

# **Action Plan Session 3**

## **The Easy \$10,000 Per Month Shortcut**

## INTRODUCTION

In this Session we discussed how to get to **\$10,000 a month the fast way**. This is through **effective Affiliate Promotions**.

Below you will have listed the action steps required to do an **awesome promotion** that will generate cash. To get to the **10k level** you will want to **rinse and repeat** as well as **scale**.



### IMPORTANT NOTE:

This fast start guide works with the videos.

These are NOT INSTEAD of the videos.

You will need to watch the videos first to make this work. After that you can use this guide to make sure you get the best results, in the fastest way Possible.

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## STEP #1. Read The Sales Letter

The first step to running an effective affiliate promotion is to **read the Sales Letter**. It is important for you to see how the vendor is positioning the offer. You might not take the same angle, but **you want your approach to be congruent**.



Check to see if the vendor is addressing certain “**pain points**.”

You can address these too and make **your bonuses fix** anything that he doesn't. The **bullet points** from the sales letter may make **good subject lines** for your emails...

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## STEP #2. Create a Theme for Your Promotion

Just like throwing a party, you want **your promotion** to be centered **around a theme**. This will **help you stand out** and will help you write your promos. With Step One and Step two together, the emails almost **write themselves**.



Pictured here, I did a cowboy/pro prospector themed **gold rush**. This was my own product, but the principle applies.

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## STEP #3. Create Custom Bonuses

These need to be related to the product (i.e. **YouTube bonus for a YouTube product** instead of a bonus about Facebook Ads for a YouTube product.



They **do not have to be product specific**. And if it is not a BIG launch you want to make it just generic enough to where **you can use it again** on a different product about the **same subject**.

**These should NOT be PLR.**

They must be **high quality bonuses** that **entice people to buy**.

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## STEP #4. Video Sells Your Promotion

Use Video if you are comfortable. **Bonuses with video will outperform bonuses with just a PDF.** A report (PDF) can be valuable if the **information is good**, but video has higher **perceived value.**

Video makes people **believe** you spent a lot of **time making the bonus.** That you put your **heart and soul** into it.



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## STEP #5. Create Custom Bonus Pages

Create Bonus pages and Delivery pages. The tool I use is [Commission Gorilla](#). This creates **both**

**pages at the same time** so you do half the work and get great results.



You **get some bonuses** with the purchase of the “software”. And the delivery pages are **instantly made** when you select the bonuses to use.

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## STEP #6. Build a Library of Bonuses

Build your own library of **exclusive bonuses**. As I mention before, you don't want the **bonuses** to be product specific. They need to be "**topic**" **specific**. In time you will have **bonuses for most subjects**, and you can always **create new ones as well**.



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## STEP #7. Use Scarcity Timers

Last tip for **superior affiliate promotions**: Use a **Countdown Timer**. This shows the bonus goes away at a certain time. The **bonus SHOULD go away at that time!** Be a person of your word and **pull it when you say** it is supposed to be gone. I use countdownmonkey for these scarcity timers



## STEP #8. Promote the Affiliate Campaign

**Promote your bonus** and the product for the **full length** of the launch. **Email your list** each day for the 5-7 days the launch contest is going on. (Don't give up early and you'll **make more Money.**

