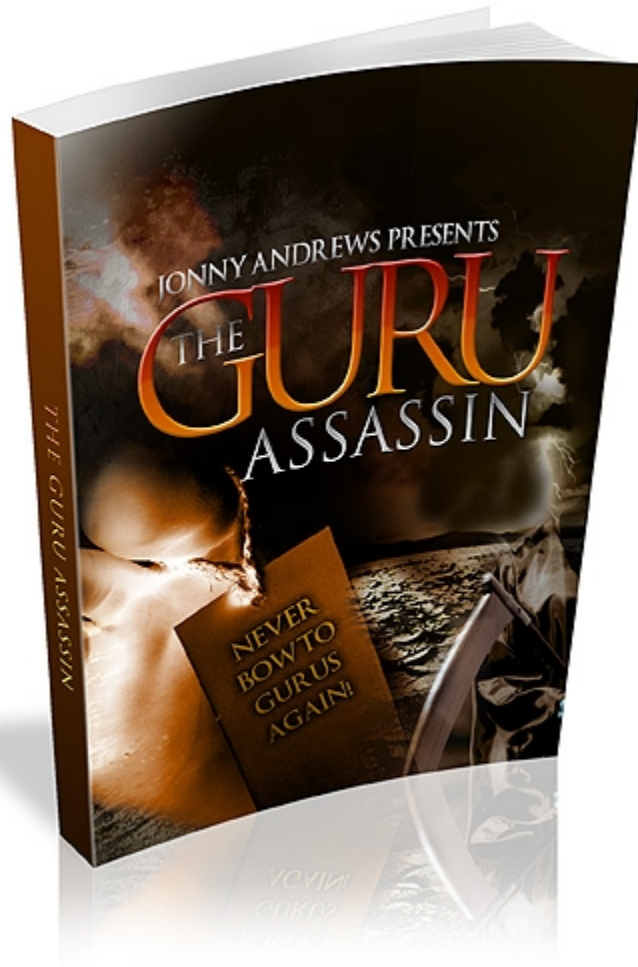


Module IV: Your Manifest Destiny



Produced By: Jonny Andrews

**Module IV:
These Worlds Too Shall Yield**

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Your Manifest Destiny

Once your market has been chosen, once you have set up your site, once you have your copy and process set up so you know people want what you sell... everything turns to traffic.

Without this vital component nothing will produce income.

What I am NOT going to do is sit here and feed you a lot of stories about the power of Pay-Per-Click, Banners or Traffic Exchanges... while all of these are very effective I prefer to leave them for my affiliates so everybody can get paid.

Now that you have a market, a site and a product... it's time for you to start thinking and acting like a real business owner. You need to focus on what grows your business and your influence... getting partners and building huge lists of buyers/subscribers.

These partners we're going to hunt for are called Joint Ventures (JV).

And you're going to want to build lists using JV's or variations of JV's because that list of yours is the coin of the realm. NOTHING motivates people to work with you more than when they know you have a huge list of hungry buyers waiting to open an email.

If you've been in the Online Marketing world for any length of time I'm going to assume you are aware of all the benefits associated with JV's. However, if you're still very new and scratching your head, I'll boil the last 500 "how to get JV" info products down to a few sentences:

- JV's are people already firmly established in your preferred industry. They have HUGE lists of subscribers.
- The goal of a JV is for them to promote your stuff to their HUGE lists...
- JV's make people rich.
- You want JV's.

I hope that was clear enough for you.

JV's are not hard to come by provided you have chosen an industry where they're as common as sliced bread. (Remember my tirade from Module I?)

Yes, This Is The Section Where I Now Show You How To Get Partners

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When you're totally new to this industry you'll be hard pressed to get any of the real big kids to pay attention to you. (Those elusive 500K list size people) But don't worry too much. This fact is actually a blessing in disguise.

Instead Of Trying To Suck Up To The Big Kids We're Going To Go After "Low Hanging Fruit" And Then Get Bigger Dudes To Come To Us...

Once you realize yapping at the "big kids" like an attention starved Yorkshire Terrier is a total waste of precious time right now, you'll be free to focus on what will effectively make you money.

Don't worry, you'll be hearing from those other folks sooner than you think.

If at this point in your development you're attempting to contact these big partners then you don't know you have nothing of value... and THAT smells of "armature marketer".

Fast Disclaimer: You may have gone through programs before where the author went on and on about how you should always be careful when approaching these big partners because you don't want to make a negative impression...

They may have told you something like "All these big names in your market talk to each other... you must be careful when approaching or you could forever kill your chances of success..."

While I won't tell you NOT to be calculated and careful in your approach I AM going to tell you that few will remember if you make a mistake.

Obviously you want to plan your first contact so you're tactful, but if you trip over your own feet, it's highly unlikely anyone will put a checkmark by your name.

Don't worry too much about "what to say". If you know your stuff it'll show when you arrive at this level. If you stumble, simply return a month or so later and try again.

Seriously, now that I'm kind of a member of this group and can say from real-world experience nobody is keeping a list of people who made idiot JV pitches. Those emails either get deleted or dismissed without a second thought.

When I first started bumbling about with these tactics I screwed up almost every contact I made. Yet somehow... here I am, making money and working with a whole bunch of big partners.

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Do you feel a bit better now? Good... on with the show...

For now we'll skip on the big JV's and focus on something vastly more realistic and actually easy to get:

Adswaps.

Think of Adswaps as Mini-JV's.

For purposes of simplicity let's break up Adswaps and JV's down to the following sets of criteria:

Adswaps: With Folks Who Have A List Size Between 2,000 – 10,000
Done for the expressed purpose of list building

Frequently each participant promotes an optin page with a free offer.

JV's: With Folks Who Have A List Size Of 10,000 And Up.
Done for the expressed purpose of making sales, building market credibility and overall exposure.

Infrequently promote to an optin page.

Obviously these two groups are completely interchangeable in many cases. I have, on more than a few occasions done adswaps with people who have lists in the 40,000 range.

The reason I'm making a distinction right now is so you understand how to move from one group to the next with relative ease. There is frequently a night and day difference in mentality and business motivation when you cross over that 10,000 subscriber mark.

Adswaps are totally simple... all you do is trade promo mailings back and forth.

You mail your list with their promo and they mail their list with yours.

Lather, rinse repeat.

In each case you can expect to add somewhere between 100 – 400 new subscribers to your list.

Set these up to run 5 days a week and you can increase your personal list size by between 500 and 2,000 new subscribers... per WEEK.

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Do you see the power here? So if you focus on this and run swaps 5 days every week for a full 4 weeks, and you are gaining an average of 200 new subscribers per day...

At the end of your first 30 days you'll have gained about 4,000 subscribers.

One reason swaps beat out JV's in my opinion is because everybody understands the primary idea is to build a list. Because of that they're more willing to mail to squeeze pages.

Many of the big list dudes flat out refuse to mail anywhere near an optin page. (Hence those dorky drop-in email captures you frequently see on sales letters)

Why are they like that? To be honest I don't know and don't care. I simply accept it as fact and play my cards accordingly.

So how do you get to grab all these adswaps?

First, begin with a "Seed List" of roughly 2000 subscribers.

What's that you say... you don't have a list yet?

Hmmmm... perhaps you should read the next few pages!

If, however, you DO have a seed list you can skip ahead to the section called "Growing Your Seed List Into A Money Tree"

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What To Do When You Have ZERO List And Nobody Loves You

To kick off this fantastic little cash explosion you need to develop what's called a "Seed List". This Seed List needs to be around 2000 actual optin subscribers who are there because they have chosen to be.

I stress this point because if you're renting a list or using one of those paid programs that allows you to send emails to a group you DO NOT have a real list.

2000 people may sound like a lot when you have nothing... but trust me, provided you take action, even if you half-ass it, you can STILL do this in less than 30 days and make a pile of loot in the process.

For now you don't need to stress about having a list of "buyers" or a list of "prospects". You just need a list of people who will open your emails when you send them! I will, however, show you how to turn your list of prospects into buyers so if anyone asks you can sound all cool and say: "I have a list of 2000 buyers and therefore am a hotter commodity than my counterparts who do not use that word when contacting you".

Here's Why This Works:

Hopefully you've heard of the book [The Tipping Point](#). Personally I don't remember who wrote it... (I never finished reading it) What I do remember is how it talked about getting yourself past that "hump" point where you're pushing and pushing and pushing...

With list building, in my personal experience, that point came around the 2000 mark. Once I hit 2000 subscribers I was able to really get in there and start playing ball.

It took me about 30-45 days of focused effort to get those first 2000 people.

After that it was less than 30 days to break the 5000 mark.

After that I easily cleared 12,000 in less time than it took to hit 5000.

Once I hit the 24K mark, adding a few thousand names per week was nothing.

So long as the Internet doesn't crash I should be able to hit my goal of just under 1million by the end of the year. Not at all a bad thing.

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Oh yea, because I know the tendency of most folks to assume results under a list size of 250K right-freaking NOW is less than satisfactory let me lay this on the line...

When you treat your subscribers well, a small group of 800 or even fewer can change your life.

If you recall, my first launch numbers were less than "Guru level". However because I treated those few souls like family they made me a consistent average of \$3K per month.

Project that out and a crappy \$3,000 per month is an extra \$36,000 per year. That's a normal living wage for most working class Americans and a lifetime of wealth for those in developing countries.

But we're not going to stop at only 800 people... right? Hell no! We're going to grow and grow and grow!

So please do not for a second think having "only" a small list won't help you.

Everything counts.

Of course you probably want to visualize all of this with actual money...

For this equation we'll pretend you can earn an average of \$1.50 per month from each subscriber on your list. (and no, \$1.50/month/subscriber average is not far-fetched, in fact, I'm being conservative. I tend to see closer to \$3 - \$3.50)

100 subscribers = \$150/month (fun money)

250 subscribers = \$375/month (car payment)

500 subscribers = \$750/month (bigger car payment)

750 subscribers = \$1,125/month (house payment)

1000 subscribers = \$1,500/month (house/car)

1500 subscribers = \$2,250/month (house/car/fun)

2000 subscribers = \$3,000/month (you get the point...)

To further drive this point home were you aware when you're making only \$300 per day that works out to \$109,500 per year?

In many cases making \$300 per day is as easy as selling 1 or 2 affiliate products.

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There Are 3 Good Ways To Create A Seed List From Scratch:

Please evaluate which of these makes the most sense for you and simply refer to the corresponding blueprint and video series (Module II and III) to make it happen. In almost every case you can create a successful seed list for under \$50 and in under 30 days.

If you really want to crank up the speed you may want to focus on doing 2 of these or even all 3 at the same time or in a sequence.

#1: Use the “Interview Method” And Build An Interview Site

Great way to get known in the market, build a list, sell a product as an affiliate... AND sell your original product if you're going to get them transcribed and offer the MP3 downloads.

#2: Launch A New Product (Takes about 45 Days)

Just like making a regular product but you get a bunch of people to back you on “D Day”

The only issue with this is you'll have to solicit partners first... that can be a pain. It CAN work and if it does it's one of the most bad-ass ways to get the word out. However, it can also suck horribly.

If you chose this... get a JV broker. (More on this later)

#3: Offer A Low Cost WSO (48 Hours And Gets You Paid FAST)

Or you can do a combo of these.

For example: If you really don't want to toss a product together just do the interview model... run it as a WSO and toss it into clickbank.

You'll then advertise your affiliate program in the footer of the product and people will join up to push it. You can also get people NOT in the program to mail because they can make money.

This is where you would do a bunch of adswaps.

Seriously. Provided you take some massive action with any of these 3 methods you can see some incredible results in a very short period of time.

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Growing Your Seed List Into A Money Tree

So you did everything in the previous chapter and now have about 2000 fresh, new optin subscribers?

Easy! Right?

Now we need to turn on the “Rabbit Replicator” and have these warm bodies breed more email-hungry eyeballs!

Or if you like you can call them “Subscribers”. It’s up to you.

First off you need to realize something: people will unsubscribe from your list. Beyond that people will email you and DEMAND you unsubscribe them yourself.

Beyond that... they will hurl personal insults at you.

Please do not get angry. Just remove them from your list and move on with your life. (I really should call this section “How To Deal With Morons”... but that would be cruel and insensitive)

Hear me on this as I speak from hard-core personal experience! You CANNOT please everyone all the time. It’s not worth the effort to even try.

Furthermore, DO NOT get into email shouting matches with the morons who send you hate mail. I used to do this and it only succeeded in eating into my day and positive energy.

It does not matter how amazing the information you send them is, somebody somewhere has a dead monkey shoved up their ass and will HATE YOU for it.

One experience I had was when I sent my subscribers a direct download link to over 2 hours of live coaching recordings... Nothing to buy! Not even a squeeze page!

And yet I must have had 5 different a-holes hit “reply” and try to cuss me out telling me I was scam artist trying to lie to get their money.

WTF?

Please do not let this stuff get to you. I can only warn you about this brain-dead group of shaved, knuckle-dragging idiots. When this happens simply remove them from your list, hit “delete” on the email and move on with your life.

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You should also know these people only count for maybe 1 out of every 500/1000, but I bring them up because if you allow yourself to be pulled into their stupidity it will serve only in limiting your ability to make heaps of cash.

Cool?

Remember: when the morons email, don't respond! Simply...
Unsubscribe/Delete (say that a few times to yourself so it sinks in;)

Now... About Growing That Seed List:

Once you have established your initial group of subscribers you're going to want to go back to that list of forums you've built up and start hunting for swap partners.

Finding Them In Forums

When you get to this step you should already have a website featuring a squeeze page that is proven to convert and that looks professional.

Here's Your Criteria For Getting Forum Swap Partners:

- Potential partners will frequently have a signature file under their posts. Follow this. Does the page look professional? Is it getting traffic? (check the URL with Alexa.com)
- Is this person established? (150+ posts in the forum)
- Does this person reply to other posts with intelligent comments?

This is pretty important. You want to look at previous posts this candidate has made or replied to. If you see them using broken sentences and/or using amateurish ideas they're probably not who you're looking for.

Identify about 100+ potential partners (or as many as you can) and keep a contact list. (remember, everything is a numbers game.)

At this early stage you should only concern yourself with this persons appearance of quality. Their response to what you do next will tell the rest of the story and allow you to either flush or follow.

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Step 2: Send them a Private Message and customize the following to your own needs/niche.

Modify This Email/Private Message To Suite Your Needs:

Subject:
Morning NAME... adswap?

Hey NAME, I'm hunting around for other site owners who would enjoy doing a swap.

Have a list of over XXXX in the XXX market, they love INFO THAT YOU SELL info... could be a good match.

Thoughts on this?

Have some open slots and wanted to see if you were game.

Shoot me a PM or email if you're interested.

YOUR NAME
YOUR EMAIL
YOUR URL

Step 3: Wait for them to respond. Sometimes people don't check their forum PM's. If you have not heard back within 5 days you can send the same message via email...

Step 4: When you hear back pay attention to what they ask you. Are they intelligent questions? Did they answer yours? Are they asking for more information and does it appear they wish to move forward?

Back in the day people thought it was a good idea NOT to disclose details about their business. That's before we all wised up and realized paying close to the chest caused others to do the same and prevented business from getting done.

Make sure you show your cards first. Don't play the "I'll show you mine if you show me yours" game when asking about list size.

IMPORTANT: While my relaxed and conversational approach has sometimes been compared to showing up at a dinner party without pants... it has none the less been one of the primary reasons for my extremely rapid success.

You will want to modify that email to reflect something closer to your personality.

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IMPORTANT PART II: Once you have grown your seed list from 2000 to around or over 5000 it's time to get the hell out of the forums.

Forums are wonderful places IF you don't let yourself end up living there. I will never say a bad thing about them except you can always expect to find a huge number of "okay" marketers seemingly trapped there forever.

Remember, your goal is to become bigger than all that. You could easily find 1 or 2 forums and make a healthy 6 figures for the rest of your life, but I always keep my eyes firmly set on greater horizons.

Sure I pop back into the forums from time to time... but it's never for more than an hour per week and never to get wrapped up in politics.

So do your time, grow your list, make your friends and then get the hell out!

When you spend too much time in forums it's far too easy to get sucked into feeling like you're becoming a well known, contributing market celebrity, when all you're really doing is screaming at angry teenagers in an empty room.

Please refer to the videos in Module III

- [Locate Partners Via Google And ClickBank](#)
- [Finding Contacting Partners](#)

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Playing In The Big Leagues

Once you build a list of around 5000 subscribers it's time to get those big kids to start playing ball.

I want you to keep this one very simple fact in your mind for this section:

Big Players Became Big Players Because They Always Focus On What's Best For THEM (and it's no longer all about the money)

Remember: It's not about YOU...it's about THEM

Sure that might sound like a recipe for total disaster... after all, what other than great money from massive sales is a new partner to gain from promoting your product?

Right now, even if you have a stellar product you don't yet have a lot to offer these big dudes if you lead with that foot (even that amazing list of 5K!)

However... there is something they want...

Because you're not golfing at the same resorts as these yahoos, you might not be seen as a good enough to promote. Having that happen right off the bat is sort of like getting on Oprah with 1 phone call.

When you play with the big players it's all about relationships.

And in order to get in a relationship you're going to need to get to know them.

But how do you get to know people who can't be reached?

Muwahahahahahahahahahaha! (That's "Jonny Speak" for keep reading)

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Sneaky, Smoke-Pellet Dropping Mad Ninja Infiltration Skills

Notice: To this date what you are about to read, to the best of my knowledge, has never been covered in a home study course no matter what the price. I actually figured this out right after making a “horrid JV getting mistake”... more on that later...

I’m sure you’ve tried to email one of those “Guru Dudes” for whatever reason and been met with nada. Or maybe one of their outsourced customer service staff sent you a copy/paste letter.

That’s because, for the most part, these people like to remove themselves from the day to day grind of the business and enjoy their lives. (Nothing wrong with that... it’s what we all want!)

But for the “little people” what makes this especially maddening is when you read one of those “How to Get Joint Venture” courses that keeps stressing the need to “build relationships with big partners in your niche”.

How can you build relationships with somebody who never responds or even seems to get your message? How can you move to step 5 when you can’t even get in the front door?

AAAAAARRRRRRRRRRRRGGGGGGGGGGGGHHHHHHHHHHHH!!!!

Frustrating. Yes?

Not so much when you stop reading all that other crap and just begin here:

Before I dump out my bag of goodies I’d like to ask you a question:

What is the one thing every “guru” has that’s bigger than yours?

No, not that!

I’m talking about their Ego.

Speaking from personal experience here... everybody loves a good ego stroke every now and then.

If you’ve ever studied human behavior and/or psychology then you know one of the best ways to get people to respond positively to YOU is when you get them to talk about THEMSELVES.

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But in all past experience it's impossible to "stroke said ego" when they don't ever pop up from their holes! What gives?

Now we have a massive piece to the puzzle... Their Ego + communication. But neither of these will do us any good until we answer the next question:

At what point is a "Guru" most open to communication and most worried about their precious ego?

You ready for this one?

A "Guru" is most open to communication and also worried about their Egos immediately before a new product launch.

Product launches can frequently be one of the most stressful moments and therefore have the creator tied in knots and worried about how well the product will do. (Personally I don't get all that worked up about this stuff because I plan ahead... but hey, to each their own)

But there's an even bigger factor than stress at work here:

How is it all of these super successful products get to be super successful products?

It's all because of affiliates with lists.

Affiliates and other big partners push at roughly the same time and make a whole bunch of sales in very quickly. (Like opening week for a new Blockbuster movie)

See where I'm going with this?

The reason these "Guru Dudes" are 1000x more likely to respond to you immediately before a launch is because they want to make DAMN sure everyone is going to push their stuff.

During these times they will do everything they can to make sure each and every affiliate they have is 100% behind the launch and has everything they need to promote.

When you do what I show you in the next few pages, you're going to literally walk in the front door like a king... hammer down your authority and get INSTANT street cred along with a bunch of money.

Muwahahahahahahahahahaha!

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Strike When Their Pants Are Down...

Here's what we're going to do:

Step Zero: Make sure you review the entire system behind my Interview blueprint. We're going to use almost that exact method but there will be a few important twists...

First: You need to have chosen a niche and identified as many players as possible. (Did you do that in Module 1? If not go back and get this done!)

Second: You want to subscribe to as many affiliate program mailing lists in your niche as possible.

Why? Because this is where you'll hear about all the cool new stuff coming down the pipe. These people aren't totally out to lunch! They know if they have a list of 2500 affiliates pushing them with their current project it would be a very good idea to get that same group to push them with their next.

Therefore they will frequently send a "heads up" email WEEKS before the actual date of launch.

Keep an eye out for these emails.

Third: When you see a new product launch announcement make sure you get on the JV notification list so you're able to hear all the news.

Fourth: Send the "I'd like to help sell a lot of your stuff" email with the following changes:

Rather than setting up a system for them to mail TO your site you're going to ask only that they block off an hour of time so you can interview them.

You'll tell them this interview will be provided free of charge to your subscribers so they're able to "meet the person behind the product"

Tell them this method increases conversions substantially during launch week as people are becoming less and less convinced by sales letters and seek instead to get the scoop on the product directly from the creator.

(This is actually true)

Tell them they can have a copy of the recording free of charge to give to their list as additional content.

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IMPORTANT: Give them a link to a blog post where you are interviewing somebody in the industry. 9 times out of 10 they won't even listen to the thing... but the mere fact you HAVE one says you're the real deal and is enough to get a response.

Your Email Should Look Something Like This: (Please edit this to make it sound like you wrote it)

Subject Line:

GURU NAME, fast question regarding launch promotion

GURU NAME,

YOUR NAME here, and I am gearing up to PROMOTE/MAIL FOR your upcoming PRODUCT NAME release and I have a question:

I will be mailing my list of ##### for you on LAUNCH DATE and wanted maximize conversions.

My subscribers are always more responsive when they're able to hear from the product creator directly, rather than rely on copy/paste emails and/or sales letters.

I would like to ask for a touch of your time to do a fast interview.

This technique has worked wonders with past product launches and frequently helps more than double conversions.

I totally understand how insanely busy you are with launch prep so I'll keep it brief and to the point.

Obviously you can have a copy to give away to your subscribers so this will not only aid in sales from affiliates, but also solidify your personal credibility.

Please let me know what a good time will be for you and I'll get it all set up so it'll be as stress and hassle free as possible.

Chat soon,

My subscribers are looking forward to hearing your expertise on this one!

YOUR NAME

YOUR NUMBER

YOUR WEB SITE

YOUR SKYPE ID

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P.S: If you would like an example of a past interview here's a link to the blog where you information will be featured,
This is my interview with OTHER GURU NAME
LINK HERE

What To Expect After You Send This:

I have yet to NOT get an answer from emails like this. Maybe there was one instance where I didn't hear back, but if there was I don't remember.

7 out of 10 say yes after a 1 or 2 email conversation.

Those few who decline do so with tact rarely seen outside a British Finishing school... and even go so far as to trip over themselves explaining why they can't do it!

When you're a newbie this can be a total power trip!

So even if you get a no, you will get a response and therefore your first "foot in the door". From there you want to email the day after launch telling them how wonderfully their page is converting and ask how everything is going.

After you become a "Known Name" in the industry you can start sending emails that read more like this:

NAME

Hey doc, I was wondering if I could do a fast interview for this product launch of yours as it helps to really boost sales.

We can do skype based as I don't think you're in the US?

Right?

Did one with GURU XXX and it worked like crazy.

Let me know what time would be good

Chat later

Jonny Andrews

Obviously an email like that will get you nowhere if nobody knows you... but you can still see the same format with the same message.

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I sent that one because I had already worked closely with “Guru XXX” I mentioned. My goal was to get this new dude to ask “Guru XXX” about me as I knew EXACTLY what would be said. (That means positive feedback!)

End result?

Even though my list is a lot smaller than some of the King Daddies in my niche I still landed smack in the middle of the Top 10 Affiliates promoting this launch...

I made fantastic money telling my subscribers about this brief 20 minute recorded Skype interview and NOT trying to hard sell the sales letter.

But even more importantly: this interview was the first step building a solid relationship with a very, very prominent figure in the industry. Now, rather than being met with silence when I email... they get opened... and even responded to!

I have also been introduced to his personal list of friends... you know... the ones who have the lists and seem to have all the cash?

REMEMBER THIS:

When you take this road it'll get you noticed. Big time. Fast.

NOW is the time to buck up and act like a professional, you must look the part and act the part if you're going to use this. Is your site up to snuff?

THIS is the moment where you need to make a good first impression. THIS is the moment where you can shoot yourself in the foot if you do it wrong.

But if you are prepared, and if you swallow whatever apprehension you may feel and just do it... doing this ONCE with ONE big name can be the catalyst that changes your life forever.

This is NOT hard. You CAN do this... and you can do it with just about any player in any market you wish.

To this date I have used this tactic over and over and over again... it continues to land me in the top 10 affiliates almost every time.

Because I continue to offer quality information and deliver on my promise for stellar sales, I am also now sought out personally by many big names in the industry when there's going to be a new launch.

Now they call ME to make sure I'm going to be playing ball.

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Using this exact technique I was able to transform myself from a total nobody to a known name in the industry almost overnight.

Less than 90 days from zero to Top 10 Affiliate and then to Top 10 Product owner. From there? Hahahahahaha! (Do this and you might just find out)

IF you are serious about your online business and IF you are seeking partners you need to do this. I have read incalculable numbers of books on the subject of joint ventures. I have paid over \$2000 to get my hands on all the supposed “big secrets” ...

... I have yet to find anyone using this tactic in this manner let alone teaching it... I actually discovered it when I screwed up the “Interview List Building” technique...

Let that be a lesson to you! Learn from your mistakes and analyze why what you were trying exploded... there’s a good chance you’re not actually starting at a mistake... there’s a good chance you’re staring at your next million dollar moment.

A Fast Word About JV Brokers:

I LOVE these guys. A great way to build your list is to do a product launch.

What is a product launch? Easy: it’s when you release a new product onto the market. I do them, other people do them, and you should do them too.

When I’m going to launch something I always get people to broker my JV partners for me.

A JV broker is simply a dude with a list of other dudes who have lists. This first dude then sends an email telling all the other dudes about your stuff. List dudes get email... some join your affiliate program and help you promote your launch.

Here’s a short list:

<http://www.JVNotifyPro.com>

<http://www.Jv-network.com>

[Willie Crawford](#)

<http://www.jv-web.com/>

<http://jvwisdom.com/>

<http://theimreporter.blogspot.com/>

<http://www.jvuniversity.com/>

<http://myideaguy.com/blog/>

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All Roads Lead To The Biz Op Brigade...

No matter what niche you chose, you can always count on new, hungry affiliates to help spread the word for you.

What I mean is it really doesn't matter if your product helps middle age women shave dead skin off their feet or shows hamsters how to hack adult websites... if you have an affiliate program you are part of the "Make Money/Work From Home/Business Opportunity" market.

I like to call this money driven industry the "Biz Op Brigade" because of the totally amusing way they gleefully march about, lampooning themselves and their products.

Obviously I have embraced this industry whole-heartedly as it produces an insane level of income. But at the same time I enjoy a good quiet chuckle at how completely uber-dorky the sales pitches are.

In the next few pages I'm going to share with you a totally stealth method that has helped many a person not only expand their sales force... but also expand their pocketbook in the process.

Here's The Plan In A Nutshell:

I Want You To Sell Your Affiliate Program As It's Own Product

Sure this may seem strange at first glance, but let's take a second to think about it... what is a good affiliate program?

A good affiliate program is a total "How To" guide that teaches your affiliates how to make money online selling your stuff.

How then is this different than any other newly launched ClickBank product about affiliate marketing?

It's not.

Therefore the more tools with exact how-to videos/tutorials you provide, the more your affiliates will sell of your stuff.

I have used this program many, many times in the past and it works extremely well for one very good reason...

People will do what you tell them to.

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If you tell people some obscure Arabian price is buying up photos of people wrapped in masking tape wrestling shaved cats... I guarantee you a group will take those photos and post them on the net hoping for a big payday.

Of course once word gets out the tactic doesn't really work, your credibility and therefore sales will see a steep decline.

However, if you provide accurate, helpful info that doesn't make people look like idiots, you will see a steady increase in sales!

Funny how that works out.

What you are going to do here is vastly cooler than shaved cat wrestling. You're going to turn your affiliate program into a total sales machine...

You're going to provide anyone who joins all the PPC info they can shake a stick at... all the Blog posts, articles, Ezine ads, solo ads, forum signature files and JV broker info they can stomach.

Do everything for them. Set it all up so they can knock it down.

Then you're going to show them how to use it.

Because once you walk people through how to make money using your program... they will continue to follow you to the ends of the earth.

Not only will you then get paid to recruit affiliates, you will also generate a massive list of buyers who will purchase more "make money" products as you market them.

On that last point it's important to realize I'm not talking about blasting your affiliates with ads just to make a buck. I'm talking about making them offers for tools which will make their lives easier and more lucrative in terms of selling more of your stuff.

Important: Yes! You are still going to allow your regular affiliate program to be free to join. You would lose affiliates if you did otherwise. The reason doing this is ethical is because of an individual's perception of value. Your regular affiliate program will be right where it is... on a long page with lots of resources. Nothing special, but lots of info.

What we're doing here is turning your program into an actual product. We're talking PDF "Blueprints", videos and all that other jazz. You need to deliver value for every \$\$\$ you charge people to learn these secrets...

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Rule #1 Of Product Marketing: Change the packaging of a thing and you change the perception of that thing... change the perception of that thing and you may change the value of that thing... change the value of that thing and you can change the price of that thing.

Here's How To Do This:

First: You'll want to come up with a totally new "Biz Op" sounding website. Something having to do with Niche Marketing Secrets or something.

Why? Because you're going to be selling a guide on how to make money as an affiliate by selling products in this niche!

Second: Create your sales letter like you would for any other product

Third: Create a "How To Successfully Market Affiliate Products" course and use your own niche as an example.

- Include a section on Article Marketing...
- Include a section on Pay-Per-Click
- Include a section on SEO
- Include a section on Ezine ads...
- Include how-to info for any method that sells your stuff

FYI: All of this stuff can be had in the halls of PLR... there is no need for you to freak out about all the "work" that needs to happen here. It can be fast, easy and loads of people have already done it for you!

Fourth: Sell this course as a WSO about a "Hidden Niche Marketing Quietly Making Millions". Test your conversions and see what needs to be tweaked. Price this initial test somewhere between \$9.99 and \$14.95.

Not only will you make money while recruiting affiliates who will then make you money selling your product, you'll become a "make money" guru in the process.

In this initial stage you can simply run everything through paypal, collect a list of buyers and call it a day. However, once you get cooking, the amount of cash you can make by flipping your new product into clickbank and getting partners to promote your stuff is beyond insane.

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This is how you make money coming and going while generating a legion of buyer/affiliates who will perpetuate your sales long into the future.

When you've tested everything via a WSO you can launch the product via ClickBank and price it at \$77 or something.

You'll make a killing making a killing.

Yes. This method works.

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Final Words About Affiliates

When you get your product into ClickBank or PayDotCom or on your own software you'll want to pay your affiliates AT LEAST 60%. 75% is better, but 60% will work. The only time you can justify 50% is when you are upselling to a membership program and you're going to be actually earning your money providing content.

I've seen people try to succeed offering 35% before.

That is the dumbest thing ever. Don't do it.

In all honesty it has nothing to do with the money... it's about respect. You're asking somebody to sell your stuff FOR YOU! They're doing all the heavy lifting, and therefore they should get the lions share of the pie.

Here's The Big Picture:

You really do not care about your personal sales. Seriously. Everything in this program, oddly enough, has not been about launching your product...

Sure, you need to have a product/sales page to get it all working... but that's only the first step. What this program is about is YOU getting big partners to work with you. This is about YOU getting other people to help you build your list of subscribers and buyers.

Your product is only the doorway to this incredible process.

Personally I don't make that much money from my own sales. I make the majority of my income from selling other peoples stuff TO my list! I get that list by having other people make the majority of their income selling MY stuff!

See how it all works out?

When you have set up this and it's working for you, you'll see why it's so important to pay your partners and affiliates the most money possible. That list of subscribers and buyers is beyond vital.

Everybody wins.

To YOUR Success,

Jonny Andrews

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