment firm. I could look at my desk and see hair on it. MY HAIR literally falling out from the stress of the job.

Here I was slumped over my desk taking calls. You can see it looked kinda dark. That's because it WAS. 2 a.m. 3 a.m. Whew. Deep nights.



There I was CHAINED to that desk by that WIRE you see going out of my ear to the computer.

I was like a SLAVE to that DESK and the phone. Every second I was OFF manager (nice guy by the way).

Every job chains you or binds you down in some way.

I'd look at the clock to see if I was off work yet. ONE HOUR had passed! It seemed like a freaking eternity. Have you ever done that? Oh gosh, it tortuous.

But from that job, I had some money.

At the time \$5,000 seemed like all the money in the world to me. All I knew was that things weren't working. And I HAD to upgrade my knowledge from someone credible. And this was the one guy I felt had the real deal and not just b.s. stuff.

I'd first ordered his \$500 course from the mailer below several years before. I was SO freaking broke when I bought that thing.

Good grief. At that time, I was making \$18,000 as a writer for an mlm company in Arlington, Texas. I had a girlfriend with a broken out headlight in her car and she couldn't afford to fix it!

Jeannie. Yeah, she worked at a beauty salon.

I think my lack of money caused that to be a short lived relationship! But I ordered the \$500 thingy. If you really, really want and need it, you'll find a way to get the money. That's what I've found out.

People normally find a way to get the money they need.

“I PAID THIS MARKETING GENIUS \$600,000 LAST YEAR, BECAUSE HE MADE ME \$2,000,000.

Now You Can Hire Him For \$9.52 A Week”

Howard J. Ruff

Dear Friend:

Yes, that is absolutely true! I paid Jay Abraham \$600,000 because he was worth every penny of it. He made me much more than that. The money I used to pay him came from the profits he produced for me with no cost to me.

AND YES, IT'S ALSO TRUE THAT YOU CAN HIRE HIM FOR \$9.52 A WEEK.

This offer is not for everyone. In fact, it will probably be a waste of ten minutes for you to read the rest of this letter unless you meet one of the following criteria:

- You are a small businessperson—in any business—not getting as much business as you would like.
- You have a terrific idea you think is saleable, and you'd like to sell the idea to your boss and share in the profits, but you don't know how to market it or make the deal. Or your idea has been turned down by your company, and you want to know how to market it to someone else.
- You have come up with an invention, an idea, or a concept and want to start a business of your own, but you don't know how to get the capital to start up without giving away most of your company, and you are afraid to quit your job until you can find out if your idea is any good.
- You have a product or service you are trying to sell, or would like to sell.
- You're frustrated with advertising agencies to whom you give a fortune and get little or no business in return.
- You are retired or semi-retired and you want to profit from your past business experience.
- You have a “dead” customer list or lots of prospects you're not converting.
- You are a manager working for a corporation, responsible for spending some of the marketing or advertising budget and generating sales—and you're not doing as well as you'd like—or your boss would like.
- You own a reasonably successful business, but you have stagnated. Competitors are catching up with you and it's getting harder and harder to make a buck.
- You have just seen a 20-year veteran of your company fired and you are beginning to wonder about your own future.
- You could make a lot more money if you had a marketing genius working for you.

If any of the above statements are true, you simply must read this no-risk offer to at least find out whether Jay Abraham can help you.

That course made me know he had some really good info. It wasn't everything I needed. For \$500 I didn't expect that. I didn't figure a world class marketer would give me everything for \$500.

He wouldn't exactly be world class if he did. But it was a really great education that proved he was "for real."

I knew that direct response worked.

I knew I wasn't making money at it.

I knew what I was doing wasn't working.

I wanted it so bad I could taste it.

I didn't have \$5,000 laying around. I lived in a 650 square foot apartment with cheap furniture my dad had bought for me, so I didn't have an empty apartment.

But one day, I got a mailing from this marketer for the FULL DEAL – his \$5000 big course. And I jumped at it. Because I knew I had to learn. And that was the only way out.

Now, it wasn't organized at all.

It was a bunch of things, manuals, tapes – all in a big box. But I ate it up like it was candy. I'd come home from work at 7 a.m. or 7:30 a.m. and listen to tapes or read. And do the same thing before going to work at 11 p.m.

I dug and dug. I realized not everything would be given to me on a silver platter. But I wanted to learn the REAL SECRETS and not just have someone spoon feed me some crap they cobbled together into an alluring sounding but illusionary business opportunity that would never pan out in the real world.

Out of that box, the pieces came together.

I read one of those get-rich-quick ads in a magazine. The idea was you'd run these classified ads and people would call into an answering machine

that gave a 3-minute pitch. They'd leave their name and address and you'd ship them a book C.O.D.

Before I knew it I was placing ads in shoppers nationwide, running 4 answering machines and shipping out tons of books. I learned that when you had a HOT OFFER your phone would ring off the hook! I mean, almost literally.

I assembled slowly but surely a formula I later called *The Amazing Formula* because it was. In retrospect, it all looks so obvious.

But when your puzzle is missing a gigantic piece, you can't see it. You know a piece is missing but you don't know what the piece is.

After that I had my first big breakthrough.

I wrote a mailer for a seminar that sold 47 seats @ \$200 each. That was my first successful mailer.

Then I sold a kit of hypnosis tapes through an ad in a bowler's magazine to bowlers. We only sold one for \$495 but the ad cost a lot less than that.

Another win.

If you haven't had your "first win" yet, it's my hope that I'm able to light your path, so you're able to get your first win. It changes everything when you do BECAUSE then you KNOW it works. Until then, all you have is hope.

Those were my first tastes of turning failure into success.

And boy were they SWEET!

Later, using the Amazing Formula, I'd start selling \$5,000, \$10,000, even \$25,000 in one day.

And it happened over and over. I got it down to a virtual science. That's why I call it a formula.

Page 1 of 9
Enclosures 95
Jun 30, 2001 to Jul 31, 2001 30



022 HIGHER RESPONSE MARKETING, INC.
5636 SPRING VALLEY #18-B
DALLAS TX 75240-3170

IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT
972-238-8600 OR 1-800-293-1017.

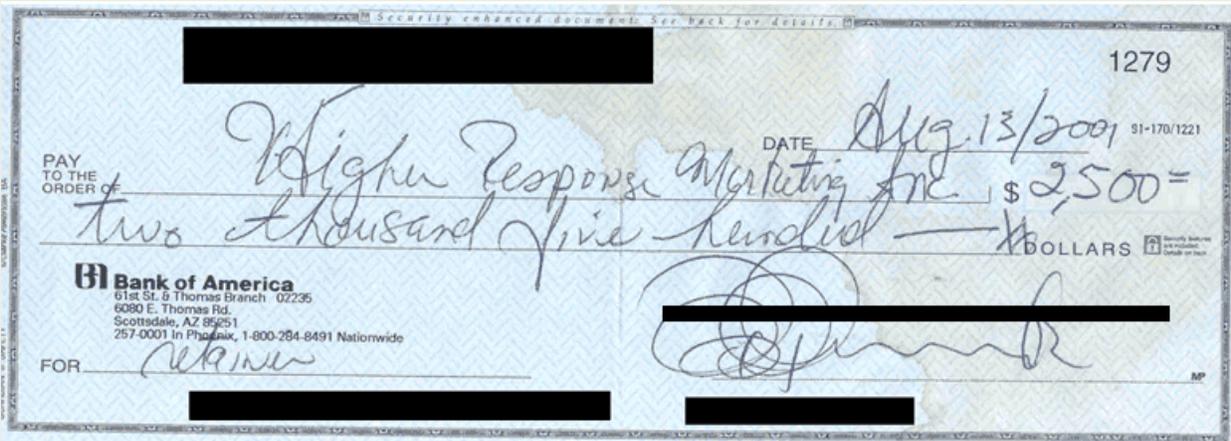
INTEREST CHECKING HIGHER RESPONSE MARKETING, INC.

Interest Paid YTD		73.24
Deposit Account Recap		
Beginning Balance as of June 30, 2001	(Plus)	26,139.55
71 Deposits		
Interest Paid	(Plus)	9.09
Ending Balance as of July 31, 2001		

Day after day.

Interest Paid YTD		4.11
Interest Paid Previous Year		91.29
Deposit Account Recap		
Beginning Balance as of January 01, 2002	(Plus)	53,049.96
63 Deposits	(Minus)	
Interest Paid	(Plus)	
Ending Balance as of January 31, 2002		

I'd sell my consulting for \$1,000 an hour. Like this check:



But there was one fly in the ointment.

While I taught my formulas to students in 120 seminars around the world, my Formulas were a bit too many steps for some students. You can see two of my speeches at marlonsanders.com

Over the years, I've worked hard to refine them down.

And I've finally come up with the simplest, most-streamlined, most doable formula EVER.

How My Friend Became a Source of My Motivation

Earlier, I mentioned to you my friend Robert.

Well, Robert's parents weren't that well off.

He didn't have the advantages in life that some have. He struggled working as an appliance manager.

I think he felt his future was bleak with no hope.

That, of course, was before I discovered the real secrets to success in Internet marketing.

Anyway, the last I talked to him, he'd tried to commit suicide by hanging himself but the rope broke.

I haven't seen or heard from him since.

I'm not God. I'm not a savior. I don't have all the answers to life. But I am a pretty darned good marketer.

And if there's just one person out there like my friend Robert who I can reach out a hand to, and say, "Hey, the path to success is this way," – and if in that way I can make a contribution to a few lives, then it has made all the difference in the world to me.

Part of my mission is to reach out to the Robert's of the world, people with amazing abilities and futures and say "Hey, there IS another path. There is another way. There is a bright future over here if you're willing to study your tail off, work really hard at it to learn the ropes – then you CAN break through to the other side, the side your dreams are on."

I did things the normal human being would never do to learn this business.

I knocked on doors at 12 and 1 a.m. trying to sell stuff.

I banged the phones in smoke-drenched telemarketing rooms.

I lived on \$9500 in one year trying to make a success of a retail business.

I bought, studied and read thousands of books and courses spending as much as \$30,000 or \$35,000 in a year just learning.

All to extract the secrets and boil down the ESSENCE of what really works. All so I can reach out to the Robert's of the world and lend a helping hand.

Yes I make money doing what I do. Yes, the money is good. And yes, there IS a mission that drives me far beyond those things. Money never has been my primary motivation. It's much deeper and more complex than that.

See, most people get into this business because they see money in it or quick money. They don't LOVE marketing. They aren't passionate about it.

I'm NOT that way. Marketing is my life.

How One Offer Rescued A Man From Dire Circumstances

On a hot summer day, a field laborer had gone to his wits end and at the end of a row of cotton and cried out "Oh Lord! Why do I have to work like this and get nothing out of it but a hut to sleep in and sow-belly to eat?"

According to Napoleon Hill on page 30 of *You Can Work Your Own Miracles*, the man developed a definite purpose and a plan for its attainment.

The man appointed himself to the Priesthood and changed his name to Father Divine. He travelled in a Rolls Royce and operated a huge, complex organization of businesses, pushcarts, dress shops and restaurants.

I thought my product sold CRAZY. This man's story was like cray crazy on steroids, acid or something or the other. LOL.

The point is, the man didn't change.

The ONLY thing that changed was his OFFER. He declared himself to be a deity. I don't recommend this behavior. I give the example only to give an extreme example of the power of one offer.

Why People Blame the WRONG Cause For Lack of Success or, What Some Call Failure

The thing is, when you are down and out, when success eludes you or debts stack up. When things aren't working, you blame YOURSELF.

You attribute your problems to some character defector personal lack.

In truth, IT'S NOT YOUR LACK OF CHARACTER THAT'S THE PROBLEM. IT'S THE LACK OF A HOT OFFER!

You're only one offer away from turning everything around.

Or, if things are already turned around and you just want to take them to the next level, you're only one offer away from THAT.

How One Offer Of a Speech Built Temple University

You've probably heard of Temple University. But what most people don't know is where the money to fund it came from. You can [read the story here](#) on the temple.edu website.

Russell H. Conwell wrote a speech. A very good speech. Well researched. Well told.

He OFFERED to give that speech anywhere he could.

The speech was his OFFER, and he delivered it 6,152 times around the world.

According to [Wikipedia](#):

The original inspiration for his most famous essay, "Acres of Diamonds", occurred in 1869 when Conwell was traveling in the Middle East.^[8] The work began as a speech, "at first given," wrote Conwell in 1913, "before a reunion of my old comrades of the Forty-sixth Massachusetts Regiment, which served in the Civil War and in which I was captain."^[9] It was

delivered as a lecture on the Chautauqua circuit prior to his becoming pastor of the Grace Baptist Church in Philadelphia in 1882^[10] and was first published in book form in 1890 by the John Y. Huber Company of Philadelphia.^[11] Before his death in 1925, **Conwell would come to deliver it over 6,152 times around the world.**^[11]

The central idea of the work is that one need not look elsewhere for opportunity, achievement, or fortune—the resources to achieve all good things are present in one's own community. This theme is developed by an introductory anecdote, credited by Conwell to an Arab guide, about a man who wanted to find diamonds so badly that he sold his property and went off in futile search for them. The new owner of his home discovered that a rich diamond mine was located right there on the property. Conwell elaborates on the theme through examples of success, genius, service, or other virtues involving ordinary Americans contemporary to his audience: "dig in your own backyard!".

What was true for Father Divine, what was true for Russell Conwell, what was true for W. Clement Stone, what was true for me, is you're only one offer way from paying off debts, solving your problems or going to the next level, funding dreams, quitting your job or finding the lifestyle you dream of.

The Gopher Report Offer by Jerry Buchanan

Jerry Buchanan and his wife bought a 100-acre farm in the hills of southern Oregon. Their dream farm.

The problem was moles and gophers tore his garden up. So he researched the problem and wrote a 700-word report and sold it in the back of magazines using classified ads. (Of course, you didn't have Youtube back then, lol)

That report sold \$14,000 back in the late 60's / early 70's. Off the back of that success, he wrote a book on how he did it called the *Writers Utopia Formula Report*.

Old guys in the business probably got into it because of that book and later his newsletter.

ONE 700-word OFFER changed the Jerry Buchanan's life and launched a new career.

Obviously, Jerry's report probably wouldn't sell today. Although maybe it would. The point is, it was an offer that hit the market at the right time.

One time H.K. Simon in Yonkers New York found out that sometimes radio stations would run your ads for free, and you'd only pay per inquiry.

He did a little research and typed up a list of these radio stations. He sold it for \$37 and brought in \$37,000. Off that offer he got a lot of others ideas and spawned a whole info product business. You used to see his full page everywhere for his book *Out of the Rate Race and Into The Chips*.

You're only one offer away from turning everything around, from starting a new business, from liquidating debt, from retiring your spouse from their job or retiring yourself.

Your OFFER Does NOT Have To Be An Info Product. It Can Be A Speech, Idea, Service, Physical Product or Anything Else People Will Give You Money For

Not everyone is cut out for creating info products. So? Most of the examples I've given in this newsletter have NOTHING to do with info products.

I personally think info products are the greatest thing since sliced bread. But it doesn't matter.

You can create ANY TYPE of offer people will pay you money for and merchandise the heck out of it. Promote it hard.

What I'm saying is that no matter your situation, whether you're too broke to spit OR you already have a successful business, and you're just wanting to go to the next level, you're only ONE OFFER AWAY.

Here Are The 3 Steps To Coming Up With Your Own Super Profitable Offers

Step one: Come Up With Ideas

The very first thing you have to do is come up with ideas for your offer.

What I find is that successful online marketers today know intuitively HOW to do this but they don't do a good job of teaching it.

I've developed methods for coming up with ideas and have written about these in other newsletters and go into them in more depth in products I'll reference later.

It's not the cheapest route to learn how to create and promote offers BUT it is the fastest. It took me an enormous amount of trial and error to learn how to do this.

Is your time worth a thousand bucks? Is speed and doing it faster worth a G to you? That's the thing. If it isn't and you got 5 years to figure it all out yourself, go ahead. Have fun. I hope you have a lot of bookshelves in your house or love reading the Kindle for hours on end.

Here's a simple, free thing you can do with big results:

Just get yourself some coffee or tea every morning and brainstorm offer ideas for 10 or 20 minutes every day.

That's a fantastic start.

But let me take you DEEPER into the MAGIC BULLET.

People don't really WANT to buy a product or a service. What they WANT is a magic bullet.

For example, MOST people don't want to change the way they eat forever to lose weight. They want to go on a binge diet for 10 days, then return to eating like a pig! LOL.

And when that doesn't work, they want an easier solution – “the magic pill.”

It's that weight loss pill that promises you can lose weight just by swallowing it. That's EASY enough. And it immediately puts an end to those nasty cravings for pizza and pie. So it's FAST.

Not only that, you don't even have to educate yourself about eating or weight loss.

This is what a LOT of people are searching for in Internet marketing. They want a Magic Money Pill. You swallow it or do a few other equally EASY things and MONEY magically APPEARS 15 minutes later.

It's so FAST!

If you study the top Warrior Special Offers, you'll discover most of them are “magic bullets.” Why? Because that is what people WANT to buy, as unrealistic as some of the offers may be.

A lot of people struggle with “brain freeze” when coming up with product ideas. I created a video to [help you with that here](#).

I read a statement the other day that said in the “make money online” market people don't so much want to “make money” as they want to “NOT work.”

This attitude extends to every product and service.

Of course, you DO have some counter examples where people teach you have to work really hard to get results. But those examples are “outliers” and exceptions to the rule.

In general, people DO want something as close to a “magic bullet” as they can get. They want an “expert” to figure it out for them and do as much as possible of the “work” for them.

Understanding that fact gives you a BIG advantage.

How Can YOU Create An ETHICAL Magic Pill?

We aren't going to go all the way overboard. But to get our product ideas, we CAN look for the CLOSEST THING to a magic pill solution we can find.

⇒ **Special Tip:** Look at the EXISTING products that sell well. Then see if you can add your Magic Pill Solution.

Just about ANYTHING can have a Magic Pill angle added to it. For example, I'm a fan of Grant Cardone because he tells it like it is.

Grant wrote a book called the 10X Rule. And he says that nearly anyone can accomplish their goals when they are willing to do 10X more activity than they are now.

Great book.

HOWEVER, when it comes to SELLING, Grant adds a bit of the Magic Pill to his offers.

For example, he has a sales app for your iPhone or Smart Phone. If you're selling someone and they come up with an objection you don't have an answer to, you just punch in a few things to your iPhone and BOOM!

INSTANT ANSWERS!

No pain.

No hard learning.

No memorization.

Fast.

Easy.

That's an ethical Magic Pill solution.

He also has Cardone University where you can get fantastic sales training in TINY 5 and 10-minute videos!

No long, painful, boring webinars. Just watch 5-7 easy-to-consume videos a day when you have a few spare minutes.

The big takeaway here is the sooner you realize there IS no magic bullet, the more you embrace reality that it takes a lot of energy and effort to succeed at ANYTHING.

Not just making money.

Anything.

But really, if you LOVE it, it's NOT work. It's fun.

On the flipside, when you SELL, be truthful with people. But use your magical creativity to come up with offers that move closer to the magic bullet side of the equation.

I AM aware there are exceptions to the rule. And there's also a LOT of people who will swear on a stack of copywriting books they don't sell "magic pills or bullets."

But when you analyze their pitches, they have "done for you" which makes it easy. Or they provide templates (done for you and easy). Or they emphasize speed and make it fast for you.

They're basically unconsciously competent. They are doing "IT" but don't realize they are doing "IT." Or they aren't self-honest enough to admit it.

There are also a few exceptions like PB90X where they really do pitch the blood, sweat and tears. MOSTLY with client testimonials of how great the AFTER is! By the way, if you don't know PB90X (I think that's the name) it's an infomercial that sells a hard core workout fitness training product.

In MY case, I came up with this idea of selling the method I used to create and sell Planners. It really was a solution that could be implemented FAST as simple planners seem to sell the best!

Best of all, you could have them printed on demand. And it only took a minute or two for each order!

→ **Special Tip:** One of the BEST sources of product ideas is your OWN complaints! What annoys YOU? What is a pain in the neck for YOU? What if you solve this pain for other people?

You can also read Facebook groups to discover the pains OTHER people have! Every complaint, problem, question or pain is a potential product idea.

Here is where you go on Facebook to find groups:

<https://www.facebook.com/groups/?category=groups#>

You'll be able to find plenty of groups on every topic imaginable. There are a BILLION active people on Facebook each month and 100 million on Instagram.

⇒ Watch the COMMENTS on posts in your special interest topic or niche! You'll often see people ask questions or complain. Every time you hear that, THINK: Ding! Ding! Ding!

Are Magic Pill Products Valuable And Ethical?

Let me be straight here.

I'm a huge fan of doing it the "old-fashioned" way. I believe in turning KNOWLEDGE into SKILLS that produce a result. I am 100% convinced that the REAL path is getting the SKILLS and adding ACTIVITIES that produce an end result.

I'm really not one that believes in shortcuts.

Having said that, after studying this topic thoroughly I have a different viewpoint.

For example, in a fascinating study of teachers reviewed in the book *Results* by Mike Schmoker, they found that when teachers are given new methods of training, unless they experience SUCCESS with those methods in 10 days, they go BACK to their old methods!

If they can't see a positive result in 10 days, that's it! And these are TEACHERS, not people trying to make money or grow their business!

I've studied extensively many products on the learning process. It's a universal problem. Businesses spend buck bucks attempting to teach their employees new behaviors and in most cases, they FAIL!

Behavior change is enormously difficult.

Study-after-study and book after book has showed you have to REALLY make it simple to apply and get FAST results or learners, employees, teachers, business people or sales people revert to their old habits.

So while I know in my gut the REAL path to lasting success is getting new skills and doing ACTIVITIES to use those skills, the real world also says that you MUST get people to have success within 10 days.

And very often that means providing "done-for-you" tools, templates, cheat sheets or other tools.

I believe the reason this information dovetails with what I know about the "magic pill" and sales is that people instinctively know that if it's complicated, they won't change their behavior.

- ⇒ **ASSIGNMENT:** Write a list of the questions and complaints with what you gather from this research. Then come up with a product idea for each question or complaint.
- ⇒ For example, if someone asks where they can buy a course on Facebook advertising for coaches, what do you think a good product idea might be? LOL. That happens ALL the time.
- ⇒ Let's say someone COMPLAINS about how hard it is to do something like create Facebook ads (or whatever). The SOLUTION or ANSWER to that complaint is your product idea. In this case, it would be Facebook advertising training. But there's no Magic Pill in that. So later on, I'll show you how to transform that into a "magic pill"

solution.

⇒ **Special Tip: Join groups in your niche and LIKE fan pages and people in your niche who sell products, buy Facebook ads and do launches! You can look at what THEY are selling for ideas. See if they MISSED or overlooked some “magic pill” possibility or potential.**

The screenshot shows the Facebook Groups 'Discover' page. At the top, the 'Discover' tab is highlighted with a red arrow pointing to it, and a red box contains the text: "Just click DISCOVER to find all the groups you could ever need!". Below this, the page is divided into sections: 'Friends', 'Local', 'Buy and Sell', and 'Funny'. In the 'Friends' section, the group 'The Source Wave Group' is highlighted with a red arrow and a red box containing the text: "Here's an interesting group and I haven't even done any searching!". Other groups visible include 'Order of Man', 'San Antonio Craigslist', 'La Pulga de San Antonio tx', 'Royal Slay', and 'Epic Memes & Adult Jokes 18+'. The URL in the address bar is <https://www.facebook.com/groups/?category=discover>.

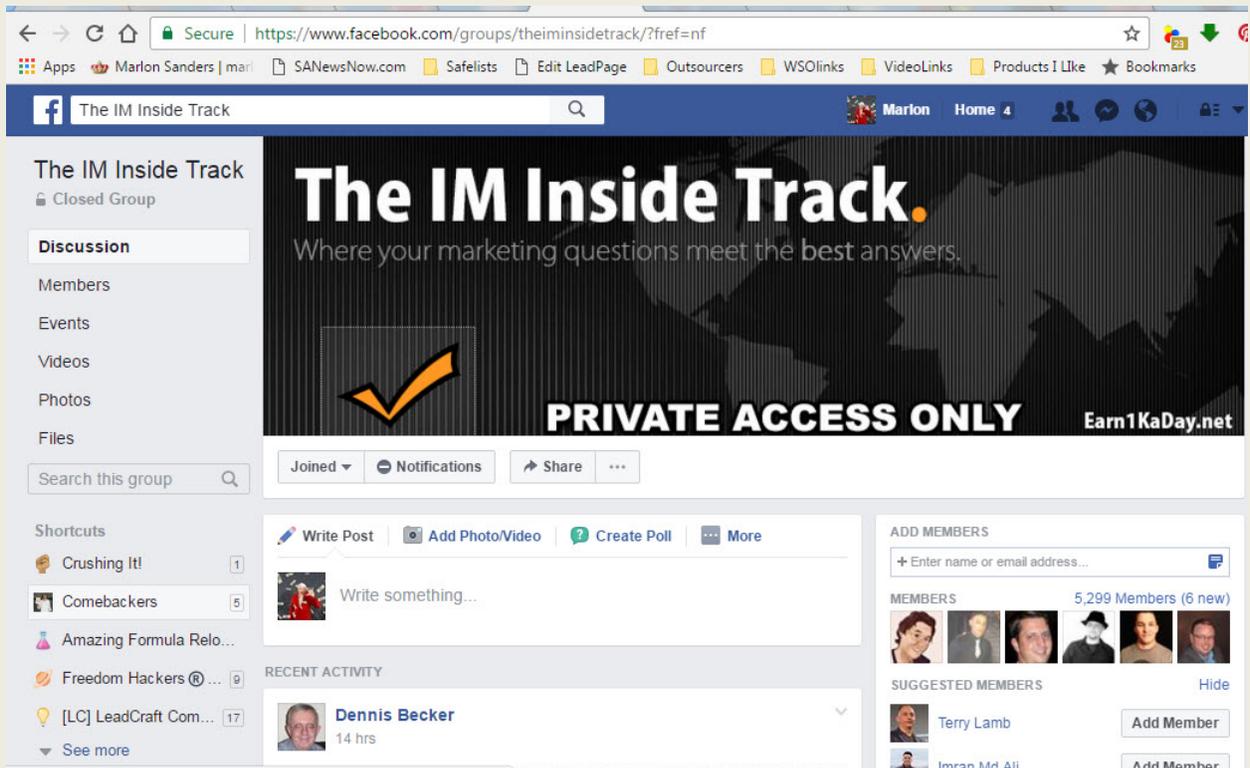
In the Internet marketing realm, you'll love Barb Ling's group:

<https://www.facebook.com/groups/perkingupprofits/>



Dennis Becker runs a wonderful Internet marketing group here where you'll learn TONS about what people think:

<https://www.facebook.com/groups/theiminsidetrack/?fref=nf>



Here is a GREAT group to study and relate to newbies:

<https://www.facebook.com/groups/nichehacksprivate/>

Kimra Luna runs a group for people in ALL KINDS of businesses – both offline and online:

<https://www.facebook.com/groups/freedomhackersmastermind/>

Kimra's group is very active. You'll get all kinds of product ideas from it if your target audience is freelancers, coaches or consultants.

By the way, if you DON'T know WHO your Hungry Target Market is, I have a SOLUTION for you.

The purpose of being in these groups is to learn what people WANT, what they ASK about and what their problems and complaints are.

It is NOT to post your stupid advertisements! THAT is what AFFILIATES are for and when you use my methods, you'll have AFFILIATES wanting to promote you.

Step Two: Create Your Offer

Your offer includes the product or service, the price, the bonuses, the terms of payment, the bonuses, the proof, the big promise, the unique value.

There are a gazillion ebooks and videos on how to create PRODUCTS. But the product isn't the secret. It's the OFFER.

And there are certain elements your offer MUST HAVE for maximum sales.

You START by studying offers from other people somewhat similar to your idea. You can [use a service](#) to transcribe their webinars or video sales letters so you can study them.

I use a method called Value Equations to really rip things apart and put them back together again to find the key sales points.

But you can learn a lot just by reading the transcript and marking it up.

SECRET: Work Backwards From Your Magic Pill Idea To a Product or Service You Can Actually Deliver

I'll give you one example.

One time I observed that people struggled following my formula for writing sales letters that I created and taught in 120 seminars around the world.

What “Magic Pill” solution would YOU come up with?

I came up with a simple software program (much copied and imitated now) where you filled in the blanks, clicked a button and it output a sales letter!

I called it Push Button Letters!

You're only one offer away from selling a million dollars.

However, I prefer to hit a lot of singles, doubles and triples vs. always trying to hit a grand slam.

First you figure out how you could remove PAINS or PROBLEMS that people are having with the OTHER products or with the topic in general.

THEN you search for a way to add a bit of ZEST with a Magic Pill Solution by making it faster, simpler, or easier.

Once you do THAT, all that remains is to CREATE that solution. If it's an info product, you write out your steps in order. Step 1, do this. Step 2, do that. Step 3, go here.

You create a welcome video. You have your steps. You close it out.

For Warrior Special Offers, it's very simple. A lot of top-selling wso's are no fluff. They have maybe 3 videos and a couple bonuses that are usually other products they sold.

You can also write a 10 to 30 page PDF. I've seen that done also. People like lots of screen caps, so you don't even have to write that much.

JVZoo is more demanding. The offers there sell for more money but they expect more.

- ⇒ Super speed tip: If you have webinars, youtube videos, Facebook videos, forum posts, Facebook posts, ALL of those things can be used for your product potentially.
- ⇒ You can go to rev.com and have your videos transcribed inexpensively!
- ⇒ You can even take PLR (private label rights) videos, have them transcribed, add a bit of your own thoughts in there or some screen caps or Power Point slides and you have a unique product.

How To Find Offers WITHOUT Even Creating Them! Kiss Product Creation Bye Bye

I personally am an advocate of creating your own products BECAUSE you have chance to tell your story and bond with your customers.

Gaurab Borah found that he couldn't create offers fast enough to sell. Plus, he liked the marketing part but not the product creation part.

So what he did was go to the Warrior Forum and found people who had products but either didn't know how to launch them. Or they had launched them and didn't make much money.

He offered to do a JV where he'd launch their product and split the money 50/50. He had a few successful launches under his belt to show what he could do.

BOOM!

He started launching product after product and believe it or not ended up selling \$1 million dollars after partnering up with a graphic designer who would design the sales letters.

His part was just getting affiliates to promote the offers. I'll tell you how he did that later.

I'm not going to give away all Gaurab's secrets here as that wouldn't be fair to him. [You can buy his product here](#) where he reveals all his secrets. I highly recommend it! When you get it through my affiliate link above, you get special bonuses from me.

The POINT is, you do NOT have to create products yourself. You can just find someone with a product who doesn't know how to or doesn't like to promote and split the money with them.

I've had friends give only 20% or 30% on the split. And others give up to 50% like Gaurab did.

The GREAT thing is that in JVZoo and Warrior+ you just set up a JV feature where they split the money and pay your partner automatically on every sale.

It's automatic.

It's easy.

AND you don't have to create products! How cool is that?

I can't really go on without putting in a plug for my own product also. If you've gotten value out of the above tips, you'll freak out over my "Hot Product Offer" DRILLDOWN where I really Drill Down into how to create smoking hot offers that sell like crazy.

It's available as part of [Amazing Formula Reloaded](#).

Here's How To Set Up Your Member's Area

Whether it's your OWN product or a partners, you're going to need to deliver it with a member's area.

Some people just use a thank you page on a disguised URL and put a robots.txt on it to keep Google from spidering it.

And others want to set up actual password protection for their products.

I'm not a programmer but you should be able to do this just by pasting this into a text editor and saving it as robots.txt. Then upload to your website.

```
# go away  
User-agent: *  
Disallow: /
```

That code is from this website: <http://www.robotstxt.org/orig.html>

You can read more about it there.

How to Password Protect Your Member's Area

You don't have to password protect your member's area.

There IS a paid option that keeps things simple but also password protects your pages:

You can use [THIS PRODUCT](#), which works with JVZoo, Warrior+ AND Clickbank! Plus, it uses all major autoresponder services. It's pretty sweet.

It will also SET UP YOUR DOWNLOAD PAGE for you.

I created a brief PDF for you with screen caps and the benefits to you.

<http://wow2.s3.amazonaws.com/getmoney.pdf>

How To Set Up Your Download Page For Free

Let's say that you want to set up your download page without spending money.

One solution that comes to my mind is Wordpress. If you already have webhosting, you can hire someone on Fiverr.com to install Wordpress. After that, it's easy.

Here's a handy little Youtube video that shows how to set up your download page in Wordpress:

<https://www.youtube.com/watch?v=lkq1nSPLWUc>

The only thing you'll notice is the download page is bland. But with just a little effort, you can make it look nice.

You could even use Wix.com for free, if you're in a pinch for money. You'd just list it as the thank you page in Warrior+:

Warrior+Plus

Marketplace Vendors Affiliates Deal of the Day Support

Vendors | offers products customers stats transactions affiliates jv center affiliate contests coupons commission rules

DEAL OF THE DAY **Ultimate Video Ranking (shocking results...)**
"...the proof speaks for itself... Gary has uncovered a treasure trove of white hat ninja ranking secrets..."

Product Editor WSO Pro Advanced

Linked Offers / Funnels Actions

Offers / Sales Funnels: You are now able to link your products together as part of an 'Offer' / Sales Funnel, as well as create offers for selling outside of the Warrior Forum. In order to do this, create and save your 'product' as normal, and then click the 'Linked Offers / Funnels' button to add your products to an Offer, setup your offer/funnel pages, and get the button code you need to put on your WSO post or salespage. DO NOT use the 'Embed Code' from the 'Actions' menu for products you are selling as part of an offer / funnel.

PRODUCT DETAILS

SALE TYPE Buy Now / Single Payment

Product Code wso_vx897c

Product Name How I Sold \$13,275.11 Of Planners For The New Year The name of your product/service. Buyer sees this on their receipt.

Delivery File Choose File No file chosen The file the buyer will receive when they purchase this product. (**ONE file only** - add multiple files to ZIP before uploading) **Max Size = 100MB**

DO NOT use Delivery URL to link OTOs/Upsells -- Use Offers to create a sales funnel instead

Delivery URL <https://marlon.infusionsoft.com/app/form/password-crear> URL where buyer can access this product after purchase (only use if not using a **Delivery File**)

Get this: My friend Jeremy Kennedy actually just used an EVERNOTE URL for one of his last products!

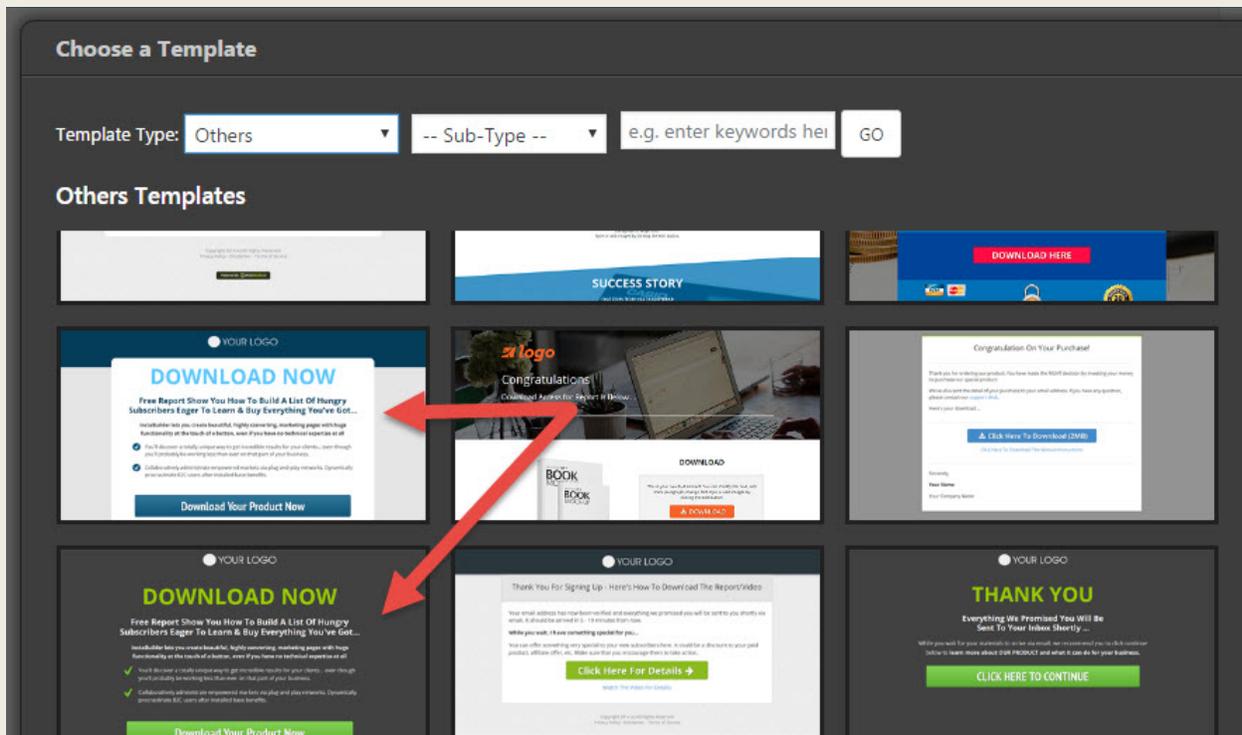
He just typed the product up in Evernote!

You could use Google Drive also!

What I personally use is the Instabuilder plugin. You can use Clickfunnels, Lead Pages, or things like that. However, they are recurring billing.

Instabuilder has a 1-off fee plugin option.

Like Lead Pages or Clickfunnels, they have templates as you can see here:



It's really fast and easy to learn Instabuilder. This video here is the one that showed me how to [build almost any page with Instabuilder](#).

One last program I should mention that is a one-off fee is Optimize Press. Some people love it.

After you build your download page using either a free or paid tool, it's time to set up your product in Warrior+, if that is what you're launching in.

Here is a video that will show you how to set up your offer on Warrior+:

<https://www.youtube.com/watch?v=W3H8B2TwpU0>

Here's a video on how to set up your offer on Warrior+

<https://www.youtube.com/watch?v=YaKpJ9q-EiY>

Of course, if you're launching on JVZoo or Clickbank, you'll find plenty of videos on Youtube for how to set up either of those.

In case you're wondering what I use, I have custom programming that integrates with JVZoo and Warrior+.

**How to Create HIGH EPC's
to Attract Top Affiliates!
(The big secret of getting affiliates
to promote your offer)**

The BIG SECRET of getting affiliates to promote your offer is called EPC or Earnings Per Click.

Let's say an affiliate sends you 100 clicks by emailing their list for your offer. If you make them \$100 in commissions, they just earned \$1 per click they sent you.

This is the MINIMUM STANDARD.

If you are below \$1 EPC, then you need to work on your OTO's. But really, on day 1 of your launch, you need to be at \$2, \$3 or \$4 or above on your EPC's.

If you're NOT, it's OK. You're learning. But THAT is what you need to shoot for because it's what the most successful launches do.

Your OTO's are One Time Offers, meaning that special deal is only available then.

You also have UPSELLS. These are offers that can be obtained at the same price and terms later on.

There's a lot of psychology that goes into pricing your OTO's or upsells and in WHAT the OFFER is.

The VERY FIRST OTO is your main moneymaker. It's extremely important it converts well. The price point is often \$47 to \$67, although you'll find all kinds of price points and strategies.

To get strong epc's, my philosophy is to go for higher prices on the OTO's. But my friend Barb Ling loads up some lower dollar offers and one \$97.

On JVZoo, I did \$50,000 in 7 days with a \$97 and \$197 OTO.

You can see some of the EPC's my BEST affiliates got below. Of course, those numbers aren't average.

Affiliate	Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (31 items)		375	42	11%	\$1.86	\$16.59	\$696.73
CRGreen	Marlon Sanders' How to Create High Profit Products marlon	30	10	33%	\$5.31	\$15.94	\$159.38
TalkBiz	Marlon Sanders' How to Create High Profit Products marlon	27	8	29%	\$5.24	\$17.70	\$141.56
	Marlon Sanders' How to Create High Profit Products marlon	18	6	33%	\$5.86	\$17.59	\$105.56
	Marlon Sanders' How to Create High Profit Products marlon	69	7	10%	\$1.42	\$14.01	\$98.06
	Marlon Sanders' How to Create High Profit Products marlon	71	4	6%	\$0.75	\$13.27	\$53.09
	Marlon Sanders' How to Create High Profit Products marlon	37	2	5%	\$1.39	\$25.80	\$51.60
	Marlon Sanders' How to Create High Profit Products marlon	8	2	25%	\$5.93	\$23.72	\$47.44
	Marlon Sanders' How to Create High Profit Products marlon	3	1	33%	\$4.54	\$13.61	\$13.61
	Marlon Sanders' How to Create High Profit Products marlon	4	1	25%	\$3.32	\$13.28	\$13.28

In order to get OTO's to convert or sell, people try all kinds of offers. For example, with software multi-domain licenses and developer rights are easy OTO sells and almost always a hit.

With info products, people offer done for you services or offers. They offer Masterminds and coaching. They offer Facebook groups.

Your OTO 1 Is Your REAL Product And Your REAL Moneymaker

The BIG TAKE AWAY here is that the ACTUAL product you're selling is OTO 1, NOT the upfront offer. Because you pay out 100% to affiliates on the initial offer. So the profit and the actual product is OTO 1.

Then you backwards engineer from OTO 1 to the front end initial offer.
This is a pretty radical shift in product design

BECAUSE you consider oto's 1 and 2 to be the CORE product and the front end product is just the lead generator for affiliates to put people into the funnel.

Ben Adkins came up with this acronym:

OTO #1: A.S.S.

Automate

Simplify

Scale

In other words, OTO 1 takes what they JUST BOUGHT and gives them a way to make it 10x better, which is why it converts. They are pre-qualified.

You ALREADY know they want X. Now you make X 10x easier, faster, simpler, better or bigger.

OTO 1 should convert BETTER than the main offer BECAUSE now you have people who just paid to pre-qualify themselves as being seriously interested in that topic.

Downsell: If they decline OTO 1 they go to a downsell of some sort.

When you think about it, A.S.S. is just using variations of the magic bullet. Automation implies it's EASY. Almost no work or effort. Simplify means it's faster and easier. Scale means you make MORE money for the same amount of effort or less.

OTO #2: Community or support

A mastermind call.

Or a group they're a member of

Something where they can get some support. THIS oto is only delivered if they buy oto 1 so your conversions on OTO 2 could be 70%+

What one guy does is just offers a 1-off Mastermind call for \$X. In a consumer market it's cheap like \$17.

That's really the whole gist of it.

Step Three: Promote It Hard

Don't hold back.

Even if it's a bit of a flopper or not a great seller or just lukewarm. Doesn't matter. Once you got the offer, promote it HARD.

Your best marketing ideas will come WHEN you are hustling hard to promote your product or get affiliates to promote it.

The right OFFER to affiliates to affiliates will replace a lot of work. The ULTIMATE LAZINESS METHOD is a powerful offer that does a lot or most of your sales work for you.

That's a fact.

With the right offer, people are beating YOUR doors down to promote the bad boy. My Big Ticket Dashboard last year just started going cray crazy.

Jamie had the same thing happen on Domainer Elite. It went viral with affiliates.

Jon Spoelstra had the un-enviable task of selling basketball tickets to fill seats for the Clippers when they were the worst team in the league and couldn't buy a win.

Yet, he came up with a POWERFUL OFFER that SOLD OUT most of the games!

Even a lackluster product with a GREAT OFFER can outsell a great product with a lousy offer and poor promotion.

If you want to REALLY understand the POWER of the OFFER, I highly recommend his book on Amazon: *Ice to the Eskimos*

If You Need Money or More Sales, Here's The Solution

The SOLUTION is simple.

You create and promote or merchandise more offers. Stop blaming yourself. Stop saying it's too hard. Stop saying you don't have the ability. Stop saying you're skeptical.

STOP focusing on your lack of money.

We do these things because we FORGET the truth.

And the truth is we just need to get more offers out and well-promoted. Not every offer is a winner.

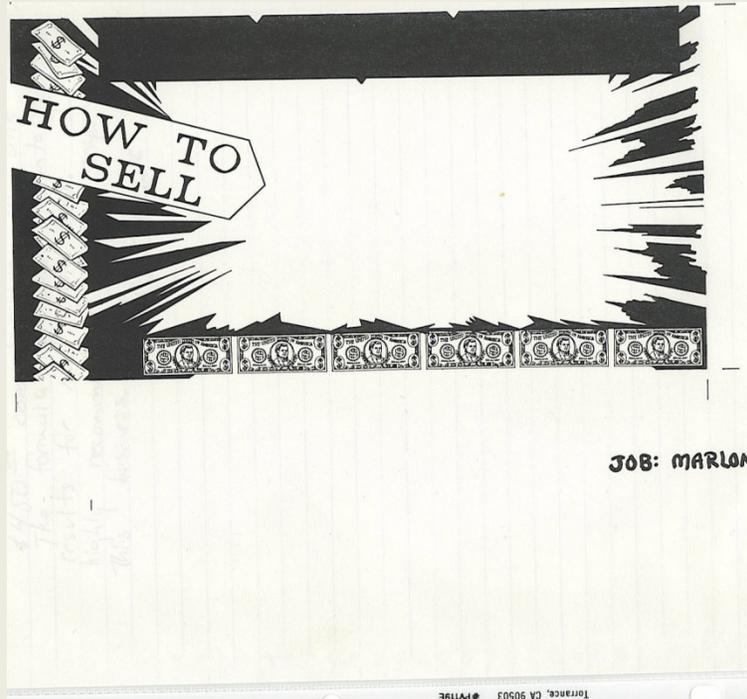
Now, I'm a huge fan of Grant Cardone's 10X Rule. But let me also say that STRATEGY and SKILL are important. One of Napoleon Hill's steps in *Think and Grow Rich* is specialized knowledge.

You aren't BORN knowing to find, create and promote offers.

A LOT of times we lack the self confidence to do this since others we know doubt our ability or we doubt ourselves.

For most of us, the biggest problem we have is we doubt ourselves and don't turn our ideas into offers and get the word out.

I've shown this before. It's an idea I had half done. Check out this idea I trashed:



As you can see, the ad isn't finished. That's because I never finished it.

It was a GREAT idea. My roommate managed an appliance department. And he had developed a script to sell warranties on appliances that worked gangbusters. I had written a pretty good sales letter for it. But we chickened out on investing \$300 to run the ad.

We didn't believe in our idea and our skills. Here was the sales copy I wrote for it but never used.

ARE YOU LEAVING CASH ON THE TABLE?

You make more profit on extended warranty service contracts than on any other item in your store. It takes less time to sell contracts than any other item you carry (only two minutes). And not only does the product take up no display space, but also no inventory is required. What's more, now the Robert Keller Profits Formula called *Dollars for the Asking* makes it such a simple, fast sell—you won't believe it. As a result, you can increase your gross profit two to four percent. This means you'll have more money for advertising, special promotions and spiffs.

HOW TO SELL EXTENDED WARRANTIES

Selling extended warranty service contracts is a four-way win situation. Everyone wins and no one loses. Your employees win. It takes them only two minutes to rake in hefty commissions using the Profits Formula in *Dollars for the Asking*. With an average commission of \$25.00, that's \$12.50 a minute! **Where else can your employees earn \$12.50 a minute?**

And as your gross profits increase, you can afford to offer your employees more bonuses and spiffs. This not only adds contagious excitement to the atmosphere, but also helps boost sales even more. With a steady stream of commissions and spiffs, your employees will be happier than ever before. Your turnover could be substantially reduced.

Secondly, your store wins. Warranties are the single most profitable item your store can sell. By closing seven out of ten appliance purchases on contracts, you will increase your gross profit two to four percent. This means you'll have the profit margin to justify additional advertising, special promotions and generous spiffs — a definite edge over the competition.

And third, you win because the Profits Formula doesn't require a lot of sweat to use. Everything is laid out in the easy-to-follow cassette tape guide. You hear the presentation given exactly as Robert Keller gives it daily. All you and your employees need to do is copy it verbatim. It literally couldn't be simpler. You can learn the formula in an hour and make a sale the next. The cassette tape can literally pay for itself the very first hour you test the formula. **Only one sale — one sale — can pay for the tape!** In the period of a year, the tape can pay for itself hundreds of times over. And this is knowledge you can profit from year after year in the appliance business.

And last of all, your customers win. If something goes wrong with the item they purchased, they get it repaired free. Service contracts eliminate a lot of irate customers. And this means you'll keep their business in your store because now you've solved their problem. And that makes you a good guy in a white hat.

In short, extended warranty service contracts are a four-way win situation. Your employees win. Your store wins. You win. The customer wins. What more could you ask for?

YOU GET ALL THIS

- Edge Over Competition
- Reduced Turnover
- Satisfied Customers
- Happy Employees
- Renewed Enthusiasm
- Extra Dollars For Advertising
- Freedom From Irate Customers
- Money And Work Success
- Personal Satisfaction

MAIL NO-RISK COUPON TODAY!

NATIONAL INFORMATION SERVICE • P.O. Box 790038 Dallas, TX 75379

Yes! I want to immediately increase my profits and enjoy the 9 remarkable benefits. Please rush me a copy of *Dollars for the Asking* and the free intriguing bonus. If I'm not satisfied, I may return it in 60 days for a full refund.

Enclosed is my check cash money-order for \$20.00

NAME _____
(please print)

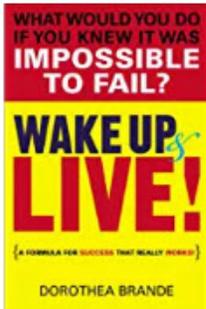
ADDRESS _____

CITY _____ STATE _____ ZIP _____

FREE BONUS

If you order within ten days of the postmark, you will receive a very special bonus — a definite eye opener. Refer to the description enclosed. But to guarantee receipt of this useful bonus, you must act within ten days of the postmark.

I've give you the CURE before for inaction and not doing anything with your ideas nor believing in yourself. It's contained in a few books:



Wake Up and Live!: A Formula for Success That Really Works!

by Dorothea Brande

Kindle Edition

\$12⁹⁹

Whispersync for Voice-ready



Paperback

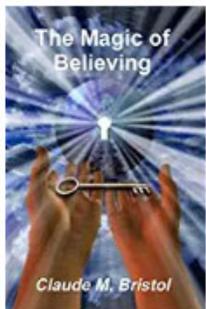
\$7⁹⁵ 

Get it by **Monday, Nov 28**

More Buying Choices

\$6.00 used & new (27 offers)

Other Formats: Hardcover, Audible Audio Edition, Mass Market Paperback, Audio CD



The Magic of Believing Oct 14, 2014

by Claude M. Bristol

Kindle Edition

\$2⁹⁹

Whispersync for Voice-ready



Mass Market Paperback

\$5⁹⁵ ~~\$6.00~~ 

Get it by **Monday, Nov 28**

Wake Up and Live by Dorothy Brande is a life-changing book for some people. The *Magic of Believing* is a timeless classic as is *Magic of Thinking Big*. I like books that are timeless classics because I feel they've stood the test of time and often do the best job of articulating a concept. It goes without saying that *Think and Grow Rich* would be on that list. Then you can add on Anthony Robbins, NLP, EFT tapping or whatever else floats your boat or works for you.

How one of my friends sold 7,115 products and \$434,584.60 (publicly verifiable) last year from just one offer

I mentioned I talked to a friend yesterday. Jamie has Domainer Elite software on JVZoo.

With only a lackluster effort, he has sold \$434,584.60. Jamie said if he wasn't lazy and really worked on the offer, it would have done \$4 million.

Really, his whole income for the year was made by one offer. Now, that's not all his income as he has a "back end." I think he grossed \$1 million without working "hard."

See, while I believe in Grant's 10X Rule, the ironic thing is, to some degree it's NOT how hard YOU work.

It's how hard your OFFER works FOR you!

THAT is why it's so super exciting and powerful to know how to find, create and promote offers that sell!

Are You In a Mastermind?

I don't know if you're in a Mastermind or not.

Just like Napoleon Hill taught, by combining minds you get power. Having others who are supportive of you and hold you accountable REALLY helps you get into action and overcome procrastination.

See, all procrastination amounts to is LOW EXPECTATION OF SUCCESS. Your "expected utility" is low.

That's all procrastination is.

By having a Mastermind to help bolster your expectations and believe, you then overcome procrastination.

You Really Can Succeed Fast ONCE....

There's specialized knowledge and know how that needs to be DOWNLOADED to your BRAIN. That's what I do in *Amazing Formula Reloaded*. It's a download of all the information and know how in my brain to yours.

Beyond that, you get with it and start finding, creating and promoting offers. Some will flop a bit. Some will do OK to good. Occasionally you hit a home run.

Somewhere along the way your problems are erased. It happens faster for some than others. It's really about hitting the right offer and promoting it like CRAY CRAY.

How to Hold a Contest For You Affiliates

Here's a sample contest. But all you need to do is look at Muncheye.com to see what everyone is currently doing on contests.

Contest:\$800 Contest - Total Funnel Revenue Based

Start Date:201x-10-27 08:00:00

End Date:201x-10-31 00:59:00

1st - \$500 - No Min

2nd - \$200 - No Min

3rd - \$100 - No Min

Contest begins at 9:00AM Tuesday, Month, day and runs until 11:59PM Sunday, Month, day.

Leaderboard position will be based on total revenue generated across the sales funnel.

There is no minimum sale requirement for all prizes.

All contest prize money will be paid with 24 hours of the contest close

How to Get Affiliates To Promote

There are several keys here:

1. Great EPC's

I've already discussed my thoughts about those.

Basically, your OTO's have to convert. But it doesn't hurt if they are higher priced. Man can't live on \$10 offers alone.

2. Promoting 3 weeks in advance in the JV groups

You need to promote daily in the Facebook groups as far in advance as you can and talk to as many people as you can.

I have a separate product where I explain 4 sources for getting affiliates. And then another product that gives 10 copy / paste messages.

The MAIN THING is be polite but persistent. Always lead with a What's In It For Me. That's a big concept and it takes me a whole report to properly explain it.

But the short version, is it's something you'll do for the person other than pay a commission which every product launch does.

It could be as simple as putting a banner for the #1 affiliate at the top of your blog for a month. It could be ANYTHING that adds value.

Now, I want to DRILL DOWN deeper into the topic of traffic and put it in a little bit of perspective for you. This will help you understand what the current "game" is and how it's played.

3. Remember that it's NOT about today's launch. It's about developing RELATIONSHIPS.

And one of the big keys to THAT is to make your friendship BENEFIT the other person. Think about THEM.

The Big Concept Everyone Forgets About How You Get Affiliates To Promote

This report is about turning offers into cash.

Well, when you ask an affiliate to promote your product, you're making an OFFER to them.

Promote my product AND I will do XYZ for you.

That's the offer.

Don't get me wrong. You can do a million bucks just by being great at the basics. Have affiliate contests. Do good products. Build relationships. Treat people right.

But you get that EXTRA EDGE when you understand the power of OFFERS.

I remember Lee McIntyre when he was getting started would offer to do something extra for the affiliate if they promoted for him.

He'd do some writing or graphics or whatever they needed if it was a prime affiliate.

In general, you'll be most successful building up relationships with others at your level or 1 step above it.

But by making a great offer, you CAN get bigger fish to promote for you. It's all about making it in that other person's FAVOR to do it.

As an example, one time I said that I'd write a whole newsletter issue about that #1 affiliate.

Another time I offered to put their retargeting pixel on my thank you page if they sold X units.

This is what's amazing about offers. There is no right or wrong. You're only limited by your imagination.

Now, before you wheel out some crazy offer, you want to stay within socially acceptable boundaries. It's ok to be on the edge. Just don't be so crazy you're perceived as having fallen OFF the edge of the moon!

In addition, you first MUST handle the basics.

Have a good JV page well done.

Have a good sales letter with good copy and graphics.

Have a good product.

Have a low-price on your front-end product, usually under \$10. However, watch the environment and what OFFERS are being promoted hard by affiliates right now and what price points are selling best.

Make sure your product has "magic pill" elements to it.

Make sure you announce your launch daily in the FB launch groups and read the terms of each group BEFORE posting. Some only allow you to make additional posts as a comment on your initial post, due to Facebook rules.

A fast benefit. Something perceived as relatively easy. The closer it is to a push button, the more people go ape over it, believe it or not.

One time I heard TJ Rohleder say that people wanted to get rich BUT they wanted other people to do all the work!

Do the WORK for your customer by providing templates as OTO's or "done-for-you" things. Do their thinking for them by providing ideas and illustrations.

These are the things customers love that sell really well.

What I found out is there are certain topics affiliates HATE to promote because products on those topics have a history of NOT converting.

For example, products about "product creation" don't sell well. Products about how to write sales copy don't sell well, as amazing as it may sound.

So you want to LOOK and SEE what's selling and what affiliates LOVE to promote.

Of course, AFTER the launch is going they'll be looking at how much commissions they make for each click they send you or "earnings per click."

This is why NAILING YOUR OTO 1 is VITAL. Your OTO 1 is critical to boosting your EPC's. Just critical.

A good price is \$27 for OTO 1. But I know others that will do \$47 or higher. Whatever the price is, it HAS to convert so you rocket your EPC's.

There are many theories about price points. Some affiliates have "downsells" where they present a lower price if someone clicks "No, I don't want this offer."

Others only have 2 upsells or OTO's. Others have 3 or 4 AND downsells.

You want make things EASY and FAST for your affiliates to promote for you:

- Provide multiple email swipes that are well-written. Do NOT write them at the last minute. Put your best effort into them.
- Provide a “bonus page” affiliates can use, or at least bonuses they can use. But it’s best if you actually create the page FOR them.

I want to provide some “backstory” about affiliate traffic that will help you understand the current environment and how to create OFFERS that appeal to affiliates.

MAJOR TRAFFIC REVELATION

42,185 visitors in 11 days for FREE

↕ Visitors	↕ Sales	↕ Conversions	↕ \$ Per Visitor	↕ \$ Per Sale	↕ Total
42,185	609	1.44%	0.94	\$64.93	\$39,544.37

\$21,092 of traffic for FREE.

I’m talking bills erased overnight.

I’m talking vacations paid for in one fell swoop.

I’m talking cars, boats or houses fully or partially paid for.

It’s simple. The great things usually are.

It won’t take me a long time to explain.

But I consider it a major revelation. And the implications for you could impact many areas of your life in the next 3 months.

For you ADVANCED people or GURUS reading this, the traffic revelation could be very substantial for you in the next 60 days. I first need to explain several axioms then I’ll get to the actual revelation.

DEFINITIONS IF YOU'RE NEW:

If you are NEW, at the end I've provided definitions for terms like affiliate program, back end and traffic, so we're on the same page.

I'm going to present this in term so axioms:

Axiom 1: You must have a super compelling offer

Traffic or visitors to your website, blog or product launch won't help you much if you don't have a compelling offer that practically forces people to respond.

This is what Offers Into Cash is all about.

In the past you had an idea or a product you saw as having big potential. You were really excited about it.

But those visions of excitement came tumbling down when people didn't RESPOND to you.

You may have given up, began to wonder if this marketing thing would work for you, or felt discouraged.

The reason you've HAD THESE LET DOWNS is because your offer wasn't compelling.

It's not just WHAT you have, it's how you PRESENT it.

The OFFER is everything people GET when they respond to you, buy your product, join your membership site, sign up for your service, become part of your group or organization or become a listener to your podcast or reader of your blog.

My OFFER for [Big Ticket Dashboard](#) is this:

Others charge \$10,000 and more to give you a plan to sell big ticket products and services. I'll give you, in essence, the same plan you'd get from THEM for under \$100. Not only that, I'll break it down step-by-step, day by day and week-by-week.

That's a compelling offer. And it's why sales of it were off-the-hook for its price point.

In Fast Start System and Round Table, and in Ateam archives I refer to this as your Value Proposition. In [Amazing Formula](#), it would be the equivalent of the Hot Product Opportunity.

Axiom 2: Traffic or visitors is the magic elixir.

When you can create a super compelling offer or what I refer to as a value proposition, AND you get in front of the right audience with the right message, MAGIC HAPPENS!



Axiom 3: Once you nail the Offer and the Traffic, then you need a Killer Sales Message (KSM) to express the offer to the traffic.

Now that you have your offer and traffic, you articulate a complete and compelling marketing message, or what I call Killer Sales Message in Amazing Formula.

Axiom 4: The BASIC traffic formula that got 1 out of every 102 people in the world surfing the Internet with an English browser to visit one of my sites remains the same.

The TRAFFIC FORMULA remains the same. I explained and documented it in detail at 1in102.com. I did that product some time back but the essence of it STILL applies today.

SIDE NOTE: If you are a Big Ticket Dashboard owner, YOU can use Facebook, Bing, Youtube or Google Adwords ads BECAUSE you have such a high margin per sale.

So as a big ticket seller, some of the same rules that apply to others do NOT apply to you. However, as you'll shortly see, no matter the source of the traffic, big tickets play a large role.

Here's what that formula is:

Axiom 5: The BEST source of server-crushing traffic is STILL affiliates

The equivalent of \$21,092 in Facebook Ads for FREE

It's very difficult to beat traffic from affiliates.

◆ Visitors	◆ Sales	◆ Conversions	◆ \$ Per Visitor	◆ \$ Per Sale	◆ Total
42,185	609	1.44%	0.94	\$64.93	\$39,544.37

Let's say I was paying .50 a click on Facebook.

That's \$21,092.

And in Internet marketing, you'd likely pay MORE than .50 a click. And getting 42,185 visitors in 11 days would be quite tough because it's not much time for testing and scaling.

BUT HERE IS THE REVELATION

Axiom 6: The affiliate action has SHIFTED from stand alone platforms to JV Zoo, Warrior+ and Clickbank.

Since 1997 I ran my affiliate program on a stand alone platform. Originally, that was Hypermall, a somewhat custom job.

Later it was Corey Rudl's Assotrac.

Then it was Direct Track. And eventually Infusionsoft.

However, in 2007 the mortgage fiasco hit America and had a pinball effect around the entire world.

Instantly, almost overnight, in our industry – THINGS CHANGED.

And the key to surviving and thriving, the key to prosperity is being able to CHANGE when markets CHANGE.

What happened is first the Warrior Forum and later JV Zoo started to bang out HUGE SALES of cheap \$7 to \$10 OFFERS faster than a sweat shop can kick out shoes.

Cheap. Cheap. Cheap.

Why? Because people LOST CONFIDENCE in a better or improving economy and financial economy. So they were unwilling to risk money.

On top of that, their credit cards got maxed out.

Why?

Because gas prices SOARED!

They were spending \$100 a month EXTRA on gas.

That's a credit card payment.

The Result Was Affiliates All Moved To Zoo and Warrior+ To Promote These Cheap Offers

And not only that, One Time Offers or OTO's changed in importance. They become the MONEYMAKER on launches.

Most launches net 40% after commissions and prizes to affiliates.

But since the front-end OFFERS were 7 bucks (remember the importance of the offer?), the affiliates had to get 100% of that money to make it worthwhile to promote.

Who REALLY wants a \$3.50 commission? No one.

So the product creators had to make their money on the OTO's. The also led to more of a focus on software, especially on JVZoo as the upsells or oto's for software are no-brainers.

OTO 1 is the developer's rights.

OTO2 is usually some training in the software program.

Without GREAT OTO's you have really low EPC's or earnings per click. You need these to be above \$1.00 and the higher they are the better.

So if an affiliate sends you 100 visitors and they make \$4.00 for every click they send you (or \$400), that's a \$4 EPC. This is the MAIN DRIVER of affiliate sales. In the old days it was how good your product was.

Today, it's epc's to affiliates. Without good epc's, it's hard to get affiliate action.

Axiom 7: To boost EPC's to affiliates, some vendors now pay out MORE than 50% on OTO's, meaning you need a Big Ticket Offer back end to make money!

This isn't across the board. But you see some affiliates doing it. This means the BACK END sale of a BIG TICKET becomes extremely important.

It's WHY I launched Big Ticket Dashboard.

I'm paying out 70% on the WHOLE FUNNEL, which means the initial sale AND the 2 OTO's.

To come out in the chips, then, I need a big ticket offer on the back end. If YOU would like to use who I'm using to sell and even deliver your big ticket offer, post to me on the support desk at <http://getyoursupport.com> and I'll hook you up.

Axiom 8: Stand alone affiliate software programs pretty much suck compared to JVZoo and W+.

You have dime sales, GREAT affiliate stats, super duper easy OTO's, integration with aweber and getresponse, ability to split up payments with jv partners, and selection of instant or delayed payments to affiliates.

The list goes on and on. And keeps getting better and better.

By the way, Clickbank is still in the mix as a player. And there are some other platforms like Clicksure and Zaxxa.

Axiom 9: The good news is that you're beginning to see the return of some higher \$ front-end offers, like my Big Ticket Dashboard.

I have no desire to sell a full dashboard for \$7! It's FAR too much work to create them.

THE BOTTOM LINE

1. The best source of traffic is STILL affiliates
2. ALL the action has shifted to JVZoo, Warrior+ and Clickbank.
3. Stand alone affiliate programs don't offer anything remotely comparing to the features of the above. It's not even a race at all.

4. Front end prices have dropped. And while they are recovering, as it stands the biggest demand by affiliates is still for prices under \$17 and dominantly in the \$7 range.

5. This means paying out 100% of \$7 as commissions.

6. And it means paying out 50% or more on OTO's.

7. THAT means you need mid or big tickets on the back end to profit

If you're NEW, that means in your follow up emails, you need to sell higher priced products we call mid or big tickets. A mid-ticket would be under \$1000. Depending who you ask, a big ticket is in the \$1,000 to \$15,000 range.

Conclusion:

To survive and thrive here's what you need to do:

1. Launch products on JVZoo or Warrior+

2. OR, sell big tickets where you can afford to run ads on Facebook, Bing, Youtube and Google.

3. To really profit from launches, you need a BACK END SALES MACHINE which, coincidentally, happens to be what Big Ticket Dashboard helps you assemble!
