

AFFILIATE CONTEST SECRETS

How to Earn Big Profits and Prizes Galore



How To Create Killer Affiliate Bonus Packages For Massive Profits And Prizes



By Connie Ragen Green

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Introduction

When I came online in 2006 I realized quickly that working on the Internet was a huge opportunity. Where else could you start a business one day and have access to some of the best products and services available for sale the next? The inventory is almost unlimited because so many people have products and services that you may recommend to others through a unique link that allows you to earn a commission each time a sale is made. That's the basic premise of affiliate marketing, which I think of as *recommending what you love*. It works in just about every niche market you can imagine, and the rewards include earning a nice living, as well as some fantastic prizes.

The only problem I encountered early on was that many other affiliates would also be promoting the same product I wanted to promote. These affiliates typically had been online much longer than I had and had already built a huge list of people who were interested in whatever it was they were promoting and recommending. Also, most of my list was already on these other people's lists, so it became a challenge to try to reach my people first. I knew that I had to get creative if I was going to play in this arena and win any affiliate contests along the way. I have been extremely successful with this over the past several years, reaching the top of the leader board for many well known and respected online entrepreneurs, and I will share my winning strategies and techniques with you here in this report.

I'm not sure when I first had the idea to include a bonus when someone purchased through my affiliate link, but it must have been when I observed someone else doing the same thing. It made sense that someone would be much more likely to purchase from the affiliate who was offering a valuable and relevant bonus. My results have been nothing short of spectacular! I continue to increase my online income, and affiliate marketing accounts for about half of my total revenue each and every month.

In this Special Report I'm going to share seven of my most wildly successful affiliate bonus package and email campaigns with you. This includes campaigns I've done very recently, as well as a very successful affiliate promotion from over two years ago. The strategies are the same, even though the market place has evolved over time and require more thought and creative planning in order to achieve success.

These campaigns are for Ellen Britt's telesummit training, Kathleen Gage's course on creating content to publish on Kindle, Denise Wakeman's 24 hour viral blogging special, Ronnie Nijmeh and Nicole Dean's Rapid Product Formula course, Ronnie

Nijmeh's PLR Birthday Bash, and Wishlist Member's 4 year anniversary promotion. Wishlist is the company that sells a Wordpress membership plug-in used to create membership sites easily. I'll also share how I have continued to be the top, or near the top, affiliate for NAMS, the live event, forum, and training program created by David Perdew. I've been involved with this since the beginning of 2011, and have had to adjust my thinking in order to stay at the top of the leader board. I will take you step by step through the thinking process I used when putting these bonus packages together.

I've recently updated this training to include a promotion I took first place in for Dennis Becker's Earn 1K a Day forum and membership site in the spring of 2013. I was up against some top affiliates with lists several times the size of mine, but I took first place because of how I put my campaign together. I share it all with you here.

In 2009, when I was just starting to realize that it was indeed possible for me to win affiliate contests with people who had been online much longer than myself, I made the commitment to teach others how they could do exactly what I'm doing in their own business. You will now benefit from what I have learned and been able to achieve on an ongoing basis.

Each Case Study I present here will go into great detail about what I was thinking at the time, the challenges I faced, the strategies I used, and the exact emails I sent to reach my target audience and persuade them to buy what I was recommending.

I will also share how I chose particular products, services, and my own Mentor program as a bonus for each affiliate campaign I'm sharing here. The key is to have some products of your own, even if they are PLR (private label rights) or Resale Rights products, which you may give away as a part of your bonus package. Overall, you will do much better as an affiliate if you have at least a few products of your own to leverage in this way.

My First Affiliate Contest

In the picture below, I am in the family room of my home in southern California, surrounded by electronics. This was the first time I won the grand prize in an affiliate contest and I'm so glad I took pictures to remember it by. This was in the fall of 2009 when I recommended Armand Morin's AM2 Gold program. I had been involved in this program for more than a year at this time, and Armand opened it up to affiliates for a five day period. For some reason I was not aware that there were prizes involved, and you can imagine my surprise when trucks began arriving to deliver everything. I won a Sony flat screen television, a Bose home entertainment center, a Mac Book Pro, an Apple TV, Bose noise cancelling headphones, a Sony digital camera, and assorted smaller electronics. It was like an early Christmas at my house, and part of my joy was in gifting some of these prizes to others in my life.



Since this time, I have gone on to win fourteen iPads, an iPad Mini, more than twenty iPods, Altec Lansing speakers, three digital cameras, several thousand dollars in Amazon gift cards, as well as the cash affiliate earnings that come from having this as part of my business model. You can do the same thing in your online business, making it all more fun and profitable.

Case Studies

Case Study # 1 – Ellen Britt

Product: Telesummit Success Secrets, a course on how to host telesummits

Challenge: Many people have already taken courses on this topic, ranging from inexpensive courses on how to do teleseminars to Alex Mandossian's Teleseminar Secrets (no longer available as a live training). I needed to explain why Ellen was the right person to teach this course and how you would benefit, no matter which niche you are in, online or offline.

Relevance to my audience: People who are getting started with an online business need to build credibility and visibility in their target market. Hosting telesummits, and being guest interviewees on other people's telesummits, is an excellent way to jumpstart your online success.

Ellen Britt was offering her course, Telesummit Success Secrets, for the first time in about three years. This course was to sell for \$497, with a \$100 discount being offered to those who registered by a specific date. I knew that many other affiliates would also be promoting her course to their lists, and I wanted to show Ellen how much I believed in what she was offering and the benefits to my community. I also knew that the people who signed up for this training would need additional help with finding others to interview for their own telesummits, so my bonus package consisted of six months in my Monthly Mentor program (my ongoing \$97/month training, where I host three live webinars each month) as well as help with finding people to joint venture with for future telesummits. This evolved into me finding someone to act as a Project Manager to start putting together telesummits we could all benefit from as soon as Ellen's course had concluded. Here are the four emails I sent out to my list to promote this course:

Day 1 Subject Line: double training and support

If you were on the call with Ellen Britt and me, you already experienced the magic of what she has been able to teach to so many people.

Once again Ellen is teaching her extremely lucrative and successful telesummit business model.

[My affiliate link]

\$100 Discount Code - secret

If you want to hear the replay of our call, go to:

[teleseminar link]

We have already had an overwhelming response to this package. Ellen is well known for being the person who developed telesummits into a profitable method of doing business from home.

My bonus for this is six months of my Monthly Mentor program, to begin on January 2, 2012.

Together, Ellen and I will teach you exactly what you need to build a business you can be proud of in any niche.

Please let me know if you have any questions. I can only take 20 people into this program, and some of those spots have already been claimed.

For only \$397 you will have training and support from the two of us. Her course begins on Tuesday, November 22, and goes for four consecutive weeks.

The replay is at:

[teleseminar link]

Listen right away to see if this is what you need to move to the next level in your online business.

To Your Massive Online Success,

Connie

P.S. This package is good through Friday.

This email was sent immediately after I hosted Ellen on a one hour teleseminar to introduce her, and the idea of telesummits, to my list. I wanted to make sure they knew exactly what this was about, and also that they would be able to see that Ellen was the expert in this niche. The goal was to get them to listen to the replay to understand the full value and future benefits of her training. I use both scarcity (limiting the bonus to only 20 people) and urgency (they must sign up before the class begins and before all 20 spots are filled) to make the offer more appealing.

Day 2 Subject Line: this is perfect for beginners

If you are still relatively new to working online, you may be struggling to get things moving in your business.

I hear 3 things on a regular basis when I start working with new online entrepreneurs:

- 1) I have no list to sell to online
- 2) I'm not an expert in anything
- 3) I do not have a product to sell

If you can relate to this, then the program being offered by Ellen Britt will be perfect for you.

[My affiliate link]

Ellen is the expert in this area, and learning how to put together a group of people to create a telesummit is a solid business model that will help you to:

- 1) Build a responsive list quickly
- 2) Connect you with experts to interview
- 3) Give you a professional product to sell

Through Friday evening Ellen is giving my people (that's you!) a \$100 discount on her course. Just use the code:

secret

when you register.

Also, I have opened up 20 spots in my Monthly Mentor program as a bonus. I currently have 9 of those spots still available. My program is \$97/month, so that's a \$582 value. This will begin on January 2, giving you direct access to me on three live webinars each month.

Also, I will help you to connect with people to interview for your telesummit. I have students from around the world in a variety of niches.

Please read Ellen's page very carefully to see if this is perfect for you:

[My affiliate link]

Remember, the \$100 discount and my bonus is only good through Friday evening.

To Your Massive Online Success,

Connie

P.S. Ellen's training begins on Tuesday, November 22 at 1 pm EST and goes for 4 consecutive weeks.

This second email was designed to spell out more specific benefits of Ellen's course, as well as to reinforce the value of my Monthly Mentor program as the bonus. In particular, I wanted to reach out to those who think of themselves as beginners, and offer them the additional support that would make a difference in their overall success online. People from my community who skimmed the first email were more likely to read the details in this one if this seemed like a good fit for what they wanted to accomplish in an online business.

Day 3 Subject Line: it's time to make a decision

You know I have been raving about Ellen Britt and her upcoming course, Telesummit Success Secrets. Tonight

the \$100 discount ends, so please decide today if this is right for you.

[My affiliate link]

Discount Code = *secret*

I've already contacted two people who will act as Joint Venture partners if you take the course and need help putting your first telesummit together. I am very excited about adding this to my own business model.

Remember that my bonus is six full months of my Monthly Mentor program. This has a value of \$582. Along with Ellen's generous \$100 discount, you will be receiving a total value of \$1079 for only \$397, but only through 9 pm pst/12 am est tonight.

[My affiliate link]

The Discount Code is *secret*

Ellen allows you to take the first session, on November 22, and then decide if this is for you. This is very fair and gives you that extra time to make sure this program is everything you need.

Be sure to let me know when you sign up so that I may add your name to my class list.

To Your Massive Online Success,

Connie

P.S. You may be looking for a way to drive targeted traffic to your blog and other sites. I have the rights to sell a program for only \$9.97 that is perfect for what we do online. Take a look at:

<http://ConnieLoves.me/trafficshortcuts>

It also includes training on SEO, so it's a fantastic package for less than ten dollars.

This third email is more hard-hitting. I am asking them to make a decision today, and reinforcing the benefits of both my Monthly Mentor program and the idea of working with JV (joint venture) partners to put together their own telesummits. I want them to be able to visualize the outcome and future of what this training will mean to them as they build their online business. Allowing them to take the first class before they decide if this is for them is a further use of 'risk reversal', where they are guaranteed not to have to pay if it just doesn't feel right for any reason at all.

The P.S. I include here is another strategy I have used very successfully. Whenever I promote something that is several hundred dollars or more, I also recommend something that is less than twenty dollars at the same time. Many people will feel bad about not being able to afford the higher-ticket item, but will easily be able to purchase the lower priced one. This also lets me know who is truly interested and serious about purchasing information and training that will further their business. Another benefit with this \$9.97 package was that it offered a bonus I knew I could use when promoting Marlon Sanders' Dashboards in the future.

Day 4 Subject Line: our group is waiting for you

There are just a few hours left for you to decide on the course from Ellen Britt, Telesummit Success Secrets.

[My affiliate link]

Discount Code = *secret*

I have now put together a group of 17 people who will be in the class and ready for their first telesummit in January. If you are one of the seventeen, congratulations. If not, I still have three spots open.

Yes, you may still sign up tomorrow, but the \$100 discount will be gone.

My bonus will be gone.

Your chance to be a part of a group of people who are committed to adding telesummits to their business model during 2012 will be gone.

The group is waiting for you.

We're getting down to the wire on this. Please let me know if you are ready, and I'll let you know if I still have an open spot.

[My affiliate link]

Discount Code = *secret*

Being a part of each other's telesummits will give everyone in the group the confidence to share their message with the world, the support of others as you build a list, and the ability to create a high-quality product to sell online regularly throughout the year. You deserve to be a part of this process as you grow your online business quickly and profitably.

Our group needs what you have to offer.

To Your Massive Online Success,

Connie

P.S. I even have a Project Manager who will be handling the setup for our first group telesummit in January, making it much simpler logistically for everyone.

This fourth and final email lets them know that we are down to the wire, and that they must take action immediately if they wish to be included. I actually had to open up a few additional spots to make room for the people who signed up during these last few hours. I emphasize how much it will mean to them to be a part of this group, making them give some serious thought to what would happen if they were willing to sign up now.

This promotion was very successful, resulting in several thousand dollars in commission for me, as well as access to a group of highly motivated people who are ready to work together to create profitable telesummits in the near future and beyond.

Case Study #2 – Kathleen Gage

Product: Kindle Publishing

Challenge: Many courses and trainings are available on this topic, many from people who are using Kindle as their primary income stream.

Relevance to my audience: I teach that becoming a published author is a vital step in the process of attaining expert authority status, and Kindle is the perfect vehicle to this end.

Kathleen Gage was offering a Kindle publishing course that I had been involved with since its inception several months earlier. This course was to sell for \$247 with a \$50 discount to those signing up by a particular date. My promotion was one among many because Kathleen has so many affiliates who are interested in this topic. I knew that I had to make my bonus package very special and extremely relevant if I were to be successful here. I decided to promote this over a seven day period so that I could connect with my audience and show them the value of this training course.

Day 1 Subject Line: repurpose your content by publishing it

You may already know that I have several bestselling books, but did you know that it all started when I found out about publishing on Amazon for the Kindle?

On Thursday, at 6 pm EST, my friend Kathleen Gage will be sharing her techniques for doing this, and I am the host. We only have 500 spots open for this training webinar, and about 40 of them are already taken.

Please register at:

[My affiliate link]

Just a few short years ago getting published was expensive and took one to two years. Now we can all do it, and Kathleen and I will share our knowledge on this with you.

Again, please don't wait to sign up. You don't want to miss this call and it will fill up quickly.

[My affiliate link]

To Your Massive Online Success,

Connie

This first email introduces the concept of publishing on Kindle to generate interest in the topic. The goal is to get as many people as possible to register for the call through my affiliate link, based on their trust in me and the belief that I only bring the best people to them for any given topic.

Day 2 Subject Line: curious about publishing to Kindle?

Every month, around the 27th or 28th, I receive a direct deposit into my checking account from Amazon. This averages somewhere between several hundred and a thousand dollars each month, and it represents the sales I have made just from the digital books I sell on Amazon.

Tomorrow - Thursday - Kathleen Gage and I are going to share how to do this on a special training webinar. Space is filling up fast, so please sign up if want to attend live or have access to the replay.

[My affiliate link]

This can be a way to build your credibility in your niche, increase your visibility, and add another income stream to what you are doing online. Once you see how simple it is, you will want to start using Kindle as an important part of your business model.

'See' you on the webinar on Thursday.

[My affiliate link]

To Your Online Success,

Connie

I begin to share more about how I make money every month with my content published on Kindle. This makes it more real to my prospect and begins the process of them seeing themselves as being able to accomplish this as a part of their online business. I also list the specific, relevant benefits to doing this, and tell them they will have access to the replay of this training call if they sign up now. At least half of my community prefers to listen to replays, so this is important.

Day 3 Subject Line: your writing makes a difference

I spent time this morning writing to a soldier in Afghanistan.
My Rotary Club does this every year.

I told him about what I do online, and about the many people I have met because of this business. Many of the returning veterans will need a job and training, so perhaps my letter will make a difference in more ways than one.

There are still spots open for the webinar training I am doing this evening at 6 pm EST with Kathleen Gage. If you are ready to publish your short reports and other content using Amazon's Kindle program, this webinar will provide you with great information.

[My affiliate link]

Register now, even if you can't attend live, so that you will receive the replay link. She promises to keep the replay up through the weekend.

Sharing your writing with others will make a difference in their lives. We all have a special message worth sharing, and you can publish something as short as 24 pages long on Kindle.

'See' you this evening!

To Your Massive Online Success,

Connie

I get even more personal here, sharing information about the letter I have just written to the soldier serving in the Middle East. The idea is to let people know that

what they are doing in their life and in their business can have a profound effect on someone halfway around the world. I am also reminding them that they must register in order to have access to the replay of this call.

Most of my people come to me because they have a message they feel compelled to share with the world. By emphasizing that in the email they will feel more connected to what I am recommending.

Day 4 Subject Line: we're starting promptly at 6

Please join Kathleen Gage and me for an information filled webinar on how you can use Amazon's Kindle program to sell your content, reach bestseller status, and increase your income.

We begin promptly at 6 pm EST at:

[My affiliate link]

Even if you are unable to attend live, register now and we'll send you the replay. There are fewer than 20 spots left, so please act quickly.

This is a quick reminder email to make sure everyone on my list has the opportunity to register for this call. People appreciate this type of reminder. Urgency and scarcity, if real, work very well in this example.

Day 5 Subject Line: will you joint venture with me?

I have decided that 2012 will be the year for me to do more JVs (joint ventures) with my students than I have ever done before. Already I have several telesummits lined up, with the first one in January being about productivity.

Now I'd like to invite you to write your first (or next) book with me that we can publish and sell on Kindle.

Kathleen Gage's program is reasonably priced at just \$197 (after your \$50 discount) and this will teach you

what you need to publish your writing, but I'd like to sweeten the idea by doing it with you the first time.

[My affiliate link]

Discount Code - *bestseller*

All you need to do is give me a chapter to include in a book we will do together. A chapter can be about 10 pages, and may come from articles or blog posts you've already written.

I would like to have about 5 more people for this project, and Kathleen's offer is good through Monday. If you'd like to be published by the end of January, this could be perfect for you.

[My affiliate link]

Discount Code - *bestseller*

Just let me know when you've signed up so I may add you to the list of authors for this joint venture project.

To Your Massive Online Success,

Connie

P.S. If you missed Marlon Sanders' special discount for his Marketing Dashboard, it's back again for the next couple of days. My Bonus Package is still available when you let me know you've purchased. This is the best product Marlon has created, and is an excellent way for you to get the step by step training you need.

<http://ConnieLoves.me/msfire>

This email was long and detailed. The idea is that anyone who is truly interested at this point will want to have as many details as possible. These type of emails generate the most questions, and that is always a good thing. You will notice that I again offer a lower priced product, in this case Marlon Sanders' Marketing Dashboard, as an alternative to those who are unable to take advantage of the higher priced offer. It also continues to build visibility for Marlon with my list, making it much easier to promote

his products on a regular basis. Marlon is somewhat of a legend, having started on the Internet back in 1994. I've learned so much from him over these past several years and find him to be a great teacher and inspirational thought leader.

Back to my promotion for Kathleen Gage...

Day 6 Subject Line: you...a published author

I can remember the first time someone introduced me as an author. That sure felt good. Soon I started introducing myself as an author, speaker, and marketing trainer, and that felt even better.

Becoming an author changed my life because it changed the way others saw me and thought of me. You will be able to enjoy this same benefit when you joint venture with me on a book in January.

I now have enough people signed up for Kathleen Gage's program to put together two different books. One will be more about self-help, spirituality, and success and the other will encompass leadership, productivity, and overall business strategies.

Let me know when you have signed up and I will add your name to my list. Also, let me know a couple of topics your chapter will be about.

[My affiliate link]

Discount Code - *bestseller*

This is good through Monday afternoon, so you need to decide this weekend.

Let's add 'published author' to your resume so you can see where that will lead you in your life journey.

Have a fantastic weekend.

To Your Massive Online Success,

Connie

P.S. You can still pick up the Marketing Dashboard from Marlon Sanders at only \$19.95. This is the step by step program that only Marlon teaches. It is especially good if you are a new online entrepreneur and earning less than a thousand dollars each month.

<http://ConnieLoves.me/msfire>

Let me know when you purchase and I'll get my bonus over to you.

This email gets down to the nuts and bolts of what I am offering as part of my bonus package and what my expectations are if they decide to come aboard. I am a former teacher, so it is natural for me to want my students to be excited about the future and how it will impact their lives. If you can get your prospects to think ahead and see the possibilities you will be way ahead of other affiliates from the very beginning. I also include real urgency and scarcity, as this offer will only be good for a specified number of people who sign up by a specific date.

Day 7 Subject Line: are you too patient?

I'm heading out for the afternoon to see a movie with a friend, but I've been thinking about this since last night.

Are you being too patient about achieving success on the Internet?

You may have been online for a year or more and still not be making a regular income each month. I was not able to be so patient because I had left my job and had a huge house payment to make each month.

So, what would have helped me the most during that first year?

#1 Having my name on a book

Even though I did not consider myself to be a writer at that time, I would have been able to write one chapter - about 15 pages or so - on a few different topics.

That's what I am offering to you when you join Kathleen Gage's excellent Kindle book publishing course by tomorrow:

[My affiliate link]

Discount Code - *bestseller*

#2 A step-by-step 'blueprint' to get me used to marketing online.

Marketing is NOT the same as selling, and it took me two years to learn how to do it effectively.

That's what Marlon Sanders' 'Marketing Dashboard' does for you, and it's only \$19.95 right now. My bonus will help you even more with these strategies.

<http://ConnieLoves.me/msfire>

#3 Someone to ask questions to by email or on a teleseminar.

Tomorrow - Monday - at 7 pm EST I am hosting another 'Ask Connie Anything' call. Go over to:

<http://AskConnieAnything.com> **[This link is dynamic, playing the most recent call]**

The page is ready now for your questions.

There WILL be a replay, but Kathleen's special \$50 discount is only good through tomorrow at 8 pm EST.

Enjoy the rest of your day. It's pouring rain here, but that can be a beautiful thing. The dogs just don't like it much.

Don't be too patient! You deserve success now, not a year or two from now.

To Your Massive Online Success,

Connie

I hosted a free teleseminar to discuss this course in more detail and to again emphasize the urgency and scarcity of this offer. I also tied in Marlon's training by showing that it made perfect sense to have both programs. This promotion earned me several thousand dollars in commission. The idea was to let people know how simple it

really is to become a published author when you have the right training and someone to help you follow through.

Our group's book was published a few months later. It's called *Thoughts on Achieving Success in Every Area of Your Life* and it's at:

<http://ConnieLoves.me/SuccessBook>

Case Study #3 - Wishlist Member's 4 Year Anniversary Promotion

Product: Wishlist Member, a Wordpress plugin that creates membership sites

Challenge: Many people feel they are not yet ready for a membership site, because their list is small or they do not have enough content. They also feel that this is just too 'techie' for them to set up, and do not have anyone to help them.

Relevancy to my audience: I have more than a dozen membership sites, and know first-hand how important this is to your online business strategy.

I knew from my previous promotions for Wishlist, the Wordpress plugin to set up your own membership sites, that the main objections from my prospects were:

1. They needed help installing the plug-in
2. They needed content to fill up their membership site

With this in mind, I decided to offer free installation when they purchased through me (this only takes me about ten minutes to do) as well as to provide them with some of my content to add to their new membership site to get it off the ground. I decided to send just two emails, with each one explaining what I would be doing for them as part of my bonus package.

Day 1 Subject Line: Let me fill your site with content

Having your own membership will make it much easier for you to build both passive and residual income online, but you must have a steady flow of content to offer your members on a regular basis.

I have lots of content, so this is what I'd like to do to help you get started.

When you sign up for the Wishlist membership plug-in between now and the end of October, I will give you access to my webinars and teleseminars to fill up your new membership site with content. I also have many short reports you may have as well.

<http://MembershipSitesMadeSimple.com>

When you purchase the single-site license, I will provide you with 20 hours of content and 5 short reports.

When you purchase the multi-site license I will give you 40 hours of content and 10 short reports.

Fair enough?

Email me if you have questions. My goal is to serve your needs and help you to achieve your goals.

To Your Massive Online Success,

Connie

P.S. This offer is good through the end of October, which is Monday night.

Day 2 Subject Line: Yes, I'll set it up for you

I asked you for questions about setting up your own membership site, and the responses fell into two categories:

- 1) you need content to add to your site
- 2) you need someone to set up your first membership site for you

When you order the multi-license site I will be happy to do both.

<http://MembershipSitesMadeSimple.com>

Yes, that's right, I will give you enough content for your first year with my own original audios, videos, and PDFs, AND I will install and set up your first membership site for you.

I can only do this for 20 people and 13 have already signed up.

If you are one of the next 7 by Monday night, I will do the same for you. Please let me know if you have any questions.

To Your Massive Online Success,

Connie

I had great results with this promotion, simply by addressing the needs of my community and offering a reasonable solution to their problem. I was the top affiliate for their four year anniversary promotion, which earned me almost two thousand dollars in commission and a \$750 Amazon gift card!

Case Study #4 – Denise Wakeman's 24 Hour Viral Blogging Special

Product: Special Report and audio on viral blogging

Challenge: Many people are tired of hearing about the value of blogging, and have discounted it as a crucial part of their online business.

Relevancy to my audience: My people need to be blogging regularly, and I teach this as part of my '5 Pronged Approach™'.

Denise sent out an email early on a Saturday morning to let people know that her \$47 Viral Blogging System program would be available at only \$7 during the following twenty-four hours. I had to decide immediately if this would be something I should promote or not. I quickly came to the conclusion that this offer was too good for my people to miss. This was not a contest, but the product usually sells for \$47 and Denise is considered to be one of the foremost experts in this area, so I knew that I could make many, many sales over the course of the next twenty-four hours.

Other reasons to promote someone else's product are to put them in front of your audience to build up trust and name recognition, and also to build rapport with the product creator and let them know that you support them.

Too many people try to work as an island; instead, work on growing your relationships and finding people to connect with on a regular basis.

Subject Line: Saturday special - time sensitive

I would be remiss if I did not tell you about the Viral Blogging System for only \$7 today.

<http://ConnieLoves.me/Viral>

This is from Denise Wakeman, and I have used her system for months now to build up my main sites.

At midnight it goes back to \$47, so please do not delay.

Enjoy!

To Your Massive Online Success,

Connie

P.S. Let me know when you've purchased and I send you a special report on getting targeted traffic to your sites with keyword rich blog post titles.

<http://connieLoves.me/viral>

This promotion did exceptionally well, considering it was only good for a twenty-four hour period. I was able to sell 98 units for a total of \$343 in commission. That's not huge profit, but it's very good if you consider that it only took me about twenty minutes to write and send the email, and another twenty minutes on social media to spread the word. Please note that I used the exact same bonus here (the one for traffic generation) that I had used in my promotions for previous affiliate campaigns. Here are two screenshots, from Twitter and Facebook, that helped me to get the word out about this:

Tweets mentioning @ConnieGreen



DeniseWakeman Denise Wakeman

@conniegreen Thx for your support getting the word out abt Viral Blogging System. I would luv to see the email you sent. Great response.

Denise is excellent about sharing information on the social media sites. We had fun with this promotion. This becomes 'social proof' that is extremely helpful when you are building your business.

Here's the screenshot from Facebook:



Connie Ragen Green

Are you using the Viral Blogging System? It's only \$7 all day today at <http://connieloves.me/viral> - this is another great program from Denise Wakeman

Like · Comment · Unfollow Post · Share · Yesterday at 7:25am near Santa Clarita

David Duane Wilson, T Sidra Ing and 2 others like this.



Denise Wakeman Thanks for spreading the word, Connie! Have a great day and blog on!
23 hours ago · Like



Bonnie Sainsbury Just ordered the Viral Blogging System .. great value
20 hours ago · Like · 1 person



Heather Bestel Connie ~ just got your email and signed up straight away. Can't wait to take action. Thanks for the heads up x
16 hours ago · Like · 1 person



Connie Ragen Green so glad you took advantage of this fantastic offer - I continue to learn from Denise Wakeman
10 hours ago · Like · 2 people



Denise Wakeman Connie I think I could learn a thing or two from you about affiliate marketing!
29 minutes ago · Like · 1 person

There are opportunities like this one on a regular basis. Find people who you trust who create low-priced products that are of high quality and relevant to what you teach, and this will increase your income significantly over time. Right now I promote several products that are available for a few days at a time, typically over a four day weekend, and this also has the added benefit of giving me a lifetime 'cookie' for future sales. This means that when someone buys a \$7 product from someone I am promoting in this way, I will earn a commission for life when that person makes another purchase from that marketer. This is sweet!

Case Study #5 – Nicole Dean and Ronnie Nijmeh's Rapid Product Formula Course

Product: Rapid Product Formula course on creating and marketing information products online

Challenge: This course was held over a month long period, requiring a major time commitment from those who signed up.

Relevancy to my audience: I teach that having your own information products is an excellent way to sell more as an affiliate and to add an additional income stream to what you are already doing in your business.

Nicole Dean and Ronnie Nijmeh teamed up in the spring of 2010 to teach the Rapid Product Formula course. I had already been a huge fan of everything Nicole was doing, but I had had very little exposure to Ronnie before this time.

I'm going to share almost all of the affiliate emails Nicole and Ronnie sent during this promotion, as well as the ones I sent. I won my very first iPad from them at the end of the campaign in April, 2010.

Here is the very first email I received at the beginning of April, 2010 about the upcoming course. It was from Nicole, and she did an excellent job of laying out all of the details, introducing Ronnie in a meaningful way, and really getting me excited about this. After all, the iPad was brand new at this time, so no one had actually seen or touched one. The idea of recommending Nicole to my community, sharing a course that was exactly what people on my list want and need to know, and being able to earn cash and a new iPad was more than I could stand. I believe I actually jumped out of my office chair and screamed 'Yes!' at the top of my lungs at the very thought of this. I can't be sure, because I was alone in the house at the time, but one of my dogs seems to remember me being pretty happy and excited about something that day.

Nicole's first email to her affiliates:

Affiliates: Can I send you an iPad?

Hey Connie,

Yeah, you read that right. I'm giving away iPads and other

cool geeky gifts to my affiliates. And, I have NO idea how many I'll end up giving away. That'll be up to YOU.

Let me back up a bit. You may know that I recently retired as an Affiliate Manager. The reason I made that decision was so that I could focus on teaching and coaching marketers to succeed - which is where my greatest "fun" is.

But - I also knew I had to focus. "Niche it down" a bit.

Just like everyone else, there are things that I'm REALLY good at and things that I'm just good at. (And other things that I have NO business coaching.)

So, I decided to focus on info product sellers. That makes sense, right? After four years of experience as an Affiliate Manager and Director of Marketing for info product businesses, I brainstorm ways to make info product sellers more money in my sleep.

Anyway, I'm headed off on a tangent. :) Let's reel me back in.

So, the first thing I wanted to do was to put together a course about how to create your first info product (a report, an eBook, an audio interview or even video course).

Well, I decided to team up on this project with my buddy, Ronnie Nijmeh, who you've heard me talk about before, to create this course. I just really enjoy working with him and he's a GREAT guy. He also makes me laugh which is a good thing! Plus, he's in my personal mastermind group of four people. We pick each others brains regularly via Skype and it's really boosting my income.

So, I'd say he's qualified. :)

We're in launch mode now. And, Ronnie and I brainstormed some super geeky prizes to give away - including the brand spankin' new iPad.

So, can we give you an iPad? Please say "yes"!

Head over to the JV page to see what we've got:
LINK

** USE that link because I've arranged a higher commission than
Ronnie's usual 30%. **

You'll see that commissions range from \$39-\$399 per sale.

We'll have plenty of free items to spread the word about,
including a call next week. But, you can read all about that here:
LINK

Thanks, as always, for your help! You ROCK!

Warmly,
Nicole Dean

Quick Reference for EasyPLR Affiliates

Here's your aff link for handy reference.
LINK

Your Login Info:

DETAILS

^ ^ ^ ^ ^

From Ronnie:

Affiliates: This is good. REAL good.

Hi Connie,

Yesterday, I announced my new project that I've
been working on quietly behind the scenes.

If you missed my announcement, I've tag teamed

with my friend, Nicole Dean to create:
RAPID PRODUCT FORMULA

It's a 4-week coaching course with weekly live training and Q&A calls, pre-call PDFs, checklists, worksheets, and much more. (Including PRIVATE coaching.)

Plus, we're giving away iPads and other geeky prizes.

Details are at the end of this email.

=====
NEW PROMO VIDEO: READY TO SEND!
=====

The big news for the day is that I just created a new video that even impressed me, if I do say so myself.

The video is called "Make Your Business Stand Out! Secrets to a Clone-Resistant Online Business."

In it, I ask you to answer the question "What Makes Your Business Special?"

It's a huge problem for nearly EVERY online business, but I gave several examples and solutions so you can create a solid unique selling proposition (USP).

REMEMBER: Your affiliate link is HARDCODED into the autoresponder, so when you mail out today, your ID will be going out in all future emails sent by us. :)

Here are some promo tweets and emails:

Here's what you can win (and how easily you can win them):

To our success,

Ronnie Nijmeh
PLR.me

Your Login Details

LINK

Username: xxx

PLR.me JV Blog with Resources, Tools and Promos:

LINK

^ ^ ^ ^ ^

These two emails, one from Nicole and the other from Ronnie, provided me with all of the details I would need to get started promoting this course. Affiliates tend to be pretty lazy, so when you include our link and all login information within the email, we are much more likely to get excited about recommending your product or course. With just a few clicks of my mouse I was ready to go.

This was the email that followed, providing me with a calendar and timeline so I could do the best job possible with my marketing campaign. I will tell you now that *very few* people ever do this, so I was greatly appreciative:

Affiliates: Rapid Product Formula Promo Calendar

Hi Connie,

Several of you have asked for a promo calendar so you can prioritize your mailings for RAPID PRODUCT FORMULA.

Your wish. Our command. :)

=====

If you missed the announcement:

Last week, I announced my new project that I've been working on with Nicole Dean:

RAPID PRODUCT FORMULA

Full details here:

=====

Here's the promo calendar, as requested. Of course, you choose what you're most comfortable with. This is just a suggestion. :)

April 13th: Promote the Free Call

April 14th: Remind about the Free Call and that
Early Bird Pricing ends tomorrow.

April 15th: Early Bird Pricing Ends

April 26th: Coaching Commences - Doors close at 8am ET.

So we have another full week of promotion before we close the doors on April 26th, and we have a few more surprises up our sleeves. :)

Here's the link to the JV Blog, pre-filled with your affiliate links in all of the emails on that page.

NEW VIDEO EMBED CODE FOR YOU:

=====

You can embed the Rapid Product Formula "Overview" Video on your site or blog.

Watch the video here:

Grab the embed code here:

"HANDY" LIST OF LINKS:

=====

1. Link To Free Call "Product Creation De-Mystified":
(WEDNESDAY, APRIL 14TH AT 1PM ET)
LINK

2. Link To Free USP Video:
("Make Your Business Stand Out! Secrets to a
Clone-Resistant Online Business")
LINK

3. Link To Free Motivational Stories:
("Motivational Stories for Online Business Owners")
LINK

4. Link To General Sales Page (With Video Landing Page):
LINK

5. Link To General Sales Page (No Video):
LINK

6. Link To Blogger/Affiliate Marketer Sales Page:
LINK

7. Link To Coach/Consultant Sales Page:
LINK

REMEMBER: Your affiliate link is HARDCODED into the autoresponder, so when you mail out today, your ID will be going out in all future emails sent by us. :)

Here's the full toolkit of promos and emails:
LINK

To our success, ***[I like how they used 'our success' here]***

Ronnie Nijmeh and Nicole Dean

P.S. Feel free to put together a bonus package to offer to customers who buy through you! :)

Your Login Details:

LINK

Username: xxx

PLR.me JV Blog with Resources, Tools and Promos:

^ ^ ^ ^ ^

This is the email that really made my day!

Affiliates: DOH! That is what happens when...

Hi Connie,

First of all, before we announce our news, we'd like to give a shout out to two very awesome affiliates.

Connie Ragen Green - who just earned herself an iPad! ***[doin' the Happy Dance!]***

and

Bob "The Teacher" Jenkins who's on his way. :)

We couldn't wait to give props to them! Nicole was jumping up and down like a kid at Christmas time, wanting to send this email with the names of her friends in it. What a goofball. ;-)

There are lots more of you have already earned the ThinkGeek.com gift certificates and we'll be listing your names soon.

Go go go! We're so excited for you all. :)

Here are the prizes again, that you'll win by promoting RAPID PRODUCT FORMULA:

LINK

=====

ONWARD TO OUR NEWS....

First, Nicole wants to say "DOH!"

If you didn't know... Ronnie lives in Canada. :)

So, when Nicole suggested that Early Bird Pricing should end on April 15th --- no red flags went off for Ronnie that maybe (just maybe) people would be focused on TAXES right now and maybe be overwhelmed (or that they may be short on funds).

Our Bad.

So, this morning, after receiving a slew of emails from people who want the coaching, but can't come up with the money up front, we decided to Extend the Early Bird Pricing until April 20th at 1pm EST.

No, this isn't some marketing ploy. We weren't smart enough to come up with it in advance. It's just an honest over-sight.

=====

"HANDY" LIST OF LINKS:

1. Link To Free Call "Product Creation De-Mystified" recording:
2. Link To Free USP Video:
("Make Your Business Stand Out! Secrets to a Clone-Resistant Online Business")
3. Link To Free Motivational Stories:

("Motivational Stories for Online Business Owners")

LINK

4. Link To General Sales Page (With Video Landing Page):

LINK

5. Link To General Sales Page (No Video):

LINK

6. Link To Blogger/Affiliate Marketer Sales Page:

LINK

7. Link To Coach/Consultant Sales Page:

LINK

=====

REMEMBER: Your affiliate link is HARDCODED into the autoresponder, so when you mail out today, your ID will be going out in all future emails sent by us. :)

Here's the link to the JV Blog, pre-filled with your emails that you can copy/paste and use right away:

To our success,

Ronnie Nijmeh and Nicole Dean

These are the emails I sent out:

Sent on Wednesday, April 14

%%\$firstname\$, still need to create your product?

I didn't create my first product until the end of 2006. Once I did, the next product came within a couple of months. Now I create at least one new product each month. I want you to be able to do the same thing for your online business.

LINK

My colleague Nicole Dean, along with her partner, Ronnie Nijmeh, have created a program to help you do this quickly. I believe in what they are doing so highly that I am willing to offer you one of two bonuses if you decide to invest in their training.

Listen to their call today at
10am PST/1pm EST.

If you can't make it, sign up anyway and listen to the replay. Then decide if this training is for you.

LINK

When you sign up for anything they offer on creating your information products, forward me your receipt and tell me which of my programs you would like as a bonus:

*the 10K Laser Coaching program I'm doing with Helen Raptoplous (\$97 value)

OR

*my Article Marketing Profits Workshop, 3 year membership (\$97 value)

Having your own information product gives you the ability to determine your level of income. Each new product adds to your inventory and builds your online empire.

Please listen to their training call and
decide if it is right for you.

LINK

To Your Massive Online Success,

Connie

^ ^ ^ ^ ^

In this email I'm not really selling anything; I'm just inviting them to a call to be hosted by two people I know, like, and trust. I'm planting the idea that something will be for sale, but this is strictly an informational call I am inviting them to at this time.

Sent on Thursday, April 15

%"\$firstname\$", info product replay is ready

In case you missed Nicole Dean's
call, the replay is available until
Thursday afternoon.

LINK

I spent several days with Nicole
when I was in North Carolina in
February, and I can tell you she
is the 'real deal'.

For more than three years I have been learning from her and promoting her products. When she told me last year she wanted to teach others how to create their own products, I told her that my people would definitely want to know more.

LINK

On this call Nicole and her partner, Ronnie Nijmeh, shared:

- * Why most people struggle to create sustainable income online
- * Why you need a product FAST in order to succeed online
- * The TOP 5 Product Creation FEARS
- * How we discovered a SIMPLE FORMULA for quickly creating products that SELL
- * Who Should Really Have their Own Info products

Nicole also shared the story of her favorite coaching client who, finally,

after 2 years of blogging, realized that she needed an info product.

It was her Mom!

Remember that I am offering a Bonus of:

* The 10K Laser Coaching Program

OR

* The Article Marketing Profits Workshop

when you sign up and email me your receipt.

I'll also have a surprise bonus for you early next week that I know you will love.

The replay will only be available for a limited amount of time.

LINK

To Your Massive Online Success,

Connie

P.S. I have created 6 new products since December, using these techniques. You can do the same thing. Let this be the time when your online business finally comes together the way YOU want it to.

^ ^ ^ ^ ^

I am inviting them to listen to the replay, whether or not they were on the live call. I am also sharing my personal experience of meeting Nicole at a live event just a couple of months before, adding a more in-depth quality to my relationship with her.

Also, I'm using myself as a Case Study to say how beneficial it has been to me to be able to create my own information products, and how the techniques shared by Ronnie and Nicole are the same ones that I am currently using.

Sent on Saturday, April 17

This puts it in perspective, %\$firstname\$%

I hope your Saturday morning is going well, %\$firstname\$%. I've written a post over on my main blog that I'd like you to read.

Leave a comment if you feel like this is a perspective you may not be thinking of. The story is true, so I did not use the names of the people involved.

LINK

You probably decided to come

online to get your message and information out to others. You may have gotten away from that as the technology and the details of starting a business started getting in the way. Your message is more important than ever, and just may make someone else's life a little easier, even for a little while.

LINK

To Your Success In Getting The Word Out,
Connie

P.S. My offer still stands. When you join Nicole and Ronnie's course, even at the \$99 level, you get to choose one of my most popular courses, either the Article Marketing Workshop or the 10K Laser Coaching Program. If you're already in, you will be receiving your bonus course during the next hour or two.

^ ^ ^ ^ ^

This time I am making it clear that I want them to sign up for the course, and that my bonus offer is still available.

As an affiliate, I will tell you that this promotion, and the course the followed, were pretty much perfect.



Here I am, hugging my very first iPad.

Case Study #6 – Ronnie Nijmeh's Birthday Sale

Product: PLR Megapacks in Various Niches

Challenge: Many people buy PLR (private label rights) and it just sits on their hard drive, so they are reluctant to buy more

Relevance to my audience: My community needs high quality content to use on their blogs, in short reports, and to create products, and PLR helps with this end.

I shared with you earlier that I first connected with Ronnie when I bought some PLR from him and turned it into a product right away, and then later when he and Nicole Dean taught their Rapid Product Formula course, for which I was the top affiliate and earned by first iPad. When Ronnie contacted me personally to ask me to promote his PLR Megapacks, I took a look right away to see if it was a good fit for my audience.

This was an incredible offer to pick up more than eight hundred pieces of content for only \$147.

Day 1: Your 'business in a box' package

I'm almost rested up from my week away, so I have started looking for opportunities for you to be able to grow your business substantially before the end of the year, which is only about seven weeks away.

My friend Ronnie Nijmeh has a new content package that fits the bill, and it's on special

this week because it's his
birthday.

<http://connieloves.me/RNplr>

Ronnie's training and PLR are
both first rate, and I have
been one of his best clients
for several years now. You
will find that this complete
package, priced at \$147, will
give you everything you need
as a 'business in a box'.

The package consists of two
complete systems, ready to sell
online, in the areas of stress
and weight loss, as well as eight
additional packages in a wide
variety of popular niches.

<http://connieloves.me/RNplr>

Ronnie is an expert in the areas
of stress and money management,

and the content I have purchased from him in the past has made me lots of income in these niches.

I'm offering a Special Bonus when you sign up for this package. It includes my Article Marketing Workshop, my Perpetual Motion Money Machine course, and another course to be announced when you email me your receipt. This is a \$247 value.

This will make it possible for you to set up several income streams before 2012 is over, giving you a huge advantage as we plan for next year.

<http://connieloves.me/RNplr>

Be sure to scroll to the bottom of the page to see Ronnie's additional bonuses and to get everything for only \$147.

To Your Massive Online Success,

Connie

This was a lot to include in one email message, but my time was limited and I wanted to lay it all out to start building interest. This is where I first use the phrase 'business in a box' and describe what that can mean to an online entrepreneur.

Day 2: She really hurt my feelings

A couple of months ago my feelings got hurt. One of my favorite people, Judy Mick, left a comment on my blog about a post I had made.

Judy went on and on about how great it was, and how she was even going to print it out because it was just so good.

It was PLR. That's right, I even use private label rights content on my main blog once in awhile. Judy and I have laughed about this since, but at the time I realized that my writing was never going to be as good as that of a professional writer and that I

could never create as much content as I need to run my business.

Ronnie Nijmeh has put together eight professional PLR niche content packs, as well as two complete systems, and has packaged it up with some additional products for his birthday special. I buy all of Ronnie's PLR to run my main business, as well as niche sites. See this special package at:

<http://connieLoves.me/RNplr>

I'm adding some great bonuses, including my Article Marketing Workshop, my Perpetual Motion Money Machine course, and another training to be announced.

This means you'll receive more than nine hundred dollars worth of training and products for only \$147. Not bad for a complete 'business in a box' in several different niches.

This is good through tomorrow, and when it's gone, it's gone forever. Email me your receipt so I may add you to the bonus list.

<http://connieLoves.me/RNplr>

This will get your business rolling long before the end of 2012, and then you'll be set for 2013. You can do it, and I'll be here to help.

To Your Massive Online Success,
Connie

This email shared a personal story that makes me more vulnerable to my community. I give the full name of the person involved, Judy Mick, so they can see it is a true one. Judy is one of my clients who is active on my webinars and communicates daily on the social media sites.

I wanted to make sure to explain the benefits of Ronnie's PLR in a way that would make sense to almost everyone. The phrase 'business in a box' is one that can be easily visualized and understood, and one that expresses exactly what they will be receiving.

Day 3: This only lasts a few more hours

Yesterday I did something new,
and it was lots of fun. Several
of the people I know through small

business groups meet once a month to take the train to downtown Los Angeles. This gives them a chance to get to know each other better, to talk about their business more informally, and to have lunch in the oldest part of the city.

Yesterday they invited me to go!

We laughed and talked during the first part of our train ride, but as we went further into the city the conversation changed. It had become more of a mastermind, and we began to discuss how we could support each other in what we were working on. This is another example of how entrepreneurs tend to have the best ideas for business growth and marketing.

I'll be posting some of the pictures from our trip on my Facebook page later today.

There are only a few hours left for you to take advantage of my generous bonus for purchasing Ronnie Nijmeh's PLR content package.

<http://connieLoves.me/RNplr>

Ronnie has put together content in several niches, and you'll own the rights to using it to set up new sites with a free giveaway, a product to sell, content for autoresponder messages, and more. It would take you months to put together what he has already created for you. Ronnie's content is excellent, and I have used it for several years now to build my business in other niches.

<http://connieLoves.me/RNplr>

My Bonus Package for this includes:

1) My Article Marketing Profits course

- 2) My Perpetual Motion Money Machine
- 3) An unannounced bonus course I will select for you, based on your needs
- 4) Three short reports that you may brand with your own affiliate links

This offer ends tonight, so you must move quickly to take advantage of this 'Business in a Box' opportunity.

To Your Massive Online Success,
Connie

P.S. I will not offer a bonus like this for AT LEAST six months. That's how much I believe in Ronnie's special package.
Take a look now at:

<http://connieLoves.me/RNplr>

When I sent out this email it was on a Sunday afternoon when I needed to express urgency along with value and benefits. I made it clear that this would be the very last time they would hear from me about this, and that they absolutely had to take action quickly if they wanted to receive this amazing package, as well as my bonuses.

The very next day I then went on to use social media – specifically Facebook – to tell the story in a way that people could relate to and see the benefits of being a part of this type of affiliate campaign.

Reminiscing about winning my very first iPad from Nicole Dean and Ronnie Nijmeh back in April of 2010 as I create a new product about how I win so many affiliate contests. Coincidentally, yesterday I won my first iPad Mini from Ronnie in his recent contest. Thanks to both of you for continuing to make my day!



Case Study #7 – NAMS

Product: The NAMS membership and training program, forum, and biannual live event

Challenge: People may already belong to many forums and membership sites where they are not seeing the value or any results, and are reluctant to join another one.

Relevance to my audience: NAMS is unlike anything else that is being offered. I completely believe in this program and have seen my own students make incredible progress by implementing what they are learning and connecting with others in the group.

NAMS has been around since 2009, but I did not get involved until the spring of 2011, when founder David Perdeu connected with me through my relationship with Nicole Dean. This is an excellent example of why it is so important to build friendships and relationships with others working online, and why we simply cannot be as successful as we'd like or reach our full and true potential if we attempt to hide behind our computers and work alone. You are not an island!

My first promotion for the NAMS live event was in the spring of 2011. I was going to be speaking at NAMS in Atlanta in August, and my goal was to have as many of my people as possible sign up to join me there. David ran a special contest during this time, and when he sent out this email I knew that I was at the top of the leader board:

Subject line: There's a new sheriff in town

Hi there,

We're down to the last week of the NAMS workshop affiliate promotion...and there's a new sheriff in town.

New NAMS participant (and NAMS7 instructor) Connie Ragen Green is leading the pack and on her way to winning an HP Mini Computer very soon.

I was excited when I read this email, but a little bit nervous as well. You see, if there's a new sheriff in town that means that the old sheriff is no longer in charge. I did not want to get started with this event by surpassing another affiliate in sales, even

though I am extremely competitive and always do my best. It all turned out fine, and currently I remain at or near the top each month, until the next person comes along and leaves me in the dust [that could be you!]. You can see that we have fun with these affiliate contests, but it is serious business as well.

To date I have won that HP mini computer he mentioned in the email, an iPad, another net book, and several Amazon gift cards from David Perde. This is all in addition to the excellent income I earn each month for being a part of this training program. My bonus has remained the same during this time, and it is my 'day before' workshop where the people who are attending the event through my affiliate link are able to attend my full day workshop at no cost. I have a variety of activities and exercises for them, and we all get to know each other well by the end of the day.

Here is a picture of our group:



You can see that we were seated in the lobby of the hotel for this. As the other attendees and instructors arrived, I invited them over to be introduced to my group and to answer a few questions. Everyone loves this. By the time the event starts the following morning, everyone knows at least twenty people and this makes a huge difference in how their weekend proceeds.

Case Study #8 – Dennis Becker's Earn 1K A Day Forum

Product: Earn 1K a Day Forum and Membership Site

Challenge: Recommending another forum after I had already persuaded my community to join another one.

Relevance to my audience: Dennis Becker and his forum are geared for novice as well as advanced level online entrepreneurs.

Dennis Becker started this group in May of 2007, but it wasn't until 2010 that I discovered him and his group. It was actually one of my own students, Helen Raptoplous, who had found him through his Five Bucks a Day eBook and had mailed for it one day during the summer of 2010.

In May of 2013 Dennis celebrated the 6th anniversary of the Earn 1K a Day Forum. In a time where many groups do not survive their first year, this one is thriving. Dennis announced that we would be doing an eleven day promotion for this, running from May 16 through May 27.

The Grand Prize for this contest included private label rights to one of his most coveted products, resell rights to another excellent product, 100% commission on future sales of a thirteen week self-guided coaching program, the opportunity to offer this coaching program as a bonus for future signups after the promotion ends, and two hundred seventy-five dollars in an Amazon gift card. Starting with only three sales, affiliates could win some of the prizes I just listed. I had my eye on coming in first from the very beginning. The only sales that would count were ones from current mailings and not those from cookies left behind in the past. This made the contest very fair to everyone who was actively on board to promote.

I knew it would be a challenge to keep my community interested in this for so long, so I only mentioned it briefly, in a P.S., on the first day.

Here is the email I sent on May 17, the second day of the promotion:

Subject Line: You can count on these people to be there for you

Hi Eric,

Working from your home computer can

be very lonely, and if you don't have anyone to interact with, it can also be difficult to be productive. It takes a village to produce results, and online that equates to being a part of a community of people whom you can count on.

For me and many others, that community is Dennis Becker's Earn 1K a Day forum.

<http://connieLoves.me/1KBday>

I connected with Dennis three years ago, and have been a member of his group for two and a half years now. Between the tons of products, courses, and other information he provides and the wealth of knowledge of the members, this has become the place where I feel comfortable to ask questions, ask for and give advice, and just be myself.

Over the next ten days Dennis will be celebrating the 6th anniversary of this site. He'll be providing a variety of gifts for you when you give this group a test run. You'll be amazed at what's included.

<http://connieLoves.me/1KBday>

You may know that this is one of three paid forums I'm a part of. One of them is just a couple of years old and has yet to get the traction of Dennis' forum. I've made friends there, but not much else.

The other one has been around for about as long, cost five hundred bucks a month, and has fewer than ten comments each month.

The members grab their downloads and move on, without ever interacting much.

The Earn 1K A Day forum is different!

Yes, there's a lot to download, and I enjoy adding more training to my hard drive. I even go through it within a few days to make sure I understand what I'm learning. But if I have questions on anything from marketing to mindset to product creation to copywriting to who knows what else in the life of an online entrepreneur, this is where I turn - every time.

<http://connieLoves.me/1KBday>

Please trust me when I say this is the best time and money you can spend on your business. Don't think of this as simply another bill each month; think of it as a family of caring, intelligent, and positive people who understand what you're going through as you build your business.

And, yes, this is the group that helped me get to 1K a day, every day, in my own business. For that I will always be grateful to Dennis and the others.

You can count on these people to be there for you rain or shine, whether it's 2 am or a holiday, and on any topic you could imagine.

<http://connieLoves.me/1KBday>

To Your Massive Online Success,
Connie

P.S. I'm putting together my own Bonus Package for this, and have decided to limit it to 25 people. More details will be forthcoming, and it will include several of my products, a small group Mentor program during July and August, and some on-on-one time with me.

My message was a powerful one; you must have access to a trusted group to build an online business that will stand the test of time. I also let my readers know that I was putting together a very special Bonus Package if they purchased through my link.

This is the email I sent out on the third day of the promotion:

Subject Line: this is how I was introduced to zucchini

You know how some of the larger stores offer you samples of the foods they sell? Some do it only on the weekends, while others do it even more often. Believe it or not, that's how I got my first taste of zucchini several years ago. I had always thought I would not care for it because it was 'mushy', but it turns out I love zucchini now.

I'm asking you to sample the group I've been telling you about. It's Dennis Becker's Earn 1K a Day forum, and it's been a wonderful home for me and many of my students, friends, and colleagues. I believe you'll like it as well, if you'll just give it a try.

You get many, many bonuses when you sign up for 14 days for \$9.95.

<http://connieLoves.me/1KBday>

And, if you decide to continue, you will then have access to an incredible Bonus Package from me, which includes:

- * 5 of my products
- * a six week Summer Mentor group
- * one-on-one sessions with me

This is limited to 20 people, and several have already signed up.

Try it, you just might like it and see how it will help you to achieve your online goals.

<http://connieLoves.me/1KBday>

Today I'm giving a presentation at the Santa Barbara chapter of the United Nations. They want help with assisting women who have been victims of domestic violence, and having a business may be a way to do this. I hope to share my thoughts and ideas in a way that will help them to move forward.

To Your Massive Online Success,
Connie

P.S. The replay of yesterday's open call is now available at:

<http://askConnieAnything.com>

The topic was PLR, and we also touched on a variety of other topics during this thirty minute training.

In this email, I encourage readers to give Dennis' forum a try. The example I use is from an old television commercial for Alka-Seltzer, which first aired in 1972. The phrase "Try it, you'll like it" became a household phrase soon after. Most of the people on my list are mature (I did not say old!) enough to remember this and will relate to its significance and relevance here. I also roll out three of my Bonuses so they will have a better idea of what I am offering them when they sign up through me.

On Day 6 of this eleven day promotion I sent this email:

Subject Line: I simply adore this man

I'm talking about Dennis Becker, of course. He's been there for me so many times, and I can't imagine being online without his wisdom and support. He has hundreds of people in his group who also feel the same way about him.

I'd like for you to get to know him better so you'll understand why I'm recommending his Earn 1K a Day forum and the group.

Read the post I wrote about Dennis at:

<http://www.hugeprofitstinylist.com/dennis-becker-earn-1k-a-day-forum>

Watch a Hangout he hosted yesterday on the topic of 'Mindset':

http://www.youtube.com/watch?v=bMkl_caqlJ0

And finally, let me recap my Bonus Package for you when you join us in the forum:

- * Five (5) of my best products
- * Six week Summer Mentor Program
- * One-on-one sessions with me
- * Opportunity to guest blog on my blogs
- * Google Hangout on your niche topic (just added)
- * Mention of your blog in my email (just added)

<http://connieLoves.me/1kBday>

It's only \$9.95 for the first 14 days; my Bonus Package assumes you will be continuing in the group through the summer, at least. It takes some time to get to know how valuable it really is and to connect with the others.

<http://connieLoves.me/1kBday>

To Your Massive Online Success,
Connie

P.S. If you're doing any affiliate marketing, here the most recent update to the FTC rules:

<http://www.ftc.gov/os/2013/03/130312dotcomdisclosures.pdf>

P.P.S. Jason Fladlien gave me permission to have you watch his webinar on product creation. I've been through this course twice; it's how I'm able to help my own students create simple, profitable products.

<http://connieLoves.me/ProductClass>

Jason also adores Dennis Becker, and has not spoken at anyone else's live events in years.

At this point, about halfway through the eleven day promotion, I have written a blog post about Dennis and my experiences with the Earn 1K a Day forum and membership site (it's at <http://www.hugeprofitstinylist.com/dennis-becker-earn-1k-a-day-forum/>) and have also been a guest on a Google hangout with Dennis and John Paduchak on the topic of 'Mindset'. Also, Dennis has been posting updates to the affiliate rankings with the contest he is running for this, and this is what he added:

TOP AFFILIATES

Standings as of 9:30 a.m. May 22nd:

#1 – Connie Ragen Green (still in front because of multiple reminders, getting signups every day!)

I had been in first place since the beginning, but now I was pulling out in front with a sizeable lead over everyone else. It's important to note here that my list is much smaller than that of many of the other affiliates who were promoting Dennis' contest for his forum and membership site for this 6th anniversary celebration, and that the way you approach an affiliate contest has much more to do with intention than with the size of your list.

One of the reasons this promotion was doing so well was that Dennis had added some incredible bonuses for those who signed up during the eleven days of his anniversary celebration. One of these bonuses was a thirteen week coaching program that usually sells for \$97 every three months. Many people who were on the edge were tipped over to join because of this excellent bonus.

On the Friday night before the Memorial Day holiday weekend I sent out this email to reach anyone who was still on the fence about signing up:

Subject Line: It's Friday night – can we talk?

It's now down to less than 72 hours

for you to decide to join me in

Dennis Becker's Earn 1K A Day forum

and receive my immense Bonus Package.

If you have not joined us for the
14 day trial for \$9.95, why is that?

I'm making time over the holiday
weekend to connect with anyone who
needs more details, encouragement,
or information about this.

This is what I'd like you to do:

*Read the blog post I wrote at:

<http://www.hugeprofitstinylist.com/dennis-becker-earn-1k-a-day-forum/>

*Think about how this will impact
your business right now

*Email me with any questions you still
have by hitting 'reply' to this message

*Let me know if you'd like to talk with
me, about this specifically

*We'll talk on my conference line!

Enjoy your weekend and remember I am
here to serve you in any way I can.

To Your Massive Online Success,
Connie

Many people reached out to me over the weekend to find out more. Some of them were not a good fit for what Dennis and I were offering, and I told them so. I would never want to talk anyone into joining a group if it wasn't what they needed at the time. Others were a perfect fit and I told them why.

As we approached the end of the promotion period I wanted to make sure everyone who had an interest in connecting with both Dennis and I would have the opportunity to do so through this special offer and my generous bonus package. This was the email I sent:

Subject Line: Are you still deciding on this?

Today I'm headed to Camarillo, a
small town northwest of Los Angeles,
and tonight I'll be speaking to a
group of World War II veterans on
the topic of how to do research on
the Internet. I made a list of the
top 20 sites where they will be able
to look up information for military
and government info. Let me know if

you would like a copy of the list of sites I've compiled.

As we approach Memorial Day here in the United States, I am reminded of the freedoms we enjoy in our life.

For me the biggest one is the freedom to have my own business. Which freedoms are you most grateful for?

I am almost at the limit of people I can take into my Bonus Program for signing up for the Earn 1K A Day group.

If you haven't yet decided on whether not you'll be joining us, please read the post I wrote about Dennis at:

<http://www.hugeprofitstinylist.com/dennis-becker-earn-1k-a-day-forum>

Watch a Hangout he hosted on Tuesday on the topic of 'Mindset':

http://www.youtube.com/watch?v=bMkl_caqlJ0

Let me recap my Bonus Package for you when you join us in the forum:

- * Five (5) of my most popular products
- * Six week Summer Mentor Program
- * One-on-one consulting sessions with me
- * Opportunity to guest blog on my blogs
- * We'll do a Google Hangout on your topic
- * Mention of your blog in my email (HUGE!)

<http://connieLoves.me/1kBday>

It's only \$9.95 for the first 14 days;
my Bonus Package assumes you will be
continuing in the group through the
summer, at least. It takes some time
to get to know how valuable it really
is and to connect with the others.

To Your Massive Online Success,
Connie

This email spelled out exactly what my bonus package included and what my expectation was in terms of someone signing up. I only wanted people who were serious about staying in the program for at least the next three months, not those who would download the bonuses and quit.

TOP AFFILIATES

Standings as of 9:00 a.m. May 27th:

#1 – Connie Ragen Green (over 50 signups, amazing!)

I was now past the fifty sales mark and wanted to answer as many questions as possible for those still deciding if this program was for them. This was how I connected with the remainder of the people who had been asking me questions during the past week or so. I spent time on the final day emailing everyone who had written to me with questions, and spoke with a few of them on the phone or on Skype. This is what Dennis posted in the affiliate area on the final morning:

TOP AFFILIATES

FINAL STANDINGS

#1 – Connie Ragen Green (the clear winner with 69 signups, absolutely amazing!)

This was not the first affiliate contest I had won with Dennis Becker. I had previously won the top prize, a five hundred dollar Amazon gift card, in a contest he hosted back in May of 2011. That's when he asked me to add him to my list so he could see what I was doing to get such great conversions with my offers. I was very proud that day, and Dennis continues to make me feel this way.

It's my belief that the best way to show someone you care about them and what they are doing online is to become the very best affiliate you can for their products, courses, and services and also to connect them to the people you already have a relationship with and feel could be excellent contacts for them. That was my intention with Dennis and he knows I have the utmost respect for him and for what he is doing online.

The follow up with this promotion is crucial to its ongoing success. People signed up for a 14 day trial for \$9.95, and my bonus is based on them staying with the monthly forum membership at \$49.95 each month. On the day they are billed at the monthly rate

they receive an email from me thanking them for joining and explaining how to opt in to the group I've set up to deliver their bonus products and course. This is it:

Subject Line: Your Summer Mentor group

Thanks so much for joining Dennis Becker's Earn 1K a Day forum and membership site through my link. I can't wait to start working with you!

To get on the correct list for our group, please send an email to:

XXX

with *summer mentor* in the subject line.

Take care.
Connie

The next step is for me to do the very best I can in delivering on my promise to them so they will be encouraged to stay with the Earn 1K a Day forum for as long as possible. If you make something a win-win, people will naturally respond to what you are offering them.

Summary and Conclusion

So there you have it. This is how I earn five figures a month, every month, using bonus packages for affiliate promotions. In each case these bonuses were relevant and appropriate to what I was recommending. When I was a new online entrepreneur I tried to make more sales of affiliate products by rebating back some of my commission. This does not work well at all for several reasons, including the fact that someone may think they have purchased through your affiliate link when that is not the case. By offering a bonus package, you have complete control of who receives it and what further action you will take with that person in the future.

You will also notice that I only promote products and courses that I have actually purchased and benefitted from. I believe this is crucial to your success as an affiliate marketer and builds your credibility to an even higher level.

I would encourage you to make a closer study of this material and apply it to your own affiliate promotions. Even if you are just starting out and have a list of less than one hundred names, there is no time like the present to start building your own online empire using the affiliate marketing online business model.

To Your Massive Online Success,

Connie Ragen Green

Be sure to check out my latest book on affiliate marketing to learn even more:



<http://ConnieLoves.me/HugeProfits>

RESOURCES

Ellen Britt – Marketing Qi

<http://ConnieLoves.me/EllenBritt>

Kathleen Gage – How To make Your Kindle Book An Overnight Bestseller

<http://ConnieLoves.me/KGKindle>

Marlon Sanders - Dashboards

<http://ConnieLoves.me/msfire>

Wishlist Member – Wordpress membership site plugin

<http://MembershipSitesMadeSimple.com>

Denise Wakeman – Business Blog Mastery

<http://Blogspirations.com>

Nicole Dean – Easy PLR

<http://PLRbyNicole.com> <http://ConnieLoves.me/FreePLR>

Ronnie Nijmeh – Product Creator Pro

<http://ConnieLoves.me/pcppro>

NAMS – Novice to Advanced Marketing System

<http://MyNAMSMembers.com>

Dennis Becker:

Five Bucks A Day – <http://FiveaDayMethod.com>

Earn 1K A Day Forum – <http://ConnieLoves.me/Earn1KaDay>

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