

Inner Circle Mastermind Session 4

Hi guys John here with another Inner Circle Mastermind Session.

First of all before we get into it I want to just point out The Inner Circle Facebook group. Just incase anyone watching this recording or attending live hasn't been in the group, I'd advise that you join up. This is the group you can see right now, as you can see I just announced earlier on about this session.



The screenshot shows the Facebook interface for the 'John Thornhill's Inner Circle' group. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'John Thornhill'. The left sidebar lists 'FAVOURITES' (News Feed, Messages, Photos, etc.) and 'ADVERTS' (Adverts Manager). The main content area features a large banner with the group's name and a red arrow pointing to the word 'INNER'. Below the banner, there's a 'Write Post' section with a text input field. A recent post by John Thornhill is visible, announcing a live mastermind session on January 30th at 3pm EST, with a registration link: <https://www2.gotomeeting.com/register/603692562>. The post has 7 likes and a comment from Francesco Amico. On the right, there are sponsored ads for JasonNybackfan and Matt Bacak.

If you're not aware you can access a group by logging in to the members area, clicking on 'Facebook group', and clicking the image. That will take you to the group.

There's lots of stuff going on, there's lots of people discussing different things, but I just wanted to point out this post. I've just noticed this, but Michael here is just reporting he's had some success and people are discussing that.



The screenshot shows a Facebook post by Michael Kamulegeya. The post text reads: "Honest Report. I made my first money online. 3 Affiliate sales totalling \$81.24 at Clickbank. I am now 100% sure i will never fail to make money online! No more worrying about making my first dollar online. I don't know how much you made on your first test but i read about PotPieGirl making \$7 as her break through and currently living an internet lifestyle. Thanks to One Month Mentor, Inner Circle, Buzzinar, Simple Traffic Solutions and traffic X-ray. I am now more determined than ever before to succeed. I made this little great achievement at review blog i set up at <http://simpleonlinemoney.com/> Please advise me on how to make it better. Thanks". The post has 6 likes and 84 views. Below the post, there are several comments from other users, including Lonnie Robinson, Doc TheCoachDude, James Robson, Justin Devonshire, Dave Ball, Ken Soszka, Roger Weavers, and another Roger Weavers, all expressing congratulations and support for Michael's success.

If you're actually part of this group then you're going to benefit from reading things like this and getting involved. So I just wanted to quickly point that out before we get started.

Now you may remember the last session which was only a couple of weeks ago, we were talking about the Easy Video Suite launch. This is probably only going to apply whose watching this recording, you may want to familiarise yourself with and watch part one first because I discussed up until the launch had just started. Basically I think the launch had been going on the 24 hours at the time of the last session, and this one is more or less just letting you know what happened, giving you some figures, money earned, and just covering a few other things. So once you put both parts together you will hopefully have something you can use.

Unless you were hiding under a rock in January you obviously heard about the Easy Video Suite launch, and no doubt you received one or two emails from me promoting this. This is a product I'm actually using almost on a daily basis now, I used it the other day for a bonus video, and it really is a fantastic piece of software because it just makes things so much easier. You probably know all of this because you must have seen people emailing about this and maybe seen the sales video, you may have seen our bonuses. It's a fantastic product and that's one of the key things I want to point out here, that's why myself and Omar had no problems promoting this product as hard as we did. I don't think I've ever promoted a product as hard as I promoted this product. I sent 25 emails, yes 25 emails, promoting this product and nothing else between the 8th and the 22nd of January. I've never, ever promoted a product as hard as I've promoted this, but obviously there was reasons for that. We covered a lot of this in the last session but I'm going to show you a few more things in this one.

Obviously I'm guessing all of you guys are aware of the bonuses. The bonuses myself and Omar put together were probably the biggest bonus we have ever done, and if you go to biggestbonusever.com you can actually get to see that. I'm not going to go through the bonuses again because I went through them in the last video. But one thing I want to mention in this session that I did mention in the last session is a lot of what I offered was serviced base, if you look at these services, promotion of your product or service is a service. A guest blog post is a service I'm offering, a gift certificate is a service, direct line to me for eight weeks is a service, and there's something I want to point out.

If you're just starting out and you don't have a collection of products to offer or you don't want to go looking for resale rights material to offer, offer services.



GUEST BLOG POST - (\$1,000+ Est. Value) We will work together to create a guest post that I will add to my very popular blog located at johnthornhill.com. This can give you and your business the exposure it deserves. This guest post will be promoted to my blog subscribers and has the potential to be viewed by my 10,000+ blog visitors each month. I really cannot stress how much this can benefit you. The best thing about this is that the blog post and link to your offer remains on my site and create a powerful back link to your product which in turn continues to give you exposure as well as SEO power while keeping some sales coming in long term



A \$100 GIFT CERTIFICATE - (\$100 Value) John will give you a gift certificate for any of his products up to the value of \$100, this can be spent any way you wish on as many of his products as you wish. You can have access to previous products or 'save up' for any of his future products or do a combination of both. All you have to remember is you can spend up to \$100 on any products he has already created or on any products he creates in the future. This is a great way to ensure that you get the exact products you want and need as part of this bonus EVEN IF I have yet to create or release it. You can keep this certificate for a rainy day and cash it in for any of my products when you are ready.



DIRECT LINE TO JOHN FOR 8 WEEKS - (\$3,976 Est. Value) A Direct Line With Dedicated Support to John's Office For The Next 8 Weeks (Very Limited) I can dedicate up to one hour of my time per week (Monday – Thursday) to helping you build your business ONE ON ONE via telephone. I could easily charge \$497 per week for this. Of course if you don't want to talk on the phone we can use a chat service or email, it's up to you. We can also record everything so you can have a product of your own that you will own the rights to. The last time I offered this it was snapped up in record time. You'll see business coaches and consultants with much less experience charging tens of thousands of dollars for this level of help. This is as ONE ON ONE AS IT GETS!



The reason that I offer a lot of services is because the truth is not a lot of people take you up on this. Out of the 310 copies we sold and just over 250 bonuses claimed, I think I've only consulted with about 6 people who took me up on the calls so far, obviously that can change. This is something I want to point out, you can offer time, you can offer support, you can offer lots of things like that because most people won't take you up on it. I know I mentioned that in the last session but for anyone who maybe missed that I want to point that out, because when you're starting out and you don't have the products to offer you may be thinking 'what can I offer? Whose going to want to get a bonus from me because I've got nothing to offer? What can I do?' The truth is if you can learn about a product you are going to promote, you can offer service based bonuses such as help with the product, maybe showing people how to use a product, consultations, anything that's service based you can offer. I just wanted to point that out. Again, if you haven't been to the page before biggestbonusever.com is where it's at.

Now you may remember when we left off last time we were either winning or waiting for the JV competition to be announced, I'm not sure, but we actually led the competition up until day 5, myself and Omar. This was a very, very high profile launch, and the fact we ended up winning for quite a while actually blew me away. If you look at some of the names on here there were some big names on this board. If you go to easyvideosuite.com/partners you can actually see all of this and follow the launch, check out what happened.

EasyVideoSuite JV Launch Leaderboard



OMAR MARTIN & JOHN THORNHILL
Must be feeling pretty confident from all the way up in 1st..
Can anyone catch them.. They say Jason and Wilson wont.



JASON FLADLIAN & WILSON MATTOS
Jason & Wilson perform a hostile takeover. Proving even if Dyson knows how to Optimize his chances, he needs to mail again.



JAMES DYSON
Dropping down a spot and being watched by Mario and Brian.
One mail could claim 2nd, or maybe even first though.



MARIO BROWN & BRIAN ANDERSON
These guys are ROCK STEADY! Staying in the same spot
for another day.. Will they settle for this though?



MATT "BEARDMAN" WOLFE
Looks like Matt might have a fight on his hands with Peter
Garety.. Time to push if you want to keep your spot!



PETER GARETY
Rising up FAST is Peter.. He pushes his way right into the middle
of the leaderboard. Will that be enough for him though?



TODD GROSS
Todd starts to drop... Time to mail again if you want to keep
your spot on the leaderboard!

Myself and Omar led right up until day 6, and then Jason Fladlian and Wilson Mattos, unfortunately for us, overtook us. But at the end of the day we managed to finish 2nd. If I just go to the final leader board, we came second.

EasyVideoSuite FINAL JV Leaderboard Results (*)

The following results relate to the MAIN contest with a \$41k prize pool.
([click here to view the prizes](#))

Drum roll please!

Da daa da da daaaaaa..!!

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1st Place) Jason Fladlian and Wilson Mattos

2nd Place) Omar Martin & John Thornhill

3rd Place) James Dyson

4th Place) Mario Brown & Brian Anderson

5th Place) Matt "Beardman" Wolfe

6th Place) Gideon Shalwick

7th Place) Michael Cheney & Dave Nicholson

8th Place) Peter Garety

9th Place) Chris Munch & Paul Clifford

10th Place) Todd Gross

(*) Please refer also the "Terms of The EVS JV Leaderboard Contest" below this post.

A MASSIVE congratulations and THANK YOU to the those who made the final 10 – you guys really brought the HEAT and deserve your final EVS Leaderboard rankings.

And to those who landed in positions 11-15, a BIG congratulations to you!!

We will be contacting you directly next week to confirm access details for your free copy of EasyVideoSuite!

Unbelievable, absolutely unbelievable. There were some really big marketers promoting this, like I say go to the blog and have a look and you'll get to see this. It was more than we could have expected.

Now also because we came second, we earned \$7,000 in prize money. It would have been nice to come first because that was \$15,000, but the fact we earned \$7,000 in prize money, it's the biggest prize money I think I've ever won. I do recall once winning a jet ski off Mike Filsaime which I think was around the same amount, but the fact we did this I'm very proud of what we achieved.

Like I said remember guys I covered a lot of what we did in the last video so make sure you do check that out if you haven't, but I'm going to cover some facts and figures now.

We did 310 sales, which I've already mentioned. 310. Now the first thing I'm guessing some people may think is 'John you only had 250 bonuses available, what happened there?' Well the way we do it is people have to claim the bonus for us to take that figure off, so if we sell 100 items of a product and only 50 claim the bonus we would say there's still 50 bonuses available which is understandable. So that's how that worked, and I think 24 hours after the launch ended I think we had given away just over 250, I think it was 259 bonuses we gave away. Yes we did slightly go over but this was in the final hours, and people were still asking us today 'can I have a bonus', and obviously it's very hard to say no when there's almost a \$200 commission at stake. We did slightly go over, and if people ask us today 'can we have a bonus', the answer is usually yes we can do this. I just thought I'd point that out, but what we wouldn't do is say 'we're only offering 50 bonuses', and then sell 300 of a product. That

is not right in my eyes, and you do see marketers do this where you can clearly see they're giving more away than what they say on the page. I believe it's ok to go over a little bit in the last 24 hours or so, but when you blatantly see marketers offer let's say 10 copies of a product when it's clear they are selling 100 or 200, that's not the way to do it and I think people see through that. So just something I want to point out, if you're offering a set amount of bonuses try and keep to what you say. What you can do if you find that you sell a lot of bonuses quick, let's just say for example it's a seven day launch and you say to yourself 'I think I can sell fifty copies of this product' and in the first 24 hours you've sold forty, you might be thinking 'oh no I'm going to sell out in a day'. It's a nice problem of course because you're selling 50 copies quickly, but what you don't want to do is then close the bonus and say there's none left because it's in the final 24-48 hours when you make the most sales. So what you would normally do in that sort of situation, what I've done in the past, is take the bonus down for 12-24 hours and then just send another email out and say 'I've been getting begged to make more bonuses available', because that will happen. That's always a good way to do that because then you can say I'm making another 50 available, or something like that. So don't sort of cheat, cheat's a bit of a strong word, but don't say you've got a set amount and then offer tonnes more. It's just not the right way to do it.

We did 310 sales. Remember this was \$297 or \$397 for the product depending on whether you bought the commercial or the standard license. We have done close to \$90,000 in sales of this product so far, I've got \$85,000 written down but this was actually last week and we've sold a few more since then. 61 people took the payment plan which was three payments of £147 or \$127, so we have done over \$100,000 in sales because those re-bills will kick in. That's over \$100,000 in sales, it's unbelievable.

Also, part of Easy Video Suite is a recurring membership, and that is \$37 per month. Like I say we've done 310 sales, so if everyone stuck, the number I've got here is \$11,470 in sales. So this launch is probably going to do us, when all the re-bills come in and when the membership and recurring kicks in, it's probably going to do us close to \$150,000-\$200,000 in sales. Unbelievable. That's why we got behind this product so much, because I knew it was a great product. Omar had promoted this product in the past and done well, and we just knew we were going to do well. I must admit we never thought we'd do this well though. We set our targets at 250 and that was our target, and we would have took that on day one, but to do what we've done and finish where we did blew us away.

As I said we believed in the product. It's always important if you're going to do something like this, if you're going to get behind a launch, you have to believe in what you're promoting. If you don't it will come through in your emails, it will come through believe me. We just knew that this was a fantastic product, luckily Omar had access to this product and we could check it out so we knew we were promoting something good. We also knew it was high profile, and we knew we would probably do quite well. Top 10 would have been really good for us, but like I say we did 2nd.

When you add up everything so far, I've got to point this out so far we have done, I've got \$21,295 each in commissions, again this was as of last week. Plus we are owed \$3,500 in prize money, then we've got the recurrings and re-bills to kick in. When I show you my Click Bank account, because I'm saying \$100,00 you may be thinking 'well John this is showing nowhere near that', the reason is myself and Omar are using the Click Bank joint venture feature. So what happens is we used an affiliate account, and 50% goes into my account which is my Thornhill account, and 50% goes into Omar's.

[Preview this control](#) to learn more about how these values will impact your account.

EXCELLENT	Your account performance rating is: VIOLET. Excellent work! Reduced fees apply because of your great refund and chargeback rates.
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Your account performance tier is calculated on a daily basis. [Learn More.](#)

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2013-02-13 (current week)	\$802.32
2013-02-06	\$1,417.08
2013-01-30	\$1,573.16
2013-01-23	\$13,840.01
2013-01-16	\$8,014.08

DAILY SALES SNAPSHOT

Date	Gross	Trend
Thu Feb 07	\$460.61	■
Wed Feb 06	\$341.71	■
Tue Feb 05	\$292.83	■
Mon Feb 04	\$122.67	■
Sun Feb 03	\$33.10	
Sat Feb 02	\$106.48	■
Fri Feb 01	\$178.11	■
Thu Jan 31	\$206.62	■
Wed Jan 30	\$477.27	■
Tue Jan 29	\$429.35	■
Mon Jan 28	\$337.85	■
Sun Jan 27	\$47.54	
Sat Jan 26	\$222.42	■
Fri Jan 25	\$24.21	
Thu Jan 24	\$94.71	■

System Log
Check Current System Status
2013-01-09 Scheduled Maintenance
2012-12-17 Client Analytics outage
more...

So this is really 25% of the total sales what you're seeing here. You can clearly see when we were promoting this product between the first week and the second week. If this was one account it would be double what you're seeing there, and by the way guys this is my affiliate account for Click Bank so it's not just Easy Video Suite, it's other stuff I've got going on aswell. But like I said I've banked over \$22,000 by now, that's in the bank and there's more to come. A lot more to come. If you can do this and you get this right and you put a good bonus together, you're not scared to mail often like we did, this was almost like a product launch in itself even though it wasn't our product. Myself and Omar looked at this like a product launch.

Donald is just saying 'can't compete with bonuses when promoting a product'.

You can compete Donald. Like I said earlier you can put services together, you can offer additional support with the product, it depends what the product is but you can usually put something together where you can compete. As long as you've got a way to advertise, to

start with you don't even have to have a big list, it obviously helps if you've got the list but you can do this. To get going with no list I'll be honest it is hard, but if you're building a list, which you should be, you can compete. I don't want you to think you can't. Just because you see people offering massive bonuses doesn't mean your subscribers don't want to see what you're offering. If you're doing things right and your subscribers are following you and look up to you, they'll want to see what you are offering. So you can compete Donald. Please believe that.

Chris is saying 'did you say that's only from the Easy Video Suite launch in the Click Bank account?'

No this is my affiliate account. If you look back most if it will be from Easy Video Suite, because that's the two weeks the launch was going on, yes there will be other things going on, little payments from recurring stuff and the odd clicks of other products, but in that period mostly it's from Easy Video Suite. These figures are products I've promoted. So yeah this is my affiliate account, everything you see is just off promoting stuff.

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DAILY SALES SNAPSHOT

Date	Gross	Trend
Thu Feb 07	\$460.61	▲
Wed Feb 06	\$341.71	▲
Tue Feb 05	\$292.83	▲
Mon Feb 04	\$122.67	▬
Sun Feb 03	\$33.10	▬
Sat Feb 02	\$106.48	▬
Fri Feb 01	\$178.11	▲
Thu Jan 31	\$206.62	▬
Wed Jan 30	\$477.27	▲
Tue Jan 29	\$429.35	▬
Mon Jan 28	\$337.85	▲
Sun Jan 27	\$47.54	▬
Sat Jan 26	\$222.42	▲
Fri Jan 25	\$24.21	▬
Thu Jan 24	\$94.71	▲

I'm getting questions that's not really related to what we're doing tonight but I'll do my best to answer them anyway.

Dave's asking 'should you offer other people's products as an upsell that are related to yours?'

Actually Dave I'm going to cover that in a future issue, there are ways you can do that using Click Bank and you can set that up automatically and you can completely automate that. I'm actually doing that, I'm setting a deal like this up tomorrow with Eamonn Diamond, I'm going to be recording videos but I'm going to do a live Inner Circle session showing how to do that. I'm actually going to offer some of my products what you can add as upsells, so I'm going to cover that in the future Dave. The answer is yes, if you can you should, if you know

people who have similar products to you and you can strike a deal, yes do that. Especially if you haven't got upsells of your own, so yes you should.

John is saying 'would you advise people to buy solos if some people haven't got a mailing list or E-zine ads pay per click'.

Solo ads I've done a little bit of, you can build a list pretty quickly from solo ads. My advice is, and this is my best advice from someone who doesn't do it a lot is make sure the person you are buying from has a reputation for delivering, because I have read a few times where people sell solo ads and it's either very poor traffic or they don't deliver and disappear, that sort of thing. So if you're going to do that make sure it's from a reputable source. By the way if anyone who is wondering what a solo ad is, it's basically you just pay someone to deliver an X amount of clicks to your website. It could be 500 clicks for \$250 or something like that. What I wouldn't advise is I wouldn't get the solo ads to your bonus offer if you're going to do something like this, get the solo ads to a squeeze page where you can build your list and then you can do this over and over again.

Chris is saying 'when you create a new Click Bank account to partner 50/50 can you filter the money into your main Click Bank account'.

Yeah Chris you can filter it into any Click Bank account you wish. I can't show you guys because I don't know if I have login, but the account we set up for this offer was called BizPress, myself and Omar, and we use that Click Bank account any time we do something joint on Click Bank. Half goes to my account which is Thornhill, and half goes to Omar's which is I think called galaxy e book or something. We could set that up to go to any account, we could cancel a contract and set a new contract up, so you can filter the money how you like. I can just quickly show you, if I show you my account, my contracts, and that's where you set your contracts up. You can see we have different contracts set up there. I have different contracts set up with different accounts, some of those contracts I've done with other marketers and some are JV contracts. I'm actually going to cover doing all of this in the near future, setting up the contract, setting up the upsell, setting up regular contracts, I'm actually going to create a product about this. It's very early days for that but it's something I know a lot of people are wanting to learn so I can see the need, so I'm going to create a product.

Right then, I'll carry on. I want to talk about delivering bonuses now. If you're going to do this, you have to make sure that you are getting credit for any sales. Now what some people are tempted to do, and I have actually done this in the past, is you would set up an email address such as mine here which is bonus@johnthornhill.com, and then you would maybe put an auto responder message in saying 'thank you for your purchase, here is your bonus'. That's the easy way to do it because then anyone who sends an email to that address automatically gets an email back with the link to the bonus. That is okay to do if it's something for \$5 or something that you're promoting. You could probably get away with

doing that, but what's starting to happen now is people are wising up that if they send an email to the email address, there will be a message that comes back with the bonus. I get tonnes and tonnes of emails saying 'how do I claim my bonus?', something like that, and then they are hoping they get a message back with everything they need. So what I do is I manually verify each sale.

IMPORTANT: How to Claim Your BONUS!

This bonus is available for a limited time only and this page will be removed anytime without notice.
Order **Easy Video Suite** NOW, from the button or link below to claim my **BONUS!**



Once you click the order button you will see the ClickBank order page, be sure the affiliate ID is 'bizpress' displayed at the bottom of that page:

[affiliate = bizpress]

If you want to be **SURE** that we get credited for your purchase, so that you can be **SURE to get your BONUS**, then we suggest you empty your browser cache (instructions at the bottom of the page), close all your web browser windows, then click on the link to our bonus page again, then click on the **Easy Video Suite** banner above, or click [here](#).

Important! All bonus claims will be manually verified and you will not be sent your bonus if you did not follow our instructions.

In order to claim your bonuses, please send your Receipt to:
Bonus@JohnThornhill.com with 'EVS Bonus' in the subject.

As you can see in this scenario we are asking people to send their Click Bank ID to bonus@johnthornhill.com, and then what the plan was is you manually verify it, make sure you did get credit, then you have an email template you've already created and just hit reply and paste the message in saying 'thank you for purchasing', then send the email with the details. Now what Omar cleverly did, he has a programmer friend, now whilst people still had to send a message here, Omar set up a system where people could come along and basically enter their name, email address, Click Bank ID, and a username. At the time we tried to get this up and running in time to offer this for Easy Video Suite, so what we wanted to do was say when you buy, go here, enter your details, and the way this works is as long as everything ties up with Click Bank, they get access to the bonuses. Unfortunately we didn't get this ready in time, but what happened was we were just taking the persons details that were in the email they sent, and filling out this form, but next time this will be ready and we will be able to automate the bonus deliver. This is fantastic because it means that we don't have to then go and manually check the receipt, check the credit, send the email, and if you've sold hundreds of items of a product then that can take a long time. I personally outsource this anyway, I get my son to do it, but if you're doing this yourself and can

automate the process, and check that you've got the credit for the sale, then it makes sense to do that. The way this system works as well is if they didn't put in the correct details or if they hadn't bought through us then a message comes up saying contact support. So that's how we did that with Easy Video Suite.

Dave's asking 'I've completed my new eBook which is fifteen thousands words, should be all ready in two weeks, any advice on getting affiliates on board?'

Dave I would say wait until the product is just about ready with the sales page, you've got lots and lots of work to do before it will be ready, but obviously this is what the Facebook group is for. If you want to discuss things like this, and also get in touch with me and I'll do what I can to help. Getting affiliates on board, it's all about putting a really good offer together. Look at The Inner Circle video 2, that will tell you all you need to know about getting affiliates and what I done with that launch.

Nat's asking questions on SEO.

Nat unfortunately I know nothing about SEO and I can't help, but I would recommend putting that question in the group as well. It's basically related to Google and SEO, and I'm sorry I can't answer that.

Jennifer is just asking 'is this exciting program to deliver bonuses going to be released to The Inner Circle members?'

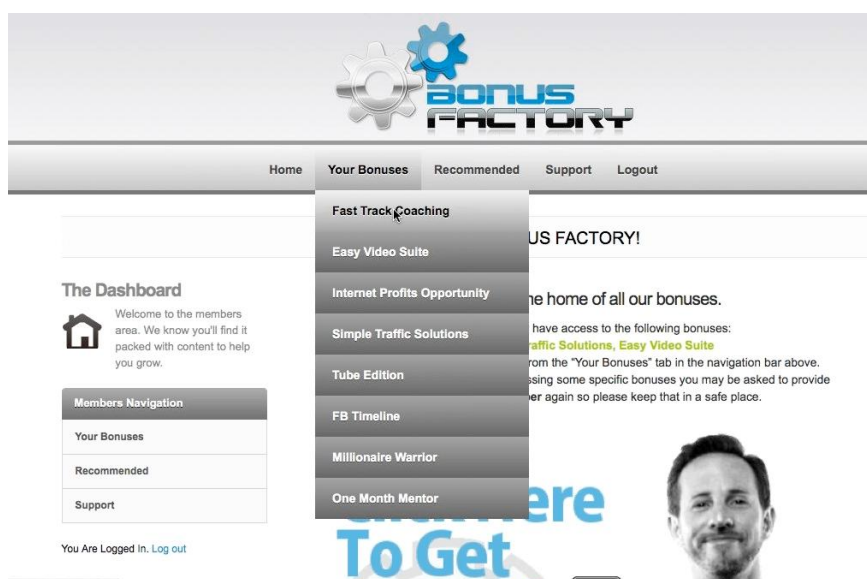
I don't know Jennifer, I don't know how far away this is from being complete, but it's a question of if it's ready and get's put out there, this will be Omar's product I'm guessing so that's something we'll have to see when it's ready.

Now I want to show you something Omar done what is very clever, something I haven't done yet and I need to start doing. Omar has created a page, as you can see it's called The Bonus Factory, where he delivers all of his bonuses.

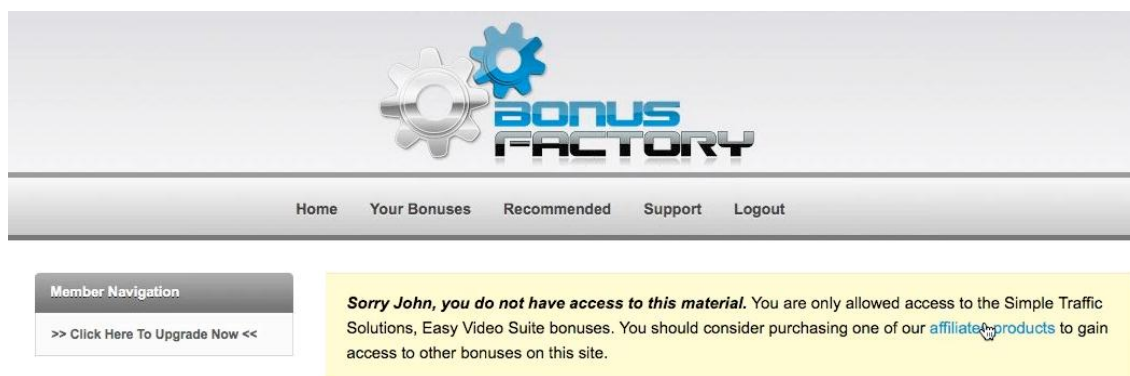


The screenshot shows the top of a website for 'BONUS FACTORY'. The logo features a gear and a blue gear icon. Below the logo is a navigation bar with links: Home, Your Bonuses, Recommended, Support, Logout. On the left is a 'Member Navigation' sidebar with a list of items: Back To Your Bonuses, Orlando LIVE EVENT, Custom Sales Video, Easy Video Solution, Easy Video Splashes, 12 Months Of Video Help, Detailed Video Critique, Private Training With Josh Bartlett, IMTrustWorthy PREMIER For Life, My 1InFair Advantage. The main content area is titled 'Easy Video Suite' and features a promotional banner with two men and the text 'The BIGGEST Bonus Ever!'. Below the banner is a message: 'Thanks For Purchasing 'Easy Video Suite' Through Our Special BONUS Link.'

So if I go back to the previous page, when you enter your name, email, Click Bank details in, you get access to the bonus you purchased only. So in this example it was Easy Video Suite, so you'd get access to Easy Video Suite. Here are the bonuses here, all of the bonuses here on this page. However because Omar is logging you into a site, he's offering services as you can see, if I click home there are more services, so can you see what he is doing here? He is actually capitalising on the traffic that is coming to download the bonuses. Obviously when you make your bonus download page you want to be promoting other stuff as well, don't just give people the bonuses if you have another product, service, webinar, or something you can offer, offer it. Here's the really clever bit, here is Omar's offer for Fast Track Coaching. This only went live today it's Dave Nicholson's coaching.



If I go and try to access that, I get told I don't have access.



I then have to click the link, go and buy the product, and then I can claim the bonus. So what Omar is doing, he is making all of his bonuses evergreen. It's a very clever way of doing it. At this time Omar has these bonuses on offer, and if I'd only purchased Easy Video Suite, then I

can still check out all of these other bonuses. Very clever stuff guys and that's something that I'm going to start doing with my future bonuses. I'm going to set up a membership site, this is a wishlist membership site through WordPress, and you can make your bonuses evergreen.

Right then, a couple of more things I want to point out. Remember I cover all of this in Affiliate Promo Formula, all of this, everything I've done maybe apart from the bonus delivery little bit there. I cover everything we've done for the Easy Video Suite launch, it's all covered in Affiliate Promo Formula, and you guys have free access to this. You'll see this underneath the video if you're watching the replay or it's underneath videos 3 and 4. All you have to do is go to the link and make sure it says 'jtspecial' in the coupon code, and you get access completely for free. There's a couple of things I want to point out in the members area. We have all of the modules where I cover everything, but the first thing I recommend you check out is the mindmap. Check out the mindmap as that walks you through everything, if you just want to quickly check this out. It teaches you about affiliate marketing, finding the right products to promote, choosing products to promote, what to do during prelaunch, everything. How to prepare a bonus, how to create a bonus page, everything you need to know, it's all on that mindmap so make sure you check that out.

Finally guys, I'm doing it again. You've probably seen me email out this morning, I actually emailed out just before this webinar started. I'm doing a bonus for Dave Nicholson's coaching programme, remember when I mentioned services at the start, I mentioned how it's easier to offer services because most people won't take you up on it unfortunately, so I'm offering; a gift certificate, personal help, a mastermind session with myself and Dave, I mentioned to get Dave in some mastermind sessions, I'll personally create a video, one on one consultations, promote your service on my blog, personal support, I'm giving away a tonne of traffic products what Dave has supplied to me, access to WSO Domination, and access to some of my mindmaps. So again most of this if you look and you can check this out at johnthornhill.com/bonuses/daves_coaching, you'll see most of it is serviced based. Again you can pile on the value when you do things like this and you'll find about 1% or 2% of people take you up on this.

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2013-02-13 (current week)	\$893.29
2013-02-06	\$1,417.08
2013-01-30	\$1,573.16
2013-01-23	\$13,840.01
2013-01-16	\$8,014.08

DAILY SALES SNAPSHOT

Date	Gross	Trend
Thu Feb 07	\$551.58	■
Wed Feb 06	\$341.71	■
Tue Feb 05	\$292.83	■
Mon Feb 04	\$122.67	■
Sun Feb 03	\$33.10	
Sat Feb 02	\$106.48	■
Fri Feb 01	\$178.11	■
Thu Jan 31	\$206.62	■
Wed Jan 30	\$477.27	■

If I go back a little bit, I just refreshed this a few minutes ago so I don't know if it's going to have changed. This is what I have done in commissions for promoting Dave's product, obviously there's a couple of other little products in there. I don't know if it will change when I refresh.

It hasn't changed you can see we've done about \$1000 in sales today, but when you come to the end of the launch, something I pointed out in the last session, that's when you'll make the most sales. The

last 24-48 hours, so you will see me hitting Dave's coaching hard next week, next Wednesday and Thursday, and I'm very confident I'll do about \$3000-\$4000 in sales in the last 24 hours.

So that's it guys, that's how I did it and that's how myself and Omar did it. Remember it's obviously best if you watch part one and part two if you're watching recordings. Please check out Affiliate Promo Formula, at least check out the mindmap and obviously feel free to discuss this in the Facebook group. If anyone has any questions about this or anything else I've been up to I'll take some questions now. Like I said guys I've got a few more things planned, I'm going to go through a few more questions in the live training area, I know there's a lot in there, I'm going to put some Q&A sessions together. I'm going to do something where I'm showing you how to add my products to your upsells and things like that and how you can do this with other people, I'm going to cover this in the next issue or maybe in the issue after. I have lots of stuff planned. I'm actually going to start and do some just Q&A sessions as well where we will just open up and hopefully I'll have a few questions to get me started, but as long as the questions keep coming in I'll do my best to answer them as best I can.

I hope this is helping you guys. Remember, Donald made the point in thinking you can't compete, you can. You can do this because, when I started doing this I wasn't on leader boards. In the early days when I was starting off with bonuses I didn't have massive lists and things like that, but I did start to learn that if you put a bonus together you will always sell more of a product, always. If someone is going to buy a product or is thinking about buying a product, and you offer a fantastic bonus, they are obviously more likely to buy it. Put it this way, if you had two guys promoting the same product, one offering a bonus and one wasn't, you're obviously going to go with the guy offering a bonus. Unless the bonus is pure rubbish. Does that make sense, you're always usually going to chose the bonus over a non bonus. So try it, put a page together, put something together, put some bonuses together, drive some traffic, and give it a go because you'll probably get a shock the first time you do this. You'll probably find, if you are in a position now where you can make affiliate sales, you're starting to have results when you promote a product, if you offer a bonus you'll probably have 10x the results, easily, because you are offering a bonus.

There you go guys. This compiled with the Issue 1, I think we've got a couple of hours worth of content, so I hope this is going to help you guys. Remember you can discuss this in the Facebook group, I do my best to answer questions in there as well, and obviously you know where I am if you want to talk some more. My advice is you want to go through Affiliate Promo Formula, because it covers everything.

Chris is asking 'would you remove members from a massive membership site if the Facebook group was part of the package, or can we use that as a retention I'm thinking for my 795 membership site'.

You could remove people Chris, but that might start to become a bit of a task. I'm guessing there's people who have cancelled The Inner Circle who are maybe still in the Facebook group. The hope would be, if you're giving good value in the group, that people would maybe would want to come back. There has been people who have cancelled The Inner Circle and there's probably people cancelling in The Inner Circle who are in the group who have seen the link who could be on the webinar right now, but obviously people who pay the recurring fee get access to everything in the members area and the other stuff that goes with it. So as long as you're offering other stuff I would probably, I don't think I'd be wanting to look for people to kick out of a group. You could do that, sometimes you can get a good feeling if you've had someone who has refunded or cancelled and you say right get out you know, you can sort of do that. Me personally, unless someone had upset me I would probably let it go.

Donald is just asking 'is it sorted out about allowing links or not in Simple Traffic Solutions?'

For anyone who doesn't know, because all of you guys will have access to Simple Traffic Solutions, there's a big debate going on about whether we should allow links. We have 28 votes for informative posts, so it looks like that's winning. So it's probably going to stay the way it is Donald. A lot of people are complaining about the fact it's become a link farm. I can see some people's points, but I will always go with the majority and it looks like it's going to stay the way it is. What I will say is if people constantly post nothing but links, I think we'll have to do something about it because it does take away from the conversation, and people are struggling to find content because it's just full of links.

Jennifer is just asking if there is a website for The Inner Circle.

Yeah there is it's at johnthornhillonline.com/innercircle/home. That's the login page.

Dave's just asked me a good question, I should have talked about this. Basically there is an event coming up in March in the UK, in Manchester, marketingsummituk.com. It's on the 9th and 10th of March, I'm going down on the Friday and I'll be with Dave Nicholson, Dan Sumner, and my son Alex, but if you want to check this out and check out the speakers, if any of you guys are interested in going I'd love to see you down there. I should have mentioned that.

I think I'll close on that guys. Remember you will always make more sales of an affiliate product you are promoting if you offer a bonus. If you're struggling for bonuses, offer services. Look at the bonuses I've offered in the past, offer services and then you can compete. Make sure you always give something a price as well. Give something a price, big up your bonuses, big up your services. If you're at this marketing event in March, please say hello.

Remember, this works. I know I've just said this but you've seen me offering bonuses time and time again, I do it quite often. I've done it twice in six weeks because it works. So remember, everything you need to know is in Affiliate Promo Formula.

On that note I'm going to close up, thank you for attending, and I'll see you on the next session.