

Inner Circle Issue 6

Hi everyone, John here and welcome to another Inner Circle Mastermind Session.

I've probably got about twenty minutes to half an hour's worth of material to get through then hopefully we'll have some Q&As at the end of this. Hopefully as well you'll have some questions as we are going through and I'll try my very best to keep an eye on them, so if you've got any questions just type away and I'll answer them as I go through.

You may remember when we did Issue 5, the last issue of the Mastermind Sessions, I talked about getting more sales of existing products. I would advise, obviously you're here live, but if you watch that presentation as well if you haven't seen it it's going to help you sort of understand more about what I'm talking about today. If you're watching this as a recording I would recommend you go and watch Issue 5 before watching this Issue 6 as I cover a lot of things I've done with my products in the past to generate extra sales after they have launched. I just want to point that out. Issue 5, I've sort of made this part two if you want.

I'm going to talk again about making more sales of your existing products because I've been doing a few things lately and I just want to share what I've been doing with you guys.

Making More Sales of Existing Products

Most product sales start to slow down after a launch

I have tried many things over the years to boost sales

Most are covered in issue 5 of the Inner Circle

However, I have been trying a few more things lately that has resulted in even more sales of existing products

Today I will share more 'experiments' with you and show you real results



As I've talked about before most product sales start to slow down after a launch. Obviously you have your launch and there's lots of sales usually, especially if you've had a popular launch. After the launch it's impossible to keep that level of sales up because when you launch a product you've usually got tonnes of affiliates promoting, you have a big fan fair, a big launch, you cannot keep that up. Sales obviously slow down, and with a lot of products sales can almost come to a halt, where you're hardly making any sales at all.

I've tried many things over the years to boost sales. Many different methods, a lot of the things like I've said are covered in Issue 5, and most of those I have covered, such as offering resale rights, revamping your product, offering PLR rights, offering discounts,

having special sales, that sort of thing. A lot of those methods I still use today and they still work extremely well for me, but I've been trying a few more things lately that have resulted in even more sales of my existing products, and that's what I'm going to share with you today. I'm going to share more of these and show you real results.

Making More Sales of Existing Products

I have covered doing 'deals' on your products in the past

But what if we simply changed the audience that viewed our product?

If we change the audience we get fresh eyes on our product

So how do we change our audience and get more eyes on our offer?

One way is to add more affiliate platforms



So obviously I have covered doing deals on your products in the past. By the I mean, let's say you launch a product at \$27, then after the launch you might put the price up to say \$47. Usually that's when sales can drop right off, so doing deals I mean maybe have a special page where you will offer the product at the original price again. You may even further down the line offer your product cheaper than what you offered it for on the launch date. I've done that many times with my products, where I would launch it at say, I'll give you a real life example, WSO Domination I launched at \$10 for 7 days. After the launch the price went up to \$29.99, but I still promoted it at \$10 via a special page. So I was basically telling my subscribers you can get it at \$29.99 at this page, at the home page, or you can go on this special page and get it for \$10. Since then I've took it a step further and offered it for \$5, so I've been promoting my product cheaper than what it was at the launch date. The reason being is because the product is about 2 years old now, in fact I think it's older than that. I don't think there's a problem in doing that. It's like nearly everything in life, everything becomes cheaper. For example off the top of my head, how much did flat screen TVs cost ten years ago? They cost thousands and thousands of dollars, now you can pick them up for a few hundred. Personally I think it's a little bit the same with information products, as a product becomes older I think you're perfectly entitled to sell it for less money. Believe me guys I've very rarely had anyone complain about me selling a product cheaper down the line. In fact I can't even recall anyone ever complaining about me doing that, so just in case that's entering your mind. I don't want to sort of upset existing customers, but that very rarely happens and I don't think it has ever happened to me. Just something to bear in mind.

What I want to say is, we've covered doing deals, but what if we can simply change the audience that viewed our product? Imagine that for a moment. Instead of doing more deals and reducing the price again or putting together some special offers, change your audience and you get fresh eyes on your product. It makes sense doesn't it? If you can get

a different group of people looking at your product, it makes perfect sense to say that you're going to make more sales, because you're going to have new guys on it, people who may have never seen the offer before, and things like that.

How do we change our audience and get more eyes on our offer? That's the question I'm asking you guys. How do you think we would do that? This is what I've been doing. One way is to add more affiliate platforms. I hope you're getting what I'm trying to say here. You guys will probably know I sell most of my products via ClickBank. Nearly all of the products I launch I sell through ClickBank.

Making More Sales of Existing Products

I sell most of my products via ClickBank

But what if I launched my product on another affiliate platform such as JV Zoo?

I would instantly have new affiliates who want to promote my product

Plus you could provide affiliates with the ability to choose how they want to promote your product

This is not hard to do but you must make sure you do this right



What if I took an existing product and launched it on another affiliate platform, for example JV Zoo? I'm going to instantly have new affiliates who want to promote my product. The reason being, obviously you have, by the way guys has anyone not heard of JV Zoo or ClickBank? I'm hoping to get no response here as I'm hoping everyone knows what these are. Obviously JV Zoo is one affiliate platform that primarily uses PayPal, and ClickBank is another. A marketplace so to speak where they have their own digital platform as well. Affiliates from ClickBank promote ClickBank products, affiliates from JV Zoo promote JV Zoo products. I've had success with WSO Domination by putting it in front of the ClickBank affiliate network, but because I put my product on JV Zoo I instantly have new affiliates who want to promote my product.

Let me take this a step further. What if you could provide affiliates the ability to chose how they want to promote your product? Imagine your affiliates page, I haven't done this yet but it's something I plan to do, imagine launching a product and imagine giving affiliates a choice. Imagine on launch day, if you could say to affiliates 'you can promote via pay.com, ClickBank, JV Zoo', you could maybe go through as many different payment platforms as you want. Some people don't want to promote a ClickBank offer, some people don't want to promote a JV Zoo offer, and so on. So if you can set up your product in such a way so an affiliate can come along and chose how they want to promote your product, wouldn't that be brilliant? Imagine if you thought to yourself 'I'm not going to promote that product because it's on ClickBank', or 'I'm not going to promote that product because it's on JV

Zoo'. Imagine being an affiliate thinking that. If you can take away that sort of doubt and say to the affiliate, 'how do you want to promote my product? Let me know', and that's what you can do. That's what I did. I put WSO Domination just as a little test on JV Zoo, and that's what I'm going to be sharing with you guys.

This isn't too hard to do. It is just a case of duplicating pages, but you must make sure you do this right. It's not just a case of having a sales page and having maybe multiple buy buttons, one for ClickBank, one for JV Zoo, one for pay.com, because how are you going to track each affiliate? What if a guy sending the traffic through ClickBank, you obviously don't want a JV button on the page because the affiliate wouldn't get rewarded. You have to make sure that your affiliates are getting rewarded for each click they send, that is crucial.

Affiliates must be rewarded no matter which platform they chose. It doesn't matter what platform they chose. Let's imagine you're going to use two platforms, JV Zoo and ClickBank, this means having two separate sales pages, it means you're going to have to duplicate your existing page and make it available on the other platform.

Keep Things Separate

Affiliates must be rewarded no matter what platform they choose

This means having 2 separate sales pages

2 separate affiliate pages

2 separate thank you pages

2 separate autoresponder sequences



You could have www.yourdomain.com/ClickBank, www.yourdomain.com/jvzoo. So if a ClickBank affiliate sends traffic it goes to the ClickBank's sales page, if a JV Zoo affiliate sends the traffic it goes to the JV Zoo sales page. They each have their own individual buttons and as far as the customer is concerned he is not aware there is another platform.

You also have to have two separate affiliate pages. Obviously you need one affiliate page for JV Zoo, and one affiliate page for ClickBank, but if you're just launching your product and thinking of doing it with two platforms, then you would have one affiliate page, and have the affiliate choose how they want to promote and provide them with the link they want. In my instance, the way I've done it with WSO Domination, I have two separate affiliate pages.

James is asking, *'which page would you make the main page? Would you change it if your affiliate network provides better than the original?'*

I don't suppose you would have a main one James, I mean my main one is ClickBank, but as I'm going to show you guys I am having better results through JV Zoo. The affiliate is sending the traffic to each relevant page, and at this moment in page wsodominaton.com is ClickBank, it's actually the full ClickBank offer at \$29.99 and my special price is up at a different page. Your main URL, it would depend how you launch your product in the first place, but if you were launching your product and having multiple platforms I wouldn't think it would really matter as you'd just have /whatever you want for each platform. So I don't think it matters because it's the affiliates driving the traffic.

As well as separate affiliate pages you also need separate thank you pages. Obviously you're going to need two separate thank you page, and the reason you do this is because you're going to be upselling, offering upsell offers. Now if someone buys through ClickBank, I don't want to be sending the JV Zoo traffic to a ClickBank thank you page because my upsells are going to be sold through ClickBank, I hope that makes sense. A JV Zoo offer must be a JV Zoo thank you page with JV Zoo upsells. Does that make sense guys? You're just duplicating your sales page but you're making sure if you send a JV Zoo customer to a JV Zoo thank you page, it's JV Zoo offers that they get.

You have to take this a step further as well, you need to have two separate autoresponder sequences. Imagine, obviously when your customer comes along, you ask him if he wants to sign up for updates or you'll put him on your mailing list. Obviously then you're going to email your customer about upsells and further offers, obviously you have to try and reward your affiliates as much as possible, so you have to make sure that each sequence, each message, is tied in with the corresponding platform. If it's a JV Zoo customer, they need to be getting autoresponder messages promoting your products through JV Zoo, ClickBank the same thing.

This all sounds complicated guys but it really is just a case of putting your product together and duplicating each page, making sure everything is tied in with the affiliate platform that it's relevant to. For example WSO Domination was launched on ClickBank, I've simply duplicated my thank you page, sales page, autoresponder sequence, and made sure every JV Zoo customer who goes to a JV Zoo page gets offered JV Zoo products. It sounds complicated, but it's not really.

That's one way to get more sales of your existing products, I haven't done this yet but it's something I plan to do with Simple Traffic Solutions. Anyone who knows about that product will know I have monthly JV competitions, I'm actually planning on launching this on JV Zoo Zoo as well and hopefully I'm going to have a leader board. I can't confirm whether I'm going to be able to work, but hopefully I'm going to have a leader board that has cross platform capabilities. So let's say someone from ClickBank sent me 200 sales, and someone from JV Zoo sent me 201 sales, it would show them as first and second on the leader board. That's the plan, it's something I'm working on, so hopefully that's going to happen in August when I start my new JV competition for Simple Traffic Solutions. I'll be having two platforms and I'll be able to say if you want to promote through JV Zoo, here is your JV Zoo link, if you want to promote through ClickBank, here is your ClickBank link. Hopefully that will happen, and if it does I'll show you guys how I got it all set up.

That's one way. Obviously it's duplicating everything, putting it under a new affiliate platform, you're going to attract new affiliates and therefore more sales. It goes without saying, if you're attracting more affiliates and putting your offer in front of more affiliates who are going to promote your offer, you're going to have more sales.

What else you can also do though is come up with a version 2.0. Once your products sales start to slow and things start to really slow down, why not just come up with a 2.0 and relaunch it.

Come up With a Version 2.0

If your product is getting old consider updating it and re-launching it

Check your product and update any 'old' material

Add new material to your product

Update your sales page, affiliates page, JV Blog, etc.

Relaunch your product just as if it were another launch



It's not hard to do usually. All you really have to do is check your product and update any old material. Now by updating old material, what I usually mean by that is obviously you need to go through all of your product again, especially if you haven't looked at it in a year or so, and look through everything and see if there's anything out of date. For example, if you're doing video training and showing people how to log into a blog and the version of the blog on the video is 2.9, but WordPress is up to 5, you're obviously going to need to update that. Things like Aweber have changed over the past few months, ClickBank have changed the way they look over the past few months. A lot of the software we use changes, so obviously go through all of your product and update it. Bring it up to date with fresh information. Add new material to your product. You probably find that if you go to revamp an old product, you've probably learned more since you launched it and as you go through it you'll have more ideas. So take notes, maybe create a mindmap, and add new material. Once you've added new material you instantly have a version 2.0, it's a new product because it has more material on it.

Then update your sales page, affiliates page, JV blog, etc. Everything you need to do to update it, do it. So your sales page needs a revamp, new graphics, definitely new graphics. Rewrite the page, make it look new and so on. The affiliates page, my opinion would be to completely revamp the affiliates page, or if you have a JV blog, update everything, make sure people know it's a new product that's being launched. Affiliates pages, sales page, JV blogs, everything needs to be updated.

Then just relaunch your product just as if it were another launch. That's all you have to do, just relaunch it. Set a launch date and launch it as if it was your original product.

So there's two ideas I've just gave you guys. Create a new affiliate platform and come up with a 2.0. I just want to show you what has happened just in the past 6 days for me. This is WSO Domination. I'm not afraid to show you guys, this isn't doing very well now as you can see. I've never touched it for months and months, and that's the results of this product. It's money coming in but it's nothing to sort of write home about.

ACCOUNT HOME: wsodom

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2013-07-17 (current week)	\$57.93
2013-07-10	\$81.70
2013-07-03	\$167.87
2013-06-26	\$21.01
2013-06-19	\$40.00

QUALITY MANAGEMENT

EXCELLENT	
Account Refund Rate (Predicted)	2.71%
Account Chargeback Rate (Predicted)	0.10%
Vendor Refund Rate (Predicted)	2.73%
Vendor Chargeback Rate (Predicted)	0.10%

DAILY SALES SNAPSHOT

Date	Gross	Trend
Thu Jul 11	\$0.00	
Wed Jul 10	\$57.93	█
Tue Jul 09	\$0.00	
Mon Jul 08	\$0.00	
Sun Jul 07	\$0.00	
Sat Jul 06	\$6.32	█
Fri Jul 05	\$44.09	█
Thu Jul 04	\$3.58	█
Wed Jul 03	\$27.71	█
Tue Jul 02	\$3.58	█
Mon Jul 01	\$17.71	█
Sun Jun 30	\$3.58	█
Sat Jun 29	\$7.16	█
Fri Jun 28	\$93.59	█
Thu Jun 27	\$42.25	█



CLICKBANK SYSTEM LOG

That's what this product has done up until today, obviously the time I'm recording this webinar is the 11th of July. This is my JV Zoo results.

Sellers Dashboard Add A Product (It's FREE!) ▶

Home → Sellers → Sellers Dashboard

You owe \$4.31 in unpaid commissions. [SEE DETAILS](#)

Important: All refunds must be done through JVZoo's system, NOT Paypal. [See How](#)

You have products you can send notifications on. [See Notifications](#)

THESE PRODUCTS CAN BE SOLD

Product Title	Launch	Sales	Per Sale	Total Rev
WSO Domination <input type="checkbox"/> <small>Affiliate Details Page Buy Buttons Edit View Affiliate Contest Detailed Sales</small>	2013-07-05	153	\$4.95	\$757.35
WSO Development Program <input type="checkbox"/> <small>Affiliate Details Page Buy Buttons Edit Add an Affiliate Contest Detailed Sales</small>	2013-07-05	33	\$19.99	\$659.67
One Month Mentor <input type="checkbox"/> <small>Affiliate Details Page Buy Buttons Edit Add an Affiliate Contest Detailed Sales</small>	2013-07-05	12	\$27.00	\$324.00

As you can see I launched WSO Domination 6 days ago on the 5th of July, at \$4.95 I sold 153 copies, I've added my upsells which is a development program and One Month Mentor, and as you can see they've brought in almost \$1,000 in sales as well. We're looking at about \$1800 in sales, and I'm seeing many more sales coming in just about on a daily basis. All I have done guys is just put the product on JV Zoo, that's it. Because of the way JV Zoo works, and it's seen in the marketplace, I've had lots of affiliates apply to promote this product. Are there any questions up to now guys about what I've done?

Is everyone getting how this can be simple enough to do? You're basically just taking your product, duplicating it, putting it in front of new faces, which can result in more sales. I've done nothing out of the ordinary here, I've just took my product, copied it, and put it in front of new faces. I mean, it's not even rocket science what I'm doing here, but I know most people don't do this. Most people will not put their product on more than one platform, I think they fear that they might get stuff crossed, but as long as you have everything tied down and don't have any cross promotion issues, there are no reasons why you can't do this.

I just want to show you, this has only been six days, but there are some of the names promoting this.

Affiliate Contest	
Product:	WSO Domination
Seller:	John Thornhill
Start Date:	07/05/2013
End Date:	07/31/2013
Status:	Active
	Want to promote this product? JOIN NOW!!!

Contest Details:

Prizes will be added shortly.

Leaderboard	
Position	Name
#1	Daniel Sumner
#2	Mike Steup
#3	Pete Bruckshaw
#4	Simon Phillips & Randy Smith
#5	Dan B Cauthron
#6	Jason Oickle
#7	Sue Worthington
#8	Larry Dotson
#9	Keith Lynch
#10	richard fairbairn

I've actually had over 100 people apply to be affiliates for WSO Domination in six days, I've just put a little competition in place on JV Zoo because you can do that, I'm going to add some prizes and it's running until the end of July. I've had lots of affiliates promote my product.

Dave is asking *'is it updated at all?'*

No, it's exactly the same product Dave but I'm actually going to cover a little bit of what I'm going to do with WSO Domination in a few moments.

What I'm going to show you are real examples of how I've done this. This is WSO Domination.



WSO
DOMINATION

**The Program That Can Teach Anyone
How To Create A WSO That Sells
Step By Baby Step**

From: John Thornhill
Re: The Secrets Behind WSO's That Sell

Do you know that ordinary folk (Just like you and I) are making an absolute killing on the Warrior Forum by selling quick and easy to create Warrior Special Offers and you can do the same?

Watch the video below and on and I'll show you **live case studies** of some of my Warrior Special Offers including one that has generated over \$20,000 in sales so far.

It's my graphical sales page. I actually have a few a few different versions of this sales page, I have a video, basically I've done a lot of testing over the last couple of years since I launched this product and at this moment in time, this page is at wsodomination.com/ offer, it's selling for \$5. That's it.

\$27,000 So Far From His First WSO

Robert Black was another guy who approached me as he had an existing product he wanted to launch it as a WSO. I advised Robert what to do, gave him some tools to help him do what he wanted to do and as you can see, so far, Robert has earned over \$27,000 from a single \$5 product and has sold thousands of copies. Here's what Robert had to say:-

Hi John,

Robert here, just wanted to drop a few lines about the advice you have given me as it has quite frankly changed my business forever. I followed your advice and launched my first WSO. The results speak for themselves! Over \$27,000 in income from a single \$5 product so far, and next to no refunds.

OK, the product had to be good and the value immense, BUT if it were not for the techniques I learned from you then none of this would ever have happened! It is safe to say that I will be offering more and more WSO's and sticking FIRMLY to the blueprint you have created from now on... If you want to experience the sheer rush of adrenaline that 1000's of sales creates then you need WSO Domination in your corner!

Robert Black

Weekly Sales Snapshot

Week Ending	Gross Sales
2011-12-07 (current week)	\$227.41
2011-11-30	\$2,187.11
2011-11-23	\$2,349.93
2011-11-16	\$4,025.39
2011-11-09	\$2,275.48

Daily Sales Snapshot

Wed	Nov 30	\$227.41	
Tue	Nov 29	\$826.37	
Mon	Nov 28	\$140.94	
Sun	Nov 27	\$59.58	
Sat	Nov 26	\$381.10	
Fri	Nov 25	\$382.14	
Thu	Nov 24	\$118.03	
Wed	Nov 23	\$278.95	
Tue	Nov 22	\$63.92	
Mon	Nov 21	\$158.86	
Sun	Nov 20	\$87.44	
Sat	Nov 19	\$155.36	
Fri	Nov 18	\$276.51	
Thu	Nov 17	\$877.41	
Wed	Nov 16	\$730.43	

Over \$100 Per Day From His First WSO

A nice page and a nice \$5 price tag. When I launched the product on JV Zoo last week I used Easy Deal Builder, this is the deal here. I'm hoping most of you have heard about Easy Deal Builder, I actually promoted it not too long ago. It basically enables you to set up deals for your products and it's a product I'd highly recommend. As you can see if you look at this page the original price is \$29.99, if you go to wsodomination.com that's the price you would pay, obviously this deal price is \$4.95 and as you can see it brings up the savings percentage. I have my video sales page here too so I get the best of both worlds with this deal. One thing I will advise if you do use Easy Deal Builder and you are familiar with it, you'll see you can put a sales page at the bottom. Split your sales page up and create tabs, as you can see instead of having one long sales page. If I go back, that's what this is. I broke it up into sections so we have the about John which is basically just a little bit about me, the proof which is some case studies from WSO Domination, this is just like a testimonial section. More info, which is more of the sales page. The guarantee, which is basically just saying you get a 60 day money back guarantee, and the support link. So I've split the sales page up into tabs. The reason being is with the deals people would rather keep everything in one place instead of scrolling and scrolling. I was actually advised to do this by the Easy Deal Builder creator. So that's just one little tip for you guys if you are using this software, try to split your pages up into tabs and you will probably find you get better results. With Easy Deal Builder you can set how many copies you want to sell, you can set a time limit, evergreen deals, it's got lots and lots of features. The way I have this set up is I'm going to make 1,000 a day available and then hopefully sell 1,000 copies in the next month or so. Hopefully that will happen. Then when they are all sold out I don't know what I'll do then, but I'm going to leave it as it is at the moment, it's counting down every time someone buys, and I believe it gives an element of a good deal happening. You actually have the social proof here showing that 183 people have claimed the deal, and I just think it's working fantastically well. So whilst I could have had a standard sales page like this page here, obviously Easy Deal Builder came out at the right time, it just came out

a few weeks ago, and I just thought why don't I just put a deal together, and that's what I did.

James is asking *'do you have any rules or criteria for approving affiliates in JV Zoo?'*

What happens with JV Zoo guys is when someone wants to promote your product they have to apply for approval, and JV Zoo will give you the history of the person applying, so it will tell you how many sales they've made, and it will tell you the history of that guy. As a general rule, if someone has more than 100 sales I will put them on instant commissions for all of my products because if you've sold 100 copies of something, if you're a fraudster you would have been found out by then. Any less and I'd usually put them on the delayed commission. A delayed commission means you can choose when you pay the affiliates. The reason you need to do this is because it uses Paypal it uses a split pay and instant pay system, if you have a scammer maybe using a false Paypal account you're going to send lots of money their way then it could all be charged back. So you have to be careful. JV Zoo has lots of documentation on this just in case anyone wants to find out more, but as a general rule if someone has made more than 100 sales I will put them on instant payouts.

Donald is saying *'I've got Easy Deal Builder, can I use it to promote products as an affiliate?'*

Well Donald you can actually promote this deal if that's what your sort of getting at, I actually think Randy Smith is coming out with a product very soon where you can get another persons product into a deal and onto a page, then when people click the link it takes you to their order page with you being an affiliate. Obviously I'm talking about this now, it's hard to talk about something that hasn't launched, I think it's going to be added within the next few weeks so if you have Easy Deal Builder then yes you will be able to do that soon. I think the product is called Commission Heist, and basically it just enables you to take a product, promote it as if it were your own, then you take the affiliate income. With Easy Deal Builder you can set it up, I've just set this up with JV Zoo through the JV Zoo affiliate platform.

I have two deals with JV Zoo, as you can see they are completely separate. If you look at the URL, this is at johnthornhill.com/deals/wsodomination.

WSO DOMINATION

Amazing Deal!

Grab an Amazing Discount off WSO Domination... Best Ever Offer

GET THIS DEAL

DEAL PRICE	REG. PRICE	YOU SAVE
\$4.95	\$29.99	83%

Number Of Deals Left:

806

Share This Deal: [Twitter](#) [Facebook](#) [Pinterest](#) [Google+](#) [StumbleUpon](#) 194 People Claimed This Deal!

About John Proof More Info Guarantee Support

My name is John Thornhill and thanks to the information age I am able to live a life I used to dream about. I have gone from working dayshift and nightshift in a factory to living a life I never thought possible.

I've been marketing online since 2002. I have helped thousands of people succeed online and quit their jobs. Many people are now living the life they used to dream about, just like me, because of things I have taught them.

I have a built a total subscriber base of over 140,000 people and I have generated over 5 Million dollars in sales online. However, over the last few months I've been able to earn some of the

This one is at wsodomination.com/offer.

WSO DOMINATION

The Program That Can Teach Anyone How To Create A WSO That Sells Step By Baby Step

From: John Thornhill
Re: The Secrets Behind WSO's That Sell

Do you know that ordinary folk (Just like you and I) are making an absolute killing on the Warrior Forum by selling quick and easy to create Warrior Special Offers and you can do the same?

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They are even on completely separate domains. You could even have deal one, deal two, offer one, offer two, it doesn't matter as long as they are completely separate.

I then got my affiliates pages. These pages are much the same, the only difference is one of them is the ClickBank one and that's how you promote through the ClickBank offer, and the other is the JV Zoo one and you request your link by clicking a link on the page. So with Jv Zoo, it take you there then you can look at the sales page, login, and apply for affiliate approval. That's a different platform. Again these are completely separate, one is at /superaffiliates and one is just /affiliates. Two separate pages.

The thank you page, this is the ClickBank one, everything is the same apart form that is a ClickBank offer and goes to the ClickBank upsell.



The JV Zoo one goes to a JV Zoo offer. One is ClickBank and one is JV Zoo. On the JV Zoo offer I actually tell affiliates they can earn 100% commission from promoting WSO Domination.

That's basically it. That's all I'm doing. If I go back to my results, nothing major or groundbreaking happening but almost \$2,000 in a week. I'm doing nothing else, hopefully this will continue as well, hopefully it will continue to make me a few sales everyday. You have to remember as well these people are getting put on my lists, my webinars, I've talked about putting funnels in place in previous issues, all of this is happening just setting up a new platform.

Like I said the plan for one of my product launches in the future will be where you can pick the platform you want to promote on. If I can pull that off I'll show you guys how to do it, I'd love to be able to do that, it just makes so much sense to have one of your product launches in the ClickBank marketplace and one in the JV Zoo marketplace, and maybe even other marketplaces as well.

Remember I talked about a 2.0? I'm launching WSO Domination as a 2.0. When we planned this last week, I was looking at my products and that's where I came up with the idea of putting WSO Domination as a deal on JV Zoo, then I thought that product is still good now but what if I update it? I have a couple of WSOs planned in the next 8-10 weeks. So I'm going to use them WSOs to document what I'm doing and add the material to WSO Domination 2.0. A lot of the material in 1.0 will still be there it will just be updated. Look at the difference in the page, this is just the same copy at the moment, it will be changed slightly. That's the same copy as this page here but how different does it look just by updating the graphics? I definitely want to make sure that if anyone has 1.0 and they buy 2.0, I'm definitely going to make sure they get good value. I may even pitch it to 1.0 customers at a discount or something like that, you see that happen quite a lot. This page to me looks completely different even though it's much the same. It will be revamped, it will look a bit more different when it's launched, but I just want to show you guys how by adding new graphics to a page it can make it a lot different. That's what I'm planning to do with that. This will probably launch in the next 10-12 weeks being realistic. That's what's happening there.

Just in case anyone hasn't got Easy Deal Builder, you may have seen me promoting this a couple of weeks ago, myself and Dave Nicholson had a bonus offer on the go, that's now been removed. I asked Dave today can you do this webinar and we will offer the bonuses again, just in case anyone does want to buy Easy Deal Builder, if you get it through our link we are going to offer some great bonuses. One of them is 5 ready made deals, so if you haven't got any products of your own yet we actually provide ready made deals that you just have to simply import into Easy Deal Builder and you instantly have deals you can make. I'll put this into chat and if you're watching the replay the link should be underneath the replay.

So guys that's it, that's what I've been doing in the last six days. I'm going to duplicate this with a few of my products, the next one is definitely going to be Simple Traffic Solutions, you will see me relaunch that on JV Zoo. That's a product that makes me still over \$10,000 per month on ClickBank, so who knows what's going to happen when I put this on JV Zoo as well, but I will share the results with you guys when this happens. I just think the good thing about this Inner Circle is I only started doing this six days ago, I didn't know what the results were going to be, but because of the results I had I thought I've got to share this with you Inner Circle members as it's something anyone can do. Anyone who has products can implement what I've done, and if you haven't got any products then you might want to try using our Easy Deal Builder bonus and putting some deals on JV Zoo and see if you can get some results that way as well.

Donald is just saying *'enjoyed that, must watch issue 5'*

Yeah Donald make sure you do, if I'm being honest I reveal a lot more in Issue 5 about what I've been doing. I think one offer was \$34,000 more in sales, so please make sure if you haven't seen Issue 5 go and watch it because it does reveal a lot more of what I'm doing. If you combine Issue 5 with Issue 6 and you implement a lot of the methods I'm teaching, you are going to make a lot more sales from existing products. One thing to think about as well is I haven't actually had a launch this year yet, and at the time of doing this webinar we are into July. I haven't had a proper launch of my own with a new product, I've just been revamping old material. So I've got a lot of things planned, a lot of new products planned, but I'm just finding that if I revamp so old product I can make just as much as having a regular launch.

When a product comes to the end of its cycle or is approaching the end of its cycle, there is usually a lot of things you can do to generate more sales, so please make sure you watch Issue 5 and Issue 6.

I've managed to make that last a good thirty minutes which I'm happy with. Hopefully like I say in the coming weeks I'm going to have more to share with you guys, but I just really wanted to show you what I've been doing to hopefully get you guys to take some action and do something similar.

Donald is just saying *'it's about time I took action'*

Yeah Donald I would agree with you there. If Donald doesn't mind me saying he has been trying a few different things and yeah Donald just do something, take action and see what happens. It's better than doing nothing. If you need anything and want to have a chat, that goes for all of you guys you get to have a chat every month if you want.

What I will probably do guys as well, I will keep you updated, this is something I quickly done but I'm going to research this a little bit more and try and put the cross platform JV leader board up and if I can do that and pull that off, that will be something else. Obviously you could do that manually but I'm trying to automate things, hopefully by integrating what I do on the ClickBank side of things with what I do on the JV side of things, that would be fantastic. I will share any results I have with that. Just so you know I've got a few products in the pipeline, I have a product planned with Omar Martin, if anyone can remember the Coolest Marketing Event ever that myself and Omar put together in Florida, and we have the recordings back now so we are planning on launching that as a product. I have a product called Funnel Frenzy I'm planning on launching, if you remember I think it was the 2nd issue of the Inner Circle where I showed you everything to do with my sales funnel for Simple Traffic Solutions. I'm going to sort of make what I taught you in that issue into a product, maybe with a new product I bring it. You know when I bring a new product out and show how to put the funnel together. So I've got three products planned. Another product is a ClickBank marketing related product, and obviously WSO Domination 2.0. I have a lot in the pipeline, I have a nice problem, I have four products on the go or at least lined up. So you will see me start to talk more about how I launch my products, hopefully I'll be able to document me launching a product and share this with you guys as well, because at the moment I've just been sharing what I've been doing with previous launches, I shared what I was doing with the Easy Video Suite launch, in a couple of issues I mentioned that. Obviously it's all stuff where I'm making money but I'd love to share a full product launch with you guys and let you see what I'm up to when I do that.

Please, if you've got existing products then try this. Just remember to keep everything separate, duplicate everything if you are going to do this. I want to see people taking action and I'd love to see you share your results in the Facebook group and let me see. I think James is because he's asking lots of questions, so the information is there but it will only work if you implement what I teach. At the end of the day if you just watch a webinar and have a product out there but don't do anything, it won't work. If you do this, the worst thing that can happen is you don't make any sales. That's it, but who knows, you could bring in thousands of extra dollars in sales.

Ok then guys I'm going to end it there. I will make sure I keep you updated with what I'm doing with this, I will keep you updated with what I'm doing with Simple Traffic Solutions, I may have another one in just a few weeks time, I done that with Easy Video Suite we had a part one and part two. I might bring out part three of this so I can keep you guys

updated. I am going to sort of let you see more behind the scenes of my product launches which is hopefully going to happen in the next few months. As always, any suggestions then get in touch with me personally. Write a suggestion in the Facebook group or write a comment in the members area. I do look at all of the comments and if I can get some ideas for future content I will obviously cover that.

Thank you for attending and I'll see you next time.