

JV Zoo Cash

How to Make Money as a Merchant or Affiliate on JVZoo.com

by Joel Comm

1. INTRODUCTION—WHAT IS JVZOO?	3
2. PICK YOUR PRODUCTS: JVZOO FOR AFFILIATES	6
2.1 Register As An Affiliate	6
2.2 Finding The Right Products To Promote	8
2.3 Understanding Funnels	11
2.4 Make Your Request!	12
3. MAKE YOUR OFFER: SELL THE RIGHT PRODUCTS AND ATTRACT THE RIGHT AFFILIATES	14
3.1 Listing Your Products	14
3.3 Building Your Sales Funnel.....	21
3.4 Create Your Own Sales Page.....	23
3.5 Your JVZoo Pre-Launch Checklist.....	24
4. ATTRACT AFFILIATES, BUILD SALES	27
4.1 Create The Right Products	27
4.2 Network, Network and Network Some More	28
4.3 Steal Affiliates From Your Competitors.....	29
4.4 Create Loss Leaders	30
4.5 Run Affiliate Contests.....	31
4.6 Create Joint Venture Agreements	34
CONCLUSION	36

Thank you for downloading JV Zoo Cash Secrets. I've got a FREE gift for you!



I would like to give you back-door access to three of my best-selling products... no strings attached!

GET INSTANT ACCESS TO THREE of My Bestselling Products



The Secret Classroom

Viewers of my award-winning reality show, The Next Internet Millionaire, only got to see a few minutes of the expert marketers brought in to train the contestants. The Secret Classroom presents each experts' complete training as presented on the set of the show! Featuring Mike Filsaime, Ray Edwards, Perry Marshall, Rich Schefen, Armand Morin, Jeff Walker and others, this was a seminar that you couldn't purchase a ticket to attend. All 22 hours are now available for you to learn from at your leisure.

The Elevate Blueprint

The only live event I have ever conducted, Elevate was a 3-day content-packed conference limited to fifty (50) attendees. Paying up to \$5000/each, I and my team revealed exactly how we run a multi-million dollar business. You now have access to the entire series to stream on demand.

The Profit Vault

A step-by-step system for making money online, this system has been used by thousands of my customers. You now have unlimited access to all the content in one convenient location.

You get FREE unlimited access to all this!



[Click HERE!](#)

1. INTRODUCTION—WHAT IS JVZOO?

Digital products have been a staple of the Internet for close to two decades. Buyers and sellers of these products have used a number of platforms to exchange money for product. Whether they were looking for ebooks or courses to promote to their visitors and subscribers, or whether they were creators who wanted a network of affiliates to do the selling, there have been a variety of services available to choose from.

Billions of dollars in sales of digital products has proven that these products are not going away. And one service has quickly risen in the digital product space, JVZoo.com. (referred to as JVZoo in the rest of this book).

JVZoo is a marketplace for vendors and sellers of digital products. Authors of ebooks, courses and other digital products can list the items they've created, and affiliates can choose the products they want to resell.

Unlike some other platforms, JVZoo doesn't do the selling. It acts only as a clearing house introducing sellers to resellers. That brings a number of important benefits, not least of which is the lack of a fee to offer your product. You won't have to cough up \$50 just to let people know that you have an ebook they might want to sell. Fees are a flat 5% on sales.

It also means that the buyers and vendors deal with each other. So the money goes directly to the affiliate as soon as a sale is made and the seller has complete control over refunds. While other services return money as soon as a buyer makes a request, a JVZoo seller is able to engage with the customer and perhaps save a purchase from being refunded.

The result is a platform that's easy to use—and it's working. It's attracting vendors and they're finding affiliates. The platform was launched in December 2011 and now has more than 150,000 affiliates and vendors. Of the 51,000 products available through the site, about 40,000 are currently active as of this writing.

That's a huge inventory of quality products for affiliates to sell and a giant network for vendors to tap into.

I've spoken to the people behind JVZoo and some of the people who are making big cash from it. I've asked them what top affiliates and vendors are doing to achieve success on the platform.

Many of those strategies are smart, simple—and very effective.

In this report, I'm going to share that information with you. I'm going to explain how to get the most out of JVZoo.

I'll start by approaching the site as an affiliate. I'll explain how to read the stats, choose a product that's most likely to succeed and how to use JVZoo to create an instant revenue stream.

I'll then discuss JVZoo from the point of view of a vendor. I'll talk you through the registration process, explain which products are the most likely to sell and discuss a number of great tools that JVZoo provides that can have a huge effect on your sales.

JVZoo doesn't have to be a replacement for similar services, but a lot of people are finding that's exactly what it is. Take a look at online marketing forums and you'll find plenty of posts discussing which sites are the best place to launch a digital product or find a product to sell.

Things are changing in the digital marketplace. New opportunities are rising and if you're selling or re-selling digital products, you need to know how to make the most of them.

Now let's jump in and discover specific strategies for making money as an affiliate on JVZoo.

2. PICK YOUR PRODUCTS: JVZOO FOR AFFILIATES

Many of JVZoo's members are affiliates. They're people who might already have an audience. They might have spent years putting together subscriber lists and they might already have a huge list of people just waiting to know what products they want to offer them.

Or they could be new entrepreneurs keen to make the most of the opportunities available in online marketing without the pain and risk of creating products themselves.

With JVZoo, that's pretty easy.

Becoming an affiliate for a product on JVZoo is a three-stage process:

1. Register
2. Choose a product
3. Sell the product

2.1 Register As An Affiliate

Reach the JVZoo website and you'll be offered two buttons: you can choose to "Become A Seller" or you can choose to "Become An Affiliate."

Sellers list the products they've created; affiliates agree to promote them on the seller's behalf in return for a commission. Of course, once you've registered, you can do both so it doesn't really matter which button you choose.

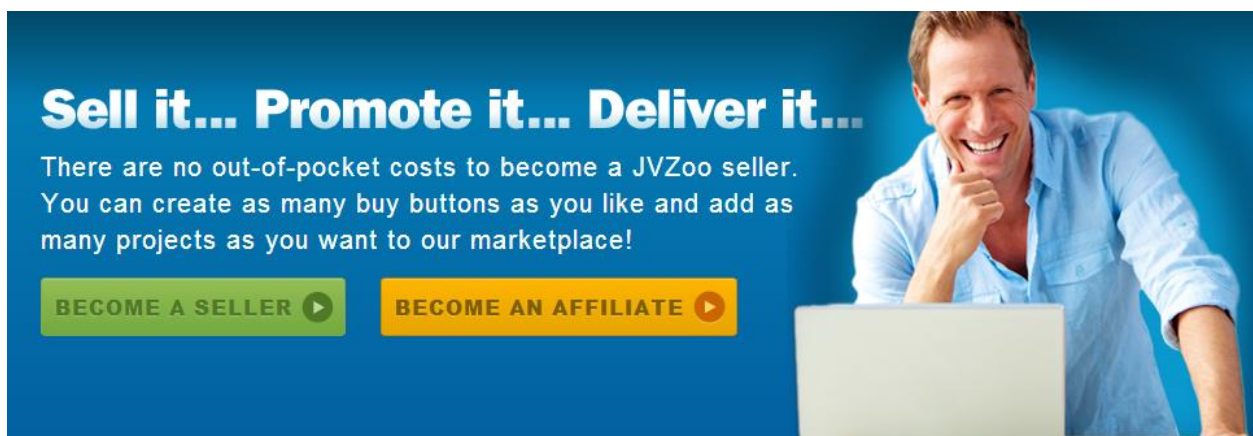


Fig. 1 Seller? Affiliate? You can be both.

After viewing a sales page, you'll be offered a simple registration form that asks for your full name, email address, and so on. You also have to supply a phone number that will be used to send you a verification code.

That's all very straightforward.

Once you've completed the registration form, you'll have to link your Paypal account to your JVZoo account. That's a process that takes just a couple of minutes and ensures that you can receive payments. It doesn't give JVZoo any control over your Paypal funds and you won't be able to make any money until you've done it.

If you've stated that you're in America, you'll also need to complete a W9 form to show that you're a taxpayer and not a money launderer.

That's all there is to it. You'll then be looking at a screen that looks something like this:

The following stats are a quick snapshot of today's and yesterday's performance. For a detailed set of statistics, click on the appropriate links below.

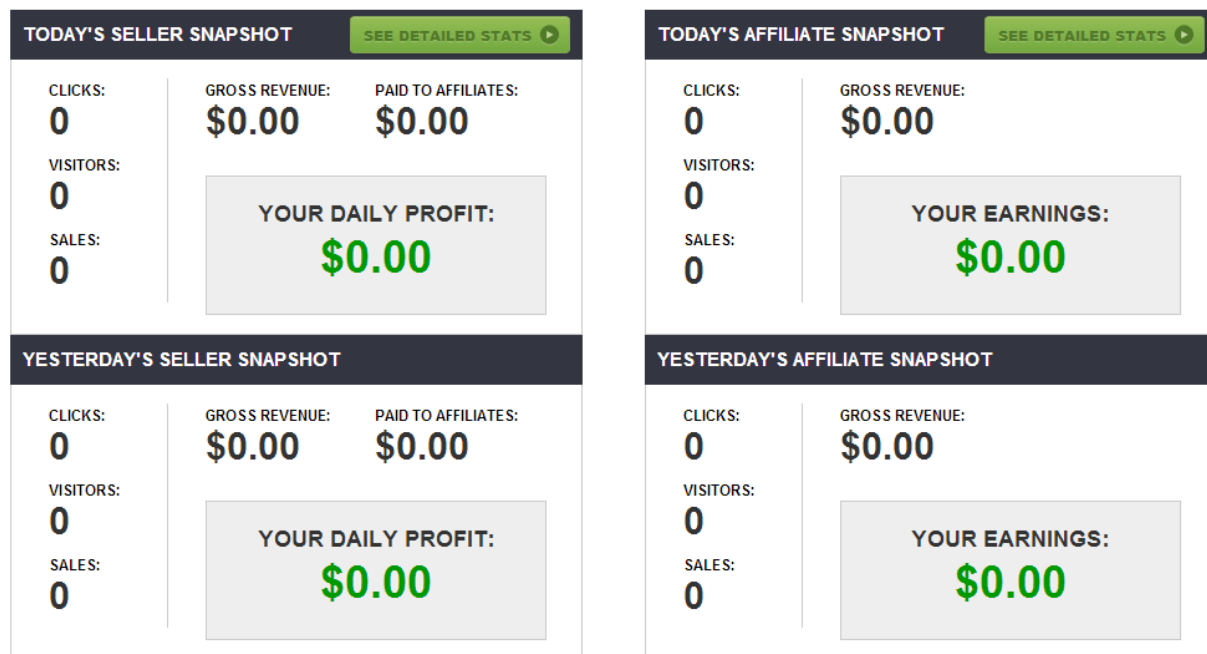


Fig. 2 You start with nothing but you can soon start raising those earnings.

That's a lot of zeroes but they shouldn't last long. You're ready to begin adding products and raising those affiliate earnings!

2.2 Finding The Right Products To Promote

This is where things start to get interesting—and a bit more complex.

At the top of the page, you’ll find a dropdown menu marked “Affiliates.” The first choice, “Affiliate Dashboard” takes you back to your stats. “Approved Products” shows all of the products for which sellers have already approved you. Choose “Find Products” and you’ll be able to start browsing for products to promote.

Category:

Subcategory:

Filter:

Display:

Keyword:

Recent Best Sellers: [Today](#), [Past 7 Days](#), [Past 30 Days](#)

Quick Links: [Clear Filters](#), [WSOs Only](#), [Newest Launched WSOs](#), [Order by Launch Date](#)

Showing 1 - 25 of 22214 [1](#) [2](#) [3](#) [Next](#) [Last](#)

PRODUCTS LISTED ON JVZOO								
Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund
Covert Store Builder by: IM Wealth Builders	<input type="button" value="REQUEST"/>	06/06/2013	7,000+	4.36%	\$1.39	\$31.99	60%	6.25%
	Sales Funnel		10,000+	6.90%	\$2.53	\$36.70	N/A	6.29%
SEO Zen Pro by: Alex Cass	<input type="button" value="REQUEST"/>	10/01/2013	6,500+	7.52%	\$4.00	\$53.23	60%	1.94%
	Sales Funnel		11,000+	13.87%	\$5.87	\$42.32	N/A	1.87%
Covert VideoPress by: IM Wealth Builders	<input type="button" value="REQUEST"/>	08/28/2012	5,500+	6.28%	\$0.73	\$11.59	60%	2.72%
	Sales Funnel		7,500+	10.23%	\$1.64	\$15.98	N/A	2.82%
Create Cool Apps Corporate (Business) WSO by: Amber Jalink	<input type="button" value="REQUEST"/>	08/24/2012	5,000+	12.25%	\$4.53	\$37.01	50%	3.71%
	Sales Funnel		2,000+	40.19%	\$14.87	\$37.01	N/A	3.27%

Fig. 3 Covert Store Builder has lots of sales though most take place in the funnel.

There are two steps to finding the right product—the one that will bring you the highest number of sales, the highest revenues and the greatest customer satisfaction.

Above the table are four search filters and a display setting. **Categories** and **sub-categories** let you choose which niche you want to promote. “**Keyword**” lets you search the list, and the “**filter**” lets you choose between “**front end products**” and “**WSO products**.”

That filter requires a bit of explanation. Front end products are standard affiliate products that are available to anyone. WSOs are Warrior Special Offers. They’re advertised on the Warrior Forum, the leading discussion board for Internet marketers. They often have special rates but whether or not a product is available as a WSO shouldn’t be the main factor that determines your choice. There are more important factors.

The first is your audience.

If you already have a subscriber list made up of people who want to know about Internet business-building or website design or whatever it may be, there's little point in offering them a product about piano-tuning or cat-sitting. Some of the products offered on JVZoo are B2B. They might be courses on winning more traffic or software for lead recapturing but there are plenty of B2C products available too. One of the most successful products sold through JVZoo was a guide to guitar-playing.

Your first step in finding a product to promote will be to filter the list by choosing a category and sub-category that matches your market.

And it should match both the topic and the *price that your list expects to pay*.

Pricing for digital products can vary greatly. But if you tend to offer your list a product that costs \$15 when they're used to paying \$50, two things are going to happen:

First, you'll make less money from that promotion than you would if you were offering a more expensive product.

And second, the next time you offer a \$50 product, fewer people will buy it. They'll wonder why they have to pay \$50 when they only paid \$15 for a similar product last time.

Top affiliate sellers have even been known to persuade vendors to raise their prices to match the levels that they know buyers will pay for good products.

But the product has to be good, and you can gain an idea of the quality by looking at the stats.

JVZoo provides a range of different numbers that can guide you to the best product that will suit your audience. They include the date the product was launched; the number of units it's sold; the conversion rate; the EPC or Earnings Per Click; the average price of the product; the commission; and the refund rate.

Note that I said those numbers will guide you to the best product for your audience. I didn't say that those numbers will guide you to the deal that looks best for you.

Always when you're looking for an affiliate product, the first thing on your mind should be whether your customers will like it and benefit from it.

I've met people who describe their email lists as cash machines. All they have to do is send out an email with an affiliate link to pull out money, they say. That's not a great way to think about people and it certainly doesn't work if you offer them poor products.

Every time you offer a sub-standard product, you damage your list. To keep your list healthy over the long term, you have to choose your offers very carefully.

So when you begin looking at the figures at the top of the products, go all the way to the column at the far right.

That tells you the **refund rate**—the percentage of people who were so unhappy with the product, they asked for their money back.

It should be as low as possible.

If you're looking at a product that has a refund rate of 15-20 percent, keep looking. If a product has made more than 5,000 sales but still only generated refunds of below 3 percent, you're doing fine.

While you can click the “refund” link a couple of times to list the products according to their refund rates, you won't find it very helpful. New products that have generated no sales will also have generated no refunds. A better idea is to click the EPC link to list products by **earnings per click** and then look at the refund rates among successful products.

You need to be careful here. If you look under Business/ Finance > Sales and Marketing and list products by EPC, top of the list is NitroWealth PLR Membership by Aurelius Tjin—with an EPC over \$2,000, much of it from recurring payments.





PRODUCTS LISTED ON JVZOO									
Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund	
NitroWealth PLR Membership   by: Aurelius Tjin 	REQUEST	07/09/2013	500+	28,700.00%	\$2,169.65	\$7.56	50%	2.09%	
	Sales Funnel		250+	323.60%	\$24.91	\$7.70	N/A	2.08%	
El Secreto Sobre Bing by: Joel Poche 	REQUEST	03/26/2013	25+	1,300.00%	\$481.00	\$37.00	50%	0.00%	

Fig. 4 Conversion rates aren't everything but that's some conversion rate!

It looks tempting, especially with a refund rate of around 2 percent, sales of more than 500 and a massive conversion rate that suggests the upselling system is working a treat. But you'd still need to ask yourself whether the product suits both the subject and the budget of your audience.

There's no point in offering a successful product that the people on your list won't want to buy. Category and topic will be more important.

So once you've decided on the product category, you can double-click the EPC link to rank the products by earnings per click, check the refund rate to make sure that the product is high quality, and make sure that the product itself and the price really do suit your audience.

You might also want to look at the commission although this shouldn't be the most important factor in your decision. Commissions on JVZoo tend to be around 40-50 percent, although as we'll see, they can go as high as 100 percent. More important than commission is earnings per click.

You want to make sure that you're getting the maximum amount for everyone who clicks through to your sales page. That's especially true if you're planning to pay to advertise your sales page. If the product's EPC is lower than the price per click that you have to pay for keywords then you're never going to make a profit.

Once you've browsed the list, checked those stats and found a product that your audience would love, you can press the "**Request**" button and ask for permission to resell the product.

Sellers have to approve you before you can receive an affiliate link. It's an important way to make sure that their products aren't being promoted by people who aren't trustworthy.

But I wouldn't do that just yet.

There's one piece of information that's missing from JVZoo's product list: the degree of competition.

That's important. If you're going to set up a sales page and pay to advertise it, you'll want to make sure you're not competing against thousands of other sellers bidding for the same keywords.

JVZoo doesn't provide that information. It doesn't tell you how many other people are selling the same product. You can get close to that information yourself. If you toss the name of that product into Google, you'll be able to see how heavily it's being promoted by other marketers.

The results can be pretty revealing.

[Covert Store Builder](#), for example, a product which has sold over 7,000 units, generates 278,000 results in Google. [Squeeze Ninja Software](#) has a similar refund rate but has sold half the numbers of Covert Store Builder. That might suggest that it's a harder sale than Covert Store Builder. Look for it on Google though, and you'll find that it generates a tenth of the number of search results. An affiliate selling Squeeze Ninja Software might then face a tenth of the competition—enough to make up the difference of \$1.71 in the two products' total EPC.

As a rule, it's important to me to first purchase and familiarize myself with any product I would consider sharing with my readers. The greatest endorsements come from those who have kicked the tires on a product and found it worthy of sharing with others.

2.3 Understanding Funnels

Choosing a product isn't a simple decision. You have to consider:

- The fit for your audience;
- The refund rate;
- The EPC;

- And the level of competition.

But that's only for one product. In practice, there's a good chance that you'll be selling more than one product at a time. One of the great features of JVZoo is the ease with which sellers can create **sales funnels**.

These are processes that allow sellers and affiliates to pitch more than one product to a lead. If a lead doesn't take up one offer, he might automatically be downsold a cheaper version—a budget silver membership plan instead of the more inclusive gold plan he was offered, for example. If the lead purchases, he might be upsold another product, such as membership of an inner circle, before he reaches the final checkout.

Leave Covert Store Builder's sales page, for example, and you'll be offered a free report on dominating Amazon and maximizing your affiliate marketing profits. It's an easy way for the seller to load up on email addresses.

The sales funnels can get pretty complex, with upsells and downsells taking place at various stages of the sales process. JVZoo makes building these offers relatively easy for sellers with lots of different products. But they do make the process of choosing affiliate products a little more complex.

The products themselves are usually pretty similar, so if the main offer matches your audience, the funnel products should too. Refund rates are often about the same as well. But it does mean that you're looking at two EPC figures: one for the product and one for the funnel. They can be very different.

When you're comparing those EPC figures, you need to add the two numbers together.

2.4 Make Your Request!

Once you've made your decision, you'll need to ask the seller's permission to promote the product on his or her behalf.

Sellers can be fussy about who they approve—and they're right to be. If you're uploading your products, you'll want to be selective too.

Ideally, you should know the people you're promoting. You should have met them at conferences and at workshops. At the very least, you should have exchanged messages with them in the forums or in Facebook groups.

They're working in the same field as you, after all.

But many sellers will still approve the requests of people they don't know. They just might hold back the payments until they can see that you're trustworthy.

If you don't have a track record at all, contact the seller and explain exactly what you plan to do. State how you'll promote the product, expect to be Googled and offer to take delayed payments. Not all sellers will approve you but many will and once you've built up a good chunk of sales, you'll find future approvals much easier.

On the request page, you'll also be able to see some of the marketing material that the seller is offering. There may be buttons and banners, as well as some sample emails that you can send to your list.

All of those emails should have been tested and their effectiveness should be reflected in the conversion rate shown in the stats. But that doesn't mean you can't test them yourself and change them to suit your market if you find you'll get a better result!

In fact, you *should* tweak the content of the emails.

If you can personalize those emails so that your subscribers can see that the offer is coming from someone they trust, you might well find that you're beating the conversion rate quoted on JVZoo.

JVZoo makes selling affiliate products easy. You have a massive choice of products to examine and review. You'll have lots of figures to compare and plenty to offer your audience. Just make sure that anything you offer is good for your buyers and you should be well on your way towards making money as an affiliate seller on JVZoo.

3. MAKE YOUR OFFER: SELL THE RIGHT PRODUCTS AND ATTRACT THE RIGHT AFFILIATES

Selling as an affiliate will allow you to make money out of other people's products. But selling your own product through other affiliates can land you a lot more cash—provided you've got the right product at the right quality.

And that you plan and prepare the offer properly.

JVZoo lets creators of digital product lists their items so that affiliates can find them. That's the easy part!

3.1 Listing Your Products

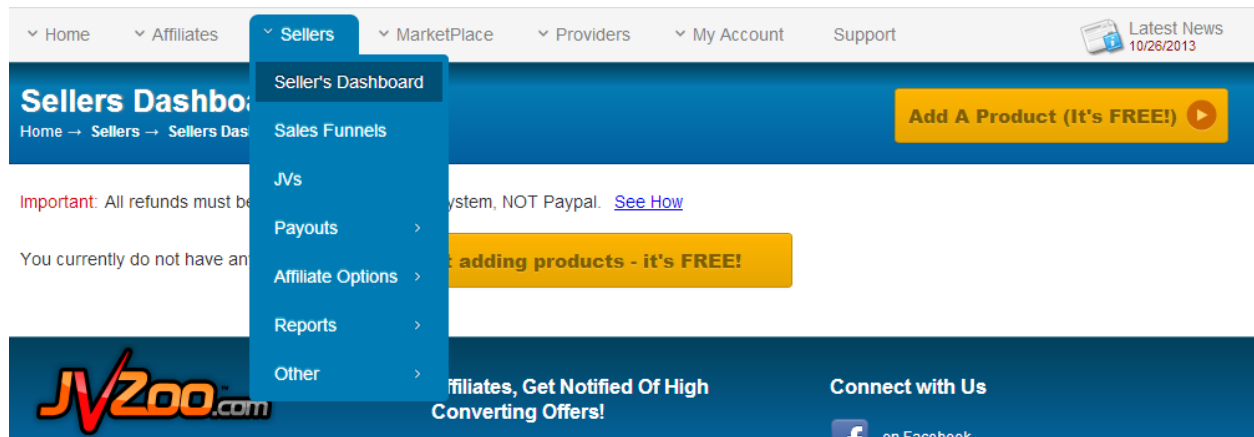


Fig. 5 Your product starts here.

Once you've linked your Paypal account to your JVZoo account, you'll be able to start adding your products. You can find the link on the Sellers Dashboard.

Click that link and you'll be taken to a form.

That form asks all sorts of questions to which you might not know the answer right away. It's comprehensive and a little complicated, so you'll need to approach it carefully.

The first two questions you're asked are whether you want to **allow sales** and **show the product in the marketplace**.

BASIC INFORMATION

Allow Sales YES | NO

Show in Marketplace YES | NO

Fig. 6 You'll want your products in the Marketplace... unless they're exclusive offers.

The default option is “yes” for both and you should leave them there. The only exceptions are when you’re making a One-Time Offer (or “OTO”) or when you’re listing a product that you’ll sell as part of a funnel.

The limited sales of an OTO can have a great effect on your conversion rate but you wouldn’t want to list them in the marketplace where anyone can find them at any time. The same is true of an item you’re offering as a downsell in a sales funnel. Those are products you offer when you’re about to lose a lead and you want to make sure that they leave something behind. You might not want to sell them directly in the marketplace where anyone can pick them up without seeing your main offer.

You’ll then need to set your **launch date**.

Launch Date and Time 2013-12-17 11:19 AM EST

Note: Your product will not be visible in the Marketplace until this time.

Fig. 7 Make sure you're ready before the launch date.

You’ll want to create a big splash for your launch. It’s often when most of the money comes in so whatever date you choose, make sure you’re ready on that date with your first affiliates lined up and the product finished, polished and ready to consume.

You’ll then enter the **product name**, choose your **currency** and **set the price**.

The pricing is a little more complicated.

Product price (Max Price if Dimesale, Payments if recurring)

\$

Fig. 8 The product price is your product's maximum price.

First, you’ll need to know how much you want to charge for your product. (The best strategy is to look for similar products already available and charge a similar amount. If you’re going to undercut the market or charge a premium, your marketing should explain why the price is higher or lower than average.)

You'll then need to know *how* you're going to sell it.

The simplest method is just to enter the product price. So if everyone is going to pay \$49.95, that's the amount you enter.

But you can also create a "**dime sale.**" This creates urgency by offering a discount for the first buyers. The discount decreases as sales increase until later buyers are paying the full price.

A dime sale lets you announce that you're giving away five copies or whatever it may be at some bargain basement price to the next handful of buyers.

To create a dime sale, you'll enter the full price in the "Product Price" field but in the column on the right side of the screen, choose "**Make A Dime Sale.**" Enter the start price and the amount by which the price increases after your chosen number of sales. It's pretty straightforward.

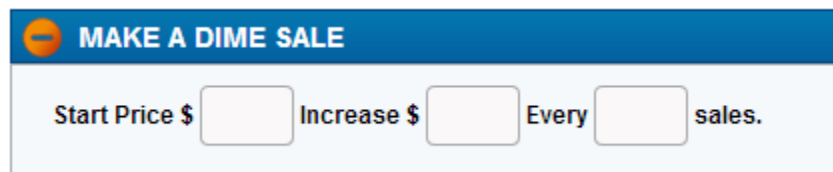


Fig. 9 Dime sales create scarcity and are easy to implement.

If you're selling an ongoing service, such as access to a club area or SEO services, the price you enter will be the fee the customer pays each period.

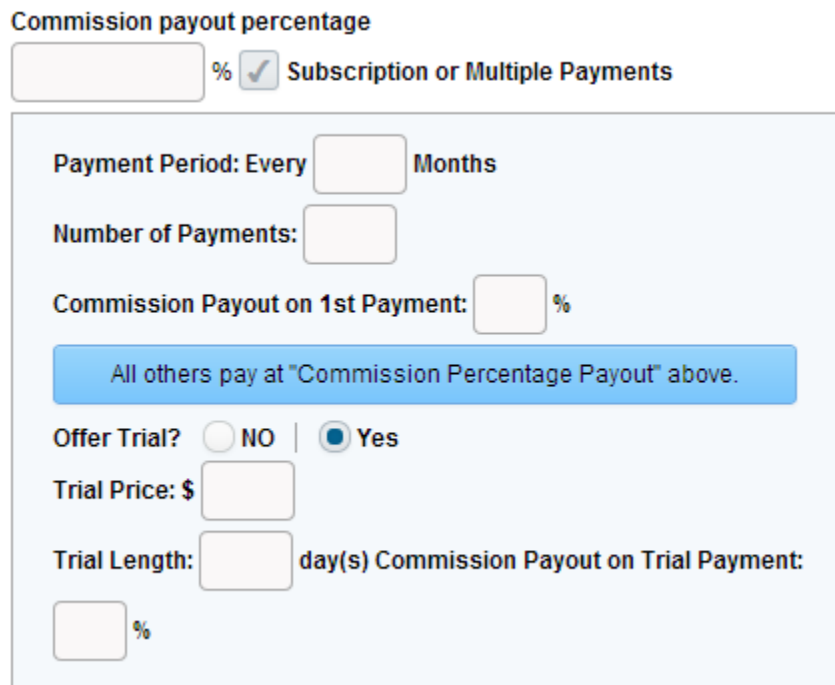


Fig. 10 Commissions on JVZoo are usually around 50 percent.

The next section is the **commission** that you'll pay your affiliates. Commissions are often around 50 percent of the sales price and that's a good rate to set for a standalone product—especially if competing products have a similar commission. If you're selling multiple products through a sales funnel though, a really low commission on the main product can be really effective. I'll show you how that works in the next chapter.

If you click on “**Subscription or Multiple Payments,**” you can set the fees and the payments for ongoing services. You tell JVZoo how often you plan to charge, how many payments in total you'll take (the maximum is 36 for three years of monthly payments) and you can also change the commission for the first payment. So you could tell affiliates that all of the first month's income is theirs but only share 25 percent of future payments. They'll still be incentivized to push hard for sales but you won't be giving away the store.

And finally for this section, you can set a **trial price** with its own length and affiliate commission.

The Quantity field lets you limit the number of products you want to sell—which is useful if you want to create urgency—and you'll need to enter your address and email address or URL so that JVZoo can contact you.

The last field in this section is the URL of a “**Landing Page/Sales Funnel/Squeeze Page/Prelaunch.**”

Landing Page / Sales Funnel / Squeeze Page / Prelaunch

Send all traffic to Sales Page after launch date/time

YES | NO

Fig. 11 Create a squeeze page and capture email addresses before launch.

That's more important than it looks. It means that you can run a squeeze page or give away bargains to early adopters *before* you launch, then switch to your main sales page automatically on the launch date.

So even before you start selling your products, you can still collect email addresses which you can hit after the launch. To switch from your squeeze page to the sales page, choose “yes” under “Send all traffic to Sales Page after launch date/time.”

When you come to enter the URL of the **sales page** itself, you've got two choices.

If you're hosting the sales page yourself, you can just enter the URL. But JVZoo also lets you create **Instant Sales Pages** that it hosts. In general, I like the control that comes with hosting my own Web pages, but if you're in a hurry and you don't want the hassle of designing your own

sales page from scratch, you can press the JVZoo Instant Sales Page button. You'll get to create that page after you've finished with the form.

Now the end is in sight. You'll need to tell JVZoo whether buyers will be purchasing from a **Protected Download** link or whether you'll be sending them to a Thank You page, and you'll have to enter the URL.

The default Return Period is 45 days which is good enough for most products.

Finally in this section, you get to **engage with your potential affiliates before they sign up**. This is important. JVZoo recommends that you set approval to manual so that can see who is promoting your goods before they get their affiliate link.

The **Affiliate Terms/Requirements/Questions** field gives you a chance to pitch directly to the people considering selling your goods. Before you complete this field take the time to look at how some of the leading sellers use this space.

IM Wealth Builders, for example, creators of Covert Store Builder, provides a long note that tells affiliates two things:

- that the approval is for all the products in the funnel and not just for one product;
- and that people they don't know with fewer than 25 JVZoo sales will only receive their commissions after a delay.

That's helpful information and a good warning.

Other sellers have gone even further. Instead of relying only on the space provided by JVZoo, Matt Callen, creator of [Traffic Recon](#), gives a link and tells affiliates that they have to agree to the rules at the bottom of the Web page.

The link leads to a sales page that provides much more information about the product and what it does for customers. It explains the sales funnel and offers email swipes and banners, as well as the rules and details about an affiliate competition. To collect the affiliate link, affiliates have to click a button that takes them back to JVZoo. You can see the page at www.trafficrecon.com/jv.php.

SALES FUNNEL

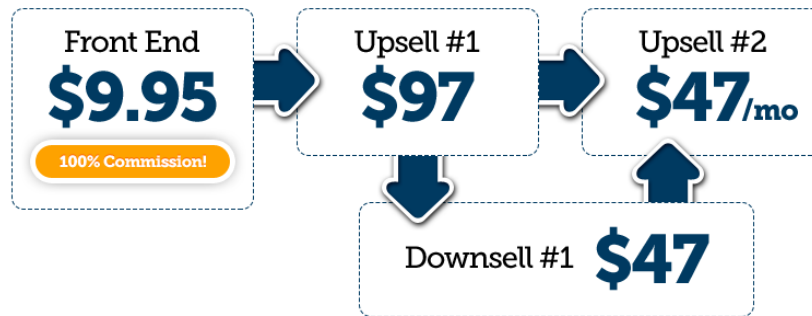


Fig. 12 Matt Callen uses his affiliate page to explain his sales funnel.

This strategy takes some preparation. You'll need to create the page before you add the product to JVZoo. But when you lay out exactly what you're offering both to the affiliate and to the affiliate's audience, you've got a much better chance of landing more sellers.

If you don't want to do that though, you can just enter details about your product at the bottom of the form.

But you're still not done. On the right of the page are "**Advanced Features.**" The first section is relatively straightforward. This is where you enter the details of the product in the **Marketplace.**

There is one field here, though, that should make you think. The last field in this section is marked "**FB Social Discount.**" This is the amount by which you lower the price if the buyer shares your product on Facebook.

That's a great opportunity. It lets you buy space on a customer's social media stream for a price of your choice. It's worth using. For just \$5 or less you can get a recommendation made directly to hundreds of a buyer's most trusted contacts.

Second Tier Affiliate Tracking is a bit more complicated. This option allows you to pay commissions to affiliates who bring in other affiliates. Bear in mind that clicking "yes" here allows anyone to become a second tier affiliate but pressing "no" won't exclude the possibility of recruiting second tier affiliates later. You'll just have to add them manually by choosing "JVs" from the Sellers dropdown menu.

If you do choose "yes," you can either enter the URL of your affiliate page, or you can leave the field blank, in which case JVZoo will use the affiliate page you created at the bottom of the previous form.

We've already seen that Make A Dime Sale allows you to create urgency by lowering the price for early buyers but the Autoresponder Integration and Webinar Integration are just as useful.

Autoresponder Integration will make sure that your customers are added to your email marketing list so that you can let them know about future offers.

JVZoo strongly recommends that you use GetResponse rather than AWeber or any other service. They say that only GetResponse lets them collect the email addresses from the Paypal purchase page rather than from the product page after the buyer has made the purchase. Because not everyone reaches that product page, there's a risk that you'll lose the email addresses of nearly a quarter of your customers. However, make sure you put your GetReponse account INSIDE JVZoo in order for it to function with the single opt-in feature.

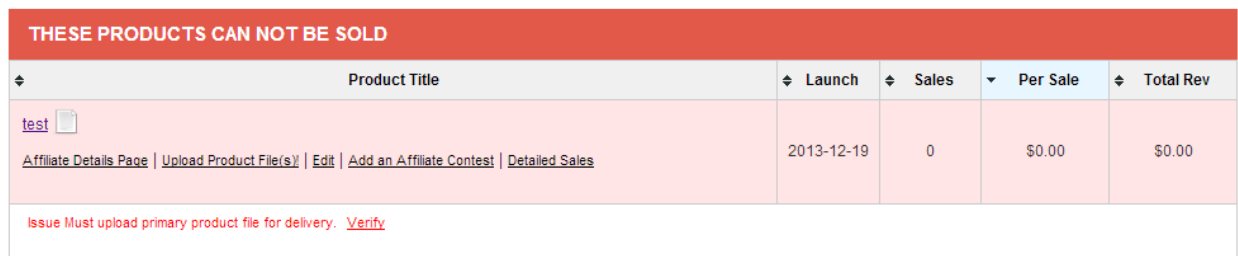
That will cut your revenues from future email marketing to that list by nearly 25 percent.

Webinar Integration is easier. JVZoo uses GotoWebinar which is the market leader—and the system works. According to E. Brian Rose, JVZoo's founder, ebook sellers in particular have found that automatically registering buyers of their books to a webinar at GoToWebinar has proved to be a great way to turn a single sale into ongoing sales. You just have to enter the webinar URL and make sure that your webinar is set up to receive only first name, last name and email address.

And the final part of the form is complicated. It lets you plug your customers into other programs once they've signed up. It's unlikely you'll need it, and if you do, a programmer will help you to get all the coding right.

And that's it...for now.

Because your product still won't be ready to sell. Once you've saved the product, you'll still need to upload it.




THESE PRODUCTS CAN NOT BE SOLD				
Product Title	Launch	Sales	Per Sale	Total Rev
test  Affiliate Details Page Upload Product File(s) Edit Add an Affiliate Contest Detailed Sales	2013-12-19	0	\$0.00	\$0.00
Issue Must upload primary product file for delivery. Verify				

Fig. 13 You'll need to upload your product before you can sell it.

You can do that from the next page. Links will take you to pages where you can see details about your affiliates; upload the product; edit the product details again; see detailed sales; or add an affiliate contest. (You might want to keep that on a dedicated affiliate page, as Matt Callen did, but JVZoo also gives you a WYSIWYG editor that you can use to create a page on the site too.)

And that really will be it!

3.2 Building Your Sales Funnel

When you—or your affiliate—has a lead interested in making a purchase, you want to be sure that lead is going to walk away with as much as possible. Sales funnels allow sellers and affiliates to offer a variety of different products based on the customer’s behavior.

It’s a bit like putting a salesman in a furniture store. If a customer likes a sofa suite but says it’s too expensive, the salesman can show something similar but a bit cheaper. If they do buy the suite, he can offer them some matching curtains or an annual cleaning service. A real salesperson can guide leads to products that he thinks they’re likely to buy based on their response to his salesmanship.

In Internet marketing, sales funnels work in the same way. They’re automated sales scripts that show the right products to the right customers at the right time.

And JVZoo makes them very easy to construct.

Once you’ve added a product, you can choose “Sales Funnels” from the Sellers dropdown menu at the top of the screen.

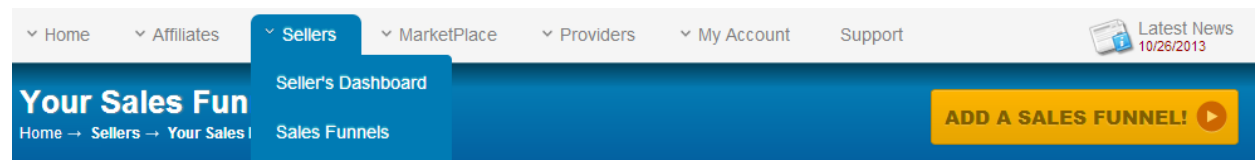


Fig. 14 Prepare your products before you create your sales funnel.

Press the big yellow “Add A Sales Funnel” button and you’ll be asked to give your funnel a name. Once you’ve done that, you’ll need to choose a front-end product.

This is the main product that you’re offering at the start of the funnel.

That product has to be fully registered and uploaded. Until you’ve done that you won’t be able to start creating the funnel.

Pick your front-end product and you’ll see an organization chart. Two branches flow out from each entry: one for an upsell and one for a downsell. Below the chart you’ll see a text description which tells you the upsell and the downsell from each product. To add a product, you just have to choose the upsell or the downsell from the dropdown menu and choose the product.

When you’ve done that, you’ll be able to collect the links that lead to the next stage in the funnel and add them to your sales page.

Very simple... but there are a few points to be aware of.

First, you can only list products in the funnel that you've already placed on JVZoo.

So before you create your funnel, you'll need to have already created all the products you need, written the sales copy, designed the graphics, decided how much you want to charge for them and uploaded them to the site.

You'll also need to have planned the structure of your funnel. You'll need to have thought through which products to offer when and for how much.

That's a little tricky.

It's challenging enough getting your offer right when you've got just one product. Throw in another two, four or more products and the challenge gets even bigger.

E. Brian Rose has told me that he's working on adding split-testing to the funnel. That will let you test different products and price points at various moments in the sales process. Until then, you're going to have to rely on your testing and your own knowledge of what buyers in your niche want to buy and how much they're prepared to spend.

Just don't feel tempted to keep adding upsells and downsells all the way through a long funnel. Remember that leads will see upsells after they've already made a decision to buy but before they've clicked the Paypal button. If you keep bothering them with more offers, you increase the chances that they'll turn away before they've placed their order.

And while continuing to offer downsells after a refusal will make it look like you've got nothing to lose, too many offers will be irritating to users. Those users are your affiliates' subscribers or website visitors. Annoy them and you'll harm your affiliates and lower the odds that they'll promote you again in the future.

If you've got more than two upsells and downsells, you may have too many.

What you should put in that funnel is up to you. Ben Littlefield, a shareholder in JVZoo and one of its leading members both as an affiliate and a vendor, uses a pretty simple formula.

His launches will typically have two different front-end products: a lite version and a basic version. The lite version might cost \$47 while the more expensive version, with case studies and walkthroughs, costs just \$10 more. Each of those options then has an upsell available for \$20. That upsell might provide a stack of swipe files that leads can copy and paste into their own businesses. A second and final upsell offers coaching for \$200.

Of one product which generated 2,000 sales, ninety-five percent of buyers took the higher priced front-end product, and 60 percent took the \$20 upsell. Five percent paid the \$200 for the final upsell. Those figures, says Ben, are "normal."

The principle, he explains, is to get leads into the habit of saying “yes”: “yes” to one of the front-end products and “yes” to the first upsell. His conversion rate is typically 15 percent.

That’s not the only formula you can follow. Other sellers create funnels that have a front-end prices as low as \$20, then go straight into a \$200 upsell. But Ben’s more gently sloped funnel is one that has proved very successful for him and for his business.

3.3 Create Your Own Sales Page

One of the neatest features on JVZoo is the ability to create a sales page very quickly. Once you’ve registered your product (and even before you’ve uploaded it), you’ll be able to choose “**Instant Sales Page**” from the Sellers Dashboard and be taken to a WYSIWYG page editor.

You’ll find that a template has already been created. There will be a big red headline, a place for a sub-headline, and text and graphics where the text and graphics should go.

You can just delete those placeholders and add your own content. You’ll have your own landing page on JVZoo.

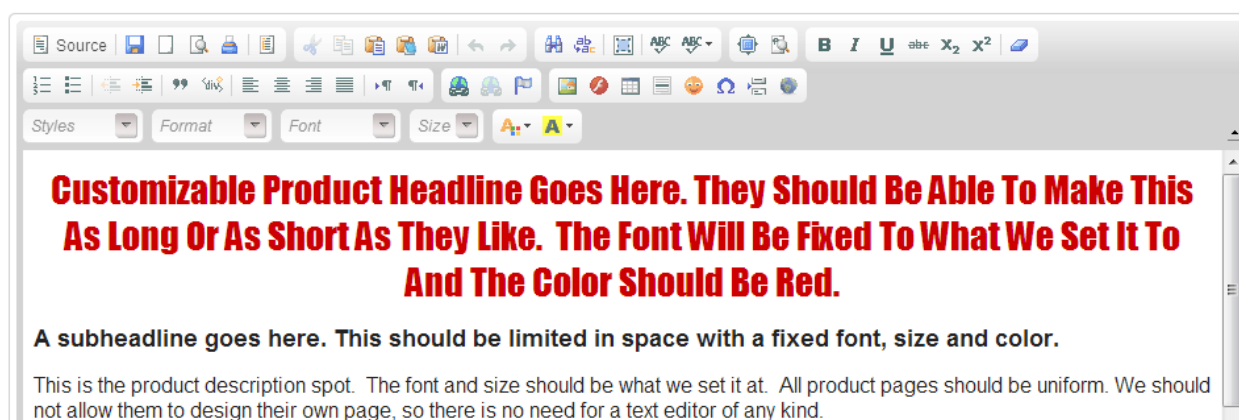


Fig. 15 JVZoo gives you a free sales page... complete with template.

That JVZoo make creating a sales page so easy is great. But don’t be fooled. Creating an *effective* sales page is not easy. You need the right copy, the right graphics and the right offer—and you need to test them to make sure that they’re right.

One strategy is to use JVZoo’s sales pages to create two sales pages and test them.

Once you’ve registered your product, from the seller’s dashboard, choose the **Duplicate Product** button.



Fig. 16 Duplicating your products makes A/B testing simple.

Create a different sales page for each product and pitch each landing page to a small portion of your list to see which is the most effective.

3.4 Your JVZoo Pre-Launch Checklist

As you can see, the process of placing a product on JVZoo isn't complicated but it does require a bit of thought and some preparation. Top vendors will often begin the process while they're still creating the product. Even before it's finished they'll be working on the sales page, planning their funnels and looking for their first affiliates. Before you can do it, you will need to have completed the following:

Marked the launch calendar

Product launches take place all the time but you don't want your launch to take place on the same day as the launch of a similar product. If that happens, you'll both be competing for the same sets of affiliates. As soon as you have a good idea of how long it will take to create your product, check the product launch calendars. (You can find some of those at WarriorJV.com and MunchEye.com.)

You won't be able to land a day entirely to yourself but you should be able to find a day without directly competing products. Once you've entered your product into the calendar, you should find that other sellers try to avoid that day.

Priced your product

You'll need to look for similar products of similar size in your field and see how much your competitors are charging for them. And make sure you see how those prices have been adjusted too. You'll want to know how big the discount is for Warrior Forum users or early bird buyers. Even if you can't find all of that information about the closest

competing products, you'll still want to create a strategy that includes the full price and the discounted prices for different markets.

Built a sales page

Whether you're selling through Warrior Forum, through your own sales page or with a sales page on JVZoo, you'll need to prepare the text and the graphics. Ideally, you should create at least two versions of that page and split-test them so that you know which is the most effective.

Prepared an affiliate page

You don't have to prepare a separate affiliate page but when JVZoo's top sellers are doing it, you can tell that it's a good idea. However you decide to display it though, your affiliate page should include:

- A button that takes affiliates back to JVZoo to register.
- A sign up form to collect email addresses.
- A description of the product's features and its benefits for the affiliate's audience.
- Swipe emails, banners and images. (And ideally, those should all have been tested using a segment of your own customer list.)
- An affiliate contest with cash prizes to raise motivation during launch week and beyond.

Booked a webinar or prepared an autoresponder

For sellers of ebooks in particular, webinars and auto-responders can be a great way to give customers more for their money and give sellers an opportunity for more upselling. Even if you don't want to use GetResponse, you should still be collecting and using your customers' email addresses.

Prepared and planned your funnel and its products

Not all of the products on JVZoo make use of its funnel creator. You can certainly create one product and sell it as a stand-alone. But launches that also offer upsells and downsells are much more likely to give you more affiliates and earn you higher revenues. Ideally, your launch will come with at least one upsell and one downsell.

Lined up your first affiliates

Affiliates will examine your stats on JVZoo to see whether your product is a good buy. If you have no affiliates yet, you'll have no sales so no refund rate, no EPC figures and no conversion stats. You'll have nothing to show affiliates that you're worth considering. Even before you launch on JVZoo, tell some affiliates what you're about do. Choose

people who know you and trust your products, people who don't need to look at the stats to understand that they'll be offering their markets a deal.

They'll provide a guide for the affiliates who come later.

Finished your product

You can start promoting your product even before it's finished but unless you finish it, you won't have a launch. While getting the marketing right is crucial, getting the product right is even more important.

4. ATTRACT AFFILIATES, BUILD SALES

Whether your product is promoted by hundreds of enthusiastic affiliates and flies off the servers, complete with all its upsells, or sits ignored and unsold on JVZoo will depend on your ability to attract and motivate affiliates.

Sellers who do succeed at attracting affiliates have done very well at JVZoo. Alex Cass, for example, has put a number of products on JVZoo. One of his least successful is a personal license for SEO Omega Conversion and Monetization Software. By number of sales it barely makes the top 100-selling products on the site.

Together with the products in its sales funnel though, it's still sold more than 9,000 units, with the front-end product selling for around \$37 and the funnel products costing a little more than \$30. That's nearly \$300,000 in revenue for a marketing program that, compared to other products on JVZoo, was only moderately successful.

Those kinds of figures don't happen by accident. They happen when sellers apply the right strategies and make the right preparations before the launch.

4.1 Create The Right Products

That starts with creating the right products. The most prominent products on JVZoo are B2B. They're software for help desks or for SEO, programs that will help people to create mini sites or produce automated content for websites, or ebooks explaining how to build the right business.

That's pretty typical of the online marketing field but those aren't the only products on JVZoo. In fact, categories in the marketplace include beauty and exercise, baseball and eating disorders. Some of the best sellers on the site have been B2C products that teach people how to invest in real estate or pick stocks. One of the top sellers taught buyers how to play guitar.

It's certainly likely that if you create a product targeted towards other marketers and business owners, you'll find it easier to attract affiliates.

But that doesn't mean you should. A better strategy is to create a product on a topic about which you're the expert—and for which you can find affiliates yourself.

That's important. You should know the topic and you should know the market. You should know who the best sellers are of products like the one you want to produce, and you should know who you'd really like to see promoting them.

You should know the field and work for it, not try to produce a product that will compete in a crowded market against experts who understand the subject better than you do.

Your product should help you to conquer a niche, which you can later try to expand. It shouldn't set you up to be crushed by stronger competitors.

4.2 Network, Network and Network Some More

The number of affiliates picked up by successful sellers varies tremendously. According to E. Brian Rose, some top products might have a thousand affiliates; others though might pick up just twenty and find that's enough to bring in a good number of sales, especially if that group contains the right affiliates. Even if you pick up 50 affiliates for your product, you'll still find that most of your sales will come from the top three or four affiliates. That's always how launches work.

You don't need to have entire armies of affiliates trying to push your products. What you need is the right affiliates: people who have good lists, are motivated and skilled, who understand your product and its market and know what they need to do to push your products in front of people who are likely to want to buy it.

The sales stats that JVZoo shares on its site will help to show affiliates that other affiliates are having success with your product.

The better your stats, the higher you'll appear in the listings. The higher you appear in the listings the more affiliates you'll attract—and the more sales you'll make.

JVZoo is considering accepting paid placements in its product listings but until then, vendors hoping to attract affiliates will need to get the ball rolling by actively seeking out their first affiliates. They shouldn't be waiting for people to stop by, sign up and ask for permission to sell.

That's done by networking. Conferences and workshops have always been the best way to meet affiliates but the rise of Facebook has made online networking a lot easier for digital marketers. The official JVZoo Facebook Group has over 4,000 members (including me!) It's not a place to advertise your products but it is a great place to meet people, start chatting and build the kinds of relationships that will turn your launch into a success.

4.3 Steal Affiliates From Your Competitors

The JVZoo Facebook Group will help you to build connections with many of the people using JVZoo, including affiliates but you also want to identify a particular group of affiliates: the people who are selling rival products. That's not complicated at all.

Draw up a list of all the main keywords relating to your product.

Google them and note down the URL of any site promoting a JVZoo or Clickbank product, or which is actively building an email list. If they're offering free downloads in return for an email or have any other squeeze page, add them to your list.

You want to build up a good idea of all the biggest ports of access to your market.

That targeting is easy. The tricky bit is to build a relationship with those marketers.

Internet marketing products will offer shortcuts to everything. You can find quick ways to improve your SEO rankings, build your list, create sales pages and do just about everything related to finding and converting leads.

But there are no shortcuts to building the kinds of relationships that turn happily into joint ventures and affiliate relationships.

Conferences are the best way to meet the people you've added to the list. If you can't meet them there, then be sure to follow them on Twitter and Facebook, and comment on their blogs. Let them get to know you. Help them whenever you can, even if it's just by retweeting and sharing their content. Recommend their products to your list so that they feel indebted and know they can trust you.

If you can move the relationship from knowing you to trusting you and liking you, you'll find that when you write to them and invite them to sign up as affiliates at JVZoo, they're more willing to do so.

Relationship-building takes time so you should start early, even before you've created your product. A good product will take time to build and put together so while you're doing that, start your networking so that when you're ready you can begin actively recruiting top affiliates from your network.

4.4 Create Loss Leaders

Take a look at some of the products and funnels on JVZoo, and you might notice something a bit strange. Some of them have 100 percent commissions.

Insta-Portfolio Pro Main 📈 by: Neil Bosley ✉	REQUEST	10/24/2013	2,000+	11.42%	\$1.03	\$9.05	100%	6.33%
	Sales Funnel		3,000+	19.77%	\$7.37	\$37.27	N/A	7.65%

Neil Bosley's Insta-Portfolio Pro Main, for example, has a full price of \$17 and an average sales price of a little over \$9. All of that money goes to the affiliate. It's sold over 2,000 units, raising more than \$18,000... all of which Neil gave to his affiliates.

Neil appears to be very generous. He gives away at least two of his other products as well, each of which has sold more than 2,000 downloads. That's a total of more than \$50,000 in sales that Neil appears to have given away without taking a penny for himself.

There's a good reason for that.

Neil Bosley, like many other affiliates, is using products as loss leaders to attract buyers to other products in his sales funnel. Affiliates are motivated to promote his main product, knowing that they'll be able to pocket everything they earn. And once he's got those leads, Neil can then present other products that are likely to interest them.

In fact, those other products have turned out to be even more attractive than the main items. While Neil has sold more than 6,000 products at 100 percent commissions, he's also seen more than 9,000 products upsold or downsold in his sales funnels. In general, the conversion rate in the sales funnel is around 10 percent higher than that of the main product and the average price between two and four times that of the main product.

Together those sales have generated nearly \$220,000.

Neil Bosley might be very generous but he's using a very powerful strategy, one that's also used by many of JVZoo's top sellers: **he puts a 100 percent commission on his main product to motivate affiliates, and makes sure that the contents of his sales funnel are powerful and attractive enough to deliver profits.**

The key to making this strategy work is to have a solid, desirable product that affiliates will want to promote and extremely good upsells and downsells leading off that product.

There's often a temptation when you're creating a sales funnel to regard the upsells and downsells as bonuses, extra money that you make on top of the sale of the main product. If you're using this loss leader strategy, the upsells and downsells are products that are at least as important as the main product.

On the other hand, though, you can expect to have affiliates that are highly motivated and who work hard to bring leads to your sales funnel.

4.5 Run Affiliate Contests

There is another way to motivate affiliates, and it's also very popular with many of JVZoo's top sellers. You can see it on Matt Callen's affiliate page for his Traffic Recon product. A large chunk of that page is given over not to explaining the features of the product or to talking up the sales commission that the affiliates would receive.

It's used to tell affiliates of a competition.

That competition comes in two parts.

The first part is a reciprocal promotion. The top three affiliates who sold more than 50 front-end products would receive a promotion of their own products to Matt's mailing list. He put the value of that prize at more than \$10,000.

For well-known marketers that's a huge prize—and not a very expensive one.

I'm asked all the time to promote products. Like many well-known marketers, I turn down most of those requests. I'm not going to promote anything to my list unless I'm convinced that my market will find it useful and that the person I'm working with is reliable and trustworthy.

That's why most of the products I promote are made by people I already know.

To an affiliate, the chance to see their own product promoted by a major marketer is a very desirable prize.

To Matt Callen, the fact that the affiliate has produced more than 50 sales shows that the affiliate knows what he or she is doing and is trustworthy. There's a good chance then that their product will be reliable and if the affiliate is promoting one of Matt's products, they're going to be in the same field too.

And, of course, that promotion won't come free. Matt would still receive his own affiliate commission. His contest would have enabled him to find good products from good marketers to promote as an affiliate.

You do have to be careful with promotions like this though. While it's a strategy that has benefits, I'd still be cautious about promising to promote a product I hadn't seen.

The second part of the contest is much more traditional and easier to implement.

Matt gave out cash prizes to the affiliates who performed the best during the week of the product's launch.



Fig. 17 Matt Callen hands out cash prizes to the best affiliates.

The top performer during the launch received \$1,000 with rewards dropping to \$100 for the fifth best partner. Altogether, the prize money amounted to \$2,000, a small percentage of the amount of revenue Matt would have expected to earn during the launch.

Contests like these are very easy to plan and very easy to offer too. In fact, JVZoo has automated much of the process.

Once you've uploaded your product to JVZoo, you'll find that you have an option to "**Add An Affiliate Contest.**" Press that link and you'll be taken to an editor where you can enter the start and finish date of the contest and type in the details.

Start Date:

End Date:

Active

Prizes:

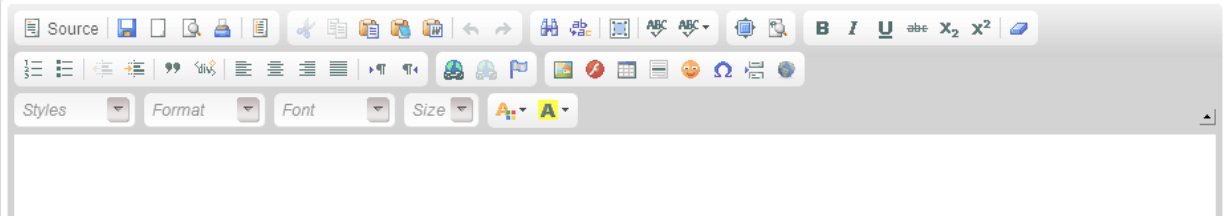


Fig. 18 Use JVZoo to show your affiliate contest and you'll get a free leaderboard.

You should have all of the copy and graphics ready before you enter the details so that you can just paste them in.

Even if you're following Matt Callen's strategy and placing your contest on a separate Web page, it's still worth entering your contest into JVZoo's page as well.

When someone clicks through to look at the details of a product, they'll be offered a button on the left that lets them "See The Affiliate Contest." That button leads to the page on which you've placed the contest details but it will also show the current leaderboard.

That's a great way to let affiliates know where they stand and how much harder they have to work to climb the rankings.

IM Wealth Builders even made sure that they placed a big arrow at the bottom of the contest page so that affiliates couldn't miss the leaderboard.

 **Current Positions**
 (is your name on the list yet?)

Leaderboard	
Position	Name
#1	MemberSpeed Inc.
#2	Chris Fox
#3	Raj Subramanyam

Fig. 19 Smart design can draw attention the leaderboard.

Contests are a hugely powerful way to incentivize affiliates. They push affiliates to work harder for sales and they enable you to reward the partners that do the best work. They might cost a little money but most sellers find that waving a total pot of a couple of thousand dollars in front of affiliates brings in a great deal more.

4.6 Create Joint Venture Agreements

JVZoo was created to allow vendors to find affiliates and for affiliates to find products to promote.

But it can also be used to create joint ventures.

Joint venture partners and affiliates are often confused. They're not the same.

Affiliates aren't involved in the creation of the product. They come in at the end of the research, the design and the production of the product. Their contribution is vital: they bring the market. And their rewards are usually clear too. They receive a percentage of the sales price.

But they're not the same as joint venture partners who work on the product together. Someone with strong knowledge of search engine optimization, for example, might get together with a programmer to create an automated SEO program.

Their contribution is different to that of an affiliate, so their rewards are different too.

Press “**JVs**” from the Sellers dropdown menu and you'll reach a page on which you can add a JV Agreement. Most of the options here are pretty straightforward.

You choose a name for the agreement and you select the product. But you also have a bunch of different kinds of agreement that can govern the joint venture.

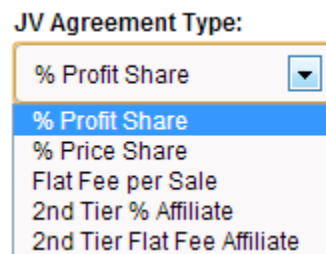


Fig. 20 Not all deals have to be based on sales commissions.

You can choose to set a share of the profits that are paid out after costs have been paid. You can share a part of the price of the product and you can also pay out a flat fee for each sale generated.

In addition, JVZoo's JV agreements also lets you pay a percentage or a flat fee to second tier affiliates.

That's really useful. If you can get your affiliates to recruit other affiliates you can save yourself a great deal of work. You'll have created a joint venture in which you create the product and someone else does much of the marketing.

Most of your JV agreements will be with partners who worked with you on the product. You might also want to create special joint venture agreements with some of your affiliates though.

I've said that before you start trying to attract affiliates on JVZoo, it's a good idea to have a few affiliates already lined up. They should be people you know, people you trust and marketers who you believe will bring in plenty of sales.

You can either set up your product on JVZoo and approve them as soon as they apply. Or you can add them yourself by creating a JV agreement.

There are a couple of benefits of doing it yourself.

The first is that it makes life easier for your most important affiliates. They don't have to fill in any forms or send in a request. You do it all for them. You also know that it's done. Send someone a link and urge them to sign up and you'll be stuck hoping they get around to using it. Do it yourself and you know they're in the system. You just have to hope they use the affiliate links and do the marketing.

The second benefit is that you have more control over the payment. If you want to create a special deal for your top sellers without letting your other affiliates know, you can make it all official and automated with a joint venture agreement.

JVZoo isn't difficult to use. But if the products you're creating are going to be successful, you will need to use it carefully. You'll need to use strategies that attract strong affiliates and motivate them to push your products to their audiences hard. While you don't have to use all of them, vendors have found that loss leaders and affiliate contests in particular can be very powerful ways of driving sales.

CONCLUSION

In this report, I've explained some of the best strategies being used by vendors and affiliates as they try to maximize their profits using JVZoo.

For affiliates, that mostly comes down to reading the stats carefully. The most successful resellers of digital products make sure that they only offer products that they know their audiences will love. They check the refund rates to ensure that the quality is as high as customers expect, and they tweak their marketing to capitalize on the trust that their subscriber lists and visitors feel towards them.

And, of course, they push the products hard to increase their chances of winning affiliate contests.

For vendors, the strategies are a little more complex. Clearly, they have to make good products, usually the kind of B2B products that other digital marketers will find useful. They need to get the price right, create effective sales copy and build sales funnels that provide tempting upsells and enticing downsells.

And they have to recruit affiliates, ideally people they know or who have experience marketing similar products. They have to attract them with loss leaders and motivate them with affiliate contests.

None of that is simple. While JVZoo makes the process of Internet marketing easier, creating and selling digital products take time and it takes effort. It takes planning and it takes preparation.

Get the strategy right though, and you should find that JVZoo will become an essential part of your online marketing business.

Don't forget your FREE gift from Joel!

GET INSTANT ACCESS TO THREE of My Bestselling Products



The Secret Classroom

Viewers of my award-winning reality show, The Next Internet Millionaire, only got to see a few minutes of the expert marketers brought in to train the contestants. The Secret Classroom presents each experts' complete training as presented on the set of the show! Featuring Mike Filsaime, Ray Edwards, Perry Marshall, Rich Schefen, Armand Morin, Jeff Walker and others, this was a seminar that you couldn't purchase a ticket to attend. All 22 hours are now available for you to learn from at your leisure.

The Elevate Blueprint

The only live event I have ever conducted, Elevate was a 3-day content-packed conference limited to fifty (50) attendees. Paying up to \$5000/each, I and my team revealed exactly how we run a multi-million dollar business. You now have access to the entire series to stream on demand.

The Profit Vault

A step-by-step system for making money online, this system has been used by thousands of my customers. You now have unlimited access to all the content in one convenient location.

You get FREE unlimited access to all this!



[Click HERE!](#)

Disclaimer

Every effort has been made to ensure the accuracy of the tips and strategies included in this guide, but there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques.

Your level of success in attaining the results described in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Results may vary, as with any business opportunity, you could make more or less. Success in ANY business opportunity is a result of hard work, time and a variety of other factors. No express or implied guarantees of income are made when purchasing this eBook.