

**THEY DO ALL THE WORK
YOU MAKE ALL THE MONEY**

By

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Introduction

How many people out there do you think have pre-assembled audiences? Meaning, people who, at a drop of a hat can reach lots of people easily?

There are tons of them.

Let's take it a step further. What's one of their biggest challenges?

The answer is: feeding the machine! Specifically, if they don't keep their already assembled audience happy - with value, special deals, and interactions - that audience will leave.

Our job is to make it easy as pie for them to continue to interact with their audience in a way that (a) makes them money with little to no effort on their part and (b) keeps their audience happy.

The title of this product is they do all the work and you make all the money. It's a bit tongue in cheek because really, they have already done most of the work by getting the audience in place. You do the rest, which pales in comparison.

If you master this, you will probably make far more money being this type of "audience conversion specialist" than you ever will if you try to do it all.

I will show you the easiest ways to make this happen.

Example Before Proceeding

Once upon a time, I was in a private Facebook group with a lot of different marketers. There was a post in that group from someone named Zane Miller, who was looking for people that had a product they just released or were about to release, and asking if he could promote it.

I don't know about you, but as a product creator this is music to my ears. So I reply to him that I'm interested because I want to see what he has up his sleeves.

The conversation proceeds on Skype where he explains there is this new type of technology called Google Hangouts (it was brand new at the time, no one was using it). What he wanted to do was interview me for about 25 minutes or so related to my product topic - both specifics to the product itself and tips in general loosely based on the product. At the end,

he'd allow me to sell as hard as I wished whatever it was I wanted to promote. The only catch was I had to use his affiliate link to do so. I agreed.

So we get on this hangout that goes for slightly under 30 minutes. He asks me a few questions; I do almost all the work. I do the pitch at the end. Since hangouts become YouTube videos, the pitch was basically "check the video description for the special deal – there will be a link there" which was Zane's affiliate link. And that was that.

Or was it? I was so happy with how the interview came out I took a few seconds and mentioned it on Facebook to my 5,000 friends, most of whom are business acquaintances. I was even a bit giddy, so I boosted the post for \$7.

Zane did whatever he needed to do to rank the video high in YouTube and Google – which, as I found out later, was ridiculously easy... but I probably drove a majority of the sales just with a Facebook post and a slight boost.

The result was that little interview made Zane Miller just a stitch over \$1,000. It also made me the same.

Now let's analyze. Zane didn't create the product, I did. Zane didn't create the bulk of the content, I did. Zane didn't do the pitch. I did.

Zane did *some* work, sure. He got the video ranked (and edited it, made a playlist from it and got that ranked, too)... but let's face it. I put in *far* more effort. Yet we made the same amount of money. And I'm happy with it!

Why? Because I *still* made \$1,000+ myself from this!

This is one example of leveraging someone else's expertise, reputation, product and their audience to make money. It's not the only way.

In this training, I'll break down for you all the best ways. It's actually easy once you know how to do it step by step.

These are the specific steps we'll follow:

1. Identifying the most lucrative targets
2. Closing those targets on promotional deals

3. Putting the actual promotion in place
4. Following up for additional monetization

Four simple steps. That's it. Master them and the world becomes your oyster. Let's dive in.

Step 1: Identify The Most Lucrative Targets

The easiest way to make this system work is to find people who meet the following criteria:

- They have products they are looking to get additional leverage from
- They have a decent reputation in their marketplace
- They seem somewhat open to out of the box ways of monetization
- They have what appears to be a decent following already in place
- They seem easy to work with

Now there is no 100% way of knowing all these going in, so we do our research and make an informed guess. We'll get a better idea once we approach them - even more so for the ones that are receptive and who we begin working with.

Still it's best to look for these things before making any contact. So let's explore this further...

Products With Additional Leverage

How do most people promote their freshly created products? Usually it's a multi-day email promotion to their existing list. That is where the bulk of results will come from in most information markets and niches.

Then that's pretty much it. What does that leave the door open for?

Well, the most obvious thing is a re-launch. There is often just as much, if not more potential in money making from the re-launch itself, even if you don't change anything about the product.

Case in point: in March 2013 we promoted a high-ticket product that cost \$3,997 to buy. We

sold about 250 copies. You think we'd have tapped our email list out at that point right? Wrong. In October, we promoted the same thing again and this time we sold over 350 copies. Crazy, huh? It happens all the time.

We have a product called Product eClass. It was created and launched in January of 2012. Since then we've re-launched it about 6 times to our list, and each time it has brought in a lot of sales at a \$497 price point. It's an easy \$40,000+ every time we want to re-launch it.

Now, I know this. But you'd be amazed at how few other people know it, so you can make a lot of money with this knowledge.

Let me give you an example. Remember earlier how Zane Miller leveraged me to make money as an affiliate?

Afterwards, I was so impressed with how he was using this new (at the time) platform, which was Google Hangouts that I followed up with him and asked if he would like to launch a product as an author. In other words, he would create a product, and I'd publish it under my company.

He and I agreed on a certain royalty percentage I would pay him on the net profits and then we went to work. I sat down with him for about 2 hours and asked him a whole bunch of questions to get an idea of the things he knew related to Hangouts and YouTube in general.

Then from that, I worked out an outline of the product I'd like him to create. I wanted him to follow a specific formula because I knew it would produce a higher value product, which we could then retail at a higher price.

He did all the work creating the product. And I already had the list in place. I did the promotion, too. Now here's where it gets really interesting.

When we first launched this product, which was called Tube Method, we sold the training via Google Hangouts.

Here's how. We got everyone to come to a live Hangout. I walked them through some of the powerful ways they could use Hangouts for their own benefit and then I transitioned to a pitch that explained how everything I knew about Hangouts I learned from Zane. That Hangouts were just a small portion of everything Zane knew related to YouTube. And if they wanted, for a limited time, they could get this brand new product called Tube Method.

Even better, since this was freshly released, if they bought before the end of the Hangout, they'd get an extra bonus that would *never* be offered again, anywhere.

We closed the lights out on that call. The high numbers allowed us to then go to affiliates and work that for a while until the conversions started fatigue for whatever reason.

So you know what we did? We changed the presentation.

Now, instead of doing one on one Hangouts, we'd get 5 or 6 different marketers on a single Hangout, and at the end they'd all offer bonuses that *everyone* would get if they bought. This spiked conversions once again. We did this a few times before it fatigued.

Did we move on after that? Hardly. I sat down and wrote a webinar presentation that was completely different than anything we had done before.

See, previously we were selling it on the back of Hangouts specifically. We talked about all the cool things you could do with them, and how that was a stepping stone for all the other really cool YouTube stuff.

The new webinar presentation I put together went specifically into all the different things of YouTube. I didn't even mention Hangouts once. Yet, at the end, we sold the *same* product. Just a new presentation format. That's it. And that breathed 6 more months of promotion into a product – that everyone else probably would've written off already. Crazy.

Here's my point: most people who launch products to their existing customer base rarely fully maximize the potential profit opportunities from those products.

What if *you* were the one to help them?

Here is one way to do it. Let's say you see someone launch a product with just a long form sales letter. That means there is no video sales letter, no webinar, no hangout, no free PDF guide that then leads into the sales letter, nothing. Not even an exit pop from that sales page. Just emails to the sales page.

What if you approached them and offered to do a live webinar with them, where you'd talk about "Everything I Learned From [their name and/or product]." They hosted it, you did the presentation and they might interject here and there. At the end the product is pitched with an extra bonus that you created, and it's only available for a *very* limited time.

The only catch in this deal is that you are allowed to use your affiliate link. Think about it. They've done most of the work already. They've created the product. They have the audience. You do this short burst of work and split all the profits with them. Let me tell you, a smart marketer will go for that almost every time.

Another way is you propose to interview them via a Google Hangout that they invite their audience to. At the end you have them pitch it and you help them sell it. The only catch is you use your affiliate link.

A third way is you create a video sales letter *for them* and have them follow up with the non-buyers with this new additional sales material. The only catch is the order form goes through your affiliate link.

Another way... how about you write a PDF report about what you learned from their product, and they send that out to all their list, or even post it on Facebook or elsewhere where they get all the exposure.

This stuff works all the time. It's just a bit of strategic, out of the box thinking. That's it. They already have the product. From that, they already have sales material, which you can draw from. They already have a following. You just have a plan that requires little effort on their part to execute.

They Have A Decent Reputation

This is not required, but it does make your job easier. Half the reason anyone buys anything from niche marketers is because they identify with the personality selling it.

So who are the darlings in any given market? Who do people seem to refer to over and over again as being one of the best people to follow? If you don't know, you can find out. A post to a forum asking can give some good results.

A Google search of product creators in any niche can get you the scoop potentially, too. You can contact them personally and point blank ask them who would they recommend related to a certain subject besides themselves.

You can join relevant Facebook groups and pose your question in there about who is best to follow related to a certain topic or subject.

The names that come up as a result of this research are the first people I'd contact to leverage their product and following. Because then you don't even have to work that hard to make the sales - their reputation does a lot of the heavy lifting.

Now again, it's not required and don't get too hung up on this. It's just something to consider.

They Seem Open To New Monetization Strategies

When it comes to making money, most people are their own worst enemies. It's easy to spot people who stumbled into success doing one thing one way, and they continue to beat that horse until it's dead.

I can count hundreds of gurus in the Internet Marketing niche that are now nobodies or have beens, because they failed to innovate. They got comfortable. Then they died out.

Now that sucks from an overall business standpoint. But it really sucks for our specific purposes because it's unlikely they'll be open to the strategies we propose. It's just one of those things – not everyone is smart enough to see the value in this strategy.

For example, I was one of only maybe 4 people who contacted Zane when he made that post in that private Facebook group. There were hundreds of marketers in there who could've and should've taken advantage of it, but didn't. Sigh.

The best thing you can do when creating the "hit list" of who you'll contact with your promotion strategies (that will help them sell more of their product)... is to observe how they currently operate in their business.

That way you'll find people who will see the merit of doing so through your affiliate link – because you, after all, are doing the legwork for the promotion.

Do they only promote via sales letters for products that are less than \$10 and have instant commission? I might contact them anyway, but I won't have high hopes. They won't be on my hot list.

On the other hand, if I see someone who *used* to do certain things and for no logical reason doesn't do them any more... and we can bring those things back *for* them... well, that person

might end up right at the top of my hot list.

For example, I know tons of people who used to do and promote webinars consistently, who no longer do. God knows why... but I'd like to find out.

As a side note, people who have a regular calendar where they actively need to promote someone – like they do a webinar every Tuesday at a certain time – these people are gold mines. There are times when something falls through or where they just can't find a person for that date. That could be *you*. And best of all, you'd be promoting *them*. Gold mine!

At the end of the day it doesn't hurt to ask. Worst they do is say no.

However, opportunity cost is a real thing, so I try to prioritize who I think will be most likely to say yes and get the best results. Those type of people I put at the top of the list. Everyone else goes lower down.

The Have a Decent Following In Place Already

Or at least they *appear* to. You never know for sure. But ideally I want to work first and foremost with people who have responsive email lists. So to find them, in any niche, the first thing I do is get on as many email lists as possible.

Is there a marketplace like Clickbank for this particular niche? If so, I'll hire someone to go through every sales letter and sign up an email address that I give them on every opt-in form they come across.

I will do Google searches for different keywords and see which websites and blogs I can find that have email opt-in boxes, and sign up for them as well.

If there are active forums, I'll go to those and click on all the signature links and see where that leads me to and what I can sign up for. I'll go to relevant Facebook groups and ask "who's list should I be on?"

Again, all this can and should be outsourced at some point. Once I get on a ton of email lists, then I'll see who actually mails. Over time, I'll get a better idea because I'll see who mails consistently, and I'll also observe certain cues. Such as...

If they mail to a blog post, how many comments do they get – a lot or little? If they run special limited quantity sales, do those sell out fast or even appear to generate any sales at all? Do they ever mention any specifics such as the size of their list, how many replies they get to emails they send out and so forth?

By the way, some of this can be hype. You never, truly know for sure what they can do until you work with them. I have had over a thousand affiliates promote me in recent years and it's amazing when someone who I thought could drive some sales can barely send more than a handful of clicks from their email lists. On the other hand, sometimes there are marketers who don't send many clicks, but boy do those convert!

At first, when we work our plan, we'll contact pretty much anybody just to get started. Over time, as we observe the market we're going after and continue to get on and monitor these emails, we'll get a good grasp on who we should really cater and focus on... and who we should put lower on the list to contact.

This is one of the most important criteria you should look for – if they don't have a following already, that's responsive, we won't make much money.

They Seem Easy To Work With

There are some things I won't do no matter how much money I make. One of my pet peeves is people who are a pain in the ass to work with. This can take many shapes, such as they love to chit chat about little stuff all day long so it's impossible for them to meet a deadline. And anything and everything in between.

More projects die because they fizzle out than anything. Any excitement and momentum that was created goes kaput because there are so many hiccups along the way.

On the flip side, the best way you can find someone that is easy to work with is to be as easy as possible to work with yourself. Get stuff to people on time. Make it easy to communicate. Be malleable – if they like Skype, do Skype. If they like Facebook, do Facebook. Whatever it takes to get the job. Be the one that is most proactive and does most of the stuff beforehand and needs as little as possible from the other person.

People that are easy to work with typically only choose to work with other people who are easy to work with.

Now being easy to work with doesn't mean they can't be demanding – they are demanding of a high performance. That is different. But being able to easily be in touch with them, communicate in a decent matter and have things continuously moving forward – that's what we're ideally looking for.

When you start, realize beggars can't be choosers and take on the harder to manage clients. But know that is only temporary as you ascend to the top.

Once you've identified who you think are the most lucrative targets to contact, it's time to move on.

Step 2: Closing those targets on promotional deals

There are two things you have to do here: (1) know how to open up the targets and (2) know what promotional deals you can offer.

Let's start with the different options. In no particular order:

1. **Webinars** – Are they not doing webinars at all? Or could there be a different kind of webinar to be done than the one they're doing?
2. **Video Sales Letters** – are they not using them? Could you create one for them? What would it take for them to mail your video sales letter?
3. **Product With Their Name On It** – is it possible for you to create a product specifically tailored for one person, with the plan of allowing them to put their name on it next to yours and claim 50% co-ownership in it? What would it take for that to happen?
4. **Exit Pops Plus A Funnel** – are they doing an exit offer on their sales page? If not, can you create one with a landing page and a follow up sequence that they could easily plug into?
5. **Publish to Kindle & Create Space** – are they on Amazon at all? Could you set them up on Amazon, have them promote the book or Kindle eBook and split the profits? Maybe

if you format it, they can use your affiliate links?

6. **Facebook Worship Page** – ask for an interview and tell them you’re going to put it on a Facebook page saying “[name] is the best [subject expert] ever!” Hey, vanity can go a long way. Then you can ask them to let their Facebook followers and/or their email list know about it.
7. **Hangout Interview** – similar to what Zane did to me. Interview enough people who have a product coming out in any niche and you’ll have a track record to get through to a lot of higher up gurus in any niche.
8. **Interview to Paid Product, They Keep 90%** - it doesn’t have to be exactly 90% but give them the lion’s share. You interview them for an hour two, and record it. You write the sales copy for it. You set up the product in <http://jvzoo.com> and create a split where, after affiliates get paid their 50%, the rest of the profits are split *mostly* in their favor. Now you can get them to promote it to their list *plus* you can both recruit other affiliates to promote it. Easy to do if this person can hit a top seller of the day.

Now which one do you go with for a promotional option? Depends on two things (1) what you feel comfortable doing and (2) what they will most likely say yes to.

Let’s take a second to talk about comfort. It’s easy to say “Jason, I don’t know how to do webinars, so I will never be able to offer that as an option”. Fair enough. My response would be to ask you what you think it would take for you to be able to *do* a webinar. Because if you don’t, you’re at a huge disadvantage for making money.

It doesn’t have to be anything fancy either. Keep in mind, if you were to do it, you can do it from the angle of a raving fan, or what you learned from them, or whatever. It doesn’t have to be your normal, formal, perfected webinar and pitch. What you lack in those skills you can make up for as a third party enthusiast... for whomever’s product that you’re going to make money with by helping them promote it.

Same thing with the video sales letter. It doesn’t have to be perfect. It can come from the angle of “I think every person should buy this product, so I took the trouble of making this video without [person’s name] even asking me. Once I showed them though... then they thought it was so cool they shared it with you and that’s why you’re here...”

Sometimes it’s just as simple as creating the video sales letter from their regular sales letter. Then you can even make them an offer where they just put the exit pop on their normal sales

letter and then split whatever extra profits *that* makes.

Notice in the options above there is a lot of money to be made from interviewing other people. Thing is, there are a lot of people online who are totally freaked about this concept. It's not that hard – get over it!! There is too much money here to not figure this skill out.

Most interviews are going to be hitting at the same questions, anyway. So you can use this cheat sheet for now to get started and warmed up to the process for the first few interviews. These questions pretty much work universally:

- How did *you* get started with _____?
- If someone is just starting with _____, what should they do first?
- What is the biggest challenged related to _____ and what is the solution for it?
- If you could only share one piece of advice on _____, what would it be?
- Where do you see _____ headed in the next 12 months?
- If someone is on a tight budget, what would you recommend for _____?
- If someone is strapped for time, what should they focus on when _____ing?
- What are some of the biggest mistakes you see being made with _____?
- What's a little known approach to _____ that most people overlook?
- What was your biggest breakthrough in _____ in the last 12 months?

- What was your biggest failure when doing _____?
- If you could start over again what would you do differently in _____?
- If there is one thing listeners should do after listening to this interview, what would it be?
- What's one popular piece of advice related to _____ that is completely wrong?

In addition to that, if you want to do further research on a guest and form specific questions from that – then more power to you! If you do an interview, it should break down like this – you speak about 5% of the time, they speak 95% of the time. People don't want to hear you, they want to hear the expert.

In the end it doesn't matter, you're getting paid anyway. So who cares who does most of the talking?

Now that we have that out of the way let's talk about approaching people. The key point is to make them not have to think much and just say yes. So we don't give them choices up front. We give them a suggestion and if they say no, then we follow up asking what they prefer instead. Before we do this though, we have to warm up the conversation!

One of the biggest mistakes people make when approaching experts who they have no relationship with... is they try to cram too much into the initial conversation. If I get a long email from someone I don't know you know what I do? I'll tell you what I don't do – read it!

On the flip side, if it's only a paragraph or a few short sentences I'll read it every time. Simple. So how you can you make an impression in one paragraph or less? You do something like this:

"Hey I noticed something on a recent promotion you did. I have a weird idea on how I can probably do something that would result with you making a bit of extra money without you really doing anything. If you're open to a brief (and I do mean brief) discussion on this, reply to this message..."

There you go, a pitch in less than 60 words! Now don't copy and paste this and go out and spam everyone in your niche. Create your own script that reflects your personality. Just make

sure to keep it brief and invoke curiosity... while appealing to their biggest desire which, for the most part, is make more money.

Now what happens? Well, for most people you contact, nothing. They don't respond. For those that don't respond, follow up with them in a week that just says "Hey, when you get a chance..." and then it just has the same message below it that you sent the first time. If nothing the second time, just move on or wait a few months and contact them again with a different angle and message to achieve the same goal.

A handful of people will respond and say they're not interested. It's rare but it does happen. Some people, however, will respond back favorably.

For those who do, what's the next? Now that you got them interested, follow up with something like this:

"I recently saw you promote your _____. What I also noticed is that you didn't do/have _____ during your promotion. If there was a way I could create that for you, would you be open to some sort of revenue split from any additional sales that come in as a result?"

For example, let's say they launched a product but did it through a regular sales letter. You said that you'd create a video sales letter for them and even record it and put it up for them. All they would have to do is email their list that didn't buy already and send them to the video sales letter, and you would take a certain percentage of these additional sales for your effort.

We still haven't negotiated compensation yet – we're just moving the conversation along. Now if they respond back and say they'd like to talk further, *bounce them*.

What do I mean by bounce them? I mean move to a different, more personal modality. So if you're doing a conversation through email, ask them to hop on the phone with you and set a date. Or say you were messaging on Facebook – have them add you and talk on Skype. Or get on a Google Hangout. Whatever.

The point though is to take it to a different modality. This is good from a persuasion point of view... plus it allows you to be more hands on for closing this deal.

How do you make the initial contact? The answer is anyway you can. Here is all your options, in order of preference...

- Email – if you have it, great. If not, no biggie, move on.
- Facebook message – if you're a friend of theirs. If you're not a friend, move on.
- Google+ - Circle them. See if they circle you back. If they do, then you can direct send them a message to the email associated with their Google+ account
- LinkedIn Message – if you're connected with them
- Help Desk/Contact Form
- Twitter direct message

Usually by going to their website you can find some sort of contact information. Otherwise, you can get through to them on social media. Everyone is reachable.

Then, here is where I like to "bounce" them to...

- Skype – preferable for me because I can use voice and send them text at the same time. Not everyone uses Skype, though. So if not, then...
- Phone – I prefer to call them direct, but if they prefer we can do a conference call.
- Hangout – some people have technical challenges with it, but if they prefer it, then I'm there
- GoToMeeting – good for when you need to screen share stuff

Now let's say you made the first connection to pique their interest. Then you got more specific with the second message above. Now they're interested and you're bouncing them to a more personal media. What do you say when you get them into this conversation?

It's simple – you get right to the point. You first reference the message you sent them prior, and then explain quickly how it will go down and then you give them a percentage split that you think they might say yes to.

So for example, if you proposed you'd create a video sales letter for them and do a revenue share of whatever additional sales that come in from the people who they already tried to sell from the regular sales letter, you first reiterate that.

Then you explain what it would look like. Explain you'd do the video and explain what you personally were so excited about in their product and then you summarize the product benefits... as well as why it's such a good deal. And then you recap what they'd get and do a strong call to action. You say you recommend this approach because it usually yields the best

results.

Then you ask if they have any questions related to what you described. If they do, then you patiently and kindly answer them. This might be a little awkward at first until you get the hang out of it, but big deal. After doing this a few times you'll realize how easy it is and what questions will typically be asked.

Then if they are sold on the concept, they or you will advance the conversation to what exactly that revenue split looks like. I always like to make it in *their* favor. There is something psychologically pleasing about it. Typically I go to a 60% for them 40% to me on the net profit. That's the starting point. If they hem and haw, then I *will* go down on percentage but I'll throw in a condition on top of that.

Like I might say: "Fine, I'll give you 75% and take *only* 25%. But the condition is if this works out well, then we do the same arrangement on the *next* product you put out..." Or something along those lines.

REMEMBER: whatever the percentage is, it's usually in your favor. Even if it's a meager 10%. Here's why. They've already written the pitch in sales letter format. All you have to do, mainly, is translate it to a different media.

Let's do a few more examples to really give you the edge.

One way is to say: "That product you just launched. What if I were to interview you for 20 minutes and give you a huge glowing review and all that good stuff and we follow up to the people who didn't buy yet. It takes 20 minutes from you and an email to the list and that's it. All I ask is if you can use my affiliate link?" If they say no, then follow up with "Well, can you cut me at least 20% of the net profit on all these sales you would otherwise *not get at all*, and then consider the same arrangement on the *next* project you have coming down?"

Or: "I'd love to do a webinar educating your people on why they should buy your product if they haven't already. All I ask is that you invite the people who haven't bought it, and then just give me 20% of the profits generated as a result. You keep the rest and I do all the work."

Now you might be a bit scared right now to ask these things, or make these offers. That's natural. My advice: get over it. It's worth the initial unpleasantness if you can push past it. The reward for doing this is *huge*.

However you close the deal, what do you do *when* the deal closes? Simple, move onto the next step.

Step 3: Put the actual promotion in place

Once they verbally agree to the deal (make sure to put it in writing in an email and ask them to confirm the details)... you have to get to work.

Let them know that they have the final sign off before it goes out. You will lose some deals because of this – even after you do all the work - but that's life. It's worth the risk for the deals that *do* go through.

What you need to do to put the actual promotion in place is to first set a deadline. Let's say you worked a deal where you'd interview them and then they'd send it to their list and you'd take 20%.

Then you just need to schedule the interview. How do you do the interview? Lots of ways. You can get on Skype and use something like Skype Recorder or Pamela to record it – those are paid programs. If you want to go free, have them do a Hangout on air with you and then download it when it's over or embed it on a web page.

If getting on camera freaks you out, just use <http://freeconferencecalling.com> and you can record from there for free. As you can see... there is no reason you can't make this happen.

Then write up potential emails with their name on it that they can send out to their list as is, or to use as inspiration. This is a nice touch to make it easy as possible for them to get it out of the door. Make sure you get commitment from them in advance to mark the launch on the calendar. This way you *both* have a deadline. Of course your deadline is closer than theirs, but they are accountable, too.

What about tracking? How do you know they're going to pay you 20%?

Well, when you're starting I don't recommend you worry about it too much. Just go on the honor system. Yeah, they could screw you. But if you ask for some sort of extra effort on their part to do some sort of accounting or pixel tracking, you could lose the deal. Over time, you can ask for this stuff once you get a track record. For now, just trust.

If you were to do a webinar, what would you have to do? Prepare *everything* possible. This includes:

- Webinar Registration Page Copy
- Swipe Emails to get them to come to the webinar
- Webinar replay page
- Swipe Emails to promote the webinar recording

And of course, write the webinar itself. Don't freak out! It doesn't have to be perfect. What you'll lack in skill you can make up for in enthusiasm because you're a third party, and not the product creator yourself. The audience is much more forgiving of this relationship. It's like riding a bike with training wheels.

Whatever the case of the promotion in place, you need to get all the pieces ready well ahead of the committed promotion schedule. List out each piece you'll create and the date expected to have it done and share this with the person you made the deal.

Then, when each piece is done send it to them and have them sign off on it. At the end, send them everything again all in one place so they have it.

When in doubt, *do it for them*. What I mean by that is write the emails for them, just in case they don't want to write them. Put the web pages up for them instead of waiting and having them put your stuff you created up on their web site. Always give them that as an option *after* you have given them a finished version so that way they can do it if they wish... but you always have a fall back just in case.

The mistake most people make is that they think successful people they contact are sharp and on the ball. In my experience, most entrepreneurs are highly disorganized and busy. You *have to* be organized enough for both you and them, and you have to make it so whatever you do doesn't *add to* their already busy schedule. If you can do that, you can make tons of deals.

Once the deal does go through and it was successful for you and enjoyable, then life gets a lot easier. Why? Because you follow the next step...

Step 4: Follow up for additional monetization

It's easier to make money from an existing customer than getting a new customer. The same is true with the deals. It's easier to close a second deal with someone you closed a first deal with than to move onto the next person.

So if it worked well for *one* product, what if they had other products? Could you propose something for *those* as well? I bet you could. What about working with them to get their next product created for them? You bet.

You can even cozy into a hybrid relationship with them where they pay you upfront for services to be rendered *plus* they give you a percentage of the profit. How do I mean? Well you could write their next video sales letter, and charge them an upfront fee as an advancement against royalties. Now you're a copywriter but better, because whatever they pay you is the *least* amount of money you'll make for the project.

You can even branch out and co-create products with them where your name is on it. This then helps you get more of a public presence in the niche, which you can leverage to eventually branch into creating your own products now that you have proof and a name.

You can even go deeper into the initial promotion you did for them. Say you interviewed them and then they pushed that to their list – the interview took them to a sales page. What if you created and designed an exit pop sales video for them to go after that for the *same* promotion – and this time took a higher percentage or threw some other additional perk in there for your efforts?

Bottom line is... Any of this will work. Know this – the first deal you close is the hardest.

Then it becomes easier to close *any deal* because of the positive experience you just had. Plus, because it's easier to sell that person on a second deal, you have more opportunity available to you. And that's what success boils down to.

Conclusion

There will be things you don't know exactly how to do when you go out and start doing stuff based on this training. That's normal. You will learn more by movement than by meditation.

What I've given you is this: I've pointed you in the right direction with the right information to start moving down the path to success. You have to do your part though to make it to the end of the path of success.

You will be nervous. You will be scared. You will screw up. You will lose deals you shouldn't. You will do deals where you end up on the losing side of the deal. You will do work that you don't get paid for one way or another. You know what that's called? The price of doing business.

If you're able to push through that, though – then guess what? You win. Because most people give up before that. Don't be one of them.

If you want to boil this whole training down to its simplest essence, here it is:

First, find people who seem ripe to leverage their audience and their current assets where you take a percentage of any additional sales you generate for them. Second, approach them with an offer. Start soft, see if they're interested.

If they are, explore further and then get them to talk to you personally. From there, make your proposal and attempt to close the deal. If the deal closes then put the promotion in place, using strict deadlines on yourself and for them as well, but with you doing a majority of the things needed for this promotion to happen. If it comes out successful, go back to them and try another deal.

The easiest assets to leverage are these:

- A sales letter with no sales video. You create the sales video by basically translating the letter into video form.
- No webinar. You take whatever their product is about and pull out some teaching points for that and build a webinar around it. Then at the end, call to action is to buy the product you learned this stuff from

- Interview them either on the phone or via Google Hangout. Have that sent to the list of prospects as another touch point to get them to buy. You just have to ask the questions, they do the rest.
- Find someone with a ton of great blog posts and then offer to compile that into a book that you publish on Amazon or Kindle as a co-author. Share in the revenue of sales or use that for further leverage.
- Turn their eBooks into Kindle books and work out a revenue share from that.
- Anything you can create for them that they would be proud and happy to put their own name on and sell is great, as long as you get a percentage of the profits sold.
- Create a “worship page” where you explain why they’re the greatest at what they do and why you love them so much and what your favorite products of theirs are – then any of those products that are sold when the vendor shows their audience this page... well you make some money off those...

These are just some specific examples. They aren’t the only ones. Think of some of your own to make your approach and offer unique. Then act and don’t be scared of the success you can experience as a result.