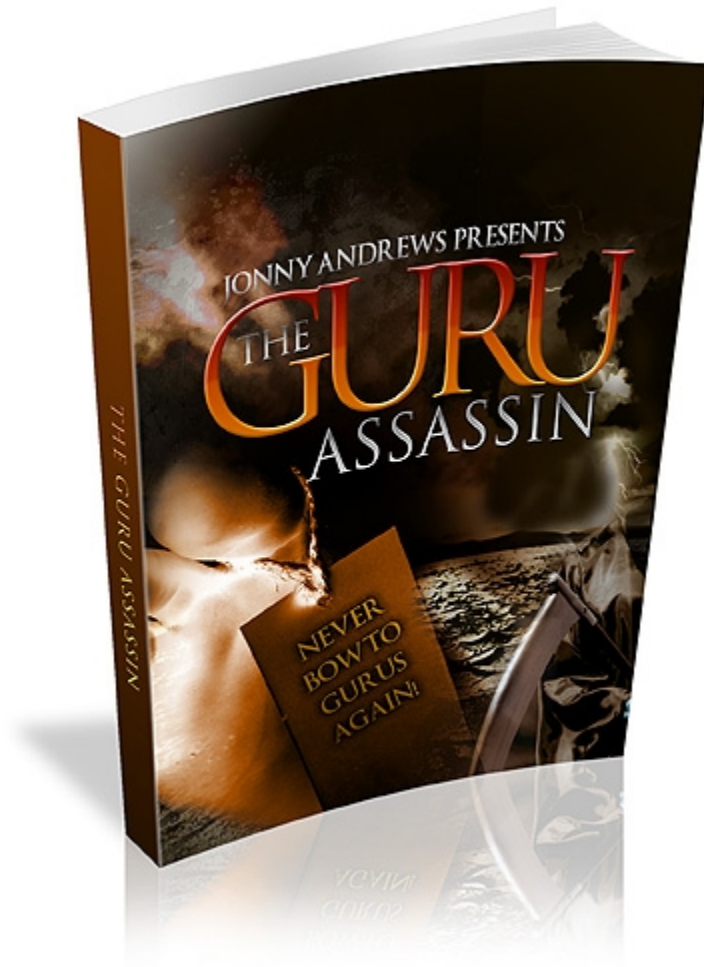


Module II: And Let Slip The Dogs Of War...



Produced By: Jonny Andrews

Module II: Psychology And Models For Total Domination

[Click Here](#) To Read All That Legal Stuff And The Disclaimer

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Models Of Total Domination:

Before we begin... did you chose your market in Module I? If so please go back and do that first. The reason for this is because you do not want to start setting up a new site if you have not first “stacked the deck in your favor”.

Make sure your market is already filled with “Hot Buyers” and lots of information products being bought and sold.

At this new stage in your information product marketing career you DO NOT want to be the first person through the door with a new idea. Remember what I said in Module I? If you're not already loaded with cash, know what you're doing and willing to deal with like 3 years of hard-core marketing... you stand a near 100% chance of having that business collapse.

So please... PLEASE make sure you have selected an existing market.

Cool?

Now... on with the show!

How To Use Module II:

Module II is where you will go when you have technical questions. I have included all the nitty-gritty mechanics and flow charts here. Throughout this course I will refer to flow diagrams found here.

You will then find all your videos/blueprints and “stuff” inside module III

If you have a question about something in a latter chapter, more than likely, you will find all the answers to your questions inside Module II.

What We're Going To Cover Inside Module II Are As Follows:

1. Simple online business systems.
2. All “Technology”
3. Payment Processors
4. Autoresponder Setup
5. Alternative, cost saving methods if you need to cut spending

If you are on a very tight budget please don't freak out about the possibility of spending money on programs that you think may fail you.

I totally understand that fear, and trust me here... I'm only going to share with

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you the systems I use personally. I know from hands-on experience each and every one of these works and aids in growing my business every day.

You may also sleep easy because if you're new to this you SHOULD NOT be spending more than \$100 on your entire business. I'll even show you how to set everything up for under \$50.

What's even cooler is once you have purchased the initial systems such as hosting and autoresponder software... you do not need to buy them again! You will use the same single system for each and every project you set up.

Here's An Example To Illustrate That Last Point:

Your First Site:

- Autoresponder (\$20/month)
- Webhosting (\$5/month)
- Domain Name (\$15/year)
- Unique Graphics (\$50 - \$100 *Optional)

Your Second Site:

- Use Same Autoresponder
- Use Same Webhosting
- New Domain Name (\$15/year)
- New Graphics (\$50 - \$100 *Optional)

I'll stop with just the 2, but you can literally use the same basic systems for as many sites as you like.

As you can see, your first site will cost you somewhere between \$40 - \$140 to set up and then \$25 per month + \$15 per year to maintain.

Your second site will cost somewhere between \$15 - \$115 and your monthly will not increase.

See how cool that is? If you're in a tight spot and want to set up a new site, all you need to do is buy a new domain name for \$15/year.

NOTE: Once you get cooking with all this you'll start hearing about things like "Dedicated Servers" and whatnot for your hosting. You DO NOT need that... yet! Yes, I personally spend A LOT of money every month on my hosting... but then again I'm making a lot of money and get a lot of traffic.

But when I first go started I used exactly the same stuff I'm going to show you here. Please DO NOT stress out about the hosting. I'll walk you through it... and if/when you ramp up your business to a scale where you

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do need to upgrade, if you follow my examples all you'll have to do is send a simple email and people will take care of the details for you.

But Why Do I Need To Learn To Set Up My Own Stuff?

I hear this question all the time! People are looking for the absolute laziest way to get this stuff cooking... and I don't blame them! Hey, lazy can be good. But it comes at a price I'm not willing to pay. Are there 'premade' sites out there?

Yes.

Do these sites make money?

Frequently no.

The reason for this is when you plop down however much \$\$\$ to buy something that's already made for you you're doing so at the sacrifice of your quality. And I can almost guarantee you will have no idea how to market that site when the times comes.

If you're looking for something like that which WILL help, you can setup one of these sites [here](#). With that you have only to cover hosting and the site is free and already laid out. You then drive traffic. Easy stuff.

However, nothing I'm going to show you in this course is harder than Copy/Paste/Drag/Drop. Seriously.

In fact, once you apply what you learn here... nothing I'm going to show you in this course is difficult at all.

You MUST Learn To Set Up Your Own Basic Sites For The Following Reasons:

- 1. If you do not understand the barebones basics you will forever be a victim to outside circumstances.**

When things go wrong, and you do not understand these simple factors you will be totally unable to fix issue.

Yes, stuff can (and will) get weird from time to time with stuff you use on the Internet. Accept this. Neither you, nor I have any control over when something decides to get "funky".

However... if you understand the stuff I'm going to show you, you won't freak out and/or abandon your past efforts because of stupid web bug.

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(Yes it's true. I have known people who refused to absorb the minimal amount of knowledge it takes to run a successful online business. Then, because of a 15 second server outage have screamed like a child with a skinned knee and dumped everything in the trash. DO NOT be that person.)

2. **If you know how to set up your own sites you will save yourself THOUSANDS in stupid costs and fees.**

There are tons of "Development" companies out there who would love to charge you top \$\$ to Copy/Paste/Drag/Drop a site onto the net for you.

Before I decided to take the 2 or 3 hours needed to learn these totally simple online skills, I spend over \$50,000 on a site that should have cost under \$400. (True story)

So while I'm 100% behind spending money to make my life easier... there is a night and day difference between spending it with intelligence and flushing it down the toilet. Which brings me to the next point...

3. **When you know how to set up your own simple sites, you will know when people are trying to scam you and when they're actually offering a quality service.**

This is huge. I cannot tell you how many people I have seen who are spending money on stuff that should be free or under \$10. It's sick.

You need to take charge of your own business. Doing anything less is foolish and will lead to an extremely high chances of "Crash and burn".

More to the point, when you understand the basic mechanics of HOW your business works and the basic psychology of WHY it works you'll know when a new tool or program is right for you and when it's a bad idea.

For Example: there are lots of payment/download area protection software scripts out there claiming to be the best... IF you set up your own sales process you will understand the need for a simple, 2 step sales process.

You'll know every step you include past those 2 will increase the chances of shopping cart abandonment by about 75% each time.

So knowing what you know... when you decide to invest in one of these programs, and you see one places 5 additional steps between your prospect and their money... you'll know to avoid it like the freaking plague!

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Example II: When you know just a bit about what you're doing out there, not only will you make better business buying choices, you'll know how to pick better partners and outsourcing resources.

Need a programmer for a fast project? If you know how your site is supposed to flow you will be better equipped to tell that person what you want...

Trust me on this one: it is very, very difficult to work with outside sources if you first do not understand what you need.

Once you've set up a site, even the most basic of basics... you'll have more knowledge than 80%+ of the other dorks out there. You'll pick better outsourcing partners and you'll sell more stuff.

I hope those reasons were clear.

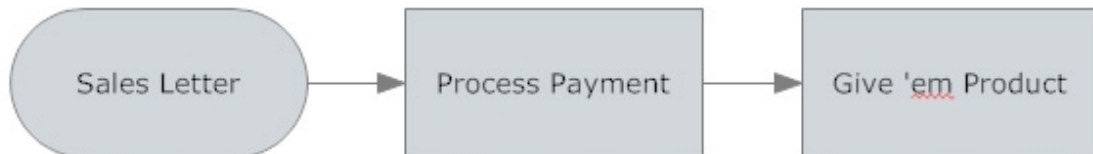
The bottom line is simple: anything worth doing is worth doing well. And you cannot do anything well if you know nothing about it! Therefore, taking the short amount of time to learn what I'm teaching you here will make the difference between your overall success and failure online.

AND IT IS EASY! JUST DO IT.

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Totally Basic, Totally Simple

If you can understand the next picture you will have zero issues with anything inside this course.



That's it. You have a sales letter which people will read, if they want what you sell they'll click the "Buy Now" button and give you money. Once they give you money they can then download your product.

Nothing to it.

If you have ever bought anything from anyone you're familiar with this process.

If this process was a conversation it would go something like this:

You: "I LOVE that "thing"

Other Person: Great! Pay me \$10 and you can have the "thing"

You: "Okay" (You hand Other Person \$10)

Other Person: Thank you for your \$10... here's your "thing"

At no point in time will we ever deviate from this original conversation format. In more advanced sections you'll learn the secrets of asking "would you like fries with that?" (Called an "upsell" or "One-Time-Offer")

You've seen these techniques used every time you've gone out to eat or been offered the "XTreme Value Deal" at your local grocery store. The only difference between what every successful company on the planet does and what you're going to be doing is you won't have to hire/train live people and you can automate the entire process.

So while you sleep, eat, brush your teeth, drive, shower, walk the dog or shave the cat... your new website will be asking every person who lands "Would you

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like to purchase this “thing?”” ... and then “Would you like fries with that?” ... and then “Thank you for your money... here is your “Thing!”.

This process will happen 24 hours a day, 7 days a week, 365 days a year without you needing to sit and micromanage the minute details.

This is the magic of starting an information product business online.

- Almost zero overhead
- Most basic website possible, frequently consisting of less than 4 copy/paste easy pages.
- Frequently costs less than \$100 to set up and run
- Open 24/7/365 without any real daily “work”
- You put forth effort once and get paid for a long, long time
- Removes you from needing to babysit employees
- Totally simple once you understand the basics
- Frees up the rest of your life to have a lot of fun ;)
- When done correctly can make you piles of money in a relatively short period of time.

Have I driven all these points home enough, or do you need me to keep singing the praises of starting your own info product business?

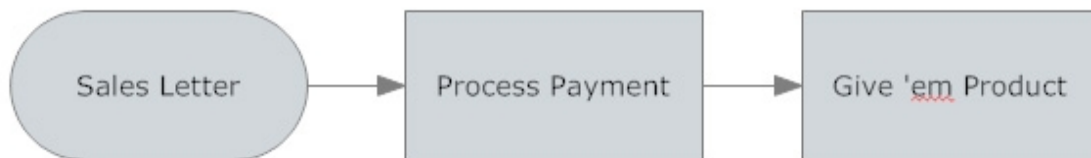
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Your Online Business Models

This the part where you'll decide at what level you wish to begin. I'll start with the most simple model and show you how to expand outward.

If you have never done anything like this before, or if you have made attempts in the past but have yet to make money I cannot strongly enough suggest beginning at the beginning.

Please keep in mind... everything starts, and is based off of this simple diagram:



Something Else To Keep In Mind:

While my personal preference is to set up only a few sites and grow them until they each produce a healthy 6 figure income... you may not wish to do the same thing.

There are 2 very distinct business models out there and each is totally viable:

#1: Single Site, Large Growth

With this model you're going to set up 1 site at a time with the goal of maximizing it's potential. Inside my niche very few "Big Gurus" ever do this after a launch. They prefer to make as much money during the first 2 weeks as possible and then move onto the next thing.

I totally disagree with this as my feelings are if you're going to go through all the effort of launching something (even if it only takes you an hour!) you may as well have it run as long as possible!

If you chose this route you'll make sure your site is converting at a high rate (turning prospects into buyers at a rate that exceeds 3%) and then you'll go out and find other people to promote.

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The benefits of this model are you do not need to juggle multiple projects and get to focus on partner getting after your initial set up.

The downside is you have all your eggs in one basket. Not a horrid thing, but it can take a few weeks to build a partner list large enough to hit your daily income goals.

For example: 60 – 90 days to your site produces a solid \$325/day income (\$118.625 per year)



#2: Lots Of Little Sites Making Lots Of Little Income

Hey, don't knock it until you've tired it! There's an old saying in business (do not remember where I heard it) "I'd rather make \$1 off the back of 1000 people than \$1000 off the back of 1"

The reason this makes sense is if you have 5 or 6 different sites each producing \$50 - \$75 in sales per day you won't worry too much of something changes in the market and one stops performing.

Site 1: \$25/day
Site 2: \$50/day
Site 3: \$75/day
Site 4: \$50/day
Site 5: \$75/day
Site 6: \$50/day

Total daily income total: \$325/day or \$118.625 per year. Can be realistically achieved in 60 – 90 days with continuous pushing.

Many people use this method as it requires far less overall effort and "process" perfection on your part. Once you get your first site and get quality traffic to convert you can simply replicate the process and make another.

Frequently in less than half the time.

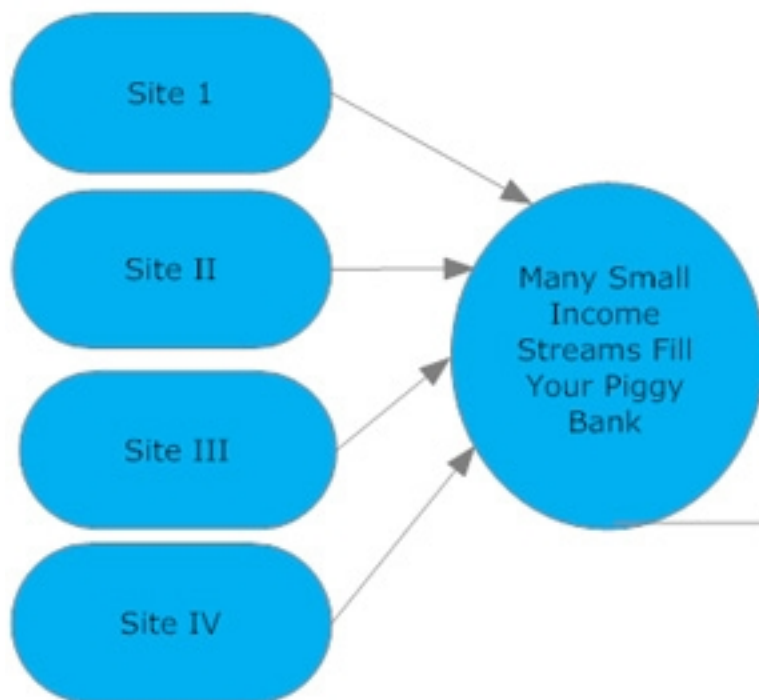
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For a lot of people the idea of making \$25 - \$75/day from something seems more tangible and realistic than making \$300 - \$2000/day from a single site. Because of the low volume of each individual site you'll wind up sending far less time taking care of customer service issues.

Obviously the downside is you'll have to manage a bunch of sites!

The other, potential upside, is once you begin to develop a list, if your sites are all in similar markets you can be your own JV partner.

This is also the essence of Niche Marketing.



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Your Business Models – Pick Your Path Use The Resources Found Inside Module III To Build

HOW TO USE THIS SECTION: On the next pages you will see brief layouts for each phase in your information product development business. **The trick with this is to NOT try doing everything at once.**

Seriously, each of these are stand alone business model flow diagrams. To see more information simply click the image preview and a PDF Blueprint will open in another window.

Please chose your path based on where your skill level is now. This is important. If you're more advanced then you should have zero issues with the more advanced, affiliate setup systems... however, if you're totally new... PLEASE start slow. The goal here is to get you making money as fast as possible with the least amount of learning curves needed.

Keep it simple. Seriously, there is no need to blow your mind with info overload.

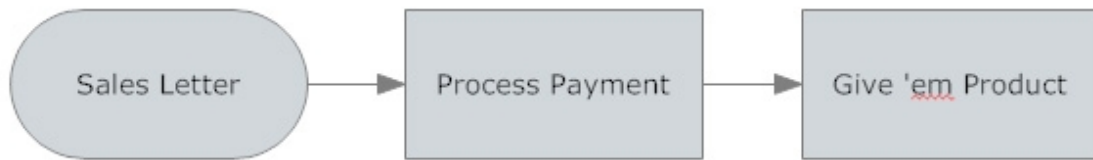
And remember if you need extra help you can always become a member of the Titanium Elite... [Check it out here](#)

FYI: To really fast track this stuff you'll want to dig into the Interview Model as well as the WSO model. Both of those are FANTASTIC money makers for both newbies as well as experienced folks.

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Level I: Simple Sales Process

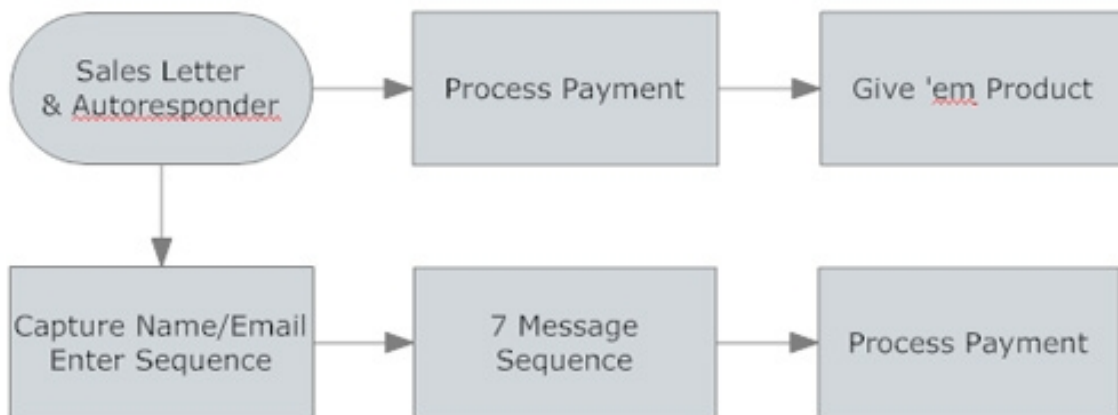
(Click Picture To Open Process Module)



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Level II: Simple Sales Process with Autoresponder

(Click Picture To Open Process Module)



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Level III: Simple Sales With Autoresponder & Upsell

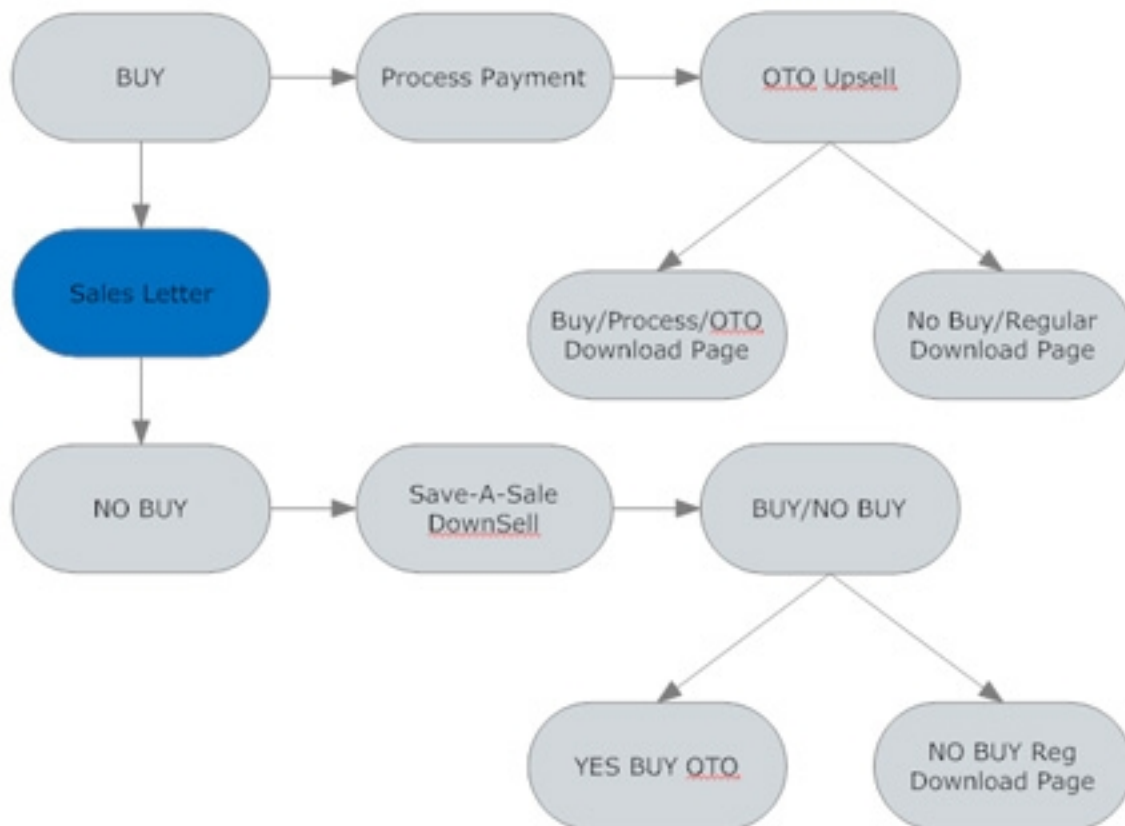
(Click Picture To Open Process Module)



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Level IV: Simple Sales With Autoresponder, Upsell & DownSell

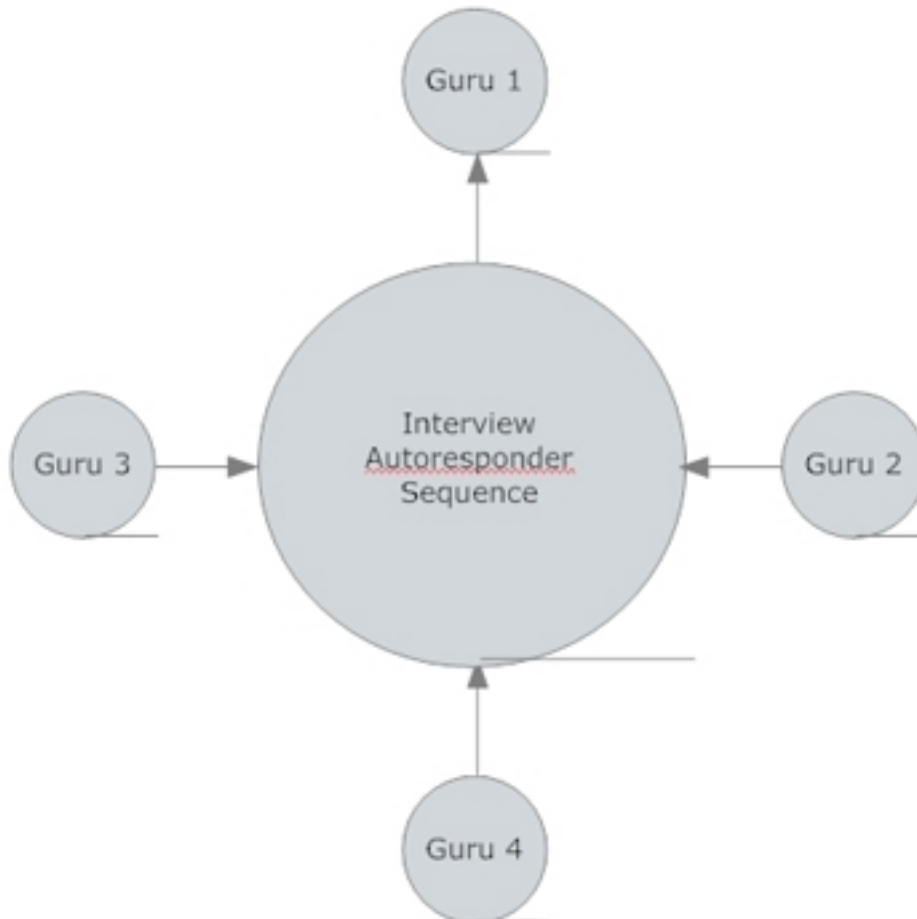
(Click Picture To Open Process Module)



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Guru Interview Infiltration Model AKA “Interview Model”

(Click Picture To Open Process Module)



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Creating Your Product

Why did I begin with your market and then your marketing? Why not tell you to come up with a product idea and build your business around that?

After all... that's how just about every business has been created since the dawn of time.

I begin with your market and your marketing because I want you to have a better chance of success. As I stated in Module I, starting with a product is one of the worst ways to begin a new business because it forces you to make other people conform to your belief system... when we start with the market you simply take what they already believe and sell it to them!

What we're going to do here is make the idea of product creation as easy as possible. What I like to do is combine all of these different tactics into one, MASSIVE product which has a lot of value to my buyers.

What I frequently do is locate the market need, and then create a large quantity of totally original content. Once that is finished I like to amplify that content with portions from high-quality Private Label Rights... and once that is done I further amplify the value by providing interviews with niche experts.

But you don't have to be that hard core!

For most people the idea of creating their own product causes fear and foot dragging. Don't sweat it. In the following section you'll see how all this can be done with virtually zero effort and/or creative thought!

If you're just getting started there would be no way anyone would expect you to do all that. I happen to be a massive over-achiever when it comes to this stuff! No need to push that hard.

All you have to do is find a hungry market... locate a hot topic... locate high-quality PLR on said hot topic... revamp it a bit... then augment with interviews.

I strongly recommend you do these interviews because it'll be a solid step on your way to getting other people to promote your product. On top of that, if you have no "Proof" yet, you can simply leverage the "Proof" of the people you interview.

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Product Creation Via PLR

Please refer to the videos in Module III about creating your product from PLR.

Here's a brief overview: PLR means Private Label Rights.

What this means is you can create your own product from another product. It's important to note you **MUST** look out for what sort of rights are provided with the thing. For example, TGA **DOES NOT** come with PLR.

However, there are thousands, if not more, products online which **DO** come with rights. Inside the video series you'll see exactly how to find, break apart and re-package these products so you can legally and ethically sell them as your own.

Another twist on this is to hire somebody (or do it yourself if you have a good speaking/reading voice) to read your revised PLR products and turn them into MP3s. A downloadable audio book.

Make sure you watch the product creation video series in module III. It's all about how to leverage PLR to totally kill development time and increase quality.

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Product Creation Via Interviews

Interviews are fantastic ways of creating products without actually doing any real work. All you do is line up 3 – 5 niche experts and have them answer questions about what they know best. (Sometimes you can get away with just 1!)

You then have those interviews transcribed and turned into PDF's.

The PDF's are joined with the MP3's of the calls... and BAM... you have a freaking product!

Consumers LOVE this stuff.

And where else can you sit back and just ask a bunch of questions then a few days later have a completed product?

I seriously recommend this avenue if you're just starting out.

Note: [Click Here](#) and download part I of a killer interview transcript with John Ritskowitz. [Click here to get part II](#)

Obviously you'll have to decide if you're going to use the interview model as a means to building a list, getting your name out in the industry, or if you're using it as a product. (or you could just do both and call it a day...)

When you're doing interviews you have a few choices on how to record it all. I personally use these things so don't beat yourself up wondering if they actually work! Yes. They work!

[FreeConferenceCall.com](#): I LOVE this service because it's totally free and they email you a WMA version of the call about 5 minutes after you hang up. Use them ALL the time.

Just click on the "Free Service" tab. Follow the instructions and you'll be fine.

If you want to convert the WMA into an MP3 file do what I do and use the free audio tool [Audacity](#). You'll need to download their MP3 converter upgrade (also free) [click here](#)

If that link won't work, simply Google "Audacity LAME MP3" that should bring up the results you're looking for.

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I recommend using Free Conference if you're chatting with folks in the states. It's really easy for everyone to use.

What if you're interviewing people outside the USA?

Easy. Use the Free service Skype. [Get it here](#)

The bottom line with Skype is regardless if you're interviewing or not you NEED it. It's the staple chat/calling tool for internet marketers.

There are a whole bunch of recording tools for Skype, and I've bought about ½ of them. They all sucked horribly save for one: [Pam](#)

I don't know who PAM is, but she is one cool chick! Yes, this program costs money, but it's worth it if you're going to be chatting with folks from outside your country.

I've used this program for almost all of my overseas interview promotions and it works great every time.

NOTE: You should NEVER try using a VOIP (Voice Over IP) service like Skype with a crappy internet connection. Seriously. Invest in highspeed. Failure to do that will make all your recordings and calls sound like choppy underwater butt.

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Product Creation: Getting Your Personal Problems To Pay Your Rent

This is probably my favorite way to create products. In fact... this is EXACTLY how I was able to make what you're reading right now. And in the next few months I'm taking it further...

Personal Example: At the time of this writing I'm a pretty beefy dude. Now that I can afford it I'm hell bent on getting rid of said "beef". What am I doing about it?

I've joined a gym, hired a personal trainer, bought a bunch of health food and am documenting the entire process.

This will be turned into a weight loss product.

Yep. Jonny's getting into the health market... and I'm doing it using my own personal journey.

You can do exactly the same thing.

Chances are if you need to upgrade a part of your life, millions of others have the same problem. I like to call this "Getting your pain to pay the rent".

Think about it, haven't these issues cost you enough already? What if you've suffered with social anxiety for 20 something years and it's wrecking your ability to live? Why not turn that into a bunch of freaking money?

Interview people who help others with the same problem...

Record your personal journey with these issues...

Take action towards solving the problem and turn THAT into a product!

This can work with anything you may think of:

Anything involving "Self Help"

Anything involving "Saving Money"

Anything involving "Making Money"

Anything involving "Losing Weight"

Anything involving "Building Muscle"

And on and on and on...

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Are you seeing how powerful this is? If you have a problem... you can turn your personal journey into a product and make it sell like crazy.

The other massive benefit of creating products this way is it's WAY more personal. Consumers respond to that like you wouldn't believe. When you have had a personal experience with something it frequently comes across in your sales process and product.

Probably the best quote to illustrate this came from my mentor Jeffrey Gitomer

“All things being equal, people would rather buy from people they know, like and trust... all things NOT being equal? People would STILL rather buy from those they know, like and trust.”

When your product is personal people tend to respond to it.

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The Ninja Art Of Selling Stuff

Before we kick off the “Sales” portion of this program I’d like to remind you of a common mental hurdle folks tend to face:

YOU DO NOT LIE TO MAKE SALES

Seriously. Do not for one second think I’m going to show you how to manipulate people so they’ll buy more stuff. Not only is that totally unethical, it’s pure illegal and at best will increase your refunds and at worst get you tossed in prison.

With info product marketing the idea of “lying to get paid” is especially easy to imagine as so many sales letters boast MASSIVE claims.

It’s totally natural for any normal person to wonder “Is this a scam?” when confronted with promises of mindboggling results. Hey, I’ve been there as well.

What I’m going to do next is show you the simple, totally mundane and doable reasons behind where/how and why these things exist.

I’m not kidding... when you read this next part you’ll never look at sales letters the same again.

Note: I have included 2 additional resources for you which will aid in your sales letter creation.

1. 100 Copywriting Tips [Click Here To Download](#) (PDF)
2. Sales Letters Simplified [Click Here To Download](#) (PDF)

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How To Show MASSIVE Results When You're Just Getting Started... And NOT Lie

When you're in any market chances are those shopping there have a common problem they want to solve. The most important aspect of your new sales letter is to have an eye catching, mind blowing headline that totally nails the end benefit your prospects want to achieve.

Example: In the "Make Money Online" market people are looking for fast, easy ways to make a whole lot of money without much effort and/or expense. Therefore you want to have a headline which reflects this...

Perhaps something like this:

Why waste effort learning business online? Here's a faster, easy solution:

**Copy the exact campaigns that make
\$94,133 every 30 days on autopilot.**

You won't need to "learn" anything Just COPY these. No margin for error... just a template that's already profitable for you to duplicate.

That's a headline from my friends at CopynProfit.com. Do you see where people hoping to make money online may find this concept attractive and therefore stick around a few more seconds to see what's up?

I mean this short little headline hits everything right on the nose...

- Zero effort "Why waste effort learning..."
- "Faster, easy solution..."
- "Copy" this...
- "Make \$94,133 every 30 days..."
- "Autopilot"

I love this site as an example because of it's totally "to the point" nature.

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Then, just below the headline they hit you with “Proof” screen shots.

They show you the money!

Just below that they show you more money!

In terms of a “Make Money Online” product they have done it right.

But what about other markets? What sort of headlines and structures will work there?

Here’s A Great Example From The Weight Loss Industry:

**Ex-Soldier & Master Fitness Trainer
Reveals Military's Top Secrets To...**

Burn 2-4 lbs Every Week!

49 Years Old...And A 6-Pack!
Over 40...And FABULOUS!

- Enjoy a leaner, SEXIER, abs & butt!
- Women...say bye-bye to "cottage cheese thighs"!
- Guys...get that "6-PACK" you've always dreamed of!
- Experience unstoppable ENERGY... all day long!
- Your friends, family & co-workers will DEMAND your "secret"!

Guaranteed Results!

Jeff Anderson
Fmr: U.S. Military Fitness Trainer

Official Site Of The #1 Fat-Burning Program On The Planet!

**Revolutionary New Approach To Weight Loss
Burns Fat Up To 288% Faster...and KEEPS IT OFF!**

As you can see, it follows pretty much the same format as CopynProffit.

In this market the “buying triggers” are:

- #1: Fast
- #2: Easy
- #3: Effective
- #4: Guaranteed results

They also show before and after photos and feature lots of “happy” looking fit people. (more on this in a second)

People are looking for a fast, zero-effort way to lose lots of weight.

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Bottom Line:

Both of these examples speaks directly to the prospects emotional need for a solution to a burring problem.

About The Graphics:

While I have said many, many times if you have great copy you don't need graphics... there is nothing wrong with having great copy AND great graphics.

What you don't want to do is have pictures for the sake of having pictures. You need to make sure whatever you get compliments the story and sales copy. Too many times I've seen decent ad copy totally destroyed by moronic clipart.

Don't be that person. Please! Either use basic Red headlines with black text on a white background (templates provided in module III) or hire a professional to crank out quality stuff.

Here Are Two Solid, Low Cost Resources:

<http://www.MinisiteSpot.com>

<http://www.MyMinisiteGraphic.com>

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The Burden Of Proof

In this section I'm going to cover how to get those oh-so important "Proof Elements" for your sales page even if you have no actual results to speak of.

First off, what exactly is a "Proof Element?"

A proof element is simply some sort of tangible result you can show people who visit your site. In the "Make Money Online" market a "Proof Element" could be a ClickBank earnings screen shot and/or some other sort of money.

Customer testimonials are also a HUGE proof element as when you have solid testimonials it means other people, not just the "Gurus," are able to see results as well.

In the weight loss market "before and after" shots are fantastic.

But What If You're Totally New And Have No Proof As Of Yet?

I get this question a lot.

Folks just starting out in a market often feel they are unable to release a product because they lack personal proof. But how are they to get said personal proof if they don't release the product?

Looks like a catch 22. Yes?

Not really.

You see this is why I always say you should go into a very saturated market and create a product similar to what's already being sold...

Here's why:

Let's say you have a product about how to improve the effectiveness of a persons abdominal workout. Let's say there are about 50 million other products just like that... (which there are)

All you have to do is find a few other products, with similar methods to your own, and on your sale letter say the following:

As You Can See, Those Who Used Workouts Similar To My Fat Fluffer Experienced Results Just Like These...

From Similar Product #1: Judy Smith Says "Wow, I can't believe it's not butter!"

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From Similar Product #2: Terence Wallamud says “Holy crap, I can’t feel my legs!”

What you need to make sure you do here is always give credit where credit is due. This means you need to tell people where you got the info, but you can frame it as if they’re talking about your stuff.

Never tell them these people are using your product specifically... that would be lying. Instead, you flat out say people using these tactics were able to achieve results, and because your product is similar, the same should be true.

It’s all in the phrasing and positioning.

Most readers won’t notice where you get your evidence. And as long as you frame it correctly, they won’t even mind.

In fact, when I launched my very first product I use this tactic exclusively. The page generated 93 buyers from a list of only 800ish prospects. That’s well over 10%... a damn good number by any persons book! And all I did was talk about how other people were getting great results using similar products!

So let me say all this again so it sinks in:

You can always “borrow” proof elements from other products similar to yours IF you give credit to the original product on your page.

How The “Interview” Business Model Boosts Your Proof:

This is one of the many wonderful benefits from using the “guru interview” model as your launch pad:

You get to leverage the “Proof” of the gurus! Blatantly.

Flat out say something like: “Get the insider scoop directly from Guru X who used these secret techniques to make over \$123,987 in less than .002 seconds!”

“Unlock fat melting tactics from Mrs. 20lbs per week WITHOUT using cocaine, hookers or a tapeworm!”

“Stop Pebbles from spraying the furniture Instantly... Dr. Flapjack shows you his secret 15 second urethra removal technique so you can finally invite guests over again and NOT have them vomit at the strong scent of cat urine!”

Slap 5 + of those up on a page and you have LOADS of proof and you never have to do a stinking thing.

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The Burden Of Proof Part II

Proof vs. Examples

By now if you're like 75%+ of people I've shared this with you're probably thinking I'm the devil incarnate for even suggesting the concept of "borrowing proof".

That's okay. I get it. Even though that tactic is used by nearly every successful marketer and/or product every released in history... I can see where some may still be a bit skeptical...

While it's not even remotely unethical, and when done correctly neither sneaky nor underhanded... some people just truly feel any form of "Sales" stuff is pure evil. (So why a person like that would want to buy a course on how to market is beyond me!)

Part of my 10%+ conversion rate on my first letter did NOT solely rest in my flagrant borrowing of other peoples results. It rested more importantly on my ability to demonstrate the quality of my knowledge and teaching skills.

When You Have No Proof Simply "Prove" Your Claim Through Examples

I LOVE this method!

With this method all you need to do is demonstrate the fact your claims are valid by moving prospects through a particular autoresponder sequence.

When you take this road you really can't hit anyone with a "BUY NOW" message until they get to know you a bit. That puts the money about 3 – 7 days out, depending on how long your sequence is and how much free content you can give away.

Here's How It Works:

You send your traffic to a squeeze page where you have a video or some other totally great content playing.

This content needs to be really solid, as in "I can do that!" solid.

I recommend using video as it's the easiest to make and has the greatest pull.

At the end of that content video, you simply say something like:

"And if you enjoyed that, I have X# more for you on the inside... simply enter your name and email in the form below so I know where to send them!"

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Now you take your new subscriber through a similar sequence of videos where you show more and more cool stuff your program can do.

This entire process can take anywhere from 3 to 7 days, but at the end of it all, your new subscriber will be so in love with you and the material they'll be screaming at you to buy!

The sequence flows a lot like this:

Squeeze Page Content With Optin → Day #1/Content Video #1 → Day #2/Content Video #2 → Day #3/Content Video #3 → Day #4/Question/Answer Email (sales pitch disguised to look like content) → Day #5/Sales Letter With All Videos Embedded.

Once you provide some fantastic, informative, actionable content videos, you hit them with a Question/Answer email where you turn their objections INTO the reason they want to buy.

Example: Question #1 Why should I buy your program when there are all these others out there offering what looks like the same thing?

Answer: I get this question all the time and I totally understand where you're coming from. You see, the reason I'm showing you all these amazing videos is BECAUSE there are so many programs that look a lot like mine.

What You Just Read Is The Exact System I Used With My First Launch.

Make sure you put host your videos on a blog, and use free services like YouTube or MySpace Video to broadcast. This'll keep your server costs down to a minimum while allowing the maximum number of people to see what you have.

Words cannot express the power of this tactic enough to do it justice.

Are there any drawbacks?

Yes, this can take a few days extra to set up. You also need to know what sort of content you want to give people. But on the other side of the coin you can use the set up as an excuse to ASK your new subscribers what sort of content they want to see. You simply make it for them...

On top of that, it's very hard to get anyone in the "Make Money" industry to mail to a squeeze page, meaning they would prefer to just blast to sales letters.

On the upside, you can take a normal sales process and supercharge it by adding in this method.

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Vital Tip: In each video you want to mention the fact what you're showing is only PART of what they'll uncover on the inside... Always keep mentioning how many days until the sale "opens" and they can buy.

Why You Do This:

Frequently you'll hear Internet Marketers talk about how lame their lists are when they're trying to sell stuff. They feel like it's a list of "Freebee Seekers" and not any buyers.

There's a reason for this.

When you simply give stuff away to your subscribers without any desire to make a sale you can build a lot of good will... however... when you do that on a consistent basis you train those people to expect lots of free stuff from you.

I'm not kidding! You can actually train your list to buy, or you can train your list to NOT buy. It's all in how you present the information.

Personally my list is only a fraction of what many large marketers have... yet I'm able to easily land in the top 10 when I mail for promotions.

Why is this?

Because I deliver my sales pitch, frequently, in the form of content.

This takes us back to the interview business model.

I have, in many instances, interviewed product makers prior to a new launch. I then post this interview on my blog and promote THAT rather than the actual product.

Obviously there will be an affiliate link to the sales letter, but it's only AFTER the prospect hears the interview. That way, if the product creator knows his/her stuff it'll come across and "warm" those who hear to the idea of buying.

You can then request your subscribers post comments on the blog... this adds even more social proof.

And that is really all there is to it.

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As you can see, this stuff really isn't all that difficult provided you chose a path and follow it through to the end. Like I said back in Module I, your focus IS your money. I'm not screwing around here, if you get off track you need to do whatever you can to get back on track.

I've seen people use just one of these models and churn out several thousand dollars in under a week. And that's when they started with NOTHING...

Did you read Linda's story on my sales letter? She actually made \$1014 in her first week using my exact templates and my exact methods. [Check out her site here](#), all she did was use my black/white/red templates.

Same with Mike Williams. He used the interview method as well as the PLR method to make \$4259 in under 45 days...

I used this same stuff personally to make over \$107,000 in my first year online

Seriously, nobody said you need to be a rocket scientist and/or rock star to absolutely kill it in the info marketing biz.

All you need is a strong desire, a roadmap and the willingness to see it through.

Get cracking!

See you in the module IV... it's all about TRAFFIC!!!

To YOUR Success

Jonny Andrews

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