

Inner Circle 2

Hi everyone, John Thornhill here. Welcome to this Inner Circle mastermind session.

Right then guys, this month I thought it would be best for me to sort of take you behind the scenes of my Simple Traffic Solutions launch. Obviously the launch hasn't really ended, but I had a launch competition that ended on the 30th November. I just want to show you some of the things I've been doing and some of the results I've been getting. Hopefully this is going to help you when you either come to launch a future product, or launch your very first product.

What I will try and do as well, I'll try and answer questions along the way, as I go. I'll try and keep an eye on the question box so if you've got any questions as we go just type away and I'll try and get them covered, but at the end as well we'll also do Q&A.

So, I want to start with Simple Traffic Solutions, the actual sales page.



Discover The Insider Secrets To Generating All The Traffic Your Website Can Handle Without EVER Spending A Single Cent

From: The Office of John Thornhill
Subject: Easy Traffic Generation Methods That Anyone Can Follow

Dear frustrated Internet Marketer

If someone could show you the exact steps for generating all the traffic you would ever need ...

... using a simple, straightforward formula that anyone can follow to **produce real results**, would you take notice?

We'll keep reading because I'm about to reveal how I generate tens of thousands of visitors to my websites each and every day which can generate an income of up to **\$200,000 per month** from working **less than 20 hours per week!**

First of all let me reveal something that may shock you!

I thought it was very, very important for me to put as much into this product as I possibly could. I actually spent about a total of three months working on this product, and obviously I sold the product for \$4.95, and I personally believe the product is worth a lot more than that. The reason I sold it for \$4.95 is because I wanted to make as many sales as I possibly could. Now I could have sold this product for maybe \$97 and possibly have made more money on the front end, but for me and what I'm going to show you, it's all about the back end. It's not really what you do when you sell your product that makes you the money. Yes, it makes you money, but you make a lot more by doing other things behind the scenes, and that's what I'm going to show you. The actual sales page, I wanted to make sure that it was the best it could be so I had this sales page made into a graphical page. I actually gave this to the guys at GFX1, I wrote a basic page and in my opinion this is probably the best sales page

I've ever had, I've ever created, because of the graphics and because of the story I tell. This bit here, this is the main hook on the sales page.

... I was promoting one of my products via Google Adwords and one day I logged into my account and this is the message I was greeted with.



Google AdWords

Home Campaigns Opportunities Tools and Analytics Billing My Account

Your Google AdWords account has been suspended for violation of Google's Advertising Policies in this or a related account. [Learn more](#)

All online campaigns

Ads disapproved (1) View

My account was **SHUT DOWN** with no explanation!

Quite simply Google didn't want my business, and the truth is they don't want your business, they can afford to be selective with their ad program as they have huge corporations pumping millions of dollars into their bank accounts, small guys like us who promote the typical Internet Marketing related product aren't needed. So Google give us a hard time.

In fact many Internet Marketers have been banned from Google adwords with no explanation, simply because we were promoting an Internet Marketing related product. So if you have been banned from Google Adwords don't worry, you are not alone.

So if you can't pay for traffic what's the next step? Well the thing most people do if they can't get paid traffic to work is to try to drive organic search engine traffic to their sites. This involves complex SEO methods such as *title tags, meta tags, heading tags, alt attributes, title attributes, creating a sitemap, link building, keyword research, page optimization, content creation*, I could go on.

I don't know about you but that all sounds crazy to me, and that's why over the

The fact that I lost my Google AdWords account, and I believe this is the sort of copy that makes people want to read more, you know 'what happened to John, what did he do?' that sort of thing. While I'm not what I would consider an expert when it comes to copywriting, when I write any copy I always try to tell a story. If you can take anything away about writing a copy, tell a story. Usually about a struggle or something you overcame and that's what I sort of did with this page, and it converted fantastically well. For just about every person who promoted this product it converted at least 10%, which is quite phenomenal for any page.

So that was the product. Obviously you guys have all seen this product that's how you are on this webinar right now. I want of sort of now take you through the sales flow.

Brian's just asking where did I get the graphics for Simple Traffic Solutions.

It was Steve from GFX1, I can actually put a link underneath the replay when I do it if anyone needs it.

The goal was to sell as many copies of Simple Traffic Solutions as possible, because I wanted to put everyone who bought through a sales funnel. You guys will remember this, when you bought Simple Traffic Solutions you are taken here.



This is the sales page for The Inner Circle. Now obviously you guys seen this because you wouldn't be watching this webinar right now. So that's the first thing that happens when you buy Simple Traffic Solutions. This sort of page and this layout is something I've used quite a few times before, me talking to the camera welcoming you to the product you've just bought, thanking you for your purchase, and then just going through what I can teach you if you want to take things to the next level. Which is what we are doing right now.

This page works well. This sort of style for me works well, I've done it before with a couple of products and I've just found that talking to the camera, looking to the camera, explaining what people are going to get, for an upsell for me works fine. So that's what happens next, and you know that because like I say, you are here.

Now whether you said yes to this offer, or no to this offer, you are then taken here



This was the One Month Mentor program. This is a program I actually launched in 2010 for \$297. The plan was, I launched this in April as a WSO, and the plan was to launch it in April and that was going to be it. But I figured to myself why not make one last offer as part of this sales flow, and offer the One Month Mentor program, and this went very well as well, I'll be revealing the sales figures soon. This was all there was in the funnel. So there was a sales page for The Inner Circle, and a sales page for the One Month Mentor program, that was it. I personally believe if you start offering 3,4,5 upsells, you start to get on people's nerves and they start to get annoyed because they just want to get to their purchase. That's why I actually say on this page, 'this is your final offer'. Some people will be thinking 'thank goodness for that' because some people don't like upsells, that's just the way it is. But this model works well.

The model I try to do when I have a sales funnel in place is I always try to put something recurring in. Incidentally The Inner Circle will be getting added to more of my products, it's going to be a generic upsell, and I always try to put something else in on the back end. What I also try to put in, or at least what I've started to do, is put something in high ticket, and that's what I'm going to cover in a moment.

We've got two upsells at the moment, we've got The Inner Circle and we've got the One Month Mentor. Remember The Inner Circle is recurring. Now, this part is very, very important, something that I want to share with you guys about your download page. Obviously when you log in to Simple Traffic Solutions, which you guys have done, you get three steps. As you can see we have step one of three, which is to register for updates.

Members Area

Home PDFs Videos Resources Facebook Group Support

WELCOME TO THE SIMPLE TRAFFIC SOLUTIONS DASHBOARD!

Membership Navigation

PDFs

Resources

Support

You Are Logged In. [Log out](#)

Please Note: Your credit card or bank statement will show a charge by ClickBank or CLKBANK.COM

To: Hannah Hepton
From: John Thornhill
Re: Your Membership

Dear Simple Traffic Solutions member,

I want to personally thank you and congratulate you for taking a step into financial prosperity and for trusting in me to help you along the way. I greatly value your business and trust and I have every intention of **over delivering** on your investment. Rest assured that I will be continuously adding valuable content to this members area on a regular basis. All of the additional content that I add will be yours at absolutely no charge. So I can keep you updated please register for updates below.

STEP 1 OF 3
Register For Updates

This will ensure you are kept up to date and are the first to know when I add new material. Simply enter your name and email below.

Name:

Email:

Important! Please be sure to check your spam-filter and mark my email's as "not spam". Some email clients may not recognize admin@johnthornhill.com and accidentally filter my emails.

Join John's
INNER CIRCLE
For an Amazing
\$7.95

One Month Mentor
31 Days to Success
- Step by Step

I actually have the wishlist members script which I use automatically add you, you just have to confirm with Aweber, but just in case, as a backup I have you register for updates. Obviously this is your personal choice, you don't have to do that, but what I find is over 90% of people will register for updates. Now what I don't do, and what I see other marketers do which I don't agree with, is I don't force people to opt-in to get their purchase. I personally believe that's not the right way to do things, and it actually annoys me as a buyer when I actually have to opt-in to receive a purchase. Usually when that happens I use an email address that I never check. But because I'm asking you here to register, I'm giving you a little explanation of why I want you to register, I find that over 90% do, which is a really good result.

Step two of three, I have you register for bonus live training.



I have a live training webinar that I would like to invite you to attend. The webinar reveals how I have earned over 5 million dollars online and reveals how anyone can succeed online in 3 easy steps. Many people have said it was the best webinar they have ever attended. Why not decide for yourself by clicking the image below?



This is very important because this contains another upsell. This actually pitches my Partnership To Success coaching program, which I'm going to talk about in a moment, but again this is step two.

Step three is obviously to register for the Facebook group, which most of you guys have already done, but the numbers are nowhere near as many as the members we have, so I would advise you guys who aren't in the Facebook group to click that link and register because there's some good conversation going on in there.



Finally, I have added a private Facebook group for all Simple Traffic Solutions members. This is a closed group but you get free access just because you are a paid member. [CLICK HERE](#) to register for the group and I'll approve you as soon as I see the request. It's a lot of fun in there and a great place to socialize with us and the other members.



John Thornhill [Here's To Your Traffic Success!](#)

What I want to point out is having steps like this makes people take notice of what you want them to do. If I just had 'register for updates, register for live training, join the Facebook group', if I didn't have those in steps it probably wouldn't work as well. I also believe three steps is enough as well, you don't want to have step 15 or 16, you definitely don't want to do that. Three steps, you definitely want people to register for updates to get on your mailing list, then you definitely want to have some sort of maybe additional training or upsell or something along those lines. I always think with any product why not create a Facebook group. It takes nothing to do, and it's a good way to interact with your customers.

So far so good I hope guys, that's my sales funnel so far.

When people actually go to step two and click the link, it takes them to this page.

THE IM ADVANTAGE
ALL YOU NEED TO KNOW TO GET AHEAD OF THE COMPETITION

Live Webinar Presentation With John Thornhill
How I Went From a Production Line Factory Worker to a 5 Million Dollar Online Marketer

THIS IS A MUST ATTEND EVENT for you!

I am about to simplify the **entire process of INTERNET MARKETING** for you with a **LIVE training event**.
This presentation is **ABSOLUTELY** free to attend and I will not be sugar coating anything what so ever.

This is **WHAT YOU TRULY NEED to know to be successful** as an Internet Marketer.

Yes! It can be done **easily and successfully** without becoming roadkill on the path to online success.

Leverage this knowledge and **take control of your future** and get on this **LIVE** webinar training event and learn how I went from a production line factory worker to a 5 million dollar online marketer!

I'm guessing most of you guys have already seen this, this is where I do a live webinar presentation. This is actually where I go through everything about how I got started online, I completely over-deliver with content, completely share everything I possibly can, then at the very end I pitch my Partnership To Success program, which is a \$2,000 coaching program as long as people complete the course.

That's my full sales funnel. So we've got the Simple Traffic Solutions on the front end, The Inner Circle which is obviously what you guys are taking part in now, One Month Mentor as a final offer, and then this happens later on in the funnel. This doesn't happen right away, obviously you register for the training then take part in the webinar, and if you're interested in what I'm offering then you purchase that. This sort of sales funnel I've done a few times now, but what I did differently with this sales funnel was I rewarded affiliates for the whole funnel. Most marketers will put a funnel together and then they will usually do something like this what you are looking at now, and affiliates won't be rewarded. Usually there's a back end coaching product for sale, or they'll do a webinar and sell something high ticket, or

they may even have a phone call where people get phoned up and offered high ticket stuff, I'm sure you guys have maybe been through something like that before, maybe have been phoned up off a marketer, or something like that. Well I didn't want to do that, I wanted to put a presentation together, if people wanted to turn up they turned up and if they didn't they didn't, so it wasn't in your face. The way it works is the people who want to listen to me, who want to listen to what I have to say, are going to be more likely to buy a high ticket product. If you are maybe not too sure about me or haven't learnt enough about me yet, you don't want to be looking at an offer like this right away. For example if an affiliate had sent you to this page to buy Simple Traffic Solutions, obviously you may be tempted to buy that because it's \$5, but if I was offering you this right away you wouldn't even think about investing \$2,000 in someone you didn't know. So that's why you do a webinar, because by then hopefully the person has consumed your products, maybe been on your Facebook group, interacted with you, contacted your support, whatever it may be, but by the time they come to take part in your webinar they will know more about you. I hope that makes sense guys.

Phillip and Brian, are just saying it works because they bought, and George aswell. What I want to show you guys is what I do, and obviously I don't want you to feel like yeah it works and then John sold me whatever, obviously I believe in my Partnership To Success program and I believe in it enough to talk about it and talk about how I put my sales funnels together.

This is my little reminder here. I want to share the sales results with you of Simple Traffic Solutions. This is the results I've had so far from my Simple Traffic Solutions launch since November 1st. I sold 5,624 copies of Simple Traffic Solutions, absolutely phenomenal. I would have been more than happy with 1,000 copies sold. It was just one of those products that everyone seemed to like, everyone seemed to want to promote, and like I say I think the main reason was the fantastic looking page and the hook which was the fact I'd been banned from Google and that story. Affiliates were coming to me asking how to promote, it was unbelievable, and sales are still happening right now. I'll probably sell a few copies while I am doing this webinar. It's been one of my successful launches to date. I want you to note that figure, \$27,838. Now I know everyone here, myself included, it's a fantastic figure. But a lot of people, that may be all they will sell, just the front end product. That's all a lot of marketers would maybe think of, when there's a lot more money to be made.

If I show you The Inner Circle, this is how many active members we have right now, 920 members of The Inner Circle. The charge is \$7.95 per month, so my maths and calculations tell me that is \$7,314 recurring. Remember this is coming in monthly. What I want to also point out is this number is going up. As I keep selling copies of Simple Traffic Solutions, I keep selling copies of The Inner Circle. Yes people are going to cancel, that's inevitable people will cancel, I've had about maybe a 1.5% cancel rate since people joined. So let's just say for arguments sake 30 people have cancelled since the start, maybe a few more, but I'll probably sell 30 copies in the next three or four days so that will make up for people who

have cancelled. At this moment it hasn't peaked, it's going up all of the time. Maybe by next month I'll have over 1,000 members, which would take me over \$8,000 recurring. So this actual program is going to bring in hopefully, not very long in a few months time, over \$10,000 per month. Think about this for a moment, The Inner Circle, I want to make sure I word this right, but think about if you offer a monthly program. My real commitment to this program is obviously doing calls, I must admit I've done quite a few calls with consultations, but my second commitment is doing a webinar like this once a month. Now if you've got this many members on board it's worth doing, it's worth me maybe spending five hours a week on calls, and maybe three to four hours doing a webinar, putting it together, doing the content, for that sort of money. That's the type of thing you want to maybe aim for, so when you think about putting upsells together think about can I put something monthly together? Is there anything I can do to deliver something on a monthly basis? I believe most people can do this. Most people can come up with content once per month and that justifies creating a membership site, a monthly recurring program. The beauty of having a membership site as an upsell is you only have to come up with the month's content, or the initial content when you start. At the moment this is only my second webinar, obviously I had to build the members area and put some content in there, the consultations, the recorded stuff and things like that, but really the content is getting added as I go along. So I'm just sort of earning as I create the content. I hope that makes sense.

I think you guys get what I'm getting at so far. In four months time I'll have earned more from The Inner Circle than from Simple Traffic Solutions. That upsell is going to earn more long term, obviously it hasn't yet, but the recurring billing has actually started now, it started on the 1st December, so that amount of money is starting to climb every month. Give it about two or three months and I will be earning more from The Inner Circle than from Simple Traffic Solutions. That's how that is working so far.

This one actually shocked me. Remember this is the third offer made. I've sold so far 849 copies, this is after refunds, and that has brought in \$22,932 so far. Absolutely phenomenal, that's shocked me. The reason it's shocked me because I launched One Month Mentor as a standalone product in April, had tonnes and tonnes of affiliates promote, and I sold 1700 copies. Which was fantastic don't get me wrong, but I never expected to half that just by putting an upsell in place. So again that absolutely shocked me. Now what I want to try and get across here is I almost never put this in the funnel, I almost thought just offer Simple Traffic Solutions, offer The Inner Circle, and do the Partnership To Success webinar, that was all I was going to do. All I had to really do was put an extra page in, an extra upsell, the product was obviously already created, and then link to the content and that was it. It was hardly any work at all. So again when you come to put your funnels together, is there anything existing you already have? Is there anything you can maybe take from content you've created in the past? Failing that, is there may be some sort of private label material you can get hold of that's related to your main offer? Because in my opinion you should always try to offer two upsells in your funnel. One is fine, you know you can get away with

one, but look at the difference just by offering an extra funnel. One Month Mentor has nearly earned as much as Simple Traffic Solutions, it's only just under 5k behind, and that's shocked me.

Vance is just asking, "are affiliates who sell Simple Traffic Solutions getting any commissions on the upsell?"

Yes Vance, and I'm going to talk about that in a little bit. That's one of the main reasons this did so well.

Now that total, \$58,075 in sales, that's total sales by the way I don't get all of that. Affiliates get 50% on those sales there, so if an affiliate came along they could earn 50% on front end, actually it's 75% on front end, I give away 75% on the front end product, 50% on The Inner Circle which is recurring so they get that every month, 50% on One Month Mentor. So that is \$58,075 in total sales.

This is the big one. Over the last month because of the webinars I've been doing, I've sold at this moment in time, 60 copies of the Partnership To Success program. I initially only planned to sell 20 on the first webinar, 20 on the second which I did, but I've had that many people enquiring that I've set up a separate page and I've managed to sell 60 copies. Absolutely unbelievable. I could not believe the response I got. I've sold the Partnership To Success program in the past, I've sold it on webinars, but I've never had a response like this. If every person sticks, which won't happen, people do cancel and people bail out, that's just part of what you do online selling, but if those 60 people stick the total sales will be \$119,820. So that's more than double the total for everything else. That's another reason why, this is something most other marketers won't share, it's the back end and it's usually something high ticket. Most marketers would not pay a commission on that sort of money, so they would keep all of That money for themselves, but I decided to reward affiliates by offering 40% on any sales they made on the back end. That's another reason why I had so many affiliates promote my product, because they had the potential to earn almost \$1,000 per sale. Obviously it's not going to happen where an affiliate makes that per sale, but the fact that they had to earn 40% on a 2k sale was obviously a very attractive proposition for an affiliate.

So that's what I've done so far. Like I said the 60 copies sold, that is a rebill process so I haven't got that banked yet, but everything else that you see has been recouped as total sales by Click Bank. But there's something else that I want to point out, so that's a grand total of \$177,895 if everyone sticks. The point I want to keep making though is I'll keep selling copies of Simple Traffic Solutions, I'll keep selling The Inner Circle, I'll keep selling One Month Mentor, and I will keep bringing people into Partnership To Success. At the moment I'm not doing any more live training because I want to basically look after the people who have joined, so I probably won't be doing that for a while yet. Over the course of a few months I expect to sell another, maybe another 60 copies. So there's every reason to

believe that this launch could possibly bring in half a million in the next twelve months. It's certainly possible.

Bill is just saying "it's great to have this inside information I think you've got the funnel perfectly set up, but speaking for myself I would never have committed to Partnership To Success having not been for the merit of your other products".

Yeah well obviously Bill, the key is here I completely over deliver with Simple Traffic Solutions at \$4.95, I believe I'm completely over delivering with The Inner Circle for what I give you guys for \$7.95. I personally believe as long as you use the membership site, attend the webinars and do the consultations you get your value, and the One Month Mentor was a \$297 product and people happily paid that. So I believe I have completely over delivered, and that's what you have to do, you have to over deliver with your main product to get people interested in anything high ticket. Obviously if you don't, if you logged in to Simple Traffic Solutions and it didn't deliver, there was maybe just for example a ten page report and that was it, you probably wouldn't be interested in anything else I do. But because I've got videos, check sheets, work sheets, mind maps, and I completely over deliver, you are then more inclined to be interested in other things I do.

Karen is asking "did you say there are affiliate commissions on Partnership To Success also?"

Yes there is Karen, and actually Partnership members have earned commissions aswell. That's another webinar for another day.

But what I want to point out, I've added over 5,000 buyers to my mailing list. This is what a lot of people don't get, let's just strip away all of the money here and look at Simple Traffic Solutions. The fact I sold it for \$4.95, yes it's earned \$28,000 in sales, but the 5,000 buyers are worth a lot more than that. Sometimes when I'm teaching people how to create products, a lot of the time there will come the point where we get to the discussion where how much will you sell your product for, and I tend to tell people to sell for a low price. You know \$5, \$6, \$7, \$10 max, and sometimes that shocks people, because they think 'well I'm not going to make any money', 'what if I only sell 500 copies at \$5'. I think that's \$2,500, and maybe they had dreams of selling 1,000 copies at \$47 or whatever. A couple of reasons I go low priced is the way the market is at the moment it's very hard to sell, once you get past \$27 on the front end it's very hard, but you want to be putting as many buyers on the list as possibly. I'd rather sell 1,000 copies at \$5, than let's say 600 copies at \$10, even though the 600 copies would bring in more money. The fact that you're bringing in nearly twice as many buyers would make a difference in the long term. Do you guys get that, it's just the money you bring in, it's the buyers you add to your mailing list.

Vance is asking, "do you have a recording of the IM Advantage webinar which affiliates can send people and get commissions for any resulting sales from that?"

Yeah Vance I can talk about that at the end, yes I do.

Kevin is asking "can over delivering become bloated unless it's revaluated throughout?"

I suppose so Kevin yeah, obviously you don't just want to maybe let's say for example put tonnes of resale rights products in your members area and expect people to think that's value, obviously you want to try and make sure the content you deliver is the best you possibly can. That's the thing with Simple Traffic Solutions, like I said I spent three months putting that content together. I made sure it was the best content, the best traffic generation course I could put together is Simple Traffic Solutions, I can't think of any other thing I could add to that at the moment. In the future obviously I will maybe have more methods and ideas which I will add, but at the time of selling that product it couldn't get any better as far as I was concerned.

Scott is asking a very good question, "if you had not used affiliates what would a realistic sales figure be?"

I'm guessing, on my own, probably about 20% of what you're looking at or maybe less, maybe less. Your affiliates do most of the work, when you put a product together there's only so much traffic you can drive yourself. Unless you find a way to spend \$10,000 per week on Google Ads or Facebook ads and get that to convert, you'll struggle to get the traffic yourself. You can get some traffic and you can get some sales, but to get these sort of figures you definitely need to get some affiliates on board. I can't think of any other way, unless you're an absolute whizz with pay per click advertising.

Bill is putting a good point across here, "this is the magic with this type of marketing which you do so well, at the bottom of it you have provided a service which is affordable to many and that exposes them to the quality of your teaching".

That's actually a very good point Bill, if you get people in and they like what you do obviously they are going to want more.

James is just asking there "the importance of buyers as oppose to prospects is a subtle point, very important".

Yeah I believe a buyer is worth ten prospects, because a buyer is someone who is prepared to spend money, simple as. While you don't want to be abusing the privilege you have to email buyers, you want to be obviously delivering content, you'll find that if you do things right when you email just a buyer list the difference is absolutely huge.

Phil is asking "is it a good idea to create membership sites for video products?"

You don't have to be creating membership sites and password protecting them, you can just have download links, but if you want to protect your content then yes create a membership site.

Ken is asking "is there a particular membership software that you use?"

I use Wish List, I'll put a link under the recording once it goes in the members area.

Okay, I'll maybe get the next part out of the way then we'll do some more questions.

So that is the results. Now if I show you my Click Bank account, this is live, that's what it's brought in so far.

Excellent Your account performance rating is: VIOLET. Excellent work! Reduced fees apply because of your great refund and chargeback rates.

Your account performance tier is calculated on a daily basis. [Learn More.](#)

Welcome to ClickBank!
The sales subtotals below provide a snapshot of your recent sales activity. For more information on pay periods and payouts read our [Accounting Policy](#). For more detailed transaction reporting, click on the "Reporting" tab above. New to ClickBank? For help getting started, please visit our [Help Center](#).

Weekly Sales Snapshot

Week Ending	Gross Sales
2012-12-12 (current week)	\$1,301.01
2012-12-05	\$9,068.79
2012-11-28	\$2,218.11
2012-11-21	\$3,596.67
2012-11-14	\$5,641.88

Daily Sales Snapshot

Thu Dec 06	\$915.27
Wed Dec 05	\$385.74
Tue Dec 04	\$435.89
Mon Dec 03	\$614.72
Sun Dec 02	\$779.68
Sat Dec 01	\$1,453.06
Fri Nov 30	\$1,976.96
Thu Nov 29	\$3,268.18
Wed Nov 28	\$540.30
Tue Nov 27	\$469.55
Mon Nov 26	\$306.12
Sun Nov 25	\$145.00
Sat Nov 24	\$182.48
Fri Nov 23	\$282.82
Thu Nov 22	\$575.14

Current ClickBank time: 07:31:01
Current ClickBank date: 2012-12-06
Date account opened: 2012-08-28
Start of this pay period: 2012-12-05
Start of next pay period: 2012-12-12

BEFORE YOU SPEND ONE PENNY
ON HOSTING, MARKETING, OR WEBSITE SOLUTIONS
[READ THIS](#)

News
2011-12-09
New and Improved Marketplace Search Capabilities
[more...](#)

System Log
[Check Current System Status](#)
2012-10-31
Scheduled Maintenance
[more...](#)

Like I say the figures I read out you're not going to see on here because obviously affiliates take a big cut, and the Partnership To Success for example is still to come in. I think I've done over \$30,000 that I've put in the bank so far, probably a lot more because I don't think the first week is included here. But that's my Click Bank account there, and that's live.

So let me go back to the buyer list. Like I said, you don't have to have the big coaching programs, if you have then that's great, the high ticket stuff. What you want to remember is selling things low ticket brings in more buyers. If I can just show you the sort of results I've had this month. This is just a competition for one product I promoted that was Randy Smith's product JV competition I won.

Affiliate Contest	
Product:	The Stolen Webinar - Simple Selling Skills
Seller:	Simon Phillips & Randy Smith
Start Date:	10/13/2012
End Date:	11/29/2012
	Want to promote this product? JOIN NOW!!!

Contest Details:

Major Kudos, and Guaranteed Reciprocation

Further prizes to be announced randomly throughout the soft launch period.

Commencing on what would have been Randys Mothers Birthday (*Gone but not forgotten*)

And Finishing on Randys Big 50 Birthday (Please note - 50 is only "getting on a bit" - NOT OLD!!!)

Hope to see friends Old and New on our leaderboard :)

Cheers

Si & Randy

Leaderboard	
Position	Name
#1	John Thornhill
#2	MemberSpeed Inc.
#3	Tony Shepherd
#4	Dave Nicholson
#5	Garry Sayer
#6	David Walker
#7	Daniel Sumner
#8	Dawn Kay
#9	Keith Purkiss - The Giveaway Guy
#10	Rachel Tombling

Another competition, this just ended the other day I think. It's two days time actually so it's still going, but I'm currently winning this competition aswell.

No Minimum Sales - Anyone Can Win!
(Competition Runs From November 6th To December 6th)

[Click Here For Your Affiliate Link](#) 😊

[Click Here To View The Sales Page](#) | [Copy/Paste Emails](#)

 **Current Positions**
(is your name on the list yet?)

Leaderboard	
Position	Name
#1	John Thornhill
#2	Han Fan
#3	MemberSpeed Inc.
#4	Mark Lyford
#5	ACME Traffic
#6	Donald VanFossen
#7	Sean Donahoe
#8	Rodrigo Werner
#9	Tara Houck
#10	Domaining Ltd

If I can point out Mike Filsaime's MicroModel Business System which I was promoting last week with Dave Nicholson, currently tied for second with that and there's some big names on here.

LEADER-BOARD as of 5pm – November 30th, 2012

TOP 10 with a few changes

1. **Gary Ambrose** still gets to do the LEADER DANCE
"Gary Style" See The LEADER DANCE BELOW if you missed it
2. **John Thornhill & Dave Nicholson** are still trying to catch Gary to do the "Dance" but need to look behind them as well.
3. **Shawn Casey & Brian Koz** are only 1 sale behind #2 spot
4. **Jason Fulton** climbs up 2 spots from 6th place and is looking to keep going up.
5. **Matt Bacak** is pushed aside and drops 1 spot...can he hold on? **MAIL!**
6. **Michael John Cheney** is only a few behind Matt and can pass him by mailing again but also falls a notch down
7. **Fernando Muniz Temprano** has shown he's a contender and rises from 8th and passes Jeff
8. **Jeff Johnson** falls a spot but continues to mail...will he continue to fall? Up to you Jeff.
9. **Frank L Kerley** still remains in Top 10 but many on the Rise...Keep pushing Frank.
10. **Richard Mataka** still holds onto the top 10, many just about to push him off.

Many are about to jump into Top 10 (Late Mailers?)

Can these Marketers Rise

Olson Mino
Ty Cohen
Regina Cho
Carl White
Marc Goldman
Joel Therion
Willie Crawford
and many more rising and can make it happen
this weekend...Great Job!
Keep Mailing!

LEADER DANCE...because he can... "Gary Style"

Obviously I had the mailing list anyway but the fact I've added so many buyers has obviously gave me a lot more power when it comes to promoting products.

Michael Cheney's launch, this actually ended November 22nd, I won that competition with Dave Nicholson.

LAUNCH OVER! Here's the BIG news...

Thursday, November 22nd, 2012 at 4:29 pm [Leave your comment](#)



FINAL LEADERBOARD

- #1. John Thornhill & Dave Nicholson
- #2. Mike Filsaime
- #3. Alex Jeffreys
- #4. (joint) Omar Martin
- #4. (joint) Joshua Bartlett
- #5. Michael Rasmussen
- #6. JP Schoeffel
- #7. Chris & Andrew Fox
- #8. Shawn Casey
- #9. Cindy Batty
- #10. Stephen Renton

If I can just show you, promoting Michael's product this is the results we had. That's the commissions we brought in for that product, and some of that is recurring aswell.

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My Account | My Sales | My Products | Manage Affiliates | Promote Products | Inbox (71)

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Click here to reduce your fees by 20% or more

[My Product Sales](#)

DOT Affiliate sales:

[View All My Affiliate Sales In Last 30 Days](#)

Product Name:	Today:	Yesterday:	Last 7 days:	Last 30 days:
Totals: for all products below	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$14232 See details...
IPO (Internet Profits Opportunity) Unit price: \$497.00	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$11362.00 See details...
IPO (Internet Profits Opportunity) Unit price: \$147.00	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$360.00 See details...
IPO (Internet Profits Opportunity) Unit price: \$497.00	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$494.00 See details...
IPO (Internet Profits Opportunity) Unit price: \$147.00	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$1872.00 See details...
IPO (Internet Profits Opportunity) Unit price: \$147.00	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$144.00 See details...

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 Monday - Friday 10Am to 6PM EST

Also a product I've been promoting for Lee McIntyre, a free DVD offer, I don't know if you guys seen that. He pays \$10 per sale of the free DVD, and that's what I've brought in so far promoting that.

Infusionsoft Partner Referral Center [Log Out](#)

Welcome: John Thornhill Friday, December 7, 2012 6:57 AM

Commissions Generated

- Home
- Welcome
- Resources
 - [Link Generator](#)
 - [E-mail Templates](#)
 - [Banners](#)
 - [Resource Pages](#)
- Reports
 - [My Ledger](#)
 - Commissions Generated**
 - [Link Tracking Stats](#)
 - [Products Sold](#)
 - [Subscription Signups](#)

Referral Partner Commissions [View Ledger](#)

Date Range: 12-01-2012 - 12-31-2012 [Set](#)

Net Commissions Earned (in Date Range): \$3,541.24
 Running Balance (Commission Earned - (Payments + Clawbacks)): \$114.73
 Pending Commissions (Pending Client Payment): \$9,456.87

So that's phenomenal results, but obviously it's about the list, the buyer list. That's what I want you guys to get, I want you to get that yes it's nice to make money on the front end, and yes it's nice to make money on the back end, but you need to be building a list from

everything you do, bringing in a regular income. That's the sort of figures you can do. That's from my list and my buyer list.

George is asking a good question, "how often do you keep in touch with your overall list on an ongoing basis?"

I tend to email usually daily. I never used to, I used to usually email once or twice a week, but I found out that the more I seemed to email the more responsive my list become, my subscribers. Now I don't email promo after promo after promo, I do put content in, usually once a week there's some good content in. Also when I promote a product I offer bonuses, I try to educate people, in fact I've just been tonight promoting Alex Jeffrey's product, myself and Dave Nicholson have put a bonus together for that. We've put a bonus together for Michael Cheney's product, and the big launches I get involved with I tend to put a bonus together. So it's not just about promo after promo after promo.

Now, one of the most important things I believe for the success of my launch was the fact I put together a comprehensive JV blog that explained everything. Most marketers put together an affiliates page, and usually it's just one page. I'm sure you've seen it where you've got one page and you've got to scroll and scroll and scroll, to find the information you want. I actually came up with doing this back in April this year when I done my One Month Mentor launch, I put together a JV blog just like this, and there's actually a lot of other marketers started to do this aswell. I believe having the menu across the top, I'm sure you guys will agree, you can find everything you need very quickly. So you don't have to scroll and look, "where's my affiliate link?", there it is. "Are there any prizes?" There's the prizes. "Is there a leader board?" It's all there for you to see. Obviously I don't mind if anybody wants to model that, if anybody wants to model that JV blog for their own products then go ahead, it's fine by me.

Lenny is saying "I'm sorry I don't understand your response", that's to a question he asked about getting traffic, "does it mean that this course is not for people to get traffic to the e-commerce site but only for info products?"

Most of the methods in Simple Traffic Solutions will work for any site. If you go through the methods you'll find the ones that will work for your site. Maybe not every method I teach will work, you know has your site got an affiliate program for example, if not you're going to be driving all of the traffic yourself. If it has got an affiliate program then you can capitalise on the efforts of others, which is very important. If you can put an affiliate program in any of your products, I'm talking to everyone here, any sort of system in place where your capitalising on the efforts of others driving traffic, then obviously you are going to get a lot more traffic.

Now guys going back to the JV blog. The most important thing I believe on this blog was the funnel. That's the funnel laid out there.

The screenshot shows a webpage for 'Simple Traffic Solutions JV Blog'. The main content is a sales funnel diagram titled '\$1000 Per Customer Funnel'. The funnel consists of a 'Main Offer' (\$4.95, 75% Commission) leading to three 'Upsell' steps (Upsell 1: \$7.95pm, 50% Commission; Upsell 2: \$27, 50% Commission; Upsell 3: \$10, 50% Commission). Below the upsells are three 'Downsell' steps (Downsell 1: \$27, 50% Commission; Downsell 2: \$7.95pm, 50% Commission; Downsell 3: \$10, 50% Commission). Below the funnel is a 'Live Webinar Sales Funnel' for a '\$1997 Coaching Program - 40% Commission', which includes a 'Downsell' step (\$27, 50% Commission). To the right of the funnel is a 'Whitelist Your ClickBank ID Here' form with fields for 'Full Name', 'Best Email', and 'ClickBank ID'. Below the form is a 'December Leaderboard - Updates Every Hour' table.

December Leaderboard - Updates Every Hour	
Last updated 57 minutes, 39 seconds ago	
1	Mike Filsaime
2	Derrick VanDyke
3	Jason Parker
4	Karin Haworth
4	Richard Legg
4	Lee Price

Upsell 3 and downsell 3 was just an extra offer in the members are for WSO Domination, but you can see the main offer is there. \$4.95 for Simple Traffic Solutions at 75%, The Inner Circle and then obviously the One Month Mentor program. Then we have the live webinar sales funnel, which is the Partnership To Success program and that's where I offered 40%. What I want to point out aswell, something I haven't got up on a slide, but I was using Click Bank's Whitelist feature aswell. Now I know maybe some of you guys may not understand what these means, but it means that only approved affiliates can promote the product. With Click Bank there is a possibility of people using their ID and overwriting a marketers ID and stealing the commissions, this can't happen. Only approved marketers can actually promote my product and I think that aswell helped recruit more affiliates because I think some affiliates felt they were missing out. So that's something I did. You don't have to do this, I would recommend if this was your first or maybe second launch you probably maybe don't want to use the Whitelist feature because you need to be making sure you've actually got affiliates on board, and the drawback of using this feature is your product isn't appearing in the Click Bank market place, so that was one drawback but I was quite confident I was going to get enough affiliates on board to promote. I just thought I'd point that out. This link here

is the only link people need to use, because obviously this drops a cookie, the Simple Traffic Solutions drops a cookie for everything else, so I actually make sure that the links were available. What I also did was gave affiliates a link to promote the live webinar, just in case affiliates wanted to come when the live webinar was about to happen and promote that on their own. I also gave a link for affiliates to promote One Month Mentor, just in case they wanted to do that. I actually had one guy who had a membership site who only wanted to promote One Month Mentor, so I set that link up for him and I decided to add it here. He sold over 100 copies, he didn't want to promote Simple Traffic Solutions for some reason but obviously it was still a cookie for every other sale that was made. So that's how I basically got the affiliates to promote their affiliate link.

Phil's asking "what would you say to people that recommend giving away our product for free to build your list when you're a newbie?"

You can do that, you can do list swaps, giveaways that sort of thing, but at the end of the day if you want to go for something really big you need to be getting affiliates on board. If you have an offer, a free offer where you can affiliate, where you can maybe have an upsell or a one time offer after people opt-in for the free gift, you would probably find that works better, because then affiliates have an incentive to promote. I tend to offer the free gift as a downsell, if I go to exit this page (simpletrafficsolutions.com/live), I actually have my free gift as an exit pop and that's how I do it. That has actually brought in, something I haven't noted for tonight, but that's brought in a few thousand subscribers aswell, people opting in for the free traffic package. Then again I push the main product to the people who join this list. I hope that makes sense, I sort of went off on one there but to answer the question yes it can work, but you always want to try to affiliate your offer. Anything you have for sale, or anything you are trying to give away, if you can give affiliates an incentive to promote, you're going to get more traffic. Rather than just having a squeeze page where you're maybe doing one or two ad swaps and just driving the traffic yourself.

So we have the sales funnel, and that's the White listing explained, and obviously if you just wanted to promoted the webinar that's the link there from the JV blog, and that's at simpletrafficsolutions.com/jvblog.

Now what I also did was throughout November I decided to have a JV competition.



Obviously I knew I had the backing of some affiliates, I knew I had the back of for example Dave Nicholson, Omar had already committed to help me, Michael Cheney, and a couple of others, I have a handful of affiliates I can usually depend on for every launch. So I knew that there sales alone would cover any prize money. When you're first starting out this is something you have a dilemma with, where you think 'should I offer prize money', 'can I afford to offer prize money because I don't know if I'm going to get affiliates on board'. If you ever get the backing of someone with a big name, or who you know can generate sales, then you can afford to give prizes away. If you can't, what you can sometimes do is offer it based on sales. So instead of me saying first prize is \$1,000, I could say for example if you make 100 sales I'll give you a bonus of \$500 or whatever it may be. Then you know, because you work out your metrics, you work out how much you're going to earn after the affiliate takes their cut, and obviously you make sure that you've covered the prize money.

That's one way to do it, but just having a simple leader board is enough to incentivise affiliates. The first leader board I showed you earlier, Randy Smith's leader board, he didn't offer any prizes but it still made me mail again because I was second in his competition and I wanted to try and get first place. A lot of affiliates want to see their name climb the board, so just by having an actual leader board on your page without prizes will be better than no leader board at all, and that's what I did with Simple Traffic Solutions. I actually had a top 25 leader board.

This leader board is actually a script Omar Martin has created.

November 2012 Leaderboard

Contest Dates: **November 1, 2012 through November 30, 2012.**

The Contest is Now Over!

Leaderboard

1	Omar Martin
2	Mike Filsaime
3	Michael Cheney
4	Jim Cockrum
5	Dave Nicholson
6	Lee McIntyre
7	Socrates Socratous
8	Jason Parker
9	Lee Price
10	Richard Legg
11	Chris Munch
12	Alex Jeffreys
13	Dan Sumner
14	Soren Jordansen
15	Mike Steup
16	Steve Hawkins
17	Randolf Smith
18	Matt Garrett 1
19	Keith Purkiss

▼ JV's Whitelist Your ClickBank ID Here

Full Name:

Best Email:

ClickBank ID:

Whitelist ClickBank ID

▼ December Leaderboard – Updates Every Hour

Last updated 57 minutes, 39 seconds ago

1	Mike Filsaime
2	Derrick VanDyke
3	Jason Parker
4	Karin Haworth
4	Richard Legg
4	Lee Price
7	Stephen Renton
8	Lee McIntyre
9	Omar Martin
10	Teresa Miller

It basically scrapes Click Bank, works out how many sales each affiliate has made, and then displays them on a leader board. This isn't available yet but it should be available soon, so anyone who uses Click Bank, I've had tonnes and tonnes of people ask me about this leader board. The beauty of it is that it updates every hour, if I just bring up the December leader board you can see it was last updated 35 minutes 32 seconds ago, and the amount of affiliates I've had contact me and tell me they can't help checking in every hour to see how they are doing, I've had tonnes and tonnes of affiliates do that. So this has had a major impact on the amount of affiliates mailing maybe two, three or four times, or maybe even more. So again if you can put a real time leader board in place do that, I know JV Zoo has a leader board feature and a competition feature so if you use JV Zoo it's something you can do. In fact two of the competitions I shower you earlier were from JV Zoo. Having a leader board makes a massive, massive difference.

I also provided tonnes and tonnes of different affiliate tools. Again this is something a lot of marketers don't do for their affiliates. I provided different types of email copy, I also provided a lot of fresh email copying every time I updated my blog. Something else I did aswell, I just had it on my blog and then I had a text document version.

The screenshot shows a website with a navigation bar at the top containing links like Home, Leaderboard, The Product, \$1000 Sales Funnel, Your Affiliate Link, Promo Tools, Prizes, Reciprocation, and Affiliate Training. The main content area is titled "Swipe Emails" and contains two examples of email copy. The first example is titled "Screw You Google" and the second is titled "Banned by Google". To the right of the email copy is a sidebar with a "JV's Whitelist Your ClickBank ID Here" section featuring a large red arrow pointing down to a form with fields for Full Name, Best Email, and ClickBank ID. Below this is a "December Leaderboard - Updates Every Hour" section with a table listing names and their positions.

Home Leaderboard The Product \$1000 Sales Funnel Your Affiliate Link Promo Tools Prizes Reciprocation Affiliate Training

Swipe Emails

Here is some swipe email copy you can use as a guide, remember that you will have better results if you personalize your emails, add your style of writing, etc. The main theme of Simple Traffic Solutions is that no method involves Google so you may want to mention this in your copy.

Short copy: [Click here for text document](#)

Subject: Screw You Google.
Hi {firstname_fix}
Screw You Google.
That's what John Thornhill said when they closed his AdWords account without explanation.
"I don't need you" he said, "I'll devise my own traffic methods".
And that's exactly what he did, and now his websites receive over 2 billion hits per year. Yes, you read that correctly, OVER 2 BILLION HITS, and it doesn't cost him one cent.
Would you like to see how he does it? Go here, and all will be revealed.
[LINK]
To your success
[NAME]
P.S. Wait till you see how John received over 2 billion hits, you won't believe it.
[LINK]

Long Copy 1: [Click here for text document](#)

Subject Banned by Google:
Hi {firstname_fix}
A few years ago John Thornhill logged into his Google AdWords account to find out he had been banned from running ads. What made things worse was the mighty Google didn't give any explanation.
One thing that was for sure is they didn't want his business, and the chances are that if you're in the IM niche they don't want your business either. They can afford to be selective with their ad program as they have huge corporations pumping billions of dollars into their bank accounts, small guys like us who promote the typical internet Marketing related product aren't needed. So Google give us a hard time.
The truth is that if you rely on Google for your traffic you are playing a dangerous game. They can close your AdWords account without explanation. However, John doesn't rely on Google for any of his traffic, and that's why his websites receive over 2 billion hits.

JV's Whitelist Your ClickBank ID Here

Full Name:

Best Email:

ClickBank ID:

Whitelist ClickBank ID

December Leaderboard - Updates Every Hour

Last updated 0 seconds ago

1	Mike Filsaime
2	Derrick VanDyke
3	Jason Parker
4	Karin Haworth
4	Richard Legg
4	Lee Price
7	Stephen Renton
8	Lee McIntyre
9	Omar Martin

An affiliate usually won't copy most of your text document word for word, but they will use the words to maybe write their own emails. So they will take some of your email and then use it, and by putting an email copy in place you're giving affiliates ideas of what to write about. Obviously as you can see this one here was about being banned from Google, again banned from Google, I was encouraging affiliates to write about the fact I had actually been banned from Google because that was bringing in the best results. Instead of just saying promote it, write your own email, I was actually suggesting to affiliates what was the best way to go.

I also provided tonnes of different graphics.

The screenshot shows a website interface with a navigation bar at the top containing links: Home, Leaderboard, The Product, \$1000 Sales Funnel, Your Affiliate Link, and Promos. The main content area is titled 'Graphics' and includes the following text: 'Feel free to use these graphics anywhere you wish. Simply save the image you wish to use and add it to your website. If you just add one image to your blog you have the potential to add a permanent income stream to your business.'

Below the text, there are several graphic options:

- A large Facebook Group Graphic (125 x 125) with the text: 'SIMPLE Traffic Solutions Discover The Insider Secrets To Generate All The Traffic Your Website Can Handle Without Ever Spending a Single Cent! Click Here To Learn More'.
- Two small square graphics (125 x 125) with 'SIMPLE Traffic Solutions' and 'Click HERE'.
- Two vertical rectangular graphics (120 x 240) with 'SIMPLE Traffic Solutions' and 'Click HERE'.
- A horizontal banner (468 x 60) with 'SIMPLE Traffic Solutions' and 'Click HERE'.
- Another horizontal banner (728 x 90) with 'SIMPLE Traffic Solutions' and 'Click HERE'.
- A large horizontal banner (550 x 400) with 'SIMPLE Traffic Solutions' and 'Click HERE'.
- A large vertical graphic (550 x 400) with 'SIMPLE Traffic Solutions' and 'Click HERE'.
- A 'Corner Peel Image' showing a stack of 'SIMPLE Traffic Solutions' products.
- A large vertical graphic (550 x 400) with 'SIMPLE Traffic Solutions' and 'Click HERE'.

At the bottom of the screenshot, there is a table listing names and their corresponding numbers:

3	Jason Parker
4	Karin Haworth
4	Richard Legg
4	Lee Price
7	Stephen Renton
8	Lee McIntyre
9	Omar Martin

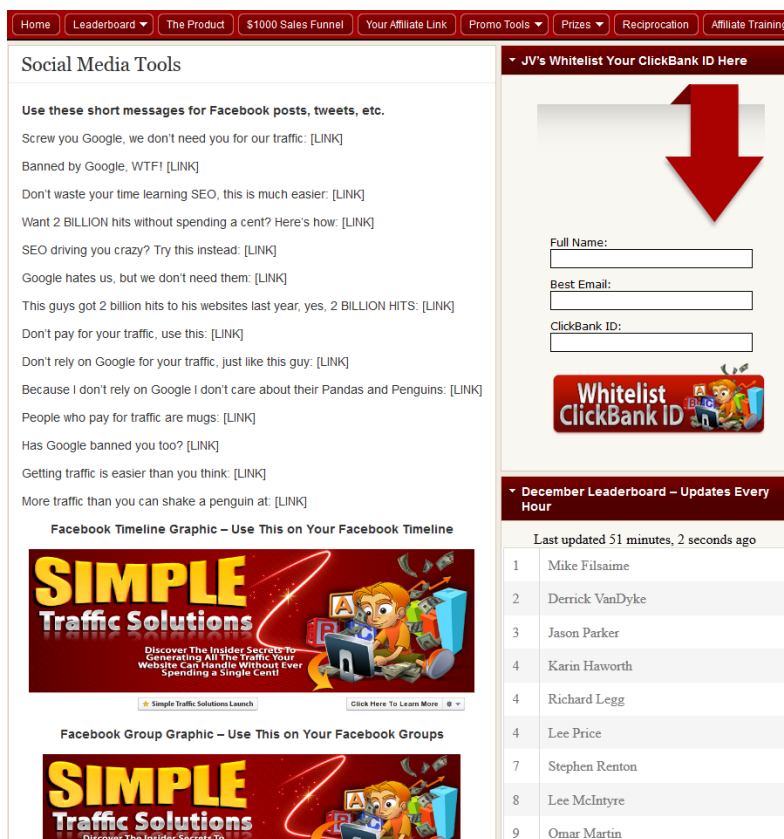
Facebook graphics, different sized banner ads for different blogs, side banner ads for blogs, more banner ads, thank you page graphics because a lot of people like to put graphics on thank you pages promoting someone else that's what these graphics are for, transparent images for whatever reason would need them. This is actually called a corner peel image, I don't know if you've ever seen on a blog where you have it over the corner of a page and it peels back, someone actually requested that graphic so I decided to add this to the JV blog. So every time someone was asking for something, I was making it available to each affiliate and adding it in here. If someone asked for a certain size I would just make it and put it in here.

I also added a bonus template, that's basically just the Simple Traffic Solutions template so if anyone wants to create their own bonus I'm giving people the template to do that. All you have to really do is take your sales page template and use that.



The screenshot shows a website with a navigation bar at the top containing links: Home, Leaderboard, The Product, \$1000 Sales Funnel, Your Affiliate Link, Promo Tools, Prizes, Reciprocation, and Affiliate Training. The main heading is "Bonus Template". Below it is a paragraph: "Here's a bonus template you can use to offer your bonuses. I highly recommend you offer a bonus to maximize sales." This is followed by a button labeled "Download Your Bonus Template Here". Another paragraph states: "I highly recommend you offer a bonus to maximize sales. I have been using this method for years and it has resulted in over 1 million dollars in sales." Below this is a "Leave a Reply" section with input fields for Name (required), Mail (will not be published) (required), and Website, followed by a "Submit Comment" button. On the right side, there is a section titled "JV's Whitelist Your ClickBank ID Here" with a large red downward arrow and a form with fields for Full Name, Best Email, and ClickBank ID. Below the form is a "Whitelist ClickBank ID" button. At the bottom right, there is a "December Leaderboard – Updates Every Hour" section showing a table with two entries: 1. Mike Filsaime and 2. Derrick VanDyke.

I also offered what I call social media tools. Which are tweets, Facebook posts, I thought I'd come up with some witty subjects and try and put those in as well. I also added some Facebook timeline graphics for people who maybe wanted to put them on their Facebook groups.



The screenshot shows a website with a navigation bar at the top containing links: Home, Leaderboard, The Product, \$1000 Sales Funnel, Your Affiliate Link, Promo Tools, Prizes, Reciprocation, and Affiliate Training. The main heading is "Social Media Tools". Below it is a section titled "Use these short messages for Facebook posts, tweets, etc." with several lines of text, each followed by a "[LINK]" placeholder. Below this is a "Facebook Timeline Graphic – Use This on Your Facebook Timeline" section featuring a large graphic for "SIMPLE Traffic Solutions" with the text "Discover The Insider Secrets To Generating All The Traffic Your Website Can Handle Without Ever Spending A Single Cent!". Below the graphic are two buttons: "Simple Traffic Solutions Launch" and "Click Here To Learn More". Below that is a "Facebook Group Graphic – Use This on Your Facebook Groups" section featuring another "SIMPLE Traffic Solutions" graphic. On the right side, there is a section titled "JV's Whitelist Your ClickBank ID Here" with a large red downward arrow and a form with fields for Full Name, Best Email, and ClickBank ID. Below the form is a "Whitelist ClickBank ID" button. At the bottom right, there is a "December Leaderboard – Updates Every Hour" section showing a table with nine entries: 1. Mike Filsaime, 2. Derrick VanDyke, 3. Jason Parker, 4. Karin Haworth, 4. Richard Legg, 4. Lee Price, 7. Stephen Renton, 8. Lee McIntyre, and 9. Omar Martin.

Also I added a blog review, obviously for people who like to do reviews. Again as you can see I'm suggesting that you personalise it, because if you just copy and paste it's not going to bring the sort of traffic you might hope for. It gives people something they can work with.

The screenshot shows the 'Simple Traffic Solutions JV Blog' website. The main navigation bar includes links for Home, Leaderboard, The Product, \$1000 Sales Funnel, Your Affiliate Link, Promo Tools, Prizes, Reciprocity, and Affiliate Training. The 'Blog Review' section contains a review of the product, explaining its benefits and how it works. A large red arrow points down to a 'Whitelist Your ClickBank ID Here' form, which includes input fields for Full Name, Best Email, and ClickBank ID. Below the form is a 'Whitelist ClickBank ID' button. To the right, there is a 'December Leaderboard - Updates Every Hour' section with a table of top performers.

December Leaderboard - Updates Every Hour	
Last updated 51 minutes, 2 seconds ago	
1	Mike Filsaime
2	Derrick VanDyke
3	Jason Parker
4	Karin Haworth
4	Richard Legg
4	Lee Price

I also provided affiliate training and access to Affiliate Promo Formula, which is my own product, and this basically teaches people how to promote a product during a product launch.

The screenshot shows the 'Simple Traffic Solutions JV Blog' website. The main navigation bar is the same as in the previous screenshot. The 'Affiliate Training' section features a promotional message for the 'Affiliate Promo Formula' product, including a coupon code 'superaff'. A large red arrow points down to a 'Whitelist Your ClickBank ID Here' form, which includes input fields for Full Name, Best Email, and ClickBank ID. Below the form is a 'Whitelist ClickBank ID' button. To the right, there is a 'December Leaderboard - Updates Every Hour' section.

It's in my interests to give affiliate the training required to get more sales of my product's, so that's something else I did aswell, and because of the success of this launch I'm doing it all again as I explained earlier.

I've got another competition going on in December, the prizes aren't as great but they still add up to quite a lot, I've got prizes going on for the most sales in December, and more importantly I've got the leader board. So because I was still selling tonnes of copies I decided to do the whole thing again. I'll keep doing this every month until sales slow right down, so hopefully with a bit of luck this could go on for a few more months.

Phillip is asking "how would I promote products without a list? is this covered in one of your courses?"

The first thing I'd say is start building a list, do something sooner rather than later because every day you put off building your list is another day you haven't been building your list. Social media is a great way to promote products, your blog is a great way to promote products, you don't have to have a list to post to Facebook and do certain things like that, to write on your blog, those sort of things. But my advice is to start building a list as soon as possible.

Karen is asking "how did you get the affiliates if your product is not in Click Bank?"

I build a list of affiliates from every launch I do. If you look at this opt in here 'JV's Whitelist your Click Bank ID', when JVs do actually Click Bank their ID they go on my affiliate mailing list, and all of my affiliate pages have an opt in form where people can opt in for more training, more material, and things like that. So every time I launch a product I've already got a list of affiliates from my previous launches, I think I've got a list of about 2,300 affiliates after duplicates. I can email 2,300 people every time I launch a product, and that number is growing all of the time.

I just want to point out guys I actually wrote about, obviously with the success of my launch, I actually wrote about this on my blog. If you just go to johnthornhill.com/blog you'll find the post dated December 3rd.

The screenshot shows the homepage of JohnThornhill.com. The header features the site name and tagline 'Simple | Honest | Ethical' with a photo of John Thornhill. Below the header are three promotional boxes: 'John's Best Seller' for 'SIMPLE Traffic Solutions', 'Partner With John', and 'Partnership to Success'. The main content area displays a blog post titled '18 Ways to Get More Affiliates to Promote Your Product' dated Monday, at 8:30 pm. The post text discusses the success of 'Simple Traffic Solutions' and provides 18 tips for getting more affiliates. A sidebar on the left shows social media sharing options (Digg, Tweet, Like, Share) and a count of 112 shares. On the right, there is a 'Connect With John' form with fields for Name and Email, and a 'Connect With John' button. Below the form are social media icons for RSS, Twitter, Facebook, and YouTube. Further down, there are sections for 'FREE TRAINING' and 'TOP COMMENTATORS'.

I didn't share what I'm sharing with you guys tonight, but I thought I'd share what I'd learned over the years about recruiting affiliates. This is actually a good read as well so should you guys want to read that, I just want to point out as well if you look at the Share Bar which I talk about in Simple Traffic Solutions, this post has already been shared 101 times, liked 31, and tweeted. It's very well worth having on your blog. I think Dan talked about this last month as well when he was talking about blogging.

This is the sort of thing I do, I try and give value to every subscriber, so that's what I did. That's the launch basically broken down, and it's still going on. If I just go back to Click Bank, obviously the competition ended on the 30th, but we're still bringing in some days over \$1,000. We're having \$500+ days, it's unbelievable. I'm still shocked by the amount of sales still coming in. I think as well what I've learned is people always want to learn how to drive traffic, every website owner out there isn't going to say no to driving more traffic, and that's what I've learned. So my advice guys if you can come up with any traffic guides, any ways of getting traffic, it's certainly a good area to get into. Don't think everyone else has already done this, if you look at Simple Traffic Solutions and the methods I actually use, I'm guessing you use most of them anyway. It's just the fact that a lot of people don't realise, I think a lot of people look for traffic secrets when there really isn't any. So if you can come up with two or three methods that get 100 visitors per day, create a product and put it out there. What

I've tried to do aswell, I'm trying to mention to affiliates if you can promote my product in your sales funnel, you can promote it in your auto responder series, on your thank you page, that's what I'm trying to do aswell. I'm trying to encourage affiliates to promote long term. In fact if I go back to my home page it doesn't stop here, I'm saying here 'because of the success I've launched another competition, keep driving the traffic' and I'm hoping that's going to keep happening and will keep the traffic coming for months to come.

Scott's asking "how do you manage duplicate signups for each affiliate opt in list?"

When you email your lists with Aweber, Aweber will automatically if someone is on two lists they won't send that person two emails. So if someone is on two of my affiliate lists they will only receive one email. That's how it works.

Kevin is asking "what is your total cost, graphics etc?"

That is a good question. Wishlist, I'd never use Wishlist before, \$297, but obviously I can create as many sites as I want with that from now on. Optimise press I believe is \$97 I'd never used that before. All of the graphics including the sales page I'm guessing about \$700-\$800, but you don't have to go for a graphical sales page I just invested in that because I'd use graphical sales pages before, but if you just want to go for simple headers and footers and do that page yourself you can get that done for about \$100. All in I'm probably looking at about maybe just over \$1000, but a lot of those costs I won't have to make again, for example Wishlist. At the end of the day you can launch a product and don't have to spend anywhere near that, it's just over the years I've learned what's going to work better, and that's why I invest the money I do. It's mostly your time, there's quite a lot of hours gone into putting all of this together, the membership site, the upsells, getting things agreed with Click Bank. A lot of man hours have gone into this, maybe one hundred man hours or more, putting the slides together, putting the presentations together that sort of thing. Again it's not something you have to spend ages doing. For example you could write a traffic report in a few days, you could write a quick sales page, maybe put it on the warrior forum as WSO, use JV Zoo, and you could bring in tens of thousands of dollars. I've seen it happen. So it doesn't have to take months and you don't have to spend a fortune, I just put a lot into this launch. The main reason I just want to point out aswell, the main reason I put the traffic product together is because when I ran a survey my subscribers were telling me that's what they wanted to learn the most. So I knew I had a good product that they wanted to buy, because they were telling me.

Right guys I'm going to wrap it up there, the recording will be in the members area if you came in late in the next 24-48 hours. This will probably be the last one this year, but you never know we might do another one in couple of weeks, but if not it's going to be in the new year. So I'll be speaking to you guys in the Facebook group, I'll be speaking to some of you guys personally through consultations, but if I don't see you until the next webinar Merry Christmas and have a happy new year.