# LAUNCHING A CLICKBANK PRODUCT EVERY 7 DAYS

Mon	Jan	18	\$1,289.58	
Sun	Jan	17	\$1,113.90	
Sat	Jan	16	\$574.49	
Fri	Jan	15	\$988.86	
Thu	Jan	14	\$1,240.18	
Wed	Jan	13	\$441.08	
Tue	Jan	12	\$866.69	
Mon	Jan	11	\$965.50	
Sun	Jan	10	\$1,320.13	
Sat	Jan	09	\$1,899.06	
Fri	Jan	08	\$1,573.74	
Thu	Jan	07	\$500.17	
Wed	Jan	06	\$1,117.92	
Tue	Jan	05	\$1,268.77	
Mon	Jan	04	\$1,512.22	

### Introduction...

If I had to start all over again and rebuild my business, I'd do things a little differently than the pack.

Here's what most internet marketers do... They become an affiliate for a program amongst 1000's of affiliates and try to duke it out in the trenches for traffic. They're PPC affiliates, article marketers, web 2.0 buffs.

It's not that you can't do very well for yourself and make a 5 figure per month living this way. It's just that you should choose to START on the other side of the game. This will make sense to you after reading...

Why be 1 affiliate amongst 1,000s when you can have 1,000s of affiliates promoting you?

#### Imagine...

- Affiliates hammer your sales page with traffic and bring in sales on autopilot instead of you being 1 of 1,000s affiliates try to hammer another product owner's offer with all your traffic.
- Affiliates build you a nice big buyer's list instead of the prospect list you build when you're solely an affiliate. That's why product owners typically make the best affiliates, because they take their buyer's list from their launches and send them to other affiliate offers.
- Your best affiliates tell their affiliate friends about your offer, and as you know, powerful friends have powerful friends. Now you've multiplied your traffic, sales, and buyer's list.

To make my point crystal clear, there are PPC affiliates out there who will take your product and run with it. They'll spend hundreds in a day just to make a \$50 profit. All the while, you make around hundreds a day without the same risk on your end.

It's ridiculous that these PPC affiliate gurus don't market their own products. But it's good for us right?

Then you have list builders. Big time list builders will storm your sales page with traffic at the click of a

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"Send" button. It might be 1,000 hits. It might be 2,000. Some of the biggest list builders can send 9,000 to 10,000 visitors to your site in a day.

At 9,000 clicks, if your \$97 product converts at 2% and you're paying out affiliates 50% commissions, you just made \$8,730... in 1 day. Not only that, but you now have a buyers list of 180 subscribers who have bought at a \$97 price point. Now you can take that buyers list and sell them affiliate products.

The funny thing is most marketers believe you need a list before you have your own product. The truth is that it's the other way around. Your product can build your buyer's list even if you didn't have a prospect list before.

What's the value of a buyers list compared to a prospect list? Some experts say a buyers list of 1,000 is equal to a prospect list of 10,000. I know from experience that this is completely true.

So let's put it in perspective. You can either be an affiliate who builds PROSPECT lists and is 1 of 1,000s of affiliates in 1 merchant's stats like most people, or you can build a BUYERS list and have 1,000s of affiliates showing up in YOUR stats.

That's exactly why you should start your internet business or make an adjustment to your business to be a product launcher. Not necessarily a product creator. If you want to launch a product in 7 days from now, you likely already must be a product creation master or you can simply know the techniques I'm about to teach you.

How much money do you think you could make if you launched a product every 4 days? That's 48 products in a year. Who else do you know can say they've launched 48 products in a year?

Sounds like a ton of work. Truth is... you only need to do a few things every 7 days to launch a new product. (By the way, your product doesn't need to be in the internet marketing niche, though it can be).

- **1.** Have something of quality to sell. I'm going to show you how to launch a quality product without creating it yourself. That takes care of that problem.
- 2. Get mini-site graphics made for your sales page. I'm going to show you where to get those made for a cheap price.

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- **3.** Write a quick "Educational Style" sales page using PLR articles. You wont need testimonials or proof. You'll need a sales page that breaks all the rules the copywriting gurus told you to follow. Funny, because a sales page just like this made 21 million dollars in 2009.
- **4.** You'll need a company to sell your product through and pay your affiliates. They also pay you weekly for your sales. I'm going to show you exactly what company to use and where to go to set it up. They already have a mass crowd of affiliates in the network waiting to promote high converting offers.
- 5. You'll need to "tweak" your mindset to break away from the pack, so that you're doing what veteran internet marketers do. Not what most marketers do. Like I said, you can do very well as an affiliate, or you can have several affiliates doing very well for you and themselves.

### The Problem With Master Resale Rights...

The method of launching a product in 7 days has nothing to do with Master Resale Rights products. There's good reason too. You can't submit them to the ClickBank Marketplace, which is what you're going to be using to sell your products.

Though there are other bigger problems:

- No good affiliate will ever promote a Master Resale Rights product in a million years.
- The copy doesn't typically convert well.
- People who search for reviews of the product will likely find the product on another website for a dollar or even 5 cents. They may even find where to buy master resale rights for a cheaper price than you're actually selling the product.
- Master Resale Rights products, unless you get them at a high price from a true expert, stink. The products are lousy and you get refunds out the wazoo.

So here's the solution: Private Label Rights (PLR)

• You need private label rights to a product. It's best if you can get limited private label rights if possible. This type is more valuable for obvious reasons. And you can also submit it to ClickBank when it's rebranded as your product.

The difference between Master Resale Rights products and Private Label Rights products is this... With Private Label Rights, your license is more flexible so you can:

- Rebrand the product with a different name.
- Create your own sales page for it.

You might be thinking... Why would anyone sell you Private Label Rights to their product if it's any good? The answer is this... there are absolute experts out there in certain fields and they create

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products for that market. The only problem is they can't sell it worth a flip. So they end up selling rights to people who can market and sell well like you and I.

Because they can't seem to sell their product, they assume there's a problem with the PRODUCT, so they sell rights to it. In reality, the problem is with the SALES and MARKETING. This is where you come in. The product is excellent.

You take the PLR product and reposition it for the mass market and rebrand it. Experts are normally caught up in the details of their own products since they're so immersed in their field. They can't "lower" themselves down to the level of their prospect. You can.

They don't understand what motivates prospects emotionally to buy because they can't regress enough to get back into the type of mindset they had when they first started in their field. But you can, especially if you know nothing about that market. Yes, you heard me. It's good to go into a market knowing nothing about it then discovering the emotional triggers that will make someone at your level who has interest in the subject say "Yes" and order.

I'm going to show you how to reposition a PLR product that likely failed in the past. Not because of the quality of the product. Because of the marketing and sales page. First of all, here's how to get your product without researching it and creating it or paying someone else to do that for you. Paying an expert to create a product for you can be very expensive. However, there's a cheap way to get their products in your hands.

# Where Do You Get The Highest Quality Limited PLR Products To Launch?

The source I like to use is <u>Warrior Forum</u>. Sign up to be a free member of Warrior Forum and use their Search function to find PLR.

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At the top left of the screen where it says "Keyword(s)," type in your market you want to go into. For example "Weight Loss" > Then click the red "Search Now" button at the bottom

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On Page 1 of the search we already found a weight loss PLR product. Let's check it out.

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	-Calorie Counting
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You get 7 PLR expert articles and a PLR 7 day diet ebook for just \$8

#### How Hard Was That To Find A Product To Sell? And For \$8 Measly Bucks?

Now that you have a product to sell instead of slaving away trying to create one of your own that would be of less quality than even this \$8 weight loss ebook, you're ready to move on to the next step.

### It's Time To Name Your Product And Grab A Domain...

Remember, you must rebrand your PLR product to have a different name than anything else on the market. This will make it so you can submit it to ClickBank. Also, remember affiliates wont promote products they don't believe are original. With PLR products, you claim authorship over the product or your company does.

What should you name your product? Only give your product a name you can find a domain name for. Secondly, there are no general rules for naming a product.

You can consider these strategies with these examples though:

- Mysterious: Mass Control (this product name doesn't even make sense, it builds curiosity)
- Built-in Authority: Fat Loss 4 Idiots (seems like a spin off of the For Dummies series)
- **Benefit Oriented:** Affiliate Blueprint (seems like it'll be a step-by-step guide with everything you need)
- Fun: Jamorama (seems like this guitar product is going to be fun)
- Another Benefit Oriented: Cash In 7 Days (seems like a quick way to make money)

Think up a list of 5 to 10 product names then try to find an available domain. You can see which ones are available at <u>domain.com</u>. When you find an available domain with your product name as the domain name, register it with your hosting company. If you don't have hosting yet, try <u>HostGator</u>.

### Get Mini-Site Graphics Made...

You'll need a unique mini-site made for your product. It has to be sharp or affiliates won't promote you. Funny, because ugly sites often out-perform slick-looking websites. Affiliates don't care though. They generally won't promote a site that looks completely bare and downright ugly.

Also, you won't need to use a pen-name or author name. The type of offer you have isn't going to be based around the expertise of an author that must have credibility. Rather, it's about building the credibility of the website and product itself by giving information. More about that in a moment.

Here are a couple recommended mini site designers:

- Semmy Lauw: Cheap: My Mini Site Graphic
- Andy : <u>http://www.ecoverbee.com</u>
- Karl Warren: Relatively Cheap: Higher Quality: More Original: Ecover Ninja

# You're Closer Than You Think To Launching Your Product...

Start working on your sales page copy while your graphics designer is creating your mini-site. Up until this point, everything should've taken about 1 day to accomplish.

- You have your product.
- You have your domain name.
- You have a designer working on your mini-site.

You really want to work hard on the copy for your sales page. The reason is because it'll determine 99% of your success. Most marketers think getting a quality product is the hard part, but I've shown you how to do that for as low as \$8.

This normally takes a few days for you to write. However, it can be slashed to 2 days or even 1 day when you use PLR articles to write your copy. Remember, we're shooting for creating an "Educational Style" sales page without testimonials or proof.

This is a type of sales page discovered when realizing an amazing truth about how you can choose to sell products. Take a look at this sales page for a product called <u>Fat Loss 4 Idiots</u> that made 21 million in 2009.

It doesn't just break the rules. It shatters them to pieces. There's no author. There's no proof or testimonials. It's an Educational Style sales page, one that is completely crafted with information about weight loss and the benefits of ordering their product. That's it.

Some internet marketers would call it an anomaly. However, it's just good salesmanship. There are a few ways it's building credibility.

By not having a product author, there is no credibility to build for the author. For example, if you're selling a guitar product, you don't need to brand a professional guitarist who used to play on Bon Jovi

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albums who's now selling this guitar learning system.

Strip away the author completely. Let the website itself build credibility with its information it freely gives. Often sales pages that are almost completely blind and make you wonder what's inside the little box work because the credibility of the author is built.

This is a completely different strategy, though there are details about the product you want to keep blind. That's just good selling with Curiosity.

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Weight Loss Facts:	
Low Fat Foods DON'T WORK.	
You cannot lose weight using Low Fat Diets. Low fat foods have been popular for more than 15 years, but yet <b>our society is getting more overweight as each year passes</b> . This fact alone should tell you that eating a purely low fat menu is not the answer to losing weight.	
Low Calorie Diets DON'T WORK.	=
You won't lose weight using a Low Calorie Dieting Plan either. In fact, eating low calories is the worst thing that you can do to your body, since that will only slow down your body's fat burning engine and ruin all chances of losing weight (low calorie diets may allow a few pounds of weight loss for the first few days, but then after that <b>all weight loss comes to a</b> <b>halt</b> known as a dieting plateau). You can never get slim by starving yourself.	
Low Carb Plans DON'T WORK.	
You'll probably find it extremely difficult to get slim using a Low Carb Dieting Plan. Low carb diets have recently become popular over the last couple years, but the problem with low	~
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This is the index page of Fat Loss 4 Idiots, a product that made 21 million dollars in 2009. All it does is educate prospects about weight loss, giving them info they already know to build rapport.

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wrong foods, the wrong types of calories per meal, and you're also eating meals in the wrong patterns each day. Think closely about what we're about to tell you, since it's going to change the way you think about dieting	
FOOD is more powerful than any prescription weight loss pills, because the FOC that you eat can either make you THIN or FAT. You don't get fat because of a lack exercising, that's a myth. You get fat because you don't eat the right foods at the right intervals each day.	
Also, the <b>pattern</b> that you choose to eat your meals each day is more powerful that any prescription weight loss pills. This is true because your body is like an "engine and it only needs certain foods at certain intervals each day, and if you don't eat th right foods at the right times then it won't burn those calories and you'll wind up storing those calories as fat tissue. (Hint: You need to eat more than 3 times per d to lose weight, but we'll show you the details later).	ie
You have gotten overweight by eating the wrong foods, that much is a fact. <b>And guess what?</b> You can get SLIM by eating the RIGHT FOODS at the RIGHT INTERVAL each day.	S
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Next page: just more information! It won't be until the next page that they begin selling the product. You too will NOT have an author name, you will NOT have testimonials, you will NOT have proof, instead you will build credibility and rapport with information.

#### So How Do You Build Credibility With Information You Don't Know?

\*\* Instantly Having The Information For Credibility Building On Your Sales Page \*\*

Even if you have ZERO knowledge of this market you just entered, you're going to be able to pull this off. ...Without researching like most people. In fact, it's going to be a matter of copy and paste.

You simply go back to Warrior Forum search and instead of finding a PLR product to sell, you find PLR

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articles. Then you're going to copy and paste segments of these articles that you like onto your sales page. So go back to Warrior Forum and do another Advanced Search.

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This time you're searching for "weight loss articles."

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Just on the 1<sup>st</sup> page, we find PLR weight loss articles containing information you can copy and paste onto your sales page to build credibility and rapport.

#### Now You Have The Educational Part Of Your Sales Page.

The education part was to do just 2 things:

**1)** It's information the prospect likely knows and will agree with you on, and this will build rapport.

Tim Godfrey & Steven Clayton - <u>http://www.BlueprintCentral.com</u>

2) It's done your credibility building for your website.

Now you need to sell them emotionally.

First of all remember, the author is the website itself, so you're not going to be speaking in terms of "I \_\_\_\_\_\_." You'll be speaking in the 3<sup>rd</sup> person. For example: "Our new product."

Secondly, emotions sell. You've built trust with information. Now it's time to break out your copywriting skills. Copywriting is one of the most complex arts in the world.

Truth is... Marketers who get so lost and deep into Copywriting Theory that they often become worse copywriters. The reason is because they've become so tactical that they forget the most basic strategy.

That is: you need emotional responses to sell.

Heads up, if you want to learn all the theory you ever need to know about copywriting, <u>Gary</u> <u>Bencivenga</u>, <u>Clayton Makepeace</u>, <u>Gary Halbert</u>, and <u>Michael Senoff</u> have all given away the gold.

Thing is... That's all the theoretical side. The only way to truly learn how to sell is to be a student of great sales pages. Develop an eye for what's making the prospect have an emotional response. An eye for what's moving them to order. High converting copy looks far different in reality then when you imagine it from studying theory.

Your main goal for your prospect is to have him or herself imagining what it'll be like to already have the benefits of your product. You want to provide an emotional experience. For example, one section of your sales page could say:

What if you could add 50 yards to your drive in just 14 days?

Imagine...

Your golf pals don't understand how you're now outdriving them all by a longshot. It's all about respect and that's exactly what you're getting on the course.

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Another word you can use to send prospects into the imaginative emotional state besides "Imagine" is "Picture it..."

You'll also notice I asked an open ended question. This is a question that can't be answered Yes or No. Only use a Yes or No question at the beginning of a sales page to qualify a prospect, like a pre-head that says "Do you want to \_\_\_\_\_?"

Other than that, never use questions other than open ended questions unless they're questions that must be answered with a Yes. You say something that's undeniably true, then turn it into a Yes in their mind. For example, "Wouldn't you like to come out of the woodworks to play insane guitar?" or "Aren't you sick of falling for every 'magic weight loss cure'?"

Back to open ended questions. Open ended questions are powerful for selling indirectly. Instead of just having the prospect imagine what his or her life would be like with your description, you allow them to create their own description. They'll feel like they're selling themselves on your product as you guide them on their own journey through an imaginative, emotional state that's exactly what it's going to feel like when they have your product.

A couple examples of open-ended questions: "What if you could lose enough weight right before summer time to show off your body in the sun?" or "What would it be like to have an extra \$2,000 in your pocket every month?"

Another way to spark the imaginative emotional state is by directly putting the prospect there. For example...

The lights dim to darkness.

The curtain raises as multi-colored spot lights shine on your band.

Your fans are screaming as you break into your first song.

Now they're crowd surfing as you play an amazingly fast solo up and down your guitar neck.

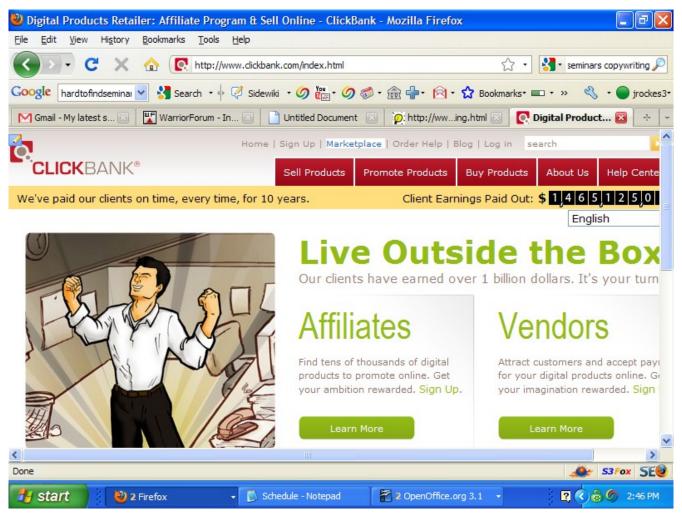
You also must be familiar with common emotional triggers in your market. The best way to discover them are, as said before, by studying sales pages. Listen, that's the ONLY way you'll ever soar with

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selling. You can't get affiliates promoting like crazy unless they're making a whole wheelbarrow full of money by promoting your offer.

I've made the process of getting your quality product you'll be launching quick and easy. You have a recommended mini-site designer working on creating your mini-site. You have PLR articles that cover the information you need to build credibility and rapport. You only need a high converting sales page now.

# How To Discover The Emotional Hot Buttons Of Your Market...



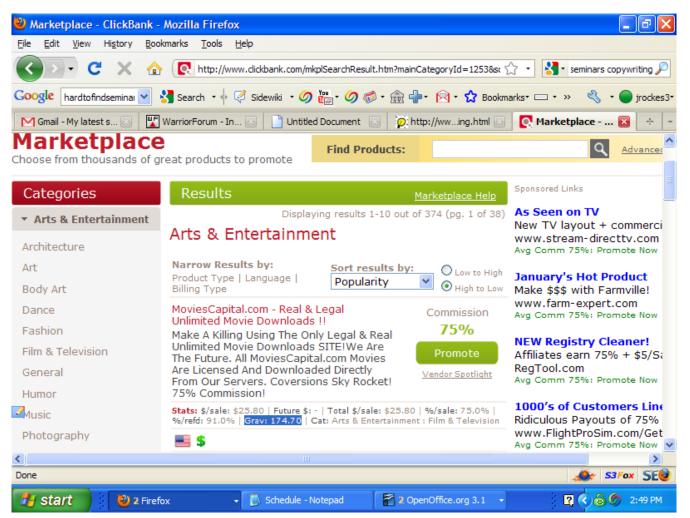
First go to ClickBank.com and click on the link at the top that reads, "Marketplace"



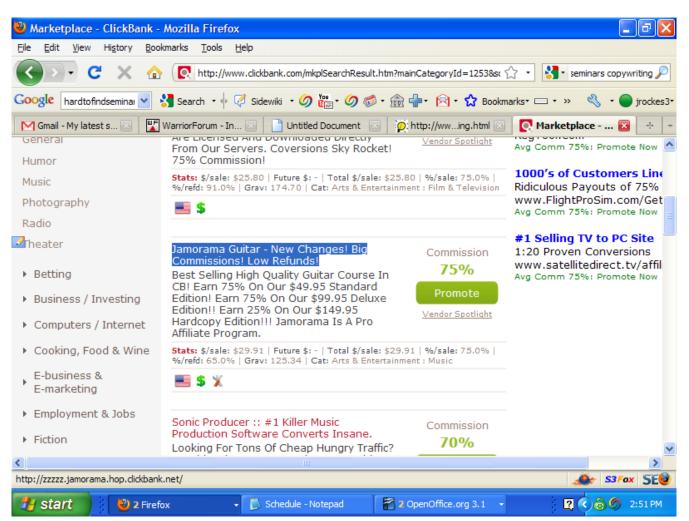
Go to the left of the screen and select your Category of your market. I'm choosing "Arts & Entertainment."

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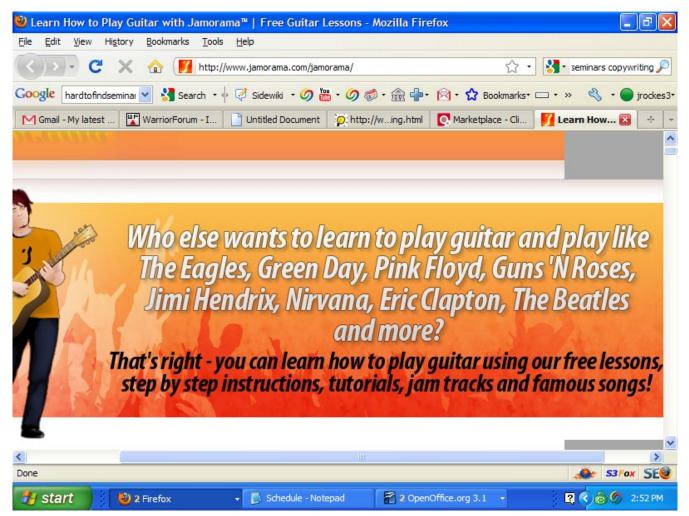
Search by "Popularity" in the drop down menu



In the description of each product at the bottom, there will be "Grav." This is a Gravity Score. The higher the Gravity Score, the hotter the sales page is to affiliates and the more sales affiliates make for it.



Let's select "Jamorama" with a Gravity Score of 125.34. Click on the link that says "Jamorama Guitar – New Changes! Big Commissions! Low Refunds!"



Now we're on Jamorama's sales page. The biggest emotional triggers you'll find are in headlines. In this headline, we see that the emotional trigger is being able to play guitar like you favorite bands. So if you have a guitar product to sell, this is a good emotional trigger to use on your sales page as well.



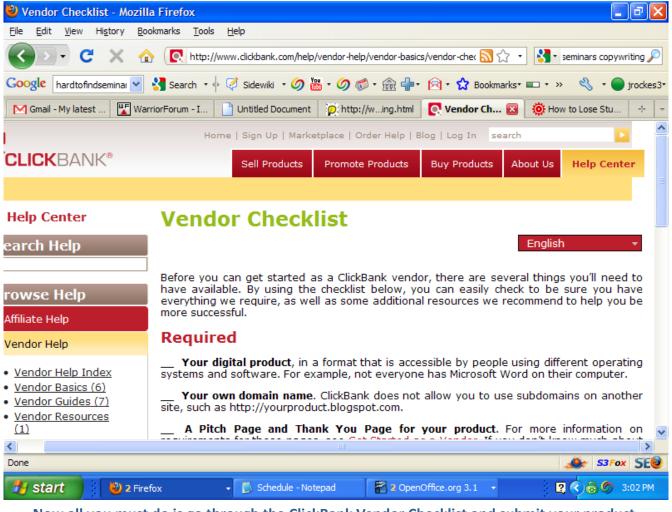
Here's a hot sales page for a product called The Truth About Abs that has a gravity score of 560.59. The emotional trigger in this one is Curiosity and Benefit combined. If you have a product about losing stomach fat and getting chiseled abs, one emotional trigger you can use is "strange secrets for getting a washboard stomach."

### Next Step: Put It All Together...

So you've gotten your graphics back from your mini-site designer. Simply plug in your sales copy and you now have:

- A product to sell.
- A domain name with the product name.
- A sales page with sharp graphics.

Congratulations! You're instantly ahead of most internet marketers!



Now all you must do is go through the <u>ClickBank Vendor Checklist</u> and submit your product.

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