

# The Butterfly Marketing Manuscript®

New Version 2.0

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ButterflyMarketing.com  
TheButterflyMarketingManuscript.com  
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It is Recommended That You **Print** This Document for more enjoyable reading and learning experience. It is 125 pages with some color pages.

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## INTRODUCTION

Hello and welcome to The Butterfly Marketing Manuscript. I want to congratulate you on taking the steps to financial independence. This manuscript is, what I believe to be, the most innovative and concise manuscript written today for any online marketer.

This is not a general and generic how-to course that covers everything about online marketing. I will not be teaching you HTML or how to put pop-ups on your site.

This manuscript will let you see into the mind of Mike Filsaime and I will reveal to you every secret, tactic, and strategy I know. In the following chapters I will give you time tested and proven concepts that allow me to make over \$75,000 per month online, each and every month.

When you finish this course, you will have uncovered the easy step-by-step process, to follow in my footsteps. You will be able to do anything you put your mind to.

The price you paid for the \*\*package will seem so insignificant over time. You will look back and say you would have paid over \$50,000 for it all.

So let's get started. I am not going to bore you with who I am and my life story. I just want to say thanks to 2 people. My father, for being my hero and always letting me know I could do anything I set my mind to. He believed in me before I even understood the word 'potential.' ... Thanks Dad!

I also want to thank my friend Mark Joyner. It's his footsteps and concepts I learned from. I did not invent many of the things I will discuss. Many of them I learned from Mark. Although I have taken many concepts and ideas and tried to expand on them, it was his concepts and teachings that truly inspired me. Mark Joyner is a brilliant man and it was obvious to me the day I started to learn from him. I wish to take this opportunity now to say 'thank you' to him for all the support and wisdom he has given me... Thanks Mark!

I also want to explain why I have written Now let's get it on....

## The Butterfly Effect

The 'Butterfly Effect' is something that has always intrigued me. Very simple, it is the understanding that small changes can have a dramatic effect, or outcome, over time.

One small change, word, waive of a hand, smile... can change history. One seemingly insignificant action can put into place, a connection of events that one day may drastically change the entire world (from what it would have been.)

Recently, at the time I write this, there was a movie called "The Butterfly Effect." This movie's plot was on the same premise. The main character would try to go back in time to make a relationship work, with the girl he loved. Every time he went back, he did one small thing that had drastic or a dramatic effect when he returned to present day.

This was also seen in movies and books like "Back to the Future" and The Time Machine by H.G. Wells.

Here are some things to consider...

Do you remember Mark David Chapman? He was the person who assassinated John Lennon. What if his parents never met? Would John Lennon still be living today? He would not have been murdered on that December day. What would be different in music world today? Or imagine "The Beatles" reunions had he lived.

What if Lee Harvey Oswald's bullet "missed?" John F. Kennedy would have remained president and perhaps he would have been re-elected. Maybe there would've been no "Vietnam War", or maybe there would've been World War III. Who Knows?

What if the Bullet that hit Ronald Reagan moved over ½ of an inch? He would have been killed by a bullet to the heart. How would that have changed the world? Would we have seen the fall of communism?

O.K. lets look at a big one. You know the word “Crusade”. Most people think it is a religious word or a word of faith. It is not that at all. It is derived from the word Crucifix. Even that is not a Christian word. It was a term used as a form of death by the Romans. For many years before Christ, when you were found guilty of a crime, you would have been crucified.

But since Christ was killed on the cross, the ‘Crucifix’ is synonymous with Christianity.

So now let’s look at what may have been the biggest turning point ever through out recent history (arguably...)

Jesus, standing next to Pontius Pilate, with an angry crowd shouting for His death, is at a pivotal moment in the history of the world.

What if Pontius Pilate set Him free? Jesus would not have been crucified. Well, at least that day. So it would be safe to assume that there would have been no cross on churches today. No ‘sign of the Cross’ when praying (remember, it is because He died on it.)

There would be no people with crosses as necklaces or crucifixes on churches. There would have been no Crusades (Word from the Cross.)

No Popes, no New Testament as we know it. No Romans feeding Christians to the Lions. No Catholicism or Protestants.

The bottom line, the world would be very different today. It is safe to assume, that not one of us would be here today. There would still be billions of people on the planet. But the world would have been so different. So many different Butterfly Effects would have made it impossible for you to be here today. You could not be here if your parents were not born. And so on. There would be no churches where people get married or meet on Sundays.

I think you get my point...

Here is the definition of “The Butterfly Effect” from a book by Ian Stewart:

"The flapping of a single butterfly's wing today produces a tiny change in the state of the atmosphere. Over a period of time, what the atmosphere actually does diverges from what it would have done. So, in a month's time, a tornado that would have devastated the Indonesian coast doesn't happen...." (*Ian Stewart, Does God Play Dice? The Mathematics of Chaos, pg. 141*)

For this very reason, you cannot measure the weather for more than 5-7 days ahead. There are just too many changes that affect the atmosphere at any given moment. It is not a simple mathematics numbers game.

### **So what does all this ‘Butterfly Effects’ have to do with marketing...**

O.K., we need to know if there are small changes we can make to our marketing, good or bad, which can have a dramatic affect on our success over time. This also goes into something called the Viral Exponent or the **Vx** that I will get into in the upcoming chapters.

These small changes, when put into a Viral Marketing Campaign, can mean the difference between: having a growing 200,000+ member database in a short amount of time and more money than you can shake a stick at, or site that is dead and will remain dead. It is possible for the ‘dead site’ to even be superior in many aspects (as far as service and value) than the ‘successful site.’ However, if it is not set up correctly to grow, it is destined to fail.

Before we can proceed any further in the manuscript, we need to discuss what ‘Viral Marketing’ is and does. So let’s move on to the next chapter.

## Viral Marketing

The term Viral Marketing is actually fairly new. It was started around 1996 when the owner of 'Hotmail' coined the phrase. The Internet was relatively new, so before this, there was nothing that could spread around the world as fast. Email could go "FWD: FWD: FWD:" to millions of people all over the world in just days or in sometimes just a few hours.

So the thought of a marketing campaign spreading like a virus was not even conceived until the Internet. Before that it was called 'Word of Mouth' advertising.

But the guys at Hotmail, (3 years before they sold to Microsoft) realized that they could offer free email and use the **'email service' to advertise it self**. This was never done before and yes, it spread thru the Internet like a virus.

Never before was there FREE email, and now, every time someone sent an email to a friend, they were told "Get your free Hotmail Email Account. Click Here." Soon, Hotmail had over 100 Million members. Almost zero advertising was needed to get to that 100 Million after the initial launch.

It is called VIRAL because as you can guess, it spreads like a virus. A virus duplicates itself with everything it comes in contact with. Every new contact becomes a 'HOST' and can start the process off on its own new leg.

Perhaps you remember the commercial with the tagline: ***"I told 2 friends, and she told 2 friends, and so on, and so on..."*** Well it is the same thing. If I infect 5 people, and then they do the same... and so on...

You – 1
Your Friends – 5
Their Friends – 25
And so on... 125
625
3,125
15,625
78,125
390,625
1,953,125
9,765,625
48,828,125

As you can see, like the Hotmail example, it reached 50 million very quickly. There are topics we will discuss later, such as saturation point and copulation rate. For now I just want you to get a grasp as to what a viral marketing campaign is and how you can leverage those numbers to make an utter fortune.

Before we go further, we must realize there are a few things needed for something to go viral. Morgan Westerman and Mark Joyner (two Viral Marketing geniuses) both agree on this, and so do I.

The topic must be **‘Buzz Worthy.’** By that, I mean it must have something to get people talking about it. Think back to recent times what came around with BUZZ.

Buzz has certainly helped the sales of: iPods, and years ago the Sony Walkman; what about the movies ‘Titanic’, ‘Jurassic Park’, ‘E.T.’, or ‘Star Wars’ back in its day.

With toys it was the Pet Rock, Rubik’s Cube, Cabbage Patch Dolls, Tickle Me Elmo, or Tamagotchi’s.

For some reason, all these things had BUZZ. They were new, fresh and people TALKED about them. How about when ‘The Sopranos’ came on HBO? Remember that Buzz... Or how about ‘TheMillionDollarHomepage.com’ in late 2005?

Well, if you know how to create BUZZ in your pre-launch and your product, you can have the same effects in your niche. Jeff Walker is a master at this and I used some of his strategies when launched the sale of this home study course. You can get more information on Jeff Walker's products at [ProductLaunchFormula.com](http://ProductLaunchFormula.com)

The next thing needed is that it must be of some useful value to the person that is told to check it out. There must also be a reason why they would want to share it. We will get into that later when we discuss WIIFM (What's in it for me.) It can be funny, heart warming, spiritual, or a way to make or save money. But if it has no use to anyone, it will **not** spread.

The final thing that is needed is the advertising mechanism. It must be easy to be self-advertising, like Hotmail, or easy for people to spread the word. No hoops to jump thru. **"See it... get involved... and spread the word."**

This right here (above) may just be the biggest key of all to the success of a viral campaign. If it is not easy for people to share, it can not succeed.

Now that we understand what Viral Marketing is and how it works, we need to tie it into everything we just mentioned.

And there is nothing better than a managed membership site with pre-set tools to get all this done. Then we will tie it all into the Butterfly Tactics to make it 'Viral Marketing on Steroids.'

So let's discuss a few things about membership sites and how they work in the next chapter.

## Memberships Sites and Managed Content Membership Sites

The main reason I want you to focus on Membership Sites, is that they allow you to build a database of members. For no other reason than that, you will be able to build a relationship with the members, by sending emails and newsletters.

Many people think a “Membership Site” means that you need to constantly provide content, articles, news and tips.

That is not the case at all. I want you to think of it more as a way for people to

- Create an account
- Login
- Receive the value on the INSIDE
- Find a reason to promote your site
- Come back over and over

You see, even if you are just selling an Ebook, or giving a way a free newsletter, rather than just giving the people a .ZIP file on some thank you page, why not have them create an account.

The value will increase, and the refund rate will drop. It will also stop file sharing to an extent. But the main benefit is what????... You got it... you are building a database.

As you may or may not know, I have over 300,000 people that have opted in thru my sites. This allows me to make up to \$10,000+ or more when I send just **1 email** to my list, on many occasions.

But you can also use the site to become an instant affiliate program where the user can get a link to promote your product as an affiliate.

All the tools, that you provide your member, are there. You can address the member by his/her first name and create a sense of community.

This is not easy to manage with a static page that needs a person, to go through many awkward steps, to become your affiliate.

Let's face it, the sale is already made. We need to concentrate on the next sale and we need to get THIS HAPPY CUSTOMER to help us while it is hot on his/her mind.

We cannot sit back and hope it will happen. It will not happen 99% of the time, if you think it will happen just by osmosis. I see people have sites with these little links like

[AFFILIATES CLICK HERE](#)

And then just assume they will get tons of affiliates promoting their product or service. But when you concentrate on turning your member into your affiliate, you will make more sales, and get more affiliates, and make even more sales, and get even more affiliates.

That is how the Butterfly Effect takes places and starts a Viral Avalanche. We will get more into that later when we deal with promotion tools and the Vx

So let's discuss in the next chapter whether you should have a free site or a paid membership site... If you know me, you already know the answer to that question.

**FREE OFCOURSE...** So let's read on...

## Free or Paid? What's the best way to go?

Unless you are doing a site that will close its doors at 400 members etc... you should consider going free vs. paid.

But when I say FREE, I mean limited membership with the option to upgrade. Let's discuss why it is better to go with a free membership vs. paid.

- You can get more people to join, thus you build a bigger list faster.
- You can up-sell your free members at a later time
- You can up-sell them on a small offer when they join
- They can "Taste The Cookie" and want to get more
- You can follow up with them later to become a paid member
- You can email them promotions for cross-sell of other products
- **They can become your affiliates even if they do not buy.**

Wow, see all of those. Now you can work on 1000 people that did not pay. Or you can concentrate on the 7 that did and try to get to number 8.

But look at the last one I have in **BOLD**. That is most important and I saved the best for last. Here is why...

Let's say you run a service, and some HUGE GURU joins because it was free. But after looking, he/she sees the service is meant to get him traffic to his/her site. But he/she gets plenty of traffic and is not interested in doing 'daily chores' to get 5-10 visitors to his/her site per day.

So the "FREE MEMBER" sees no reason to upgrade to a paid member. However, the WIIFM (What's in it for me?) kicks in. This member sees that if they tell their list, just one time, they get paid over and over on paid members. Now, they start to make a passive

residual income. And maybe they build a dome type of 'downline' that gets them credits for more traffic to their site.

This person may have 100,000+ members that are very responsive. That one 'free member' can make you \$10,000 for 1 email. If you had a paid membership site at the front door, he may never have joined and you would have never made that income.

And, to boot, the 2500 members he sent you, would never have joined; you lose out on the viral building of members those 2500 would grow out to be over time... all from just 1 member. See how the butterflies are starting to flap their wings? These small changes are already having a dramatic outcome on the future.

If that last paragraph did not make sense or really SINK in, please go back and read them again.

O.K., you ask, **"If it is a free site... How can I make any money?"** Well, that is a good question. I make over \$50,000 per month with so called 'Free Sites.' We will get into just how that is done in the later chapters. But it is important to first realize how to make the sites work. Then, making money will be the easy part.

That chapter is called "Passive Income - Making Money Formulas" and it will all come together for you when we get there real soon.

## The Pre-Launch Phase

This is a great portion of this manuscript. I did a full course on this with Russell Brunson. It is included in this **\*\*package**. So I recommend that you read this section now and again later, when you are ready to launch your site. **\*\*Read the reports and listen to the audio CD's that came with this package. Russell and I talk about the important things you need to do to create a good buzz before you get started. (This can be obtained right now to anyone at**

<http://prelaunchsecrets.com>

Much of what I go over here is a summary of that course.



One of the most important parts of any site's success is the Pre-Launch Phase. However, many marketers do not understand this. They go straight to the launch phase. When they do that... the result is....

...Product Launch Disaster!

There are 3 phases to a product or service launch. They are:

- Pre-Launch phase
- Launch phase
- Post-Launch phase

It is not complicated, yet complex. And because of that, many people do not focus on the pre-launch and go straight to launch, thinking it

will not hinder the success of the product. Nothing could be further from the truth. The pre-launch phase is the “yeast” in the recipe.

Let’s look at the key you need to focus on, which is your pre-launch.

- Create a buzz – Start telling people about what is to come in the next 30 to 60 days. This is called **SALTING**. This gets them excited and ‘thirsty’ for your product, so that when you finally deliver, they drink, and drink hard. To do this, you need to have a ‘coming soon’ page. And within 30 days as the buzz gets bigger, put a place for them to opt in on the page to be the first to know when it comes out. (I did this for **ButterflyMarketing.com**. In fact, it was part of the success of the package.)
- Create a Blog off the project domain to be used in the pre-launch. Post updates every few days or at least weekly. And as you get closer to the launch, you want to do this more frequently. Make sure to add as much multimedia you can, such as audio and videos. Encourage people to post on the Blog and share the Blog with their friends.
- Make sure you have a place for people to opt-in to the VIP notification of your launch. Use ethical bribes to get them to enter their name and their email. When I did ButterflyMarketing, I collected home addresses and phone numbers so I could use a voice broadcast feature to automatically call each of these people the day before the site went live.
- Get creative. Use forums to salt the launch as well. What you do is find topics of interest and talk about what you have to offer. But do not let the cat out of the bag. Give ideas and dates. Ask people if they want to “Beta Test.” Wow, that really gets people begging you for more info.

Mention words like ‘Pre-Launch.’ People love to get in on a Pre-Launch. Sometimes I wish I could keep my sites in Pre-Launch forever ;) Once anyone can get in, it loses its effect.

- Start making some leaks of it being exclusive. Only xx seats or packages will be sold. Only xx members for the first year. Then a few more will get in for a higher price.
- Set a date and put it on your calendar. This is a mistake many people miss. I have seen launches on Easter Sunday. The best day to launch is **Tuesday**. You get over that Monday ‘hump’ and have all week to focus on the push of the project. Make sure you try to find out who else may be launching at that time. Move your date if there is a conflict. You do not want to launch your movie the same day as ‘Star Wars.’ You will get lost in the mass promotions of other people’s launches.
- Hire an affiliate manager if possible. There are many of them springing up with the release of Jason Cox’s course on that subject. For Butterfly Marketing, since I felt it was the biggest project I had ever done, I put my launch in the hands of Mike Merz. He is one of the most well known names in high ticket JV’s, you can find in the world of Internet Marketing.
- Make sure either you or your affiliate manager lets people know the date and when it is coming. That way, if the buzz gets real big, others will not launch the same day or even week. (Last year, when John Reese launched **Traffic Secrets**, every other marketer in the world would not even think of doing a promotion during that week.
- Get your product into the hands of top super affiliate JV partners. Do not ask them to promote if you are not giving them the opportunity to review your product. (Do not insult them, with a 50% discount.) Let them see a sneak peek at the sales letter too.
- Have an affiliate pre-launch member’s area. In there, have some ways to get testimonials automated. I use [Audiogenerator.com](http://Audiogenerator.com) for that. It has a cool wizard that people can use to upload their photo and call in as well. You just get the code and throw it up. I used it many times. Look here to see what I was able to get within 4 hours of

the launch of JV-Network.com.

<http://www.jv-network.com/template.tesimonails1.htm>

I use these during the pre-launch and people are amazed how it's on the site in just the first day of pre launch.

- For Butterfly Marketing, I used a Blog to keep my JV's focused. It was at <http://www.ButterflyMarketing.com/jvblog>

Anytime Mike Merz or I sent an email update, we made sure to post it also on the Blog for them to see (in case they missed any of them.) This allowed them to be able to read any post in chronological order, in case they missed any of our last emails.

- When emailing your JV's, use a standard subject line so they can always know how close you are to the launch date. That also makes it easy for them to go back through the emails in sequence. The subject lines we've used, looked like this:
  - Butterfly JV Update - 18 Day Until Launch
  - Butterfly JV Update – 13 Days Until Launch
- Also, in the JV member's section, have many emails for your affiliates. You want to have the following...
- **Teaser** email – 2-3 days before the site goes live.  
**Subject line: {FIRSTNAME}, on Tuesday at exactly...**  
 Then have an email explaining that “this is so important to make sure you look out for my email with the subject line, “As Promised’ on Tuesday at exactly 8:00 AM EST.” It will be one of the most important emails I send to you all year...blah blah blah...
- **Launch** email -  
 Here you provide the launch email. Make sure it is ready to copy & paste, and try to have the affiliate link already included in the email if you can.

Provide one of these subject lines

**Subject line: {FIRSTNAME}, as promised!**

**Subject line: {FIRSTNAME}, it's live Hurry!**

Then provide the email copy for them.

- **Follow up** email -  
Provide a follow up email. The follow up can have a better conversion than the launch day email and can really impact on your sales.
- See if you can get your JV partners to commit to sending all 3 emails.
- **JV's 100% commissions** – If you set up your \*\*software, you may find that in your admin area, you have an option to check a box to make a “JV Status” upgrade rather than an ordinary affiliate. And then you can set a higher percentage. Maybe instead of 50%, you can offer 75% or even 100%

I have sometimes offered 100% to some power JV partners because I just wanted to “Squeeze” 2500 – 3000 members from their fresh, hot opt-in list. It was worth it to me to sacrifice my profits here. At least I know I was getting every person that reads their email, opens it, clicks thru and takes action. Remember, half of my goal is to build a list that I can profit from over and over again. If paying 100% commissions is what it takes, then I will do what I have to do to get a person with a massive list to do a solo promotion for me.

- The day before the launch, email the JV partners and remind them to send the email that is due to go out in a few hours. Try to include the email for them to send out in your email. If you can, have their link dynamically included... that is a big plus!
- Make sure your new customers go into the loop ASAP to become an affiliate to keep the momentum going.

- Also, if you can, offer a bonus that is only good to those that buy the day of, or first 2-3 days of your launch. To ensure great success and little procrastination from your buyers. Be true to the offer and remove what you say “you will to reward those that took action.”
- Finally, make sure you have a HOOK with your product. Yanik Silver did a great job with his Underground Marketing Event and YSS for Yanik Secret Service. All of his speakers, were billed as covert agents and buyers (like me) of his course, got the DVD’s in a silver briefcase. Total Genius!

## **‘Coming Soon’ Page**

As for your ‘coming soon’ page or your pre-launch sales letter, there is no particular one to use for any project. But here are some things on the two of them.

The thing to remember is to salt the campaign. Don’t give too much information upfront, but just enough of a taste to wet their appetite to keep them wanting more. You want them to be hot and hungry and to be the very first to know when the site goes live.

You want to have a name and email capture, at minimum. Feel free to experiment with getting more information. Just do not make it mandatory or it could affect the conversion of the call to action, that is, in this case, the “opt in.”

Have a place that says “Coming Soon” and a date as to when you go live. I also recommend using one of those Java Scripts with a count down date that says 18 days, 14 hours, 33 minutes, 13 seconds. You have seen that before and it really plays on the subconscious mind to wait to see the curtain lifted and the unveiling of what is behind the curtain.

As I stated before, this page should have some pre launch testimonials with some multimedia, such as videos or Camtasia, if needed. This is the technique I used to launch Butterfly Marketing. I also had a Blog for more information and had a link to the Blog on the ‘Coming Soon’ page.

## **A Pre-Launch Sales Letter**

This was a technique I used when I launched ListDotCom.com and the JV-Network. It was basically a way for me to squeeze names into the membership site before it was ready to go live.

It gave a little more information (but not everything) about what the site would do when it went live. I had them join the membership site but I did not yet activate the member’s area. I did give them an affiliate URL, after they joined, and explained in each circumstance how it would help them in the future by promoting the pre-launch page now.

This turned out to be extremely effective. When we launched ListDotCom.com this way, I got over 5000 new members to pre-join the site in about 4 days. Then I continued to salt, that 5000 members list, for 5 days with one or two emails per day to get ready for the launch and make sure they all login.

When the site went live, I activated the 'One Time Offer'. All 5000 of them logged in, and saw the \$197 OTO (One Time Offer.) All the people that they sent to the site, to join when it was live, also saw the OTO. We made 381 sales in less than 24 hours for a total of \$75,057.00

You can bet your butt I was excited to make \$75,000 in less than 24 hours. The site went on to make over \$100,000.00 in its first month and continues to generate \$200 - \$400 per day on autopilot.

### **Know who your JV partners are.**

I have them in about 5 categories.

#### **1 – Personal friends with influence in the marketplace.**

These are your buddies that will be there for you 99.99% of the time when you are ready to launch your site. If they cannot, it is only because of a conflict they have the same day or with a similar project.

#### **2 – Your super affiliate JV partners.**

These are the guys that will do the bulk of the damage in the marketplace. From what I have seen, getting just 3-5 of these guys will result in 80% of your total sales or calls to action. Yes, just 5 of these guys can do what 150 other people can do. That is why I would suggest focusing on just #1 and #2 in some cases. Having too many people launch your site can create a negative impression in the marketplace. If too many people launch your site (in some cases) people may feel exploited that it is being pushed on them by people with no knowledge of the product and their only interest in making a sale.

#### **3 – Your arm length former JV partners**

These are people with whom you have swapped email promotions. Or perhaps you have done a promotion for them and maybe it is

time to “call in the favor.” This list usually consists of about 25-40 people.

#### **4 – Referrals.**

These are people that will hear the buzz about the project and then reach out to you and ask to “get in” on the JV. Take them into consideration based on feedback you get from others or their general reputation in the marketplace. Also, if they can show you that they have some shake up power, do some research and let them in if you like what you see.

#### **5 – New Customers**

I like to let my customers in on my initial launch. Once they join, I reward them with the affiliate program and let them know why they want to move very quickly.

As time goes on, you may decide to open the affiliate program to your own members. It all depends on the type of site you are launching and the approach you want to take. I have used different techniques for different projects.

You may think I have a very intricate way of tracking my JV partners as outlined in #1 and #2 above. The truth is, I have a simple Microsoft Excel file (or in some cases a notepad.txt file) with just the names and emails of these people and I update it frequently.

I keep it on the desktop of: every one of my PC’s and laptops. I even upload it to my web server so I can have it if I am away or traveling.

Recently, when I launched a site I have, called Free-Advertising-Blog.com, I did a simple JV email to members in #1 and #2.

I was in a bit of a rush as I just got the site done and I needed to board a plane in a few hours. So I grabbed the text file and loaded it in the BCC field of my GMail account and sent out to them the letter you see below.

I do not condone using BCC. I would prefer to tell you to contact your super affiliate JV’s thru one on one email, and address them by name. So you can see how I got around this in the letter I sent below.

Just so you know, this was one of my most responsive JV's I ever had. I think the magic was in the letter. I sent it out to under 20 people and about 90% of them took action to help me launch the site. Within 2 days, we had about 3000 members join the site and I had not even told my own members. (Remember, I always give my JV partners first crack at the marketplace.)

Hi,

It me...Mike

I'm emailing you for a favor and would appreciate your help tonight to tomorrow :-))

But first, let me say this. I am breaking a cardinal rule. I am sending this JV to about 14 of my closest online buds, and those that I have also promoted with in the past...

The broken rule is I am using BCC. I have to fly to Orlando at 6AM for Penland's event and I did not pack. (Some I will see there.) And I have a call with Rich Schefren in 45 minutes (one on one coach) and I lost the time to send a one on one email. I hope that explains to you why I used BCC. Feel free to reply, I will be here all night.

O.K. The favor I need.

I am speaking at the event on Sat or Sunday. I need your help in letting me have a live case study while I am on stage.

I had an idea 3 weeks ago for a site and I made it; when it is done, I really think it is brilliant after the project is complete. (Yada Yada)

Please read further (2 more minutes, I will try not to bore you.) Thanks...

OK - Real fast

The site is  
<http://www.free-advertising-blog.com/>

It is viral and based on knowledge I have from a good friend (in this email.) A site like this can attract 100K members in less than 2 years.

Can you promote it for me tonight (or Thursday)? Can I count on you?

OK - WIIFM , yeah....

When you join, you will see an OTO (one time offer) for \$197. You

get \$98.50 to every member you refer that takes the up sell. Paid instantly to your PayPal.

You will see the OTO when you join....

You get your instant URL and copy inside.

#1- Half of you have a list that will eat this stuff up...

#2 Half of you have a list that may not be TARGETED but may be interested.

Here is YOUR HOOK....

Use an email that talks about Mike's Butterfly Marketing strategies.

"Look what this guy has done. He took a trend of Blog ads and went viral with it. Look at what he does with the One Time Offer when you join. This site is a case study, in marketing, happening live. He will talk about his strategies in January, but if you look now, a light bulb may go off in your head when you see it in action. Can you think of anything like that you can do?

(Link yada yada)

Ok, That is all I have to say and I really appreciate your help.

Your Friend,

Mike Filsaime

PS - Many of you know I have been there for you 80% of the time or more that you asked me. I very very rarely "cash in" favors, LOL.

If you could catch my back here... I thank you. If you cannot, I understand 100%. I have been there too. Just let me know either way :-)

PPS - IMPORTANT

If you did not read this email. Please try to find 2 minutes in your busy work load to pause for 1 sec, and go back and read it (if you can), it would mean a lot to me. Cya soon ;)

Again, I want to state that although this email used BCC to send to all, I would recommend using one on one. But I did let them know in the email that it was using BCC and the “reason why.”

As stated, this was one of my most responsive JV emails. Almost every single person sent an email back to me stating that they would do a promotion for me and when. Some that could not send out for me even replied back to me as to why they could not. If you read the email, I think it is self-evident why it pulled such a personal response from every one that I sent it to.

The above email is not a boiler template email to use but if you study the personal tone, it can help you when you reach out to your JV partners.

The point of this chapter is to impress upon you that launching your site by yourself is a big mistake. And not letting people get thirsty for it is also a mistake.

Jeff Walker talks about how important it is to do this correctly. If done well, you will have people begging to pay you upfront before they even see the course.

So now let's get on to the launch phase...

## **The Launch Phase – The Spike**

Much of this was covered in the previous chapter when I would say “when you go live.” But I want to prepare you on a few things.

### **Make sure all of your ducks are lined up.**

Make sure you are in a position to be in front of your PC for the hours before you go live and the full day after you go live.

You will make a nice chunk of money this day if you do what is outlined in the course. The key is to be excited but do not lose control. Stay calm and be ready for anything. And I do mean anything. I have had the worst happen to me on launch day.

95% of the issues below can be taken care of with proper testing. Go thru every possible scenario you can imagine. Make sure to test your payment buttons and track that they pay your affiliates. Never assume all is perfect. You WILL find small bugs; make sure they are fixed before you go live. Your credibility is at stake here and your future JV's will depend on how good or bad this one goes.

Here are some things that can go wrong and what you need to do to prevent it.

**Site crash** – This can be because of too much traffic for your server to handle. I use Kiosk.ws and I recommend you make sure you check with your web host to make sure they can handle a surge of a launch. I 100% suggest that you put your site on a dedicated server to make sure you are in control of your destiny.

Make sure your web host knows that you are having a big day and make sure you can get them on the phone when you go live. The last thing you want is a crash to embarrass you and piss off your affiliates that are driving traffic to your site. If you have a programmer, make sure he/she is around that day and on hand watching and monitoring the site.

**Suspension of Merchant Account** – This can happen based on what PayPal and merchant accounts refer to as “unusual activity.” Do not think you are exempt. I have had issues here and I know of the very top Internet marketers (names everyone knows) that were shut down in the middle of a roll out because they pulled in 100x's more than

their daily average. Imagine you are shut down in 3 hours and it takes you 3 days to get back up. Again, it will kill your conversion and piss off not only your JV affiliates, but your customers as well. Again, just as above, it is lost credibility that you do not want.

To avoid this, simply call your merchant account and let them know the facts. Where, when, what you expect in best case scenario, etc. Let them see the site and make sure they make notes, to your account, of the conversation. Get the person's name and badge number so you can call them if you have any issues. Merchant account managers are all about risk and I can assure you they know nothing about internet marketing. So be proactive and let them see and understand what is going to happen "before" you go live. Failure to heed my advice here will bite you hard in the butt. Do not take this lightly. Take the time to make the simple call.

If you need a good merchant account that understands our kind of marketing, you can use PowerPay.biz. Most of the Top marketers use this firm. Ask for Jud Smith. I cannot guarantee he can accept you, but if he does, you are in good hands.

**Never put all your eggs in one basket.**

Make sure you do not have just one account like PayPal. Make sure you use 2 -3 options, such as: PayPal, StormPay, 2Co, Merchant Accounts etc. So if one goes down, people can still pay by using the other options. Plus, it allows better conversions from countries that are not accepted by all merchant providers, but *are* accepted by others.

**General Bugs**

Make sure you read your emails coming in as the site is launched. Bugs WILL BE FOUND and you need to be there to be able to react to fix them or announce to the members and affiliates that it is known, being worked on, and when to expect a fix.

**Forum Bashing**

This is typical, of something that happens to the best of the best, during a launch. These losers, who make no money and never did, go out and flame you in forums. Mark Joyner and I call them keyboard cowboys.

All you need to do is watch out for this in the popular forums. Have your friends do the same for you and have them ready to post “Spin” posts ASAP in your favor. Of course, it will be from the heart and not hype.

No offense to anyone. I mean this in general. Crowds behave like herds. You have heard that people are like sheep. Well, it is true. And if a forum thread starts out bad, it will go bad if it is not stopped in the first 3-4 posts. People tend to jump on the bandwagon. It is sad, but true. Even people that like you may post against you just to be part of the crowd.

Having a few friends SPIN the post will shut the “cowboy” up and everyone that follows will be on your side. People love to be part of the winning side. If the cowboy tries to defend his/her case, they tend to bury themselves further and make a fool of themselves.

Many people will advise you to stay out of the forums. I agree. It may be best not to get involved. That is why I say it is best to have your friends do it. In some cases, you will want to jump in and defend yourself. If so, be humble and firm. But more humble than firm. It will make you look professional and the cowboy like a negative fool. Do not attack him/her or it will get personal. Just state your peace and move on from the thread. – Enough said.

### **SPAM Complaints**

Remember, you have many people promoting your site with their affiliate URL. Occasionally, you will have a moron that promotes via SPAM. This can be avoided by using the right host to begin with. A host with a 100% zero tolerance for spam will shut you down and ask questions later. Some will not even ask later. They will ask you to move and will not listen to what you have to say. This can take days to fix if you are not ready.

**Proactive solution** is to use the right host. As I said, I use Kiosk.ws and they are good people to deal with. They hate spam like all of us; they understand marketing, so they will contact you first and wait for your reply before they “react” and kill your site.

**Reactive solution** is to have another server or host ready in the wings. As we said above never have all your eggs in one basket. If you have an account elsewhere already, all you have to do is Cpanel copy the site to the other server and then transfer your DNS and your domain registrar. If this does not make sense to you, contact your domain registrar now and ask them how you would transfer your DNS name servers if you had to.

Also, I do not want to get into it here, but do not use Godaddy.com to host your domain name. They are the only service I know that will take ownership of your domain if you get a spam complaint. This is worse than your host shutting you down. If this happens, they own the domain, lock out your account and will not allow you to move it. You are dead in the water and if you are lucky to get it back, it could take 3-4 weeks. I would recommend using NameCheap.com or DirectNic.com

If these things happen, remember to stay calm and let your members and affiliates know what is going on and what you are doing about it.

O.K., so now that we know how to protect ourselves from potential disaster we need to know how to maximize the good. Here are some things that I like to do in the first few hours and days of my site launch.

- I like to monitor my metrics
- I like to see how many members are joining per minute, hour, day etc.
- I like to measure the conversion of visitors to join ratio
- I like to measure my OTO conversion
- I like to measure where the leads are coming from. Is it one or two main people? Or is it from all different affiliate ID's?
- Are new affiliate ID's that just joined making referrals? If so, I know that the system is set up well, as I will describe in a later chapter. I know that my Vx factor is doing well and as people join, they promote ASAP. They recognize the WIIFM factor,

and this will be crucial for the sites future ongoing viral success

- I like to monitor the site's Alexa.com rating. This site is 2-3 days behind, but I still monitor it right away and make sure to get a screen shot of the spike to brag about the site's success to the members and affiliates. Call it "social proof" that the site is doing well

Somewhere, you should document all of the above information. I keep all this information in a file and I "exploit" it to my own good.

I like to keep in touch with the affiliates and also the members and new members with stats via email and a "news" page when they login.

This is propaganda or SPIN. It is crucial. You need to move the meter on the hype bar just a bit in these days. Maximize the launch in every way you can.

Email the results from your OTO, your sales, etc. Reward your top affiliates by recognizing them in the emails by giving them a plug. You could also talk about your top five affiliates. Although it is too early in your site to run a contest, you may want to put a bonus on the table for affiliates so they will want to keep promoting. Heck, if your site is kicking butt, offer them a Rolex or 100% commissions or \$1000 - \$5000 in cash.

When Michael Rasmussen and I launched our **Free-Advertising-Giveaway.com**, we ran some incentives right away, since we only did a 3-week project. We offered a reward to the highest affiliate, of retroactive \$100 commissions, on all OTO's they produced. This got everyone active, but only one winner. In the end, they were all winners. Even though they did not get the 100% commissions, they still made more money in OTO sales, even at 50%, so everyone was happy.

The launch phase will usually last about 1 week to 10 days. Then the buzz is gone and people move on. The site is now ready to either fail or continue to auto pilot success. Most sites fail, but those that understand what I am about to share with you, have their sites

continue to bring in new members and income passively for years to come, with little promotion from the owner. It is all about the Vx factor and we will get into that in the next chapter.

So let's get to it now...

## **The Post-Launch Phase – Keeping Momentum**

This chapter is really what Butterfly Marketing is all about. This is where I finally get to reveal to you what I have learned about passive income success and list building.

What I am about to share with you is something I think that less than 3% of the Guru's even know. There are guys out there that know a hell of lot more about marketing than I do. But this section is what separates me, in many ways from others.

Sure, some guys can make huge launches and write great copy etc., but the “Set and Forget” aspect to their marketing may be missing. This is what allows me to have ongoing success as opposed to constant splash to market hits that die out in weeks.

The 3% that know what I am about to go over with you have also done some incredible things with their projects. Some of these guys I know, and we share test results; others I have observed. As I join sites, the first thing I do is see if they have their “Butterflies” set up. Is it set up to be viral? Is it set up to have a Butterfly Effect from this point forward? Do they practice WIIFM marketing?

I have postponed the Butterfly Marketing project for over 1 year. I was working on PayDotCom.com and other projects and seminars, so I felt it was best to put it off until the time I did. (I needed my programmer to make the script wizard, but I also needed him to complete PayDotCom. It was just a matter of priorities of our time at hand.)

Each time I revisited the project, I had to adjust sales copy I was working on, or even entries in this book.

Heck, when I first started the idea for this project, I wrote that my list size was 40,000 members. Then it went to 100,000 members. A few months later it was 150,000. I remember hitting 203,000 members on June 21<sup>st</sup> 2005 while I was making my Power Point for the MegaSeminar.com in June of 2006.

Then each month I was speaking at a new seminar. In September, I adjusted my power point to read 242,000 members. Heck, I went from 203K to 242K in 3 months. That's 13,000 members per month or about 425 new members per day!

6 weeks later, on the Marketing cruise for November 1<sup>st</sup>, I was at 275,000 members.

8 weeks later, as I write this (yes, it is December 26, 2005) the day after Christmas, I am at 300,436 members.

Now, I do not know about you, but the fact that I went from 200K to 300K in 6 months has me excited. Could you imagine if you had 400-500 people joining your sites every single day? ...Almost all of them seeing some type of offer at the site they join?

Take 400 new members daily x just 3% conversion. Now, with an average OTO net profit of \$100, that's \$1200 per day in passive income just from One Time Offers. And to let you in on a fact... in 2005, I made over \$400,000 in OTO's alone.

I hope you can now appreciate the power of putting many of these little sites out there on autopilot.

But the key is – 'SET AND FORGET' autopilot systems. If it wasn't for the following section, none of the success I have had or just showed you, would or could have happened. That is why I said this is the most important chapter in the book. So let me share those secrets with you now.

### **The Viral Exponent – Butterflies**

Earlier when we were talking about Viral Marketing, I spoke very briefly about the Vx (Viral Exponent.)

The Viral Exponent (Vx) is a metric, or a way to measure the growth of your site over a period of time. Mark Joyner refers to this as the "copulation rate."

I do not want you to feel that I am going over any type of mathematic concept here. Do not worry. It is very easy to understand.

Here is the Vx in a nut shell...

If you launch your site, we call that the catalyst. That is the huge spike you see, from you and all of the heavy hitters promoting the site like crazy. It is very unlikely that you will continue signups at the same rate you do in your first few days.

So let's start to measure your Vx about 2 weeks into the site.

What you want to do is see how many people join your site (or take any call to action you want to measure) in a certain amount of time. This time period can be by the hour, day, week, month, or year (or even more.)

I like to measure by the "day."

So let's say that today I get 100 new people to join my site. For it to survive on autopilot, I need to get 100 people tomorrow, 100 people the next day, and 100 people each day for the rest of time.

That would mean that my Viral (x) factor is at 1.0. That is what you want to strive for.  $100 \text{ people} \times 1.0 = 100$  for the next time phase I am measuring.

If I can stay at 1.0 then I know that each day I will get 100 new members for a very long period of time. 1.0 is very hard to reach but can be done if your site is set up to focus on reaching that.

It could be at 1.01 or more, if your site is set up even higher, based on buzz and great copy and a great focus on WIIFM (What's in it for me) as the members sees it.

Sites such as: Hotmail, GMail, MySpace, Friendster, and Napster all had a high x-factor in their Vx. They were growing so fast that each day they were getting more members than the last day. Eventually, this cannot continue forever. There are only so many people in the world. You would reach what is called a "saturation" point.

But, my dear friend, if you can reach market saturation in anything, that is where billionaires are made. And the site will not stop at

saturation point. It will just go down to an x-factor closer to 1.0. The reason new people will continue to come in even at saturation is because new people are getting on the Internet every day. New people turn 18 every day. New people are born every day.

But at saturation point, you now have a customer database that can be leveraged to new heights. You can offer new products, upgrades, up-sells, cross-sells, affiliate products, and launch new projects with the use of this client database.

Now, I do not want to get you too excited here. Getting an x-factor greater than 1.01 most likely will not happen. However, I would be very excited to see any student of this course become the next internet billionaire.

The closest site I have to an x-factor of greater than 1.0 is **InstanBuzz.com** – It is somewhere about 1.0000001. It is growing at a steady rate, but over a year's time, I am seeing more new members per day than I did the same day 1 year ago.

That means I would get about 135 members per day now for InstantBuzz.com and about 136 members per day next year. Trust me, that is awesome. I do very, very little to promote that site. There are some things I do a few times per year to “re-launch” it to the marketplace every few months, but I will get into that later.

Right now, I want to focus on the x-factor of 1.0 as the goal. But let's see what would happen if you have an x-factor of less than 1.0

Let's say your x in your  $Vx$  is .89 – This could be because you do not have good affiliate tools. Perhaps your sales copy sucks or it does not explain your program well. Maybe your affiliate commission is not set high enough, i.e. 20%

Maybe your site is not easy to navigate. So now, after the spike, you decide to test your  $Vx$  and you find it is at a 0.89 and not a 1.0. Here is what you would see.

You decide to make your “Time” variable = 1 day.

Today you see that you have 100 members. And tomorrow you see only 89 people join your site ( $100 \times .89$ )

The next day (3) you would have 79 people, then

Day 4 – 70

Day 5 – 63

Day 6 – 56 etc...

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.

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Day 28 – 4

Day 29 – 4

Day 30 – 3

So now, one month after a successful launch, your site is dead. You spent all this time to launch your site... you read Jeff Walkers product launch formula... you made a ton of money the first few days of your site launch... but now it is DEAD!

So you contact all of your JV partners and ask them to re-launch. Some help you and you have another spike again and a new success. But after a few weeks, you find that your site is dead again.

It cannot sustain an autopilot growth unless you advertise, pay for Pay Per Clicks Ads, and constantly recruit JV partners. I do not know about you, but I hate going back to JV partners again and again and again for the same project. Let's face it. The site is a flop. It was a one hit wonder that made you money, but that is not the type of site you want to build.

You want to focus on the Butterfly Effect in your marketing. You need to make **SMALL CHANGES** that can have **DRAMATIC EFFECTS**.

Below I am going to show you the difference small changes can have on your x-factor and why it is crucial for you to understand and implement what I will detail for you later in this chapter.

Take a look at this chart here...

## eXponent (Copulation Rate)

### Viral

Time	0.89	1.00	1.01	1.04
Time Value=Day	Members/Day 0.89	Members/Day 1.00	Members/Day 1.01	Members/Day 1.04
1	100	100	100	100
2	89	100	101	104
3	79	100	102	108
4	70	100	103	112
5	63	100	104	117
6	56	100	105	122
7	50	100	106	127
8	44	100	107	132
9	39	100	108	137
10	35	100	109	142
11	31	100	110	148
12	28	100	112	154
13	25	100	113	160
14	22	100	114	167
15	20	100	115	173
16	17	100	116	180
17	15	100	117	187
18	14	100	118	195
19	12	100	120	203
20	11	100	121	211
21	10	100	122	219
22	9	100	123	228
23	8	100	124	237
24	7	100	126	246
25	6	100	127	256
26	5	100	128	267
27	5	100	130	277
28	4	100	131	288
29	4	100	132	300
30	3	100	133	312
Day 31	3	100	135	324
<b>Totals After 31 Days</b>	<b>831</b>	<b>3100</b>	<b>3612</b>	<b>5933</b>

As you can see in the **0.89 Column** you start out with 100 members per day, but after 30 days you are down to just 3 new members per day. The total numbers of members for the month is 831 and slowing. (That sucks)

In the **1.0 Column** you start out with 100 members and after 30 days you are still getting 100 members each and every day. But now you have 3100 members at the end of the month (and each and every month) because your set up to have a higher x-factor in your Vx.

In the **1.01 Column** you start out with 100 members and after 30 days you are now getting 135 new members each day and increasing. And now you see with a few small changes, you have 3612 members after 30 days and growing each month.

In the **1.04 Column** you start out with 100 members at after 30 days you are now getting **312** new members each day and increasing. Now you see, with a few small changes, you have 5933 members after 30 days and growing each month.

Again, an x-factor **over** 1.0 is not easy to achieve but I wanted to show it to you as an example. You may see this rate a few days after your site launch, or after a re-launch or contest, but most likely you will see a drop after a few weeks. It is better to test your Vx after the dust settles a few weeks after a launch.

Below are some things that can affect and increase or decrease your x-factor. You must test these things. Not from your gut, but you need to use basic A/B split testing software to find out what is working and what is not. I like Adtrackz.com

Find your “control” (your current best) and then make ONE change to the process. For example, change your headline and test it to see if it increases your new member rate or decreases. If it decreases it, then try a new headline. If it increases your rate, then that becomes your new “control” and you try to beat that.

Now you continue to test new headlines. Then redo the sales copy. Site colors... P.S. at the end of the sales copy, your offer, call to action, guarantee, bonuses etc...

You want to continue to test and tweak your site forever. If you constantly increase your control, you are making the little Butterfly Effects and as I have shown you above in the chart, making SMALL CHANGES can produce drastic improvements in the long run.

**Many people simply launch a site and do not understand the power of Butterfly Marketing.** Now, in this section, buried in the middle of this course, you now know why this is called Butterfly Marketing. *The Butterfly Effect* in your marketing, is what will allow you to go from “One Hit Wonder” to passive income that can make you a millionaire like it has done for me.

Here is what I call the Butterflies. What I mean by that is: that these are the little insects you must focus on, to increase your sites x-Factor. I will go into each one of these, in detail, after this list.

- Multi Promotional Tools
  - Instant and Easy Integrated Dynamic Process
  - Using MultiMedia
  - Step By Step Process
  - Focus On Growth From Start
- WIIFM - What's In It For Me Concept
- Affiliate Programs and Split Pays
- Integration Marketing
- Promotions, Pushes, Contests, and Races
- Carrier Pigeons
- Dead Real Estate
- Forums

### **Multi Promotional Tools (Keeping Momentum Cont'd...)**

Well, this is self-explanatory. In the **\*\*software**, in the home study **\*\*** course, we provide you a way for you to upload all these types of tools, for your members, JV partners, and affiliates to use.

Have you ever joined someone's affiliate program and they say:

“Here is your affiliate link: (Replace xxxxx)”

<http://xxxxxx.signndrive.hop.clickbank.net>

And... well, that's it! That is all they give you. That will KILL their Vx. It will kill their affiliate program. It will kill their sales and overall success.

They leave it up to you to promote their product. Heck, they know their product better than anyone, yet they do not provide you some easy to use tools to help you out.

You should:

- Write pre-made email letters for members.
- Provide multiple subject lines for these emails, for them to decide what is best for their personality
- Write multiple emails for them in case they have different styles, less hype, more hype etc. (a choice between logical or emotional style emails.) Again, different people have different styles and different ways they like to promote. Write emails for them with different styles and let them decide
- Write follow up emails for them
- Many newbies today still use safelists and traffic exchanges. Write Ads for them to use in safelists and provide a directory with your affiliate link to these safelists and traffic exchanges for them to use to promote YOUR product
- Write articles for them and show them where they can post to article directories
- Write Ezine Ads and show them where to advertise
- Use a “Tell A Friend” with pre-made text
- Buy a Banner package at BannersMall.com and provide them the code to use and put on their sites with great looking banners you have made

- Create box images like the above for them to use
- Create Text Ads
- Create Top Sponsor Ads for them to use and show them where to buy them
- Create Pop Up codes (as well as Pop Exit and Pop Under) for them to place on their sites
- Create Fly In Ads for them to use
- Create Email Signatures for them to use
- Create Forum Signatures for them to use and give them a list of forums where they can join and post
- Write Reviews of your product for them to post on their Blogs
- Write press release(s) and show them where they can post them or buy them
- Write PDF's or self-branding ebooks for them to give away

I think you get the picture. The bottom line is each new tool you provide them is one more potential Butterfly Effect. Heck, maybe just one of those tools will one day reach out to John Reese or Ewen Chia, and they will join your program. That can make you thousands of dollars from just one email from them, and it alone can create a new path, or more future Butterfly Effects that will have great results for the long term.

Either way, I think you can see there is no one that can argue, it would be better to just provide a silly link and say, "Go get 'em tiger!"

### **Instant and Easy Integrated Dynamic Process**

This is the kiss of death when not used! Have you ever been asked to join a site and then they ask you to become an affiliate and you see some Bull Crap like this?

- 1- Click here to join our 3<sup>rd</sup> party affiliate program
- 2- Wait for the confirmation email
- 3- Confirm your email address
- 4- Wait for the welcome email with your randomly generated user name password

5- Login to the affiliate area by clicking the link in the email and use this:

user : BearINtheW00ds (Case Sensitive)

password: yHW\$3d7D4 (Case Sensitive)

6- You will see your member ID is in the top left like 5443845 (but do not use 5443845. That is just an example.)

Take you member ID and **insert it** in the link you see below where you see “xxxxx”

<http://www.thenameofsite.com/cgi-bin/affiliate/x.cgi?a=r&id=1&aid=xxxxx>

7- Take your new link at insert in the email copy provided in the promotion section where you see {insert affiliate link here }

8- Copy and paste the email with your link and ID in it and send it out to your opt-in members.

**OH MY GOSH!!!!** This is just damn insane!

You have to go thru 8 steps just to send out a promotion. This will KILL your Vx-factor. When people put me thru this ringer, I do not even bother. No kidding, I hate having to deal with this. And if you have been around the internet marketing game a few times, I am sure you have seen this too. It sucks and is a recipe for failure.

The problem is they do not have the script, that you have when you paid for this \*\*package. So they had to integrate a 3<sup>rd</sup> party affiliate program into their site.

With our script, that you have access to, all of the tools are dynamic. What that means is, once you load your tools in Admin, they will be ready for the member once they join the site or create an account.

They simply login and hit “promotion tools” on the menu and they have all of the tools with their names and affiliate links dynamically generated and plugged in for them to, 1-step, copy and paste.

This is making it easy and will increase your Vx-factor incredibly. Again, I keep bringing this up, but you can see from the chart I shared with you earlier that small changes can make a huge difference in your income and success. You **MUST** do what is needed to get your X = 1.0 or greater; anything less means doom for your site in the long run.

### **Use a Step #x Process**

This is of huge importance to increase the x-factor.

Rather than just putting all the tools in your promotional area, list them like this.

Step One – Send this email to your members

Step Two – Add the banners to your site

Step Three – Add this review to your Blog

Step Four – Use Our Tell a Friend tool

Step Five – Change Your Email Signature to this

Step Six – Change your Forum Signatures to this

If you want to see an example of this, create an account or login at [Free-Advertising-Blog.com](http://Free-Advertising-Blog.com) and you will see how I use this in my promotional tools area.

Why is this so important?

Simple, it works with human psychology; humans hate things to be incomplete. It’s like watching a really lousy video/DVD you rented from the video store.

It is 2 hours long and after 40 minutes, you are thinking this is the worst movie you have ever seen! But why do you still continue to watch it? Well, the bottom line is this. It causes you “pain” in your brain to not know how it ends. You need to know if the geek police officer gets the bad guy at the end, and gets respect from his

screaming sergeant. In fact, you know how it will play out, but you have to watch it anyway or you feel “incomplete.”

It’s like being full to the point you almost feel sick when eating. But you can’t leave that last bite on the plate. You went this far, why not “complete” the task.

If you do not use the “STEPS” system, it is like sending someone to the “all you can eat buffet.” They will pick and choose what they want to use.

But if you DO use the “STEPS” system, it is like handing them a menu with a lunch special. You must order an appetizer, salad, main dish, side order, drink, and dessert and coffee. The waiter just says what’s next on the list and you order it. Just think how much it would pain you if he/she skipped over the salad. Even if you do not like salad you would say, “Hey, you skipped a section.”

The mind hates steps that are not completed... Plain and simple!

So make sure you simply add “Step XX” in front of each tool and watch how people will feel compelled to use EACH AND EVERY TOOL rather than pick and choose as if they were at a buffet.

### **Using Multi Media – Audio, Video and Camtasia Tutorials**

This is simple, so I will not spend too much time here. Use audio to welcome people to your member’s area and affiliate program. Take 30 minutes to do it one time and it will increase your x-factor for the life of the site. Tell them how they can make money and why they need to act NOW with the promotional tools.

If you can, use video; more importantly would be Camtasia instructional videos. You can use Screencamgenerator.com or Techsmith.com to create these flash videos to show them how and where to use the tools.

Do not assume that everyone knows how to past HTML code on their sites to add banners and pop up codes etc. Take the time to create

videos to show them how to do this. It can only help increase your x-factor.

I learned that from John Reese. When I was a newbie, I saw how he took the time in his AuctionSecrets.com product to train his affiliates with Camtasia to promote his affiliate program. Jeez, this is powerful, so make sure you try to find the time to produce these.

Do as I say and not as I do. In many of my sites, I only use SOME of the techniques. It is not because I do not know better. It was because (warning - lame excuse coming) I got side tracked and a bit busy; never had a chance to go back and do what I know needs to be done.

But if you see in the member's area of my sites, I usually have 90% of what you have just seen here; if I had the time I would have done the other 10%. It works!

## **Focus On Growth from Start (Keeping Momentum Cont'd...)**

What you need to do is make sure that when someone joins your site or members area that you IMMEDIATELY focus on promotion using your affiliate program.

Make sure it goes out in the first welcome email and maybe even in the second email as a side note too.

Don't just assume that they will find out about your affiliate program on their own. Put a big 'call to action' when they login so it is always "in their face" so to speak.

Of course, you want them to get what you promised to give them after they join or pay. However, let them know that those items will be there not only now, but later, and anytime they login. The key to focus on immediately, after they join, is what's in it for them if they promote the site NOW. If you wait to introduce your affiliate program to them later, well, later never comes.

People get sidetracked; there is just too much stuff hitting them in the face, in front of their PC and in the home, to distract them from even coming back. You have a captive audience and you need to get their attention. When? Yes, you got it... NOW!

## **WIIFM - What's in it for me? – Concept (Keeping Momentum Cont'd...)**

So how do you do this? Well, you need to get them focused right away on the WIIFM from their point of view. That is the “What’s in it for me?” (Everybody’s favorite radio station.)

Let’s face it. People do things for their own benefit in the long run. Even if they do things to help others, in the long run, it was done so they could feel better about themselves. The bottom line is, there is a little voice in every human’s head that is always asking, “What’s in it for me?” anytime they are asked to do something.

As stated earlier, welcome them with audio when they join the site and INSTRUCT them, in the audio, to do exactly what you want them to do. “Click this link here and do this now...”

Make sure your WIIFM factor is obvious to them. Things like why it will benefit them to promote the site. Maybe it will get them a downline in your system that will allow them to get increased credits for advertising or whatever your benefit is. In most cases it is money; how and when they get paid.

### **Affiliate Programs and Split Pays**

One big factor in the WIIFM is: how much they get paid, how they earn, and when they get paid.

Obviously 0%, paid only on every 3<sup>rd</sup> sale, paid every year is the worst WIIFM you could have in an affiliate program. I know that is an extreme. However, I want to compare that to a better way, so even YOU can see how that would affect you when you ask WIIFM.

If you can offer: a better percentage, pay on the sale and maybe on a 2 tier, have bonuses, and pay monthly, it is better. But you may even want to pay weekly, too. Or wait, how about INSTANTLY? I will explain that in just a moment.

But why is it better to pay weekly as opposed to monthly. Well, people like things NOW. And if you pay them weekly, you are staying in touch with them more often with THEIR MONEY. And

you are more likely to get a follow up promotion from people when 2 things occur.

#1 – They see a result from their efforts (making a sale)

#2 – When they get paid for the effort

Yes, it would be great to make \$10,000 from an email promotion. But if they have to wait 2 years, for their referrals to complete the course they purchased, and then make sure there was no refund, people would be less likely to do a follow up promotion, even if they just made \$10,000. They just hate to wait 2 years to get their money. Make sense?

So if they were paid in 1 week, and had their \$10,000 in hand, you can bet your butt they would be very likely to send out a follow-up mailing. Or even one per week. Be sure you pay your affiliates “their money” on time, frequently, and in a sooner, rather than later, timely fashion. Remember, all these things are one to increase your Vx-factor.

With that said, just think how excited people will be to get paid instantly. This is done with what we call a split payment system. It cannot be done with your own merchant account. You need to use a payment system where many affiliates already have an account, such as PayPal or StormPay.

The scripts we give you access to, have that choice built in for you. You can decide to pay your affiliates monthly or instantly with a split pay system.

The way these works are as follows:

Your affiliate/member joins and enters his/her PayPal email address. When a person comes to the site and makes a purchase on your product or one time offer, they make 2 payments – one at half price to each person. They make one to the affiliate, then one to you.

So if you had an OTO (One time offer) of \$100, the customer would make \$50 to your affiliate, and when done, they arrive at your PayPal button to pay \$50 to you. Then when they are done paying, they can

login and get what they paid for (and now you can make them an affiliate too. But you already know that now.)

What is so good about this system? Simple, as stated just before, the sooner people see the fruits of their labor, the more likely they are to do a follow up promotion.

Imagine if you sent an email to your list, and instead of waiting 60 days to get your money, you woke up the next day and saw 36 “Notification of Payment Received \$50” in your inbox. Let me ask you, would you send out another promotion after you just got paid \$1800 instantly to your PayPal account? Heck yeah!

So consider using the split pay feature in the sites you create with the \*\*software.

## **Integration Marketing (Keeping Momentum Cont'd...)**

This is something you need to do with your JV partners on a one on one phone call with them. In the real world, you are now seeing this more and more. But online, it is not used as much as it should and could be.

The term “Integration Marketing” was coined by no other than Mark Joyner, one of the foremost experts on internet and direct marketing today.

Mark pioneered the formula with his legendary (since sold) ROIbot. What Mark realized, is that have promotion tools is good. And have many types is better. But the issue is that they are usually just hit and run. Affiliates sign up, and then do a promotion, and on to the next.

Mark realized the true power for viral long term growth was to integrate, or piggy-back off of other powerful marketers while they, too, would get paid for adding 1 step, just 1 time, to their marketing. The results were explosive to say the least.

Google is now doing this. They have integrated their toolbar into Firefox and they pay you for giving it way. They have cut a deal with Adobe to allow everyone that now gets adobe to get the free Firefox toolbar as well.

I was recently downloading a software that converts DVD VOB to AVI and when I installed it, it asked me if I wanted to install the Google/Firefox toolbar.

In Internet marketing, it goes like this. Contact them and tell them to find a spot in their sites to advertise your site. Or even better, have them send an email for your site in an automated follow up email in their newsletter or after someone joins their site.

For Instance, on the next page is a copy/paste of the way I do it at instant Buzz. In my promotion tools, I call it “Turbo Charge”. I also do it on the affiliate page for this product.

<http://www.thebutterflymarketingmanuscript.com/affiliate/>

Take a look here to see how I do it at InstantBuzz.com

### Welcome To The InstantBuzz™ Affiliate Program

[Affiliate Link](#) | [Text Link](#) | [Tell-Friend](#) | [Email Copy](#) | [Signature Ads](#) | [Pop Up Codes](#)  
[Banners](#) | [Articles](#) | [Blog Reviews](#) | [Ezine Ads](#) | [Top Sponsor Ads](#) | [Safe List Ads](#)  
[PPC and Google Ads](#) | [Press Releases](#) | [Turbo Charge](#)

**Our Affiliate Program Pays 50% Commission  
Instantly for any Elite Member Upgrade!**

**That's \$98.50 USD Cash Paid Instantly To Your PayPal Account...**

Plus you [Earn Massive](#) Credits for ad impressions

#### Step #13 - Turbo Charge

Believe it or not, the best way to use InstantBuzz is to integrate our system with your site. Doing a 1 time promotion with the tools above is great, but adding a systematic use of our tools with your sites can make you a fulltime residual income over time starting right now.

Follow these steps to make 100 x more than a 1 time promotion over time.

**#1** - Insert **3** follow up emails to the end of your current autoresponder emails. (For better results, add them early to the series.) Do it now.

(Here I will list 3 follow up emails for them to use in their auto responder.)

**#2** - Add the following to html your success page after people subscribe to your newsletter.

**Next Step,** Make Sure To Turbo Charge Your Marketing by clicking the link below. It will help you get massive traffic to your website like it does mine.

[Click Here to continue...](#)



**Copy / Paste** this code on into the HTML of your **Website** to display our the text and Banner above.

```
<STRONG style="FONT-WEIGHT: 400">
<div align="center">
<center>
<table border="1" cellpadding="10" cellspacing="0" style="b
<tr>
```

It will produce the text and image above with your Affiliate ID built in.

**#3** - Add the following to html your THANK-YOU Pages after some one makes a purchase for your products.

**Next Step,** Make Sure To Turbo Charge This Product And Your Marketing by clicking the link below. It will help you get massive traffic to your website like it does mine.

[Click Here to get started now...](#)



**Copy / Paste** this code on into the HTML of your **Website** to display our the text and Banner above.

```
<meta http-equiv="Content-Language" content="en-us">
<STRONG style="FONT-WEIGHT: 400">
<div align="center">
<center>
<table border="1" cellpadding="10" cellspacing="0" style="b
```

It will produce the text and image above with your Affiliate ID built in.

**#4** - Add the following to html your Log-Out Pages to your Membership sites after some one logs out.

**Logged Out!, Thanks for Using Our Site.**

**Before You Go, Do This Easy Step!**

Make Sure To Turbo Charge This Product And Your Marketing by clicking the link below. It will help you get massive traffic to your website like it does mine.

[Click Here to continue on...](#)



**Copy / Paste** this code on into the HTML of your **Website** to display our the text and Banner above.

```
<STRONG style="FONT-WEIGHT: 400">
<div align="center">
  <center>
    <table border="1" cellpadding="10" cellspacing="0" style="b
    <tr>
```

It will produce the text and image above with your Affiliate ID built in.

The code I use in those boxes is pre made for them with their affiliate link in it. All they do is copy and paste it on their sites, and it shows the text and banner for them.

Think about it... This is not a 1 time push from an affiliate. This allows you to piggy back off of a marketers automated marketing cycle via their:

- Newsletter Success Subscribe page
- Newsletter automated follow up sequences
- Thank-You Pages for sold Products
- Log out pages from the membership sites.

If you do not provide it to them, they will now do it- Period. And you can increase this even more by being aware that every person you speak to you ask to do this. In the beginning, go out aggressively and find JV partners to do this with that have leverage in the marketplace.

After that, anytime anyone asks you do to a teleconference, say:  
“Sure, I would love to, all I ask is for you to integrate your marketing with me by....” And then show them where to get the tools and where to put it on their sites.

This tip right here in this manuscript can make you over \$50,000 in the next coming years. Not bad for \$97?

Mark Joyner is a genius at this and I see him do it all of the time with many people.

I, too, have done this with Mark Joyner. And other people like Jeremy Gislason of SureFireWealth.com and Craig Haywood of Track-That-Ad.com

With Mark Joyner, I allowed him to give a Top Level membership to InstantBuzz.com for every person that pays for his upgrade at SimpleOlogy.com. Why would I do this? Well, I am getting a person that is a paying customer for free, added to my database that I can back end with my quality products... Duh. This is a no brainer.

To reciprocate with Mark, I just put one automated follow up on just one of my sites to offer people to join his site for free. I spent about (no joke) 10 minutes to set this fully automated SYSTEM just “one time.” And since it is on autopilot when people join one of my sites, every one of them gets the same offer as if I just sent them a personal note from admin. This one little 30-minute act now makes me over \$600 per month.

I could drive a **Lexus** for 30 minutes of my efforts! Mark is happy, I am happy, and the customers are happy, because this is a win/win/win situation. The customers get better benefits than if they stumbled to our sites in the normal fashion.

With Jeremy Gislason, I did the same thing for his program. I have an automated email go out for him on the 4<sup>th</sup> day after someone joins my site. Jeremy and I realized that the promotion we came up with for a “Free Trial” converted 11% of the people to paid members.

So Jeremy contacted me and asked me to do this with him; again, it makes me about \$60 per day on autopilot! Big deal, you say? Yeah, big enough that it just about pays my mortgage each month and all I did was paste an email with my affiliate ID into my autoresponder of one of my fast growing sites.

And I get Jeremy to do the same thing for me with one of his sites for one of my OTHER sites and we have integration marketing at its best.

If you are not doing this with your sites, you are leaving thousands of dollars on the table. You need to have your metrics in place because when you approach people, you want to be able to give them exact stats that they can expect when they implement this. Do not exaggerate at all when you do this.

After you get just one person, leverage that person's name to get the next JV partner on board to do the same.

## **Promotions, Pushes, Contests, and Races (Keeping Momentum Cont'd...)**

Well, as I said before, your Vx is a number you want to constantly measure. As time goes on, your Vx will eventually come down. There are many reasons for this. Your site is not the latest BUZZ. You have reached some kind of saturation. Knock off sites are now your competition, or maybe they even offer some things you do not.

Either way, you do not want to panic. First, you should have more than one site, as you never want one site to be your only source of income. Second, there are some simple things you can do to recharge the batteries of your site for awhile. You may want to do these things about 2 -4 times per year. Below are some things you can do.

### **Promotions –**

Offer a limited time discount or bonus. Maybe offer your affiliates a higher payout percentage or a combination of all of these.

Send an email out to your current members and JV partners of your intentions. Use some of the techniques in the pre-launch section that might apply here.

### **Pushes –**

A push is something we do at InstantBuzz.com – We call it a “4-day push”. Basically it is a big hurrah for 4 days that we build up to the current members with some marketing excitement and some phone calls to the members. I usually do this around a new feature that was just added to the site, with a reason as to why they should promote it HARD for 4 days. The reason we do 4 days is to get every member to focus on our site, and *only* our site, “pushing” hard for 4 straight days.

When we do these 4-day pushes, I usually offer a cash bonus for top producers and I email the members each day during the push to keep momentum going.

The results from this allow us to go from 135 members per day to about 1500 new members per day for 4-6 straight days! We get more members in a week then we get in 1 to 2 months. Plus, it rejuvenates

the site and acts almost as a re-launch. Then I monitor the Vx again after the dust settles in a few weeks.

### **Contests and Race's –**

Contests and races work in the same way as a push. The concept is to take a site that may be getting stale and add some adrenaline into the site. It's like attaching an E.K.G. to the affiliate program (Clear!)

A race and a contest are similar in that they get everyone to promote the affiliate program for all the same basic reasons, but also there are some bonuses for top performers and winners.

These can be added credits, free software, software from some of your JV partners, and the all mighty dollar. Yes, a CASH bonus.

I prefer to do a race as opposed to a contest. A contest is usually date focused and ends at a certain date, i.e. a 14 day contest.

A race can last 3 days to 30 days. But what I like is that you end the race based on qualifiers. You say that the race ends when someone reaches 500 referrals.

The reason I started doing this is that one time I set up a \$500 bonus in a contest and the winner had only sent me 42 referrals in the 10 day contest. It ended up being a loser for me but I still had to pay him \$500.

The reason why I am willing to pay a cash bonus is because I know my metrics. I know that for every 100 members, I will make \$400 on average. So if I set the race to end at 500, I know that just the winner will produce about \$2000 in profits for me.

With that knowledge, I am happy to pay him \$500. Remember, there will be 50 other people. 2<sup>nd</sup> place may have 402 referrals. 3<sup>rd</sup> place may have 377. Down to tenth place that may have 105 referrals.

By the end of the race, I am in a good position. I like to pay out to 5<sup>th</sup> place. That way if one person starts to run away early, I can keep everyone else excited about 2<sup>nd</sup> and 3<sup>rd</sup> place. I make sure that those

bonuses are worth it for people. If the WIIFM is not worth it, they will not be willing to concentrate on working hard for me during the entire race period.

I also like to pay out to anyone that can qualify. An example would be \$25 for anyone that gets to 100 referrals. That way, everyone feels they have a chance to win. It sets a goal, for even the newbie or guy with a small list. You put that carrot in front of the horse and they will walk towards it.

Another good strategy is to create excitement and keep people competitive. Play against their egos. Send out daily updates and say:

*“Jim is on John’s tail. Can John prove he is #1 or will he show weakness in the final days and allow Jim to steal the grand prize from him? Or will it be you who comes out from nowhere to beat them both? There is still time for anyone to win. Just login now and get your tools and see if you can get your share of the cash prizes. If you don’t some one else will. Remember, anyone can win cash with just 100 referrals.”*

## **Carrier Pigeons (Keeping Momentum Cont'd...)**

This is a term I use to bring people back to my site over and over. You see, I know, that the more people login, the more they check their stats and commissions, the more they may decide to look at the tools and send out a promotion for me.

I also refer to this as “in your face marketing”. I mean that in a good way. I want to stay in your mind so I am not forgotten.

The more I can get you back to the site to interact, the less likely you are to unsubscribe and the more likely I am to continue to build a relationship with you.

So how do I stay in your mind? What are these “carrier pigeons” you refer to? I will explain below.

Carrier pigeons are little things that go out and bring you back to the site. So I want to send you emails for every minor, yet significant detail that may be relevant to your account at the site. Such as:

”You just made a referral.”

”You just made a downline signup on level 3.”

”You just made a sale.”

”You just made a 2<sup>nd</sup> tier sale.”

”You can send out an email again.”

”Someone just clicked on your ad.”

”Someone just responded to your post in the forum.”

”You can place an Ad on the Blog again.”

In every one of these emails, I send out a, “Congratulations” to them. And then I go on to explain what just happened and that they should “Not stop there. GO get more.” I give them a link to login, check stats, and get more promotion tools.

Heck, I even provide a dynamic copy/paste email for them to use at the end of the notification I am sending them. It is an email they can send out right now and already has their affiliate link built into it.

Many of my sites also have “pop unders” promoting other affiliate programs I like (I explain that in a future chapter on how to monetize your site). So each time I get them to the site, another pop under welcomes them and allows me to make some affiliates sales for products I think can help them, and that I endorse.

Try to see how you can setup carrier pigeons, with your sites, to get people back to the site as often as possible. Hey, it just may get someone to login (that normally would not have) and send out a promotion for you that will attract some big gun to your site. Yeah, I know, “Broken Record” here, right? But I want you to see how each thing like this, is a Butterfly Effect that can increase your Vx-Factor.

## **Forums (Keeping Momentum Cont'd...)**

This is an important concept in a site's success. It all boils down to what I said before (that humans are like herded animals.) They like to congregate and feel more comfortable in crowds.

This is not meant to be demeaning in any way. It is for us to understand that if we give people a place to hang out and share ideas, they will come back over and over again.

Some people like to lurk and read posts. Some like to reply, and others like to be the thread starter, or what I refer to as the "fire starter."

Almost every one of my sites has a link to my marketing forum so my members can exchange ideas. When people post to a topic or even start a topic, they like to login, many times, to the site over the next few hours or even days. They do this just to see if anyone cares or had an opinion about what they had to say. Some people have disagreements with others and it keeps them coming back.

The bottom line is, what ever it is, I want them coming back. They know I own the site and it helps me continue to build relations with them.

It is good to be active in your forums. But make sure you do not get carried away. Act like a moderator with an opinion. Do not act like one of the herd, if I may.

Seed the forum with some good threads and a small amount of self-promotion for you and the site. Use examples of success.

Send forum thread links in emails, to members, to encourage them to post and get familiar with the forum.

But most important, make sure your forum is moderated. Do not allow flames, fights, spam, forum abuse, negative posts, site bashing, or anything that is not in the best interests of YOU and the members.

Hey, this is not a democracy here. It is your own private forum. Free speech does not apply. What does apply is your propaganda to make sure your site always appears clean and squeaky and no one is trying to bash your good name. If you do not agree with what I said, then you have not had a forum where bad members attack you or your sites with foul language.

Take my word for it, keep only a positive atmosphere in your forums and make sure your posts are moderated prior to being posted. And make sure you have enough moderators to approve posts in a timely fashion or it will upset your members. No more than 6 hours if possible is what I like. You can get your own members to do this for free. Members love to help out. Sometimes I give them upgraded memberships for their help.

## **Dead Real Estate**

I wrote an article on this for my newsletter last year. Rather than writing a smaller summary about it, I will just include links to the entire piece of work in this section here for you.

It will open your mind to many places that you are leaving money on the table, in your websites. Just one strategy I use on my 404 pages on most of my sites brings in hundreds of dollars per week.

For the article I posted on my Blog, please go to:

[http://mikefilsaime.com/mnews/archives/2005/03/dead\\_real\\_estat.html](http://mikefilsaime.com/mnews/archives/2005/03/dead_real_estat.html)

Here is the more complete chapter on the subject:

<http://mikefilsaime.com/mikefilsaimenewsletterMarch2005.pdf>

## **Passive Income - Making Money Formulas**

In this chapter, I am going to explain how all of my income is made online. There are many ways I make money. One time offers will be covered but it is not where all my income comes in. Nor should it be.

As time goes on, there are always shifts in the marketplace. People find your secrets and exploit them and overuse them. So you need to make sure, at all times, you are making income in more ways than one.

The same goes for online marketing. Later, I will talk about your marketing funnel and why it is important to have offline strategies that you can leverage, in case one day the laws of the Internet change. Let's hope that is years and years down the road. But for now, and the years to come, I will show you ways to make millions of dollars over the next few years.

### **The List Building**

Plain and simple, the list is the asset, as you may have heard already on the call that was included with this course that I did with Craig Perrine.

You can monetize your sites by advertising promotions to your members that join. But there is much more to it than that. Let's look at that now...

You can build sites, but when people buy your sites from you, they are not buying the working logic and design of the site as much as they are buying your current database of members.

It is the database size and relationship you have with them that will really determine its value. When EBay purchased PayPal, it was not the technology they were interested in at all. In fact, they already had completed a system that worked just like PayPal's. Even in their own market of EBay users, they could not break through to the users like PayPal had.

Why? PayPal had first mover's advantage. So EBay looked at the 80 Million members that PayPal already had and made a multi-billion dollar purchase to buy them out. The same recently happened with SKYPE and EBay.

Your list allows you to have leverage. If all of your income comes in from Google Adsense, it is hard to double your sales in 30 days, even if you absolutely had to.

However, with a list, you can create a "campaign" or a sale and send it out to your members. You can make a last minute JV and use it to make tens of thousands of dollars.

Of course, many things would determine your success. It could be your list size, the age and quality of the list. It could be your relationship with the members, the offer you are making to them, etc...

But let's get back to why the list is your asset. It is not the money you make with the affiliate program that is important. It is the LIST that allowed you to leverage the affiliate program to make money.

Just as it is not the milk that allows the farmer to profit from its sales, it is the cow that allows him to make the milk every day. If he loses a batch of Milk, all is fine. He can go back the next day and make more. But if he lost his one and only "cash cow", then he would be in trouble.

So for that reason, you must back up your list and make sure you use the proper software to communicate with them. I recommend **ProSender.com**, which is powered by Aweber.

As you saw on the sales page of ButterflyMarketing.com, in many cases, I was able to be the No. 1 or No. 2 affiliate for almost any program I decided to promote. In just a few short years, mostly underground, I have become one of the most sought out marketers to joint venture within Internet Marketing.

It became so much so, that I had to put a sign up at my contact desk to tell people I am not doing any JV's at this time. Even with that there, I still get requests about 4 to 5 times per day.

Why is that the case? Well, when people find out that you can make \$10,000 in sales on average for sending just one email, they find a way to ask you to do business with them. So I had to become very systematic when deciding how I would do promotions as my list size grew. I matured a bit and went away from firesales and free giveaways. I went to more sophisticated products that I felt could really help my members.

Many people ask me how often you should email your members. I always like to preface that and say that it is not the "Frequency" you should be concerned about, so much as it is the "**Consistency**" with which you should be concerned.

I email my members on average of 12 times per month. That is more than every 3 days but not quite every other day. (It seems like everyday sometimes.) There are times I will go 1 week, and there are times that I will go 3 times in 2 days.

But for the most part, my members are used to hearing from me. If I get tied up and go 2 weeks without emailing them, it will actually increase my unsubscribe rate when I do email them.

I like to let people hear from me often. I offer content-only emails about 10% of the time. I try to offer content in every email so even if I am reviewing a product for them to consider buying; I still try to teach, in the email, if I can. Even if it is just a story they can learn from.

I use tools like PowerlinkGenerator.com to make my links look better so they do not scream, "affiliate link." My members know I am getting paid from my promotions; I just do not like to rub it in their face.

Since this is not only on email marketing, I will not bore you with places to find products to offer to your members. But I will mention the obvious. You can go to Clickbank.com and PayDotCom.com to

find products that you feel your niche of members may be interested in.

You can also do a search on Google for your niche to see if there are other marketers selling items related to your niche. Search the site to see if they have a link to their affiliate program. If not, you can contact the Vendor to see if they have an affiliate program you can join.

The important thing I want to leave you with is that your database is not a collection of names without faces. It is simply a collection of “individuals” that have given you permission to contact them. You can then use that permission to build a bond and a relationship with them.

This bond should never be compromised or exploited. You need to remember that in each email you are dealing with people one on one, and not as a group. Your members will follow your advice when “they” trust you, like you and respect your knowledge.

Never try to manipulate your members in any way for any reason. You will make some small sales on the front end to a few people, but they will quickly see right through you soon enough. Most of the others will read your nonsense upfront and unsubscribe. Once you have lost someone’s trust online, it is almost impossible to get it back.

I do not like to recommend any product that I do not use, or would not use if I was starting out. For instance, I may use an expensive and robust tool that cost \$97 per month, but I will still recommend a \$47 one-time product to my members that do the basics of what the expensive one does, as long as I feel the product will help them.

But in any case, I will never promote a product I have not had access to and tried out.

Just as you are a smart person, so too, are your members. Treat them with respect. They are smart enough to decide what product is right for them, based on your honest review.

I recommend you just be yourself. Do not try to play the game of “What are the polls saying?” You can never be all things to all people so do not try to appeal to everyone.

With that said, do not be overly obsessed about your unsubscribe rate. In fact, welcome it. Why do you want people on your list that do not want to hear from you or know what you are all about? Concentrate on strengthening your relationship with your readers that care about the real you.

As I said, \*\*listen to the call CD I did with Craig Perrine that came with this course and it will compliment and go further into relationship building with your list and how to maximize your profits and have the most loyal members in the game.

In the next chapter we will go into monetizing your list from the very minute they join. So let’s move one...

## **OTO – The One Time Offer Phenomenon (Passive Income - Making Money Formulas Cont'd)**

This chapter is so important to this course. I put the title in a red box. In case you are skimming (shame on you) and not reading this manuscript in the logical and sequential order it was intended, I did not want you to miss the information I am about to share with you in this chapter.

I have stated that in 2005, I made about \$400,000.00 in sales using this strategy. Let me just say, that is 'about' what I made. It could be \$380k or \$450k, but it is based on my average daily sales of One Time Offers to the total daily sales I make. I took the average over 1 month and figured it to be the same for the year.

I made over \$635,000.00 just to my PayPal and StormPay account in 2005. So I am figuring that 65% of my income came in from One Time Offers and the other 35% (about \$225,000.00) was product sales and affiliate commissions.

From this point on I will refer to the One Time Offer as OTO.

The concept of an OTO goes like this. You join a site or a newsletter and you are made an offer that you will only see one time. It must be of great value in both products and price, based on normal true fair market value of the items.

The prospect joins the free site (in most cases free, but it can be done after a product is paid for and done as an up sell) and then is immediately greeted with an offer that has only **2 options**:

- 1. Buy now**
- 2. Pass on the offer and Pay more later on, or never have the chance to buy the offer at any price.**

The only way to access the member's area is to choose one of these options.

This can produce some profound profits and most people will not even know how powerful it is. It is understanding that there is great wealth when you know the power of small amounts of money, based on large number masses.

Vince James talks about how having a direct sales letter with a success rate of just 1.75% can make you \$10 Million per year, and how 1.50% can be a losing campaign. But let's get back to the OTO...

When the buyer arrives at the page, they usually see something like...

## **IMPORTANT: Before You Continue ...**

You're only going to see this page **once (ever)**, so please read every word very very carefully. **It's *that* important.**

You may also hear an instant loading audio welcoming you with text like...

***'Hi. My name is Mike Filsaime. Don't close this page. I have put together a very special offer for you but you are only going to see it once. If you close this page now, you will never have the opportunity to take advantage of this offer again. (cont'd offer...)'***

To see an example of this in action, join a site like [Firesalesecrets.com](http://Firesalesecrets.com).

This offer should not be made without great thought. The sales copy on this page is very important and should not be rushed.

Do not feel that a short sales letter is needed either. Also, do not think that the price has to be \$19 or \$29. It can be anything just as long as the offer, and value, can sell it.

I started out my OTO's at \$19 at Don't-Touch-My-Ads.com. I then raised it to \$29 to see my conversion. It dropped a bit, but my Dollar Per Signup (D/S) value increased.

So if you go from 11% down to 8% you need to measure the final D/S value. It does not matter what price you use, only the D/S is what's important.

So if you had 100 people see the page and you sold 11% at \$19 you would have 11 people buy x \$19. That would be total gross sales of \$209.00 – Now you take the \$209 and divide that by 100 ( $\$209/100$ ) and you get **\$2.09** for your **D/S** (Dollar Per Signup.)

So for every person you can get to join your site, you will make \$2.09 on average. You get 1000 and you make \$2090.00. If you get 10,000, you make \$20,900.00

So now let's see what happens when you raise your OTO price to \$29 and your conversion drops to 8%. For 100 people that join, you make 8 sales at \$29. That is \$232 is gross sales. – Now you take the \$232 and divide that by 100 ( $\$232/100$ ) and you get **\$2.32** for your **D/S** (Dollar Per Signup.)

So for every person you can get to join your site, you will make \$2.32 on average. You get 1000 and you make \$2320.00. If you get 10,000, you make \$23,200.00

So, you now see that at \$29, you are better off than \$19 even though your conversion dropped from 11% to 8%. The only thing that matters is the D/S. Of course you are losing customer base numbers, where as the 2.09 D/S ( $\$19 \times 11\%$ ) you were getting 11 customers per 100 as opposed to just 8 customers per 100 at the \$2.32 D/S ( $\$29 \times 8\%$ ) scenario.

You might want to keep that in mind because building a customer base is important. However, I would go with the \$29 and try to work on increasing my conversion higher (with sales copy), and thus I increase my customer base as well.

Now that you understand the importance of knowing your metrics, I just want to throw one side note in the loop.

This D/S is only the Dollar Per “SIGNUP and not the Dollar Per Visitor (D/V).

The D/V is determined by knowing how many visitors you get to your site and the total number of sales. The reason you want to know this is when you understand your metrics, you can tell your JV partners what to expect per mailing.

You can only improve what you can measure, so you need to know the numbers before you try to improve them. Use basic a/b split testing to do that.

So let’s say you are at the 8% conversion at \$29. But that is only for the people that Opt in Free. What about all the people that closed the page and did not take action?

So let’s say that your site converts eyeballs at the rate of 25%. So for every 100 people that visit your site, 25 of them opt in and see the one time offer. And 8% of those buy it.

Well then, you would have  $100 \text{ people} \times 25\% = 25$  see your OTO. And then you would see 8% of those 25 buy your OTO. That would be 2 sales at \$29. That is total gross sales of \$58 for every 100 visitors to your site.

So now you know your D/V (Dollars Per Visitor) = \$0.58 So for every 100 visitors, you make \$58 dollars. For every 1000, you make \$580, and for every 10,000 visitors to your site, you can make \$5800 total gross.

Of course some of that goes to your affiliates, but now you can see the power of small amounts of money against large numbers, come to play.

You should now see why you want to increase BOTH the conversion of your call to action page such as your opt-in or join free as well as the conversion of your OTO page.

If you can increase your conversion of your site join page from just 25% to 35% you would now increase your D/V from \$0.58 to \$0.812.

So now 10,000 visitors will now bring you from \$5800 to \$8120. Yes, just 10% increase on a free opt-in will result in great leaps in income.

But now if you also increase your OTO conversion from 8% to 11%, your overall D/V will be \$1.12. So for every 10,000 visitors, you now went from the original \$5800 to \$11,165. You almost doubled your D/V (Dollar Per Visitor) value just by making your free page convert from 25% to 35% and increasing your OTO just 3%.

I think far too many people do not understand these Butterfly Effect metrics and just try to ‘wing it.’”

I wanted to illustrate this so that you did not just concentrate on the offer of your OTO. If they never see your OTO, then it does not matter. So you need to make sure that your site converts well to get them to see it.

There are many things to help increase your site conversion, but since I do not know what you will be offering, I can only go over the basics.

You need to test your offer, audio, and site design to increase the call to action. \*\*Listen to the Michel Fortin call for help with this. It is included in this course on one of the \*\*Bonus learning CD’s.

I can give you some good strategy to use on your OTO page even if I do not know your product. So let’s look at some of those now...

As I said above, I started out at \$19, went to \$29, then \$47, then I tested \$97 and moved on to \$197 and even \$250 at the JV-Network.

Sites that I use at \$197 for my OTO are ListDotCom.com, InstantBuzz.com, and Free-Advertising-Blog.com.

Mark Joyner was the one that showed me something called the boutique effect. If you can make your product seem so original and unique and build enough value for it, your OTO can convert at a much higher price than you might think. Mark helped me get my brain to realize I could go from \$19 to \$197 and keep my conversion the same.

The result: my D/V and my D/S value went through the roof.

The key to getting a high D/S (Dollar Per Signup) is conversion (as we saw above), as well as your Price Point. So make sure to test it and do not sell yourself short.

You can get a high price point to help increase your D/S by typing in the item of your OTO into the frame of your site.

i.e. Do not sell an IPOD for \$97 to people that are joining your Golf Tips site.

I originally started out selling resale rights products and they did not do badly. The reason it worked just OK (but was not a flop) is because I was dealing with marketers. So they saw a need and value to act on the offer.

But it was when I started to make “Elite,” “Diamond,” and “Platinum” memberships as part of the OTO that my D/S went through the roof.

I would now make my offer a Top Level upgrade to my site with more benefits to the user and also throw in some product bonuses and resale rights etc.

So some ideas would be, let's say you had a membership site that offers free MP3 interviews every month. They join for free and you only allow them to stream the audio interviews but not download them. But inside the members area you offer them an option to upgrade to Gold for \$297 per year.

For Gold you will ship them a new CD of each interview every month.

So now you can construct your OTO to be Platinum. Just this one time they can get Platinum for only \$97, and you also throw in a bonus CD of the last 3 years' calls, all on one CD in MP3 format.

I think you now see how it works to construct your OTO around your membership site or site content.

The rest is basic sales copy, but you really need to focus on the offer and the fact that they only get to see it one time.

The last important and crucial element that **MUST** be in your OTO is the “**Reason Why**” aspect. You need to explain the reason why you have made the package **AND** the reason why you are only offering it just one time.

For instance, you can say that you made the offer because your site is new and you want to get exposure to your product or service out to the masses, so that more people will see it being used as social proof. Or that you need to get testimonials for the product or service, and that once you have the number of people needed, the offer will be pulled at any time.

As for why it is only offered just one time, you can state that at this price, you cannot offer it to the general public. That is why it is such a value for them to act now. And also state that many people purchase the product at full price every day, so it would not be fair to the others that act on the OTO if anyone could purchase the offer at the same price at a later date.

Getting this to work is not too hard if you put some thought into it. But if you fluff by, it will not come across as a real “reason why.” People will see right though it and it will hurt your conversion.

On a side note: Many people ask me very often, what happens if someone realizes what a good value it is after they pass on the offer and contact you? That is up to you. Maybe offer them part of the upgrade or none at all. If they have a good reason and you see it in your heart to give it to them, go ahead. It is really up to you.

Also, people ask me what happens if people realize it as a good deal and then rejoin and buy it later. Well, darn... that sucks... You just made a sale. So if that is the worst thing to see, money come in, I do not think it is so bad, do you?

I am posting a link here for you to review an OTO, for a very silly site, that I have called Free-Advertising-Blog.com

<http://www.free-advertising-blog.com/template.after.signup.htm>

Look at some of the things I did here and see if you can match it up to the strategies I outlined above. I came up with this site idea because many people were spamming my Blog with comments and Ads, and so I felt, why not give them a “wall to spray paint on?”

Many will look at this as a silly site but it brings me in a very high D/V and D/S and is very viral. Every day I make sales from this OTO.

Once a member passes, on the OTO, you have them on your list and can make cross sells for your other products, and affiliate products, later on. But it does not end there. You can make money inside the member’s area, and I will go into that in the next chapter.

## **Inside Members Area Upgrades (Passive Income - Making Money Formulas Cont'd)**

We just spoke about the “Elite” membership concept, to be used in the OTO...

Now I want to talk about how to offer a “Lite” version of the Elite membership, inside the member’s area, that they can buy anytime.

Since they passed on the OTO, you can offer a \$97 PRO upgrade they can buy for \$79 at anytime, but they do not get the ELITE bonuses. Like in the example before, they would not get the 3 years of calls on the bonus CD with all the MP3’s of past interviews. I will get into this when we talk about passive income strategies inside the member’s area.

Also, depending on your site, you may set up levels like Silver and Gold. You can sell memberships to those at normal prices at any time and just advertise those links in the member’s area and have a mini sales page for them.

Don’t think, for a second, that people will not buy these because they missed out on the OTO and do not want to pay more to get less. If the offer is good, they will buy. Maybe they did not have the funds for the OTO at the time or they did not see the value until just now.

At my site ListDotCom.com, I offer the Diamond Membership for a one time payment of only \$197 and tell them it is \$79 PER MONTH. I have over 100 people paying me \$79 per month for a Diamond Membership because it is a great value even though they could have paid less when they joined. Many of them do not even remember the OTO I would surmise.

## **Selling of Services and Specials (Passive Income - Making Money Formulas Cont'd)**

You can offer all types of specials and packages if your site is based on a service. For instance, at my site InstantBuzz.com, I sell traffic. I make more money selling AdPacks and PowerPacks then I do with the OTO at \$197.

I just bundle up some services and put them in easy to find places, in the member's area.

From time to time I will also make limited time specials like a 2 for 1 etc. I, then, email the members and let them know the sales last for 48 hours or what have you. I think you get the gist of it.

There are some other ways to make money, as well, so let's get into that now.

## **Top Ads in Member to Member Emails (Passive Income - Making Money Formulas Cont'd)**

This is simple in strategy. If you use any kind of downline system in your service where members refer members, who refer members, and so on, down xx levels, you can allow them to have an option to email their downline down xx levels.

If that is the case, you can place a “Header” or Top Sponsor Ad inside of each email sent. Or perhaps you want to place it at the bottom, as a footer. Either way, you can rotate your favorite products and affiliate links in these ads and you would be surprised how much money you can make.

Here is an example of one of the ads I use at ListDotCom.com

-----  
Are you promoting like a newbie?

Find out the power of just One Link...  
<http://PowerlinkGenerator.com>

## **Banners thru sites and forums**

If you log into many of my sites, like InstantBuzz.com Member's Forum or just go to the home page of Free-Advertising-Blog.com you will see that I have Banner Ads that rotate every time a new member comes to the page or when the page refreshes.

You can use banners for your products or for affiliate products; it goes with that "Dead Real Estate" strategy that we spoke of, in the earlier chapter.

You would be surprised what type of Butterfly Effect this can start. One member may not know about one of your other sites or products and they click on it and decide to be an affiliate and drive thousands of new people to your other sites.

I use a simple banner rotator, to do this, that I purchased here:  
<http://phpadsnew.com/>

## **Pop Under on the site**

This is simple, but effective. Let's assume you have a free site. You should not be worried about monetizing it. You offer people free services and they never upgraded. They are using your server resources and it is understood that you will advertise on and OFF the site.

Just like when you go to many sites, they have an ad popup from some ad exchange to ask you to "Punch The President" or "Shoot The Duck."

So all you do is put a pop exit or pop under code on the page and when they come to the site, you can advertise one of your other sites, products, and affiliate programs.

The key however, is to rotate the Ads on the pages that pop on exit (or under.)

I use a great, simple rotator software, on my server, that I purchased from:

<http://www.codefu.net/>

Now, the URL I put in the popup code is not a fixed site like InstantBuzz.com. Instead it is a rotator link like...

[http://www.letsallworkathome.com/url/rotator/admin\\_dont](http://www.letsallworkathome.com/url/rotator/admin_dont)

Click on that link a few times and you will see a new site every time you click on it. I can set some to show more than others. What is good about this rotator tool is that it tells me how many times the link has been shown or clicked so I can track the sales that come off it, and see the conversion.

If one does not convert well, I remove it and replace it with a new one.

This ties in 100% to the earlier chapter on "Carrier Pigeons" I spoke about that get people to come back to the site by sending them emails like "You Made A Referral!"

Go back and review that chapter again, and you will see this chapter makes more sense to you.

## **Admin Advertising**

This strategy brings me in a lot of money every month. As I told you, I am not a huge tracker. However, I do know that I put these butterflies in place and they bring me money. I know, because there are some affiliate programs I only advertise in one place and I see sales that come in.

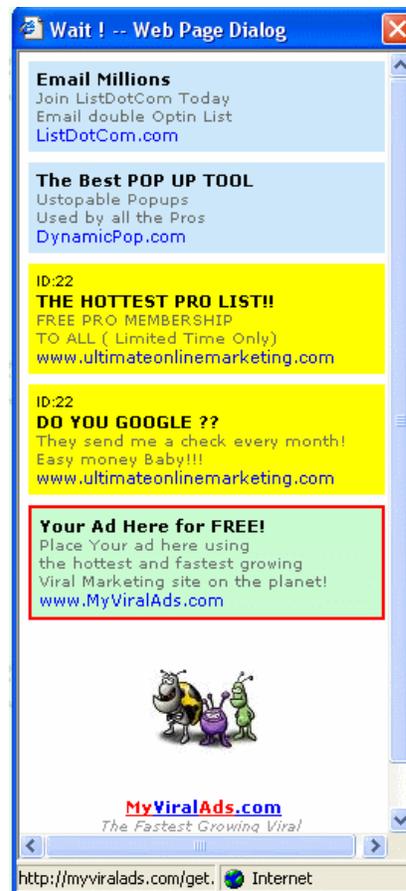
I target the ads based on the membership profile of the site. For instance, Free-Advertising-Blog.com is a newbie site so I advertise, in the rotation, a product like “TheRichJerk.com”

The way it works is this. It is my site and I offer you a free service. Like the popup section we spoke of, I am entitled to monetize the site in exchange for my free services.

In my first site ever, Don't-Touch-My-Ads.com I have my ad show every 5 times. In InstantBuzz.com I have my Ad show whenever there is no Ad in the queue for a member credit.

In Free-Advertising-Blog.com I advertise my Blog Ads at the very top and the very bottom of EVERY page. This is doing very well for me. Go there now and you will see how that works.

Here is one last example on the next page



This is an Ad that members have fly out of their sites at MyViralAds.com The more ads they show when people leave their sites, the more times their ads show on someone else's site.

These Ads have been shown millions of times. See the stats...

**Total Ads displayed since 5/5/2004: 20,140,068**  
**Average Ads per Hour: 9621.61**  
**Average Ads per Minute: 160**  
**Average Ads per Second: 2.7**

These are live stats I just pulled off the sales page. If you notice there are 5 Ads on the exit Ad. 3 of the 5 are mine. The top 2 are mine that rotate and the bottom one is also mine and it advertises that site. (This helps to make the site Hyper Viral.)

Ad positions 3 and 4 are members. So every second, of every hour, of every day, over 2 of my ads show to some human somewhere in the world. Just imagine the exposure I make from these ads.

Again, I make sales from products I only advertise there, and I rotate those ads.

I hope this has given you some ideas of how to place “Admin” ads thru your service.

## **The Viral Thank You Page Sites**

This concept is used, at my sites, at: FiresaleSecrets.com, PreLaunchSecrets.com, and OutSourceSecrets.com.

The concept works like this. Use a product that you feel could sell for \$47 and give it away for free. The reason you do this is to drive masses of people into your marketing funnel. (See Marketing Funnel in the later chapter.)

Then when they join, you use the OTO strategy we outlined above. Have the site graphics professionally done, to give credibility that the product is worth \$47 or \$97.

The report should really just be a Teleconference of you and someone else. Then have it transcribed and offer the transcription as the ebook.

The teleconference is really just a great content call, acting as an infomercial, to sell a different yet higher ticket item. You put the audio file in the member's area, and a link to the service you are plugging under the audio button.

Mention in the call that they can review the service by clicking on the link under the audio for more information. I will get into the flow of this in a minute, but first I want to talk about the benefits you get.

Since the site is set up to be viral as we have shown in the post launch phase, you simply proceed to your pre-launch and launch phase and the rest is history. So now, you get a growing list, you make money on your OTO's, and you sell a high-ticket item, or other item, all on autopilot.

Carlos Garcia and I did this in OutsourceSecrets.com and we get over 50 new members every single day, 8 months later; we only launched the site one time, with a single email to both our lists and some JV strategies, that I spoke about in the Pre-Launch phase.

We moved on, from the site, but we both share in the growing list and profits of the OTO and backend.

So let me explain the flow of the site...

All of the traffic comes from affiliates because we made them focus on the WIIFM. The affiliate tells their list or uses any of the other tools that we provide to them.

The email they use, looks like this:

```
Subject:
{FIRSTNAME}, Get Mike Filsaime's FireSale Secrets F.ree

Hi {FIRSTNAME},

I just had to share this with you. And
I am glad to offer you what I think is
the best email value I ever sent you.

Nothing to buy, but you get Mike Filsaime'
FireSale Secrets ($47 Value) absolutely
F.R.E-E with no strings attached at all.

I was given the "Thank you page" and
told I could share it with anyone...

http://FireSaleSecrets.com/thankyou-page/29

This is just too cool and I just knew
you would love to know about it.

This site is so cool!

http://FireSaleSecrets.com/thankyou-page/29

Have a great day,

Mike Filsaime
```

Notice how the URL looks like they are sending the member right to a thank you page, and making it seem that they are bypassing the sales page.

**Your referral url is:**

```
http://FireSaleSecrets.com/thankyou-page/29
```

In fact, if you go to the site, it is set up to redirect to [FireSaleSecrets.com/thankyou-page.php](http://FireSaleSecrets.com/thankyou-page.php)

So now the person arrives at the site and opt in conversions are about 60% because they feel they are getting a free product worth \$47 or \$97 and they go to download it.

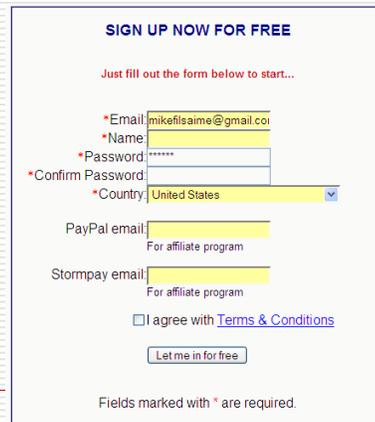
The site looks like a private members area and they join to get the product. The page, they arrive at, looks like this



Notice how it looks more like a “Thank You Page” you would receive after a purchase is made; not like a sales page. Then you simply tell them what is included and have them join below at the bottom of the page.

(See below)

## Flow – Signup Free



**SIGN UP NOW FOR FREE**

Just fill out the form below to start...

\*Email: mikefilsaime@gmail.com

\*Name: [text input]

\*Password: [password input]

\*Confirm Password: [password input]

\*Country: United States

PayPal email: [text input]  
For affiliate program

Stormpay email: [text input]  
For affiliate program

I agree with [Terms & Conditions](#)

Fields marked with \* are required.

As soon as the member joins, they see the OTO; the affiliate, that sent them to the site, gets 50% commission instantly. It uses a split pay script, which I get into later. The OTO page looks like this after they enter their details

### IMPORTANT, Before You Continue...

(You're only going to see this page once (ever),  
so please read every word very carefully.  
It's *that* important.)

**"Who Else Wants To Take Advantage Of  
This Secret Bonus Package With Over \$4200  
Of The Hottest And Amazing Products That  
Will Only Be Made Available To  
A Select Few Members That Act Quickly In  
This Membership Site Before This Offer Is  
Completely Gone Forever?"**

**(Even If You're Completely Tapped Out?)**

**If You Answered "Yes, I Do!" To The Above Question,  
Then Click The "Play" Button Below To Listen To An  
Important Audio Message Right Now From Michael...**



Click This Button Listen!

Now the process starts all over again. I show them the WIIFM so they get the email to send their members and the site is now on autopilot again.

I also tell them that they can give the course away as a “Fast Action Bonus” on their sales pages like this...

### Fast Action Bonus #1



Get your hands on **Mike Filsaime's FireSale Secrets**. This is a **\$47 value** and worth the price of this package alone.

This package includes great bonuses and audios and transcripts of top marketers discussing their hidden secrets how they made \$30,000 in 4 days!

Copy / Paste Html for the above

```
<div align="left">
  <table border="0" cellpadding="0" cellspacing="0"
  style="border-collapse: collapse"
  bordercolor="#111111" width="447" id="AutoNumber1">
    <tr>
      <td colspan="2" width="447"><b>
        <font face="Tahoma" color="#CC0000">
```

And I provide them copy/paste html to put on their sales pages. When they sell their product, they provide the link in their download area and it looks like they have provided the thank you page. So when the person goes to get their bonus, they do not even see the OTO coming.

This is one of the most powerful concepts in this Manuscript and I strongly encourage you to go to one of these sites, like [OutsourceSecrets.com](http://OutsourceSecrets.com), and see how the site works, live in action.

Let's say you had an ebook or course you want to sell. Make a “Secrets” domain for the product. Have a JV partner or associate interview you as the expert. Have the call transcribed; make the call, and the report, a \$47 value that you give away for free to get people into your marketing funnel.

Give great content on the call and make it last about 1 hour. Then use the call as a subliminal infomercial to sell the product you really want to sell. Sell the product in your OTO too, at a discount if you want.

If you are wondering how you can do this, I included a Thank you-Page Plug-In script module into the ButterflyMarketing **\*\***software in the member's area.

The possibilities are really endless with the "Thank You Page" concept.

As I said, this is one of the most powerful concepts in the Manuscript, so I suggest you re-read this chapter again, or even a third and fourth time until you completely understand it.

Then, when you do, go to one of the 3 sites at FiresaleSecrets.com, PreLaunchSecrets.com, and OutSourceSecrets.com and join them so you can see the process, in action.

Wow! This is powerful stuff. Just writing this chapter makes me want to go out and do a few of these.

2 Of my students have already created sites like this. You can see what they did at ViralFx.com and NicheProfitsCourse.com

I hope this chapter just inspired you to do one of these sites. There can be an unlimited number of these sites. And there cannot be competition, as your content will be unique; so will your OTO and back end item.

## Automation

In this chapter, I am going to outline 9 sub-sections that you can do to automate your site. Believe it or not, I am lazy. I like to make the most amount of money for the least amount of work.

In some cases, I will sacrifice profits to make life easier. If I have a product I sell, that needs to be shipped, I will use a fulfillment company to automate my sales rather than doing it myself. It cost me money, but in the long run it frees me up and I make more money as a net result.

When I say lazy, I do not mean I am a couch potato. I work on my business 7 days a week when I am not traveling and I work over 10 hours per day. I am just lazy when it comes to doing mundane tasks.

So let me tell you some of the things I have done to make my life easier.

### Split pay for affiliate program

O.K., this is real simple. My sites and the BM script **\*\***software gives you the option to have people pay you, and then the affiliate for a product on your OTO.

So let's say you set your affiliate program at 50% and your price point is \$100. The buyer will pay you \$50 and then land on a page that says:

“You are half way there. Please pay the 2<sup>nd</sup> half to your sponsor {sponsor\_name}. After you make this final payment, you will have access to your upgrade. Click on the button below.”

Now they will pay the sponsor the other \$50 and the sale is complete. I like this because I do not have to do any 1099 tax information and all the money that comes into my account is mine to keep.

It is nice when a payment comes in and you do not have to part with it. It is not easy on the mind to make \$20,000 in sales and have to

send out \$10,000 in checks or mass pay via PayPal. I like to keep the money in my account and it is hard to part with it. But either way it is the same thing.

But again, to restate, I like that it makes life easier by not having to worry about all those tax forms and filing all that stuff.

On a side note, your affiliates like to get paid instantly too, rather than wait 30 – 60 days to get paid. I have found, the faster they get paid, the faster they will do a 2<sup>nd</sup> promotion. If an affiliate sends an email to their list and instantly makes \$3000, you can bet your bottom dollar that they will send a follow up the next day.

But if they made \$3000 and had to login to check their stats and see they have to wait 30+ days, they are not very likely to send a follow up email. They do not see the money as theirs until they are paid, and thus they do not get as excited to send follow-ups.

### **Help Desk – No email**

I suggest you strip all emails off all of your sites, or in the future you will be forever treading water; you will paint yourself into a corner that you can not get out of, if too many people have your support email address.

I use a help desk from Perldesk.com and I use it for all my sites in one location. I set up a domain called TheCustomerHelpdesk.com, and all my sites get directed there and my support staff handles all contact.

The reason for that is: it is more logical and easier to see what is open and what is closed and it can help you rate your staff.

The other problem is email filters. Email is getting worse and worse. Many emails simply do not make it to their intended recipients these days, or they sometimes take days to arrive.

Many times you will not get the email the person sent you requesting support, or worse, you did get it and they do not get your reply. They

come back to you 2-3 times yelling and screaming, (and all the while you keep responding.)

One last issue is that some email clients, like AOL, do not automatically put the past conversation thread in the email. The customers may ask for the download and say something like, “My computer crashed. Can you please send me the download link?” But he forgets to tell you the product, and you sell several.

You reply and ask, “What product are you referring to?” He emails back, 6 days later, with no thread history in his email; all you get now, one week later, is:

“Search Secrets.

Thanks You  
Joe”

You do not recognize the email, the name, or remember the conversation so you email him back asking what this is in reference to, and he gets so upset, he curses you out and asks for a refund.

What is nice about a helpdesk, is it fixes all of these problems. It sends him an email when you reply, and if filters block it, all he has to do is login to the helpdesk and view his ticket. You never have to worry about comment history, as it is all stored in one place.

My help desk staff loves the helpdesk, and will not work for anyone that does not have one. I rarely have to use it, and if someone needs my assistance, my staff just copies the ticket and sends it to me in an email. I just put my reply in the email and send it back to my staff and they put in the help desk ticket for me.

One last thing is that the desk eliminates ‘emails in closing’ from the member like...

”Thanks” – That is just one more email in your inbox that will slow you down. Or you may get chit chat like “Thanks, would you like to review my Bagel Crust Ebook?”

## **Noreply@ email address**

I send my broadcast's out using  
Mike.Filsaime.noreply@mikefilsaime.com

This lets the member know, there is no reason to reply as it is not a reply email account. This way, it eliminates people contacting me for frivolous reasons.

I do not hide from anyone. In the footer (bottom) of all my emails I have a link to ReplyToMike.com, and tell them if they need support or want to reply to my email, they can do so at that link or leave a Blog Post comment on my Blog.

Many people just want to comment on how they liked the email you sent and do not need a reply. So it is just one less email you would have to get in your inbox by allowing them to post on your Blog.

So, anyone can reach me at anytime at ReplyToMike.com, but I just streamlined the process to make it easier for me and the user.

## **Use of guest books**

At ReplyToMike.com, people have access to my support desk if they need help, but I also use a guest book script that comes with all Cpanel hosting servers. Or you can get it free at <http://www.proxy2.de/>

What I like about the guestbook, is that it allows people to respond in masses if they just want to say "Hi" and comment on me, my sites, or my emails. I can delete comments from freaks, if needed, and keep it clean the way I want.

I can then reply anytime I want in one post to many people. They are happy to see me post there once per week.

I met my friend and great marketer Jim Edwards at a marketing workshop where we were students. He told me of the problems he was having with email. He was not just treading water, he was drowning. Over the years, he had given access of his email address to

over 100,000 people on over 20 different sites. He said he was spending 4 hours per day just doing email.

I showed him what we do at ReplytoMike.com; when he got home he made ReplyToJim.com in 24 hours.

He emailed me back saying these concepts I am sharing with you, pumped new life and enthusiasm in his business. It has allowed him to swim forward and his already huge and successful business exploded to new heights; he is enjoying working online more now.

So make sure you set up your ReplyToyourname.com now before someone else does.

### **Forums for peer to peer support**

One way to eliminate your helpdesk from getting flooded is to add a peer to peer help section in your forum. We do it at my sites; once we did, it reduced tickets by over 50%. Members can search the forum to see previous requests for the same information. It is a win/win for everyone and members love to help out other members.

### **Powerful Admin Sections**

If your admin section is versatile, it will be easy for your help staff to find members and perform upgrades when needed, or help people with lost passwords. We set up our \*\*software to build your sites with the same powerful admin sections I use to run all my sites.

### **FAQ and tweaking**

Put your help desk link at the bottom of your FAQ page or use a similar strategy. If you start getting many of the same questions, add it to your FAQ. We added a dynamic FAQ in your script to help you make them as you go. This will also reduce tickets at your helpdesk and help in the automation of an easy site for you and your staff.

What I mean by tweaking is this... If you keep getting the different people for the same problem over and over again, at the help desk, adding it to the FAQ is just one thing, which is being reactive. But even better, is to be proactive: find out what is causing the confusion and make the site easier to use at that point of function.

I had a situation when people were doing their emails in ListDotCom on their laptops. Their palm would move the cursor out of the body section where they were typing onto the page. So they would hit return while typing an email message and the return key would act as the “send” button since they were out of the typing box.

Their email would be sent out incomplete with just 1 or 2 lines and no offer. They lost their email credit, were not happy, and came to the desk to complain. We were getting about 2-3 of these per day.

So I simply added a Java Box to confirm (YES/NO) before it sent the email. If it was a mistake they just hit no, and continue to edit their email message offer.

So if you see these things happen, change the function of your site at the point of error or confusion.

### **Dumb down the site**

You have heard of K.I.S.S. Keep it simple and stupid. My biggest flop was a site called MyViralWebsite.com (not MyViralAds.com) because I tried to make it too sophisticated.

Remember, only 5% of your members will use advanced feature so you may want to consider not even developing them. Once you make it complicated, it will kill your VX and the viral site will not grow and your help desk will be flooded until your site becomes a dud.

Do not try to be cute with your member’s area. Keep links in a logical place just like the ergonomics in your car. You would not add the radio button on the left side of the steering wheel (US Cars). Do not use fancy graphics that do not look like logical links to click on. Simple is better.

When you write, use normal words and not techie industry jargon. Write like you are talking to your co-worker or family member that is not familiar with computers.

Make all your functions work as if they were for a person that cannot even find the start button on the desktop. Write little help notes in areas and do not assume that anyone will know what to do without it.

In the end, your members will be happier as many of them are newbies.

If you feel the need, add audio or video to show people how to use the site. Make the videos easy and logical to find near the place of the function outlined in the video.

But as a rule, if you need to use a video, you may have made the site too hard to use or understand.

The member should know exactly what the site should do, just based on the main homepage sales letter; the links when they join should be logical. We have set up the \*\*software to make your sites logical when they are built. You can change it later, but remember this chapter if you do so.

This wraps up the automation chapter. Now, we will move into automating your business and that starts with outsourcing. So lets' go to the next chapter now.

## Outsourcing

Outsourcing is all about understanding leverage. Richard Schefren spoke about it on the call in your bonus learning CD.

One of the biggest mistakes a marketer makes, is not knowing when and why to outsource. The other mistake they make is that they want to do it all by themselves. They become control freaks, and it takes them months to get done what they could do in weeks.

Outsourcing is simple math. I would rather have 8 people that can be 80% as effective as I can be, working at the same time, than what I can do at 100%

I can get 900% more done this way. The 800% they can give me, and the 100% I can do. And the 100% I do is on better stuff like “Marketing” and not doing support.

It goes like this... If I took you on a boat and you fell in the water, 2 miles out, there are 2 things you need to do to survive.

One is to tread water, or you will drown.

Two is to swim forward to get back to shore so you can live on.

But if you only tread water, eventually YOU WILL DROWN.

Your business is the same way. You need to know what tasks are considered treading water, and which are swimming forward.

Outsource whatever is treading water, and swim forward yourself.

Both need to get done, but if you do not swim forward, your business will drown.

So look at support. It must be done or your business will drown. But it is treading water, not swimming forward.

Look at Join Ventures. That is swimming forward. That will grow your business, so that is what you need to do to live on and make greater wealth and success.

But how can you do joint ventures when you are buried in support?

Find someone to do your support, so you can concentrate on making money.

Begin with the end in mind. If you want to run a million dollar business, you cannot be doing the support of 4 people or you will never have a million dollar business. So with the end in mind, outsource support now.

Could Bill Gates do what he does if he was doing support? Let go! Let go of that “I like that personal touch I have with my customers.” Is it really needed when they lost their password?

In the beginning, money may be tight for some and you are a “closet warrior,” working out of the PC that is in the closet, and you do not have the funds. But when you do start to make some money, you will know when it is time to re-invest your profits to outsource, so that you can swim forward as if you were on a Jet-Ski.

Here is the formula I used. I ask myself what is my income now and what is the income I want to make in 1 Year.

So let’s say your income now is \$100,000 per year and next year you want to make \$250,000

Then you do this both times.

Take the \$100,000 divide it by 52 weeks and then 6 days and then 8 hours. You would get \$40. So you are worth \$40 per hour.

And then take \$250,000 divide it by 52 weeks and then 6 days and then 8 hours. You would get your goal value to be \$40. So you are worth \$100 per hour.

So now, you need to ask yourself this:

***“If I am worth between \$40 and \$100 per hour, should I do tasks I could outsource for \$5/hr?”***

Answer... No!

You should focus on where your strengths are to maximize your time. Outsource the rest.

So let's say you can do a half ass job at making site graphics, like a box image, header and footer, background image, and order button.

But it would take you 2 days to do it. If you are worth \$40 per hour that really cost you \$640.00

But you can outsource it for \$100+ to [ecoverfrog.com](http://ecoverfrog.com) or [hypercover.com](http://hypercover.com), have it back in 3 days, and it is 10x better than anything you could do. It freed you up to use your time better and only cost you about \$100. You have great work, back to you, and all the while, you had 2 days to do what you do best.

Places you can outsource to are [Guru.com](http://Guru.com), [Elance.com](http://Elance.com), [Scriplance.com](http://Scriplance.com), and [Rent-A-Coder.com](http://Rent-A-Coder.com). For transcriptions, I like to use [Escriptionist.com](http://Escriptionist.com), and for site graphics I like to use [Hypercover.com](http://Hypercover.com) and [Ecoverfrog.com](http://Ecoverfrog.com)

Things you many want to consider outsourcing are...

Programming, software code, site design, support, email, sales copy, transcriptions, anything repetitive, account and stats to be compiled for your review, search engine optimization, and anything else that may slow you down.

So what do you do while you outsource all this stuff? You become a project manager and when you start to think like that, watch how fast your business explodes. This is not a hobby, it is a business, so you need to treat it like one. Otherwise you will make "hobby" money.

Included with this course is a bonus manual on outsourcing. Also, there is a great call I did with Carlos Garcia known as "The Outsource Secrets Call." You can get it at <http://outsourcesecrets.com>

It is on your \*\*CD along with all of the bonus MP3's. I suggest you listen to that and review this section of the course when you do so.

## Marketing Funnel

This is not entirely in the scope of this course, but it is something I want to go over briefly with you.

My big strides in income came when I started to understand that you cannot make huge money with \$47 ebooks. A small percentage will do it, but there is still money left on the table unless you create a back end.

Below is an image of the Marketing Funnel.



As stated in the earlier chapters of the manuscript, too many people start and end their funnel on the \$47 ebook, and struggle to make a good income.

I do not need to remind you again why the funnel needs to start at the Opt In. By now it is drilled into the center of your brain. In fact, that is what one of the main themes to this entire manuscript was based on... getting free leads and converting them.

But remember, you cannot create a \$997 product such as this, and get all of the content of it into a \$47 ebook. And you *should* not.

A \$47 ebook should be an intro guide telling people “What to do,” and as you move them through the funnel, you tell them “How to do it.”

Read that again and then continue...

O.K., so now that you read that twice, let me give you an example. I can read a \$47 ebook on real estate investing and what I should do, i.e. invest in houses in hot market areas. This ebook will wet your appetite for more information.

Now, in the higher ticket items, I could show you exactly how and where and step by step how I do it (in my home study course.) No secrets left out.

In between home study, could be a physical product with more information and maybe some CD's of calls with experts.

After the home study could be a seminar I hold with experts. And they sell home study courses and coaching programs and split the profits with me.

After the seminar, I could offer a \$5000 workshop for 5 days with down and dirty secrets and how-to information.

Or I could also offer a coaching program. Maybe have one for \$97 per month as group coaching or one as \$5000 for one on one coaching for the year.

Again, this is not in the scope of this course, but I do want you to consider about how you convert your products and services through a marketing funnel.

Later in the branding chapter, I talk about “Establishing yourself as an ‘Expert’ in your field.” This is needed to get people to RUN thru your funnel at light speed.

You can see I have started to do that in the last year. When the marketing funnel hit me like a ton of bricks, I started making 10x the money.

I entered into the \$197 price point. I then made a strategy for ButterflyMarketing.com for \$997.

Then, I started to speak at events and made as much as \$40,000 in sales to a room of less than 80 people.

Then Paulie Sabol, Shawn Casey and I did our own seminar and grossed over \$150,000 in sales. Paulie and I will continue TheInternetMarketingMainEvent.com for years to come and we expect the 2006 one to be a 7 figure event.

I also started a Protégé Program for \$5000.

So now you can see how I made my Marketing Funnel by establishing myself as an 'Expert' in my field, and that allowed me to leverage it.

So let's talk about that in the next chapter...

## **Branding and Marketing Your Name**

If no one sees you as an expert, then how can you expect them to buy from you?

The first step to being an ‘Expert in your field’ as mentioned before, is to associate yourself with experts. You need to form a MasterMind with other leaders in your field.

In marketing, it is easy to do by going to Seminars and making friends with people. By making friends, I do not mean throwing business cards at every person you walk by. In fact, the first 6 months and 6 seminars I went to (when mostly no one knew me), I did not even bring business cards with me.

I would just be myself, listen to other people, find out what was important to them, and see if I could offer help. In some cases I would just help and let them know later. I would buy drinks for them or take them to dinner to a nice steak house. For lunch, I would try to see if I could allow the flow to get us at the same table, but I would not force it.

Next thing you know, I became friends with some of the biggest names in marketing and it was the JV’s that help me go farther.

Some people say “Fake It Till You Make It.”

That gets into the branding. When you email your members, make sure to include photos of you at an event. If you have a picture with Armand Morin or Stephen Pierce, or someone of notoriety in your field, show it to your members.

They will draw their own conclusions. I know I did when I was starting out.

Talk about how you and “So and So” had lunch and formed a JV.

Leak out stories to your list of any success that you have. Let them know what you did and how it worked. Not “How I made \$10,000 in

1 day.” You can give that amount very subtly in the email. But rather, you can write to them about “I Just Broke the Code.”

Now you would write an article about what you did and put the figures and stats in it as part of a case study.

They will see your level of success and start to place you into a slot of top marketers.

Where else do you put all of this propaganda?

Well, very simple... on your Blog. By now you should own a domain name called *yourname.com*, like I have *MikeFilsaime.com*

Yourname.com should be a BLOG and you should send your newsletter to it often. Use it for promotions, but also use it for stories and Branding. Place photos on your Blog of you with other people in your field.

You need to do a little P.T. Barnum showmanship. Have picture archives as well to any photo you can get your hands on that compliments you.

Encourage people to post comments on your Blog when you email them. It will create a community of people around YOU.

Take a look at how I set my site up at <http://MikeFilsaime.com> and you will see all I just told you in action.

I also suggest you use a tool like my *PowerlinkGenerator.com* to brand your links to your name. You can then have links like *MikeFilsaime.com/Recommends/name-of-product*

This will allow you to have your name in people’s minds rather than just a domain name you are promoting. Many times they will just go back to your Blog when they are done, and it will further help to brand your name and image.

I have been able to do this and it allows me to keep *MikeFilsaime.com* ranked around 15,000 at *Alexa.com*. This has

really helped me to brand my name. As for forums, find a few forums in your field and use them also to establish yourself as an expert.

In forums, there are 2 types of people. Doers and followers. Post like a doer and not a follower, and watch how people start to look up to you.

You will come to be exactly how you think of yourself. See yourself as a loser “I never can...” person, and I can assure you that you never will.

See yourself as a winner and success magnet, and you will become one.

So now that you have read all of my strategies, I want to discuss some sites that you can consider doing. So let's move on...

## What Types of Sites Should You Consider to Manage

First, I would have you start with a Thank you page site. Read the chapter again on that when ready. You should have already read that and you have seen how powerful the concept is.

You can also start with a fire sale, but read the **\*\***bonus report and **\*\***listen to the bonus MP3 audio that are on your CD that came with this course. The most important thing with a Firesale is the reason why. The problem with them is that they only last for about 1 week, and are a lot of work to set up. That is why I prefer the thank you page concept. You can get this at <http://Firesalesecrets.com>

You can also set up a giveaway like ResellRightsgiveaway.com or FreeAdvertisingGiveway.com. Just find your niche and make a compelling OTO. This too is a lot of work with the JV's, but it can really pay off.

All 3 of the above come as a plug in with the **\*\***software.

Other ideas are to use the script just to sell an ebook or software and have it make your affiliate program a viral autopilot machine.

You can also use it to run a membership site where you are constantly adding content.

Or you can have it customized for about \$200 at Scrtiplance.com to be a traffic exchange or service. Look thru some of the case studies I provide below to get some ideas. I share how I came up with the sites and how well they did; how long it took to customize the script from its current form, to tweak to make a site like free-advertising-blog.com

Whatever you come up with, just make sure to **\*\***listen to the Call I did with Gary Ambrose included in your **\*\***bonus learning CD. Then read this manuscript once again, so that you can maximize the site's effectiveness and monetization.

The case studies follow next, and I hope they give you some ideas...

## Case Studies

In this section I will do small case studies to outline SOME of the sites I have made and how I came up with the idea etc.

### **Don't-Touch-My-Ads.com**

**The Function** – Members install an .exe file on the PC. It rotates ads of other members 30 seconds after they stop typing. The more ads they see, the more of their own ads are shown to other members.

**Concept** – This came about from a merge of FlyInAds.com and Screenblaze.com. I had just purchased Mark Joyner's farewell package and I was eager to make a site. I wanted something like FlyInAds.com, but not a clone.

What I did not like about Screenblaze.com was that ads rotated as part of a screen saver. So the ads were shown to the wall and not a person. I knew that if I could make an ad show when the person stopped using their pc and stick to the desktop until it was closed, at least the member knows his ad was seen by a person, and not a wall.

**Time to Produce** – About 7 weeks from concept to launch.

**Approx Date of Launch** - December, 2003

**OTO** – Discount on my \$47 product, The-Best-Deal-Ever.com for \$19, then raised to \$29, and I threw in about 10000 credits for ads to be shown.

### **Results thru December 2005**

14,724 total members. OTO conversion about 7%

## **MyViralAds.com**

**The Function** – Works like FlyInAds.com but displays 5 ads in a Google AdWords format, with 2 Admin Ads, 2 Member Ads, and 1 self-advertising ad on every display board.

**Concept** – I was looking to make a better FlyInAd.com and think of a twist. I knew AdWords was a new hot buzz so I merged the 2 ideas.

**Time to Produce** – About 2.5 months from concept to launch.

**Approx Date of Launch** – May 2004

**OTO** – Discount on my \$47 product, The-Best-Deal-Ever.com for \$29, and I threw in about 10000 credits for ads to be shown.

### **Results thru December 2005**

8832 total members. OTO conversion about 7%

## **Dud – MyViralWebsite.com – What Went Wrong**

**The Function** – Too many things. A link Cloaker and hits tracker that you use to promote any site, and when it closes that page, your 2<sup>nd</sup> favorite site pops up. It also advertises itself in the pop exit and allows people that join to go in your downline and pay you on the OTO. It also lets you email your entire downline 20 levels deep. Sound confusing... it is, and that is why it flopped. The members area had you join so many programs to make it work and in the end, it was just too much work, and the WIIFM got lost in the mix.

**Concept** – I was just trying to make a new viral project and thought it would be huge, but it flopped. But those that know how to use it call it one of my best sites. I still think it is a work of art, but I admit it is just too complicated.

**Time to Produce** – About 1.5 months from concept to launch.

**Approx Date of Launch** – Sept 2004

**OTO** – Discount on my \$47 product, The-Best-Deal-Ever.com for \$29, and some other upgrade features such as 25 link cloakers instead of 2

### **Results thru December 2005**

**Not good** 4600 total members. OTO conversion about 7%

## **FreeJoeKumar.com Concept**

**The Function** – Give away VOL. 1 of the 30 Days to Internet Marketing Success ebook and give Vol. II when they send 5 people to the site. Offer an up sell and make money.

**Concept** – I was upset that Joe Kumar pulled, well a Joe Kumar and sold hundreds of people the rights to the book and told us he only sold 10. Not to open a can of worms here, let's just say no one could sell the book because his picture was on it, yet he did some criminal acts later. The book was written by 60 members of the Warrior Forum and was a great product for its time. I felt if it could not be sold, at least it should be shared. I created a great “reason why” story and it did well.

I knew the domain name would be catchy because many were waiting to hear what happened when the police nabbed him in Singapore, and they would think it was a “free him from jail” campaign, when in reality, it was to get the book free.

This is what started the idea of the Thank You Page script later on. In fact, they were the same script, just modified a bit.

**Time to Produce** – About 7 days from concept to launch.

**Approx Date of Launch** – Sept 1<sup>st</sup> 2004

**OTO** – Discount on my \$47 product, The-Best-Deal-Ever.com for \$29, and I threw in about 10000 credits for ads to be shown.

### **Results thru December 2005**

5600 total members in one month, until I pulled the site down, as I did not want to run what could be considered a flame site, although I just told the truth and people were glad to see the site, as many had gotten burned. OTO conversion about 7%

## ListDotCom

**The Function** – Members can email to anyone they refer, and anyone that person refers, and so on, and so on, down 20 levels.

**Concept** – I was looking for a great viral list builder, and it paid off big. Mark Joyner showed me how I could stop my silly \$29 OTO's and offer a better service upgrade called Elite. He taught me the boutique effect and the OTO was set at \$197.

We did an incredible pre-launch and that was where I learned many of the pre-launch strategies I talk about in this Manuscript and [PrelaunchSecrets.com](http://PrelaunchSecrets.com)

**Time to Produce** – About 17 days from concept to launch, took about 2 weeks of post-launch development.

**Approx Date of Launch** – May 2004

**OTO** – Elite Membership for one time payment of \$197, where they get to email 5000 LDC members every 2 days for life, plus a ton of products as a bonus.

### **Results thru December 2005**

36,724 total members. OTO conversion about 3% - Very Hi D/V and D/S value.

## **FreeAdvertisingGiveaway**

**The Function** – Advertising sites are asked to JV with Michael Rasmussen and me. We promote the site with them, and those with the highest amount of referrals get top placements for our members to join their program. The win/win is they give a Pringle Chip of free advertising and get new members to join their site.

**Concept** – We wanted to create a limited time project. We were inspired by all of the Christmas giveaway list builders of 2004, like 117Christmasgifts.com and 12DaysOfChristmas.com

The site was a huge success, and we made over \$100,000 in gross sales in less than 3 weeks. The hook was we gave the script away with the OTO and it spawned off success stories from our members like Cody Moya who did the very successful ResellRightsGiveaway.com

It had 3 phases. Phase 2 we kept the entire OTO. Phase 2 in week 2, we let the JV's split pay the OTO and it was like a re-launch. Phase 3 in week 3, we allowed all 10,000 members to be affiliates and get split pay commissions, and it almost doubled the member base in the final week.

It was very very hard work to get all the JV's, but it paid off big time. This was a new OTO for us to try with a Mega Resale rights package, and we got many people to offer their products in the offer. The price point was \$97

**Time to Produce** – About 5 weeks from concept to launch.

**Approx Date of Launch** – January 2005

**OTO** – A Mega Resale rights package (and new OTO sales letter), and we got many people to offer their products in the offer. The price point was \$97

### **Results thru December 2005**

18,390 total members in 3 weeks. OTO conversion about 3.5%  
A bit low because it brought out many freebie seekers, but it was still a great list builder.

### **JV-Network**

**The Function** – Members can post JV's to the 10,000 members for a fee or hear about the JV offers for free.

**Concept** – I was paying and still pay \$69 per month to JVALERT.com. I wanted to create a free site where you pay to post, so it may not cost you for months, but it was free to join and always free to hear an announcement. I knew making it free would increase the member base.

**Time to Produce** – About 3 weeks from concept to launch.

**Approx Date of Launch** – February 2005

**OTO** – Platinum Membership or Pro membership. Normal posts cost \$150 each time. OTO for Pro was \$150 per year or OTO for Platinum was \$250 for life. Pro and Platinum can post free every 50 days.

### **Results thru December 2005**

10,104 total members. OTO conversion about 3%

## **The InstantBuzz.com Phenomenon**

**The Function** – Members install a toolbar that goes on their Internet Explorer or Firefox browser. Ads show on their browser. As they surf, they earn credits, and their ads show on other members toolbars.

**Concept** – Created by Mike Chen with help from Mark Joyner. They modeled the exact OTO Mark helped me with at ListDotCom.com. I purchased the site 4 months after it went live for a large sum of money.

I did a Fire Sale to raise the 50% down payment and paid the rest off over 5 months. It paid for itself in full with site profits in 2 months.

I added some additional money generators on the inside. I spoke of them in the earlier chapters in this Manuscript on monetizing the member's area.

The site is extremely viral and gets about 140 new members per day.

**Time to Produce** – About 2 months from concept to launch, I would assume.

**Approx Date of Launch** – Dec 2004

**OTO** – \$197 Elite Membership and tons of software. The Elite member can use HTML ads, which are 7x more likely to be clicked than the basic text ads.

### **Results thru December 2005**

68,097 total members, was about 29,000 when purchased.  
OTO conversion about 3.25% - Very high D/V and D/S value.

## **Free-Advertising-Blog.com**

**The Function** – Members can post their ads on the Blog.

**Concept** – I saw the success of Michael Rasmussen's FreeAdvertisingForum.com and wanted to make a similar site and not compete with him. To show my respect, I spoke with him first and put a banner for his site on mine. He was happy to see it succeed.

I was tired of people spamming my blog, so it gave me an idea for making a wall for these people to spray-paint.

Free members can only post every 7 days, but can post more often by telling people about the site.

**Time to Produce** – About 3 weeks from concept to launch.

**Approx Date of Launch** – Dec 2005

**OTO** – \$197 Elite Membership and tons of software. The Elite member can use HTML ads on the Blog and post 2x per day with 20,000 characters. Free members are every 7 days and about 2000 text characters only.

### **Results thru July 2005**

10,344 total members. OTO conversion about 3.25% - Very high D/V and D/S value.

### **The Thank You Page Sites**

FiresaleSecrets.com, PrelaunchSecrets.com, and  
OutsourceSecrets.com

**The Function** – See Separate earlier chapter on them

**Concept** – See Separate earlier chapter on them.

**Time to Produce** – About 3 weeks from concept to launch for each.

### **Approx Date of Launch –**

FSS in March of 2004

PLS in June of 2004

OSS in September of 2004

**OTO** – \$97 Mega Resale rights offer same as used in  
FreeAdvertisingGiveaway.com. (Would have been better to  
make it tie into the site.)

OSS did the infomercial concept and we offer a high-ticket  
item on the inside.

### **Results thru December 2005**

FSS– 12,723 total members since March 2004

PLS- 4323 total members since June 2004

OSS -7470 total members since September 2004

OTO conversion about 2.75%.

(OTO Not a good tie into site. Maybe one day I will go back  
and make changes based on concepts I have in this  
Manuscript.)

## **Closing Thoughts**

I want to congratulate you for finishing this Manuscript.

So, I have spilled my brain out on the table for you, and now you know everything I know.

The strategies in the Manuscript can make you very wealthy, as they have for me. But the key is for you to take action.

As Rich Schefren said on the Bonus audio CD in the home study course, you have to know how to connect the “Knowing” to The “Doing.”

So now you know, and you have the tools. The only thing left for you to do is ‘Do!’

When you roll out and have success, please feel free to leave me a testimonial on this link below.

For the full course, go to [ButterflyMarketing.com](http://ButterflyMarketing.com)

Please go to this page

<http://www.butterflymarketing.com/success/>

Include your photo and call the hotline that the link gives you. I would love to feature you on my re-launch sales page sometime in the future.

I want to thank you for reading this Manuscript in full and congratulate you in advance on your future success.



Sincerely,

Mike Filsaime

A handwritten signature in blue ink that reads "Michael Filsaime".

**\*\*Additional Notice**

This manuscript is a version of the home study course. That course assumed you had the software and listened to the audio and video CD's and DVD's that came with it. All attempts have been made to adjust the wording of this document to reflect that. Since it was sold as a stand alone product for 1/15 the price of the full home study course, it does not contain everything that is at ButterflyMarketing.com or what may be stated in this document. It does **not** come with any software. It does however come with everything stated on the sales letter at TheButterflyMarketingManuscript.com