

Borrowing Tons Of Traffic!

One of the most overlooked (but BEST) sources of new traffic for any business is BORROWED traffic – Affiliate Programs, Joint Ventures, Product Launches, Webinar campaigns, etc.

Why is it the best? **No Risk, No capital outlay for your business.** What could be better?

Decisions You Need To Make

- ✓ What commission rate will you pay?
- ✓ How often will you pay?
- ✓ Will you have a 2-Tier program?
- ✓ First cookie or Last cookie?
- ✓ Lifetime commission or just 'per product'?
- ✓ Open program or Closed program?
- ✓ Can partners offer incentives? Cash? Products?

Software & Services Options

- ✓ You will need an Affiliate Program system
- ✓ 1ShoppingCart
- ✓ InfusionSoft
- ✓ Kartra
- ✓ PayPal for paying affiliates & partners
- ✓ Consider using lob.com

Tips For Maximum Success

- ✓ Pay as FAST as possible
- ✓ Make things simple and DO IT FOR THEM
- ✓ You must follow-up, follow-up, follow-up
- ✓ Give partners a chance to schedule in advance
- ✓ Use a "Reason Why" for promotions
- ✓ Use SCARCITY for promotions
- ✓ Run Contests with prizes and appeal to EGOs!

Power Recruiting Secrets!

- ✓ Send them traffic & sales FIRST (if possible)
- ✓ Set them up with everything and send it to them
- ✓ SOCIAL PROOF with your other partners
- ✓ SOCIAL PROOF with your partners results
- ✓ Offer a higher initial commission
- ✓ Offer to pay immediately
- ✓ Discuss possibilities of reciprocity

Product Launch Windfall Cash

- ✓ Coordinate a multi-partner promotion
- ✓ Must schedule launch well in advance
- ✓ Base launch around a SCARCITY event
- ✓ Leverage SOCIAL PROOF to get partners excited
- ✓ Do everything for them – setup links & give swipe
- ✓ Run a Contest with cash and prizes
- ✓ 7-day pre-launch, 7-day cart open

Webinar Cash Flow

- ✔ One of the hottest ways to generate revenue
- ✔ Ongoing 'circuit' of Webinar events with partners
- ✔ Get presentation dialed in – wash, rinse, repeat
- ✔ Leverage good results to get more partners
- ✔ Social Proof & METRICS easily recruit for you
- ✔ Auto-pilot recorded Webinars for ad campaigns
- ✔ I recommend WebinarJam and EverWebinar

Grow With Simple Monitoring

- ✓ Monitoring the 'borrowing' action in your market
- ✓ Join all affiliate programs & launches you can
- ✓ SAVE LEADERBOARDS
- ✓ Use Google Alerts for auto-notifications
- ✓ Another reason to opt-in to all competitor lists
- ✓ Keep an eye on Affiliate Directories
- ✓ Monitor Social Media for launch promotions

The “Geniuses Of” Strategy

Here’s a surefire to gets TONS of targeted web site (and customers) to your site...

Invite multiple experts from your market... they can be competitors or people selling other products to the same market.

Interview them all (written or audio or video) then release the entire ‘collection’ and have everyone promote it.

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