

# Recurring Revenue Campaign

Hi, Michael Cheney here and welcome to the recurring revenue campaign. So this campaign is all about yes, generating sales and generating commissions instantly, but also generating revenue on a recurring basis so that you get paid multiple times, month after month after month.

These are great campaigns to initiate because of, so you're going to get paid multiple times for doing something. Once now there's many different ways that you can do this. You can find products in any niche that are recurring, whether it's payment plans, whether it's memberships, uh, things like autos responders, services, software, as a service, things that people, uh, become a member of memberships.

All these type of thing are great things to promote because you're going to get paid month after month. Now, in this example, I promoted an auto responder. Okay. And I'm going to give you the details of this. We're going to walk through exactly how we did this.

We generate thousands and thousands of dollars with this, uh, and you can do this too. Okay. If you have a list that's interested in internet marketing or interested in business or any type of business owners that need to get a mailing list, you can even jump on this as well. I'm going to explain to you how this works. So let's get into this. The first thing is there is a personal connection and backstory, right? Very important.

If you can, to establish a personal connection and backstory with the vendor so that when you are creating the campaign, you can talk about the relationship that you have. Obviously this is going to help you build proof, build authority, build credibility, and build trust. Because if you are just talking about a product or a service, it's very difficult to instill that trust that credibility and that confidence in people, if they dunno what priorities of, they don't know the person that's behind it.

If you can get a story about the person that's behind it and inform some kind of personal connection, it's really going to help you. Now, it doesn't need need, uh, it doesn't need to be, you know, you've met the person or you know, them or your best friends with them. It could literally be, look, I followed this person for a long time. This is what they're into. I, I know with their family, I know their personal interest. So you're painting a bit of a picture about the person so that it lowers down the walls of people's defenses.

And they start to see the person as an individual, as a human being like them, rather than just somebody that's trying to sell them something. Another key part of this recurring revenue campaign was a bridge page. I asked the vendor it to create a bridge page to pre-frame the sale and build the value.

So a bridge page is anything that goes from the point in between the sales letter, selling the product and the point that you tell the prospect about it. So if you tell a prospect about it on Facebook or LinkedIn or YouTube or an email, you then can send them to a bridge page, which is this intermediary page. And then you would send 'em to the offer. Now, as a bridge page, you could create a bridge page yourself, and you could add, talk about bonuses that you're going to offer.

And obviously we cover that inside the main modules of the seven figure affiliate system, or you could get the vendor to create a bridge page where they talk about you and their offer, and the special offer that they've got. That's the route that we took with this particular campaign, because I know the person personally, and I'd also used the auto responder and got great results with it.

I was able to combine all these components together into an awesome bridge page that the vendor, the seller of the product put together. So rather than just saying, Hey, go buy this. And it's an affiliate link. And it just goes to a general sales letter like everybody else, this time, it went to a bridge page that explained the offering great detail explained how it was exclusive only for people that bought through my link and also solidified that relationship and connection

between me and the vendor. The other important part of this offer was the fact it was exclusive, there was a public offer, but also an exclusive offer that the vendor put together for me.

So that is obviously works great. If you can negotiate with a vendor, if you've got sales before, or if you've done things for them before you can then, uh, use that as bargaining power, say, come, can we get a discount or can you throw some bonuses in?

Or is there anything else you can do for my people? Okay, that gives you an exclusive offer. Now the best offers are always time limited. It's great having a discount or bonuses or some kind of, uh, additional incentive, but it's better to time limit that and say, look, it's only available for a certain time. And after that, the time it's gone or the bonus goes away, or it's been shut down, okay. All of these things work in tandem together to really ramp up the urgency, the scarcity and the desirability of that offer so that people have this fear of missing out and they want to get it because it's exclusive. There's that personal trust, that authority, that ability, it's a great offer that is not available to the public it's expiring soon and so on. And all of this drives sales. We also used a multi-angle approach for different prospects, which I'll talk to you about.

So it's not just a case of going with one angle or one sort of thread across the entire campaign and saying, let's just always talk about it in this. We spoke about this offer in different ways for different prospects. So it would hit people's different pain points and desire points, depending on their, uh, position in their prospect to customer journey. It was also a multi-platform approach to drive sales. So we were doing things on Facebook, uh, social media, and we were sending emails as well. And I want to show that, uh, to you as well. So one of the first things I did, as I say is use this right, as I say, and I teach, I walk the, walk, the walk, uh, talk the talk in the core modules. I explain this that you should buy the programs that you promote, because that way you can use them.

And when you get great results, you can feed that back. So that's exactly what I did. I used this auto responder, it got 50% open rates, 30% clickthroughs it was amazing. So I started posting on Facebook. So you can see, this is the first post that I made. Uh, it got 117 comments of people, uh, you know, a whole bunch of people within that commenting and saying, yes, send me the details. So I would send them then a direct message of that, um, bridge page. Okay. Which will come onto in a minute. So this is just the primary campaign. We've not sent any emails at this point. We're literally just doing stuff on social media, which again, shows that you don't need an

email list. You don't need a website. You can really just do this. As long as you have, uh, a following that's in the niche that you're focused on, on Facebook, you can do this.

Okay. Next, what I did is I kept sharing more proof. So now I posted an image and said, here, look for yourself. This is how many emails that we sent using this auto responder. This is how many clicks. So this is justifying and showing the proof of how cool the product is rather than saying, Hey, this is great. This is awesome. We should go by it. I'm visually showing people. Okay. And again, we've got 86 comments for people, uh, wanting the information on there. And so everybody that replies, I, um, that commented, I said, okay, great. I'll send you a message. I'll send you a DM. You make sure you reply to each one. Because obviously that boosts the interaction and that's is the other cool thing by the way about these. And you can see me doing that on this screen, right? That's the cool thing about doing these type of posts, um, on Facebook is they get a lot of interaction because you end up with a lot of comments.

As long as you have something big headline like that. I tried this, this is the amazing result. Do you want to know more comment, uh, post a comment below saying info, tell them what to do. Right. Make sure it's always the same phrase that everybody uses. And then when everybody replies, uh, and post that comment, reply to them, don't say the same thing over and over. Because you can get smacked down by, uh, Facebook thinking that you're kinda spamming people, but reply to each of the comments, because that will improve engagement. More people will see that post, uh, Facebook will show it to more people. And then don't I message the individuals and say, here's the, you know, here's the thing that I was talking to you about or here's the great offer. This is what I'm using to, to get those results. Uh, you should use it to here's the link.

Right? Um, then I started switching up trying different things. This is to show you that not everything works. Okay. Uh, I tried a more story based post when I was talking about when I was, uh, used] to be a mailman as a student. And there was this dog that used to tear up all these letters. And it's basically the same if you're using a crap auto responder, um, which is basically a software that delivers email. If you're using a bad one, it's like your letters are getting, uh, torn to pieces, right? They're not getting through to your people. So you need this auto responder, right? It's didn't really work. Right. Uh, but it was a useful way to create a story and start getting more attention. We also use this by the way as, uh, the basis for an email, which is a great lesson in itself.

Don't think that just because you write an email that you can't use it on social media, you know, we're taking content. Sometimes we'll take blog content, put it on Facebook, send it hours an email, send, write emails, send them out as emails and then put them on Facebook, put 'em on LinkedIn, put them on turn 'em into YouTube videos, talk them out, turn them into slides, create 'em into a presentation. Leverage the effort that you or your team are putting into creating your campaigns and use them in multiple places now. Yeah, you have gotta be careful for duplicate content.

You can change it up a little bit, but fleshing out this story and writing it in this way. Uh, it didn't get great results on Facebook as you can see, but it was usable, um, as a broadcast to our mailing list, which did get results.

So these are some of the emails that we then sent to back that up. So we were doing a bunch of stuff on social media. We started to get a bunch of sales right out the gate, just doing that. And then we started scaling up and hitting people with email. Now the benefit of doing this of course is you go straight to their inbox, but also we'll be double hitting people. So there'll be people that saw the email, then see the stuff on, on social media and that saw the stuff on social media and then ended up seeing the, you know, ended up seeing the stuff on, on email, right. And vice versa. So it's kind of that double whammy. So these are some of the subject lines that we went with. This made me millions. Now obviously with this one, we're really appealing to, to the money audience in order to respond is quite a niche thing.

It's quite a specific tool for people, certain stage of their business, right? They need to have a business. They need to have prospects. They need to want to get people on an email list, but we wanted to make this a wider appeal and basically say, look, you need a list. Um, getting subscribers is the first step to, to generate an income in a lot of ways online. Uh, so we wanted to, we wanted to really attract the kind of newbie audience. So we went with sub slight subject lines like this made me millions, the 30 K secret shush open up, uh, next, this is not sexy. So this is where we're kind of making the skeleton and dance. If you like, this is where we're kind of just being honest, putting

our hands in the end, just saying, look guys, this is not a sexy topic, however, right.

It is required, blah, blah, blah. Right? So we've gone. We've gone with like a make money approach to try and attract that crowd. Now we're going with a more logical, uh, kind of reasoned based approach. Okay. The easy way to passive income. Here's how right. So all of this is linking to sending emails and getting an order responder

and why they should get this auto responder in particular be because of the exclusive offer because I've used it and got great results. And because it's ending soon next, how to get more people to buy from you. So again, we're trying to hit different pain points here and different desire points. People that wanna make money, people that wanna generate passive income, people that want to get customers. We're trying to appeal to new intermediates and advanced with these messages. Next I've scored a huge win for you brackets.

You've gotta see this. So again, with this one, what we're doing is we're really firing up that curiosity. What is this? What is this huge win?

That's a very generic, uh, you know, campaign, title, or subject line title, right? People love that. They wanna know answer to these things. This creates massive wealth regrets. I've had a few, uh, brackets confession that worked really well. Anything you that you can apply to kind of popular, uh, culture, whether it's music, movies, TV shows, you know, Netflix things, current events, anything like that that you can, um, align with is going to get attention.

Cause people kind of instantly feel at home with it. They recognize it. They kind of, you know, they start singing the song, you know, regrets. I've heard a few, uh, confession, right? This email could be \$10,000 plus to you details inside. I've saved hundreds switching to this.

So we've gone through and make money angle we've gone through, this is how you get more customers, how you get more clients. Uh, we've gone with some curiosity angles. And then we've started speaking about, well, look guys, if you're in a business, every business owner is focused on saving money and cutting costs. Here's what you need to do to, to do this. And then we hit them with the urgency last day, open up if you want to grow your business. Cause obviously the deadline, uh, was impending, uh, to take advantage of the offer. Now the early results of this. Now this is just in the initial promotion. It's not, uh, the recurring element, the recurring element, uh, the time of recording is not even kicked in yet.

So this is literally just the first payment of people who have come in is \$2,576. Okay. Now almost all of that is going to recur every single month. And obviously we'll keep promoting this. It's now a campaign that we can keep promoting when the offer is run and it's going to generate commissions instantly, but also on a recurring basis. So it was an amazing, amazing campaign. That's now going to put money in our accounts every single month. Another reason this worked so well is the fact that members who join that auto responder through my link,

could themselves actually earn commissions, uh, by promoting it right, that really, really helped. So anybody joined that auto responder could also promote it and make commissions, uh, themselves, right? Because obviously they'll get great results with it because it's a great auto responder and they could promote it. Even if they don't use it, they could just, uh, promote it as an offer. Now, if you want to get this great res auto responder, as I say, this is the one that I use for my, uh, buyers, I put all my customers in there.

It works great. The response rate is amazing. The inboxing is incredible and you can obviously generate commissions by promoting it. Then get over to Michael chaney.com/send shark Michael chaney.com/send shark all one word, no space. And you can take advantage of that great offer. Plus you can promote this, uh, yourself and make commissions on a recurring basis. This is why this was such a powerful and effective and highly profitable campaign. It built that personal connection and backstory. We used a bridge page to preframe the sale and build value, which had a video from the vendor talking about his connection to me, how we'd, uh, you know, gone back in time and uh, we'd, you know, known each other for nearly 20 years.

And then talking about the X exclusive offer time, limiting that offer having a multi-angle approach, as I explained for different prospects at different stages of the journey and also a multi-platform approach. So they go, that's the recurring revenue campaign. You can do this in any niche and you can take all of these lessons and principles from this and apply them to any recurring revenue campaign of on that's it. I look forward to hearing your success story.