

Nicheology's Membership Academy

Lesson #13

How To Add Hundreds Of New Paying Customers

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Introduction

If.

That's a tiny word with huge implications. According to Dictionary.com "if" means "a condition, requirement, or stipulation".

In context of this lesson, here's how "if" plays a major role...

***If you take this advice and act on it,
you will see a lot of new paying subscribers.***

Or...

***If you dismiss this advice and take no action,
you will leave a lot of new paying subscribers behind.***

There will be those members who read this lesson and say some form of "it's not for me". This reasoning will come in many shapes and sizes, but the bottom line is that some will choose to dismiss the advice.

Then, there will be those who "get it" and jump on this like a starving man on a Christmas ham. (Sorry, borrowed that line from Coach Yoast of Remember The Titans.)

There are only these two camps. You need to decide which one you're in.

What I want to teach you in this lesson is a method for creating a "piggyback" product launch for your FTM site.

The definition of "piggyback" from Dictionary.com does a very accurate job of portraying the idea I'm about to share with you...

To use, appropriate, or exploit the availability, services, or facilities of another:

A "piggyback" product launch, therefore, is to use the existing leverage of someone or something else to launch your product, in this case your FTM site.

That is, if you don't have a list, an affiliate program, a network of partners, etc., you can "piggyback" off someone who does in order to successfully launch your product.

That's what we're going to talk about for the remainder of our time as we explore this method of creating your own Piggyback Product Launch.

Let's begin...

CHOOSE a real partner.

I want you to STRONGLY consider this option as it will be amazingly profitable for those who do it. I'm talking amazingly profitable.

Let me ask you this –

If you could get a powerful "guru" to launch your product for you, would you do it?

It's not a trick question.

Think about this for just a moment. Free your mind. This is monumental.

What if you could get ***Ima Guru*** to LAUNCH your FTM site for you...

- ➔ Send out mailing after mailing to her list about it.
- ➔ Get her affiliate team to promote it.
- ➔ Contact her joint venture partners (I.E. "Other gurus!") to do mailings for it as well.
- ➔ Create her own marketing materials to promote it.
- ➔ Plug promotion into her existing assets such as:
autoresponder sequences, special reports, site pages, etc.

In short, do all of your launch stuff for you – plus continue to promote it for months to come.

Would you like to have that happen?

It's very simple ...

Make a person of influence your PARTNER.

I hear people all the time whining about the fact that they can't get "super affiliates" or "gurus" to promote their offers, to help them with their product launches. And when you see that all they are offering these world-class partners is a standard 50% commission, it's not a big surprise that they don't get any takers.

Let me tell you what would work on ME.

- ➔ If someone contacted me and said, "Paul, here's my FTM site, I'd like you to promote it and I'll give you 50% commission"- I'd probably politely decline the offer simply because there are many better options.
- ➔ If someone contacted me and said, "Paul, here's my FTM site, I'd like you to promote it and I'll give you 100% commission" - I'd at least take a look and see if the offer was something I would be able to endorse. But...
- ➔ If someone contacted me and said, "Paul, here's my FTM site, I'd like you to become my PARTNER in this project and I'll give you 50% of everything this site makes for the next 12 months". If that offer is something I feel comfortable endorsing, you've probably got yourself a partner.

Now, let's look at things from YOUR point of view.

You've got your FTM site and little or no real leverage to do a launch to get new subscribers.

Wouldn't it be to your benefit to go to some "super" partner who already has their own established business, who already has their own huge list, who already has their own AFFILIATE team and JV network and say to them,

"I'll give you half my business if you'll be committed to helping me build it?"

- 1) First of all, your FTM launch sales would soar because of your partner's established network of influence. He'd promote your offer to his lists. He'd get his existing affiliates to promote your offer. He'd get his network in on marketing the product. Listen, you couldn't buy that kind of promotion. So, instead of getting 100% of your own efforts, you get 50% of a world-class partner's efforts from his established business.
- 2) Secondly, think about the aftereffect here. When your arrangement with the partner has concluded, the sales you've generated are just the icing on the cake. Think of the list you'll now have built. Think of the affiliate team you'll now have in place. Think of the credibility you'll have gained. Think of the position you'll have created. All of these things are the real benefit because you'll be able to profit from them many times over for years to come.

Find a person of great influence in your market and get them on board as your partner. I mean REAL partner. Someone who's name is associated with the product and site. Someone who has a stake in the business. Someone who is in on the decision-making. Someone who can treat your product as they would their own.

If you have a FTM site and a sales process that will sell within your market, but don't have the kind of list, customer base, traffic, influence and leverage to pull off a huge product launch, this "piggyback" option is a no-brainer in my book.

You can either...

- Launch the FTM site on your own and get "some" initial sales through your own efforts, or*
- Get a powerful partner (and all of his subscribers, affiliates and partners) to launch as he would his own product and get a windfall of initial sales.*

Just look at a hypothetical of some numbers...

Example A: Let's suppose you have a \$27.00 product and you are able to sell 50 memberships as a result of your own efforts and any existing affiliates/partners you might have. That's \$1,350 monthly minus commissions and fees.

Example B: Let's suppose you have a \$27.00 product and you bring in a partner and his assets and are able to sell 1,000

copies as a result. That's \$27,000 monthly minus commissions and fees, half of which (50%) is YOURS!

\$1,350 monthly vs. \$13,500 monthly.

And that doesn't even factor in the list you've built, the affiliate team you've built, the influence you've built and other factors as a result of your alliance.

If you try nothing else, do this one. It's as good as it gets in terms of creating a tremendous product launch on the back of someone else.

We'll talk about dozens of other ways to get new subscribers in future lessons, but this so important that I want you to **STRONGLY** consider it before you dismiss it.

It could mean a TREMENDOUS amount of profit for you.

Now, as I stated at the onset of our lesson, I'm available to partner with a "select few" people. Let me talk about this real quickly before we close out...

You And Me ... Partners?

There are two kinds of partnerships that I'm currently available to participate in when it comes to FTM sites that I'd like to mention briefly here...

- 1) Full Marketing Partner.** The partnership would consist of this: you would provide all of the content, support and management of the FTM site itself and I would be in charge of getting my partners, affiliates and existing marketing assets involved in the promotion of the site. We would split the profits 50/50 as equal partners.

- 2) Advisor Partner.** The partnership would consist of you handling everything yourself, including the marketing. (This is for FTM sites devoted to topics that my affiliates, partners and assets would not be useful in promoting. I.E. Homeschooling) My involvement would be this: I'd bring in my team of copywriters, graphic designers, ghostwriters, etc. to aid in the development and improvement of your FTM site. Depending upon what all I bring to the table, my share in the profit would

be 10-50%.

If you have an FTM site that you'd like to potentially partner with me on, please drop me a message at [mailto:nicheology5@gmail.com?subject=FTM Partnership](mailto:nicheology5@gmail.com?subject=FTM%20Partnership) and we'll talk about some possibilities. Please tell me as much about your site as possible.

IMPORTANT NOTE: Please DO NOT email me if you are going to be offended should I decline the offer. I have to be very selective for a variety of reasons and will only accept partnerships that I feel are 100% right for me. If I decline the offer, it isn't meant personally, it just means that there is some component that doesn't work (it could be as simple as I'm fully committed or I have conflicts due to my religious beliefs or something else) for me.

Just recently, one of my favorite customers – just a delightful man who I have a great deal of respect and regard for – contacted me about just such a partnership. And I had to decline. I've had to turn down partnerships from GOOD FRIENDS. So, don't take it personally.

I will always email you back to say "yes", "no", or "maybe".

I'm looking forward to working with a few folks for our mutual benefit.

Now, on to the assignment...

This Week's Assignment

- 1) Consider finding a high profile partner.** Read through the lesson again and wrap your mind around the potential here. Consider how much of a boost this can give you. Make a short list of potential partners. Seriously consider this option and, if you feel so inclined, contact a few people to get the communication started.

That's it for this lesson.

See you sometime next week.

Coming Up Next ...

Lesson #12: *"Getting Visitors To Join - Part 1 of 2"*

In this lesson I'll show you a super easy way to get your site visitors to join your list (including the answer to "what list"?!) so you can begin building a healthy list of subscribers to convince to join your FTM site (and buy many other things from you as well.