100 Affiliate Sales A Day Case Study

What You're Going to Learn in This Course

Bringing in 1000 buyers a day is a true milestone in our little world of marketing.

Only the best of the best have done it. It's like batting .400 in baseball.

Or shooting a 59 in golf.

You go to an event and hear someone say "Oh he's killing it - his new offer is doing over 1000 buyers a day".

Well that's what this course is all about.

It's about how to create an offer that can scale to 1000 buyers a day.

CHAPTER 1

How to Create A Highly Appealing Offer That Can Scale To 1000 Sales A Day

A big mistake I see a lot of entrepreneurs make is they try and do way too much on their front-end offer.

I made this mistake when I had the idea to create what was essentially (The Relationship Bible,.

It was basically a 500 page manifesto on how to improve your relationship.

But nobody wants that for a few reasons...

1. It,s a lot of work for them

2. They don't have the belief in themselves they can execute on all that information

3. Because they haven't gotten a result at this point, they don't have the belief in you.

It took me a long time to realize that what people really want is “one thing”.

They donIt want the whole “relationship bible” - they want the one thing that will fix their relationship, and it better be easy to do (or preferably done-for-them).

How to create an offer like this

In the beginning of creating an offer, I'm in the research phase. I need a clear picture of the first result I need to get them.

So for men's dating, that result might be as simple as having a girl talk to him (not even getting her number, or going home with her).

Simply having a woman talk to him would be a BIG win. So that's an example of the first result I'm looking for.

Then I dig deeper into the market. I look at everything that's out there right now to solve the customers' problems.

Then I rank the pains and frustrations in the market based on how severe and how common they seem.

This doesn't have to be overly complicated - personally I use a spreadsheet and create ‘buckets’ in the market, which group what people are frustrated with and what the perceived solutions are.

Let me give you an example to make this clear.

When I'm doing a relationship product for women, for a front end offer, I start looking at what's out there.

Forums and blogs are a good place to start, but I'd even go to the bookstore and flick through the magazines and books currently out there.

I wouldn't go too deep into any of these sources, but I'd look at the covers and the tables of contents, to get a sense for the kinds of conversations that are already going on.

From there I categorize the topics in a spreadsheet.

They want to find a good man they can trust and settle down with... but everything has changed so much since they were in the dating scene and they're overwhelmed.

Over time, you'll hit on one core bucket and a bunch of side buckets. The main bucket usually becomes the flagship and the rest can become side offers that branch off into other things later on.

This research tells you two things. It paints a clear picture of the actual problem people are trying to solve, but just as importantly, gives you a great idea of the frustrations and blocks they have with the solutions currently in the market.

Instead of just coming up with product ideas, you want to be a “problem hunter”. Always in search of what your market's problems are.

Reviewing common sources, like magazines, is critical to building the right offer because it reveals the pains and frustrations that are widely experienced. That means I can create an offer that has wide appeal.

To scale to over 1000 sales per day, it's simply not enough for your offer to be unique.

It has to be unique and have wide appeal. And doing my research like this allows me to build those offers.

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Create the Offer (Story, Case Study, Hook, and Mechanism)

Once I know what people are struggling with en masse and the problems associated with the typical solutions, I create the actual offer to target that person.

To write the offer, I use what I call the Big Selling Idea, consisting of the 'story', 'case study', 'hook', and 'mechanism'.

Mechanism

From the research, I'll have a decent feel for the market and an idea for a mechanism.

The mechanism is the unique thing that makes your offer different.

So for P90x, the mechanism wasn't simply working out really hard for an hour. It was what they called "muscle confusion". All your other workouts never worked, because they simply had you doing the same thing over and over. But P90x fixes that. Cause they change the workouts every day to "confuse the muscles" so you keep burning fat and building muscle.

So that's the mechanism.

And if I can create a mechanism that removes at least one key frustration that's universally accepted as something you have to do to get the result, even better.

So for example, most guys think if they want to meet a good looking woman, they have to approach her. And that's a big problem - cause it's terrifying for a lot of guys. So what if I got rid of that big problem for you? What if I devised a way that women would approach you instead? That would take away the problem the market universally accepts as something they have to do to get the result.

For my offers, I’m looking for something that removes a key assumption and gives a clear way to get the result.

And when you do that it makes the offer exciting. Because these key assumptions made by your customer is what stops them from getting what they want.

There's these mass desires floating around - we all want health, wealth and relationships. But there's certain points in our lives where we encounter these blocks and we make assumptions about what can and can't be done. So we'll stop trying to get wealthy, or healthy, because it's too difficult and we see something as a block that's stopping us.

If you can remove that stopper with your product, suddenly all those things that you've shut down in your life and saw as visions or dreams that turned gray and disappeared, suddenly it's all open to you... Like when you first get your driver's license, an entire world of possibility opens up.

And that’s what I look for, something that unlocks that.

The things that are tactical or next step improvement are great for catalogue offers. But for the flagship offer - the one that I'm gonna scale to 1000 safes a day - I'm looking for something that opens up that realm for them.

So you want to break down the standard process for getting a result, and look at what are the things that become a block for people, and then ask yourself, how can you remove that?

Let's look at another example...

For the relationship niche, there's an amazing mechanism someone is using all about ‘how to fix your marriage - without talking’.

Because one of the biggest frustrations is having to have ‘the ‘talk’.

The key assumption the customer is making is that they'll need to have uncomfortable conversations with a resistant partner, or sit through hours of counselling. That's stressful to consider and puts a giant block in their buying process.

So instead, when my target audience hears they can get the result without dealing with that major block, theyIre like (wow I can do that?, You want to completely remove the big pain point or sidestep it.

Does that make sense?

As another example, going back to the older woman wanting to get back into dating to find a man she can trust and settle down with.

The core idea in the VSL is about making him feel needed.

Men don't stick around for sex or companionship, but rather to feel needed. Where the pop wisdom is all about focusing on yourself to please him (like getting in shape, dressing well, having a social life), or focusing on him to please him, the solution the VSL offers is what if you could give him an opportunity to please you. The mechanism removes the key assumption and pop wisdom, and gives a simple way for them to get the result they're after.

What is the [blank] story about AI Marketers that no one's telling?

Major Tip - Keep It Simple By Zeroing In On One Thing

When I was working in the make money online space, everyone was selling products on how to make $50000 a month.

Instead, I sold a product called (Fast Cash,, which was all about a simple way to make $500 a week that you can do over and over again.

Making $500 a week is far more appealing and believable than making $50k a month.

The customer in this market, who's never made money outside of their 9-5 will simply not have the belief in themselves to make such monumental figures.

It's all about getting them that first epiphany so they realize they can actually get results.

A lot of people think when they put out a course, they need to disseminate all their knowledge they have on a topic.

For example, if you were putting out a course on how to fix adrenal fatigue, you might put out a course with 26 videos on how to fix adrenal fatigue. But a believable appealing offer is just to get them that first result. They don't need 26 videos. They need 1.

The most elective offers zero in on the one thing that will get the most dramatic result.

It's more elective for selling, it's more elective for the upsells, and it's more elective for moving them up the ladder because they believe you at every step of the way that you're getting them results.

That was a huge mistake I made early on.

A huge epiphany in my career was realizing itIs about (one thing at a time,.

If you can solve one key pain point and find a way to make your offer actually solve it, you're sitting on gold.
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How To Make Our Offer As Done-For-You As Possible

A key piece to making the offer interesting, in keeping with solving the one major pain point, is taking the pressure off the customer to get the result.

A great example of this (Text Your Ex Back, offer, where he gives you the three texts to send to get her back. He really makes getting that first result as simple as possible.

We're only going to get more overwhelmed as a society, so want you to boil it down to the core pieces that'll get a fast result.

To keep me laser focused on getting that result, I have the following phrases in front of me...

1. “If you boil it down...”
2. “What it really comes down to...”
3. “At the root of all of this...”
4. “The underlying cause...”

These phrases not only dictate the writing of the copy, but the structure of the offer. So when I'm looking for the hook that will carry the offer, the one that always feels right is the one that's the thing that's always been there under your nose but it's kind of counterintuitive and that's why you didn't see it first.

I,II then frame the copy in a way to say that the person that's teaching you isn't smarter than you, they just happened to stumble across the secret source of knowledge that revealed this one thing.

Offers that reveal the underlying truth that's been there all along are usually a hit because when the customer learns it, theylre thinking (ohh I see, now that I know this IIII go forward and succeed.,

An example of this is one of my first big breaks into the women's relationship market, with an idea that's called the Respect Principle. The idea was that 76% of men cannot distinguish between respect, and love. So if they're shown respect, they feel like its love and vice-versa. And this is such an underlying belief in the mass culture that when women read that, they think (I can totally see that, it makes a lot of sense,. So they buy in with a lot of belief right then because itls so close to their experiences in life and it just clicks into place, shifts their paradigm and they suddenly see the world in a totally different way.

It's kind of like channeling an easy to buy-in-belief onto your product.

What is the [blank] story about AI Marketers that no one's telling?

Wrap - up

Most people don't put enough thought into creating their offer.

They just say “letls make a weight loss product” - and then they hope the copywriter can figure all this stuff out.

Bad idea.

Even the best copywriters can't make a mediocre offer a winner. It all starts with the offer. So if you want to have an offer that can bring in 1000+ buyers a day, I suggest following the offer creation outline I just shared with you.

Big Takeaways

For me there were a few big takeaways from this section...

1. Focus on one result, one benefit for your offer. You don't want to try and teach them 100 different things about fixing their relationship. They just want the one thing that will fix their problem.

2. If you can remove their biggest frustration in terms of getting the result they want, you will win. For example, Jordan said in men's dating, approaching women is a massive problem for guys. They hate getting rejected. If you can come up with a mechanism that allows them to talk to women without approaching them, you have a MUCH better chance of selling that product. Why? Cause it's a lot more appealing. You took away their biggest objection.

3. How much do they believe they can do what you're saying? If you're promising you can make them a million dollars, most people won't believe that. But most people will believe they can make an extra $500 a week especially if it's something simple (like building bunk beds). You want to make sure your offer doesn't force them to have a lot of belief in themselves to make it work cause they simply don't have that belief. So it has to be simple (and done-for-them if possible).

CHAPTER 2

How To Come Up With Big Ideas That Can Scale To 1000 Sales A Day

Within our Financial Company, we spend a lot of time thinking about the ‘big idea, of a sales page.

I want to be very clear on this...

Getting the “big idea” right is what separates offers that pull in 10 to 50 sales a day, and offers that bring in 1000+ every day. That's how important it is.

If your big idea is simply “you have high blood pressure, take this to lower your blood pressure” your offer is not going to scale.

So here's how we go about coming up with big ideas at Financial Company...

We look to hit the intersection amongst three key circles, like a venn diagram.

Prospect - what are they feeling, what are they reading, what are they fearing, what are their desires - everything about the prospect.

Planet - what is going on in the world that is influencing and shaping the decision making by the prospect.

Product - What could you actually offer?

So let's look at some good examples of this so you can understand it better...

A Big Idea I Was Jealous Of

A promotion headlined ‘How Americans Can Now Legally Piggyback Candian Social Security, was an amazing big idea.

Look at it in terms of the intersection between Prospect, Planet & Product.

We've got the prospect. It's someone who's at or passed retirement age, who isn't a typical mainstream person, who's looking for ways to manage their money.

When you look at that prospect, what's something they're always concerned about? Social Security and Retirement Income, so they don't die without any money.

If we look at the planet circle, at the time we had a lot of news articles about how social security wasn't solvent... How social security may not have had the money that people think it had... And that if we didn't have millennials paying into it, we wouldn't be able to pay for the baby boomers who were reaching retirement. The prospect is seeing all of this information when they watch the nightly news, read CNN, Fox etc...

And then we created a product caIled (Lifetime Income Report' which shows you how to collect income in the form of monthly or quarterly dividend checks.

If you back up and reverse engineer what Scott did, he basically stood back and thought (whatIs the social security story no oneIs teIling? Because I believe thatIs a pretty hot topic.'

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That's a phrase we use a lot at our financial company - 'what is the [blank] story that no one's telling?'

And the (bIank' story is whatever is hot in the eyes of the prospect and the world. And then we try to do a lot of digging.

(Note - this is a genius angle for coming up with good stories. What's the [blank] story that no one is telling? That is worth a lot of money right there)

So start doing lots and lots of research. He started talking to the particular guru and the editor of the publication, and somewhere along the lines he finds the Canadian pension plan, which is their version of social security, and its run very differently.

In the US, the way it works is working people pay into the system, and typically what the government does is take our money and it goes to a retired baby boomer. That keeps the whole system alive. There's not a lot of investment going on nor a lot of growth.

In the Canadian system, you pay money in and they've hired real investment managers to grow that pool of money in an attempt to make it much bigger to be able to pay out the retirees.

One of the ways they grow that money is buying dividend paying companies in the publicly traded market.

So what he and the editor did was say, 'can we find out what dividend paying companies the Canadian pension plan is actually buying?, Which you can, because they have to disclose that.

We went through and found a number of stocks they were buying and produced an offer about how to 'legally piggyback Canadian social security,, which was no different from buying companies the Canadian pension plan was buying into.

That's a very good example of an idea that originated from an ordinary idea, that we turned into that extraordinary big idea by finding the intersection between the Prospect, the Planet and the Product.

How to know if your big idea is actually good

I know every writer has their own way of doing this, but for me personally, I spend a lot of time thinking about it, a lot of time talking to smart people that I trust in the industry, and I might be kicking around ideas for 4 to 5 weeks before I put pen to paper.

This is an important note. I spend 90% of my time coming up with bigideas. It's that important.

And then the writing process comes very quickly after I've defined the big idea.

I also think there's 2 ways to find that big idea, or that trend.

My buddy has a really great point that's reshaped my thinking with a lot of clarity.

He says if you want to come up with a big idea, there's really only two ways you can do it.

1. You can chase demand

2. You can create demand

In both the crypto and marijuana examples, we chased demand.

The demand was already there, people were already thinking about it, writing about it and seeing it on the news. It's much much easier to chase demand when it comes to a big idea. The problem with that is you're going to have much more competition.

The harder way to do it is to creat demand.

Now if you can do that, that can also put you in the 1000 orders a day range, and much higher than that (some of our best promotions have done over 10,000 safes a day).

I'd say 80% of our ideas are chasing demand. The other 20% are wildly swinging shots that we're trying to create demand for. These fail 90% of the time, but the 1 out 10 that we do have when we create demand, can be a grandslam (like End Of America).

So you can chase demand and hit 1000 order a day range and have a lot of competition, or you can create demand and carve out a nice moat that the competition can't keep up with.

[What is the [blank] story about AI Marketers that no one's telling?]

Offers That Create Demand

An offer that stands out is the legendary Stansberry (End of America, promotion.

That tapped into an underlying worldview that was going on with the conservative investor in their 50,s, 60,s, 70,s that the copywriter understood very well, but it hadn't really been talked about yet.

Stansberry had been writing about that theme for many many years. And if you talk about sharpening that axe, they sharpened it for years, not weeks, not months.

The gentleman who wrote that is a good friend of mine, Mike Palmer, and I know he tried to write that promotion multiple different times. Finally, it clicked, and thatIs what became (End of America,.

End of America was definitely an offer that created demand. It wasn't a hot topic. The prospect wasnIt waking up in the morning thinking (IIm realIy Iooking to Iearn about the death of the doIIar,.

Conversely, you look at the bitcoin or marijuana mania, there was MUCH more desire on the prospect side.

End Of America perfectly tapped into the worldview and the feelings of that prospect, but it wasn't riding an easy trend.

It created that trend.

Digging More Into the Big Idea

So what exactly should go into a big idea each time?

Even within Agora Financial, if you ask 5 of us you'll probably get 5 different answers.

Somebody like Mark Ford had one of the most robust definitions of the idea.

He basicaIly said a big idea is something thatIs (emotionaIly charged, inteIlectuaIly interesting, and creates a desire to want to know more about the offer that you're pitching,. Something Iike that.

For me, I have a really simple definition of it.

I know a big idea when I hear it, and I,m jealous I didnIt think of it.

Point blank, that's it. If you tell me an idea, and my proverbial jaw hits the flaw and I go (damn it!,

A couple good examples of big ideas like these are...

Patriot Power Greens - this was Justin's greens supplement. The big idea behind it was that “this was being used by elite military units to help the oId guys in the unit keep up with the young guys”.

Railroad across America - this was a financial promo from the early days of the internet it likened the internet to a new “railroad” across America - and the same way railroads made people very rich, the internet will too.

Read This Or Die promotion - Jim Rutz’ famous promotion was built on the big idea that “for every disease, thereIs a country where it doesnIt exist” And in the promo they're going to show you why that is, and how you can use that info to protect/heal yourself.

End Of America - this was a blockbuster of epic proportions for Stansberry - and the big idea in it was quite simple. Every currency through the course of history has lost its status as the world currency - and now that's going to happen to the US dollar (obviously it didn't happen, but when this came out in 2012 or so, it struck a chord with people who believed that was possible).

When I first heard of (End of America’ I was jealous.

The simplicity of the idea that the US dollar will die by losing its status as the world reserve currency, just like many currencies throughout the history of the world have, and the United States is following along that same path.

It hit at the exact perfect time to create that demand, and I was jealous I didn’t think of it.

So that's when I know a big idea when I see it (i.e. when I'm jealous that I didn't think of it).
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What a big idea is (and what it is not)

Most big ideas can be boiled down into a sentence or two.

For us, when we have our copywriters pitching and we say (hey, whatIs your idea?’, and when they talk for like 15 minutes, canIt clearly define it, and theyIre mixing a bunch of different ideas, we know there's no real idea.

I'll give you an example.

One thing that's heating up in the minds of our customers right now is the 5th generation cellular networks (5G).

People are starting to see 5G written about more and seeing it on the cover of Yahoo finance.

It's got a bit of intellectual curiosity and some emotion behind it because people are saying it's not good for things like cancer rates... Yet at the same time, it's got attention because what 5G promises to do is big compared with 4G. So SG is starting to heat up.

I had a copywriter come into my office this morning wanting to pitch an idea. I say cool go ahead.

And he goes ‘well I've got this idea about SG... but it's really about these cellphone networks... and I found these 5 growth stocks I worked with the editor on... but I don't know if it's about social security or...’

And he just kept going on for 15 minutes. And I'm like... tell me your idea. And he couldn't easily nail down an idea. What he had, which he was conflating with a big idea, was a ton of research.

He thought research equals a big idea. It certainly does not.

A big idea can always be boiled down to a couple of sentences that clearly defines something that shocks somebody.

The classic Pimsleur Approach idea (language learning) was that “it's easy for kids to learn new languages and hard for adults. And the reason it's so easy for kids is because they learn languages by talking and listening - not memorizing words for 3 hours like adults do”.

That's a big idea boiled down into a few sentences.

It makes them think ‘I instantly get it, it's instantly recognizable, and I'm jealous I didn’t think of it’.

If you don't have that, you probably don't have your big idea yet.
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The Difference Between Offers Doing 50-100 vs 1000+ Sales Per Day

Let's look at the difference between offers that can do 50-100 sales a day, versus ones that can do 1000+ sales a day.

I really think the difference is all in how well the idea hits the intersection we've been talking about.

There's nothing wrong with the ideas doing 50 or 75 or 100 safes a day, but they're just not fully tapping into the center of that inner section.

So to give you an example of that...

We could put together an idea and get it out there now. Just making something up, take (The Three Best 5G Stocks for 2020,. You know thatIs not a big idea. That's not going to be a blockbuster.

It's an idea that's easily replicable, doesn't have a lot of emotional interest. There's implied emotional interest that they'll get rich, but it's not presented to the reader in that way. It's very flaccid.

That idea might get 30 orders a day. There's nothing wrong with that, but let me give you an idea of the progression of that ordinary 5G idea.

A much better 5G idea would be if we could find a physical representation of a 5G transmitter and say (This Tiny Device In My Hand Is About To UnIeash a 14.3 TriIlion DoIlar RevoIution Across The WorId.,

Maybe we'd say it's about to displace Verizon and AT&T and completely change the way you consume information, and it's going to finally make driverless cars a reality, and robotic surgery a reality, and it's all due to this tiny little device. Or maybe we'd talk about how some companies are going to rally while it'll bankrupt some of America's major corporations because they've been behind on the 5G eight-ball.

So you can see the progression of that 5G idea.

We want to find an idea like the second example that taps into a much larger theme that is resonating in the world with emotion behind it. If you can find that mix, that's going to the difference between (The Three Best 5G Stocks for 2020, (which is never going to scale because there's no emotion or intellectual curiosity) vs the curiosity of holding this 5G device in your hand and the contrast of what they device could do to the world around you.

What is the [blank] story about AI Marketers that no one's telling?

The latter idea taps into a much bigger theme, and a much deeper intellectual and emotional curiosity.

And that's what you really want with a big idea.

Wrap - Up

If you want your front-end offer to bring in 1000 buyers a day, you must have a big idea.

Offers without big ideas simply don't scale. They just blend in.

I spend 4-5 weeks thinking of my big ideas because they're that important.

Big Takeaways

1. You should spend 80% of your time thinking of your big idea, and then 20% actually doing the writing of your sales page.

2. The best big ideas come from a combination of knowing what the prospect is thinking, what's going on in the planet (their world), and how the product fixes that problem.

3. You can make a lot of money chasing demand (bitcoin, marijuana stocks), but the grand slams usually come from creating demand. This is when you tap into something they're already thinking and feeling, but no one else is talking about it.

CHAPTER 3

How To Write A Killer Lead That Can Do 1000 Sales A Day

A good lead can make you a lot of sales. However, a KILLER lead can help you get to 1000+ sales a day.

If you're not familiar with leads, leads are basically the first 2-3 pages of a long form sales letter.

If you're looking at a VSL, it's the first 1-2 minutes of the video.

No block of copy is more important on a sales page or VSL than the lead. The cool thing about leads is you can simply write 2-5 new leads for an offer and get HUGE conversion boosts. I did this recently for one of the V-Shred offers. It was a mediocre offer bringing in 20-25 sales a day at the time. I rewrote the lead and it beat the control by about 72%. That offer went from doing 20-25 sales a day, to 1500 safes a day.

Huge difference, just from rewriting 2-3 pages of the lead.

The key with leads is that you grab their attention right away with your BEST stuff.

Why? Because your customer has distractions. They're getting on Instagram. There's someone texting them, emailing them.

You're competing with all of that and more. So you have to grab their attention right away with a good lead.

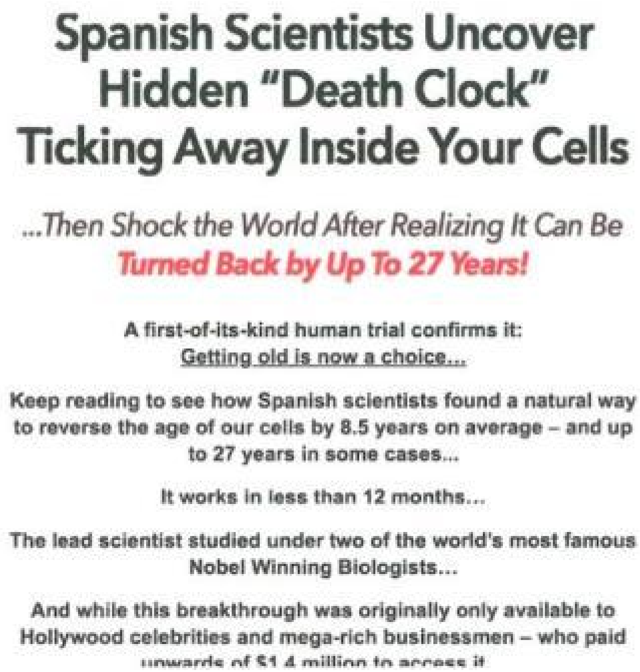
One thing to remember with leads is the old adage that the point of the first sentence of your lead is to get them to read the second. The point of the second sentence is to get them to read the third, and so on.

Your lead should do the following...

- Catch the prospect's attention (aha evoking curiosity)...
- Call out their pain point...

- Promise to share a unique, and credible, solution to their pain point.

A great example of this is the lead I wrote recently for an anti-aging supplement.



You can see I instantly grab their attention with a unique and specific headline that they've never seen before (Spanish Death Clock).

And then I instantly promise a benefit in the subhead (turn back your age by 27 years).

Since this is a big promise, I need to back that up with a lot of credibility, which is what the next few sentences do.

I make sure to explain how it works quickly (less than 12 months), that the scientists studied under Nobel prize winners, and that this was previously only available to celebrities and rich people who paid millions for that.

Alf of that adds to the credibility of the lead. And this is just the headline and the subhead of that lead.

[What is the [blank] story about AI Marketers that no one's telling?]

We're going to look at the 4 most common mistakes people make when it comes to their leads.

Because Justin and I see dozens of sales letters each week in Copy Accelerator, we know these are the 4 most common because we see the same mistakes over and over.

So we'll go over each of the mistakes, and I'll give you plenty of examples to illustrate my points.

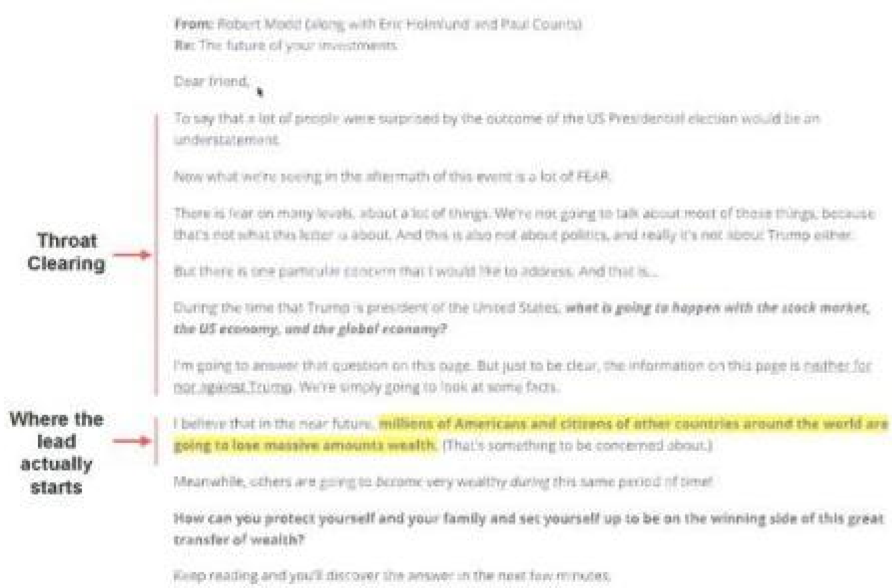
Let's get to it.

Mistake #1 - Burying The Lead aha Throat Clearing

Instead of getting to the big idea or the hook right away to capture someone's attention in the lead, 'throat clearing' is when the writer starts with something that's not that important or vital in the lead.

Kind of like they're stalling.

Rather than talk about it, let me give you an example. This is a random offer I found on Clickbank.



From: Robert Modd (along with Eric Holmlund and Paul Counts)
Re: The future of your investments

Dear friend,

To say that a lot of people were surprised by the outcome of the US Presidential election would be an understatement.

Now what we're seeing in the aftermath of this event is a lot of FEAR.

There is fear on many levels, about a lot of things. We're not going to talk about most of those things, because that's not what this letter is about. And this is also not about politics, and really it's not about Trump either.

But there is one particular concern that I would like to address. And that is...

During the time that Trump is president of the United States, ***what is going to happen with the stock market, the US economy, and the global economy?***

I'm going to answer that question on this page. But just to be clear, the information on this page is neither for nor against Trump. We're simply going to look at some facts.

I believe that in the near future, **millions of Americans and citizens of other countries around the world are going to lose massive amounts wealth.** (That's something to be concerned about.)

Meanwhile, others are going to *become* very wealthy *during* this same period of time!

How can you protect yourself and your family and set yourself up to be on the winning side of this great transfer of wealth?

Keep reading and you'll discover the answer in the next few minutes.

If you read the part Ilve labeled (throat clearing,, you can see itls basically wasted copy.

They're trying to be conversational, but it loses you right away.

I suppose they wanted to avoid getting politics involved one way or the other, like they're afraid of being polarizing (which is a great thing to do in your copy).

Theylre trying to say (it doesnlt matter if you like Trump or not,, but frankly, this lead is a total missed opportunity.

That's a great example of throat clearing.

It's wasting a bunch of time writing about something that's not really relevant to the big idea, and it's dangerous for your copy because you'll lose readers by every word it goes on.

So here's an example of when it's done right. This is one I wrote for a product called Stem Cell Restore.

Take a read of the headline and the lead and notice the difference.

> **"Like A Time Capsule In A Bottle"...**
>
> **New Stem Cell Breakthrough Doesn't Just Pause the Aging Process, It Rewinds It.**
>
> *Imagine going back in time to when you were the healthiest, sharpest, most radiant version of yourself...then staying that way for the rest of your life.*
>
> *It's not science fiction, it's the power Stem Cell Science.*
>
> *Keep reading this report to see why experts believe this is the closest we'll ever get to a real-life Fountain of Youth...*
>
> *Plus the remarkable story of how 22 Nobel Prize Winning Scientists came together to get this discovery to the public...*

Can you see the difference between the first lead and this one?

Notice how much quicker this letter ‘grabs’ you and you want to keep reading?

Compare that to the first one that's basically mumbling on for 4-5 sentences.

When you do that, you don't grab the person.

You've gotta remember you're fighting for their attention every second.

Small changes to your lead can make a massive impact on conversions. I'd bet that first fetter would gain a significant boost by removing those first 6 fines of copy.

So mistake #1 is having too much “throat clearing” and not leading with your best stuff.

Let's jump into mistake #2...

Mistake #2 - Using a Bunch of Statistics Appealing to the Brain Instead of the Heart

The next biggest mistake I see people make in their leads is using too many statistics.

This is probably the most common one I see.

The reason not to do it, really, is that your whole goal is to talk to a singular prospect.

You're trying to make it feel like you're having a one-on-one conversation with them, relating to them.

So when you give the prospect broad general statistics... they don't care. They don't care that 100 million people have diabetes or pre-diabetes. They don't care that the average investor only sees a small return.

They don't care about any of that.

They care about themselves and what's in it for them.

So going heavy on the statistics in the lead doesn't serve them and it doesn't help you.

When you make this mistake, you're appealing to the brain instead of the heart.

Here's an example I found of this. It's an acid reflux offer I found on the 5th or 6th page of Clickbank. I'm not going to go through the whole lead, but before this the writer was talking about how his wife had acid reflux, and I think that's fine.

What I found was terrifying.:

Recent studies prove that acid reflux is the number one cause of not just one or two, **but SIX types of fatal cancers** (4).

And we're talking strong connection.

Heartburn increases your risk of...

- cancer in the larynx by 286%;
- cancer in the hypopharynx by 254%;
- cancer in the oropharynx by 247%;
- cancer in the tonsils by 214%;
- cancer in the nasopharynx by 204%;
- cancer in the sinuses by 140%.

Sum it all up, and you're 1345% more likely to get one of these six cancers than does a person who doesn't suffer heartburn.

One thousand, three hundred, and forty five percent.

That's a lot!

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On this one get they're trying to make you feel like your heartburn is a bigger issue than just having heartburn.

They're trying to make it broader, so I understand what they're trying to do.

But here's the truth.

Facts do not persuade people. Facts are not interesting, they don't grab people, they don't emotionally move you... they're just flat.

They're usually very medically based with nothing that stirs you up.

Whereas, if you heard a story about acid reflux that was terrifying and it had you on the edge of your seat while reading it. That is going to motivate you a whole lot more.

You might ask ‘but do I include facts and statistics in the body copy?, Well yeah, you do. But it's within reason, and it's later on in the copy.

That's the big mistake here - you don't want a bunch of general stats in your lead.

Compare the boring stats I just showed you to this emotional story on a weight loss offer recently copy chiefed.


Hey, my name is Scarlett Peralta.

Over the next few minutes, I'm going to tell you a frustrating true story about my 15th high school reunion...

It was the moment I came face-to-face with the fact I was 47 lbs. overweight...

And everyone could see it.

Truthfully, it was hard to miss...

It had become a struggle to conceal my belly no matter how "creative" I got with my outfits...

Sometimes it felt like my neck was starting to disappear...

And the way fat jumped off my arms, I'd often joke to friends that it looked like it was trying to escape...

But after that night, I couldn't keep lying to myself...

Clothes I bought just the year before now pinched deep into my hips as they strained to hold everything in...

And every time I logged-in to Facebook, I'd see old pictures that reminded me of how hot I used to be.

I'd reached my breaking point.

Do you notice any statistics in the lead?

I don't think there's any in the entire safes letter to be completely honest.

It's all about the emotional story. And this story is the lead that really grabs your attention right away.

So big thing to keep in mind is don't load up your lead with statistics.

Lets hop to mistake #5 with leads...

[What is the [blank] story about AI Marketers that no one's telling?]

Mistake #5 - Twin to Teach Being an Over-Ex

Can you think of someone in your fife who is an over-explainer? They're the WORST.

You ask them a simple question like "hey do you know what the weather is supposed to be tomorrow?"...

And they respond with a 15 minute answer about the history of forecasting, which apps they use to check the weather, how they pick their wardrobe depending on the temperature, and twenty other things.

It's really annoying when people do this in real life...

But it's especially bad when people do it in their sales copy.

The mistake a lot of copywriters make is that they start trying to explain how the unique solution to the prospect's pain point works in the lead.

And that's WAY too early. When you start explaining the solution to their problem in your lead you remove all of the mystery.

It's kind of like going up to a stranger and asking them to have sex, before you've done any flirting, or built up any chemistry, or engaged in any foreplay.

Can it work? Yeah, I guess...

But your chances of "getting it on" are definitely going to be a lot lower. And even if you do "get lucky"...

It's probably not going to be all that great of an experience for either party.

So let me show you what NOT to do, and for this one we'll use a totally made up health example so I can summarize what I see all the time in leads.

Let's jump to the last one, the 4th mistake.

Mistake #4 - You're forgetting to use fascinations

If you have good fascinations in your lead that create massive curiosity, even if some of them miss, all it takes is one that hits to spark the reader's curiosity and force them to keep reading so they can 'figure out the riddle,.

And to be clear, fascinations are the same as bullets, so long as they're curiosity driven. And you should be looking to write fascinations in your leads.

Here's an example of poor fascinations I found on Clickbank...

The Secret To 100% Passive Income

Do This TONIGHT And From Tomorrow Morning You Will Have A Fully-Automated, 100% Passive Income That Will Continue Paying You FOREVER!

From: Steven Hall

Dear Fellow Wealth Seeker...

Let me ask you the following questions...

- Do you want a **100% passive income** that puts money into your bank account even while you sleep?
- Do you want a system that is **completely unlimited**, very easy to duplicate and provides you with a truly **unlimited income on auto-pilot**?
- Are you prepared to invest just 2 hours, after which you will have a **fully automated passive income forever?**

If you answered **YES** to ANY of the above questions I have good news for you. You're about to discover...

The Secret To Creating Totally Passive Income Streams That Last Forever (In Just 2 Hours!)

I'm going to reveal to you the magic formula that I've been using to make thousands of dollars on auto-pilot every single week... without a product, a website or even a list.

But first, please allow me to introduce myself...

My name is Steven Hall, I retired in 2003 (Aged 29) because **I found a way to make more money online than I was making from my day job**.

Now my income is 100% fully automated.

Not having to work means that I'm free to travel (and live) anywhere in the world.

For me, that's the most valuable benefit of a passive income.

Thanks to the freedom of my **100% fully automated passive income** I was able to meet my wife. I'd like to share a very personal video with you of our special day. Because without a passive income this would never have happened...

First of all, I don't really like it when writers ask a bunch of questions with pretty unbelievable claims on it.

Having a question or two in the lead is okay, but I don't recommend questions being the lead.

When you open with questions it immediately sounds like you're selling them something.

Think about it...

(If youIre a woman over the age of 40 and you feeI Iike this, then keep reading!’

(Do you suffer from this and that, and do you feel like this, then I've got the soIution for you!’

It sounds really salesey, like a radio ad, and it puts people on guard right away.

In the exampIe above, do you see how (boiIerpIate’ this is?

It sounds Iike every other (make money’ offer. One of the big things you don't want to do in Ieads is get the (oh IIve heard this before’ reaction.

I write offers in extremely saturated markets, like weight loss and diabetes support, where the buyers have seen hundreds of them before and probably bought a bunch. But my offers stand out because they avoid this trip.

This (make money’ Ietter couId be significantIy improved if the writer was using fascinations and teasing. So here's how I did it for one of my health offers - for context, this is toward the end of the lead.

This is just a glimpse of the results you can soon expect as well...

And I'm going to show you exactly what this death-clock-reversing breakthrough is...

Plus how it works...

Right inside this letter.

In the pages that follow you're also going to see:

- The shocking “twin study” that has NASA wondering if their astronauts might become immortal if they lived in outer space...

• Why something known as the “Chernobyl Effect” could be polluting your cells and making you age fast forward [Hint: it has nothing to do with radiation]...

• The newly discovered “string substance” that one of the country's top doctors says is better than cholesterol at predicting your risk of a heart attack or stroke...

• And the controversial “immortality equation” that Spanish researchers now say holds the key to never-ending human life.

All of this - and more - in just a few minutes from now...

But before I tell you exactly what this “Cellular Death Clock” is...

And how to rewind it...

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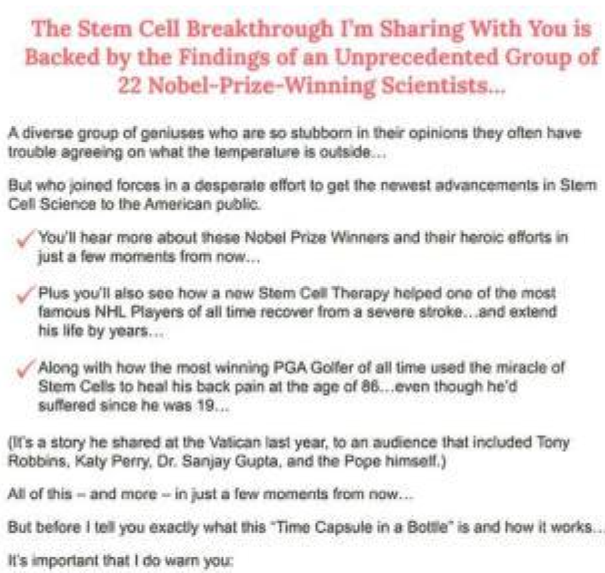
A strong point you'll notice here is you don't even need context on what the fetter is all about, and the reader is half interested reading the lead, it makes them want to keep reading to find out what the solution is.

Here's some more examples of good fascinations in a Lead.

This is from a stem cell supplement offer I wrote a while back... The fascinations are next to the red check marks.

Take a look at how they get you really interested in what I'm talking about, and make you want to keep reading.



The Stem Cell Breakthrough I'm Sharing With You is Backed by the Findings of an Unprecedented Group of 22 Nobel-Prize-Winning Scientists...

A diverse group of geniuses who are so stubborn in their opinions they often have trouble agreeing on what the temperature is outside...

But who joined forces in a desperate effort to get the newest advancements in Stem Cell Science to the American public.

✓ You'll hear more about these Nobel Prize Winners and their heroic efforts in just a few moments from now...

✓ Plus you'll also see how a new Stem Cell Therapy helped one of the most famous NHL Players of all time recover from a severe stroke...and extend his life by years...

✓ Along with how the most winning PGA Golfer of all time used the miracle of Stem Cells to heal his back pain at the age of 86...even though he'd suffered since he was 19...

(It's a story he shared at the Vatican last year, to an audience that included Tony Robbins, Katy Perry, Dr. Sanjay Gupta, and the Pope himself.)

All of this – and more – in just a few moments from now...

But before I tell you exactly what this "Time Capsule in a Bottle" is and how it works...

It's important that I do warn you:

So fascinations are really pretty simple. The big thing is that you just need to use them in your lead. Cause fascinations really hammer on the reader's curiosity and make them want to keep reading.

[What is the [blank] story about AI Marketers that no one's telling?]

Wrap-up

The big thing I want you to take away from this is just how important the lead is. I've seen numerous offers go from 20-30 sales a day, to 1000+ safes a day simply because of a new lead.

The lead is the most important block of copy in your sales letter or VSL.

And if you follow the steps I outlined in this section, you'll have a much better shot at getting your offer to 1000 buyers a day.

Big Takeaways

1. Put more time into your lead. Do not move on to the rest of the copy until the lead is intriguing, unique and has a lot of credibility in it. The lead has to keep you reading.

2. You can turn a mediocre offer into a 1000 buyer-a-day offer by simply writing a new lead. If you're making safes already, start aggressively testing new leads.

3. If you have a lead that's already working well, try to see how you can model it for another lead. For example, if a story lead is working for a weight loss supplement, how can you tell a similar story for a blood sugar offer.

What is the [blank] story about AI Marketers that no one's telling?

CHAPTER 4

How To Get An Extra $10, $20, Or Even $40 From Your Upsells (Even If They're Already Really Damn Good

When it comes to upsells, something most people don't understand is that the upsell actually starts on the front-end.

A lot of people think the upsell sequence exists in a vacuum on its own. But the truth is a lot of the conversion and the AOV you're going to get from your upsells starts on the front.

That means that your upsell needs to be HIGHLY congruent with what you're offering on the front-end (note - most people think their offer is highly congruent, when in reality it's just kind of congruent).

Here's a good example of a highly congruent offer...

Our front-end for Credit Secrets is a $39 book about how to fix your credit. And the first upsell is a software that actually fixes your credit for you.

That's very congruent.

A semi-congruent offer (that wouldn't convert as well) would be something like a program on how to get creditors to stop calling you. Or a book on how to make an extra $300 this week to pay down your debt.

Those offers are “kind of’ congruent. But not nearly as congruent as the one we currently have.

See the difference?

Let's look at another one...

For the old supplement, Patriot Power Greens, they originally sold a fat loss supplement as the first upsell. That did OK, but not great.

Their next test was simply selling more bottles of Patriot Power Greens. Doing that got them a big bump in conversions and AOV.

After that, they tried another test which was a "double size" version of the supplement bottle the customer bought on the front-end. Kind of like the old McDonald's super-size me offer. Basically they offer you the double size bottle of what you just bought for $20 more per bottle. And that offer converted even better than simply selling more bottles.

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That's the power of making your upsell more congruent.

I think a lot of people get bogged down as marketers and copywriters thinking (what is going to make this convert?,.

They don't spend a lot of time thinking about it from the consumer standpoint in terms of what is going to make the most sense.

If you start thinking about this from a consumer standpoint, as opposed to a marketer,s standpoint, youIre going to create ease in the process of creating upsells.

When you start to do that you'll align your offerings with what the market really wants and needs, but haven't yet been presented the solution in a unique and compelling way.

With that said, let's dive into some tactics for increasing the take rate on your upsells.

Increasing Upsell Take Rates Part 1 - Consumption

If your prospect doesn't consume the upsell copy, they cannot convert.

I think a lot of people downplay trying to get them to consume the stuff because we're so focused on getting them to convert.

I think that's a big mistake.

We need to ease the customerIs anxiety, and finally, prepare them for the (yes,. This is what I'm doing on the upsell. Every single second counts.

What many of us don't realize is what our customers are doing while they're looking at our sales messages. They're on the train. They're on the toilet. They're driving. 80% of our traffic is mobile, so if you think about it, while someone is consuming your message, the real world is going on around them.

ItIs our job to (stick’ them enough that everything going on around them isn't going to take away from them consuming the message.

Once they've reached the fully loaded upsell, the next big thing is what they see. You finally have their undivided attention. Not only that, now there's money involved. Before it was just about attention. Now they've put money down and the stakes have been raised.

So what do they see? Is it another text sales letter that goes right for the sale? I know Justin is a big proponent of VSLs for upsells and I agree. I've never been able to beat a straight VSL with a hybrid or a text sales letter.

We've found that the less your upsell looks like another safes message, the higher it's going to convert.

Consumers hate being sold to, and most marketers tend to rush right into the next safe.

You've gotta realize once they land on the first upsell page all their pre- purchase anxiety doesn't go away - it's amplified.

So instead you want to amplify the dopamine rush to override that anxiety, and then, and only then, move on to selling them something else.

So let's look at an example...

Bingo. You did it. You just made the smartest move of your life and you don't even know it yet.. If you touch your mouse or exit out of this page that can cause errors to your order. This video is short. Please watch it till the very end.

Yes, you're lucky, as well as smart. Look at what just happened here. You came in a prisoner and your ball and chain are about to be permanently removed. You came in scared and now you're a hero to yourself and your family. You were getting beat up by creditors and now you're about to be the one beating creditors up.

You knew it was bad. You were willing to admit it. You knew it was unfair and you decided to do something about it. You looked at the situation and you said,” I'm mad as hell and I'm not going to take it anymore.” And from that moment on, your nightmare came to an end.

So you didn't just buy a product, you saved your fife. And, I mean it. There isn't a single aspect of your life that won't get better, when your credit is fixed. Your anxiety levels will normalize and a sense of calm will wash over you. The stress in your shoulders, back and neck will melt away as a result of all this.

Your relationship with your spouse will flourish like it's your honeymoon all over again. Aker all, you'll have an unlimited fine of credit. So instead of fighting over scraps, you'll both be bathing in the sun of financial freedom. Everything she asks for you, will be a yes. And when all that happens, your happiness will burst from your heart like a starburst between your teeth.

And, those are just the personal benefits, that's not to mention the financial benefits. That's not to mention, how you soon will be able to get access to cash anytime you please, which can allow you to finally start living the life you truly deserve. That's not to mention, how you could be handed the keys to homes you never dreamed you could have.

Cars that will make your neighbors go berserk with jealousy, all because you got in on Credit Secret when you did. The one two punch, it gives you the keys out of the ball and chain, the keys out of the cell. Credit Secret gives you the freedom and ability to do everything you ever wanted to do and in just a matter of a few short weeks, your life's about to go from darkness to light.

Watching your credit scores improve in a matter of weeks or even days, will seem like a dream. But, it will be a dream you never wake up from. This financial breakthrough could be the biggest financial breakthrough you will ever have. It can light up your life, bring peace to your home and bring rock solid security to your future. Your children will be able to go to college after all, you will be a homeowner, after all.

As you can see, the lead of this upsell makes the reader feel like they made an amazing choice. And it also really knocks down any anxiety they may be feeling. Compare this to most upsells you see that just go straight into pitching them on another product, and you can see why this style works so much better.

It's all about making them feel good about their purchase, and getting rid of their anxiety.

[What is the [blank] story about AI Marketers that no one's telling?]

Tweaking Upsell Consumption

To assess and tweak the performance of our VSLs, the first metric I look at is the play rate.

Because videos can't auto-play with sound anymore, we're interested in the number of people that click ‘play,.

That's the first hurdle.

Remember, you want as many people consuming as much of the message as possible.

Then we look at how much of the video is consumed on average.

When the auto-play feature was removed from browsers, we went from about an 80% average consumption, to around 40%. Just 31% of all buyers were still watching the video when the button popped for the sale.

That means the maximum conversion rate on my upsell is 31%, and that requires 100% of those people to buy. That's a huge problem.

An 11% increase in conversions is a decent lift. So now we had a decent play rate, but only 52% of people were still there 60 seconds in.
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What's that mean?

We had a problem with the lead on the upsell.

Changing only the lead, we managed to keep 92% of people consuming the message 60 seconds in.

That led to a further 22% increase in conversion. That's a huge deal for any offer.

After that, we went and tested multiple iterations of thumbnails for another 18°/o increase in conversions.

We ended up taking it from having 31% of buyers still there at price reveal, to 75%. Think that boosted our conversion rate? Yep.

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As you can see, it's so important to present your upsell in a way that gets the maximum number of customers to consume the maximum amount of the message.

And you're not going to achieve that with poorly designed upsells that start selling right out of the gate.
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Part 2 - Conversion Letting the Lizard Brain Loose

If you can do this right, you can create a buying frenzy where people are willing to harm one another to get to what they want. Just look at the mayhem on Black Friday sales.

As marketers, if we can get them to consume and give them the right copy, we can get them to buy much more than they normally would.

The 5-Step Upsell Formula.

Before we get into the 5-step formula, heed Rule #1: Slow. The. F#ck. Down.

It might work a little, but it's never going to scale to 1000 sales a day.

You have to get rid of that anxiety for them.

You should make them feel smart, safe, excited, proud, and lucky, then you can make them buy more.

I do this using my 5-Step upsell formula.

Step 1 - Congratulate

Most people seem to have this down. You congratulate your customer on making a great decision to buy your product. Here's a couple of copy examples:

• You just made the 2nd most important decision of your life...

• By being brave enough to take action... take that leap of faith... and become our newest member today... you're about to discover all the amazing benefits (Front End Product) can have for you...

• Congratulations... You just took the first step toward freedom from (main pain point)... A step toward (main benefit)... A step that has already changed your life for the better, in a way you don't even realize yet....

The above examples are great because they're opening the loop in the congratulations.

You have to congratulate them - if you don't and you go right into the pitch, people are simply confused. Cause they think their order is done - they don't know what an upsell is. So they get all confused and they think they're on the wrong page, or something is broken. That's not what you want happening. So always congratulate them and give them a sense of what's going on.

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Step 2 - Amplify

The next piece in your upsell is to amplify the benefits of the thing they just bought. They're not sure if they made the right decision, and all that anxiety from the first purchase is still going through their mind.

We do this through future pacing. Here's how I do it:

• "And once you start using (Front End Product) like thousands of others using it right now... you too, will be able to (Dimensionalized Benefit Stack)..."

• Future Pace

• Incorporate All 5 Senses

• Paint a vivid picture of how life is going to be better

Here's a good example of this from the Credit Secrets offer...

So you didn't just buy a product, you saved your life. And, I mean it. There isn't a single aspect of your fife that won't get better, when your credit is fixed. Your anxiety levels will normalize and a sense of calm will wash over you. The stress in your shoulders, back and neck will melt away as a result of all this.

Your relationship with your spouse will flourish like it's your honeymoon all over again. Aker all, you'll have an unlimited fine of credit. So instead of fighting over scraps, you'll both be bathing in the sun of financial freedom. Everything she asks for you, will be a yes. And when all that happens, your happiness will burst from your heart like a starburst between your teeth.

And, those are just the personal benefits, that's not to mention the financial benefits. That's not to mention, how you soon will be able to get access to cash anytime you please, which can allow you to finally start living the life you truly deserve. That's not to mention, how you could be handed the keys to homes you never dreamed you could have.

Cars that will make your neighbors go berserk with jealousy, all because you got in on Credit Secret when you did. The one two punch, it gives you the keys out of the ball and chain, the keys out of the cell. Credit Secret gives you the freedom and ability to do everything you ever wanted to do and in just a matter of a few short weeks, your fife's about to go from darkness to fight.

What is the [blank] story about AI Marketers that no one's telling?

Step 3 - Intrigue

We then use intrigue to make them feel like an insider. We make them feel like they've found a page they shouldn't have, or not everyone gets to see.

Here's two examples:

- “Because you just landed on a page - that was never part of the plan. Never even supposed to exist. But by becoming the newest member of today... you now qualify for something less than 1% of 1% of __ will ever get a chance to access...”“Before you get in, I have something so important share with you.. I literally stayed up all night making this video about it... because I figured out an unusual way you can speed up your results with (Front End Product) ... and get (Main Benefit) even faster”

There is showmanship in this. You're not just presenting features and benefits. You should make your upsell path an experience for the customer.

Step 4 - Reason

The transition to the safes messaging should be a short story about WHY your upsell offer exists.

I think a lot of people forget to tell the reason why the upsell exists.

If they bought 6 bottles of a supplement on the front-end, you have to tell them WHY they need to stock up and buy more (i.e. better results from taking it longer, ingredients are hard to source so we might run out, share some with your family/friends etc...)
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Here's the structure of that done well:

• We get a lot of emails from our happy members... But not long ago, our team received one message we never ever expected...And it was this one single message that wound up becoming the very reason you are seeing this page right now... And if you're the type of person who wants faster, results with less time, and less actual “work”... then what I'm about to share with you next can make that happen right now...

The upsell makes sense to the customer if you give them a reason. It doesn't even have to be a good reason. It just has to have a reason to exist.

Other reasons that work well if you're doing a discounted price on your upsell are...

• Our warehouse is currently full and we need to get rid of our inventory of these books/supplements/food before the new order comes in next week - so we're giving you a special deaf today to help us do that

• We're switching to new labels/logos on our product next month, so we need to get rid of all the current inventory we have - so if you help us do that, we'll give you a special deaf.

Like I said, it really doesn't matter what the reason for having the upsell is - you just need to have a reason that they understand.

Step 5 - Pitch Hard

Once you arrive at the pitch, you've gotta pitch hard. This may be the fast time you'll ever have a chance to make the safe and improve their fife. I have no problem with you being as aggressive as you can as long as you have a product that works.

Here's some examples of how I frame it:

- The catch is, this offer is only available for new members of, and you will only see it once...
- This is only for members who are truly serious about (desired result)...
- Those who understand the value of dramatically accelerating their results... If that's you, then...

Here's an example of the pitch for our first upsell...

The Automator will free up your time and that will free up your life. More importantly, it means you will actually do this. Your fife will be a dream and not a nightmare. You can know it this time, for sure, there will never be a moment of confusion on what to do next because The Automator will do basically all of it for you. No matter who you are, even if you think you don't need The Automator. Because, The Automator is the only way I can ensure you get every benefit this product has to offer.

Also, and I don't mean to scare you, but we like to reward quick thinking and quick action and for that reason, The Automator is only available from this page. Once you click out, you strike out on your opportunity to get The Automator. Now you see why it was so important that you watch the video until now. This decision about whether to get The Automator, could make or break your success with the entire program.

So now the question is, what is that success worth to you? What is freedom worth to you? What is the ability to buy what you want and when you want, worth to you? I can tell you what I paid. I paid $15,000 to create this software so you could get results, for you. I paid for it so you don't have to. If you paid half that would be $7,500, if you paid one quarter of it that would be $5,750, if you paid 10% of that, it would be $1,500.

Since I made it for your benefit, it might make sense to charge these prices because between the cost of creating it and the cost of maintaining the servers, with all of our advanced members using it every day, as you can see it's not cheap. And, we thought long and hard about this. On one hand we want everyone to have it, we want to make it free. On the other hand, we can't stay in business by just giving everything away.

We have incredible costs to keep these videos running, not to mention our cost in purchasing the software out of our pocket. We thought long and hard about charging $500, knowing full well you can get all your money back in credit once you use this product. It seemed like a fair price but then we thought more about how much you guys are suffering and how your credit cards might not be able to withstand another $500 on it. So we settled on $250. $250 it was, for a time, then we thought we could do better.

We chopped the price again to $150 and then one more final chop to just $97. That's right, just $97 for the $15,000 software known as The Automator. And what's better, it's completely guaranteed. Try this out on our dime. Try it for a full 60 days. If you don't get actual results you can see on your credit scores and reports or if you don't feel this Automator made the process easier than anything could or if you're not happy with the software for any other reason at all. Shoot us an email to support@creditsecret.org and you get every penny back.

We won't ask you why, we won't ask a single question. Your info is confidential so I won't even know about it. You'll just get every penny back, right onto your credit card. There's a button below, that button is your key to guaranteed success. That button is your key to breaking free from the shackles, permanently. That's your key to financial freedom. That's your key to a better life.

So hit that button right now and your account will automatically be upgraded to include this revolutionary new software.

Your Automator will be unlocked and you can begin using it the second you log in to your members area. If you really think about this, it's just $3.25 per day, over the course of one month. Many of you spend as much as $4 a day on coffee but instead of investing and making some coffee CEO rich, start investing in your own wealth. Skip the coffee and invest in you.

This isn't a hard decision. This is going to make sure you actually get all the results you want from the product you already bought. So take a good look at the button below. Realize what it means. Your freedom, your dream life and hit the button now and I'll see you on the flip side. The flip side...

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Coming up with Upsell ideas Ask yourself this question:

“Did whatever they bought on the front-end, Just create a new problem for them that I can solve?”

If you can, then upsell one should offer the solution to that problem.

For example, if you're selling ,how to do Facebook ads,, now they've got a problem.

They might know how to run the ads, but now they need to write them. Enter upsell one: 50 done-for-you Facebook ads.

This is how we came up with the first upsell for Credit Secrets.

When the customer buys the book, there is a fair amount of work they have to do to fix their credit.

And it's overwhelming for a lot of people.

But now they're open to the idea that they actually can fix their credit, and they're then offered a system that will do 90% of the work for them.

That's a highly appealing upsell.

And that should be your goal - to have a highly appealing, highly congruent upsell.

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Big Takeaways

1. I'm damn good at upsells, but I have learned a lot from studying how Jay does his upsells. The biggest thing I took away from this is trying to improve their “consumption”. How do we get more people to watch/read our upsells? And that

starts with getting more people to click “play” on the video - and then to stick around and to listen more. Focusing on consumption is so smart when it comes to upsells.

2. The way Jay “sticks the sale” and makes the buyer feel good about his purchase is brilliant. I do this too, but he takes it to a whole ‘nother level. It's like the first 5-10 minutes of his upsell. You'd think this would hurt conversions, but it works like crazy.

3. You have to give the buyer a REASON for why they need to take the upsell. If you're selling them more of the same, you need to convince them why they need more of it. If you're selling them something at a discount, you need to have a REASON for why it's on discount, and why they need to take advantage of it right now. Most people leave the reason out, and it's a big, big mistake.

Ads That Are Scaling To 1000 Sales A Day

The big thing for our ads that are scaling to 1000 safes a day, is that we simply test a LOT.

We usually run 30 - 50+ ads, testing every angle, every bit of copy, to find the top performer.

This is probably the biggest mistake I see other people making - simply not testing enough ads.

You can't just test 5 or 10 ads. You have to throw a LOT of stuff at the wall, see what's working, and then tweak the ones that work.

So here's a few of the angles that we've seen work best for ads on Facebook...

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User generated content

User generated content will usually work a lot better than stock photos or professional images.

Here's a couple of good examples of that from Snow At-Home Teeth Whitening:

Active
Started running on 4 Apr 2020

Snow At-Home Teeth Whitening
Sponsored

Steps to get a whiter smile

1. Whiten with Snow Teeth Whitening 1x/day for 9 minutes for 9 days.
2. Enjoy a smile that's up to 9 shades whiter.

Get started today at TrySnow.com

Want a Whiter Smile?

See ad details

Active
Started running on 4 Apr 2020

Snow At-Home Teeth Whitening
Sponsored

Limited Time Offer

Get 25% off the revolutionary teeth-whitening system that over 600K people swear by.

Get the #1 rated teeth whitening kit in the world today

Get 25% Off - Limited Time Only

See ad details

Active
Started running on 4 Apr 2020

Snow At-Home Teeth Whitening
Sponsored

INTRODUCING: Snow® - The world's most advanced teeth whitening system that turns yellow & stained teeth into pearly-whites.

Whiter Teeth in 9 Minutes
Safe On Sensitive Teeth
Loved By 500,000+ Customers Worldwide...

Get Whiter Teeth in 9 Minutes

See ad details

Active
Started running on 3 Apr 2020
ID: 2883446957419126

Snow At-Home Teeth Whitening
Sponsored

Hurry! Our kits are selling out fast! Get 15% off to complete your purchase.

Limited Time Offer - Get 15% Off
TEETH WHITENING SERUM REFILL WANDS (3) + ...
Add to Cart ACTIVATED CHARCOAL WHITENING...
TRYSNOW.COM
Shop Now

See ad details

Active
Started running on 3 Apr 2020
ID: 2874290789210038

Snow At-Home Teeth Whitening
Sponsored

Get your best smile EVER now for 15% OFF!!

- Guaranteed Whiter Smile
- 12 Months Worth of Serum
- Easy-to-Use, Takes Only 10 Minutes
- 5-Year Warranty
- Safe For Sensitive Teeth...

15% OFF The Most Advanced Teeth Whitening System
WWW.TRYSNOW.COM
Shop Now

They're doing a great job of mixing user generated content from their Instagram, professional company videos, and celebrity endorsements.

BTW homemade videos are performing much better on Facebook than professional looking ones - so just have people shoot them selfie style on their phone.

Here's another one from Prostagenix for a prostate supplement.

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This ad is simply a customer telling his true story of how bad his prostate problems were, what he tried that didn't work, and how Prostagenix helped him more than anything else.

The key to these kinds of user generated videos is that they need to be REAL (not read by actors). You want real videos (selfie style) for these from your customers.

What is the [blank] story about AI Marketers that no one's telling?

For a lot of our ecomm clients right now we're mixing user generated content with reviews.

We take a bunch of different headlines, creatives and reviews and put those in as dynamic ads.

That's a great way to get started, then we look at the data and scale the best performers.

Topical News Stories

Another angle for ads we see working is tapping into stuff that is top of mind for our customers.

So right now the Netflix show Tiger King is super popular, so the Traffic and Funnel guys have an ad that taps into that (I have one as well)

[What is the [blank] story about AI Marketers that no one's telling?]()

That's tapping into what's top of mind for your reader.

This is super easy to do. Anything that could be on your customer's mind you make an ad that ties in with it.

So right now Coronavirus is on everyone's mind. So an ad that taps into the problems that is causing, will do very well.

Slide Show Videos

Slide show videos are doing really well for us.

These are obviously hard to demonstrate in a book, so I'll just tell you where to go to look at them.

On Facebook, look up “Four Sigmatic” and look at the ads they're running under the “transparency” tab on their page.

This is an example of a slide show video. Usually these are just copy with a small amount of pictures and some music behind them.

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A big thing we do differently on these is that we create all of our videos from the script from our copywriters.

A big mistake people make is to let their video team create the videos. They might understand marketing but they're not copywriters.

They're not always thinking about how to create the videos in the best way to hook the viewer in the first 2-4 seconds.

We're running shorter 2-5 minute videos for these slide show videos and doing most of the heavy liking on the safes page.

Authority/Expert Ads

For authority ads, we try to use doctors, celebs, well-known figures for these. These can work incredibly well because they give an unknown brand a lot of cache.

These work best if they're authentic, like the Chris Pratt one which is shot selfie style and looks like an Instagram story.
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Curiosity/Weird Ads

These ads are all about shaking someone out of their current thought pattern. The “weirdness” of the ads, makes it so irresistible that you have to click. The image is key on curiosity/weird ads.

Big Takeaways

1. The big thing with ads is simply testing hundreds of different ads. The guys from VShred ($110 million dollar company) probably test close to 1000 ads a day. You don't have to test that many, but you do need to test a LOT. Simply testing 5 or 10 ads ain't gonna cut it.

2. The angles talked about are PROVEN angles for ads. No need to get creative, just follow the angles he mentioned here - user generated content, topical news items, authority ads, slide show ads etc...

3. Many times you think your offer is dying but in reality it's your ads that have burned out. This happens with Facebook ads, native, email...everything. If the performance is starting to slag, put your focus on NEW ads to get it working again.

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Final Words

What I just shared with you are all the things that really matter when it comes to creating an offer that can bring in 1000 buyers a day.

This is wisdom that I learned over a lifetime of spending hundreds of millions of dollars trying to figure out what works and what doesn't.

We basically boiled all that wisdom down into this course for you.

Now you have the keys to create an offer that can bring in 1000 buyers a day.

And once you hit that 1000 buyer a day mark, it's basically like turning on a money faucet.

Your list will grow like crazy. Your backend offers will make way more money. And your email revenue will go through the roof.

All because your front-end offer is going full stream...

That’s the power of this blueprint.

It just makes everything better.

And now you have the knowledge to be able to do that.

All the best ☺