

JVZoo Marketing Mayhem 2016 Notes

March 17th – March 20th

By Reed Floren

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Introduction

I attended the JVZoo Marketing Mayhem event March 17th-20th 2016 in Orlando Florida and over these 4 days we learned from many of the top internet marketing experts in the world and of course had a fantastic concert from the Brett Michaels Band (of Poison fame)

I hope you find these notes helpful as they help you grow your internet business.

Reed Floren

Day 1 Thursday March 17th

Roundtable Q and A

E.B.R. – founder of JVZoo

Ben Littlefield – marketing online since 98 or 99 eBay business. Software.

Brian Anderson – software and local marketing since 94. Started making training programs in 2008.

Colin Theriot – Cult leader/copyrighter

Omar Martin – Higherlevel strategies in 2008. Launch products that help online marketers

Anthony Aires – Been an entrepreneur for 22 years internet for 15 years. Helping internet entrepreneurs. Stay focused on one thing and deal with the obstacles

Chris Record – Joined JVZoo in 2014 started launching in 2015 has sold over \$3 million via JVZoo

John S. Rhodes – been marketing online for 10+ years. Product launches and webinars

Lynn Terry – started in 97, started offline and now is a super affiliate and blogger. ClickNewZ.com and TravelingLowCarb.com

Sean Donahoe – entrepreneur, investor, speaker, used to work in corporate space, started helping small medium and fortune 500 businesses

Delilah Taylor – JV manager, product creator but prefers recruiting affiliates

Brad Gosse – was #1 on google for porn for 18 months. Author of the chronic marketer

Todd Gross – 10 years of video and audio marketing, list building

Ron Douglas – 15 years New York Times best selling author 1.5 million copies list building expert.

Cookbooks

Sam England – serial entrepreneur, ecommerce, warrior events, launches

How to get started?

If you are overwhelmed outsource. The first place to start is at the back what do I want to build what do I want my business to be like years from now. Have a plan. Build with strategy. Think of it like a business person. What is the business model. Define that first create a plan, create a timeline, then get the tools and implement. Find out who your customer is and deliver what they want

How do you get software created when you don't program?

You don't need to be a programmer or designer nowadays because there are lots of software programs out there that do it for you. There is also a huge marketplace for creating software. Place jobs on upwork then reach out and invite the top people to bid on your job. Get them on skype and interview them. Rename the skype contact Graphic Designer – Name or Programmer – Name you can also get people who will work on a percentage of sales.

How do you reach out to people in a personal way and build strong affiliate relationships?

This whole business is about relationships. Give before you ask. Make testimonial videos for all the people you promote and JV testimonials so they can recruit people. If you see someone who's bonus is great you can promote them you'll lose out on sales but build good relationships. Come to events and hang out.

When you are in the internet marketing business do you have to teach internet marketing to make money online?

If you sell marketing to other businesses you are seen as more of an expert vs selling to internet marketers. Can make a lot more money applying them or building software and tools for actual business owners. There is a lot of gold explaining this to normal businesses. You are already an internet expert compared to a dentist, lawyer, car dealership etc. The greatest opportunity is what you aren't thinking about. Actual physical client can provide a lot of monthly income. The easiest opportunity is to take your online marketing experience and sell it to other businesses.

What is the importance of properly structuring an email?

Positioning yourself as an expert. Don't be cold and impersonal write one to one. It needs to look like it was written to just them an email inbox is personal. Every single email you send is promoting something even if you are giving them content. The only reason you send them an email is to get them to take action even if it is to just go to a video or comment on a blog post. Hint what the next email is in your email so they want to stay on your list and see what's coming out next.

What's it like working with and partnering with experts?

You have to know what you are great at and focus on that one thing. Outsource all the rest. Look for those who compliment your strengths. You can also find people who strengthen your strengths and outsource the rest. Figure out what you need go after and get it and then everything else gets easier. Single minded focus in the past, present and future. If you know what you want you will get it. If you don't you won't. Take photos with the experts and create blog posts about them and their products. Create business cards related to the event "I help millionaire's make more money" for a millionaire event. "I write awesome copy"

How does sticking to one niche make you more money?

Todd is #1 or #2 seller on JVZoo and he only promotes video marketing products. Stick with the one subject one niche and you can make a lot of consistent income plus less unsubscribes. Give them bonuses of your own when promoting. Presell the product ahead of time. Always put yourself between the product and the person you are selling. Put yourself in the communication, give them your review. Why they need it. Why the price is low for certain time.

What is an affiliate manager?

Spends their time building relationships and helping product creators have a successful launch.

How does a person find an affiliate manager to run their launch?

Start a month or more in advance when recruiting for your launch. Affiliate funnel. TheJVManagers.com you can find JV managers on Facebook.

What's the difference between maintaining a blog site versus email marketing

Personality blog all about Lynn to interact with her audience. Serve your audience. They need to know what you don't like and what you do like. Ongoing conversation that makes people feel like they really know you. Share your life and monetize it. No separation between work and play can make money from your life. Sort of a mini celebrity. Sells fitbits, dresses she wears etc Lifestyle/affinity marketing. Upload your list to facebook and do lookalike audiences and analyze who they are and what they like. Be the person that helps them make smart buying decisions. Don't try to be the expert be the one with a problem and here's how I solved it

How do you switch genres and use the same skill set?

Asset licensing. Started by licensing adult DVS to stream online. Now has a team of cartoon/graphic designers create kid friendly graphics/videos. Brushy Bear teaches kids to brush their teeth/clean their tongue. Very scalable model.

How do you get started selling physical products? How do you find a distributor?

Go to tradeshows in the niche. Merchandise markets. Now there are directories of manufacturers and wholesalers. Reverse image search helps you find the manufacturer. Can find dropshippers with these methods. Most people do dropshipping now.

How do you come with idea for software that sells?

Has stacks of notebooks with ideas. Ask your audience what they want. What is not being fulfilled?

Where are the holes in the existing products? They will tell you and you build it. Your audience is your best sales team. If you have a launch/product that doesn't do well move on and try something else. You can't have success every time. You don't have mistakes you have lessons and success.

How do you put on a virtual seminar?

BestsellerSummit (best selling author). Make it look nice make it professional and those who are involved will promote it. Allows you to create a create event/product and be at home. Pay for live + recordings + transcript. Can use them as lead gen or free content in the future. Writers are cheaper to target vs internet marketers. Diet products sell well to those who buy cookbooks. Think about what other markets are interested in what you sell that you can reach inexpensively. Create an infrastructure of products that your market wants to buy, survey them and ask them what they want to buy based on what they indicated you can redirect them to the solution. Ask what they want and sell it to them. You can get a lot more people to be buyers when you have other offers in your funnel that you promote to them.

Can you make me a coupon code or a special bonus? That will help you make more sales. Ask for favors what can we do together.

One of the biggest advantages to being on a leaderboard is other people will start seeking you out. Get really personal with your JVs.

How to get started as an affiliate?

Don't wait, start getting traffic and start networking with JVs. Amazon, Google AdSense are easy to get approved for. Watch the ads on your own sites for products and merchants and they can be a good fit for you to be an affiliate.

What's your plan for the African market?

License products and partner with others. They can become your marketing advocate for your brand in those markets. 25% royalty. Think outside the box there's a lot more money in other markets.

How long should we presell to build up buzz?

3-6 months. 30 days minimum.

You need to answer: Why me? Why you? Why this? Why now?

Give plenty of awareness in advance.

Start making a list of the people you want to connect with.

Design specific answers to their questions. How are you going to approach each one in advance?

You must go to those who have promoted similar products. Segment your list and figure out a way to promote the product.

Don't be afraid to do a private promo if you can't promote the launch.

Try to keep a promotional schedule

Make it happen

How do you find segmented affiliates?

Learn about people's businesses and then keep the people who are in your direct niche in mind when you launch. But don't be afraid to build relationships with other people in the industry. Make friends first and ask for promotions later.

Do favors for other people and build relationships with them.

Day 2 Friday March 18th

What's new with JVZoo

Joel Comm MC

E. Brian Rose

Bryan Zimmerman

Chad Casselman

We only make money when you make money

Cart abandonment emails

Automated gotowebinar registration

Webinars are very lucrative

Automatedwebinars for all vendors and affiliates

Affiliates can record an intro for the automated webinars

Just crossed \$200 million in sales in 4 years

Be social and soak up everything you learn

Aidan Booth - How to structure your launch

Started in 2005 as affiliate marketing wanted to have geographic and financial freedom.

Biggest launch on JVZOO \$5.5 million 1 week launch

8 figure ecommerce business

3 million visitors just from Facebook visitors

From New Zealand originally lives in Argentina

100K factory.

10 day launch \$2.5 or 3 payments of \$997 \$127.57 average EPC

Get to a \$100K run rate in 60 days with 4 simple websites and see results in a matter of hours (no experience needed)

55% through webinars

45% through VSL

47% took one time payment

53% took split pay

Average customer value was almost identical

First day and last day of launch are always the most

Half a million dollar in sales the day before the launch

Days 4-8 are the toughest on 10 day launch

How can you help them make sales?

Exclusive PDF, pre-recorded interviewed, QA call, inside look, mid launch prize

This is the hardest part of the launch

33% of sales will come in first 48 hours

Early bird conference call run 2 early bird webinars 9% total sales

Extra bonuses for first 100 action takes or first 24 hours

Scarcity can close at any moment

15% of total sales on launch

31% come in the last 48 hours

Get partners to mail everyone who does 3 or more sales get an apple watch

Easiest time to cash in

Generic webinar everyone can mail

More expensive your product the longer the prelaunch

Only focus on one thing in prelaunch, generate buzz and goodwill. Awesome content/tools/prizes for subscribers/more you give more you'll be perceived to have. Funnel all leads into an early bird webinar
affiliate ids are cookies

Do early bird workshop the day before you launch to get sales

5 day prelaunch give away a prize every day

Earlybird webinar brought in \$456K 7PM and 9PM had around 800 people on each one converted at 11%

Differentiate or Die – book recommendation

Trinity code – prelaunch video filmed in plane

HUGE Announcement (made at 200 mph 7500ft above North Carolina)

100K factory prelaunch & launch filmed in luxury yacht in the Bahamas

HUGE announcement with swimming pigs and lizards in luxury yacht in The Bahamas

Sales video structure

1. Huge promise upfront

Test student reaches \$700 a day in under 10 days

Instant goldmind

2. Connect + comment enemy

Failed before it's not your fail I've failed too.

Scapegoat --< flawed business model

3. Opportunity + solution

Tap into the \$100,000,000 business model

Instead of making \$100,000,000 what if you could earn \$2,000 from each site

4. Why you are different
5. Proof on camera

6. Fast and easy
7. Benefits – financial, geographic, and time freedom
8. The offer and the value – super powers your product has unique system, magic software, case study, support, show value on screen show what time is worth, build the offer up as much as possible
9. Logical justification – explain logically why this works fast so that, easy so that etc
10. Scarcity – spaces at limited but why – explain it
11. Remove the risk – money back guarantee or triple your money back pushes your conversions 60 days to test it out followed the steps and it didn't work I'll give your money back + another \$1K plus equivalent to charity make it a no brainer
12. Call to action
13. Warning

Cart closed page

Contact us page telling them to email if they had issues

Or have an optin box

Try to merge them together contact box plus optin

Refund mitigation

Hired someone to lower refund they were incentivized to keep refunds low

Focused on customer satisfaction a sale saved is the equal to a sale made

Drip feed content

Strategically timed released

Protection 30 day, 60 day, 90 day, 120day

12 week countdown plan

List every day, assign, divide it to weekly chunks, add to weekly planning if you fall behind adjust the plan

The 12 week year – book recommendation

Build 3 customer avatars

7 P to product launch

Product super powers

Positioning

Pages

Prelaunch

Partners

Profit maximizers

Platform

Launching <http://www.100kfactory.com/jv> feel they will make \$200 EPC \$2 per lead

Download slides

www.aidanbooth.com/mayhem2016

Brad Gosse The Russian doll methods confessions of a flippa super seller

1997 started in adult entertainment

Porn #1 on google for 18 months

Graphics company VectorToons

Flippa powerseller'

\$1,200 investment into \$20K in 46 days

Not selling get rich quick schemes

Without a big launch

Without leveraging connections

Creates websites and sell them on Flippa

It's like eBay for websites

Usually 10-20 multiple on revenue

Hires outsourcer usually around \$1,200 to create infographics template pack

Idea → Outsourcer (do this on day 1) → launch 30 days → flip for 10-20 on day 40 → Larger project day

45 take the cash

Infographics.pw sold for \$17,225

Create products you need yourself

\$1,200 freelancer -> \$2,890 launch -> flip for \$17,225 #2 bidder was \$15,000

Hired another outsourcer to create another graphic set on flowcharts done and turn key and he contacted bidder #2 coach you through the process of launching and flipping it

What sells on flippa

Software/plugins

Website with traffic (viral site, blog, forum)

Website with affiliate income

Info products (sometimes)

Graphics and templates – Brad’s favorite

If you do software sell as a recurring not lifetime otherwise it is a liability and you can easily go out of business

Maximize your income

Setup cross selling deals – earn a percentage setting up deals

Manage the site for a fee

Upsell 1 on 1 coaching or throw it in – when you offer it as a bonus most people do 1 call or don’t do anything

Offer buyer financing 50% upfront + 10% fee to flippa then 20% if you don’t make the final payment I still own the site and can flip it.

Have them use your affiliate links and get signed up for hosting, autoresponders, jvzoo etc

What price point? \$17 - \$47 funnel is developer license so they can use on customer sites

Put it up on JVZoo and then shows the proof of sales. Can transfer the launch to other account

@bradgosse on twitter and Facebook

Kevin Harrington – How to Be a Key Person of Influence

Inventor of infomercial and original star on Shark Tank

Over 500 products launched

Lives in St Petersburg Florida originally from Cincinnati Ohio

Started at age 11 with a mentor – his dad

Dad was fighter pilot in WWII and opened a restaurant when he got back

Worked for his dad's restaurant and learned that he didn't want to be in that business due to a lot of theft caused by employees

Opened a heating and air conditioning business as a sophomore in college with 25 employees

Would contact home buyers and give them a free safety check and cleaning

Would upsell them a new furnace because technology was improving

Sold his business and connected with a business broker then he got to see the books of all sorts of businesses

Started the small business center one stop center for small business

It connected small business owners with the resources they need – lawyer, accountant, insurance, graphic design etc

Got cable in the early 80s and saw that Discovery channel had bars across the screen so he called in to find out why they only had content for 18 hours a day.

Was at the Philadelphia homeshow and saw Arnold Morris (the #1 knife seller) selling ginsu knives and he decided to put the ginsu knives on TV. Filmed the first one for \$2k budget at a supermarket over \$500 million in sales

Arnold connected Kevin with other pitch people and took a percentage

Took the shows into other markets

Mark Burnett calls and pitches him on Shark Tank

What he learned from being on Shark Tank

Wrote a book "Act Now How I turn ideas into million dollar products"

5% of sharks get 95% of profits

4 easy skills to becoming a key person of influence

Develop a curiosity overload

Directory of mail order catalogs – he requested from all the companies

Noticed some products were in multiple catalogs – these are the winners

Half the people in catalogs have never done infomercials and live shopping. Contact the ones in multiple catalogs

Test before you invest

How can you use curiosity to define more opportunities?

Build your dream team- create powerful marketing and sales

8 people \$5K a month after we start raising money to one main person + split 2% between the 8

Used the pedigrees of the 8 dream people to raise the funds

Competitive analysis and coaches and mentors

Are you ready for your future customers?

Things are getting so big so fast because of internet and cell phones

We are in search of an attention span

Average attention span is less than 8 seconds – less than a goldfish

TV viewership is down

Snapchat is the future merger of TV and mobile

People look for peer reviews and don't trust ads near as much

5 kinds of testimonials

1. User of a product
2. Celebrity – musician
3. Professional – bass master champion
4. Editorial – newspaper, magazine etc
5. Documentation – testing lab

Raise your profile to gain new customers and new agents

If you always do what you've always done you'll always get what you've always gotten

Book was Kevin's first step to raise his profile – to get media interviews

2,000+ radio shows that need content in America

We are in an ideas economy being published shows you as an authority.

Social media, newspaper, magazine, trade journal, radio, podcasts, events, interviews, raise money for charity, digital magazine, produce educational blogs/videos

Sharkpreneur Kevin's digital magazine

Go to events and you can publish as an editor and get all access

Also can use your digital magazine to get your foot in the door with people

60% of his sales come from on as seen on TV activity

Marketing via LinkedIn

Create educational blogs

Your title is most important

Short intro that teases audience what they will learn and a conclusion that wraps it up

Optimize is

Join targeted groups, get noticed, find top contributor, engage, make 2 post in the morning, 2 in the evening for 5 days. Schedule other posts. Comment on group discussion. Be relevant, meaningful, inquisitive, encouraging, be a resource a catalyst

Connect connect, connect, network, network, network

Turn traffic into leads → optin forms → give something away

Develop a perfect pitch

Tease, Please and Seize

Tease grab audience with an attention getting problem

Please show benefits, solutions to the problem, ease the pain, support with testimonials and documentation

Seize create an irresistible offer

People are attracted to passion – use make sure you are passionate

Fail fast and fail cheap

Prevention is a tough sell

Works with a lot of celebrities with \$0 but a percentage

To be successful you have to be willing to let other people who can strengthen your weaknesses.

Better to have half of the pie than 100% of nothing

Joel Comm - Questions and Answers

I would go to events. I would introduce myself to people and find out what they do. Ask them questions.

This is how you grow and find new opportunities.

What's your favorite paid traffic source?

Facebook

How to sell to your followers?

The key is finding out what is the one gap that you can solve for other people – that's how you get paid

Ben Adkins – Why your next 90 days matter

If you know what you were put on this planet to do stand up right now

How many of you think you are BSing yourself?

Was a chiropractor

Moved into a new town when he started his practice and he used the internet to build his practice

Other business owners realized he was doing well and starting hiring him for consulting.

He eventually created PDF reports that he could sell to more people

Most of the world doesn't understand what we do and they will pay big money for it

Why the next 90 days matter

0-2K to 10K in 3 months

How to scale to 100K a month every month

How to start the massive change this weekend

5 year plans are BS humans function in 90 day chunks

Leverage 90 day chunks and stack on the wins

Pull out your phone get your calendar app up

Why you want it?

By this date?

90 day goal – June 18th

60 day reminder -

30 day reminder –

How to get to 10K per month in any business

4 magic questions

Example 35 year old business professional about 30 pounds overweight he wants to be in better shape so the opposite is attracted to him

1. Where is your target customer right now?
2. Where do they want to be?
3. Why do they want to be there?
4. What can you sell them from #1 to #2 as quickly as possible?

4 more questions to help you focus on your day to day tasks

1. Do you have a product to sell?
2. Do you have marketing?
3. Do you have a way to get paid?
4. Do you have traffic?

Of those 4 things what do you need to focus on?

In the next 90 days if you focus on locking down what is in that section things will happen

This will get you to \$10K a month

How to get to \$100K a month – Google Calendar

Figure out your promotional schedule and estimate what you can make in sales so you can focus on hitting your goals.

How to set a number

Get paid in salary

What do we need to do that costs money?

Legal fees?

Cost of doing business?

Travel?

Savings?

How to make a massive shift starting this weekend?

1. Answer the 4 magic questions about who you're going to serve in your business
2. Figure out which parts of the 4 parts of a successful business that you're mixing and put in some massive action and fix it
3. Figure out how much money you want to make in your business and why and then plan promotions to make that happen next month

Slides: <http://www.fearlessocial.com/blog/mayhem2016>

How to get a product?

Find people you do business with and see if there's something we can build that you can sell to your patients and we can split the profits?

Chris Record

Grew up on welfare, section 8 housing and food stamps

Started helping small businesses

Averages over 1 million a month now

Have a clear intention of your time

Money is just an idea

Lack of time, money, knowledge and fear are what stops you

Focus 1 hour a day on the one activity that makes money

Time is not an obstacle

Income Producing Activities are what you need to focus on

Put something up for sale, drive traffic

Create traffic, capture leads, convert sales

Money is just an idea

Money is not an obstacle. All you need is an idea

It's easier to buy an apartment complex than it is to buy a single family house

Lack of knowledge

Mentors, youtube, blogs, masterminds, courses

Hire mentorship from those you resonate with

How to overcome fear

Action is the only thing that overcomes fear

Take massive action

Anthony Aires - What I did to go from ZERO to \$1,00,914.71 in 20 months without doing a product launch

Entrepreneur for 22 years

Internet marketing 15 years

SEO for 13 years

Video expert 7 years

Built and sold several companies and brands

Dedicated to empowering like minded entrepreneurs

Filed for bankruptcy in 2007

What you can believe you can achieve

Your belief is your yeast if you don't have belief you can't rise

4 simple steps

1. Create or find a hot offer
2. Write a webinar script for your hot offer
3. List your webinar offer on an instant commission platform
4. Backend webinar offer on jvzoo product launches

You don't have a traffic problem you have an offer problem

Find offer that never blew up and reposition them or create your own

Find a JV broker

4 step copywriting

Here's who I am

Here's what I got

Here's what it'll do for you

Here's what to do next

There's a million ways to make a million bucks

Pick one business model, accept the challenges, find your why and get to work

Day 3 Saturday March 19th

Ron Douglas - How to build a long term evergreen product ecosystem and some other random but profitable tips I made up this morning

New York Times Best Seller 1.5 million copies sold

Starting selling a cooking ebook in 2003 while working on Wall Street for JP Morgan

1 out of every 100 households have one of Ron's books 1.5 million sold

Over \$30 million in sales

Over \$5.8 million in free advertising from the media

Over 750 million emails sent

Former college basketball player at Stony Brook University

America's Most Wanted Recipes

Got a book deal with Simon & Shuster in 2008

2004 big breakthrough was Google Adwords and ClickBank was getting \$0.10 clicks

Ron's why is to be around his kids

Design your business around your lifestyle

Parents met in 1974 at a heroin rehab client fell in love and got pregnant with Ron

Dad died 6 weeks before Ron was born from an overdose

Mom fell back into drugs and depression

Grandfather was his hero but was also an alcoholic

Swat team came to the house when grandpa was threatening people with his shotgun

Success is doing what you want when you want where you want with whom you want – Tony Robbins

How to create your own ecosystem

Easy way to create an info product for 10 times as much

3 simple funnels that are working with cold traffic

10 profitable aha moment learned from testing

Product launches are like dating strippers and looking for a long term relationship

Product launch hamster wheel

Flavor of the month become obsolete

Pressure to come up with next hot thing

Stressful hours

Same customers on everybody's list

Create your own product ecosystem

Survey your list see what they want to buy

Tag and segment based on goals and interests

Create evergreen products for them based on their core needs

Focus on serving that one market

Example: Writing Market

WriterHelpWanted – freelance writing jobs

EliteWritersLab – membership site for people who wanted to connect with other writers

DFY Writer Sites – done for you sites (they do the tech work)

Would you like to try EliteWritersLab for \$1

DFY sold via webinar

InfoProductMastery workshop – teaches them to sell info products online

Content Cash Flow – how to sell private label content

Best sellers summit – how to write books that sell (summit with other authors)

AR6 high ticket coaching program

Cold traffic funnel

Facebook post/ad -> Sandwich page 34 ways to make a living online piece of content that people want to share (indoctrination and followup emails) -> Irresistible front end offer → \$1 trial to elite writers lab rebills at \$27 a month

2nd funnel

Survey, contest or petition -> Collect email (indoctrination and followup emails) free + shipping thank you page offer → \$1 trial membership

Use kunaki to send out your free + shipping offer

Funnel #3

Facebook lead ads with zapier → webinar registration (indoctrination and followup emails) → high ticket offer with a lower ticket option → host additional webinars weekly

The way to create info product that you can sell for 10 times as much

Call it a live coaching workshop

1 or 2 training sessions via webinar

Survey the customers

1 followup Q&A session

Split the recordings into short videos, get transcription and notes and create product area

Aha #1 all facebook ads lose money until you've optimized you campaign and seasoned your conversion pixel

Aha #2 use facebook's pages to watch and to see your competitors viral posts – add pages to watch via insights this helps you figure out what kind of content to give

Aha #3 using the subject line of an email as the “click here” link significantly boosts clicks and conversions

Aha #4 using jing during webinars to show social proof screenshots of the comments box “how many people are ready to take the next step?”

Aha #5 Use zapier to automatically re-register non attendees to a recorded “encore presentation” of your webinars

Aha #6 AOL and apple email address typically make the best subscribers you can target them with Facebook ads primary email address in the FB targeting

Aha #7 use background images in your powerpoint slides to create desired emotions

Aha #8 Use facebook notes as preselling bridge pages to get cheaper ads using PPE ads in the power editor

Aha #9 Create a custom audience of all your potential JV partners and run a facebook video ad about your launch

Aha #10 Trigger emotions against a common enemy to create viral posts that get cheap facebook traffic

Look at <http://www.change.org>

<http://www.RonDouglas.com/mayhem>

Forbes Riley - How to get everything you want

Over \$2 billion sold on TV

You need to know the art and the magic of the pitch

A pitch is a one sided conversation designed to get a positive response.

To get what you want requires human interaction

When you meet people they don't care what you do they care what you can do for them

Make your name memorable make it important

Begin with the end in mind

Conversation was all about what she wanted by asking questions that lead to a yes.

Example as a real estate agent don't say you are a realtor ask them questions about are they thinking about changing homes

You are the sum of the obstacles you overcome

Bad things will happen to you. You make a choice how you respond

Dream it, believe it, and achieve it

You are an expert when you say you are

You can't help people if you can't help yourself

Live your dream, get out of your own way and do it

Create a compelling story

Redefine no

No means Never-ending Opportunity

Don't focus on the how just get it done

DIET - Decisions I Eat Today

Know what you want

Always be investing in yourself it pays off

Fulfill the promise of your life don't wait before it's too late

Ty Cohen - How to Partner with Amazon to Create an Instant Stream of Monthly Recurring Revenue Without Having to Personally Sell Anything Ever!

Grew up in Father Panik village housing project during the days of crack cocaine and heroin

Most of his old friends are either dead or in jail

Born with sickle cell anemia wasn't expected to live past age 17

2 hip replacements one at age 20

Had to relearn how to use his arm

Sister died of sickle cell anemia when he was 12

Did a bunch of bad things as a kid and went on a self destructive path.

Started carrying two guns on him as a teenager

Didn't think much of his life until two very important events took place

A book by Les Brown changed his life.

Amazon kindle publishing

Now travels the world with his family

Now has 2 app companies on top of his Amazon publishing business

You need to cut out the distractions get focused before you try other things

7 billion devices support Amazon kindle

Amanda Hocking over \$2 million

Stephen Leather 2K eBooks a day

John Locke first person to sell 1 million titles in a year

It's a real business

You are partnering with multi billion dollar brand

System that's easier to make money with month after month

You need to pick a market that wants to buy products

Price ebooks so they generate the most profit \$2.99 to \$9.99 pay 70% royalty

Sell them an ebook get them on your mailing list and sell them other products

You can make more money selling ebooks on amazon in a month than you can selling regular products in a year

Don't have to drive traffic

2 step process

A little bit of research to find an idea

\$100 to start

Desire to repeat process – each ebook is a passive income stream

3 step process

Step 1 Google keyword planner – to find hot topic and killer title

Search term

All locations, all languages, google and search partners

Focus on terms that get 10k to 100k average monthly searches you can add the ones that are tightly related

If it's more than 100K it's too big, less than 10K not enough potential

If you do the work make sure it isn't a fad or seasonal focus on evergreen

Use this to come up with titles – Meaning of Dreams and Dreams and Their Meanings

If you craft titles correctly you increase odds of rank in Amazon and Google

Double and triple your sales with the right titles

Women buy most of the eBooks on amazon – make the title descriptive what they will learn/get out of it

eCover needs to stand out – men pay more attention to this

Description of your book is also very important – what we will learn, who are the characters

The title, ecover and description are more important than the content. Don't publish garbage but it needs to sell

Use "How to" How to stain your deck like a professional vs Learn to stain your deck – 1st one will sell better

Quickest way

Fastest way

Easy ways to

Tips to

Take how to *topic* into google keyword planner i.e. how to garden

After you research create the content

Get someone else to write for you should cost \$100-\$125 99%+ books that Ty has done he's done it this way. Most of them he hires via upwork.com tell them the subject and give them a little bit of research and show them some physical books that are selling well. eBook reviews can give you a ton of information. Model don't plagiarize. 25-35 pages approx. 400 words a page no wider than 1.5 inch margins 10 pt font Times New Roman. Index. Summary 1 to 1.5 paragraph Doesn't include images in book

Speak it

Write it yourself

Keep reinvesting in your books

Step 3 upload your books

On average around \$500 a month in sales per book

Do the work once and your books keep selling

It grows month after month

How do you format a book?

Microsoft

Do you use your own name?

No, use different names for each niche

Omar Martin – How to do over \$300K in 60 days using JVZoo

Former NYC Fire department paramedic

After 9/11 decided to change his life and get into sales

The launch model sucks... or does it?

Front end products that give out 100% commissions is the loss leader (can even be the OTOs too)

Launches generate leads

How new leads generate daily income through affiliate promotions

Affiliates bring customers you need to focus on recruiting affiliates

Launching establishes you as an expert and builds your brand

Developing and launching products creates a digital access portfolio

Was homeless in 2003 now building a mansion and excavating a 1 acre lake

The tool doesn't matter as much as the conviction to succeed

On the backend of their \$80Kish launch they promoted iPro on the backend for \$134,842 in

commissions via a webinar around \$300K in sales

Create high converting launches every 60 days to put them into backend offers

Quick repeatable system

Create a checklist that is cookie cutter to create info products in 60 days or less

Tested and perfected a million dollar JV page which he clones and deploys for every launch

30 day buzz building checklist that gets affiliates and prospects fired up

Systemized sales funnel that they can copy and paste

High converting high ticket backend webinar to sell customers after

[Kevin Nations - How to turn your passions into high ticket sales](#)

Chillionaire

Designing a million dollar lifestyle while still having a life

You make exactly what you deserve by how you've designed it

What you have in life is exactly what you have chosen

The Four F's Faith Family Fitness Finance is what makes up the fabric of a Chillionaire

Finances are evidence of what we have

Fitness is evidence of our doing

Family is who we be to everyone

Faith is who we be to ourselves

From each of these our finances flow.

The other business model

Get as many leads as possible, sell them whatever you can, promote like crazy

Find out what you truly want there is no asset more valuable to a Chillionaire than a well-sharpened sense of self awareness

Write down exactly what you want

3 sacred metrics

Your money - have a specific monthly money goal i.e. not I want to double my business, I want to make \$100K a month. If you don't than whatever you making is what you are accepting

Your model – what do you like to do all day? Do you like coaching people? Do you like writing copy? Do you like creating software? Do you like creating training? You will make more money doing what you like.

The magic that you bring – what you do best. Do you have something you do that you feel the world would be a better place if you shared what you do for more money?

Kevin Nations customer avatar have some expertise (not necessary marketing) on a topic.

Your offer – solving the problem they have. What is it costing them not to work with you? They will make a decision based off a trigger that makes them take action. i.e. say you get turned down for a date in high school and your high school reunion is coming up you want to make them jealous

We want to know why sometimes people don't buy what you are selling. 99% of the time they want to buy but you aren't selling it right

3 reasons why they don't buy

Your stuff isn't very good

Don't give them the right offer at the right time

Don't have the right plan

The real you must be better than your image

Make you product as valuable as possible

Success is when preparation meets opportunity

Who is the best person who does X in your niche?

Define an offer that we know the value for if people don't buy

Give more of your time only proves how inefficient you are

As an entrepreneur your job is to know the difference between doing stuff and getting it done

Get the most accomplished with the least amount of effort

Preparation and practice are what makes this happen

The big problem is we promise the moon for cheap

Ongoing support is where the real money is key to client success and your wealth

This will make people continue to invest with you over and over again. These are the easiest clients.

When you can sell like crazy on the front end it means you can market. If you can sell on the backend it means you can deliver.

After you've made your first promise to them is when you can sell them more a lot easier.

I've gotten you to X and I'd like to continue to help you is a lot easier to sell

When you choose your clients you choose your quality of life

Kevin turns down easy money all the time.

\$4 million a year business exclusively on referrals spends around \$1K a year trying different advertising

Good clients are often created not discovered

Get the best clients by being the best

Day 4 – Sunday March 20th

JVZoo Awards Top Vendors and Affiliates

Andrew Darius

Luke Maguire

Sam Bakkar

Matt Anton

Daniel Anton

Neil Napier

Chris Record

Han Fan

Anthony Morrison – Mobile Optin

Started his business when his parents lost money investing in WorldCom

Has gotten where he is at by focusing on optimization and focusing on the one thing you are good at.

Started making money online marketing credit cards

Wanted to get on QVC but they said no and he made his own show and had Mark Victor Hansen on and he sold over 1 million books. Made 3 different versions all were successful.

99/100 infomercials fail

Case study #1- TV show advertising profits

The norm – continuity should never be more than \$19.95 or it will kill conversions

Charged \$49.95 a month

1,000,000 book buyers

\$19.95 38% conversion rate

\$49.95 53% conversion rate 150,000 MORE people bought the monthly membership

Case study#2 tv show real estate

Great sales from TV nobody wanted to purchase products on the phone

Split tested Anthony's voice VS the talent's voice on IVR (recorded voice)

Talent average ticket \$38

Anthony's voice average ticket \$68

Voice inflection was the difference

Case study \$3 real estate older gentleman wrote a book

Show had great response, average ticket was terrible on the phone making it a losing show

Split test Anthony's idea vs product ideas

Their idea (software) \$32

Anthony's idea (more books) \$64

Spoke at an event for the Napoleon Hill foundation was the only guest to speak and sell at event was 25 at the time in front of 5,000 people was very nervous. He sold so much stuff they had to cancel the other speakers. His fiance's parents were at the event and she messaged him via Twitter they have been together 6 years now and are getting married in September.

In order to be successful you have to step outside of your comfort zone

\$250K a month business model

Puts ads on Google → sent to website (mustang parts → made money

He was answering phones all day taking orders

Time freedom is very important was becoming a slave to his business

New business \$250K a month business

Ads on google → sent to credit card site → made money

Was paying for his parents house, college for him and his siblings.

He made 10 sites related to mustangs and credit cards and just paid more than others so he eliminated

his competition by paying a little bit more than his competition

Google changed the ranking structure so people could pay less and rank higher

Went from \$500K a month to \$10K a month overnight

Switched gears to email marketing so he could have more ownership and not be at the whim of Google

Success formula

Build your list and make sure it's highest quality possible with real and best email

Send you need to know how to send emails that get opened and results

Profit make sure you optimize your profit strategy so you can make the most possible ROI

It's not how big your list is but the quality of the people on it.

"You (Older)" from name

Inside email

Hey, this is me 10 years from now. I'm an older you

I'd like to tell you how great my life is right now.

I've been sending emails and my life is pretty good

I'm able to spend time with my children and dogs

In fact I can't imagine life any better write now

I'm writing you this email right now so you don't

Make any mistakes.

Don't miss a thing that Anthony Morrison says

Make sure you watch this video to help get you

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[Free Video Reveals How You Can Make Money Online in Your First 30 Days](#)

To where we are today

16X the clicks as his normal email, no complaints

\$60K from that 1 email average is \$5-6K

Quality matters... size doesn't

Where is the traffic

60% of online traffic is now mobile

Mobile now makes up the majority of email opens

68% of gmail and yahoo are opened from mobile devices

7 out of 10 shoppers are likely to make purchase on mobile because of an email

23% of mobile campaigns are opened more than once

When opened multiple times 65% are going to click

The value of a mobile email subscriber is roughly double a desktop email subscriber

80% are expected to open their email on mobile by 2018

People will type in fake emails, secondary email or typo their email when typing on a phone

Created an app that takes their name and email address right from their phone and optin to your autoresponder

Over 50% open rates when he switched to this been using this for 3 years was getting

When they land on the page it shows up above the fold and then they click on the button it opens up their email client so they can send a pre-populated email. Can also get people to sign up for webinars

Now he had 700 people on his webinars and hour early because he fills up his webinars using the mobile optins

Since they send you an email they are looking for an email back so they are expecting it and open the email

Used in Internet marketing, Survival, shopify, tshirts, travel agency (destinflorida.com) rents condos he owns

Email client closes but the mobile optin page changes and redirects

Joel Comm – The Power of Live Video

When things really started/started to gain traction

Internet 1999

Podcast 2004

YouTube 2004

Social Media 2005

Blogging 2006

Apps 2008

Live video 2008 – 2016 is now really gaining traction

Blab, Periscope, Facebook Live

2.5% innovators 13.5% early adopters early majority 34% late majority 34% laggards 16%

We are in the innovator stage still with live video

Periscope will go early adopter in 2016

People are adopting to watch live video of people they know versus watching regular TV

Joel's Periscope is his Top5Scope

Top 5 reasons to live stream

1. Technology has arrived (your cell phone and computer)

2. Your voice (everyone has an opportunity to share your individuality, passions, knowledge, entertainment)
3. Instant audience (Periscope is designed for people to discover you, captivate people and they will show up again and again)
4. Twitter integration of Periscope and Facebook integration of Facebook Live embeds the live stream in feed
5. Community

3 key things to live video

1. Be original (don't try to be someone else, you are best and playing you. There are techniques you can model to be more successful but be yourself)
2. Be authentic (it's not going to be perfect and people can smell BS)
3. Be consistent (get in the habit of doing it, just get started)

Save your shows to your device and repurpose it. Chop off greeting people. Add some music

Turn your broadcast into:

Youtube video

Embed into blog

Put on Facebook

Podcast on iTunes

<http://www.LiveVideoRevolution.com>

2nd Expert Panel

Mike Carraway

Tim Castleman

Ben Littlefield

Ira Rosen

Brad Gosse

Chris Winters

Brian Anderson

Cory Michael Sanchez

Colin Theriot

Donald VanFossen

Omar Martin

How do you pay for things with internet money?

If you set stuff up to make enough money you can live a nice lifestyle by using your internet profits to buy you the things you want. You can also barter a lot of your knowledge for free things like a boat ride for a boat company

How do you get into new niche markets?

Content licensing is what Brad used to get into porn and then started doing it in other niches

How did you get gain ground for your Brushy Bear?

Trolled people who were scared of going to the dentist and used the screenshots to go viral

How can you make money using your internet knowledge and offer services to other businesses?

Don't try to be an expert in a room of internet marketers be an expert to local businesses like car dealerships, doctors, lawyers, contractors and you can make a lot more money

Do you need to sell internet marketing products? Or can you make money online in other markets?

In internet marketing it's like selling cars to car dealers it's hard. These tactics work better outside of this market. If there's a problem and you can provide a solution you can make money. Embarrassing niches won't go viral. If you haven't done it, it can be hard to sell. There's a ton of money outside of the IM sharktank

How do you get funding?

95% of people who try to get money from the bank will get turned down. There are credit unions and smaller banks that will give \$25K to \$150K to small businesses

How do I get people to read my writing in my voice?

Make more videos. Create a slogan or phrase that you use in your videos and sprinkled into your text

How to write a headline?

Start with the problem. Did you know that your phone can reach thousands of people live?

How do you balance your business and family?

If you leave other things out you will go back to the way things were. You need to believe in yourself and what you are doing. Don't compartmentalize. Things need to mesh together

How do you make money off other people's ideas?

Took notes at an event and offered the bonus of notes from an event. Had 1,000+ sales due to the notes. \$47 for T&C notes. Online summits are the future find the 5-10 experts and you give it away for free on front end \$97 for recordings also promote their products.

How does branding impact your business?

2nd most important thing in my business. #1 is actually serving your customers. To build a brand you need to understand what you care about to achieve. What's your avatar that resonates with the audience you want. If you can hear someone's voice from text that's branding. It put an image out that speaks to the audience. You need to focus on what your avatar is and create your brand based on them.

What's lead gadget?

Web application that creates massive organic traffic.

