

Method Seven: Leveraging Other Marketers

Gail Buckley
www.PLRContentSource.com

You've no doubt looked at the assets *other* marketers have and have been really envious.

"He's only been doing this for a few months and he already has a list of thousands!"

We've all been there. But, I've learned that you can't just dwell on what others have and what you don't have. You have to learn to use every situation to your advantage.

That old adage that, "you scratch my back and I'll scratch yours," holds true. You can use, with permission, anything these marketers have if you ask them the right way. It's all about how you frame your communication and offers-- in everything you do in business.

You want a list of thousands you can use right now? You can have it-- you just need to figure out what that already-successful marketer needs and wants, and that you have.

You're going to 'cut the line' when it comes to marketing. Actually, this is probably how those 'other' people seemed to go from newbie to guru so quickly. They stand on the shoulders of those who've come before them and they don't build their business from scratch.

The difference between those who succeed quickly and those who take a long time are the risks they are willing to take. You have to be willing to get turned down by 5 marketers just so ONE person can say, "yes!"

This method is for those with thick skin who want to zoom to the front of the line.

Not everyone you approach is going to have time for this or the need for this, but some will. When they do, you'll have access to more targeted buyers than you can imagine right now.

I know this all sounds a little mysterious at the moment, so let's dive into the details.

The Basic Method

The basic method is going to sound a little bit like creating a product and getting others to promote it as an affiliate. But, it's actually more like finding joint venture partners. You're going directly to successful marketers (with lists) to make them a deal they can't refuse. This will be a work-intensive week, but then you can start to ride the wave of fast profits.

Your first step will be to find an Internet marketing niche (or subniche) you are comfortable with. Ideally, you'll choose something you can create a report or ebook about with little to no research.

Your goal is to locate several mid-level marketers within the niche to strike a deal with the product you've created.

For example, let's say you are familiar with how to build mini niche sites to promote products on Amazon (something you should be very familiar with if you read my mini site services strategy). There are several pretty well known marketers that specialize in Amazon affiliate sites. Find and make a list of them.

You don't really want to target 'guru' marketers because there is little chance that you're going to get an 'in' with them as quickly as you need to-- that's a card you can play for later. Also, don't discount newer marketers with lists of 500+ ... nothing is too small if it's a targeted list. In fact, it's much better to work with a marketer with a very small, highly targeted list than it is to work with a marketer with a very large list that's not targeted at all.

Hint: *It's probably easiest to find marketers with a list if you look at the WSO archives at WarriorPlus.com-- find those who had successful products targeted to your niche (in this case, affiliate marketing on Amazon) and make a list of them.*

You'll take some time to get to know the marketers on your list. Note how popular they seem to be, how busy they seem to be, and what their personality is like. You're eventually going to contact them and you need to have as much information as possible so you can communicate in a way that is most likely to get results.

Your next step will be to create a great ebook, report or other product they can sell to their list. You want this to be an offer they can't refuse, so give them an extremely high percentage of the sales-- ideally 100%. I know that sounds crazy, but you're going to have a backend upsell ready to go. You can give the marketer with the list 50% of the upsell and they'll be happy. You'll earn money right away, plus you'll have all of the buyers (even the ones that didn't take the upsell) on your list.

You can do this as many times as you'd like. Try to take the time to individualize the offer to suit each marketer you contact.

Your new list will grow and grow, and become an asset marketers will envy. It's *your* turn.

Here is a bullet point breakdown so you can see the full picture:

- Find a niche you are very comfortable with
- Find a series of mid-level marketers in that niche
- Create an unbelievable offer targeted to the type of people who are on their list
- Offer them ALL of the profits from this front end offer
- Offer them HALF of the profits on your great upsell
- Make sure you collect buyer names in an email list so you can benefit from this list time and time again
- Do this for whomever says yes
- Rinse and repeat-- craft your offer specifically to them and their list

Day One

Today, you're going to choose your niche and make a starter list of marketers you can contact. I mentioned earlier on that the easiest way to do this is to look at the Warrior Special Offer archives at WarriorPlus.com: <http://www.warriorplus.com/wso/>

You can search by marketer, topic, and more-- I suggest you search by topic. There is bound to be a topic you're pretty knowledgeable about or are interested in learning more about.

Warrior Plus allows you to open active WSO threads and view archived threads. From there, you can get a feel for what the offer was about and how popular it was. Make note of the product owner's personality (which you can see in their responses). It might sound silly, but this is one way to gauge how receptive they might be to mailing for you.

Make a List

Go through and make your list of potential contacts. If you can, note their 'real' email address. Many successful marketers on the Warrior Forum get overwhelmed when they are contacted through the private message system.

Learn as Much as You Can About Them

Don't stop there-- find and visit their blogs and websites. Your goal is to learn as much as you can about these marketers today. Nothing is worse than when you send form emails out to marketers, begging them to plug your stuff. You need to build relationships if you are going to do this right.

Additional Places to Find Marketers With Lists

Find and research more names than you think are necessary. You can find more options by looking at Clickbank product owners, Internet marketing Amazon Kindle authors, and even by doing Google searches. Today is all about the research and the planning.

Day Two

By this point, you have a solid understanding of the leaders in the niche you've chosen to target. You know what their offers were like and what their buyers are probably interested in.

What Do You Have to Offer?

Now, think about what you have to offer. What can you add to this space that isn't there right now? There is always room for another perspective. Don't clam up, thinking there is no way you can create anything of value.

Think about a problem people in this niche tend to have. Consider the questions that came up in the threads over and over. Is there a way you can create a system that will make things easier for people? Is there a way you can help people get over their fear of taking action? Do you know a technique that will help people make more money almost right away? Go for it!

Write an Ebook

You should create a highly valuable report or ebook (around 5,000 words) on this topic. You'll probably get more takers if you take a '1 problem, 1 solution' approach. It's all in how you frame the report-- make it extremely valuable.

It may take you a few days to finish this report. Take the time you need, as long as you are taking action. I'm going to continue on through day three, assuming you'll use that day to finish your report and start putting everything into place.

Day Three

It will take some people one day to finish the ebook, while it may take other people all week. The only important thing is that you work on it and know it is valuable. At the same time, don't turn it into something so huge you can't possibly finish this week. It's not about perfection-- it's about

creating something absolutely fantastic, under pressure. Stuck on any part of the process? Look to books you've purchased in the past for help.

Finalize Your Ebook

Finish your book and save it as a PDF (many programs do this-- your word processor might. If not, there are several free services on the web that do). Make sure you secure the original Word document since you may need to make adjustments to the book for each JV partner you pick up.

Look Into Using JVZoo

There are many different affiliate management sites out there. I think you might have a lot of luck using JVZoo. It's very easy to use, it's easy and free for others to grab affiliate links there, and you can choose to set your listing to private (so only those you invite can see). You can also set different commission amounts for different people, have it add all buyers to your list automatically, and set up sales funnels. Not to mention your JV partners will get instant commissions, which is very enticing to many people.

Write and Post Your Sales Letter

You need to write a sales letter for your product to show your potential partner. You or your JV partner may want to tweak it on an individual basis, depending on what you agree on-- that's the beauty of working with others on something that is mutually beneficial like this. Nothing is set in stone...but you need to have the basics finished.

The Basics of Writing a Sales Letter

This is a very basic template for writing a sales letter for your offer. As with any offer, you need to dig down deep and figure out what the buyers want and need to hear.

Prehead-- Write a short line (around 5 words) hitting on their problem, passion, or desire

Headline-- Write a short headline, in quotes, in larger text than the rest, that hits on the main benefit of your offer (Hint: it's a hot topic and they can make a ton of money).

Posthead-- Emphasize what you're providing.

Introduction with a problem-- This is a letter...so write it like one. What is their problem? Really drive that problem or desire home and how it is currently out of their reach.

Story with an "I understand" tone-- Share your own story, how you learned to do this (hint: you stumbled on this need at the Warrior Forum or wherever and saw that everyone needed it). You want them to feel like you are already a trusted friend who is going to help them with their problem.

How you found your solution or came across the solution-- Share the awesome solution you found and that you're offering.

What you're offering-- What your offer is and why it's unbeatable

Why this is the best thing for them-- Why this is unlike anything else, why it's a must-have, why it's worth so much more than you're charging

Close the offer with a great deal of scarcity and a fantastic price

Sign your name and that you're excited to hear their success story

Add a P.S. that shares the benefits, scarcity, and super low price again

The Price of Your Offer

Settling on the price is a tough one. Plan for a fairly low price point, probably around \$10. You can also do a dimesale with JvZoo, and if you do that, you can start at a lower price, since future sales will cause price increases, and thus the average price paid will climb.

Your Upsell

You might be wondering how you're going to come up with an upsell in such a short timeframe. You are going to offer something that you produce *after* the fact. There are two choices.

1. You can offer personal email or phone coaching, related to the offer. Upsell at around \$47-97 to get takers (remember, you're giving the JV partner half to further entice them to mail for you)

2. You will *do* the technique you cover in the ebook for the buyer. Upsell at whatever you value the service at. For instance, an ebook about building mini niche websites would upsell to a 'do everything for you' offer at \$147

Write a Sales Letter for Your Upsell

You need to write a sales letter for your upsell-- follow the guidelines I've laid out for you above. Really build the value of the offer and how much more it will add to what they've already purchased.

Day Four

Do not worry if the above tasks take you beyond day four. These daily points are there as a guideline.

Today, you're going to contact the marketers on your list. Each and every email should be tailored specifically to the person you're writing. Be friendly, personable, and complimentary. But under no circumstances should you be formulaic.

You're bound to get takers if you write those with lists of under 2,000 or so. They have solid lists and generally great relationships with those on their list-- but they are not inundated with offers like yours.

The key to getting people to say yes is to always frame things so they see what's in it for them. No one is going to help you out of the kindness of their heart.

Keep plugging away, contacting marketers and making those connections. Someone will say yes, even if you get a dozen or more 'no' answers. Do not get discouraged.

Day Five

Start this day after you have had someone agree. Congratulations!

Next, it's time to work out all the details. You should have everything ready to go, but here are some questions you can work out with you and your JV partner:

1. Will the sales letter be on your domain or theirs?
2. Do they want their name as co-owner? (note how this is worded...your partner *has* to be aware that others are promoting as well. You may work out deals where only one person is promoting at a time)
3. What will they earn on the front end?
4. What will they earn on the upsell?
5. You will be expected to do the heavy lifting, but they may need to be available for a few things here and there

Here are some things you will need to do:

1. Get the sales letter up and running
2. Set up your JVZoo sales funnel, specific to the arrangement you've made with your partner. JVZoo has a great help section, if you get stuck
3. Integrate your autoresponder as you set JVZoo up-- there is a section there that will do it for you automatically. If you do not have an autoresponder service, sign up with GetResponse or Aweber.
4. Set an intro email up, welcoming your new subscribers and telling them a little about yourself
5. Set your upsell offer as a product
6. Link your front end offer with your back end offer as a sales funnel (visit JVZoo's tutorials for detailed instructions)

Next, your partner will apply to become an affiliate. Set their commission rate at what you've agreed on -- you can do this on a case by case basis.

Verify that everything has been set up correctly.

Depending on what your agreement was, write the autoresponder email, or series of emails, they will send to their list.

Day Six

Take care of any customer service issues that have arisen. Welcome those who have signed up for your upsell.

Stay in contact with your partner to make sure they are happy and having fun-- remember, you're doing all the heavy lifting.

Day Seven

Has the offer been successful? Continue testing and tweaking so it converts even better.

Work with others on the list you made-- they are even more likely to say 'yes' now that you have some sales data available.

Rinse and repeat as you build your list, make sales, and make friends.

By the way, don't forget to keep up with the new members of your list. I suggest having a great autoresponder sequence ready to go so you stay at the top of their mind and get to know you. Focus most of this on relationship building, but don't be afraid to promote your upsell offer or offers you enjoy as an affiliate.

Your list will grow over time, and you'll be able to make sales every time you mail out. That's a wonderful thing. And it doesn't take that long to build a list when you're able to take advantage of the targeted lists that are already out there.



**Your Source For High Quality Private Label Rights Content
That You Can Actually Afford and Profit From
www.PLRContentSource.com**