

The Inner Circle Issue 5

Hi everyone, John Thornhill here with another Inner Circle Mastermind session.

What I'm going to talk about this time round is getting more sales from existing products. I've done a few different things over the years to sort of get more sales from products that have maybe past their shelf life and products that aren't selling as well as they used to, and hopefully I'll be able to give you some ideas tonight. As I go I'll do my very best to keep my eye on questions and answer them as I go.

When you create a product, usually, but not all of the time, usually your product will go through a launch phase. You've set a launch date and you launch your product and then probably tonnes of people will promote, and you'll make a ton of money. Which is brilliant, absolutely brilliant, but after you've had that spike in sales things usually slow down. I'm sure anyone here who has launched a product will know, after you have launched a product and usually have made a ton of money which is brilliant, but then sales drop off. Usually this is because any scarcity you have in place may have ended. So you may have put the price up, you may have ended some sort of discount offer, whatever it may be. Anyone who has seen the offer previously is probably less likely to buy it, and usually if the product is more expensive it usually won't sell as well. To keep sales going it can be really tough. The weeks after a launch you'll still get the sales coming in because there'll be traffic coming from other sources, but once you get a few months after a launch you'll usually get a stage where no sales are happening or very little sales are happening. You might get to a stage where you're lucky if you make one or two sales a day, or even less. So it can be tough, but I want to show you that it's not always like that. You'll remember back in November 2012 I launched Simple Traffic Solutions and these are the figures for the sales going right up to today.

ACCOUNT HOME: simplets

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2013-04-10 (current week)	\$2,145.38
2013-04-03	\$2,518.66
2013-03-27	\$2,574.18
2013-03-20	\$1,670.95
2013-03-13	\$2,049.92

DAILY SALES SNAPSHOT

Date	Gross	Trend
Tue Apr 09	\$52.29	■
Mon Apr 08	\$215.98	■
Sun Apr 07	\$147.00	■
Sat Apr 06	\$238.19	■
Fri Apr 05	\$317.58	■
Thu Apr 04	\$872.02	■
Wed Apr 03	\$302.32	■
Tue Apr 02	\$261.31	■
Mon Apr 01	\$566.66	■
Sun Mar 31	\$98.98	■
Sat Mar 30	\$240.77	■
Fri Mar 29	\$247.60	■
Thu Mar 28	\$940.21	■
Wed Mar 27	\$163.13	■
Tue Mar 26	\$159.19	■

QUALITY MANAGEMENT



EXCELLENT	
Account Refund Rate (Predicted)	2.52%
Account Chargeback Rate (Predicted)	0.06%
Vendor Refund Rate (Predicted)	2.53%
Vendor Chargeback Rate (Predicted)	0.06%

“ We saw a **55% increase** in revenue... ”

WHAT DO THEY HAVE THAT YOU DON'T? ▶

System Log

Check Current System Status

2013-03-11

System Maintenance 3/7-3/14

2013-03-07

Temporary system issue has been resolved

If we look at these figures you'll see there's today dates, Tuesday April 9th, only \$52 today because it was early when I took the screen shot, but you can see most days we have usually well over \$200 and some days we get close to \$1000 in a day. Now this is a product I launched, at the time of doing this webinar, 6 months ago, the beginning of November. It's still doing well, and hopefully I'm going to share a few things that are going to help you and show you how I did it.

As you can see it's still doing very well indeed. One of the main reasons I believe, is because I have an evergreen JV blog. I believe that you should keep an evergreen JV blog. That means one the launch is over, take any evidence of the launch off, that's what you should do. Every JV blog should include the following; details about your product and sales funnel. Give affiliates as much information as you can about your product. What is it going to do, what is it going to deliver. Provide a link to the sales page and let affiliates see the sales page. Also go into details about your sales funnel, what are your upsells, are there any monthly upsells, high tickets, is there a back end funnel in place, do you pay out on the back funnel like I personally do, a lot of marketers usually have a webinar or some sort of live training where they don't pay but I do and that's one reason my product does so well. If you're putting anything in place on the back end, my advice is to pay affiliates a commission on everything, because the more money your affiliates make the more chance they have of promoting your product.

Chris is just asking "do those sales include the one time offers and things like that?"

Yes they do, it's everything. Everything in that funnel.

So obviously you need to be telling your affiliates what your product is, what it's about, and any offers in the sales funnel. You also want to explain the commissions that can be earned. My affiliates, when promoting Simple Traffic Solutions, can earn almost \$1000 in commissions. They can actually earn more due to the recurring billing, but I pitch it as earn up to \$1000 in commissions per sale. So that means any single sale that an affiliate makes, there is the potential for that customer to earn the affiliate up to \$1000 in commissions, because I have a high ticket item in place, I have recurring billing items in place, and other products in the upsell.

So obviously when an affiliate hits my JV blog I'm going to shout that from the rooftops. I'm not just going to say you get 75% on the front end sale, what affiliate is going to be attracted by that? But when an affiliate sees he's got the potential to earn up to \$1000 per customer, it's obviously going to peak his interest.

I know a lot of people on here won't have a high ticket item, but whatever you do, think of the best scenario for an affiliate and that's your pitch. Let's just say for example you have a \$5 front end and let's just say for an example a \$19.99 recurring monthly, and a \$97 upsell. In my eyes the potential has got the potential to earn over \$60 right away and then a

recurring monthly, so that's what you would say. You wouldn't say get 75% on the front end offer, you would say the total potential. You could even say over a twelve month period you could earn x amount of money from the recurring. Try and word it in such a way that the affiliate is attracted the offer, because at the end of the day your pitching to an affiliate. It's almost like selling a product, when an affiliate visits your JV blog, you're trying to sell that affiliate into promoting your product. You're almost creating a sales page or sales system all over again.

It's very important that you include tonnes and tonnes of different promo tools. The reason being is different affiliates promote in different ways. Some affiliates will want to have a graphic on a thank you page, some affiliates will want to have graphics on a blog, someone will want to use email copy. So make sure you include swipe emails, by swipe emails I mean maybe a three to five day series of follow up emails, short copy, long copy, different subject lines, things like that. Any affiliate worth his salt will not just copy and paste your emails, they will usually use your emails as a guideline, but most affiliates need something to sort of go by. So make sure you try and provide as many different formats of your email as you possibly can. You should also provide a lot of different graphics. Now you want to include things like sky scraper banners, header graphics, footer graphics, little square box graphics, 250x250 graphics, big thank you page graphics. Any sort of graphic you can possibly think of you should try and include because at the end of the day you don't know what an affiliate wants your graphic for. He might want to put a skyscraper on his blog, he might want to put a big graphic on his thank you page, you don't know that so you need to try and cater for every single scenario. What I also try to do aswell is I sometimes include the PSD's, so an affiliate can go and play with the graphics, change the colours to suit their websites, whatever it may be. It's very important you have tonnes and tonnes of graphics created when you create your product.

I also include a bonus template. All a bonus template is just a template of my sales page that is blank, or it might have 'offer one here' or 'offer two here', this is incase an affiliate wants to put a bonus offer together. Some affiliates they don't just want to mail out, they want to put something together. Now if you can put some products in here as well, put a bonus together. You can tell an affiliate look you can offer some of these products as a bonus to incentivise your subscribers, if you can do that then that makes the affiliates job easier and obviously the offer will convert better.

You want to try and include social media tools. Things like maybe timeline graphics, or just material they can use in social media. Maybe ready written posts and things like that. I've also included in the past viral images people can possibly use and things like that. Anything that an affiliate can take and post into twitter, maybe little posts and things like that. Anything you can think of where someone can take it and use in social media, use as well.

I always include a blog review. This is actually one of the most popular items I see. When I provide a blog review a lot of affiliates will take it. Now unfortunately a lot of them will just

copy and paste it into their blog which is not really what you should be doing, but at the end of the day this is getting people promoting your product and I always find providing a blog review is good. When writing the review don't sort of go over the top by saying your product is the best thing that's ever been seen. If you can actually find a little negative in your product, do it, and then spin in. Maybe there is something that could be better, and then maybe in the review explain what that is, but obviously you're not going to slate your product because it's your product. What I'm trying to say is don't make it sound too good to be true, try and make it sound like it's an honest review because if it's not people will just not take it for what it is.

David's asking 'what software do you use to insert affiliate links in all tools?'

I'm just using Word Press on my JV blog which is at simpletrafficsolutions.com/jvblog, just Word Press and the standard tools it provides.

You should always include contact info aswell. Now what you don't want to do here is maybe have a link to your support desk where an affiliate is going to come along and then contact your support staff, I personally feel if an affiliate wants to get in touch with the product creator it should be you, so what I do is I actually have an email address, affiliates@johnthornhill.com, and I'm the only person who monitors that account. If an affiliate has a query, they will get in touch with me and not my support staff. I also include a telephone number which is a direct line to my office should an affiliate want to ring. You could also include Skype details, things like that. Make sure any contact info you provide is monitored, you don't want to put up a Skype account and then have it shut for twelve hours a day and things like that. You don't want to put up an email address that isn't monitored. Make sure if an affiliate wants to get in touch, it's something that's usually checked every day.

You also want to add an opt in form. Now there's a little bit of a debate about how you should capture the affiliates email. Some affiliates would force you to opt in to get the tools you need, they'll say opt in to get your promo tools. Some affiliates like that method and it works, but I personally don't, that's my personal opinion. If I hit an affiliates page and let's say it's someone I'm not really connected with, something that I'm mildly interested in promoting the product, and that affiliate makes me opt in before he will let me promote his product, I'm gone. That's just me personally. Now someone else may look at it and say well most people opt in and then you build an affiliate list, and that's the other side of the argument. My personal opinion is if you ask an affiliate to opt in, and if they are a valued affiliate and want to do business with you, they will opt in anyway. I don't know if I can ask on here, for anyone who has promoted a product, do you opt in if there's an opt in form? How do you feel about being forced in? Chris is saying he does opt in, Chris doesn't like it, Lynne says yes but only by choice, Chris is saying double opt in as well. Kevin says not unless I have to, so yeah I think the general feeling is when you get forced it's not the best thing to

do. This is just my personal opinion. I think the general consensus is you don't like to be forced to opt in. If you're given a choice you will, and that's my personal opinion.

Obviously all of this is something you will put on your blog, when you have a launch, before you have a launch. Obviously after your launch, you want to remove all of the launch dates. Anything to do with your launch should be removed. So if you had a launch during the month of December, in January or February you don't want to be talking about prices going up or scarcity or things like that. You want to remove any evidence of you having a launch. You want the JV blog to now be evergreen, so people can keep coming along and keep finding information they need and hopefully promoting your product.

Now when you look at those launches you will see once the launch is over you can go to the JV blog and it's just the evidence of a launch and that's it. You don't see the launch is over and the product isn't selling anymore. If you're an affiliate and you hit a JV blog or JV page and you see that, you're not going to stay, you're going to go. But if you hit a blog or a JV page where there's no evidence of a launch, then you're more likely to stay and look around and see what the deal is. That's why you need to do that. Maybe as well when you're planning your launch you should maybe plan what you're going to take down, write down the pages that need to be removed and things like that. So that's another thing you can do as well.

Obviously you're going to be looking for new affiliates and that's something you should always be doing. Always. I'm actively looking for affiliates for Simple Traffic Solutions, if I see the potential to mention my product or if I'm chatting with a potential JV, I mention my product. If product creators come to me for possible JV deals and things like that, I always mention Simple Traffic Solutions first because that's the product that's doing the best for me. So obviously you need to sort of have a mindset where you are always aware that you have an offer to offer affiliates. If your launch is over, your blog says congratulations to whoever won the competition and the launch is over, you're not going to do that. So if you've removed everything from your JV blog and now just as you do your day to day business, Facebook groups, emails, that sort of thing, always bear in mind if someone has the potential to get you sales, you can approach that person.

This is very important. If you have had a successful launch you want to use the results to attract more affiliates. So my current EPC's for Simple Traffic Solutions are \$2.13, average across the board. So the average affiliate now is earning \$2.13 EPC's, earnings per clicks. That means for every click every affiliate has sent me, the average is \$2.13, and the top earner has earned over \$8.79 per click. So obviously I'm going to be mentioning that.

Home

Since launching in November 2012 Simple Traffic Solutions has sold over 7000 frontend units with the average affiliate earning \$2.13 EPCs. I also still run monthly JV competitions and give away spot prizes and I am always looking for new partners. Have a look round the JV Blog and if you need anything please let me know.

\$1000 Per Customer Funnel

Main Offer: \$4.95 (75% Commission)
 Upsell 1: \$7.95pm (50% Commission)
 Upsell 2: \$27 (50% Commission)
 Upsell 3: \$10 (50% Commission)
 Downsell 1: \$27 (50% Commission)
 Downsell 2: \$7.95pm (50% Commission)
 Downsell 3: \$10 (50% Commission)

Sign Up To Earn \$2+ EPCs

Full Name:

Best Email:

ClickBank ID:

Skype ID:

Sign Me Up To Promote

When you go to Simple Traffic Solutions JV blog, I actually mention since launching in November 2012 I have sold over 7,000 units which shows the product is popular, an affiliate coming along reading that is going to think wow 7,000 units. With the average affiliate earning \$2.13 EPCs, I actually should be mentioning the highest earner here and what they are earning so I am going to change that. I also still run monthly JV competitions and give away spot prizes, and I'm always on the lookout for new partners. Notice I'm not saying affiliates I'm saying partners, I don't really see an affiliate as an affiliate, I see them as a potential partner. If you hit this page, you might have a launch coming up soon and you hit this page and think John's looking for partners, maybe there's an opportunity here to do some sort of cross promotion. It's an attractive looking production. Any affiliate hitting this page is not going to be turned off by this introduction. As you can see I hit them with the \$1000 per customer funnel. Would any affiliate be turned off by that? I don't see how. So that's what you should be doing. Obviously anything that's positive you can tell an affiliate, you do.

Now you also, if you can, should have JV competitions, or at least a monthly leader board. If you can do that, if you're getting enough sales in where you can just have a top ten even if you're not giving away prizes, that will also attract affiliates. Affiliates love seeing their name on a leader board even when there is no money at stake. I'm sure you've seen launches, especially on JV Zoo where you can have a competition, even when there's hardly anything

being given away, but because there's a leader board it attracts affiliates. So even if you can't afford to give away prizes, put some sort of leader board in place and update that every month. Now what I chose to do is I give away monthly prizes.

There are 2 ways to win prizes each month, I run a monthly sales competition and I also pay out on total sales made. Check the prizes below to see what you can win this month.



Full Name:

Best Email:


ClickBank ID:

Skype ID:



I've been doing this since November, and so whoever makes the most sales this month in April will win \$250. As you can see right down to fifth place.

I also offer prizes for units sold, and this is something everyone can do.



**500+ SALES
\$1000 CASH**

**250+ SALES
\$500 CASH**

**100+ SALES
\$200 CASH**

**50+ SALES
\$100 CASH**

**25+ SALES
\$50 CASH**

Please note that all prizes are based on frontend sales and are for a single calendar month.

Contact

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- › Affiliate News
- › Uncategorized

Archives

- › March 2013
- › January 2013
- › December 2012
- › November 2012
- › October 2012

CATEGORIES	ARCHIVES
› Affiliate News	› March 2013
› Uncategorized	› January 2013
	› December 2012
	› November 2012
	› October 2012

You don't have to say 'if you come first I'll give you \$500', because if you do units sold then obviously you can work out how many units each affiliate has to make, and then you can work out how much you can afford to pay them. I know if an affiliate came in and made 500 sales, I know I can afford to give that affiliate \$1000 cash because of the money they are going to earn me. So obviously you need to work out what your EPCs are, earnings per click, work out what the average customer is worth, and then let's just say for example for every single customer that comes into your funnel, let's just say you earn \$5. So you know that if an affiliate comes in you're going to earn \$500, if you're giving 50% commissions away, that means your personally going to earn \$250, so you can go up to \$250 in revenue to give away. Obviously most customers are going to be worth more than \$5 but that's the point I'm trying to make. So you work out what it's going to cost to get these sales, then you can adjust your prize money accordingly. So now if an affiliate comes in who may think they can't come first, but then he thinks I can probably make 25 sales in a calendar month of a \$5, they are then going to try and promote your product, and I know I can afford to pay that affiliate \$50 if he makes 50 front end sales. So that's definitely something you can do even if you're not fond of the idea of giving away X amount of money on a leader board competition.

Leah is asking 'what affiliate JV tracking software do you use?'

I'm just using Click Bank Leah. You can use Click Bank analytics to work out EPCs and things like that. With Click Bank as well I can just look at each affiliate and how many sales they made of each product, then work out things that way as well. So I just use the tools that Click Bank provide.

You want to get affiliates to opt in on your JV blog. Now we've discussed this already, my personal preference is just request that they opt in, 'become one of my preferred partners', or 'get more information', things like that. Most affiliates will opt in, that's what I've found. Once they do opt in, you want to be starting to add additional information via auto responder series. So as soon as they opt in, maybe give them information about how they promote your product, their affiliate link and things like that. Then what you want to do is you want to tell them other ways they can promote your offer. Maybe they can add your offer to their thank you page, to their blog, to their auto responder series, things like that. Now an affiliate might come along and he might just say 'yeah I think I'll promote this product, I'll opt in, I'm going to send it to my list', but then if you send an email saying 'have you thought of putting the offer on your thank you page where you'll get the most return, maximise earnings per click', one or two affiliates may think 'I never thought of that so that's what I'm going to do'. Obviously setting up an auto responder series you can tell your affiliates how they can get the most sales of your product, so just go to AWeber, plug in your emails.

My Account | My Apps | Help | Logout

Home My Lists Messages Subscribers Web Forms Reports

Current List: stsaffiliates (Create and Manage Lists)

Follow Up Messages

Drag and drop your Follow Up messages by Message Number to change their order.

Actions: Reset Open Rate Statistics Go

Mesg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	04/04/13	Off	Thank You {!firstname fix}	0	TEST	COPY	X
2	1	Text	04/04/13	Off	[STS JV's] Win Spot Prizes Every Mo...	0	TEST	COPY	X
3	1	Text	04/04/13	Off	[STS JV's] Affiliate Tip 1	0	TEST	COPY	X
4	1	Text	04/06/13	Off	[STS JV's] Affiliate Tip 2	0	TEST	COPY	X
5	1	Text	04/04/13	Off	[STS JV's] Affiliate Tip 3	0	TEST	COPY	X

As you can see I'm giving away affiliate tip one, affiliate tip two, affiliate tip three, and that's basically just different ways of promoting my product. So just load it up and keep adding messages, and remember this is all on auto pilot. Once it's set up you can forget all about it.

You should also show your affiliates how to use your promo material. Maybe create some training videos, explain exactly what they need to do, because some affiliates will not know what to do. Maybe they are just starting out, but just because someone is just starting out it doesn't mean we shouldn't look after them. You don't know how big this person is going to become in the future or the potential they have, all affiliates should be treated with the same respect. If someone needs to know how to do something, show them. What you may find is if an affiliate will contact you, ask them to contact you and you'll find they probably will. If one affiliate has an issue like he doesn't know how to put a banner on his blog and link it to your offer, record a video showing him how to do that, then you can put the video on your JV blog or in an auto responder series, and say here's how you do it, and more affiliates will do that. Above all, this is very important, train your affiliates to get more sales. If your affiliates are getting more sales they are happy, you're happy, everybody is happy. So if there is any way you can make your affiliates earn more by training them to do so, do it.

Chris is asking 'for starters such as me who have launched their first product how else can I turn on other affiliates?'

Obviously with a first launch Chris it's probably a little bit harder, but you should be communicating with other marketers, usually through Facebook or other forums and places like that to form relationships. You'll find your first launch is usually the hardest one to get affiliates on board, but once you start to build an affiliate list it becomes easier. Just make sure you're reaching out to as many different people as possible. Offering help and offering value to other people, hopefully forming relationships with people who are going to promote your product.

So that's one way of doing things. Making sure your JV blog is evergreen and making sure that any affiliate coming along is given the best information, shown how to make money, and training them how to make money and sales. That's one way of doing things and that's one way of keeping sales going.

There's another way you can do things. You could possibly run a special offer for a few days. Now I'm talking at least six months after your launch. The last thing you want to do is have a launch, let's say for example with a \$10 price point, put the price up to \$27, then two weeks later put the price down to \$10. That's not the way to do it. My advice is six months at least. Let the product settle and then maybe run a special offer for a few days. I would definitely make it a no brainer price, for example if your product is \$27, put it right down, right down. You can even at this stage make it even lower than the original launch price if it's just something you're going to run for a few days. So make it an absolute no brainer offer and that's how you will make the most sales. Just to touch on something that I guess a few of

you will be thinking, is what about the people who paid the original price? Or what about the people who may have spent \$27 on the product in the last few months? I don't think I have ever had a complaint from anyone when I have reduced a price, because what you have to remember is the people who buy at the start are getting the information when it's hot, and it's just one of those things that happen in marketing. How many people here have bought a TV a couple of years ago, and then found it's now nearly half the price? It's just one of those things that people expect to happen. If someone did complain, if someone approached me and said 'John you're charging \$4.95 for that product, I bought it last week for \$27 I want a refund', then I'd probably say 'yeah I understand', and offer them more products. Maybe offer them a \$97 product or something like that. Make it a no brainer. Obviously with digital products you can do that, you're dealing with digital products so it's not costing us anything to do that.

What you should also do is try to give your offer a theme. Come up with something, for example I did a lot of boxing day blow outs over the years, the day after Christmas I've done a lot of them. If you can come up with some sort of theme or hook to get people interested, that's something you should do. What reminded me of doing this was you may have seen Dan Sumner over Easter, he promoted Bloggers Roadmap for three days and all he done was take \$4 off the price, and I think he sold about 1,000 units.



The image is a promotional banner for 'Bloggers Roadmap'. The top section features a 3D-rendered scene with a yellow character holding a tablet displaying a map, a winding road, and a computer monitor. The text 'Bloggers ROADMAP' is prominently displayed in yellow and red, with the tagline 'The highway to blogging success' below it. The bottom section is a white box with a black border containing the text '3 DAY EASTER SPECIAL' in red and green, followed by the price '\$9.95 ONLY' with a red slash through it, and '\$5.95' in large red font. The background of the bottom section is decorated with a cartoon rabbit, colorful Easter eggs, and daisies.

I promoted this heavily and sold about 300 - 400 units and it was just an Easter special. All he did as you can see, graphic at the top of the page, just gives it a theme. It really does make a difference if you can do that. Now if that was just a three day special yes it could still do well, but the fact he did it over the Easter weekend and put the graphic in place, I personally think it helped in sales tremendously.

You should also try and add a countdown timer as the offer is closing. So let's say for example you're running a 7 day special, maybe the last 48 hours or so, put a countdown timer on the page so they know the price is going to go up when the countdown timer hits zero, that sort of thing. Now that's something I do quite often, I do it quite often with a lot of my products. I'll just run a special for 27 hours or

so, make lots and lots of sales, put everything back to normal, and that's it. I might do that every few months, I've done that with a lot of my products. That method there is one of the easiest ways to have a spike in sales, easiest ways. If you do it right you can get affiliates on board, have a little JV competition, something like that, and there's no reason why you can't do as well as you did on the launch. That can happen. So running a special offer is a massive way to get extra sales.

Other ways you can make sales of your products is you can add a special offer to an upsell flow. So for example if you've created a product and then six months down the line you've created another product, you can maybe offer the original product as an upsell but at a discount. Now if you're going to do this my opinion is you should make the offer only available in the flow, and make sure the buyers are aware it's now or never. So obviously you don't want to sort of just put something in there that's the same price everywhere else because there's not really any incentive to buy it there and then. One offer I have done very well with over the last twelve months or so is One Month Mentor. Now this actually originally sold for \$297, and last year I ran a seven day special offer on the Warrior Forum for \$27, and I sold about 1600 units, it done really well. I actually said it's not going to be available any more, and it isn't so I wasn't lying, it isn't available any more to the general public, but what I did decide to do was add this as an upsell to a couple of my products.

This is Your Final Offer!



One Month Mentor Normally Sells For \$297
However, for a limited period you can grab
a 90% discount off my best selling program
Only Available From This Page

31 Days to Success - Step by Step



31 + One Month Mentor = \$

As you can see it's part of an upsell flow, so I'm telling the customer 'this is your final offer, it's the last thing in the flow, One Month Mentor normal sells for \$297 however for a limited period you can have a 90% discount on my best selling program, only available from this page'. As people scroll down to answer yes or no I reinforce that you will not see this offer again, and it's only available in my upsell flows. So that's another thing you can do. I've taken a product I used to sell for \$297, that would be a hard sell now at that price, and now it just sits in the flow making money on auto pilot, so that's something else you could possibly do with one of your products.

Kevin is just saying 'I bought a \$27 product six weeks ago and now the guy is emailing it out for free, feels like bad practice'.

Yeah I would say that is Kevin, I wouldn't be doing that. Especially if he's just launched it six weeks ago as well, that's why I say wait at least maybe six months, let sort of people get the use of your product before you do the reduction. For example I haven't had one person complain who paid \$297 for One Month Mentor, not one person, because the people who paid \$297 got the information first, used the material, but I would suspect if I gave it away someone may say something. That's why I say wait and let people get use out of the original product first.

Another thing you can do is promote discounted offers to existing customers. So a quick example here is I could say to a Simple Traffic Solutions get Affiliate Promo Formula for \$5 instead of the regular price of \$37. So I'm only offering that discount to people who are

already a customer of one of my other products. Again this isn't something that the general public can see, it's not something that's readily available at a discounted price, it's something I would just offer to customers of certain products. This is usually best done via an auto responder series, just put an email in an auto responder, set the page up, if people buy your main product then over time they are going to get offered other products. I also offer Simple Traffic Solutions customers WSO Domination for \$10 instead of \$27, and other little offers here and there. I feel there is nothing wrong with doing that because you want a customer to feel valued, and if you can encourage them to spend some money with you, even if it's at a discount, everybody is happy again.

This is something you may want to consider as well. You may want to offer exclusive resale rights or PLR rights to your products. Let's say your product has been out a year or two or you don't want to update it anymore, offer resale rights, offer PLR rights. You can actually see an example of something I did in the past at auctionprofitstreams.com/reseller, I actually put a video together and explained the criteria of what would make a good resale rights product, then I offered Auction Profit Streams. Auction Profit Streams at the time was probably about three or four years old, it sold for \$297 and sales were starting to drop right off. So what I did, I sold fifty copies, fifty copies only, I have only ever sold fifty copies, no more and no less, and made \$14,850. That was in a sixteen to twenty our period, because I said to people I'm only ever selling 50 on the page, and as I was making sales I was reducing the amount, and I sold the fifty copies. I maybe could have done that different looking back, maybe I should have offered more or something like that, but I worked out my numbers and thought if I can sell 50 copies, I'm going to make nearly 15k. This was about four years ago when I done this, if you go to that page and watch the video you'll see the video is very old, but it worked. So that's possibly something you could do if your product is coming to the end of its life, you're thinking I don't want to do another version, I've got other things to be getting on with, offer PLR rights, offer resale rights. Also when I did this as well, I offered training, I didn't just offer the product. I actually had a video series that showed people how to take a product, put it online, put a buy button on, and things like that. I didn't just say there's a product do what you want with it, I offered additional training as well. So that might be something you want to bear in mind.

Yes John - I want to take advantage of this incredible offer to enter into the reseller program for Auction Profit Streams before you sell out.

I understand by placing my secure order today I will receive the following:-

- ✓ **Auction Profit Streams And All The Tools Needed To Sell As My Own**
- ✓ Full Step By Step Instructions Showing Me How To Set My Sales System Up So I Can Maximise My Profits
- ✓ **A Ready Made Profit Pulling List Building Machine**
- ✓ A System I Can Duplicate Over And Over Again
- ✓ **All Of Your Years Experience Profiting From Resale Rights Products**
- ✓ All The Help And Support I Need To Set This Profitable Income Stream Up

I understand that you will **never ever** sell more than 50 slots and this really is a once in a lifetime opportunity so I need to act fast.

Yes! I am going to act **right now** and grab this offer for an unbelievable price of only \$297 before it is gone forever.

Click the order button **right now** and secure your spot.

SORRY, ALL 50 SLOTS HAVE SOLD OUT!

That was the buy button, that was the buy page. If you put 'go' on the end of the URL at the last page, so auctionprofitstreams.com/resellergo, that's the page there. Obviously it's sold out but you can see what I'm offering. I'm offering Auction Profit Streams and all the tools needed to sell as my own, step by step instructions showing me how to set my sales system up, basically showing people how to add a buy button, put an affiliate program together. A readymade profit pulling list building machine, that was the opt in form that was included. A system I can duplicate over and over again, that was basically telling people that you can do this with other products that you have rights to, use the training. All help and support. Now I sold fifty copies but I probably had about three people who needed support, out of the fifty copies. So really I didn't have to offer a lot of support at all. You have to remember as well, a lot of the people selling this will be just selling it as it is, so they are promoting me and my brand and my name, things like that. Like I said this is best done with products nearing the end of their shelf life.

Kevin is asking a very good question, 'how do you check out if someone is adhering to PLR rights or is it not worth the effort, e.g. chasing if they are giving away and abusing the rights, let's say if it's sold for more than \$10 and they give it away, do you chase people?'

Personally Kevin, no. I don't think it's worth the effort. I try and word it in such a way that I say it's in your interest not to break the terms, because if you do you're just bringing the value of the product down. I actually think the terms for Auction Profit Streams was don't

sell it for less than \$17, and I actually think I said that on the page so people knew before they bought. One thing you have to do, if you have any terms you need to tell them before they buy. It's no good selling PLR rights and then when they've paid you the money say right now you can't give it away, you can't do this, you can't do that, because that's the wrong way to do it. Have all of your terms on the page where you are selling your product, but as for going about chasing people and finding out if they are breaking the terms, personally I don't bother. There probably will be people giving away Auction Profit Streams now, it's bound to be happening, but I've got better things to do than try and stop that. So me personally, I don't think it's worth the effort.

Robin is asking 'what do you consider about shelf life, when is your product at the end of its shelf life?'

I would personally say when you're not really making any more sales, when you might look at your sales figures and see zeros on the pages. Maybe you've done a few of the other things I've said, had a little discount offer, I would definitely say don't go straight for PLR rights. Do some other offers first, maybe a special sale and things like that, then when you've done that once or twice and find it's not working as well you will start to think it's coming to the end of its life, offer PLR rights. Now when you do offer PLR rights as well you are doing a good service, because the people who buy, usually will know exactly what they are going to do with your product and if they know what they are doing they will make money. I would estimate a lot of people made more than the \$297 they invested because obviously they only had to sell ten copies at \$27 and that's their money back, anyone with a list, any size list, could get that back no problem at all.

James is just saying 'I've been caught out with other PLR products before telling me I can't sell it for less than X amount of money after I've bought it'.

Yeah I don't think that's right, you should be told upfront.

Now this is something else you can do. You might want to combine an offer, a standard, resell, and PLR. What I mean by that is on your sales page give people a choice, which version do you want? Do you want the standard version, the resell version, or the PLR version? The beauty of doing this is it can be evergreen. You can maybe have another launch but you can leave the page up as well, and as people hit your page they are going to see the offer, and some people may think 'I'm going to buy PLR rights', some people just want to consume the product. That's another thing you can do. If you're going to do this I would say you want to put an affiliate program together and have another launch.

I want to talk about a product called Multi Profit Monthly. This is something myself and Dave Nicholson have launched three times, and this is the latest launch we did which was in December.

Why Would a Super Affiliate Promote Our Multi Profit Monthly Warrior Special Offer?

Let us tell you a little more and see if we can persuade you to become a partner of ours...

The front end cost of the WSO main product is \$5(Regular), \$17(Reseller) or \$27(PLR) - This is 12 months worth of top quality training from us that currently sells for \$47 per month, so the single payment options for Regular, Reseller and PLR are an excellent incentive as the value is outstanding. You can view the WSO [here](#).

The One-click upsell is \$7.95 per month - This is John's Inner Circle monthly membership program that sells like hot cakes! Check it out [here](#).

The downsell is \$27 - This is John's One Month Mentor for a very special price of \$27, instead of the regular \$297, so you can imagine how well this sells! Check it out [here](#).

The commission on all sales is **50%**, and it's through Clickbank, so you know you always get paid on time.

We launched this last year and it sold like **CRAZY**, so we fully expect it to do the same this time round, here's a screenie of the previous launch:

Launched WSO on 5th August

Weekly Sales Snapshot

Week Ending	Gross Sales
2011-08-31 (current week)	\$5,473.09
2011-08-24	\$4,453.31
2011-08-17	\$2,258.56
2011-08-10	\$4,328.77
2011-08-03	\$17.80

Daily Sales Snapshot

Mon	Aug	29	\$1,863.24	
Sun	Aug	28	\$2,491.38	
Sat	Aug	27	\$770.14	
Fri	Aug	26	\$124.55	

We put together the main product which was \$5, \$17 for the reseller which had resale rights, \$27 for PLR. One thing about the PLR it was absolutely unrestricted, do what you want with it. Now this training was training that sold for \$47 per month when we first launched it, so this is what we did. We originally launched multi profit monthly in 2010. We launched it I believe in the January of 2010, and it was pitched as 12 months worth of coaching in January. People had to pay \$47 per month. So by the end of 2010 the product was done, it wasn't selling for \$47 per month anymore, so what we then did was we went really crazy and launched it as a \$5 WSO, this was in August 2011, and I think we did about \$15000 in sales because we had a couple of upsells in place. So back then we re-launched it at a silly price, and that's what we did. Then just a few months ago in December 2012, we launched it with multiple rights and did a further 20k in sales, so we did fantastically well in August 2011, then almost 18 months later we did even better. That was the best results we had from the product, and by this time it's getting to almost three years old. This is how we did it. So you could buy the eleven months worth of training, just the training, for \$5. Maybe

you wanted the resell rights option, \$17. That means you could resell and keep the profit. The PLR rights option, \$27, and that was unrestricted PLR.

Multi Profit Monthly
\$5 Warrior Special Offer

- ✓ Complete Access to 11 Months Worth of Top Quality Training From John & Dave
- ✓ All The Tools Required to Help You Succeed
- ✓ One Time Only Special Payment, Saving \$559.00 on The Original Price!

\$500 ONE TIME PAYMENT

ADD TO CART RISK FREE 60 DAY

PayPal VISA MasterCard AMEX DISCOVER

Multi Profit Monthly
\$17 Warrior Special Offer

- ✓ Complete Access to 11 Months Worth of Top Quality Training From John & Dave
- ✓ All The Tools Required to Help You Succeed
- ✓ One Time Only Special Payment, Saving \$559.00 on The Original Price!

RESELL RIGHTS OPTION

- ✓ You Can RESELL The Content and Keep 100% Profit For Yourself!

\$1700 ONE TIME PAYMENT

ADD TO CART RISK FREE 60 DAY

PayPal VISA MasterCard AMEX DISCOVER

Multi Profit Monthly
\$27 Warrior Special Offer

- ✓ Complete Access to 11 Months Worth of Top Quality Training From John & Dave
- ✓ All The Tools Required to Help You Succeed
- ✓ One Time Only Special Payment, Saving \$559.00 on The Original Price!

PLR RIGHTS OPTION

- ✓ You Can RESELL The Content and Keep 100% Profit For Yourself!
- ✓ You Can Edit Any Content You Like, Including PSD's Videos, Pages and Images!

\$2700 ONE TIME PAYMENT

ADD TO CART RISK FREE 60 DAY

PayPal VISA MasterCard AMEX DISCOVER

Most people go for the PLR version. In hindsight we probably could have offered the PLR for maybe \$37 or \$47, but we realised the content was getting old even though it was still valid, and we just thought anyone who knows what they are doing, we've got 12 months worth of training, we had videos, PDFs, audios, lots of PowerPoint presentations, it was definitely worth that amount of money. A lot of people could just look at that material and take chunks of it, because every month was a different topic, and go with that. So that went really well indeed and that's something anyone could probably do with a product. There's nothing stopping you putting together, taking your product, selling the original version of say \$5, resale rights version, and then a PLR version. Three different versions. I guarantee if you do it right most people will take the high ticket PLR version. We made an extra 35k in sales from a dead product, that was a product that wasn't selling anymore, nobody was buying it. You have to remember as other people are selling your product they are branding your name. The videos obviously, it's myself and Dave Nicholson on the videos, we are

talking about our products and services and things like that, anybody who buys the resell and PLR version are going to think well who are these guys, I want to check them out. Like I say this can usually be done with any product. Just because a product is no longer making sales, doesn't mean it can't make you money. Obviously what I've talked about tonight, there's lots and lots of different things you can do once your product is starting to slow down. Re-launch it, offer discount offers, things like that. So when we launched it as a WSO offer in 2012 we did a further 20k in sales. That page is still live, that product still makes sales usually day in day out, because we have affiliate traffic driving traffic, you can go to multiprofitmonthly.com/wso and check it all out and check what we did.

James is asking 'do you think it's best offering all options on the sales page, or is it best to offer the advanced rights options OTO or upsell?'

That's a good question. I think that it's best offering the rights on the main page, especially on the Warrior forum, that is the way to go because your being upfront. We actually still had upsells in place as well because what we did was we had that offer there, and then because it was all upfront we actually offered The Inner Circle which you guys are on the One Month Mentor as well as upsells. So because we had the upfront offer it meant we could put the upsells in place, so that's what I would probably do.

So obviously guys feel free to go on multiprofitmonthly.com/wso and you can check that out.

I also just want to cover a recent special offer we did. You may have seen me mailing for this, Product Development Control, which is a product I created with Daniel Sumner. Just recently we did a 7 day sale from the 18th until the 25th of March and we the product sells for \$37, we did a \$4.95 special discount, we did just under 1,000 front end units and about 400 upsells. In total with the upsells we did just under 20k in sales, again from just a 7 day discount, but we put 1,000 buyers on our lists. Just about 1,000 buyers. So again a product that was launched last year, we just basically had a seven day special and brought in 20k. So it can be done.

That's it guys. Hopefully that's given you some ideas, that's how you can bring your products back to life, that's how you can bring in a spike of sales, and that's how I do it. Everything I've talked about here I've done many times through different products, and I continue to do so.