

Lesson #25

The C.I.A. Report

Part 1 of 2

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Introduction

Note: Today's lesson was originally written as a report for a membership site from Jimmy D. Brown and currently sells for \$15 by itself. It is written with the idea of promoting affiliate programs to your existing list, but can easily be used to promote your own FTM site. Additionally, instead of driving traffic to the "ad content" page by sending a mailing to your list, you can drive traffic directly to the "adcontent" page via other sources as well, such as Google Adwords™, joint ventures, etc. **Whenever this report mentions "the offer you're promoting as an affiliate", it is referring to YOUR FTM SITE in this case.**

This is one of those eye-opening kinds of reports, so you'll want to grab some paper and a pen. You're about to have some "light bulb" moments that will undoubtedly have you scribbling ideas furiously as you read these pages.

Take it away Jimmy...

What I'm going to share with is going to teach you how to become very **influential** with your subscribers. So much so that you'll be able to sell just about anything you can imagine to them if you follow this simple plan.

Now, I'm specifically going to be talking about marketing **affiliate programs** to your list, but certainly the principles and strategies I'm going to reveal can apply to selling more of your own products or services to your subscribers as well.

As we begin getting into the **List Marketing C.I.A.**™ strategy, I want to briefly explain why it's important that you begin implementing this into your marketing as soon as you can.

The short version is: it can dramatically increase your affiliate commissions.

Now, for the extended version -

There are three facts that contribute to your success or lack of success in marketing offers...

Fact #1: The affiliate with the advantage usually sells the most.

Why do some affiliates sell more than others?

It's not a trick question. Go ahead and think about it just for a second. In fact, grab a pen and some paper and jot down a few ideas. I'll wait. ;)

<5 Minute Break -- Seriously, make your list>

OK, so you've got your list, right? If nothing else, you made a mental list. And what are some reasons that you came up with for that question *"why do some affiliates sell more than others?"*

Did you respond with any of these answers...

- Some affiliates sell more because they have a ...**large mailing list.**
- Some affiliates sell more because they have a ...**high traffic website.**
- Some affiliates sell more because they have a ...**well known reputation.**
- Some affiliates sell more because they have a ...**large advertising budget.**
- Some affiliates sell more because they have an ...**influential network.**
- Some affiliates sell more because they have an ...**unfair advantage.**

Your list probably includes one or more of those answers. And you're not alone. And you're also not incorrect. These are all plausible answers that explain why some affiliates sell more than others.

I want you to review that list again. And I want you to examine it, because there is an important common denominator in there that I want to point out.

Do you see it?

In EACH of the above listed reasons, the affiliate has a **competitive edge** over the average affiliate. Whether it is a large list or a high traffic website, the fact remains that **many top affiliates aren't competing on a LEVEL playing field.** They have something that the majority of affiliates do not have: an advantage.

Now, here's the deal, my friend. I can't wave a magic wand and get you a large mailing list. I can't say "Abracadabra" and create a traffic jam at your website. And I can't suddenly catapult your reputation to an exclusive "Who's Who" status.

But, I can help you create an advantage. That's what we'll be doing throughout

this report as we dive into our strategy session.

Fact #2: It isn't necessary to use "strong-arm" tactics to be successful.

I'm sick and tired of all of the hyped up nonsense that many marketers use to pry a few more bucks away from the grip of their subscribers.

I've seen it all.

Empty promises. False deadlines. Threats. Lies. Clever traps. Bullying. Name-calling. Emotional abuse.

These are "strong arm" tactics that, quite frankly, are unprofessional as far as I'm concerned.

Listen up: you don't need to stoop to trickery to get sales.

You can be a smart marketer without being a shady one. You can apply sound marketing principles without doing a disservice to others. You can be persuasive without being pushy. And you can be a person of influence while maintaining your integrity.

You CAN be a "nice guy" and still finish first.

Fact #3: There is a growing reluctance to buy among subscribers.

By now, many – if not most – of your subscribers have been around the block. They've been hoodwinked on more than one occasion. Their credit card bills are growing larger than their stress levels. And they're sick and tired of all the hype.

Bottom line: there is a growing reluctance – a hesitancy – among your subscribers when it comes to spending money on the latest offer to come around the block.

You've gotta disarm them. You've gotta disable that defense mechanism that says, *"I know you're trying to steal money from my wallet and I'm gonna hammer you with pepper spray if you get anywhere near me."*

People are skeptical. They are cynical. They've heard this song a thousand times before and it always ends with the same five words: "You must buy this now."

If you make offer after offer after offer to them with the same claims of necessity,

sooner or later your credibility will disappear into the night. And so will your business.

So, where does all of this leave us? It leaves us with the **List Marketing C.I.A™** strategy that I'm going to unlock for you right now...

List Marketing C.I.A.™ How To Skyrocket Your Affiliate Commissions Without Strong-Arming Your Subscribers

There are three simple parts to this C.I.A. strategy. And they are...

C - Concept. I - Incentive. A - Ad content.

So, let's take a closer look at each of them as I share a method of getting more sales from your list.

List Marketing C.I.A.™ Part One: C = Concept

I've been teaching the basic concept that I'm going to share with you for the past five years. In fact, one of my early products (Super Affiliate Strategies) was a key component in this concept really taking off and becoming a standard marketing strategy online.

In a nutshell -

Create an incentive to give away to your subscribers IF they order a product or service you recommend through your affiliate link.

Note: Even if this sounds familiar to you - and it should - please pay close attention to everything I share in this report. We're going to take this concept to the next level ... and I'm going to share a unique "twist" I've never shared before (you'll find it at the end of this report) that I pretty much guarantee that you've never heard of before.

I started sharing that concept back in 2001 and it caught on like gangbusters. Never was it more evident than when John Reese released his Traffic Secrets course. People were giving away hundreds, even thousands of dollars in products, if you purchased it through their affiliate link so they could collect the \$500 commission per sale.

Offline marketers have been doing it for years -- and it works great!

Example: Let me give you an example from the real world. Suppose you are looking to purchase a new car and you visit several different dealerships.

All of them have the EXACT same car that you are interested in purchasing. All are priced at the EXACT same price. Every factor is the same, except for one. One of the dealerships offers you an incentive. If you purchase the vehicle from him, he will throw in a year's supply of gasoline!

Now I ask you, which of the dealerships are you going to make your purchase from?

If you chose anyone but the dealer offering the free gasoline you probably shouldn't be on the road driving! ;-)

Obviously, with all factors the same, you would want to make your purchase from the dealer who offered you MORE value for your money.

Affiliate programs are kind of like car dealerships - at least in one regard. Every affiliate in a particular program offers the EXACT same product at the EXACT same price. All factors concerning the affiliate program are basically the same for every affiliate.

So, who's going to make the sale?

The one who offers the added incentive, that's who!

***In order to sell more than other affiliates,
you've gotta offer more than other affiliates.***

Now, like I said, I've been teaching this concept for a while. And, certainly if you've been paying attention to things online, you know that this is a much-used strategy among affiliates.

Now, what we're going to do is kind of escalate things to new, uncharted waters.

I'm going to teach you how to take this to the next level. In fact, although I've been using this with great success myself, I've never shared it publicly before.

Let's move on to the "I" (Incentive) of the List Marketing C.I.A. strategy and then we'll get to the big twist in our final part later...

List Marketing C.I.A.™ Part Two: I = Incentive

You may be asking, "what incentive?" as you've considered what I've said thus far. Let's shift our focus to that for a few minutes. What incentive can you offer in order to get people to buy?

What's generally happened over the years in regards to offering incentives for affiliate referrals is this: people give away their existing products and services in order to get people to buy through their affiliate link.

Now, that can be a good thing and a bad thing.

It's a good thing because it's instant. And, it has some kind of perceived value to it. And it sounds like a great deal.

It's a bad thing in that you're giving away something that you could be selling. And you're giving away something that many on your list have probably already bought from you.

So, what I want to propose to you is for you to create a brand new incentive. Don't worry, this isn't gonna hurt a bit. ;-)

What I've found to be extremely effective is to –

***Create an incentive that
(a) is directly related to,
(b) improves upon, and
(c) completes
the offer that you're promoting as an affiliate.***

There are five "types" of such incentives that I want to share with you, along with some great example ideas to get your mind racing with ideas. They are...

1) A special report that expands upon a concept shared in the main offer.

You probably don't even realize it, but you can turbo-charge your affiliate sales with a 5-12 page report that you offer as an incentive. That's all it takes. 5-12 pages. We're not talking about writing "War And Peace" here.

It doesn't have to be big on quantity, just big on quality. The idea is to create a special report that expands upon some idea, strategy or step that is revealed in the offer you're promoting as an affiliate.

Let me give you some great examples:

Example 1: Recently I released a new course that teaches "How To Start An Affiliate Program". One of the topics covered in this course was on "Finding affiliates". Here's where you come in. You create a special report entitled, "27 Super-Quick Ways To Find And Recruit Affiliates". You explain that the course you're promoting covers some ways - and your special report will show them 27 more ways to find affiliates. Obviously, getting affiliates is a huge part of the process. So, you've created a special report that expands upon a core concept in such a way that it becomes a desirable and necessary asset.

Example 2: Let's talk about online dating. Let's suppose that's your field of expertise and there is a hot product that you want to promote. Obviously, the course would cover how to find a date online and probably would cover some hazards you might encounter. So, you run with that idea and create a special report, "11 Warning Signs That Your Date Is A Disaster Waiting To Happen" or "How To Do A Complete Background Check In 30 Minutes Or Less" or "The One Thing You Should Always Check BEFORE Making First Contact". Again, you've created an extension of the main product itself that becomes a must-have supplement.

Example 3: How about "real estate"? You know the drill: buy a home with no money down, resell it later for a profit. There are a lot of products available in this particular market. A lot of people are promoting them. You're one of them. How do you get the sale? You mention that there is a LOT of competition in any given area where numerous people are trying to buy and sell real estate after taking courses similar to the one you're promoting. You create a special report entitled, "My Secret Weapon For Always Getting The Properties I Want" where you share a way to beat the competition to the punch. Once again, you've created a report that the subscriber probably can't imagine NOT having in their possession if they're planning on buying and selling real estate.

These are just a few examples.

The two best types of special reports that I've ever used are...

1. Multiple Strategies. In other words, you share numerous additional ways, methods, ideas, tips, etc. for a specific topic shared in the main offer ... specifically looking for those areas that are of special interest or special importance. The more ways you can share that aren't referenced in the main offer you're promoting, the more enticing your incentive will be.

2. Missing Strategy. The flipside of that is to focus on ONE key strategy that is missing from the main offer you're promoting. In particular, you want to mention some "secret weapon" that few know about that will speed up, automate, make easier or skyrocket the results from using the main offer. Point out your own results from using this "missing strategy" to create even more interest.

I'm telling you the truth here – this is a tremendous way to get others to buy products and services through YOUR affiliate link.

Even if I stopped right here and didn't even explain the "*big twist*" that I'm going to tell you in our final section, this would still be something you should do to increase your orders.

A special report that expands upon a concept shared in the offer you're promoting that is unavailable elsewhere and reveals some critical aspect that the subscriber can't live without is an IDEAL incentive.

How about another?

2) A resource directory that offers more locations than the main offer. The idea here is to put together a set of links to various websites offering additional resources that are related to the main offer you're promoting.

There is a very well known pastor who does this extremely well. He gives away an **Internet Explorer favorites file** when you purchase one of his offers that has hundreds of categorized internet sites that he recommends, approves and uses.

Whether your incentive is an Internet Explorer bookmark file, an eBook, or an HTML page at your site, it's a solid way to add value to a promotional offer. If you also add a paragraph description for each resource, and any specific instructions for accessing the resource (I.E. Click on the "More Info" button in the navigational pane when you arrive at the site"), then you've got a winner for sure.

Again, let me refer to some great examples to get your mind brainstorming...

Example 1: Let's suppose you're promoting an offer related to "homeschooling". You can put together a set of web links that offer support forums, lesson plans, activities and field trips, newsletters, printouts, free tickets, etc. When you mention specific things the subscriber will find in these resources (I.E. How to get a free ticket to any aquarium, 3 places to get financial support for field trips, etc.) you'll make the directory become something that isn't optional. It's something the subscriber needs in addition to the offer you're promoting.

Example 2: Weight loss is always a popular market. So, if you're promoting a product in this area, why not put together a resource directory of free items related to it? You could share web links to free calculators, workout tutorials, support forums, newsletters, exercise plans, etc. Add up the value of these resources and you'll find that in many cases it will surpass the price of the product you're promoting - which only helps the subscriber say "yes" because they realize they're getting a deal.

Example 3: A few years ago, everyone was promoting a very popular ezine article submission software program. How could a resource directory be used as an incentive in this area? How about putting together a listing of ezine article directories that weren't mentioned in the software program? They were (and are) directories springing up all over the place. Surely there were quite a few good ones not mentioned. So, you provide a listing of "20 High Traffic Article Directory Sites" with instructions on how to use the software to submit to these as well. And, you reference there is one MAJOR site that was missing from the software's index that you're including. And you tell them they get FREE updates to the list every month. As new directories become available, you forward these listings on to those who order the software through your affiliate link.

Do you see how this works? These are great incentives that don't require much work to put together. You can literally have it done in one afternoon in just a couple of hours.

Sidebar: Just as a thought here, you know, of course, that you don't have to create these incentives yourself. You can hire a

ghostwriter or freelancer to do this work for you. Generally speaking, you can get a 10-15 page report ghostwritten for less than \$100. It wouldn't take many affiliate sales to recoup the investment! So, that's another option here that I wanted to remind you of.

These resource directories don't necessarily need to be huge in number. Twenty or so resources would be more than adequate if you position them in a desirable manner.

3) A video tutorial showing unique or simplified ways to use the main offer. I don't know how many times over the years that I've purchased a software program and spent hours trying to figure out how to use it when someone could have showed me how in 10 minutes.

Creating a screen capture video tutorial that **SHOWS** us how to use the main offer you're promoting is a superb way to create a desirable incentive.

Note: If you don't know how to create a screen capture video tutorial, then this would be a great incentive for someone to create in order to expand upon the concept I'm sharing here, wouldn't it?

Let me refer to some examples again...

Example 1: A software program. How about creating a beginner's guide for first-time users to become familiar with using video software? How about creating a 10-minute "crash course" video for those of us who just want to get started without trying to figure it out ourselves? How about creating a video guide for shortcuts? Or, for things NOT to do?

Example 2: A setup. Everywhere you turn there are instructions included in ebooks that people don't know how to do. (Especially beginners.) I see it all the time. "Upload the file to your website". Hmmm. Ima Newbie is stuck from the beginning, because she doesn't know how to upload files. Here's where you come in. You look at anything that needs to be "setup" in the main offer you're offering and you create a video tutorial for it. Show them how to setup a website, or setup an autoresponder or setup a domain. Show them how to setup an AdSense® account or an eBay® account. (I know written tutorials are available, but SHOW them in video.) Show them how to setup

the things they'll need in order to use the offer you're promoting and you'll create an immediate advantage over other affiliates. I guarantee it.

Example 3: A step. There are always "steps" involved in any kind of information product. Always. So, identify 7-10 of these steps that might be difficult - or that you know easy ways to accomplish - and put together a 1-3 minute video showing how to do each of them. Why do you think the Video Professor® series has been so incredibly successful? Listen, just because installation instructions are included with that script doesn't mean that I can figure out how to set permission and chmod the files properly to get it working. However, if you show me in a video which button to click on and what to do once I click on it, I can probably follow along. Look for steps in the processes shared in the main offer you're promoting and create short, to-the-point video tutorials showing how to master them.

So, those are just some of the many ideas you can tap into for producing videos.

Now, before I move on, I want to give you some brainstorming ideas that can be useful for these kinds of video tutorials...

- **Overview.** In this kind of tutorial, you'd provide a basic walkthrough of using the software. This is especially useful for first-timers.
- **Best Ways To Use.** This would be a quick look at the BEST features of a software, script or service. In many cases there are many "extras" that are more confusing than they are useful. This type of tutorial would strip away the unnecessary and focus on the things most useful.
- **Shortcuts.** If you have mastered shortcuts that make things faster or easier to use, then a video demonstration would be another great idea.
- **Unique Uses.** Maybe you know how to use some feature or idea in a way that most people haven't thought of. Let's suppose one of the steps is to search Google® for information. You might share 7-10 unique ways to find information using Google's® search strings.
- **Advanced.** That is, beyond the basics. How can we master some of the trickier, more advanced mechanisms and features? Think of your video tutorial as the Cliffs Notes® of marketing ... a condensed version that

explains everything you need to know to master it.

Variation: There is a variation to these video tutorials that I also want to mention before moving on and that is - You do it for them.

"I'll install the script for you if you buy through my link."

"I'll setup your website for you if you order hosting through my link."

"I'll personally answer any questions you have."

There's a biggie if you're paying attention. Most people would LOVE to have someone they can email anytime they want to ask questions. So, you become their "go to guy". Offer to give them 2 weeks of unlimited email support if they order through your affiliate link. Offer them one 30-minute telephone consultation. If they get stuck anywhere, they can turn to you for answers. This is a **superb incentive that has an incredibly high perceived value**. And, in my experience, 90% of those you give it to will never even use it.

Moving on...

4) An exclusive interview that supplements the main offer.

Pay attention here because this is another B-I-G-G-I-E. What do you think is the biggest problem most people face when buying information products?

Problem #1 is probably a **lack of discipline** to take action and use the information. But, assuming the customer IS motivated and ready to apply what they've purchased, what do you think is their next biggest problem?

It's almost certainly **a lack of understanding of HOW to use the information.**

People buy information and then they don't really know how to use it once they have their hands on it. This is especially true of marketing / business related information. Any information that deals in **principles instead of practices** is something that most people will have a hard time applying. (That's one of the reasons that I share so many examples in various niches – so you can see how to apply what I share.)

So, again, you get to be the hero. You've got an incentive put together ...

A set of interviews showcasing various case study examples of people using the main offer you're promoting!

Think about how powerful this would be. You'd have 7-15 short case studies

highlighting how other people are using the information shared in the main offer.

Suddenly you've got a very powerful – and enticing – incentive to offer. You'll be helping those who purchase the main offer brainstorm ways in which they can actually USE the information they are buying. Now that's an incentive!

Now, the question is, where do you find those people to showcase in your case studies? There are a variety of ways to find these case studies. Let me briefly mention three...

1. Ask at forums for participation. Perhaps the best way to find those willing to answer a few questions would be to ask for their input at your favorite forum (I.E. message board). Simply post a message asking "who has used XYZ". There should be those who will consent to sharing their results and how they achieved them.
2. Request information from the author. Depending upon the situation, some authors/publishers of your main offer might put you into contact with those who've been successfully using their product. Explain your purpose – to get them more sales.
3. Find examples yourself. You can search Google.com and spend a bit of time looking around online in forums, search engines, marketplaces and communities and locate several who are applying the information shared in the main offer. Hint: Look for those who are actively promoting the offer and make it worth their while to participate.

This is a great incentive and can be very effective in generating extra orders for you.

5) A membership site directly related to the main offer.

When I say a "membership site" I'm referring to a password-protected area at your webpage that is only accessible by authorized users.

You can stock this membership site with articles, reports, tools, software programs, newsletters, videos, audios, etc. that are related to the main offer you're promoting. You would give **free access** to this membership site to anyone making a purchase of the primary offer through your referral link.

Hint: What really makes this effective is if you register a domain name, put up a

salesletter and actually offer memberships for sale at a premium price. It adds a maximum amount of perceived value with only a minimal investment of time and money.

Now, let me give you a great example of a membership site that would be a perfect incentive for a main offer...

Example 01: Let's suppose you're promoting a course on "How To Make Money With Private Label Rights Products". A perfect incentive would be a membership site stocked with ready-made private label rights products that the customer can begin using immediately. So, what happens? "If you buy 'How To Make Money With Private Label Rights Products' through my link below, I'll give you free access to 'Private Label Rights Vault', a \$147.00 membership site where you'll have instant access to over 40 private label rights products to use any way you like." How powerful of an incentive would that be?

That's just one example. There are a gazillion ways you could use this concept to create a compelling incentive offer. Free access to high-priced membership sites are perfect for getting people to buy offers through your affiliate link.

So, those are just some ideas for creating an incentive. It doesn't really matter WHAT it is that you use as your incentive as long as you put together something that makes a desirable offer.

So, now, let's move on to the grand finale, the big finish here. I'm going to show you how to take this incentive marketing to the next level here by creating what I call "Adcontent" pages...

We'll finish this up next week.

This Week's Assignment

- 1) Begin Working On An "Incentive"**. Create a supplemental report or other similar incentive to offer in order to get people to join your FTM site. And be sure to check out next week's lesson where I'll explain "the twist" on how to really make this "age old" strategy work better than ever before!