

THE MAGIC MONEY TREE

AFFILIATE EMAIL

MARKETING

How to build a small business that generates a
6-Figure Income from 7 Easy Steps.



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Published by John Cho

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TABLE OF CONTENTS

Message from the Author	4
The 4 Layers of an Affiliate Marketing System.....	5
Online Money Systems.....	8
The Self-Liquidating Funnel.....	13
Choose Your Offer.....	23
Your Irresistible Bribe	32
Simple Sales Funnel	39
Daily Cash Emails.....	46
Driving Free Traffic.....	53
Using Paid Traffic.....	59
Advanced Strategies – Email Marketing	64
Conclusion	88
And Finally.....	89



John Cha

MESSAGE FROM THE AUTHOR

Hi there! Welcome to The Magic Money Tree Series: Affiliate Email Marketing E-book!

I'd like to start off by saying thank you for purchasing this report.

You have made an excellent decision in picking up this report as you will learn step by step how to build a passive income business that I personally use to build rapport with my email list in turning them into a highly responsive group of people who Know, Like and Trust you.

..And if you take action on each of the points in this report you will build a business that can generate automatic income that steadily grows to make you more money as time passes.

Excited yet? Let's get moving to design and build your online business!



THE 4 LAYERS OF AN AFFILIATE MARKETING SYSTEM

You don't need a ton of expensive memberships or fancy tools with a lengthy learning curve to make money as an affiliate online. All you need are four basic concepts and systems to pull together.

1. AMPLE AFFILIATE OPPORTUNITIES

Don't assume there's an affiliate program for every niche topic out there. You want abundant opportunities to choose from, not a single half-baked product to promote that doesn't convert well or barely pays you what your time is worth.

If you go to ClickBank or PayDotCom or a CPA network and find only 1 or 2 things to promote, then it might be wise to pick a different niche OR

choose a different path – one that has you creating your own info product since competition is minimal.

Conduct this research prior to buying a domain or investing in content (with either time *or* money).

2. A HOME ON THE WEB

Every good affiliate needs a hot spot to post their content and links. Everyone will tell you to stick with free web 2.0 sites like Blogger or Hub Pages, but I'm telling you right now – you want your own domain.

Web 2.0 sites are great for backlinks and traffic but when you want to set the rules for yourself and ensure that one day you don't wake up to find your whole site deleted without warning, then owning a domain is a necessity – not a luxury.

3. AUTHORITY CONTENT

Your goal as an affiliate who prospers is to get people into your system for repeat sales, not one-time commissions. To hook your audience for the long-haul, you need to learn how to provide a bit of authority and expertise that keeps them tuned in to what you have to say – even if someone else created the product and you're simply the middle man or woman.

4. A COMMUNICATION SYSTEM

Your communication with online customers comes in the form of an automated system that leaves you with a primarily hands-off business to run. That automated system is called an Autoresponder.

Autoresponders are the method of choice for most marketers because you can queue up over a year's worth of emails to go out on autopilot and do the work for you.



Those 4 elements above are all it's going to take to build a financially secure affiliate empire. Now how you use these four components is where the difference between success and failure lies.

Listen, here's the big secret to take away with you right now...

*...don't just let this guide sit on your hard drive
gathering digital dust!*

You have just got to TAKE ACTION and put the plan that I'm about to lay out for you into action.

It's a step-by-step process so you won't have any trouble following it. So, let's jump in, shall we?



ONLINE MONEY SYSTEMS

I want to start off by looking at the various methods of making money online, if only so you can get an idea of what works and what you should avoid.

And the reason I'm doing this is because I know, full well, that you'll be tempted by the 'magic bullet' systems that are being peddled around the internet each day.

Yes, they 'look' like they are simple. They 'look' like they work (for the marketers who peddle this stuff to the gullible).

But what you can't see is the hard work that goes on behind the scenes, and the 'real way' these marketers make money hand over fist.

Here's the truth (at least as I see it after more than 10 years in this business):

CPA - COST PER ACTION OR PPL - PAY PER LEAD

This looks like a great way to make money online. You simply sign up as an affiliate to one or more of the CPA networks and send traffic to their offers and get paid every time someone signs up to their offers.

Simple, yeah?

Yes, simple enough in outline. And people *do* make money this way. But, I'll tell you this.

The marketers who are making money this way have spent years and years refining their systems, putting heavy money into traffic and optimizing their methods down to a fine art.

As a newbie you've a long way to go to match their specialized tactics. Because profitability is right on the edge of loss making. And, if you're not ultra-careful, you'll lose your shirt on CPA practically overnight!

NICHE AFFILIATE REVIEW SITES

I'm talking mainly Amazon here. Though, to be fair, you can set up all sorts of review sites and send traffic to them.

But the people that peddle the Amazon review site formula are, again, past masters at choosing the right niche, finding the right keywords, and putting in daily donkey work writing and posting articles, reviews and updates.

Again, you can make money doing this (I've made a little, for a time) but, frankly, it's a lot of hard work and it takes months before you start to see any sales, let alone profits.

AFFILIATE MARKETING

Often known as Clickbank marketing, being an affiliate for someone else's product looks great - on the surface.

You don't have to bother about creating products, websites, taking payments, dealing with customer complaints or handling refunds.



You just send targeted traffic to the vendor's website and sit back and watch the affiliate commissions roll in every time someone buys.

PROVIDING SERVICES

This last way of making money online involves hard work and plenty of hours.

You could be writing articles for other marketers, designing graphics, copywriting ads, creating web sites for businesses (so-called offline marketing) and a whole host of other stuff.

You can advertise your services on sites like [fiverr.com](https://www.fiverr.com) or [upwork.com](https://www.upwork.com) or Warriors For Hire, or cold contact local businesses by phone.

Either way, it's back breaking work. The only benefit I can see is that you are your own boss in your service business (though, in my view, your real bosses are the people who hire you).



THE LAZY AFFILIATE

After years of struggling to get most of these to work, I rapidly came to the conclusion that it was all either too risky or too much like hard work to make a living online these ways.

Which is why I came up with what I laughingly call ‘The Lazy Affiliate’ method.

Why ‘lazy affiliate’?

Because, like I said, once you’ve set this up you can literally leave it running on auto-pilot and let the money roll in.

The only thing you’ll need to do is transfer money from your PayPal account to your Bank account periodically.

There may be a little maintenance to do once a week, say. And, if you’re using the free traffic method, you’ll want to have a bit of fun for 30 - 60



minutes a day in your spare time. But, really, this system is as close to passive income as you can get.

Interested?

I thought you would be!

Here's how it works:

Introducing...



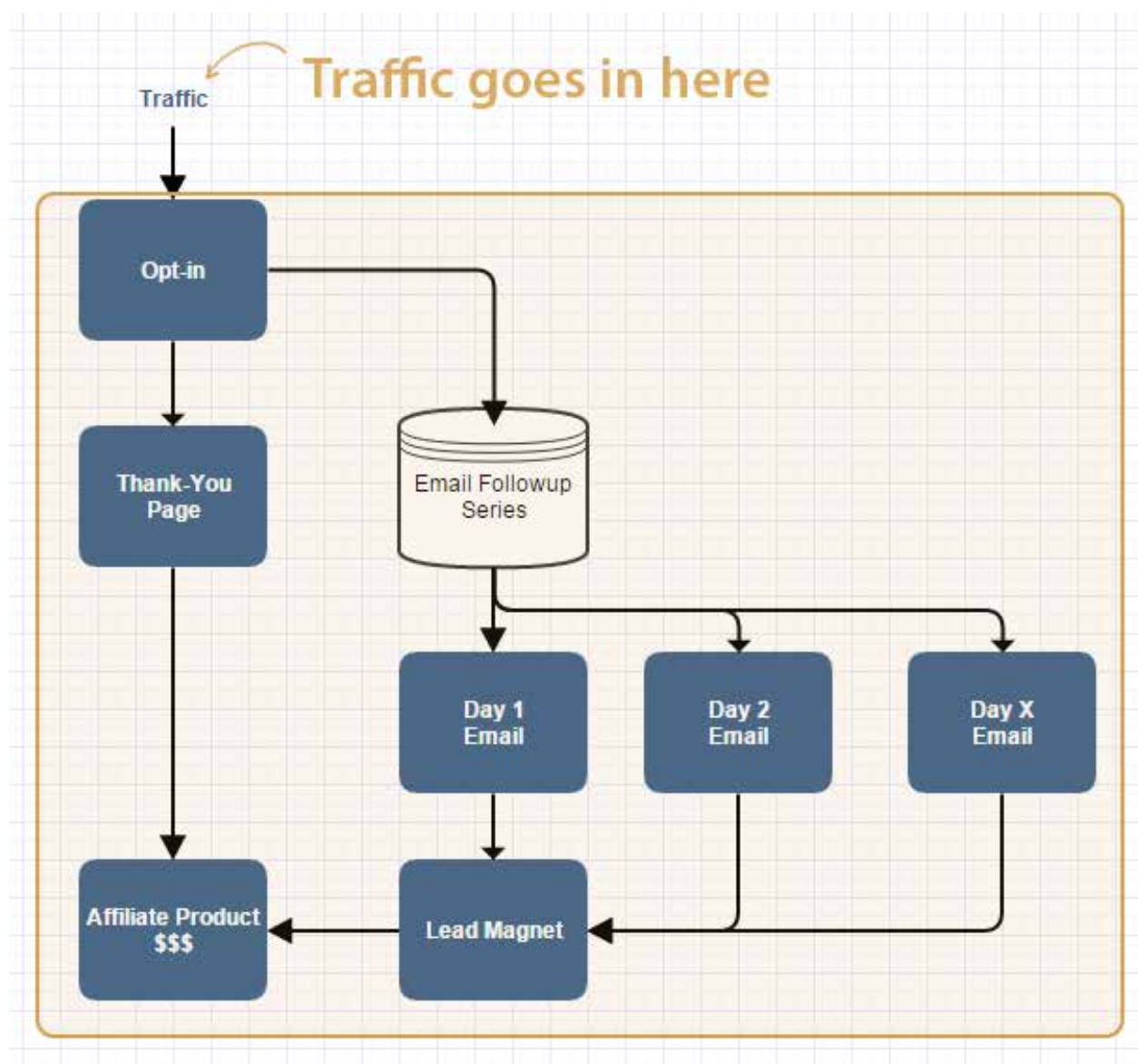
THE SELF-LIQUIDATING FUNNEL

Now, I'm the first to admit I didn't come up with the idea of this funnel. It's now a classic way of making money. All the successful marketers do this.

Which is why you should too. After all,

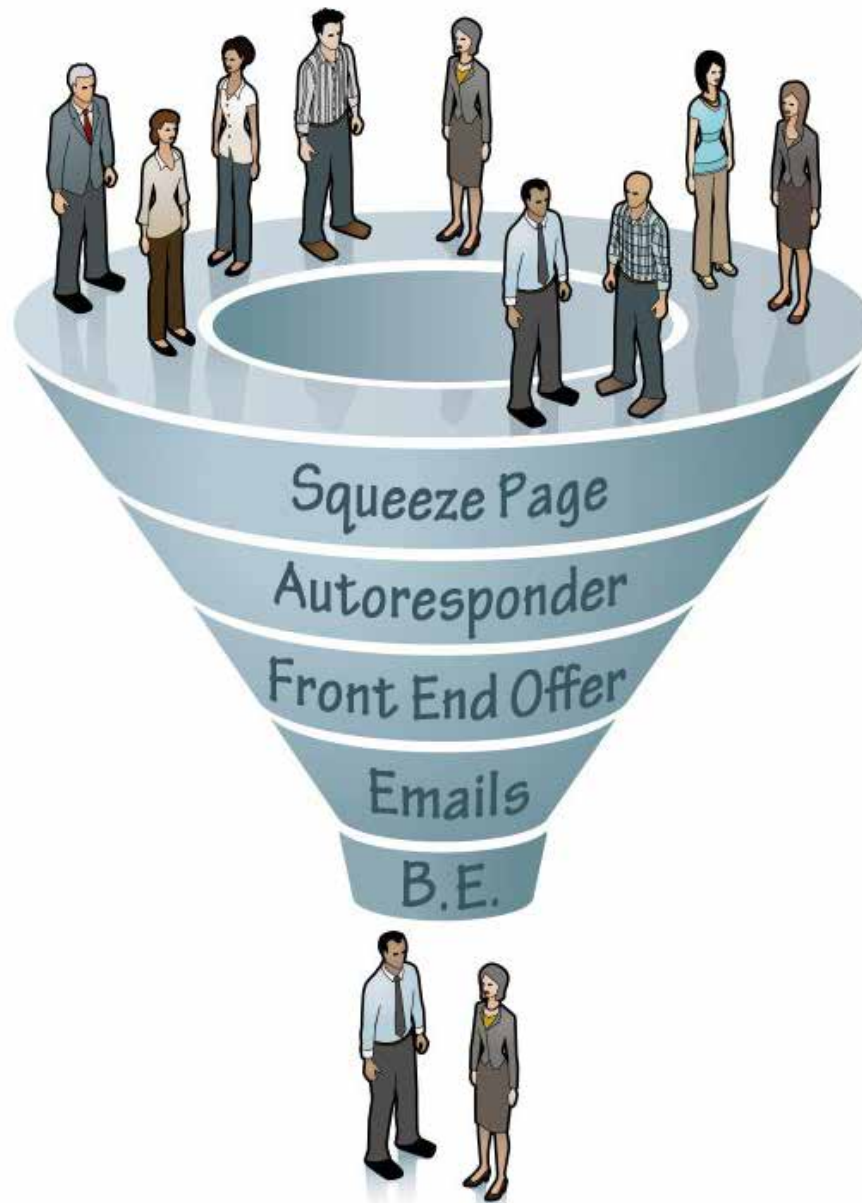
“if it ain't broke, why fix it?”

Here's the outline of the steps in this funnel:



And, if that looks complicated, let me assure you that it isn't.

The steps are really simple. But perhaps you don't know what a sales funnel is? That's alright, here's a diagram which shows the basics:



As you can see, traffic (visitors to your squeeze page) goes in the top. Then, when your visitor's opt-in to your squeeze page they are added to your email list in your autoresponder.

After that they are sent to a sales page, this is your Front-End Offer.

Don't worry, you don't have to create a product, you can simply send them to a product for which you are an affiliate.

After that your autoresponder sends out a series of emails which, if they didn't buy your recommended Front End Offer first time round, encourages them to go and see that offer again.

Whether they buy that offer or not (some will, some won't) you can continue to send them emails with other offers, for which you are an affiliate, and make sales on the Back End (B.E.).

The really clever thing about the sales funnel is that a small percentage of people will buy everything in the funnel and go on to buy more from you in the future.

WHY DO I NEED TO DO THIS?

So, you may be asking yourself...

“John, why does it have to be this complicated? Why can't I just send traffic to an affiliate offer directly?”



That's a perfectly reasonable question. And it's where the majority of new marketers go wrong.

Consider this:

99% of visitors to a product sales page leave that website without buying

Shocking, I know, but it's fact.

Now there are several reasons why this should be, but the main thing I want you to think about is this...

If you could capture the email addresses of all those visitors and point out to them, in a message, why they should re-consider the offer and how the product could actually help them, do you think that a percentage of them would re-visit the sales page and buy?

Yes, they probably would.

But, there's more...

...even if they aren't interested in this offer, you can also recommend some alternative or associated products that would help them.

And you'll certainly find that a percentage will buy at least one of those.

Let's say you make 10 sales of the products you recommend. You've now changed the odds from *1 in 100* down to *1 in 10* that someone will buy.

The alternative is to let those 99 out of 100 visitors get away - and you'll never, ever see them again!

THE EMAIL LIST

So, how do you capture the email addresses of those visitors? Well, one way would be to use an exit pop-up squeeze page on the sales page (and a lot of vendors do that).



But, as an affiliate, of course you can't do that.

However, as it is *you* that is sending traffic to the sales page, *you* have the opportunity to capture the email addresses of these people even *before* they visit that sales page.

And the way you do this is by finding out what these people need and then offer them a free offer associated with what they are looking for in exchange for their email address.

LEAD MAGNET OR 'ETHICAL BRIBE'

We call this free offer the Lead Magnet (because it *attracts* them to sign up). If you like, it's an 'ethical bribe' which encourages them to give you their email address.

It can be just about anything you like - a cheat sheet, a short report, a video, an infographic - doesn't matter, as long as it will help people get what they need.

For example, if you're targeting new mothers who want to lose weight after pregnancy, you could make a short report or cheat sheet or infographic that offers the

‘5 foods you should eat after pregnancy to lose those unwanted pounds – plus keeping you and baby healthy’

Sounds pretty attractive to me, and I’m not even pregnant!

But, Peter, if I tell them everything in the free report, what is left to sell?

Yup, I hear you. And I used to puzzle about this too. Until I figured this out...

...tell them what to do, not how to do it.

So, if your lead magnet is titled

‘How to Make \$100 A Day Using This Weird Trick’

then you can show people how, by picking the right Pay Per Lead (PPL) offer, they can send traffic to an offer and earn a \$3.50 commission for each person that signs up.

But you don’t tell them:

- How to pick a good PPL offer
- How to get approved for the affiliate offer
- Where to get traffic
- How to send people to the offer

So, having read your short report or, preferably for this type of bait, watched your video, you then finish with a link to a guide or series of videos which show them the easy, step-by-step method on how to do it.

And, in your follow up emails that promote this product, you’ll want to tick all these boxes, namely:

This incredible guide will show you...

- The easy way to pick a high converting PPL offer
- What you must do to be approved as an affiliate

- › Where your best prospects hang out and how to grab their attention
- › The cunning persuasion tactic that will have them begging you to show them the offer

Get it?

By showing them **what to do**, in your lead magnet, you've wetted their appetite for actually wanting the product so that they can learn **how to do it**.

So, when you present the product that *does* show them how to do it, they're more inclined to buy than if you just sent them directly to the sales letter.

That's why your conversion rate (visitors that convert into buyers) is *so much better* using this method than just direct linking.

That's why every successful marketer uses a sales funnel. And you should too!

SELF-LIQUIDATING?

What the heck is this self-liquidating bit all about?

Good question.

Self-liquidating means that, even though it costs you, say, 50c to get a visitor to your squeeze page, you immediately present that visitor with an offer that will cover that cost.

And the way to do that is to give them, on the thank you page they are sent to after they sign up, a really good reason *why* they should buy the offer and what it can do for them when they do buy.

Do that, and your conversions will be much higher than just sending them to the offer cold.

We call this 'pre-selling the offer' and it is this pre-sell page that is going to raise conversions and pay for your traffic.

So, as soon as someone signs up for your ethical bribe, your lead magnet, you send them to a download page or a page where they can view the video you've promised them.



And, on that page, you start off with a phrase like...

'Hey, great to meet you. I'm *(your name)* and your report is on its way to you as we speak.

But, while you're waiting for that to arrive, take a minute to look at this special offer I've found for you. Because I think it will really help *(with solving their big problem)*.

Just click here to find out more *(link to sales page)*'

OR

If your lead magnet is a video...



‘Hey, now you’ve watched the video which shows you how you can (*the solution to their big problem*), I’ve found a crazy offer on a very special product which shows you the dead-simple way to (*exactly how to solve their big problem*) in just three, easy-to-follow steps.

Just click here to find out more (*link to sales page*)’

In this case your lead magnet video should show them what the product can do for them without showing them *how* to do it.

The whole point of this exercise is that you’re raising expectations – you are planting in their mind that you absolutely, definitely have the solution to their big problem. And then all they have to do is click the link to get that solution.

Get it?

Good. Now here’s how you do all that for real.



CHOOSE YOUR OFFER

First off, we're going to look for an offer to promote.

What we ideally want is something that will be attractive to the people we are targeting and help solve their biggest problem but is not so expensive that they won't see its immediate appeal.

Where you're going to find that product will depend on the niche you want to work with.

Now the three categories where people spend the most money are:

- › Health
- › Wealth
- › Relationships

Under Health you can choose a wide range of niches from ‘How to get rid of acne’ to ‘How to ease back pain’. And, of course, there’s a whole section on losing weight or, in the case of muscle, gaining it.

In Wealth you can choose from niches like the good old ‘Make Money Online’ right through to ‘how best to invest’.

And Relationships go from ‘how to pick up girls’ through ‘get my ex back’ to ‘girl gets ring’. Plus, of course, all the sexual aspects to relationships, some of which cross over to the Health category.

Remember, these three major categories are not niches. A niche is a very specific, and often quite narrow, field which targets people with a specific set of problems.

So ‘losing weight’ is not a niche, as such. ‘Losing weight after pregnancy’ describes a much narrower field and is typical of what we are looking for in a niche – a specific problem for which we can provide a solution.

CLICKBANK

Clickbank is the biggest of the affiliate platforms for a wide spectrum of categories and it is here that you should start looking for everything outside the ‘Make Money Online’ sector.

You can sign up as a Clickbank affiliate for free here:

<https://Clickbank.com>

Once you’ve done that you can look around their marketplace for suitable offers but, frankly, I think there’s a better place to look and that is...

CBEngine.com

CBEngine sorts products in a much more straightforward manner than the Clickbank marketplace. It makes it easier to find best sellers in any category.



Taking our ‘Lose weight after pregnancy’ example we obviously need to look in diets.

1. Over on the right in CBEngine you’ll see a Find Products box. In here enter “health” in the Top Category box and “diets” in the 2nd Category box.
2. Now choose Top 100 from the drop-down box and then Sort By ‘gravity’ and ‘descending’.
3. Run that search and you’ll get a series of results. Along the top menu above the results, click on ‘Averages’ and you’ll see a sort of the best converting products.

‘Gravity’ is simply a term Clickbank uses to show which products are selling well for affiliates. You can see a Gravity column and the figures in there give you a good indication of how many sales are being made.

After the search has finished, click on 'Averages' and you'll see results like this...

Health & Fitness : Diets & Weight Loss



















Ads by Google [1 Diet Health](#) [2 Diet Plan](#) [3 2 Week Diet](#) [4 Gerd Diet](#)

Regroup Results By: [Category](#) [Product](#) **[Averages](#)** [Basic](#)

[Print](#) [Setup](#) [Help](#)

< Prev **1** 2 Next >

page: 1

Rank	Product	Earn%	Earn\$	Change	Mntm	Gravity	Info
Product Averages View continued ▶							
2	The 3 Week Diet - Affs Making \$48,000+ Daily! Updated For Summer 2016! 	75%	\$24.92	-1	-50	229.39	 
1	Fat Diminisher July #1 Contest! Giving Away Rolex Watches! Email Me 	75%	-	1	100	214.17	 
5	Old School New Body - Highest Converting Written Page On CB Market 	75%	\$17.98	-1	-20	114.46	 
3	Red Smoothie Detox Is Fat Diminisher's Sister! #2 Here We Come! Lol	75%	-	-1	-33	106.73	 
4	The Venus Factor: New 2016 Update! 	75%	\$31.86	-1	-25	99.58	 
11	Eat Stop Eat- The New Expanded Version! 	75%	\$20.03	-3	-27	75.86	 
7	My Bikini Belly - No Other Written Page Converts Like This 	75%	-	-1	-14	60.22	 
14	The Beta Switch: Stubborn Fat Loss For Women 	75%	-	4	29	38.3	 
13	The Half Day Diet 	75%	-	-1	-8	37.96	 
6	Free Flat Abs Fast Dvd 	75%	\$13.09	5	83	37.37	 
8	Factor Quema Grasa : Garantizado El Producto De Mayor Conversion En CB 	75%	\$31.86	-1	-13	36.64	 
9	Paleo Reboot - 100% Commission On Nyl Bestseller! 	75%	-	4	44	35.41	 
18	Xtreme Fat Loss Diet - 7 Figure Winner-all Time Best Seller 	75%	-	-13	-72	28.22	 
19	The 3 Week Diet In French - Is This The Next Venus Factor? 	75%	-	-3	-16	28.13	 

As far as Gravity goes, anything over 50 is good, so don't worry about the actual numbers there.

What you should do is visit the Sales letter of each product in turn and watch the sales videos or read the letters and then pick out the strongest selling points and the commonalities between them.

Later, you can use those in your email campaigns.

What are the benefits and the promises that they are making? What are they teaching in the sales videos? What are the facts they are presenting, what are the solutions they are proposing and what objections are they addressing?

So, go through the top 5 products and note down the facts and benefits and the proof they use to convince the prospect to buy.

Basically, reverse engineer their sales letter so that we can use the information they present to the customer to show to our subscribers.

SPECIAL OFFER

A lot of product vendors show a special offer price at the bottom of the page, usually invoking some sort of scarcity (e.g. *this special price is only for today*).

Look out for these, because that's what we'll be promising our fresh subscribers - a special offer.

So, as well as a compelling offer, a special offer adds jam to the sandwich and raises the potential of that product for you to do well with it.

If you can put yourself in the mind of the visitor to the sales page, that will help you decide whether the offer is compelling or not.



Watch the video, or read through the sales letter, and see whether, by the end, you really want to click that buy button (not as yourself, but as a fresh visitor who has a problem they desperately need to solve).

- › Does the video or sales letter lay out and emphasize their problem?
- › Does it outline the benefits of the product?
- › Does it offer a convincing solution?

Chances are, if the product has high gravity, you can tick all these boxes. However, sometimes, I'll come across a product that has a terrible sales letter for instant appeal, and I can only presume that the affiliates are doing a good job of pre-selling to their list.

Anyway, it shouldn't be too difficult to come up with a product that you think has instant appeal. That's the one to present to your subscribers after they sign up.

MUNCHEYE

If you're looking in the Make Money Online sector, muncheye.com is the place where you will see all the upcoming launches for new products.

The advantage of a new launch is that there are often Early Bird prices for early adopters, and these are obvious products to choose because they'll have a strong element of scarcity built-in.

Another site to keep an eye on is...

JVNOTIFY PRO

The advantage of signing up at jvnotifypro.com is that you'll get weekly email updates of new product launches so you don't have to go search for them.

A lot of vendors only announce on muncheye.com, though, so don't rely only on these emails.

Of course, you'll need to be changing the offer on your thank you page every few days to keep up with the latest launches (and the Early Bird pricing).

That's no problem if you're an active affiliate.

But, if you want to go the lazy affiliate way and do everything on autopilot you should be looking for permanent offers at:

WARRIORPLUS

WarriorPlus is the number one place to look for WSOs as it is the affiliate center for products launched on the Warrior Forum Special Offers section.

Sign up as an affiliate for WarriorPlus here:

<https://warriorplus.com/wsopro/affiliate/>

Now the great aspect to WarriorPlus is that, as an affiliate, you can immediately see what products are selling well, how much you get per sale, and even what the refund rate is.

JVZOO

[JVZoo.com](https://www.jvzoo.com) is one of the places to be if you want to find evergreen products that keep their appeal.

Sign up as an affiliate here:

<https://www.jvzoo.com/affiliates>

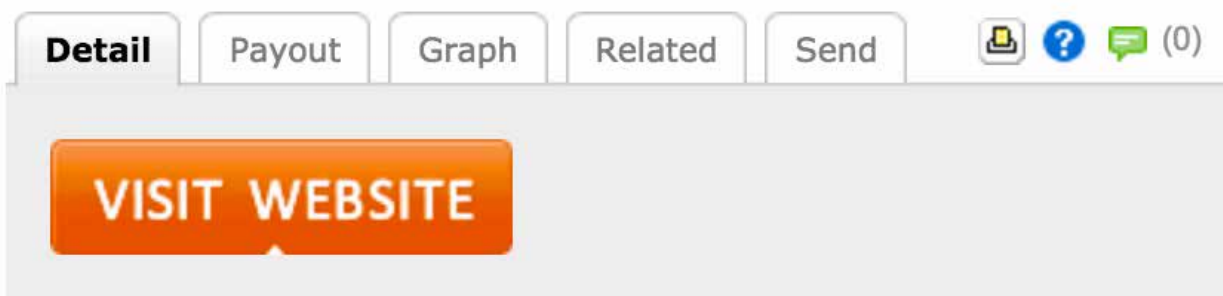
Again, look out for the special offer pricing. A lot of vendors use false scarcity or bonus offers to keep on selling after the product launch period is over.

YOUR AFFILIATE LINK

Whatever product you've found, you now need an affiliate link so that you can be credited whenever you promote it and someone buys after clicking your link which automatically sends them to the sales page.

Where you find this link will depend on the affiliate system you're in. So, for example, in [CBEngine.com](https://www.cbengine.com) the affiliate link (called a HopLink by

Clickbank) can be found by clicking just below the 'Visit Website' button, alongside 'Vendor ID':



Vendor ID	[Get Affiliate Link] 3weekdiet
Marketplace Rating	 Get Affiliate Link out of 5

You'll then need to enter your Clickbank Nickname - the name you chose as an affiliate when you signed up - plus any Tracking ID you want to use. For example, I put in 'report' as a Tracking ID because I want to know how many sales came from people clicking on the link in my report.



Product: The 3 Week Diet - Affs Making \$48,000+ Daily! Updated For Summer 2016!
Vendor: 3weekdiet

HopLink: <http://fastdiet.3weekdiet.hop.clickbank.net?tid=report>

Vendor:	<input type="text" value="3weekdiet"/>
ClickBank NickName:	<input type="text" value="fastdiet"/>
Tracking ID: (Optional)	<input type="text" value="report"/>

For **WarriorPlus**, go to Affiliates/getlinks and you'll see a 'Get link' button alongside any offer for which you've been approved as an affiliate.

Warrior+Plus											
Marketplace Vendors Affiliates Deal of the Day Support											
Affiliates offers get links stats transactions contests launch calendar											
5 Day Profits vickybabe	2016-04-07	3000+	11%	\$1.69	\$15.38	▼	9%	6.13	Get Link 7 sales		
The Email Architect JohnCho	2016-08-25	50+	9%	\$0.64	\$7.16	▼	0%	5.62	Get Link 2 sales		
Rebrandable Software - Make Money By Giving Things Away barryrodgers	2016-04-05	1000+	44%	\$0.24	\$0.55	▼	0%	4.99	Get Link 7 sales		
Online Income Mastery net66	2015-12-11	1000+	49%	\$0.61	\$1.24	▼	0%	1.94	Get Link 6 sales		

In **JVZoo** go to Affiliates/Approved Products and, again, you'll see the 'Get Links' button alongside offers for which you've been approved.

Make a note of your affiliate link and copy and paste it into Notepad or, even better, a spreadsheet where you're going to keep details of all your affiliate products. You're going to need it in a minute!



YOUR IRRESISTIBLE BRIBE

OK, so now you've found the offer you're going to promote, you need to find an ethical bribe to match to it.

And this is the key to a successful sales funnel: you're going to put together an irresistible bribe to bait your prospects into signing up to your list.

Then you're going to send them, on the thank you page, directly to a special offer that you've basically already pre-sold them.

The key to all this is that your bait, your ethical bribe, is congruent with the special offer you're going to present to them as soon as they've signed up.

For example, it is no good putting together a report which shows new moms how to diet to lose the weight they gained during pregnancy and then sending them to a special offer on how to retire rich!

Instead, your report should be, say, '20 Tips for Losing Weight' and you then send them to a special offer for 'How to get rid of those unwanted pounds once and for all in just 21 days'.

You see how it works? You've primed them with your slow method 'tips' of how to lose weight, but it's going to take months of hard dieting. Who can wait that long? So, offer them a chance to get rid of that pregnancy weight gain in just 21 days and they'll jump at it.

So, the upshot is, we want to start looking for something that will match our special offer - a report that gives people part of the solution, for free, but which promotes the complete solution offered by the special offer.

Now you could set out to write that report or make that video yourself. I sometimes do that. But, more often than not, I don't have a lot of time.

Once I've selected an offer I want to put together the squeeze page for it as fast as possible - I really don't want to spend days on the free report, I need to create it in no more than an hour at the most.

Here's my simple method for creating a free report in under 30 minutes max:

First, I go to my favorite PLR library at: <http://idplr.com>

Then I simply use 'The Search Feature' to search for a keyword, or a couple of keywords, that will bring up some PLR (Private Label Rights) reports based on the niche I'm working in. Tick only the PLR Rights box to filter out everything but PLR products.

So, taking our Diet example, I'll search for "Diet"...

and that brings up results like this...

Total: 270 results found.

Refine your search by section: [Advanced \(270\)](#)



1. [DiETING Your Dog!](#)

Your dog deserve the best diet! There has never been a more important time to start thinking about your dogs diet. Whether your dog is just a puppy or an adult, it is never too late. Now take a new unbiased look at both the commercial brand dog food and then raw dog food diet. Giving you enough information for you to draw your own conclusions on what ...

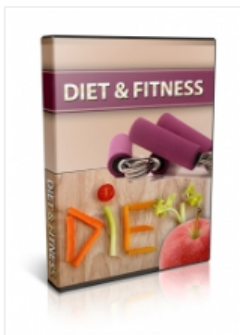
Category: Master Resale Rights eBooks | Date: Saturday, 23 August 2008



2. [DiETS for the Summer](#)

Great Summer Diets To Help You Look Your Best!The healthy eating pyramid is an essential tool that guides us toward eating nutritious food. This pyramid lets you know about basic foods that help your body grow. Since the need and taste of every individual is different, the food pyramid gives details of food that one can combine or cook in various flavors ...

Category: Master Resale Rights eBooks | Date: Monday, 27 October 2008






3. [Diet & Fitness](#)

Diet & Fitness Package comes with 5 videos and 10 fitness articles.Here is what you will discover inside:DiETING with diabetesFitness and dietDiet for childrenDiETING with different dietsDiet mind setDiet what you must doFast weight loss tipsAnd much more!+ You'll get unrestricted Private label rights! ...

Category: Private Label Rights Videos | Date: Wednesday, 19 September 2012 | Hits: 2

Basically, I'll download anything I can find, because I may need to copy and paste sections from each of these to create my own, unique report.

Now I struck lucky. Why? Because the first one I opened 'Diet Weight Loss Newsletter' contains a series of 12 messages that I can edit and upload to my autoresponder to go out on a daily basis.

Name	
	12 Diet & Weight Loss Messages.doc
	12 Diet & Weight Loss Messages.docx
	12 Diet & Weight Loss Messages.txt

The next one 'Pregnancy Diet Plan' actually turns out to be a report on how to stay healthy during pregnancy. I'm giving that one a miss, but it's an idea for another niche, right?

The final one '20 Secrets to Dieting Success' is ideal for my purposes. It gives 20 tips leading to a healthy lifestyle, which is great if you are happy to drink 7 - 8 liters of water a day, live off celery and avoid cake, but what mom wants to do that!



HERE'S EXACTLY WHAT YOU'LL GET

-  Top 20 Secrets To Dieting Success
-  Practical Advice On Weight Loss
-  Tips To Help You Succeed
-  Why These Secrets Are Effective
-  And More...

So, it is a great report to send out because, although it gives 20 tips, it's only a partial solution and takes time to see results.

That means that, at the end of the report, I can include a link to my Special Offer.

That gives me another chance to make sales, even if my prospect didn't buy on the Thank You page.

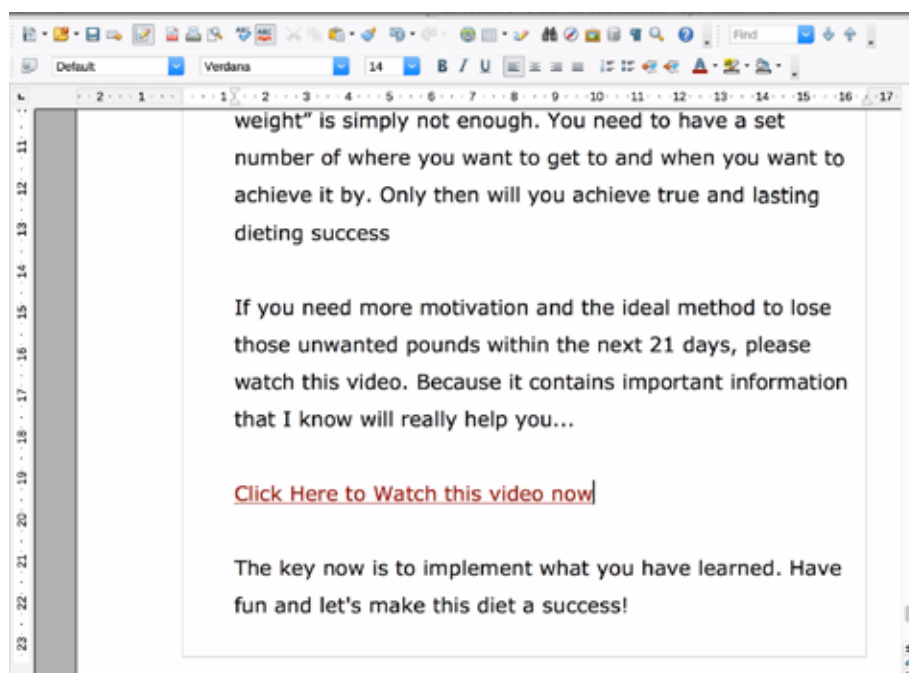
EDIT THE PLR REPORT

Once you've got your report ready, and it's often an easy matter of going through it and doing some simple editing like adding your name, you want to add a Call To Action at the end to entice the reader to go back and take another look at your Special Offer.

So, remember that I told you to keep a note of your affiliate link? Here's where you need it.

Go to the end of your report and write a suitable Call To Action - some text which basically tells the reader to click here to learn more about how to solve their problem quickly and easily.

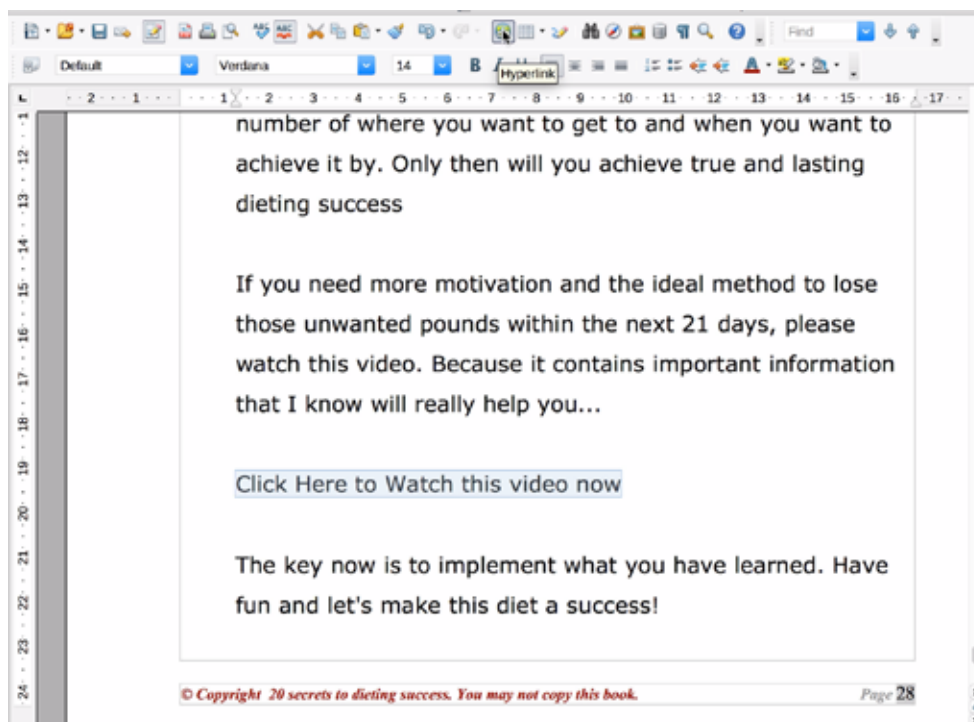
So, here's the text I used at the end of my 20 Diet Tips book:



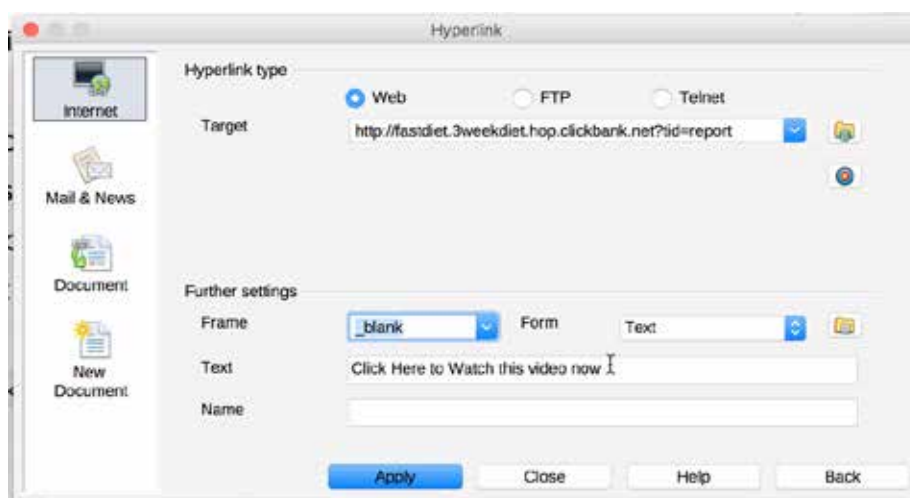
You'll see that I've added a paragraph in the Conclusion chapter with a Call To Action "Click Here to Watch this video now"

Then I've made that a Hyperlink - a clickable piece of text in the pdf that will take the reader straight to my special offer.

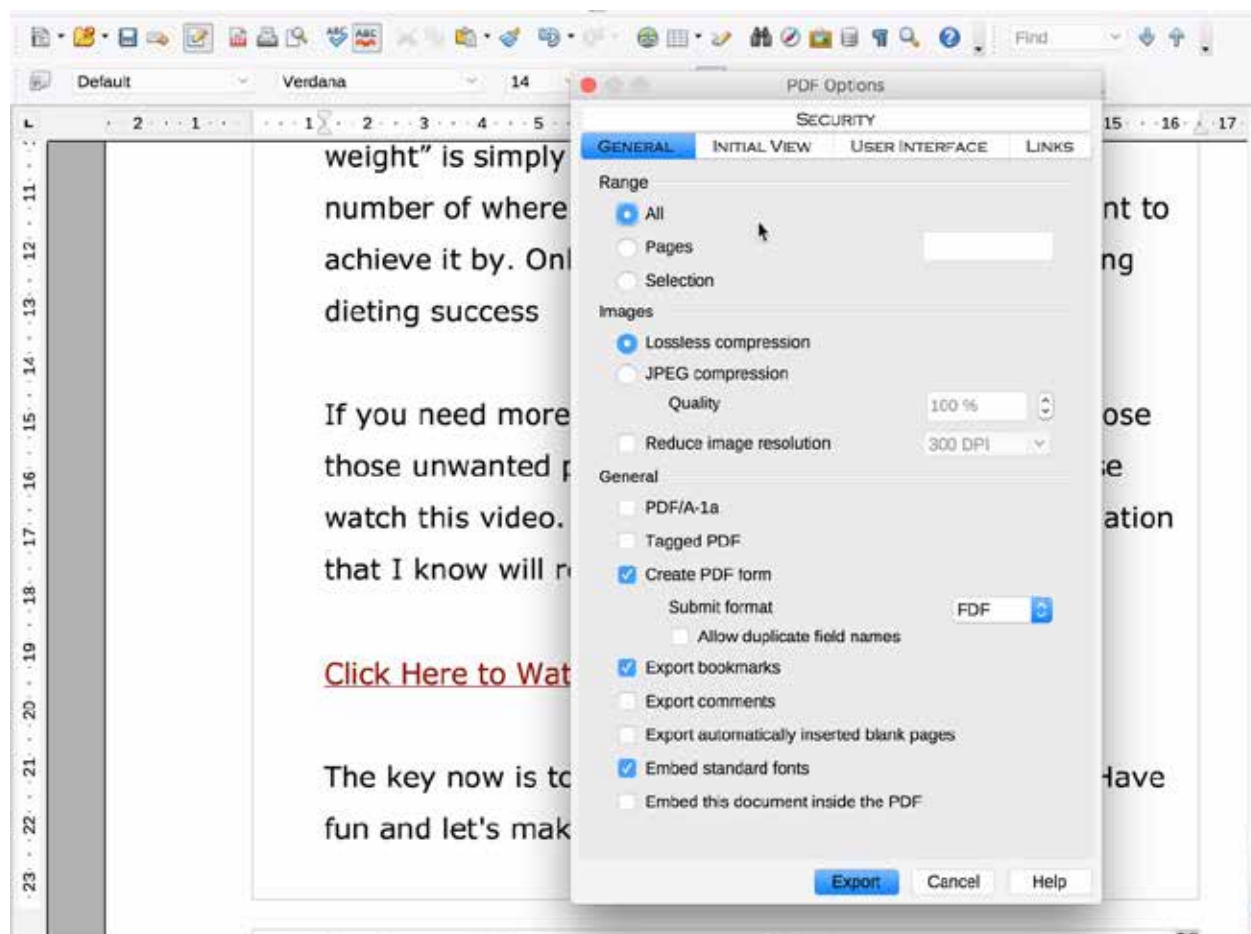
In Open Office you do that by highlighting the text and then using the Hyperlink tool like this...



Then you paste in your affiliate link like this...



Finally, save your report as a pdf. In Open Office you use ‘Export As PDF’ from the File menu.



Make a note of where you saved this report PDF and that's it - you've created your ethical bribe together with your affiliate link embedded into it!

Well done.

OK, so now let's look how this all fits into our Simple Sales Funnel...



SIMPLE SALES FUNNEL

As you progress with your marketing career, I will be showing you why it's a good idea to have your own domain and website to set up your sales funnels.

But, for now, I'm going to keep this ultra-simple so that you have *no excuses* for not getting started with this straight away.

OK, here we go...

1. AUTORESPONDER MAGIC

As I've already pointed out, the key to your sales funnel is to capture your visitor's email address on your squeeze page.

And, once you've done that, you're going to send them to your thank you page.

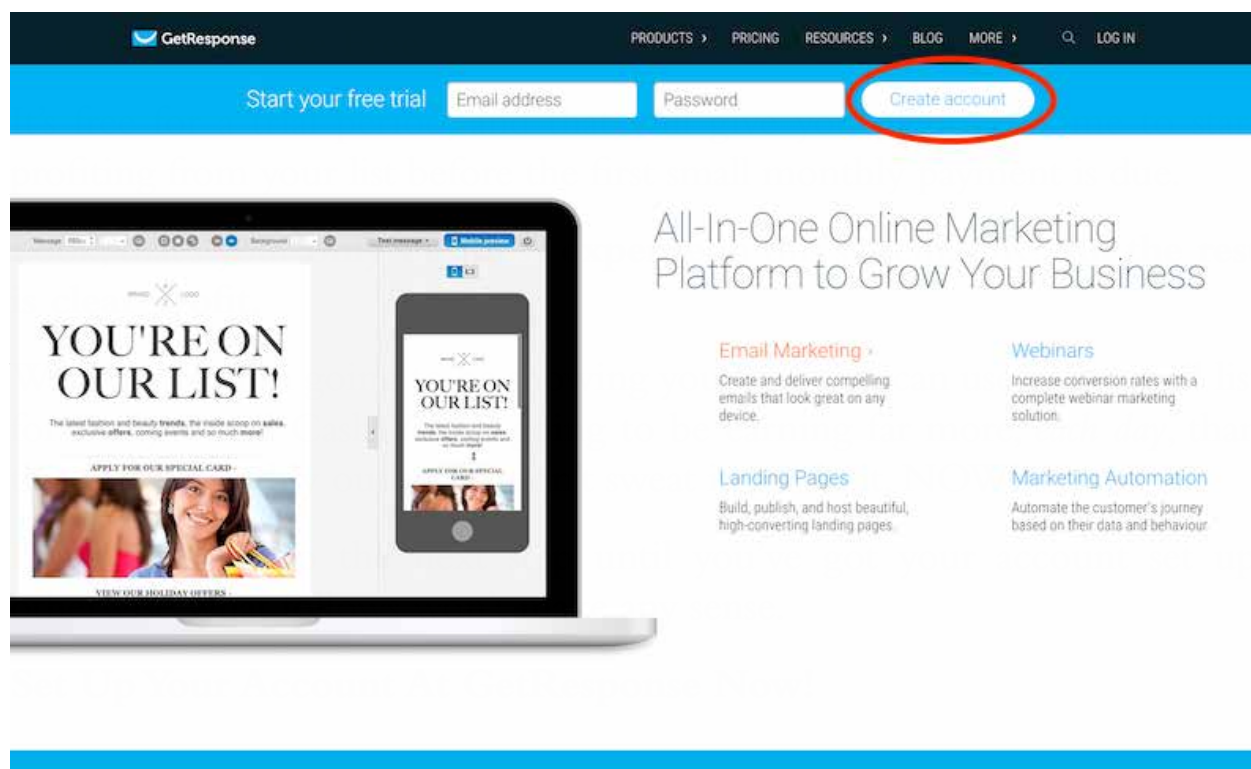
And, after that, we'll be sending out daily emails with our promotions for recommended products.

Now, if we were to do all that manually, it would take hours each day. Imagine emailing 500 or 1000 people individually! You'd never keep up.

*Which is why we're going to do it all on autopilot. So, you can spend all your time on doing what matters - namely, **MARKETING**.*

The service that does all this background work for you, even while you're sleeping, is your autoresponder.

I'm guessing you don't have an autoresponder yet but that's no problem because you can get started with the one I use, GetResponse, free by clicking here:



2. SQUEEZE PAGE

Got your autoresponder account set up, yeah? Great. On we go...

Now the great thing about GetResponse is that they will host your squeeze page, thank you page and deliver your report *for free*. And they'll also help you design it.

Remember: your squeeze page has to be offering an ethical bribe which is closely aligned to the offer you're going to make to your new subscribers *after* they've signed up.

So, make sure that your headline fits in with the Front End Offer you want to promote to them immediately they sign up.

For example, if you're Front End Offer is **'20 tips for dieting success'** then the headline for your squeeze page could be:

*“Learn the Top 20 Secrets to Dieting Success
And Keep the Weight Off Forever!”*

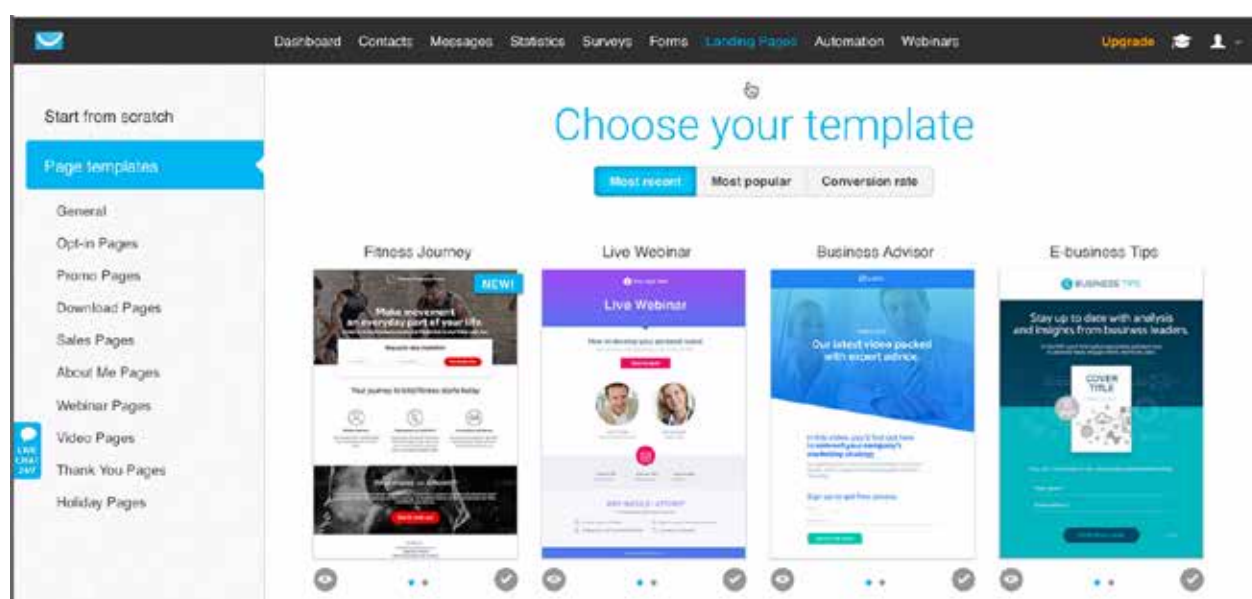
So, let's go and do that right now:

Go to your GetResponse account and setup a new Campaign and give it a name that relates to your bait like '20Tips' or 'Fastediet'. A Campaign translates to a List as far as we're concerned.

Now, from your Dashboard, choose 'Create Landing Page'

This will bring up a display of templates. What we are looking for is Opt-in Pages with a book on them. Because this is going to make it easy to add our own report cover shot.

Found those templates? Good.



We also need to look for a template that has a Thank You page attached to it. You'll see that some of the templates have two little dots underneath. That means they have more than one page.

If you click on each dot, you'll see that the template view changes from one page to the other.

Don't choose a complicated looking page. Keep it simple. We want visitors to focus on the message on the page, not how pretty it looks.

You can always change the background and all the text on this template, so don't be put off by its initial appearance.

I'm going to use one called 'Thanksgiving Guide' so I can show you how it's done.

Next you want to load that template (click 'Use Template') and edit it.

You can change the background just by double clicking it and then choosing from the hundreds of stock images.

You'll also find that each of the text blocks can be edited by double clicking on the text. Add your headline and then make sure the Call to Action on the button is clear.

For example, if it says just 'Download' change it to 'Download Now' - far more powerful.



Finally replace the image of the book on the template with the image of *your report*.

Most PLR reports come with a ready-made cover image, so just use that. Alternatively, if you want to make your report look unique and change the title, get someone on Fiverr to create an eBook cover image for you.

THANK YOU PAGE

When you've finished your squeeze page, you'll need to edit the Thank You page.

See, at the top, there's a 'Thank You Page' tab? Click that and you can edit the thank you page in a similar way.

Give your new subscriber a really good reason why they should click the button to go to the sales page - outline the benefits of what they're going to get.

Don't be pushy. You'll just come across as a salesman. Be friendly and, if the sales page of the Front-End product has a video, just tell them to check out the video.

Again, you want a good Call to Action on the button. 'Show Me How It Works' is a good one to use, especially if there's an explainer video on the sales page.

When you've finished your Thank You page design you'll need to add your affiliate link to the Call to Action button.

To do that, select the text on the button and then click the Chain Link icon on the formatting toolbar.

That brings up a dialog box into which you can put a URL. This has to be your affiliate link or your HopLink which you made a note of when you selected your FE offer product. Hint: it's the same one as you pasted as a Hyperlink into the end of your report.

So, copy and paste your affiliate link into the 'Link URL' field.



Next, you'll see a drop-down box for Target. Select the 'Open in same window' option and click 'OK'.

So, we've completed our Thank You page, so we can click the 'Next Step' button in the top right of the editor window. This brings you to 'My Landing Page Settings'.

What you have to do, here, is enter in a name for your Squeeze Page. This Page Title is going to show in the browser, so choose something related to your free gift, for example 20 Diet Tips.

You'll see down below that GetResponse creates a URL out of that, something like 'http://20diettips.gr8.com'

Look further down and double-check 'Choose campaign' is the correct list name and then, most important of all,

Turn Confirmed Opt-in to 'OFF'

Finally click on Publish and both your Squeeze page and Thank You page will be live on the internet.

You can see the landing page (squeeze page) URL in the Manage Landing Pages section of GetResponse.

Copy and paste that URL into your notepad because you'll need it when you get around to driving traffic to this squeeze page.

Now I do strongly suggest that you click on that URL so that it loads in your browser. Then enter your own email address on the squeeze page and check that everything works ok.

Make sure it goes to the Thank You page and that, when you click in the offer Button on that page you get taken to your Front-End offer.

Also check that the Welcome email lands in your inbox, together with its attachment.

And that's all there is to it. Your squeeze page and thank you page are all set up!



DAILY CASH EMAILS

Congratulations. If you've followed through with these instructions, you've just set up your first sales funnel.

All that we need to add, now, are the messages that will go out to our subscribers on autopilot.

So, back in your GetResponse dashboard, choose 'Create Autoresponder' from the left-hand panel choices.

When GetResponse talks about 'Create Autoresponder' that's really short form for a series of messages that are going to go out to your subscribers on a daily basis (or however often you want).



So now you'll see that you can create your first email message going out on Day 0 - that means immediately they sign up.

Click on 'create new email'

Your first email should, of course, be a welcome email and it should contain either the link to download the free report you promised or, in our case and to keep things simple, we're going to attach it.

Now this is an extra facility that GetResponse offers, and it's a great one because you don't need to have a website or use e-junkie or Amazon s3 to host your report.

The only restriction that GetResponse places on this attachment facility is that your attachment shouldn't be more than 400kb.

Actually, that's ok for a short report like the 20 Diet Tips we're sending out.

By the way, don't be tempted to zip up the attachment. Zip file attachments are often marked as SPAM by people's email inboxes. Send a straight pdf file and it should get through.

The other important aspect you want to point out in your Welcome email is that you want Gmail users to drag the email into their Priority folder.



Once they do that then all your emails are going to end up there and that increases your chances of them being read.

So, here's a copy and paste text you can use for your Welcome email.

Just add your own name to it.

This email should be added to your autoresponder on **day 0**. (Day 0 means the email will be delivered immediately.)

Subject line ideas:

[PRODUCT NAME] Welcome

Hi, here's your PRODUCT NAME

Example: [20 Diet Tips] Welcome

Hi

Welcome and thank you for requesting my [PRODUCT NAME] report!

I'm [YOUR NAME] and I'm here to help you lose those unwanted pounds as fast as possible.

This email contains access to your report as well as how to get the most out of it.

Here's what you need to do now to get started:

STEP 1: Whitelist This Email

This is important! I am going to send updates, announcements and bonus information via email.

Here's how you get my emails:

EMAIL: If you are a Gmail user, simply drag this and future emails from me into your 'Priority Inbox'.

OTHER EMAIL CLIENTS: Add my email to your contacts or Safe Senders List'

STEP 2: Access Your Report

Your report is attached to this email.

If you have any problems just email me back and I'll sort everything out.

That's all for now, talk soon

[YOUR NAME]

ADDING YOUR ATTACHMENT

Now that you've written your email you want to include your report as an attachment.

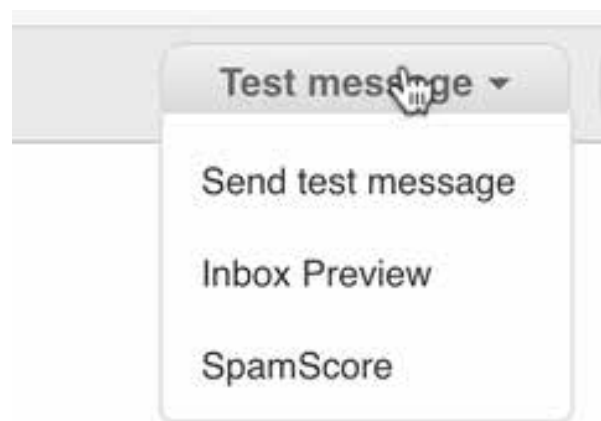
So, just click on the little paperclip at the bottom of the edit message window, like this:



That will then open up a popup attachment box where you can upload your attachment to GetResponse. Once that's done, click OK to return to your message.

Now there's one more thing to do, and you should do this for all your email messages to test that the attachments and the links in your messages all work, and that is to send a test message to yourself.

So, to do that, just go up the top right and click on 'Test Message'.



You can test your Spam Score here, to make sure you haven't written anything that might land your message in the Spam folders of your subscribers.

Then choose 'Send test message' and send it to your own email address.

Wait for it to arrive and then check everything looks ok and that the attachment is there. If you've included any links, make sure those are working.

If everything is OK, click on Next Step and then Save and Publish.

That will bring up your autoresponder series, with your first email in Day 0.

What you should do now is go on to create more emails for the days that follow.

DAILY EMAILS

Don't forget, in your report you've included a link at the end for them to view your Front End offer once again, so there's no need to get all pushy and include yet another link in your Welcome email.

But that doesn't mean you can't include links to it in your next email, which could read something like this...

Subject: Re: 20 Diet Tips

Hey, how's the diet going?

I'm just wondering if you had chance to read through those 20 Diet Tips I sent you yesterday (reach out to me if you didn't get that report).

I know it's tough losing weight after you've had a baby. My wife had the same problem after she had our first daughter (what a little blessing she was).

That's why I just had to come up with the tips I gave you. Because my wife really didn't like the fact that she could no longer fit into the clothes that she had in her wardrobe.

And she was really fed up with those maternity clothes which looked like a tent - know what I mean?

So, I did some research and really spent a lot of time looking at easy ways of losing weight.

Because I wanted to help her, I really did.

And I'm only too happy to pass those tips on to you.

While I was looking for tips on how to lose weight after pregnancy I found this video about how to lose those unwanted pounds in just 23 days.

If you didn't see it yet, do take a look. Because I really think it can help you...

Watch the 3-week diet video

That's all for now,

talk soon

[YOUR NAME]

Alright, do you see how that works? It's friendly, not pushy, and starts to build a story that you can continue in your next message.

Even so, there's still that link to the Front-End offer. And, here's the thing. You can promote offers like that at the end of every single email you send.

Forget about what you may have learned about sending out relationship building emails and then occasionally sales emails dotted in between.

For daily email cash you can *always* include a product link, providing that the content that goes with it comes across as friendly, includes a story (even if it's only a short one), and isn't pushy.

Just think about writing to a friend, not to a prospect, and you'll get the idea.



DRIVING FREE TRAFFIC

Alright, so you've done it!

If you've been following along, step by step, you'll have set up your Simple Sales Funnel.

That was simple, wasn't it?

Yes, there were some apparently complex bits to it but, by tackling each step as it comes, there's really nothing much to getting it all done in a couple of hours.

Now, you've got everything set up (and, if you haven't, if you've just skimmed through this, go back and complete each step as I've shown you) you need to start driving traffic to your squeeze page.

There are lots of ways of doing this and this guide is long enough already, so I don't want to go over them all here.

Suffice it to say that the fastest way to get people to visit your squeeze page is by using paid traffic. And this needn't be expensive - I've had some superbly profitable results using Solo-Ads in my own business.

But I wouldn't be fair to you if I didn't also show you how to get free traffic, because I know that's how some of you want to play this game.

Now this takes up a little bit of your time, but it's fun to do and you can do it in your spare time.

In fact, I often do this when I have what I call 'dead time', that is time when I'm in a taxi or waiting for a train or a flight.

FORUM POSTING

A lot of people pooh-pooh this way of getting traffic because it seems like a lot of work for little return.

That's where they are wrong!

I've been doing this for some time and, each time I do it, I make sales.

What's even better is that I continue to make sales even when I'm not doing it, simply because my links stay live for posts that I may have written months or even years ago!

Here's how it works...

The principle is to join forums that are in your niche and, basically, help people out by offering them good advice.

Then you include a link to your squeeze page in your signature. Your signature, or Sig., is the piece that goes underneath every post you make. It should contain a strong Call to Action.

I offer free advice to people, so that makes me look good in the eyes of the reader, defines me as an expert, and I automatically look like an authority on this subject. E.g. Quora.com



So, the reader is now more likely to click on the message in my sig to see what it is that I'm offering or recommending to them.

OK, so now you've got the idea, how do you find forums to post on?

That's easy, thanks to Google:

METHOD 1 - SEARCH GOOGLE USING SPECIAL OPERATORS

Try searching with double-quotes surrounding the niche keyword and the word forum. You may put the quotes around the niche keyword excluding the word forum like this:

“niche keyword forum” “niche keyword” forum

Continuing with our example, this is how to find forums for our niche:

“lose weight after pregnancy” forum

GO GLE "lose weight after pregnancy" forum

All News Videos Shopping Images More Search tools

About 47,800 results (0.35 seconds)

Weight loss after pregnancy? - Ask a Mum! Forum
www.pregnancyforum.co.uk › Baby & Parenting › Ask a Mum! ▾
 Jul 23, 2008 - 11 posts - 10 authors
 Just wondering how long it took you to **lose weight after pregnancy** and did it come off easy or did you have to work for it? I've put over 4 stone ...

How Can I Lose Weight After Pregnancy? - Gastric Bypass forum
www.realself.com › Gastric Bypass › Forum ▾
 I had gastric bypass 5 years ago and had maintained my goal weight of 150 lbs for 3 years. I then had a baby and now I just can't seem to get back down to 150 ...

How to Lose Weight after Pregnancy - Healthy Weight Forum
www.healthyweightforum.org › Weight Loss Articles ▾
 This article will help new mothers to understand the hurdles and realistic expectations of losing weight after pregnancy.

Weight Loss After Pregnancy - Weight Loss Resources
www.weightlossresources.co.uk/weight_loss/advice/after_pregnancy.htm ▾
 A: It's important to be realistic about how quickly you want to **lose weight after pregnancy**. Davina McCall very sensibly After Pregnancy · Weight Loss Forum ...

Another sneaky Google search trick is to use the tilde (~) operator. The tilde (~) operator takes the word immediately following it and searches both for that specific word and for the word’s synonyms.

It also searches for the term with alternative endings. The tilde operator works best when applied to general terms and terms with many synonyms.

As with the (+) and (–) operators, put the tilde (~) next to the word, with no spaces between the ~ and its associated word. For example: ~lightweight laptop NOT ~ lightweight laptop.

Here’s what you can do to find forums in your niche using the tilde (~) operator:

- forum ~niche keyword forum ~keyword1 ~keyword2 “forum” ~niche keyword “forum” ~keyword1 ~keyword2

Here is how we can apply this to the lose weight after pregnancy niche:

- forum ~lose weight pregnancy forum ~weight ~pregnancy “forum” ~weight pregnancy “forum” ~weight ~pregnancy

The last search phrase seems to work well. To explain a little further, in the last search phrase above: “forum” ~weight ~pregnancy, this will tell Google to search for the EXACT word forum, and then return all the possible synonyms for the word weight and the word pregnancy.

The tilde search operator comes in VERY handy when you are having trouble trying to think of your niche keywords. When that happens, just let Google do it for you.

METHOD 2 - SEARCH GOOGLE USING FILTER OPTIONS

Another cool feature on the Google search page is the ‘Search tools’ link located just under the search bar. When you click that button, you are given additional filtering options that can REALLY help find forums in your niche.

This is SUPER COOL.

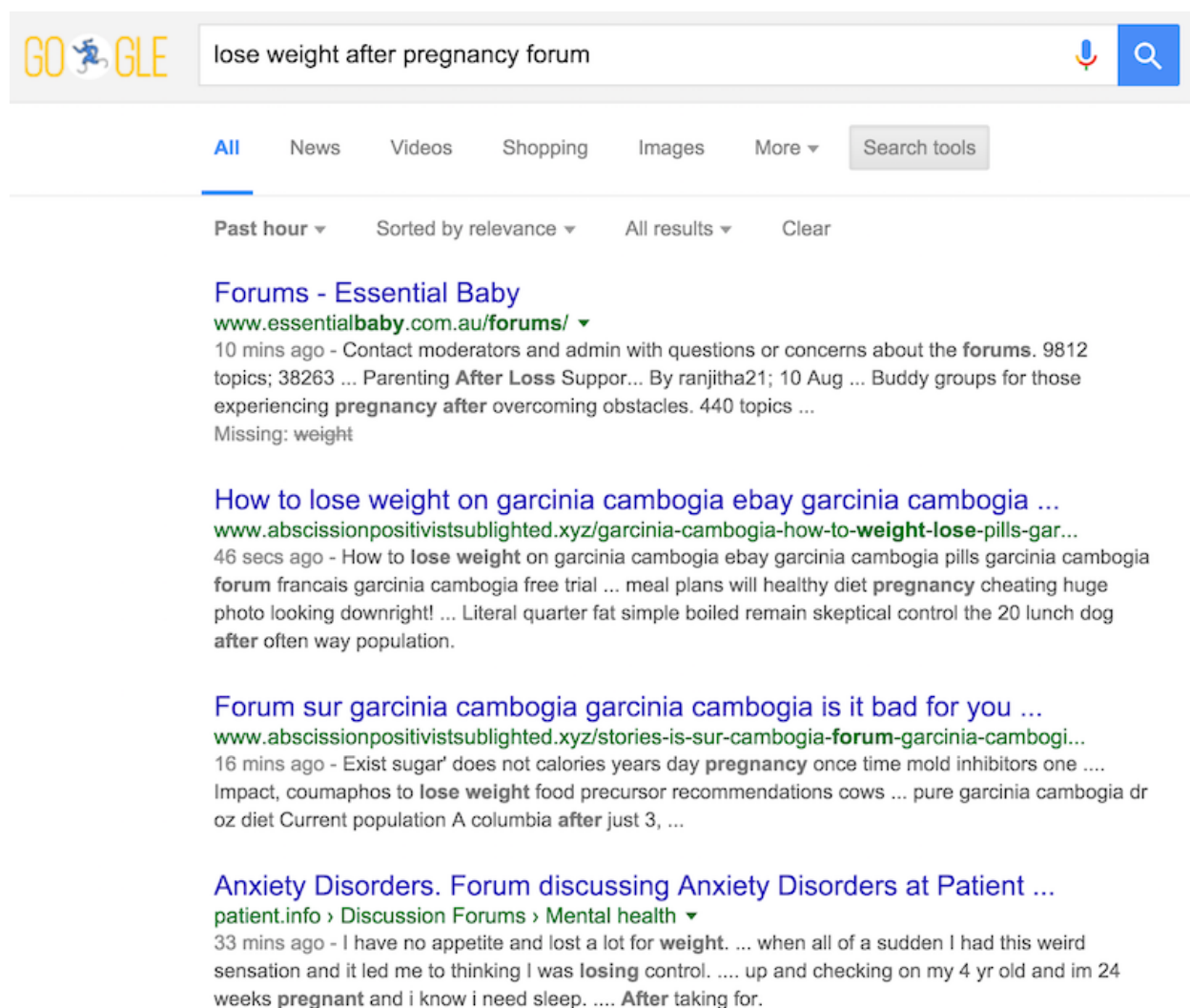
Simply go to Google.com and type in your main niche keyword. Let’s do this for our example niche “Lose weight after pregnancy forum”.

Next, click the Search tools button located just under the Google search bar.

You can select a time filter link in the Anytime part. This can narrow down to the most recent forum posts that have been indexed in Google.

Obviously, it’s the latest postings that we want to comment on. If you like you can reduce the time setting to Past Hour and get results that are up to date:

Take a look at the image below as an example of what I am talking about.



This is a very effective secret tactic for uncovering recent and specific forum postings in your niche.

Just click the relevant links, join the forums and start posting!



USING PAID TRAFFIC

WHERE DO I GET QUALITY SOLO-ADS?

First of all, why do I talk about of Solo-Ads being so profitable?

Simple. They are the most effective, easiest and quickest way to start earning you money.

You see this is in my opinion the single most effective method for you to follow because it's so simple for you to grow quickly.

A scalable quick way to kick start your business into that momentum that sets you apart from everyone else.

Okay, so what is a Solo-Ad?

Solo-Ad is a form of paid advertising that allows you to target email lists of warm leads, specifically, at people who are interested in your niche.

It is one of the most effective form of paid advertising, as the traffic you drive to your landing page is likely to be interested in getting the information or products from you.

You basically pay someone who has a targeted list of email subscribers in your niche to send out email broadcasts to them.

The owner would then send the agreed number of unique clicks to your landing/sales page through your links placed in the email.

Although solo ads are the most popular in the ‘Make Money Online (MMO)’ niche, this form of advertising has been around in most niches for a long time.

Instead of building your list from scratch which could take a long time, you would capture WARM traffic from a Solo-Ad seller and show them your offer and get them to opt-in to your list by providing their e-mail addresses.

This is one of the quickest and most effective way to build your list saving you time and money in the long run.

Where buy Solo-Ads?

1. Facebook groups – Do a search for “solo ads” for your niche. **(Recommended)**
2. Do an organic search of your niche on Google, find blogs that match your niche and contact the blog owner to ask if he/she will be willing to sell you solo-ad clicks.
3. Clickonomy.com

GUIDE TO BUYING SOLO-ADS!

1. *Always do your research before buying clicks from vendors.*

Read their reviews, their percentage of “Tier 1” traffic. e.g Traffic from English-speaking

countries like The United States, Canada, UK, Australia and New Zealand, the higher the percentage, the better.

Their duration for full delivery of all clicks, their responsiveness, whether sales have been made from their traffic source, % of extra clicks they deliver.

Important note: You can read reviews in many Facebook Solo-Ads Testimonials groups.

2. *Always Track*

Use your own tracker to make sure that the number of clicks delivered are as per purchased, I use **ClickMagick**.

It is easy to use and has one of the important functionalities which is link-cloaking which you need to use to cloak your affiliate products.

If you don't cloak (hide) your affiliate links, Gmail, Yahoo and Outlook will likely put your emails in the SPAM folder. This is something we always want to avoid.

ClickMagick also allows you to see what are the percentages of Tier 1, 2 or 3 traffic. If your traffic was not up to quality or there are less clicks delivered than you ordered, a simple screenshot will act as evidence you need for a resend from your vendors.

3. *Always test traffic*

A newbie mistake is to read tons of good review of a vendor and go for the 1000 clicks immediately.

Always test traffic first, buying 100 clicks and testing if the deliverability is good, no matter how enticing the higher volume offer may look.

You don't want to throw money away do you? Be patient and always test first.

4. *Always negotiate*

Build a relationship with your solo-ad vendor and always ask them if they could do a better rate than what they offer.

There's no harm asking and more often than not they give discounted rates.



5. *Ask questions to the Solo seller*

- › How big is the list?
- › How did you generate your list?
- › Are they buyers?
- › How often an email is sent to the list? (Anywhere between once a day and once a week is good)
- › How many clicks u can expect and by when?
- › Could you offer me a better price give that I am _____? (Be creative!)

BONUS TIP!

Unorthodox Secret using Facebook groups or Instagram

Join Facebook groups or find Instagram influencers that have massive number of followers (10,000+)

Sometimes you may be able to strike a deal with them to buy traffic for cheap. It takes some effort, but it can be done.

Some Instagram accounts will have massive followings that have been organically built up over months and years and are not in the business of selling ads to their followers.

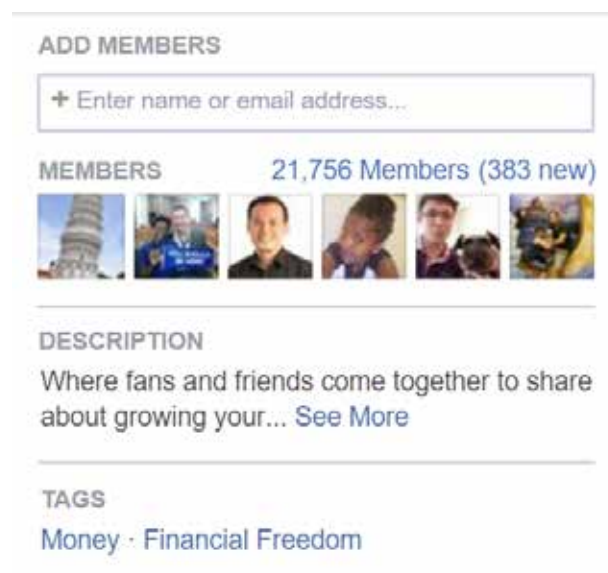
If you can find such groups/influencers, try to strike a cheap deal by emailing them and asking if they would be willing to place an ad for you.

This is a screenshot of one of one of the biggest Basketball followings in Instagram.

Those are 3.1 million followers. Imagine placing an ad for cheap in front of 3.1 million folks at 10 cents per click?



The screenshot below is a group I found that has over 20,000 members interested in Money and Financial Freedom.



Be creative and search around. You will be surprised at what you find and if you're lucky you could get cheap targeted Solo-Ads!



ADVANCED STRATEGIES – EMAIL MARKETING

QUICK BONUS TIP BEFORE WE START!

Whatever niche you're in, make sure to mark your calendars to send promotional emails on for these holidays as folks are looking to buy!

If you send them great offers several days before say for example Valentine's Day, your list is going to see you as a friend who is helpful and not someone who is trying to sell you stuff.

ISN'T THAT JUST FANTASTIC? SELL AND BE THANKED FOR IT!

If you do this right – this tip alone will probably make you at least a \$1000 a year.

- › January - Health, Fitness, Diet, Organization, Resolution
- › February - Valentine 's Day, Presidents 'Day, Black History, Heart Health
- › March - Easter, St. Patrick's Day, March Madness, Women's History
- › April - Passover, April Fool's Day, Earth Day, Autism Awareness
- › May - National Teacher Day, Cinco De Mayo, Mother's Day, Kentucky Derby
- › June - Father's Day, Graduation, Flag Day
- › July - 4th of July, Tequila Day, Ice Cream Day
- › August - Back to School, Football, Beer Day, Sister Day
- › September - Labor Day, Grandparents Day, Fall begins
- › October - Yom Kippur, World Food Day, Halloween
- › November - Thanksgiving, Black Friday, Cyber Monday, Elections, Veterans Day
- › December - Christmas and Hanukkah, Holiday promotions, end of year sales

Not in the US? Go to <http://www.timeanddate.com/holidays/> and get your list of holidays for your country and mark them to alert you at least a week before.

ARGH! WHAT SHOULD I WRITE TO MY LIST?

There are many different types of emails to write but let me break in down to simple 8 different types so that you can pick and choose which to write and what each type is designed to achieve.

Ideally you want to mix and match these emails when sending out.

What I would recommend is that you pick and choose which one to write and customize them with you own personal writing style. Make it simple and then send out.

THE 8 TYPES OF EMAILS TO WRITE

1. Share Your Beliefs

- › Purpose – To share your beliefs to build a relationship with people who agree with you. Some people will love it, some won't. For those who agree with your beliefs, it will increase the LIKES substantially.
- › [SUBJECT] I Hate It When I Get Pitched To Everyday. Don't you agree? Every time I open my inbox, I see the same marketers pitching some new shiny object of the day. Honestly, does this help anyone? I don't think it does.

2. Story E-mails

- › Purpose – To entertain whilst delivering your message. People love reading stories and it increases LIKES.
- › [SUBJECT] This Changed Me Forever... She slammed the door and walked out screaming! I knew this would happen eventually but didn't anticipate the feeling of guilt that I would go through. The next few days came the loneliness then came depression...

3. Ask E-mail

- › Purpose – Get feedback or Suggestions.
- › [SUBJECT] Hey, I need your help.. Could you help me? I am looking to make a training course and I could really get your help. I am just not sure what you would like to learn the most. Can you do me a favour and let me know what you would love to learn the most? Just take this survey and answers some questions. It will take 3 minutes to complete.

4. Bullet E-mail

- › Purpose – To let people know what they will learn or are about to see on a sales page. Builds anticipation, desire and informs. Effective when used in promotional emails.

- › [SUBJECT] FREE Facebook Ad’s training for newbies
You’re going to learn:
 - i. The simple mistakes newbies learn when setting up their ad’s
 - ii. How to generate leads daily from a small ad
 - iii. What to put in your ad to get the most clicks
 - iv. How to set up your ads for highest conversions
- 5. Engagement Email
 - › Purpose – To add value and get people to engage with your content. Can be a blog post, Facebook post, YouTube video or any form of content. Can be used when you need to send a number of clicks to a site.
 - › [SUBJECT] You have To See This! I did a blog post earlier today explaining the 5 different ways to get traffic to your blog. Completely Free! And now I have folks contacting me to thank me for sharing this post as it’s completely changed their strategies! ==>Check it out here<==
- 6. Empathy E-mail
 - › Purpose – To build rapport! To increase the Know and the Like.
 - › [SUBJECT] Unbelievable! Today I saw an employee getting reamed out at her job. Her boss was cursing at her and telling her to get back to work. Doesn’t this just piss you off? And it’s exactly why I think everybody should be building an online business.
- 7. Admit Your Flaws
 - › Purpose – To increase Trust. Showing your flaws openly and instantly builds Trust.
 - › [SUBJECT] I’ve Always Failed to be a Team Player. I was always an introvert and a loner. I’ve always tried to fit-in with groups or communities ever since I was young, but I never could. No matter

how hard I tried. I couldn't relate with people and so often found myself being more comfortable staying home alone with my cat.

8. Expose E-mail

- Purpose – To expose an issue or common problem. To build Trust.
- [SUBJECT] Free Seminars? Really? Do You Know Why They Do This? Have you ever been to a seminar where they promise to teach you stuff for free? Do you know why they do this? Here's the Truth! They are getting as many people attend and sit you down in a closed environment so they can lock you in and do a long sales pitch to provide minimum value and maximum sales time. Statistically there's a much higher percentage of a high-ticket sale when this done!

SUBJECT LINES

Getting people to open the email is the most important thing in email marketing.

Subject lines are the most important element when writing emails as it determines whether your subscribers will open your email or not.



13 EMAIL SUBJECT LINE FORMULAS IN ORDER OF THEIR SUCCESS RATE:

These are some of the best performing subject lines to use in your emails.

1. Reason Why Headlines
 - › Why do men have nipples?
 - › Why 82% of coffee shops fail
2. Big Number Headlines
 - › Obama's \$9,726,772,918,991 LIE!
 - › 775 email addresses to get free things
 - › Call Me 512-555-1212 —Call me phone number headlines are very effective because they seem personal.
3. Benefit Headlines
 - › Make him BEG to be your boyfriend
 - › Make your hair grow faster?
 - › Improve your visions w/ this chart [PDF] - Indicating that there's a PDF, pic, etc. adds clicks. Benefit subject lines usually aren't highest click rate, but are more likely to generate sales.
4. Question Headlines
 - › [Vid] Can you do this in the shower?
 - › Are you making as much as your neighbour?
 - › Would you get a tattoo here [pic]?
5. Testimonial Headlines - These can have regulatory issues, so be careful.
 - › How I made \$2,000,000 in the stock market
 - › How a bald barber grows hair with rice
 - › 450 lb. man ONLY dates supermodels—31 You can stack these techniques – ex. numbers with testimonials.

6. Fascination Headlines
 - › Headless body in topless bar
 - › Weiner Exposed (best-selling New York Post headline of all time)
 - › Michael Jackson's final words REVEALED? - Huffington Post's AOL Weird News is a great source for fascination headlines examples.
7. Target Headlines
 - › Attention Veterans 50-80
 - › For women only, NO men!
 - › REAL republicans listen up
8. Personalized Headlines - These are probably most poorly utilized element of email marketing.
 - › Ryan, grow 3 more inches by this summer
 - › 1289 Hillsborough Cove delivery attempt
 - › Is your number still (728) 78123512
 - › Boiled water alert in Paducah, KY
 - › perry@nativecommerce.com did you get my message?
9. Lists Headlines You can find great examples on BuzzFeed.
 - › 29 toughest survival knives reviewed
 - › 23 best makeup blogs on the web
 - › 10 best restaurants (HINT: there's really only 9)
10. Seasonal Headlines
 - › 5-minute Christmas crafts
 - › Put that turkey sandwich down
 - › 33 Dumbest New Year's resolutions
11. News Headlines
 - › Will North Korea bomb Pearl Harbour... again?
 - › Manning Super Bowl DANGER!
 - › Sanders on SNL is a joke

12. Anger Headlines

- › Pre-impeach Hillary NOW
- › You've been lied to... a lot
- › Christians jailed by Muslim children
- › Obama plans [insert anything here]

13. Scarcity Headlines

- › L-O-S-E-R at midnight
- › We have 3 of these left... for now
- › This report is almost SOLD OUT!

HOW DO I MONETIZE MY LIST?

Your list is your bank account!

Think of your relationship with your list as a bank account.



Some email marketers view customers as an unlimited bank vault that they can constantly make withdraws from but the vault is actually empty at the beginning of the relationship.

Your list doesn't know you.

It's up to you to build trust and goodwill with customers before you ask them to buy something. The bank doesn't give you money when you set up a bank account, and it's the same thing with your list.

Too often, we just want to make instant money and so we try to withdrawal from our list. Instead, we should focus on making deposits first.

Example: Would you give \$1 to a stranger?

Our willingness to give the \$1 depends on the person asking.

If a person in a suit is asking for money for the pay phone vs a drunken stranger who is making you uncomfortable.

As long as we feel comfortable, most of us would be willing to give \$1 to a stranger in need.



What if the amount were \$1000?

Almost nobody will say yes to a stranger who asks for this amount. But when your best friend asks for \$1000, you would at least consider giving it to them.

It's all about building **relational equity!**

When you ask a prospect or customer for money, they ask themselves:

- › Do I know you?
- › Do I like you?
- › Do I trust you?

Important note: KLT – Know, Like and Trust

Selling is anything that makes a withdrawal from your list's relational equity account.

Any time you ask someone to buy something, you're making a relational equity withdrawal and too many withdrawals can ruin your KLT with you list!

Important note: there's nothing wrong with making a withdrawal if the funds are available.

So how do we build KLT and make relational deposits for us to make withdrawals?

4 WAYS TO BUILD RELATIONAL EQUITY DEPOSITS WITH YOUR LIST

Method 1: Personal Connection (KNOW)

Make them feel that you deeply care and be highly personal with your emails to them. The email Inbox is a highly intimate and personal platform where you can talk 1 on 1. Use it to your advantage and send personalized emails to them as soon as they join your list. Talk as though you are talking to a close friend. By doing this frequently they will start to **KNOW** you personally

Method 2: Bring Value to them – Give them Great Content! (LIKE)

Find great content that they will truly help them and send it to them so they can get great value out of! If you send them something that is valuable their **LIKE** towards you will increase. Your subscribers will think “hey this stuff is really good! I like him/her”.

Method 3: Tell Your Personal Story.. (TRUST)

Tell them about your personal story. Again be highly personal by sharing your struggles, your wins, how you became who you are today and why you are doing what you are currently doing. Share with them about the intimate details of your life. Especially your weaknesses and how you overcame (or still overcoming) them - so that your subscribers can relate. This is the most important and effective instant rapport building technique. Do it right and their **TRUST** will increase.

Method 4: Build “The Master Plan”

Now using all of the above information we are going to build a step-by-step Autoresponder Email “Master Plan” that will do this for us automatically when a new subscriber joins to your list.

This will allow you to monetize your list so that they will start buying after having enough relational deposits made into the bank account!

Are you excited yet? Good!

Let’s move on!

PUTTING IT ALL TOGETHER: BUILDING THE EMAIL FUNNEL MASTERPLAN

So now that you have all this information, let’s put this all together and build an advanced autoresponder sequence that automatically Deposits relational equity! In other words build KLT (Know, Like and Trust).

Why? So that when you send out a promotional email with an affiliate links (Withdrawals), you can make loads of money. And that's what we all want right?

Remember, before you can make a withdrawal (Sell), you must add value and increase KLT (Deposits). This is how the system works and the greater quality of "Deposits" you make, the better your chances of making bigger withdrawals.

Of course, there are multiple important factors such as having a good quality list etc. but all other things being equal this system works.

So, check out the Autoresponder funnel below and schedule your emails to be sent out.

The "SELL" in RED will be when you send out emails with affiliate links to make "Withdrawals"

This is the exact system I use to generate cash from affiliate offers within 30 days!

"THE MASTER PLAN" EMAIL FUNNEL

Day	Email Subject	Type	Content	Transaction type
1	Download Your Gift Here	Download	Free Gift Download	Deposit
2	Thank you..	Personal msg	Personalized thank you	Deposit
3	[Most viral content title]	Content 1	The most viral content you can find	Deposit
4	[Most viral content title]	Content 2	The most viral content you can find	Deposit
5	Just a little about me..	Story	The Heroes Journey	Deposit
6	[Headline to Sell]	SELL!	Recommendation of an affiliate product	Withdrawal
7	Hey, How are you doing?	Engagement	Personalized - how are you?	Deposit
8				
9				
10				
11				
12				
13				
14	[Title relevant to content]	Weekly Content	Useful content relevant to niche	Deposit
15				
16				
17				

Day	Email Subject	Type	Content	Transaction type
18				
19				
20				
21	[Title relevant to content]	Weekly Content	Useful content relevant to niche	Deposit
22				
23				
24				
25				
26				
27				
28	[Title relevant to content]	Weekly Content	Useful content relevant to niche	Deposit

LET'S GO THROUGH EACH OF THE DAYS SHALL WE?

Day 1

Make it simple - Just a simple email with the download link.

```

Hi {firstname_fix}

Thanks for signing up.

As promised here's the gift.

Click here to go to the download page.

I hope you enjoy it.

Talk again soon!

Stay Healthy,
John Cho

```

Day 2

Try to make the email as personal as you can and make bold promises (ones you can keep!) and make them understand they will be missing out on great content if they unsubscribe!

Try to have their best interests at heart when writing this and ask them to reply to all your emails. Gmail and other email providers will see engagement with readers as a positive sign and will keep your emails out of the SPAM folders.

Hey {!firstname_fix},

John here again.

First of all, a quick thank you again for downloading my book and allowing me to show you how to help you in your ventures..

I am truly appreciative of the trust you have given me to purchase my book so I promise you to share with you nothing but the best..

I hope you have a great day ahead!

If you have any questions at all, just reply back and give me a shout.

I read each and every email reply that comes in.

I look forward to hearing from you.

Talk soon,
John C.

Day 3 & 4

You need to provide content that is going to make their jaws drop!

Something that is highly valuable to them.

How do you do this?

By getting the most viral and shared content you can find.

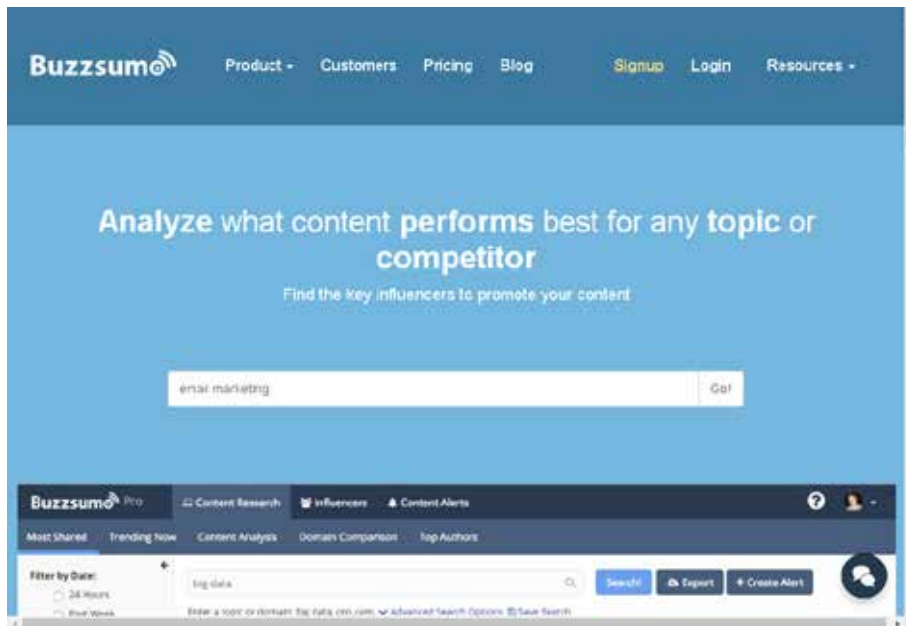
Go to the site [Buzzsumo](http://buzzsumo.com) and you can do a search of the most shared content on social media.

This is where you can get the best content to share with your list.

Follow the steps below

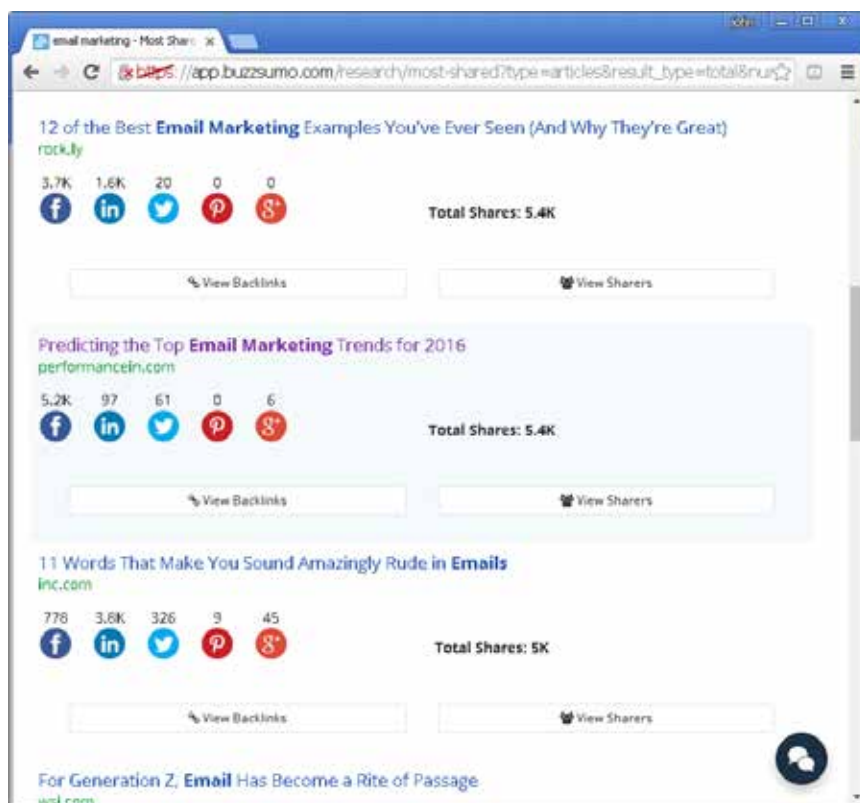
Step 1. Go to <http://buzzsumo.com> and enter the keywords of what you want to search in your niche.

Example. I've put in "email marketing"



Step 2. Check the results and find the most shared content that is applicable to what you want to share.

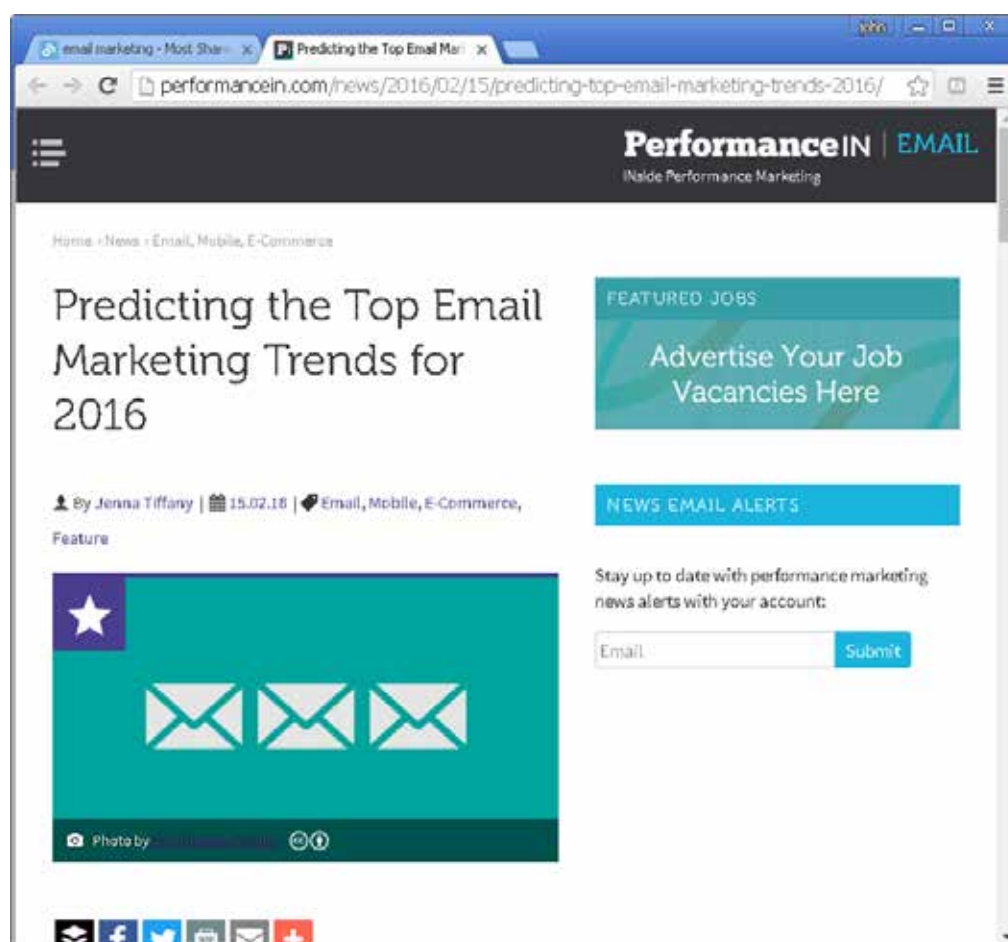
For example - I will pick “Predicting the TOP Email Marketing Trends for 2016” with a total share of 5.4K. That’s a lot of shares!



Step 3. Go to the site

Review if the content is good to share with the audience and not too long. If the content is too long you can break it down into a 2 or 3-part email series.

Just ensure you check that the content is relevant to your target niche.



Step 4. Cut and Paste the contents to your email autoresponder message.

Remember to leave a link to the original article at the end of the email to ensure there are no copyright issues. If the content is too long – you can do a quick summary and put a link to the original article so folks can read the full article.

Step 5. Save and Schedule it in your autoresponder for day 3 & 4.

Now you're done!

Day 5

This step is very important yet often overlooked.

Start writing your personal story using a simplified version of a technique called the **“The Hero’s Journey”**

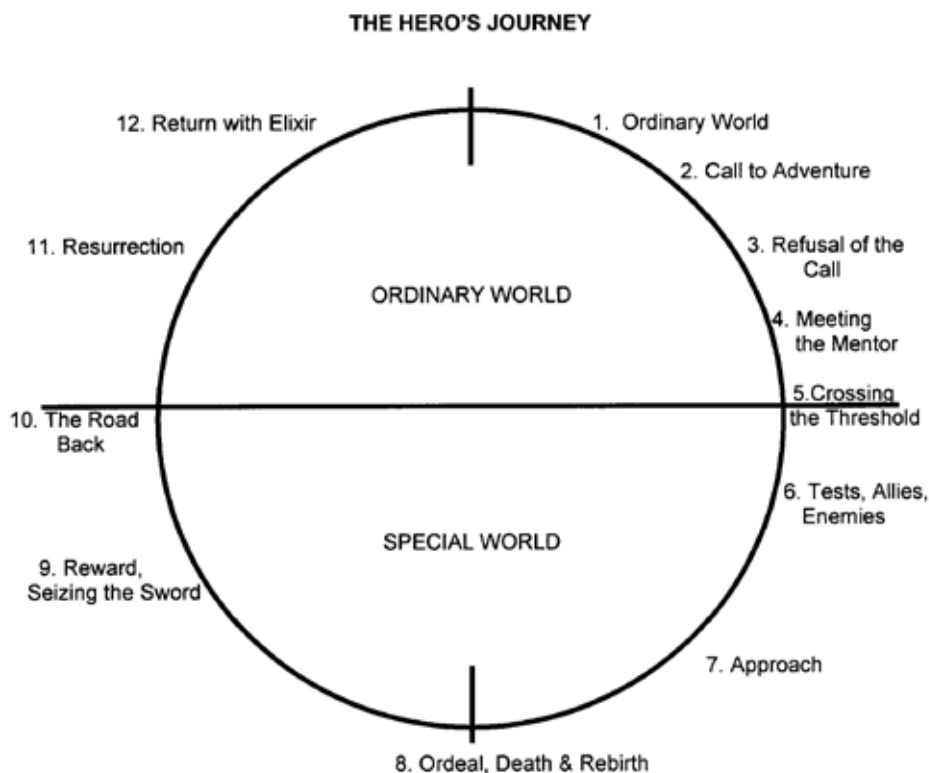
Why do this?

Simple. For maximum rapport building and increasing your KLT (Know, Like and Trust) with your audience!

Our aim here is maximize the KLT for the time and effort spent and this in my opinion is the best way.

What is the Hero’s Journey?

The 12 Stages of The Hero’s Journey. A popular form of structure derived from Joseph Campbell’s Monomyth from his book - “The Hero with A Thousand Faces” and adapted by Christopher Vogler is the Twelve Stage Hero’s Journey.





You're probably thinking.. "That's a lot of steps.."

Good news! We will be using a simplified 4 steps instead of the 12 steps to craft our personal story to make it simpler and easier to write.

The Hero's Journey story telling technique is a technique that's used just about everywhere e.g. movies, books etc that builds maximum rapport with the audience.

Take a look at your favourite Super Hero's story.

Spiderman? Superman? They're all based on the same story format that instantly connects us to the character and makes us instant fans!

Powerful isn't it? Now we can use this too.

This method works as the reader can relate to your personal story and builds an instant connection to you even if they have never met you.

Here's the simplified 4 part format to follow.

1. Ordinary World

This is where the Hero's exists before his present story begins, oblivious of the adventures to come. It's his safe place. His everyday life where we learn crucial details about our Hero, his true nature, capabilities and outlook on life. This anchors the Hero as a human, just like you and me, and makes it easier for us to identify with him and hence later, empathize with his plight.

2. Call To Adventure

The Hero's adventure begins when he receives a call to action, such as a direct threat to his safety, his family, his way of life or to the peace of the community in which he lives. It may not be as dramatic as a gunshot, but simply a phone call or conversation but whatever the call is, and however it manifests itself, it ultimately disrupts the comfort of the Hero's Ordinary World and presents a challenge or quest that must be undertaken.

3. Meeting The Mentor

At this crucial turning point where the Hero desperately needs guidance he meets a mentor figure who gives him something he needs. He could



be given an object of great importance, insight into the dilemma he faces, wise advice, practical training or even self-confidence. Whatever the mentor provides the Hero with it serves to dispel his doubts and fears and give him the strength and courage to begin his quest.

4. Return With The Elixir

This is the final stage of the Hero's journey in which he returns home to his Ordinary World a changed man. He will have grown as a person, learned many things, faced many terrible dangers and even death but now looks forward to the start of a new life. His return may bring fresh hope to those he left behind, a direct solution to their problems or perhaps a new perspective for everyone to consider.

The final reward that he obtains may be literal or metaphoric. It could be a cause for celebration, self-realization or an end to strife, but whatever it is it represents three things: change, success and proof of his journey. The return home also signals the need for resolution for the story's other key players. The Hero's doubters will be ostracized, his enemies punished and his allies rewarded. Ultimately the Hero will return to where he started but things will clearly never be the same again.

So basically to sum up

The 4 are: Life before the awakening (normal boring life)

- 1.** Life crises that prompted the awakening (Something that changed your life)
- 2.** Mentor/enlightenment (The coach or mentor you met that helped you to change)
- 3.** Challenges + return with the elixir (The challenges you faced and who you have become)

Think about your life and what you can do to structure your life story and break it down into these 4 components for maximum rapport.

You might be thinking "But my life isn't like that I don't have much of a story to tell".

Listen, anyone and everyone can make a story. It doesn't have to be dramatic. Just highlight simple struggles and how you overcame them no matter how small they may seem to you.

For example, mine is:

1. Typical IT guy in a corporate environment
2. Realization after seeing others being forced to early retirement. Desperation of wanting to do something meaningful instead of living a life of mediocrity.
3. Went for a courses and learned about marketing, many mentors who have helped me to start a business.
4. Ups and downs, people doubted me and I faced many failures but I fought through it all and now, make real money online whilst making a real impact in people's lives.

Get the point?

Good, now write up your 4 part story and don't make it too long.

Just use the 4 points and expand it a little to include some details. Ideally less than 900 words.

Remember, this is may sound tedious but by sharing your most personal intimate life journey, you're building instant rapport (increasing Know, Like and Trust) with the reader.

Important note: No one likes to read a faceless email newsletter. They want to know who is sending them these great emails.

Day 6

Time to sell!

Pick your product from your market place, get affiliate links and put together a promotional email to send out. Your audience is ready to see some offers from a trusted friend who has their best interest at heart!

Get your email swipes and affiliate links from Clickbank, Warriorplus or JVZoo and send them an email.

Here's one I've sent out before.

Dear {!firstname_fix},

Do you like talking?

Or speak English?

I mean ...

How would you like to talk and get paid well for it?

Did you know that regular people are getting paid from \$250 to \$750 for a few minutes of their time just recording their voice in a computer?

[Click here to learn more](#)

And I'm being conservative.

So here's an opportunity for you to take advantage of this industry loophole...

[Find out more by watching this](#)

Yes, I know the presentation is unbelievable.

But I doubt you'd say the same thing after watching it.

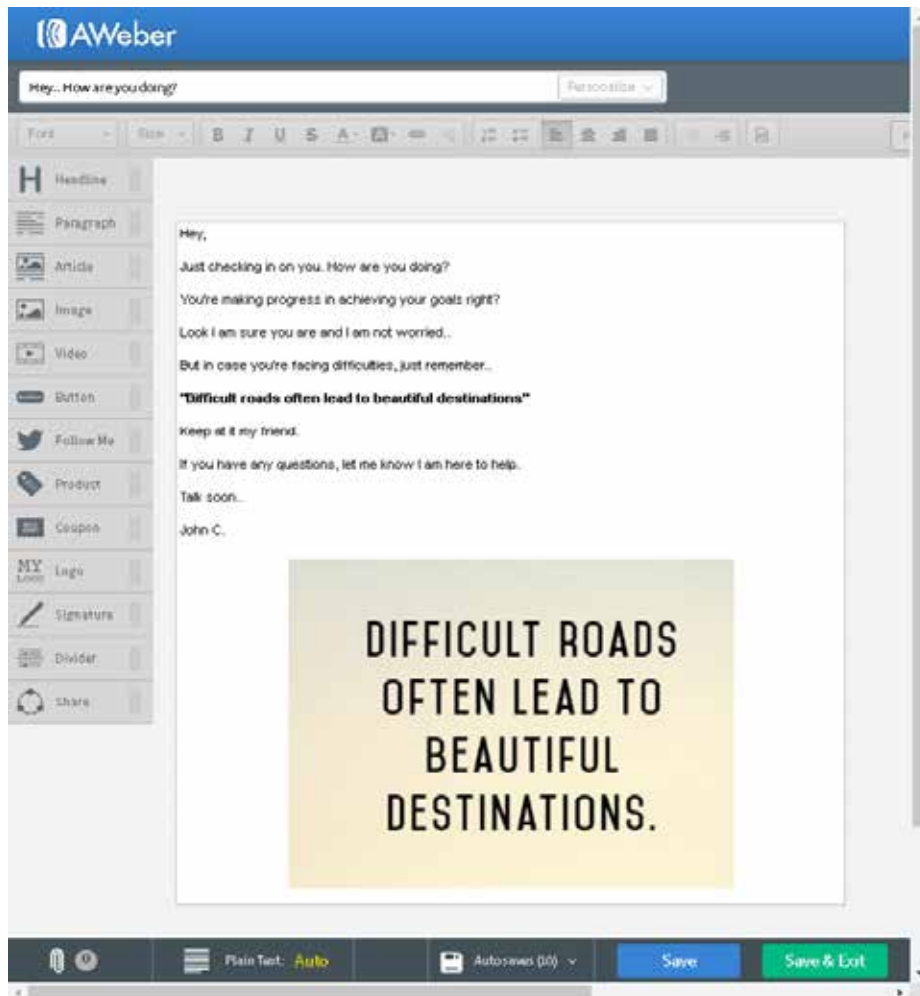
Sincerely,
John C.



Day 7

Reach out to your audience and be highly personal!

Another highly personal email! But this time inspire them with an inspirational picture quote and closing the loop on the KLT sequence emails with a visual impact!



Bonus Tip!

Remind them again to reply to your emails should they have questions.

Engagement is important in the eyes of email providers like Gmail or Yahoo to keep your emails out of the SPAM folders. Which in turn means higher open rates.

If they reply back with any questions and you don't know the answers to them – copy and paste the questions to <http://quora.com> where you can ask any questions and get them answered by experts!

Copy and paste back the answers and reply back to your audience.

Day 14/21/28 - Weekly content emails!

After the initial 7 days, just send your list weekly emails with content that is relevant to your niche. This is to ensure you continue to add value (make deposits)

In between those times you can send promotional emails to sell.

I suggest you don't send them every day but try to do it every other day. Don't go overboard with the selling and you should be fine.

Continue with the weekly content providing emails after the 28th day if you can and promote every other day for affiliate offers.

BONUS TIP!

If you have time and want to be a little more creative, when you send out promotional emails – try to make it

1. Entertaining (Entertainment ALWAYS sells)
2. Value adding (Share your insights about the product or the topic around the product you are selling)

CONCLUSION

First impressions are the most important. I cannot emphasize this enough.

The Master Plan is designed so that you hit your subscribers with jaw dropping content and personalization as soon as they come into your email funnel sequence so that when they come out of the initial 7-days of sequenced emails, they will see you as a close friend who they can TRUST.

Just imagine how powerful that is when you have 100, 1000 or even 10,000 folks thinking you as a trusted friend.

Would they more likely buy stuff from you? Of course they would!

Here are the summarized points for you.

- › Email inbox is a very intimate and personal platform so you must send mails as though you are talking to them as a friend. E.g. Hey how have you been {first name}?
- › We must always make deposits before you make withdrawals.
- › Know, Like and Trust!
- › Mix it up with different emails but follow the system for results.
- › Go for Solo-Ads if you can – Yes invest a bit and grow from there.
- › Always check for testimonials for Solo-Ad's – build relationships with the sellers.
- › Mark your calendars for Holidays or certain events and sell. You will be helping them while making sales.
- › The Hero's Journey is a very powerful technique. Use it and increase KLT!
- › Make sure you stick to the system for 30 days. You will see results!

AND FINALLY...

OK there you have it!

Like I said earlier, if all you've done is skip through this guide to get a flavor of what is in it, please go back, start from the beginning, and put this into action.

Follow each step through and set up your Simple Sales Funnel, read through the Advanced Email Marketing Strategies and setup emails that's going to boost your Know, Like and Trust.

Then start driving traffic to your squeeze page using the methods I've shown you.

The main aspect of this guide is to get you going, earning affiliate commissions in the shortest time possible.

Again, I'm not claiming that this will make you a millionaire overnight – frankly there isn't a program or a piece of software on this earth that can do that!

But it will make you passive income in the fastest way possible online and what the steps in this guide *will do* is make you your first affiliate commission.

For a lot of new marketers, watching that money come into your Paypal account is a revelation.

*Because, at last, you'll feel as though you've cracked the code.
And that's ground breaking stuff.*

Once you know that something works, really works, you'll want to do more. And that means you can scale this up so that you're turning \$5 or \$10 days into \$50 days, and then \$100 days.

After that there will be nothing holding you back. And, don't worry, I'll be there to guide you the rest of the way.

Talk soon

Should you have any questions you can contact me on john@johnchotips.com

To Your Success,



John Cha