

## Session 5 Commissions Contest and Communication

### MMC #1 Affiliate Contest Revealed

Affiliate contest, why it works, how to run it in the secret strategy for getting the most out of it. So if you're running an affiliate program or running a big product launch, you know that contests are a great way to get your Affiliates engaged, to get them motivated and get them to take action, which is what you want. And there's a particular time. When you wanna run a contest, when sales tend to start to go down or win, maybe opt in, start to go down, basically just overall performance tends to decrease and that's over a weekend. Now the reason why you want to run a weekend contest is because of just that. Typically your sales or your your whatever it is that you're doing, whether you're an opt in. Or whatever, will plummet over a weekend. But when you run a weekend contest, you can actually see an increase in op tins or sales during that time and so. It's a great time to run a contest 'cause. The key to contest is to get affiliates to do things that they otherwise wouldn't do. You don't wanna just run a contest and the person who wins it is somebody who just did what they were already going to do, right? You don't want to do that. You want to get them to take action that they weren't planning on taking. You wanna get them too. Send an e-mail that they weren't planning on taking. Maybe do a Facebook live or a Facebook post that they weren't planning on doing so. It works. Running these weekend contests works now. How do you run these weekend contests? Well, there's a key strategy in here. Depending upon how you know what kind of contest it is, you wanna run it for the whole weekend for both Saturday and Sunday. So it expires at Midnight Pacific Time on Sunday. And what will happen there is you'll get an e-mail out of him on Saturday, you'll get an e-mail maybe Sunday morning, but then as things are heating up, they'll they'll watch the e-mail, they'll watch the Facebook. They'll watch to see how they're doing in this contest, and you'll get them to send another e-mail, perhaps on Sunday night. You know, at times. All three of those times might be times they were planning on sending an e-mail. Now, the key here, the secret strategy, if you will, is when you announced this contest. So we announce our contest on a Friday afternoon around 2-3 o'clock Eastern Time. The thing is, these weekend contests, like any announcing any contest, they require a balance of you have to have enough lead time, but not too much lead time, not too much heads up. So, like, for instance, we run a first day like a very first day of the launch contest. We can announce that 2-3 weeks in advance to get them excited to to mail right at the beginning of the launch, right? With the weekend contest that's happening, say, you know, 345 days in or even, you know, halfway through, whatever the case may be, if you wait too long to announce, if you don't announce it until Saturday morning or Friday, you know, night, then you run the risk of people not being able to take action. You know, like if they don't see the e-mail until. Sunday, you know, night there they can't take action on the weekend contest, but if you announce it on Thursday or like early in the morning on Friday, they might delay it already scheduled e-mail, like maybe they were going to mail on Friday at 10 AM, 11 AM. And then they just delay it till Saturday so you don't get any X, you don't get anything extra out of it, you don't get an extra e-mail or two out of. So what you wanna do is announce this around 2:00 to 3:00 o'clock on Friday afternoon. Most of the people who are going to mail on Friday have already mailed. They've already sent their e-mail

on Friday, but now they look at it and go, oh, I gotta, you know, I gotta schedule some stuff over the weekend. I gotta do a Facebook post, I gotta maybe do a Facebook live. I gotta send a couple emails every week. 'cause I wanna win this weekend contest. So that's the key, is when you announce it sometime mid afternoon on Friday, early enough that. That you show up. You know, and if you're if you're kind of worried about some of your top players seeing the e-mail that you're announcing it or the Facebook post, shoot him a text, say, hey, you know, be interested in seeing this. Early enough that they have a chance to react, they can get. If they have a team, they can get them to write some copy for the weekend. But late enough that you're get, you're still getting that extra e-mail on this. So that's the key on how to do one of these weekend contests. So if you wanna know more about running an affiliate program, contest, how to get your Affiliates engaged, all that fun stuff, we are unlocking the code. We are sharing our previously classified playbook. Part frankly, your affiliate manager doesn't want you to know about go to [mattmcwilliams.com/code](http://mattmcwilliams.com/code) and you can register for one of our upcoming free live virtual events. You don't have to go anywhere and don't have to pay anything. It's all free, and we were revealing our playbook for how we've run affiliate programs for. Folks like Shutterfly and Michael Hyatt and Rich Sheffrin and Zigler and Lewis House, Brian, Tracy, the list goes on and on. We've run them all the, you know, the top affiliate programs. We're revealing, our playbook, our secret strategies like this one, this little one here. Just a little taste of what you'll get in the affiliate code unlocked. So. Go to [mattmcwilliams.com/code](http://mattmcwilliams.com/code), save your seat. We'll see you on the training.

#### MMC The Magic Affiliate Contest Anyone Can Win

Run a contest for your Affiliates where you are incentivizing them to send more emails. And what you're seeing here is a look at our vault, our e-mail vault. This is our e-mail archive of all the emails we've ever sent to affiliates. I mean, there are literally thousands of them. And we have them in our system. We have them tagged and organized so that if I want to send a similar e-mail, I can find it really easily and tweak it and and send it out to clients or or our affiliates. In this idea, here is you run a contest where the entire contest is basically, hey, every e-mail you send enters you to win a prize. Whatever that prizes, it could be money. In this case, you'll see it's tickets to the event that our client was running. And the reason we did this is it, it really gets those smaller affiliates engaged and and yeah you know you may have, you may have say if you've got in this case we had probably about 1000 affiliates that were considered small affiliates. And if you get the the average affiliate to just send one more e-mail, that's 1000 extra emails. If that only brings in even 500 sales. That's 500 times. About \$1000 is \$500,000. We're giving up, you know, three tickets so you can make these prizes be something that doesn't really cost you anything. To have three more people at this live event didn't cost. Our client anything didn't cost Michael had anything. So you're looking at the e-mail here and what I want to do is I want to show you how we did it from kind of a technical standpoint. It's really easy now. I want to share when you wanna do it. And why this actual one that you're looking at here, we kind of ran it at the wrong time. I'll share that in a second. And then I also want to share another type of contest, kind of as a bonus here that we did. It's very similar. And so wrote the e-mail. I talked about the prize that we're giving out. I I mentioned, you know, the contest earlier in the day. But this one teaches them or shows them how to actually submit. And then I suggest a certain plan.

Commented [BC1]: Their injuries. So every e-mail you know this contest is about one thing and one thing only. Mailing often every time you send an e-mail. Make sure that I'm on your list. Use the e-mail F2 S contest at Mamma claims.com will randomly draw three winners. Th

So I mentioned earlier that we sent this at the kind of the wrong time. We sent this with like five days left in the launch, I think, you know, September 26th probably, so there's 272829 and four days left. The best time to send this is right around the messy middle of opencart. So if you have a five day opencart Monday through Friday, the best time to send this is going to be like late morning on Wednesday when I mean it's just the middle of the launch, things are dead and you really want to encourage people to mail more. During that stretch now this also you can keep reminding them, hey, we're gonna run this contest through the end of the launch. So you know, mail more on car close day 2. Now we talk about. We address, you know, if this scares you, why people you know, if this scares you about getting unsubscribed. I have a blog post all about that that you know I can share below this video and you can send your affiliates to let them know the statistics on that. But I I address that, I give them the link, and then I give the link to the webinars and the sales page in this case. And then I have swipe copy below which I don't have in this you know sample e-mail here. Now here are the results of that. You can see right here. What we were getting in terms of this is from literally about. A 12 hour stretch. Looks like this was on the 28th. So I mean, you know, this isn't a 12 hour stretch. Now of course you look and go, well wait a minute, this is, you know, some of these guys are, you know, these are different. There was an actual issue with some of their e-mail systems and what we did was we figured out how often they were. You know it would send like the same e-mail multiple times. You know to this because of some segmenting and stuff and they figured it out. And it's not exactly a super great representation, but you can see it there one through 100 of many. There are a lot of emails that were sent to this e-mail address. Some of these folks like I'm, I'm just looking through here, you know, definitely made some sales. They definitely made some sales. You know, Zigler, I mean kind of a big company there. I know Robbie made some sales, Robbie now works with us. So there were definitely a lot of these folks were making sales. Gives you a good idea of what that looks like. And so this e-mail works really, really well. Here's what you do. You create that special e-mail address. Now, in our case, with our e-mail server, if you have an e-mail address that doesn't exist, he just goes to a default place. We didn't even have to create this e-mail. And then what we did was we took all those emails. And we automatically just had them go to a folder. We just had those emails go. To a folder that like every e-mail sent to F2F contest at mcleans.com just went to a folder. And that was it. And we stored them there. Now another way you can do this. Here's an example that we posted this to Facebook we did. Let's take over Facebook and you can read the text. I'm not going to read that here, but here's what we do is we posted this on Facebook and said all you have to do is post your Facebook live here and after you know after you've done it linked to your page and you'll be entered. And that's how we ran it from a from a tech standpoint, you could have them go fill out a quick, you know, enter their information like submitted in a Google form. You could have them in this case, we could have had them emailed the link, say just e-mail your link to you know. This was for free to focus as well to F2F. FB live at mcwilliams.com you know, and basically you you sent it to that they all go to a folder. And there you go. So yeah, then we give him some tips, making an event, you know, you're list, run Facebook ads and then we did \$1000 cash. So all you had to do was do a Facebook live. That's all you had to do. The hope, of course, was that when they did this, you know, more and more people were gonna get involved and they were gonna make some sales and they did. We saw numerous sales come from them doing Facebook lives

and it was an opportunity to get them engaged. And we, I mean there was this stretch on that, like I follow a bunch of these people like every like there were like 4-5, six people live at the same. Time talking about the same course. And it was crazy, like we dominated the market for about 6 hours. Which was really, really cool. So there's a couple of ways you can do these. Run these, you know, these type of contests where it's like just all you do is just submit your stuff and it's really easy to manage from a tech standpoint, so don't let that be a barrier. If you want more information about engaging your Affiliates, finding affiliates, getting the right people on board, make sure you register. For our affiliate code unlocked Live event, that one coming up soon. It's all virtual. It's free. You don't have to pay a thing, you don't have to travel anywhere. Just go to [mattmcwilliams.com/code](http://mattmcwilliams.com/code). [Mamakwilliams.com/code](http://Mamakwilliams.com/code) and get registered for the affiliate code unlocked. You do not want to miss this. We're revealing so much stuff like this our entire playbook. Our entire playbook, we're revealing it all on the affiliate code unlocked, so go register [mcwilliams.com/code](http://mcwilliams.com/code). I'll see you there.

#### Part 1

Yep, that's fine. I found that took a lot longer than it probably should have for me. He said 20 minutes. I was like, oh, OK, it took me maybe 40 minutes. But I I when I read their last questions, like, OK. But it's done. That wasn't good exercise. I enjoyed it so. And after this, we have our weekend. We're ready. We're ready. Right. I don't know how many takes ended up taking me for a for a video. I kept messing up here and there. I lost count, but I finally got it done. Yeah, I tried probably four different takes. And then the last one I just left. Any stuttering? I just left it all in there. It's like, OK, this is as good as it's gonna get. Yeah, I got a little better each time. But yeah, it wasn't where I wanted it, but I'm like, it's gonna have to do. Yeah. Yeah. Yes, that's it. Does he just wants to see how you do it? Perfection, because we would still be doing it right now. Play some little thing I don't like. None. OK, so when are y'all leaving? Hopefully my Internet is working. Just had to switch to my phone. We're here in Georgia. You are already there. OK, yeah, so we're here until Sunday afternoon ish. The game is tomorrow, so we're just hanging out. We did some a little sightseeing and just kind of enjoyed having some time away from our kiddos. So we're calling this our little honeymoon that we. Never really got it. So it's just nice to get away. Yeah. How's it going there? How are the goats and the farm and all that's going on there? They're doing well. We're learning a little bit more about them. We're about ready to move them. We rotational graze, we're about ready to move them for the first time. So that's going to be interesting tomorrow, but it's good. It's a lot of fun. Cool. Yeah. Are you on Facebook? I have to add. You wanna see some pictures? Yeah, yeah, yeah, yeah, we're on there. Yeah. Look you up, yeah? Yeah, tomorrow's gonna be fun. I mean, what were you? I mean, as far as the gang, Arkansas, and between the hedges and stuff, that's gonna be really neat. I'll be watching it. Yeah, he my husband wants to go super early, super be there for all of it. So it'll be a long day. It'll be fine. Are they gonna be, are they doing the tailgating and everything? I mean, is all that. Are there any restrictions on tailgating or anything like that? I don't know the details. What do you say? Yeah, he said there's tailgating. That's part of the experience. Yeah. How's everyone else doing? Um. I'm doing good, I. Sure, I'm actually I don't wanna use that screensaver. Alternative lifestyle. OK, that's better. Thank you. I'm glad you asked me how I was doing. I'm doing good. I the assignment took me much, much longer than I

expected. I is. I don't know if I'm slow or what it is, but I but I don't really mind. I feel it's my first time dealing with this kind of content and eventually once. More comfortable in this material will get down to whatever is the right time. So I, I feel it's all in the aid of learning and that's justifiable. Yeah. I wanna know how long it took Simon 'cause. I mean, you know, 'cause, it's like, you know, man, it's been doing 16 years or 20 minutes. Yeah, it's like 20 minutes. I'm like. OK, So what? Not 20 minutes. It took longer. The video that that quite a few tries for my part as well and I still feel like I wasn't fully satisfied with end result. It was, you know, it was. Record a quick video. Same VA had to find 10 affiliates. Yeah, I could see that taking a little while on your first try. Effectively. 8 If you already. There's only one missing. So I won't say. Because again, this is more about. This is not about me looking at this and saying you got it right. I mean, granted you, you can't do it completely wrong, OK? If you, that means you paid no attention whatsoever to anything that inside of find affiliates. Now when I told you to go through it, you know, that said it's more about, you know, the process of of how you think. So that's it. I'm not going to say I know Stacy. Like I said, she's on deployment. So I'm not going to, I'm not going to kind of. Tell you how I would have recommended you do it. And you're probably right now that I think about it, yeah, for you guys, 20 minutes, probably unreasonable expectation because you look at it, there's just three questions or three things. But yeah, midley, the last one itself is probably more than 20 minutes, so. Well, last time we talked about kind of the we finished up the pre launch stuff. Um. Not pre launch content like for lunch, but before the launch really kicks in, we talked about internal and we even kind of talked about, I hadn't intended to really talk about client relations until the final week. But as I was going through and I was like, you know, rather than taking client relations and making its own like its entire own segment, I decided to kind of do client relations in the timeline. 'cause, if you notice we've really been going in chronological order from you know, OK, we brought in a client, it's four to nine months out. What do we do? We'll find affiliates first. You know we could fill it just number one, OK. Now we talked about kind of the build up to that, warming them up and all that we talk about managing internal communication. I just I felt like. Doing a client communications again, like completely on its own was just gonna leave too many questions. Sorry. I'm gonna see if I can do something that my 10 year old figured out, which is how to operate this cup. So any questions before we jump in? More questions the better. Yeah we got a question on the on the videos that we sent to the VA is now the VA's get access to like the findings now courses or some of the different you know course videos that already done or is it more last doing a shoot 1015 minute hey this is how you do this type of thing. Yeah, again, in this this particular thing is something you'll never do. Just to be clear, OK. That thing you'll ever do again, it was more about kind of just seeing the work, the process that you use change your question. Yeah. All of our everybody on our team has actually been through fine affiliates now, even our. In a graphic designer. I mean, they've all been through everything. We also, I didn't really talk about this. We do team trainings. Hang on, I gotta test this out. OK. It's one of those silicone lids, and it smells like silicone. Anyway, where was I? Sorry, distracted by my team. Yeah, I mean we do, we actually do team training, so we've got one coming up as a team. I think you guys will be post post this. But we're actually going to create a teachable course with all the past, you know, trainings and kind of sessions that we do together. We're gonna be going through Michael hides free of focus course, which is a productivity course, so. You know, we'll go through kind of on the docket. I think we've

got free to focus. Basically we'll run through kind of roughly every two months. 2. You know to quarter will do a new thing together as a team. So it might be a personal growth training, it might be a training that's marketing training will go through probably next we'll go getting tribe will go through that as a team and that'll be from the lens of our membership site. But you guys would kind of go through it through the lens of what if we're working with a company that has memberships. You know, as a part of their their business, how can we best serve them? So you you'd be studying it from a slightly different lens than say marywood, who's, you know our clients except one is our title. Client success something or another you think we would? And you know, she's gonna be looking at that course completely through how do we serve our members better? Jim is gonna be looking at it probably from what kind of marketing do we need to do for the membership and what kind of graphics do I need to make. Gary is going to be looking at it from a copy perspective and he also does the writing for the, you know, the affiliate trends monthly report. So how can we make that? So I'm going to be looking at it from kind of 30,000 foot. Level and probably all different directions simultaneously. You know, how can we serve our clients? How can we improve our own? You know, things like that, so. Yeah, I mean, I know there's a long answer to your question there, but. You know, yeah, they have. They basically they go through everything. Getting uh, yeah, I don't. I don't really do. A lot of times I'll go through something first or I'll have somebody on the team go through something first as kind of a filter. Should we do this or not? So sometimes we'll read books together, I mean but that's part of the one of the perks, I guess you could say that we certainly make a point of is, I mean in a given year you'll get access to about 6 to \$8000 worth of training. So they can benefit you in other ways. So you'll get access to courses like Tribe and I don't know how much free to focus is 5000 bucks, but. You know, just as two examples, but there's there's others. So I had a question about something from earlier course. I think you showed us the checklist for affiliates. And so the checklist basically just list all the different avenues they have like the Facebook group and links to the ebook and it's just a place for them in one place to see what they've done and when they did it. Is that kind of? I mean. I we I created for me, you know, I I created for myself back in like 2014 when I was doing affiliate promos. I would, you know, I do one promo and I would send, you know, I remember to send all the emails and I'd interview the author, you know, or the course creator, whatever. And I would totally forget to promote it on Twitter. I promote on Facebook, not Twitter, because I just forgot. Now actually our company checklist is actually digitized in a sauna, so we can't screw that up. Somebody's got that covered. So, you know, typically what that will look like is. You know right now I right all of our external emails with the exception of I right about 80% of the externals that will begin to downshift probably in Q4 to probably 70% sixty 5%. The goal is by about this time next year but the beginning of Q4 next year that I'm pretty much never writing an e-mail again ever.'cause it's it's it's if you if you're familiar with the free to focus zones which you'll learn about, it is smack dab in the middle of my. It's interesting. So it's something that I am very good at and also don't really enjoy. It's it's one of two remaining tasks. The other one is meet with our CPA every month. CPA is something that meeting with CPA would fall. Clearly my drudgery zone, I mean they're good at it, nor do I enjoy it. And when I had COVID, my first reaction was yes, I would have to meet with our account this month, not the best reaction just for the record, so. The downside was worse than that one. Little upside, but. Why did I say all that? To say that? You know what that process looks like in that

checklist is I write the e-mail. And then Kevin will go through the emails, grab some Nuggets out of there that could potentially be good social media, you know, snippets, whether it be a tweet or Facebook post or something like that. He'll grab those, right? Them. Gary will sign off on them or ask any questions he has with me. Jim will create the images and then they just get scheduled. So like, but for the average affiliate, some of the smaller affiliates, they're gonna be doing it all themselves. So having that checklist just to be like, Yep, I posted it on Facebook. Yep, I posted on Twitter. You know, is it good reminder? Matt, for last couple of quizzes, you've had us writing emails to affiliates when you are doing that. So I'm running a lunch for like somebody who trains dogs and somebody else who teaches art. Do you have avatars for those separate groups or do you kind of treat all affiliate groups the same way I do have avatars? I'll give it, I'll give you an example. You know, I I don't know that's a avatars, but there there's a certain personality to different clients when one of our one of our clients in the parents in space and. Her affiliates fall into two categories. They are either parenting bloggers or super stuffy people with letters behind their name. So we actually, we actually divided in half. This was a recommendation I gave to her when I said client for she's a coaching client, not a done for you client. So I'm not, I'm not writing the emails. But I recommended that she kind of do her. She is litter behind letters, behind her name, but she actually has a really killer sense of humor. You know. So I said you need to communicate with those two groups separately. The mommy bloggers need to get the elf animated GIF saying it's launch day, you know? The the stuffy. Whatever their letters are behind their name, you know, folks probably need to get a more straight to the point, you know, and I told her, I said, you know, if you happen to know that one of those, you know, letters behind their name, folks actually does have a really killer sentence here. Move them over to the other, you know, group. But due to the fact that she has like 50 in each group, probably about 100 in the. In the parenting Blogger group, not about 50 of the stuffy ones. It was big enough difference that I recommended, you know, dividing them up and so. Yeah, I mean it kind of depends on the space a little bit. Most of the clients will work with will fall under the big umbrella of. in the done for you type says will will fall under the umbrella of of kind of personal growth marketing entrepreneur trying to think of something that would just be like you know whatever an example. Even then I would still, I mean some of the funniest team. I, I think I told you guys last time I had a lady who read the emails to her 8 year old or 12 year old or whatever because I met there. Pretty funny, you know? Yeah, I mean it's. We we have a personality as a company. OK. It's here's the deal. If you don't fit the personality of the company you're never going to that personality is never gonna come through in the emails so probably not gonna work together. You know just to be clear because it made it as far as I at least so far from what I can tell believe you have at least some you know there there's a there's a match personality wise. Um. And so. Yeah, I mean, we're looking for that personality to come through. We're not the star. You know, I said that from the beginning. We're not the star, we're not, we're not the row where the guide. But at the same time, you know, there's something to be said that if people like your emails, they like your communication, they're more likely to read it and therefore they're more likely to do the thing that we ask them to do in the e-mail. Time. So having a personality important, having a bit of a sense of humor is important. But also, you know, there's an element of communication in in in the sense that we want, you know, we want to educate them. And so it's got to be something that kind of away blows their minds a little bit. So there

there's kind of a weird hodgepodge, Krishnan, that you'll develop both from learning and from. Surepoint on. Thank you. Other questions? None, right? Question. I know that you said do not be doing as many emails. Like how did you develop your expertise e-mail? Was it just through doing it or something you've always been good at? And if you're gonna be passing it on, you're gonna be trainings on do trainings on how to do emails or Ryan 'cause. I could see how critical it is. Yeah, I mean, thankfully writing emails to affiliate. I codified this a while back. Then I remembered. I just remembered. I forgot. I need to do something. So we have a template that I developed that I didn't realize there was a template. And I'm trying to actually remember what it has because I taught it to a client on the fly one day and it was one of those. Like, I like it hit me, Oh my gosh, I have a template and really even know it. I think I remember what I told them and how I told them and ended up being very impactful for them. This is a client that they did virtual summits, the virtual summit they did before they worked with us, they had 24,000 people. Virtual Summit they did after 114,000 people on there in the parenting space. So it's pretty kind of big deal. Um, so? Basically the the flow, who's at the task, that was Cynthia. So the flow of an affiliate from a from a structure standpoint is, you know, the very first thing I just want to work from the bottom up. So the bottom of the e-mail is all the stuff. It's all the things they need, it's the resources. So it's your swipe copy, it's the, you know? The links to that you know to log into the affiliate portal, it's, you know. Anything like that? OK. The right before the bottom. So the kind of the last message is like your call to action, but it's not, it's not the thing to do today. It's like the raw, raw, like, you know, you know what to do, go get him. It's the final sentence, you know, just a little bit of an kind of an inspiring message, right? Right before that is anything that's coming up that you're going to preview. Now keep in mind when I go through this, this is not every e-mail has everyone of these sections. In fact, very few I can't think of. The only emails actively we have, every single one of these sections would probably be like. One to three days before the launch. One random e-mail during the launch when there's a lot of things going on, maybe it's like the day of the webinar and then card opens tomorrow. So that's kind of important to kind of get multiple messages into that where it's like, here's what to do today and also card open tomorrow. And maybe like the day before, the final day, there's probably only time you'll ever have all of these. And even then, I'd probably say half the time in those e-mail don't have all of these, right? So here it's like, again, going up from the bottom, you can picture and just kind of like picture it'll it'll Gray blocks of where we're going to put our text right and what our messaging is. That, you know, that's gonna say something along the lines of, you know, again, what's coming up tomorrow, what to be looking for. Also, it's like also quick reminder promo for the webinar starts tomorrow. I'll be sending out an e-mail later today with details on that. OK, so that's a preview of what's to come. The middle kind of that 4th section up, if you will, is going to be the. You know, here's what to do now. This is the call to action, the actual call to action. It's open cart day, so. Here's the you know, here's what to do today. Mail this morning. About the you know about the card opening in the fast action bonus, send an e-mail this evening reminding them about the fast action bonus. I've said it once, I've said it, you know, 1000 times. That second e-mail will be responsible for 40 to 60% of your sales today. No, something like that. It's not. It's there's maybe a little bit of education in there, but it's like what to do today thing. The second thing. So this will be the second from the top. Is the raw all right? This is the stats. The. Oh my gosh, I can't believe how well it's going. This is the,

you know, this could be the the, you know, the unbelievable. I can't believe we have 10,000 op tins or 50,000 up. We set a new record. We have a new leader. Oh my gosh. People are raving about the webinar and saying it's most amazing webinar they've ever been on. It's it's, you know. The four sentence of just absolute raw rally, the troops cheerleading type stuff, and then the very first sentence is basically what's happening. So it's literally like, alright, we're here, it's open cart day, OK? It's webinar day, OK, webinar promo starts today, the launch starts today, video 2, drop today. It's just like one sentence that kind of says this is what you're getting, right? Like everything about to say is about this. Now, there's other things that fit into parts of those, like Leaderboards. Sometimes I'll lead with the leaderboard. Like, not the very first thing, like, here's the leaderboard, but like. Oh my gosh, you know what a day. The row part. Boom. Leaderboard. Sometimes I'll, I'll put the leaderboard down at the bottom and I'll just say something like, you know, Oh my gosh, you're amazing. We have a new leader, Peter, or, you know, leaderboard at the bottom, Robert, more Raw. We can't believe how well it's going. Yadda, yadda. Here's, you know, and then go through those sections, right? I put the leaderboard at the bottom. Normally probably I would say not bottom bottom, but like you know. Somewhere kind of toward the lower third of the e-mail. I'm probably 80% of emails. have a ton of time to go through here as I mean I'll just give you literally every single e-mail that I have. Admittedly didn't document a lot of them. Overtime just go just go through and read emails that I sent. And look for those pieces row that's effective or I don't know why that did that that's probably not very smart you got came on. I don't agonize over these emails. I'm say the average one takes me maybe 12 to 15 minutes. If I put more time into it, then that's time I'm not doing on something else, you know? So I don't agonize over these things. But yeah, to answer question, there's a little bit of the affiliate emails. There's a little bit of copywriting. There's little persuasion anyway. Persuade people. There's a lot of reusing stuff. I mean, I can't remember a day before cart close e-mail that I didn't include a link to the YouTube video for Europe final Countdown. You don't know that if I get the song in your head, you'll have it in your head for three weeks and you'll hate me. So go Google it, play it later and you can hate me. I mean, I can't remember. You know. I launch day where the first sentence didn't have 17 exclamation points. You know, like, those are kind of. Things that we do, we have emails that we do reuse quite a bit and tweak them like the web and R truth e-mail. Just pull it up. I think since we're on this you guys cool if I just get way off script and share some of this kind of kind of give you look at it before but. Monitor is it on the e-mail? Like does it say before launch? Yes OK, yeah. How do we does anybody know that used to be like a green border and now zoom like got rid of it and I can't tell what monitor I'm actually sharing. I know it lets me pick, but sometimes they look the same in the little previous so so here's an e-mail for example. Web and R truth this was originally one that I wrote for Ray and I have reuse this dozens of times. I've done this as an e-mail. I've done as a Facebook post. Hey got a bunch of questions about the webinars here. Is it any good? Well my audience yes you know. And then I write something that explains why I know this is going to be good. Now in raise example, I had attended basically the same webinar. I experienced, you know, these results that you see on your screen here. But if I don't have that, then I ask them. Meaning the client, hey, what are some testimonials in the last time you did this webinar? Or OK, this is the first time you've done this exact webinar. Have you done something similar? What are some testimonials? Have you ever been on one of their things? You know, anything like,

right, something that just kind of indicates that This is why this one is going to be amazing. When should I mail? That's the second question. And so we answer that typically. If this e-mail is sent, I typically send it. Let's just say if there's a webinar and it's on Thursday in the promo starts on Monday. I'll send this on Tuesday. I might send it on Wednesday morning like I think this one was. Will there be a replay? You know, can I offer bonuses and I teach them about how to do bonuses? How does it convert? I share the convergence now with the convergence tests aren't all that great, or they're unknown and I don't even. We ended the fourth question, which I wanted. I just realized here the most. Here are the four most common questions, and then there's five things, I think with the last one that last time I posted this was with. Kim Walsh Phillips. First time she'd ever done that webinar. We had no idea on this, so it was just four things. There's four things. I'm gonna go through maybe a few others that we use a lot of. Um. Oh, there was one, yeah, so come back. Um, let's see, you know. Oh, to students of the course, your secret weapon. OK, what's their secret weapon? It's your experience with. Here's the cool thing with this one is for tribe. All I had to do was just take the word tribe writers and switch it to the word tribe only. You know, pretty straightforward, right? And then I talk about my story promoting something, and that is the power, blah blah, blah. I mean, I've used this 30 times. How do you swipe copy? You know, I think I've sent this e-mail probably 30 times. Skin going through here, some of these other emails, these are the ones that we just repetitively use like our active. We sell our activation templates. You guys will just get him, of course, from the workforce, but this is an e-mail that we use to activate or some of the emails that we used to activate how to improve your conversion rate. You know, I. Share a lesson here. This exactly one. We've probably used like 8 to 10 times with people who have assessments or quizzes. Here's another inactive one. You know, these are how to win big with the webinars. So we'll announce a new webinar contest and I teach them the winning formula, you know, which is basically send a lot of emails. Here's this one. I think we've done as an e-mail. We've done as a Facebook post. Hey, I have two ideas for promoting the webinars. Do you want to know them? Alright, you know, kind of a cool potion we get. Like, I'll do it as a Facebook post. We got like 400 emails sometimes. So again, just like, I'm like, I'm not reinventing here's one click this, make money. It's literally called click this, make money e-mail. And we send this to people who are. Inactive or really kind of low on traffic and we actually embed their affiliate link into. I think this still works. It might not have to tweet this one, but yeah, and it just goes to this. It actually, you know, this will be a merge tag that would fill in if it were being sent via e-mail. This start shortly register had went move. Not going to click that of course, but it literally embeds their affiliate link into a Twitter posts linking, learning go boom, click done, boom, click done, boom, click done. Like sometimes that's all I'm gonna get out of them is making this so stupid easy for them. You know that they actually take action. Let me see here. Yeah, bonuses. How do you increase your sales by 30 or 40%? Bonuses. We teach them about how to use bonuses. I've done that as an e-mail. I've done it as a Facebook post how to mail more often, and I teach them how to actually mail more often. You know, get your get your opt in list. Make sure they can opt out. You know, the kind of the mindset side of, of mailing more. Why do mail over the weekend? There hasn't been a Friday in a launch where I haven't either sent that e-mail or posted that to Facebook group, 'cause it's repetitive. In everyone of our coaching clients does the same thing every Friday during a launch. They, you know, they do something. With that e-mail I get more

education. I use this all the time about just. I just took this. Is the already went through that one, yeah. You know, again, best practices for an assessment or webinar, and we we teach some of the best practices so you get the idea. Like, here's one, I love this one, this one I stole from somebody. We'd love to know if you plan on offering a bonus package since this is time, people. If so, can you please reply to this e-mail letting us know what your bonus will be? Now, there's a kind of a hidden message in there. You should have a bonus, and if you don't have one, you're doing something wrong. And I, you know, I teach this stuff, so we always have bonuses. Plan. You know, I just remember thinking, you know what? That would probably persuade me to reply back if I didn't have one and say, should I have a bonus? Why? Why don't I have a bonus? Am I missing something? And then I go, well, here's how you put together a bonus package. I have emails about closing sales, and these are educational. These are pretty much copy and paste. This is an idea if you've ever played one of our clients. So we do a Facebook takeover. And I mean, I was gonna kick out of it every time I post this week. 'cause I copy and paste it. We just had an idea. 4 1/2 months ago that we were going to do this at this time during this launch. But we post in there and the whole thing you talk this is like a contest. I wouldn't recommend doing this in a \$300,000 launch, but in a multi million dollar launch, you know, the whole thing is like if you go live on Facebook and post the link to your live in this thread, you're doing 1000 bucks and we'll get 40 people. And I'm like, if those 40 people don't produce at least one sale, I would be shocked. We're paying 1000 bucks for. You know, hopefully more than one tail. And I give them tips on on how to be that, you know, here's one. It's just again a rider that you at least want this. Like, Oh yeah, I should do it. Row schedule, leaderboard. Change up so much it reminded me of another sketch. Yeah, here's one. The holy countdown. I mean, I created that image in 2012 and I teach them how to use a countdown clock in their emails, and we give him the code warning. Use of this code will drastically increase your sales. You sit on your own risk. I funny story. There's a guy in my audience he's probably promoted. 20, maybe 30 of the launches that we run. And. Somehow when I posted it to Facebook, I don't know what happened, but I left this out and he and he he deemed me and was like, dude, you didn't put the warning. I was like, what are you talking about? He's like the warning that used to the countdown code will dramatically increase your sales. Use it at your own risk. And I was like, oh, I did. You know, whatever he's like, don't worry. I left a comment and said that I'm like, that's awesome. Like, yeah, he's seen it so many times that he knew what was coming, educating them and why they should mail more on car close day. And I share the statistics until. You know the story, so just gives you some ideas of, I mean, truth be told. You could. Darn near run an entire launch with just those emails. I wouldn't recommend it, but there's definitely the the 20 to 30% that that you're going to have to make up as you go. And there's things are going, but as far as planning the launch, I would say. let's just say you're gonna send let's say you're i'm just making up a number gonna send 30 emails and 30 facebook posts from six months out to to launch you know to the end of the launch so that's 60 total things i say what? What we're looking for is for the person who can come up with the other 25, of course. And some of those will be derivatives of different things. Make sense? Right. Any other questions before that one question? So. When you show us those emails, are you cutting and picking? Like you said, you know you've got your kind of framework or are you using those emails as is 'cause? Some of those are really long. OK. Yeah. I pull, I pull from parts of it. I sometimes I pull from the gist of it, sometimes I can. I mean,

some of those I've. I've actually split tested a bunch of them, you know? Now I can't, you know, I can't split test which one gets people to mail more. But I can split test which you know which one of them gets like the most responses and which one of them gets the most comments and I can I can kind of get some ideas of effectiveness with things. It's a little bit subjective though, but now I mean I'll take sometimes I'll pull 2/3 of an e-mail from one thing and combine it with 1/3 of an e-mail from another and. That's what's needed, you know, in that time. Yeah, I mean, it's a little bit of mixing that sometimes that makes sense. And of course none of those are like column pastes in unless. You know, Jeff doesn't even have tribe riders, so that would never happen again. So clearly that's gonna you're gonna have to tweak that. Clearly you're going to, you know, you might like if you're sending it. You you can't say. You know what? Six years ago I was promoting Michael Heights five days to your best year ever and only made five. No, that's not true. I mean, you might have been, but you didn't make exactly 508 dollars. And then the following year you made \$13,991.00. That's not accurate. So you're gonna have to come up with your own, your own stuff for that or what triggered a way for you to word that differently. You know, that might even just be like, you know, mention mammograms, who's, you know, who's on our team, you know, he he often tells the story about how and then you go into it. So there's definitely a little bit of tweaking involved. Makes sense? Yeah, thanks. Alright, alright, so we're gonna finish up. All the background, sometimes boring, for lack of a better term, stuff that you have to do leading up to launch. So start again, starting with like, alright, it's the moment we're bringing on a new client and as our first meeting. It's probably not a first meeting thing, but a second meeting thing either way. Determining commissions. So this is a big question because clients all one much we gonna pay. The short answer is it depends, right. So I've got a five step process. Most of the time you can work through this process in 4 minutes. I made that number up. It could be five, might be 3 1/2. I don't know every time, but it's pretty quick. I would say like 70% of time. We did have a client recently where we had actually kind of. Work through this we do, you know, let me enter the numbers, tell me, blah, blah blah. Then we came up with Commission. So number one, you start with price. So let's call it I'm gonna make, I'm use even numbers. 1000 bucks, \$1000 product, thousand hours. You gotta subtract your costs now. The costs are incremental only. Time and cost are incrementally. In other words, if I go produce, of course, for example, and I have a videographer there with me for, you know, 10 hours and they started \$1000 an hour video editor, all that stuff my time. Whatever else, like we spent \$25,000 producer course, that 25 spent that \$25,000 with our cell one course or a million courses like that's not an incremental cost. So we're looking at incremental costs like for about every 200 students we want to hire A coach. So that coach, you know, will cost us roughly \$20,000 per 200 students. Somebody do the math to 100 bucks students, every student that we sign up is gonna cost us \$100 like hard costs. So we subtract that, so 1000 -, 100. Let's just add on for purposes I don't another \$100 for we got credit card process, maybe we need a customer service manager you know per 200 customers or like that. So we'll call that 100 bucks. And then we got to decide what we want to make. So I like if I honestly just you know what, I really don't wanna make less than \$200.00 a course in profit. That's a factor. I don't wanna make 50 bucks of course, I just don't wanna have to sell 10,000 of these to make a half million dollars. That's a lot of courses to have to sell to make a half \$1,000,000 that's not probably worth my time and find other ways and then we look at the market and so in that

example it's like. You know, I say 1200, so it's about 800 bucks left. Maybe, maybe my time, maybe I'm going to spend forever. I wanna do small group. I'm just making this up. I'm gonna do small group coaching with a group of 50 people. So every 50 students I'm going to spend five hours. So I'm going to value that at you know, 1000 bucks, \$5000 an hour or \$5000 per 50 students. I think I'm doing math. There's another 100 bucks, you know, so now like and I said I wanna make at least 200, so that puts us at \$500 remaining. So literally not even looking at the market, the most I'm going to pay is a 50% Commission. So if we look at the market and say. Me and my competition. Other 20 percent, 30% and 40% on a \$500,000 in \$200 course. In my 40 or 50% we're good. I mean, we're absolutely good. We want it to be competitive. You know, we wouldn't. The last thing we want to do is come in there and be like. You know, wow, all their competitions at 50%. We're we're 30. You know, I can make the argument all day long this will we have to talk to the client about like they're like, yeah, but we do. It's not exactly the same. I do small group coaching and then I get it. You still gotta be in the wheelhouse. Like you gotta be in the same ballpark as the competition, so. I need you to bump it up to 40. You're gonna make a little bit less, but you're gonna actually get some affiliates because I can, if I'm an affiliate, I can look at 40% versus 50%. In in two things. Number one, ultimately what matters is EPC. That's the, that's the term you wanna learn EPC earnings per click. So if I look at this and both courses are 1000 bucks, make this super, both courses are 1000. And you spend? Five hours personally smoking, coaching. They spent no time. I I know your costs are higher. I also know that you're doing that is probably gonna give them a better experience on how make a little bit less to make people have a better experience. But if they convert, if you're actually, if your offer actually converts a little bit better. I think the math is if it's a 20% difference in commissions, you know, 40% is. This is where my brain starts hurting. 40% is 20% less than 50%, even though it's 10% less. That makes sense. 'cause  $4 / 5$  is .8. So I think if you convert at 1.2 times better it it evens out. The math might be a little bit off and it might be you only need to convert like 1.16 times better. I can't remember how that works. You know 'cause I made a seven in calculus last for record my senior of high school that seven out of 10, like 7 out of 100 was my grade. And so math is not my strong suit, but I think. The map works out pretty closely on that if you convert better. And you know, you pay will be less, it's doable. But if you come in at 30% client and everybody else is A50, it's just not gonna work. So we work through them on that. We just explained it through them most of the time. The math is pretty simple. How much it costs 1000 bucks, what's your incremental cost? Pretty much nothing, you know. 50 bucks. Cool. So we'll just connect nothing. What's the market at? Everybody in our niche is paying 40%. All right, let's just do 40. Cool, we're done. Next question, please. But just know that sometimes we do need to work through those things. One of our clients, coaching clients, they do have a lot of incremental costs 'cause they they have coaches for everybody now. They're their product. Their program is \$3000. Everybody else in the market is 2000. There's this 3000 and they've got about a solid \$1000 per student overhead. In terms of incremental costs? And so. You know, I was like, I looked at the conversions, they're like, we don't know the competitors conversions, we can kind of derive some stuff from that. Yadi Yadi managed to talk to a couple of affiliates. She did found out roughly how they were converting, looked at their conversions are pretty similar. So I was like, you know, 30% Commission. On a \$3000 product. Would be \$900 versus the competitor, that's 40% on 2000 is 800. You're going to be making, if

you do that, you're gonna be paying that. You got \$1000 overhead and you're paying 900. You're making 1100. So I basically said our two options are eliminate the coaching, drop this to 2000, pay 40%, you're gonna make 1200 or make 1100. Into the math actually works out really well in a 30% Commission with her convergence. Compared to competitors conversions for the affiliate, they actually stand to make a little bit more. Because of the that extra, you know, \$1000 in cost. So again, there's some. Sometimes you just gotta do the math on that if that makes sense. So any questions there?'cause I don't know that I can enter. Alright, next thing we gotta do in advance is. Plan our contest now before I actually talk about contest and how to think through those two things. Number one, we talked about it before, but there's always we always want to leave a little bit of budget. We want to get an idea from the client of. I'm not gonna just like say, hey, what's the budget for contest? That's not the question we wanna look at your last launch do how much do we think you can grow and we think this is gonna be \$1,000,000 launch. So commissions are 40%. So we want to keep the budget for prizes somewhere in the 60 to \$80,000 range. Typically what you will do, as I mentioned before, is that I will budget for any. And it will plan for 65 and that leaves me \$15,000 to play with for a last minute contest or something else. Or we've come in before like especially when we're talking about like, you know, \$15,000 for first and. You know, a \$10,000 for second, something like that is a usually that's not that small of a gap, but so like 50,000 for 7500 per second, even though it's double, the reality is for some bigger partners, 7500 bucks is not really anything to get excited about because that's the difference between first and 2nd. So if we really got battle for first, you know, first place, then I'm like we have \$12,000 leftover for contest. I'm gonna take ten of that. First prize, \$25,000, that's how I'm gonna use \$10,000. That now all the sudden is like first place is 25 grand versus 7500 per second. That battle just intensified and hopefully, you know, it pays off and getting an extra, we're not gonna get more sales out of both first and second. You know, we get additional 15 sales out of first and 10 out of second and yeah, we that was worth it. So that's just from an overall budget standpoint we're going to kind of make a projection. I'll teach you later about how to really get good at making projections for the launch. It's typically based on how they did last time and and you know and then some other math and guessing to be quite honest. So we project 1,000,000 bucks then you know 400,000 is going out to commissions typically wanna be like I said in the six to 8% range. For for contest, just kind of the sweet spot. And then you know. Roughly 80%. You know, we'll just go ahead and budget in advance. Like, these are the set contests. We'll leave that extra 1520% for for stuff later. So that's number one. The second thing is with contests like, we have to make sure. That contest and prizes are moving the freaking needle. We are not just going to do contests for contests every now and again. I've done this. Two times that I can remember. Maybe three or four, but I know of two. Self-publishing school about seven years ago with Chandler Bolt. And then we did it again with Nick Stevenson, your first, your first 10,000 readers. We on the first launch that we did with. We were up front with him. And we decided together they were on board with this. You're gonna make less money and we're gonna make less money, but we're gonna go big on prizes. And why we say we're gonna make less money? Because the affiliate margins are gonna be down. You know they're gonna make less money. We're gonna let it. It's gonna really put you out there in the kind of explode you into the marketplace, into the affiliate marketplace, make a big splash. I wanna see less money. I'm talking like we went 15% on prizes. We

didn't go 40% on prizes. You know about 15% of 8%, not dramatic difference. That allowed us, with SPS to add on about sixty \$70,000 in prizes. It took us from like a third. I think it took us from a. I think we were actually were from 20, we're projecting a \$20,000 first prize. I get a lot of ticket up to 50 almost \$50,000 is pretty substantial prize even to like the Jeff Walkers of the world. And so we were able to make a splash and it actually turned out I think we make more money. That was not the intention, but I think it made enough of a splash in that launch. We were really kind of thinking ahead to the second and third launches. But I think it made enough of us, flash that I know Jeff ended up promoting. I know we got Russell Brunson to promote and those to end up in a battle and neither one of them likes to lose, especially back then. Right now Russell couldn't give a flying crap, probably wouldn't care, but you know, back to any kind of cared. And so it created a really cool battle and I think it was because we had that \$50,000 prize. We also had some other stuff that was substantially higher as well. So there's times we'll do that. So again, number one, about 80% of the total price budget plan, the other 20% make it up as you go. Secondly, the whole objective is just to to get those. Most of the time is to get it's to drive more sales. You don't just do contests for context sake. So sometimes we'll actually tell it like to payless money. And it's not like, I gotta be honest, if you do 100,000, my first prize, it's not gonna make a difference mean not with this. I'm looking at our Affiliates and I'm going, it's just not gonna make any difference. Here's the thing, we add some affiliates later where I do think different. We can always go back and say, actually, you know what? We pick up these affiliates and I bet that extra \$50,000 for first prize wheel drive enough sales to make it worth it. So we'll do it. You know, now that's a big announcement. Hey, just wanna let you know, we're three weeks out from launch and we're doubling first place from 50 to 100,000. Right. Goes crazy, right? So, so there's two types of prizes. There's fixed prizes and incremental prizes. Most of what you see us fixed prizes. A fixed prizes. Our top ten affiliates get this. One gets those. Two gets this. You're paying that. Weather first place send you one sale or 1000 sales or they make you a million bucks or 10 bucks you're paying \$20,000 first prize. That is not what we suggest with first time launches. It's not what we suggest with an affiliate program who's last launch was under \$200,000. So somebody comes to us there, last one \$60,000 from affiliates and like can you help? We're not gonna do a whole lot of fixed prizes. The problem? They're just way too risky when they're when we just don't know what's going to happen. Now we go out, we wanna first launch form. Just \$174,000, alright. I'm pretty confident as we project the next one in my projection of 800,000, let's go spend \$60,000 in prizes. And let's do let's do a top ten or top five. The incremental prizes are basically. If you had this many sales, you're gonna get this prize. So you have 10 sales of this \$1000 course. Here's \$1000 prize. You do? That sounds weird. 'cause. I said 8% and then I just said \$1000 on 10,000 is 10%. You gotta remember they hit \$1000 or \$10,000 in sales the next. The next price threshold is 25 sales. So we're not paying, we are paying somebody 10% on ten sales, right? If you're following me here, we're also paying them. So we're paying \$1000 on 10 sales, which is 10%, also paying \$1000 if they hit 24 sales, which is what, 4%? You know, they had 17 sales were paying \$1000. So just know that clients, they look at that threshold. I can't pay extra 10%. Well, you're not. You might for an individual, but you're gonna have seven affiliates at that threshold, anywhere from 10 to 24 sales. And so you have these threshold prize, you get 10 sales, you get this 25 sales, 50 sales, 100 sales, 250 sales. We typically have one that we know full well nobody is going to get.

It's like if you hit 1000 sales you get. Fly on the next Jeff Bezos rocket to space. Good news is, nobody's gonna hit that. Bad news is, nobody's gonna hit that. But, you know, we typically do have a couple of, like, outlandish prizes up at the top. We like those with the smaller clients because they're typically not going to have a whole lot of competition. They're they're not really gonna have a top ten. They're gonna have a top three and they're gonna have like 6 people that are kind of down there and they're gonna have like another 12 people who are down here and then there's kind of everybody else. We do like to have a lot of small prizes, so we typically kind of the mix you'll see a lot from us on those is 351025, fifty, 100 and so on. Three is something that almost anybody can hit, but the smaller people have to push a little bit. So as a group, you've got 100 smaller affiliates that we're going to average 1.75 sales. And you get an extra 1.25 out of them. That's  $100 * 1.25$  hours. I can even do that math. It's 125. It's a substantial amount of revenue that you can bring in from that. The gap between that three and the five is super small, so it's like I already had three. There's a day left. I might as well push tomorrow and try to get the five. So that times will do something like course access or we will do a mastermind the three prizes 99% I'm gonna be what we call an in kind prizes so it's something that doesn't cost the client I'm. Might cost him a couple of hours other time. That's about it for a large group of people, that's gonna be again a couple hours of their time before all of them. Not one-on-one, of course the five sale one is typically going to be you know, something where. You know it's a \$500 prize, \$250 prize. You know, iPads? Kind of pretty common things in that or just \$500 cash, \$1000 cash, whatever the math works out to be. Those will typically be the the five sale will typically be right around that 8% mark on the dot. That end sale will typically be right around the you know 10% mark as it gets to be like above 100. We do sometimes go up in the 15 to 20% range again 'cause we want to make those prizes so. Ridiculously outlandish. It's frightening. You know, once I actually offered for 500 PSI, offered naming rights on our baby. So why are babies named Russell Brunson McWilliams anyway? So it's not his name is Giovanni. Any questions on that so far?

## Part 2

Between the creator and the 8th and math book Williams. Um, typically it's going to be based on. So net revenue from affiliates, just how we've worked. A lot of agencies go on gross revenue and I don't like that model. Because it just incentivizes them to go crazy on things like prizes and and so. Honestly, it's one of the things that separates us in the sales process. So I'll tell, I'll tell it, you know or I'll perspective client. Yeah. You know we're gonna help you do a half million dollar launch and company a, not only do I not think they're gonna help you do a half \$1,000,000 but whatever. Let's just say that they did. They're gonna get paid on the half million. We're gonna get paid on the 250,000. Now our percentage, if you look at the math, it's gonna workout that we're gonna make US and the other agency, however, it incentivizes up to us to keep those costs down. I said they're gonna hit half a million. Because they're gonna go nuts with prizes. I'm going to come to you and be judicious with how much money we spend. If I think we can get just as many sales with \$60,000 in prizes, \$100,000 is going to do it because I'll be having honest. We're going to make an extra 4 to \$10,000 ourselves, so I'm in the same boat as you like. We're in this together with keeping costs down. If I feel like, if I come to you and say I feel like if we spend another, if we throw \$20,000 at this webinar contest

and it's going to generate half and half million that be really outlandish, it's going to generate an extra \$100,000 in sales then. I'm coming at you knowing that I'm putting \$20,000 out there in a percentage of that is mine a sensually? But I believe it's going to pay off in the end. And so to answer your question, it varies by client the the percentage and we have, we have a range given kind of the ballpark ranges 10 to 25%. There are a couple factors in that number. One, about once every two years we we try to pick up a flagship client. This is somebody where I'm willing to make a little bit less money. To I'll just say, open your stews. One of them. Stwosza flagship plan we we make a ton of money from him, just to be clear, but not nearly as much as we would if we were making the same percentage of somebody else. But he's a flagship client and he's indirectly we can account for half \$1,000,000 in revenue from him, from his affiliate fine products from other clients that have come to us from him and it's worth. You know, making \$100,000 less. To work with him, it really is and we knew that. We knew that would happen like it would totally be worth it. So that's that's one factor. But every like I said, usually about every two years we try to kind of bring on a new flagship plant. Michael Hyatt was one. Brian Tracy was one basically all the clients you hear me name? One was what I would call flagship plant where we probably made 60 to 70% of what we could have made if we charged full price for them. So some of its subjective, some of it's based on things like you know if somebody got a coaching program where and that's what we're promoting, it's a \$10,000 coaching program, but I know they have. Really high cost. We might be lower on that spectrum, probably in the 10 to 15% range every now and again if somebody balks at 25, which is typically what they row kind of first, unless I have a reason not to. If they balk at it, then what we'll do is we'll come in with a different agreement with it has some home run bonuses. So we'll say let's just say there last launch was \$1,000,000. I'll say take everything up to 1.5 million, so we hope you grow by 50 freaking percent, which is a lot. Everything up to 1.5 mil do 17 1/2%. Everything from 1.5 to two will do 20 and or up to 2.59. If we help you grow from a million to 2.5 million plus, we're making 25% deal. I don't think I've ever had anybody not. Like, sign on to that. You know, we hit a home run, then you're gonna pay off. Your also gonna make an astronomical amount of money, so shut up. I've actually said that to people. It's fun to talk plans to shut up. I don't recommend it. Just don't, please don't take that the wrong way question to send that. So go ahead. Jim, you had a question. Yeah. When you're talking about increasing the prizes sometimes. Is that your threshold or is that the baseline always the next time you are there ever any issues? If you increase, you double from 50 to 100. And then the next time does everybody expect that the top prize, the next launch for that same company, is it going to be 100, let's sit down side and we were very, very careful about that. I've, I've, I have not pulled the trigger on stuff like that because of that. And I I'd say 2/3 of the time I was right in the third that I regretted. I wished I was like, Dang it, if we had done that, we could have. You know, it's a gut feeling. I gotta be honest with something that especially we're talking dollar amounts like that. That's something where I'm gonna work with you. I mean, no offense. Like that's just not something I would expect you decision making the first couple of years. And like I said, I'm wrong. I would. I'm usually wrong 30% of the time on those where I've very rarely 'cause I'm so judicious about I don't think I've ever been wrong about. Doing it. I've been wrong about not doing it. I don't think I've ever been wrong about doing. I think I've ever regretted actually doing it. But I'm just very careful 'cause. I mean, it's it's it's a substantial amount of money. I mean you have to remember like

\$50,000. That's a full time customer service Rep like that's an entire employee on their team that we're just going hey you're not going to have a customer service Rep next year like that doesn't like now the hope is that it brings in at least 50 that like we're hoping that you get another customer service Rep and some money to go buy a toy. You know like that's the hope it's just not promised and so. Um. I I think, I think the answer the question is it's yes that now it's an expectation we raised it to 100, now it's an expectation, so. In those times where I haven't done it. About half the time that I haven't done it, I've still done something and So what I can do. In that situation where it's like, OK, yeah, especially it's a big number, it's 10,000 bucks. I don't need to diminish \$10,000, but in a multi million dollar launch, whatever, if I screw up a \$10,000 thing, that's less than 1/10 of 1%. I'm not, it's not the end of the world, but a lot of times what I'll do is I'll look at it and go, OK, it's. Car closes on Friday. It's Wednesday afternoon. I don't know about if we move, if we prove that then move that there. OK, then what we'll do is we'll say and I've got the money, I mean it's in the kind of discretionary fund so to speak. I'm looking at this and going and I'll talk to the client and I say, you know what I really think we need to do is we need to do a new. \$50,000 contest. And that \$50,000 contest is? It could be a million different things. Maybe it's not 50,000 minutes, 20 maybe. You know what I wanna do? A \$20,000 contest around a live stream. So most registrations to the live stream \$10,000. Most sales during the live stream \$10,000. OK, that's different. And it's kind of focused on something new. So there's all kinds of ways we could go with that if I, I mean, again, I'm only gonna do it if I feel like it's going to move the needle and. I mean, I'll I'll walk you through this process 10 times before you'll do it on your own. Because it took me about 40 of them before I got any good. Good news is, I can speed that up to about 7 to 10 for you, because you don't have to make all this stupid mistakes I made. I mean, I've thrown away millions of dollars, no doubt about it. And I've also, and it's been both ways. I've thrown away millions of dollars doing contests that I didn't produce no results. Or here's an extra \$50,000. I produce \$10,000. Well, that's a \$40,000 loss. And I found a way, you know, probably. Close to me in that way, in about another million, wishing I'd done something, I couldn't move the needle. So I get a little bit better each time, you know, but even five years from now, I'm still probably screw that up 25% of time. Alright, what works best for contest number one? Good old cash money? Ryan Leveque told me once he said the problem with. We were doing this big thing we with Kevin Harrington launch. Top three affiliates, we're gonna go spend 5 days on a yacht with Kevin Harrington. I spent two hours at lunch once with Kevin, and I spent up day in his house going through scripts. I spent two hours listening to him talk about business, and I spent a couple of hours in storms. I spent half a day with him where I wasn't doing work with him and I'm. I mean, I felt like the single dumbest human being on the face of the Earth man comes to business. That's how freaking brilliant he is. Like the amount of stuff I have a I carry one of these with me. It's pretty thin one, so I don't know this is. Honestly, page numbers. I know if I ever knows create pages. I carry 48 page notebook with me pretty much all the time because it's small enough that. In a given day, I might write down, not even most days, half a page worth of notes from an audiobook I'm listening to or. Random conversation driving down the road and I think of something, you know, whatever, half a page. Sitting with Kevin, I mean, I think I wrote probably 15 to 20 pages worth of notes. And that was after the meeting, 'cause. I didn't wanna be one of those people who like eating lunch with him going. Writing down stuff that's just weird, you know? And

he's just a brilliant person. So five day yacht cruise. With Kevin Harrington and the other two top affiliates. And Ryan was like the most disinterested person ever in that. And I'm like, dude, like, I mean that's really, uh, I mean, I don't know how much value you can put on 'cause. The problem is I can't pay my team up bonus with that. How do I incentivize my team to go all in on this promotion? The reward is that I get to go on a yacht with Kevin Harrington. That's a tough sell, you know, and so. Cash money. Really kind of number 10, by the way. Thank you. Funny, two of you actually messaged me. Do you need to stop and start the recording? Yes. Thank you. Kristen and Casey. I did do that. I remembered right after Kristen told me. OK. But that said there there is a place for things like experiences, right. So a lot of times we'll do. Plus a cash prize. You pay the cash prize and you can get excited about the experience. I love what we call especially for smaller contests, and I mean this is smaller overall contest, but. Sprint contests, right? You know, three day contest, two day contest, leads contest for the webinar, only weekend contest. Live stream, you know, most registration with remove what we call by it from the items.

I got this term from Ray Edwards, he said, man, I'm really gunning for 3rd place and I was like, wow, you're ambitious. You know, it's something that we were running and I was like why not first he like 'cause. I really wanna drone in 3rd place is a drone and I know I'll never buy one for myself but I'll let you buy it for me and I went Ding Ding Ding that's a good prize. Ray finished third. He if you watch some of his videos you. I'll put it this way. If you go watch his videos from like 2017 to 2019. And look at the time stamp. You can figure out exactly what he won that drone because there's a stretch where like eight of his videos or had a nest completely unnecessary drone footage. I was like, dude, there's no reason to have drone footage. Like, I know, but I wanted to like, I don't know if that's how Ray text, by the way, but. Anyway, gadgets you know are good masterminds and retreats, and there's a trick on those. You know if you want to get small to mid sized affiliates engaged. Give them an opportunity to win a seat at the table with the quote UN quote Big boys and girls. I know from personal experience when I go back in 7-8 years. I was kind of like just starting to sort of maybe kind of make a little bit of a name for myself in the world. I'm in kind of like the Blogger platform builders world, not in like the affiliate management world. Me finishing anywhere on the leaderboard or winning any contest or doing anything that got me a seat at the mastermind table, I would do completely irrational things to do that. Like mail my list like X number of times when you know just to be able to get that prize. I wanted that and one of them in particular was like completely life changing experience. Some of my I think about that very first one I went to. I think seven of the ten of us that were in the seven of the nine other people. So one of them became so the guy who ran it. So there were eleven people in the room. One of them became a client, two of them became clients. Seven of them are some of my best friends in the online market. Word. I only knew one of them going into that room and we kind of like barely knew each other. And by the end of that weekend, we were like best friends in the whole wide world, I mean. You know, it was just amazing and so. Most of those experiences, I mean, I think about like. I I guarantee you, Jeff Walker not being client today. If it wasn't for the fact that I won a mastermind, I got to spend, you know, a few days with him in Tennessee. I I do not believe that would have happened. So people will do irrational things for a seat at the table. So giving them an opportunity, those smaller affiliates? Mid sized affiliates

chances to earn those seats at the table and it can be things like. If you send 50 optins in the next three days, the smallest place in the world can send 200 DMS on Instagram and get 50 optins. You know, send 50, maybe. Clear. I gotta send the 200 DMS. That's the thing. You go 50 optins big wolf, you do. OK, first of all, they're probably not going to land on exactly 50. They're going to get the 74 and you've got 200 of them doing it. It's 15,000 additional registrations for a webinar.

It's kind of a big deal. I think my math work maybe it's 1500. What is  $75 * 200$  somebody? I feel like that's seven. It's a lot of people. And so maybe I was right, maybe it is 715 thousand. I'm not going to do that. But like it is, see, I mean this is. Just a crap ton of people because you offered him a seat at the table. Now that doesn't always workout like that, but I found time and time again that it kind of does, you know, you get ridiculous numbers like that. I know with stews webinar, we did that and. And we ended up from those smaller affiliates. I could year before he had 87 affiliates who had more than 50 registrations for his webinar. We ran out this year and introducing contest that we had over 400 affiliates have more than 50 registrations. No. Did the big ones? Did it impact the big ones at all? Now 'cause we're gonna get the seat at the mastermind anyway through other means.

A guy who sent 1000 last year sent 1000 this year, maybe sent more because of other things that we did but didn't run. That contest did not move. The big one, it didn't move anybody who was probably already gonna do over 50. Really at all. Might have moved somebody who might have barely broken 50 to maybe post a couple more times to Facebook just to make sure they hit 50. But it really move those people either. They weren't gonna do it at all. So they're gonna get zero or they're gonna land on 25. And like I said, I mean the numbers don't lie. We therefore almost twice as many total revenue webinar registrations.

This year for stews, as we did the year before, and that played a large role in it, so see the tables big in general, just the more prizes the better. The more contest, the better. So you have the biggest mistake I've seen in affiliate programs. We have completely gone against us 'cause. It just does not work as they go. We have an overall leads contest and we have an overall sales contest. So most leads top five and leads top ten and leads top five in sales, top ten in sales.

Those are two contests and you announce some three months out, four months out, whatever.

And that's it well. I'm not going to compete for either one of those, says the affiliate. So will be freaking do you know nothing new excitement. I don't get them all excited, so or I'm already. I mean, I'm. Pretty much gonna finish somewhere between 3rd and 6th. I always do so. It's not that big of a difference. It's kind of like finished I finished third, I finished third. Finish six will go on.

Whatever. It's not that exciting. So we want we wanted overall, we wanted overall, you know, leads in overall sales. We want a weekend optic contest we wanna Monday and Tuesday only. Weekend contest we wanna webinar only. You know contest we want we

call Sprint contests. So it's. Sometimes it's just arbitrary. It's like we need kind of a push right now, we need, we're down.

Options are down in the last couple days and there's no excitement. So let's just do a contest for next few days. Just get things going back vertically. You know, we want the numbers to be going up, not down. We do what we call if, then contest so. this is typically with sales we've done it

19:30

We do what we call if then contest. So this is typically with sales, but we've done it with, we've done it with Hopkins, so opt in example. Stop, you know, seven day opt in window. It stayed 4. First day you sent 400. Second day 53rd, Day 20. Typically that's meant that you sent an e-mail in the first day. 70. Other people didn't open until day two and three. So you're at 470 now. If you sit in one more e-mail, you're probably not going to get another 470 because those 470, the most eager people, are not going to opt in again. So we gotta do some mapping. OK, they're not gonna get to 940. What about 7:50? They said one more e-mail. Could they get to 750? And the answer is maybe. So they need to do a little bit more than just send one more e-mail. 'cause. Maybe they already have one more e-mail plan, so we're gonna make 750 the target. Hey, Joe, real quick. Your 170 optins. If you get to some 800, probably you get to 800. Or we could maybe go with double if you can. If you double your opt in's this is where you get crazy go. If you double your optins between now and Friday to Wednesday morning you double your opt in between now and Friday. I'm gonna give you \$5000. Or whatever. The math works out to be this again. There's a math equation we gotta get up. Tins worth this much? Boom, boom, boom. And you go OK, you know that's worth \$5000. I can't remember. They're probably not going to get exactly 940 opt outs. One or two things gonna happen. They're gonna blow through and get 11112 hundred and way outpaced 940 or they're going to hit they're gonna they're gonna die trying. They're gonna send the X. They're gonna send two extra emails, two Facebook posts and do a Facebook live and only get 894. I think cost you anything and yet you got an extra 400 op tins out of them. So we call those if thin prizes. There is a science to figuring those out but. Scientific art like so many things. We do try to interject at some point, some just off the wall, idiotic, Goofy prize. Take over. Facebook is a good example. You know that it's not really goofy in the sense of. It was weird, but there's the measurability of that. How many sales did it produce? I don't know. Who could win it? Anybody. But if they do a Facebook live and nobody attends, don't care. Did you click a button that made you go live on Facebook? That is the could you technically go live on Facebook and say, hey everyone, I'm here to talk about tribe? Tribe is awesome. It has made such a great difference in my life by by well, you technically qualified for the contest, you know, congratulations, I don't watch them if they put a link. In there, the only ones I that I click on our the winner if the if somebody wins. So what I do I literally I go through and I have Kevin count. Can you take those face just and just count. There's 82. Great nicely doesn't count for she just takes the names. Copy and paste in your spreadsheet 82. They're in chronological order. Go to random.org, type in one. We type in 82. I click enter. It produces 47. I go to row 47. 47 is, you know, Joe Smith. I now click on Joe

Smith Facebook live to make sure that it's actually his Facebook live and that he talked about tribe for two seconds. I've never had anybody, by the way, do anything with various so there you go, right? So there's goofy prizes. I've done some just silly ones. Just from, you know, kicks and giggles. We did one. Like when this was, I think it was during the self-publishing school launch. And it was. It was literally whoever it was. Do I want you to do a Facebook post promoting self publish or promoting the webinar whoever uses. The best animated GIF in their post has voted on by these. I think I called us the self-publishing school. You know, like gift selection committee or something like that, as voted on by the self-publishing school gift selection Committee, AKA ME. Best gift wins like 250 bucks. The point was not who did the Goofiest gift. It was like some people went. I guess I should post to Facebook about this webinar. Can I measure it? No. What if we got an extra 30 registrations without worth 250? Yeah, 'cause I've lead from Facebook was going to cost us a crap ton more. So I don't know. I mean it's not measurable, but it was so fun and it got like 57 comments on that post in the group, which of course as you know boosted the groups presence on Facebook, which meant we're more likely to show up and people timelines. And things like that, which of course helps us in other ways, but it was more about just like the engagement, it was like 250 bucks. This is goofy prizes, so my hope is like by sharing those it just gives you some. Some ideas kind of about how this could work? Any questions? Her thoughts, suggestions? The one that comes to me, Matt, right, go ahead. I just want to say word theses, word to say, it's that kind of afternoon, right? It's good to see it seemed better on the other stuff. Anyway, the question that comes to me, you talked about the product of the PC stuff, right? And what I can imagine is earnings per click EPC. Yeah. And the thing I've seen on other launches, not ironically not once I'm clear you've been involved in is there's a lot of buzz. Everybody emails and then the leads aren't converting, the sales aren't converting. And while they're going mail more, you're like actually nothing is working and we're not really, we're not your as an agency not responsible for their sales page conversion. Is that correct? Interaction with I'm just curious. Like I say, affiliates everything affects affiliates, affiliates affect everything. I want data from a perspective client. We actually have a client right now. You guys, you guys have heard of him. I've probably seven of the eight of you have heard of this perspective client. They messaged me, we started talking back in April and I I messaged him a couple months ago. 'cause, I'm like, hey, we kind of got some frankly. I actually like them to be kind of a test pilot for one of you and I. I would like to get him on boarded in October. Have one of you start taking over, you know, around Thanksgiving or something like that. And or start working with me and I'm asking us like, hey, are you guys ready? And they're like, we're ready on every aspect, but our conversions have been down over the summer. We don't know why we want to fix that first. I'm like, man, these are going to be great clients. Like, I mean, I've had clients say, here's my conversion. I've said we gotta get them up and they're like, oh, people, can we store it? I mean, I'm not saying just 'cause. They're a little bit lower than I like, we won't work with you, but I'm like, the integrity they have is out of this world and I want to work with those people. So I want documented proof of your cold traffic. I do want your internal. Conversions. But I really wanna know what are your what's your cold traffic conversion rate? So what are your Facebook ads? What Facebook ads are converting for you. I want to take a look at, you know, what kind of clicks they're getting and what kind of audiences are getting clicks from how they're converting and all that. So we want documented proof. I don't need a million sales. I

don't even need 1000 sales to be able to look at and go. That's a pretty good converting offer. And then there's a certain level of subjectivity to it. I look at your sales page and the first thing I think of is 2004. Probably not going to be a good relationship. Data doesn't lie though. It's more like what happens if during the launch what was modeled doesn't start working right. Like there's one that happened in the summer where there was a huge amount of things that really drive traffic and it had like less than 1% conversion was predicting seven or eight and they probably made that seven or 8% up. Gotta be honest, you know, I'm talking about probably delegating guy anyway. Possibly, but he converted well before just the whole launchers, tanks. Oh yeah, probably not mentioning the name, but like, I know he had a massive database on the back end. Everybody leads, but nobody got paid. And I remember watching it halfway through in the conversion stats. We're just like, can you? Can you watch at me real quick and tell me who you're talking about? I think I know it will help me to. I'm not gonna say that. Put it in the chat, OK? OK, now who I was thinking you're talking about. Yeah, but I do remember that. Yeah. And I know people that literally send 20,000 leagues and had zero, and they were real leads and they sort of sat. So I think even they flip back like I get when it's working. I'm excited 'cause I get how systemized you've made this when it's working. This is the most fun. Like, I'm going word for 10 years, so I'll answer that question. Here's what I can do. I can only answer a question. What would I do if I were in that situation? Um. I've dealt with this one time. And um. It was probably the worst word, had hours of my professional life 'cause. It was hard, like I remember I was physically ill for a couple of days after if that were happening. Really happening where it was as bad as this was. So just to give you guys some perspective, it was like 110th of what they were saying they would be their whole thing, their whole message to affiliates, which is not my style. You know that, Simon. Like I'm, I'm not like this person at all where I'm like, you know you're going to win my Lambeau like we are. Clients aren't like that either, right? I don't think there's anything wrong with that. Don't think it's morally reprehensible. Strike. It's just totally not me. Like, I don't drive a Lambeau. Like, we're shopping for minivans right now. Why? Because we have two kids in soccer and our SUV is just not big enough when we're going here and there, and we've got, you know, 'cause. It's not this thing about travel soccer since I know. It's not just your kid and maybe like both of your kids. You're usually hauling someone else's child too, and then they're like sitting back there like this as we kind of smallish UV so. Idiot. That's just not me. Like there's none of that in me or our clients, but that was their thing and like 78% and it was like less than 1%. In some cases it was. I think I know, I know somebody who kind of the same boat in like 5000 leads converted 2. I mean like you said 5000 leads, you're expecting a minimum of 50. If if somebody said seven, 8% and I said 5000 leads only converted 90, I probably wouldn't be that upset. It's like it's 2%, but it's somewhere in the realm of it's in the same like planets in the same universe as eight percent. 1/4 of 1% is like a completely different. Game, you know, it's apples and orangutans, you know, it is just completely off base. So here's what we did. We met as a team. And we we we first thing we try to do is just wears it broken. So we looked at everything we could and this was an all hands on deck thing like we were hoping. We were doing QA testing. We were going through the funnel. I mean I ordered my remember our credit cards, our business credit card got maxed out for like 48 hours 'cause. We bought so much stuff from them and they couldn't refund it. Fast enough. It takes like three days to process 'cause. We're testing everything. We're going to the Chapel, which is somebody in

customer service. Moron. We're doing everything. We were looking at the click. What's the e-mail deliverability? Nothing. Nothing said. This is broken and we can fix it, you know? Oh crap, the tracking isn't working when they buy. This product is only working when they buy this product and somehow even though we talked about last time test, test, test some some developer. Made an update that broke the tracking. Oops. OK, well we can fix that. We can try to repair that on the back end. With all the sales that weren't tracking, this was an across the board thing. Internal sales were a fraction of what they thought they were going to be. All this stuff. Didn't know, didn't understand why. The only thing we could figure out. When I when I say this, you'll immediately understand was it was October of 2016. You might wanna take a guess what else was happening around then. It was sucking up the air on everything. It was late October 2016 and we immediately went. How did we not think of this? How did we not think? That there's not only an election in October 2012 between Romney and Obama. Whatever have been 2008. Between McCain and Obama, whatever. 2004, 2000. And that one might whatever. This was like the most monumentally contentious election since 1800, and we're launching the week and a half before it. And so we sent out a message to affiliates, we posted it on Facebook, we did everything and said, hey. Conversions suck. We believe we know why. Or postponing the launch. Now here's what we're going to do. We're going to take all those leads. That you sent to us and we're going to run the internal. You know, sales process we're gonna process, we're gonna convert as many of them as possible. We're still going to the webinar on Thursday. We just don't expect you to mail to it. We're still gonna close cart, you know, next Tuesday. We just don't expect you to send a bunch of emails. And um. You know, just one of those things, like we the response we got in part because the the messages that we sent about the response we got was absolutely blown away by affiliates. Not a single one of them that I know of now. There could have been somebody behind the scenes that cursed us. Not a single one of them was upset. They. All of them, like they were all going. We didn't think about either. You know, wow. One of them was like, I had my lunch schedule for next week. I'm not doing it now. And he was like, I I just sent a message to all of my Affiliates postponing the launch because I realized that hunting on election Week 2016 not a good idea, you know? And he was like, thank you, guys. I mean, just tell me when you're launching. And like a day later we came up with when we launch again and. It'll be in a great lunch. It was about 90% of what we expected, so we lost about 10% because of, you know, screwing it up. You know, 'cause, the dates didn't work for about 10% of the affiliates. And you know what? But compared to being about 15% of what we expected? Create thing. So now is a long answer, but when that happens it it's the only time it's ever happened. I've had tracking break when tracking breaks, you send an e-mail to Phil, it's a tracking is broken. We're trying to fix it. We're so sorry, but you know, and you just keep communicating, keep communicating, keep communicating with them 'cause. I've had times with like Shutterfly where it's down for 24 hours. And it's almost helpless, feeling the world if nothing I can do about it. Like I'm just waiting on somebody at the one affiliate network to fix the stupid thing and I'm communicating. But something like that, you just gotta sometimes you have to pull the plug. I'm gonna drop a link in the chat. For a video for you guys to check out. If you've already seen this video, watch it again. Let's see. And then I'm gonna have to put that in teachable for Stacy. Let me go pop a message and select to Kevin there. So he can remember to do that. No, don't do that. There we go. OK, so it's just a video about some other, like a weekend contests and

things like that. Just to give you some things to think about there. I'm gonna drop another one. It's probably goes into a lot more detail than you will ever need right now, but you'll learn later. This is one about like first day sales. And no, this is the one. This is like the anyone can win if they send more emails. Um, was there? I'm looking for contest, so just to give you kind of a very quick overview. The name says it all. If you send 5 emails, you're entered five times. You send two emails, you're entered twice. That's one of the contests that we often run because it again, it gets results. So that's contest. Any questions? I've got two more little sections here I'm gonna press. Actually, I'm gonna press stop recording.

### Part 3

It's not necessarily contest, it's more general 'cause 'cause. I think it's Simon and and Stacy and you and me being new, but some of the stuff that you're talking about, are there any? Forums or sites or groups that would be advantageous for somebody like me that doesn't have a lot of the. Exposure and experience to the launches, I mean like watching, watching the launch. I mean I get stuff like from Tom Woods, you know, some stuff. I mean I'm, but you know, I mean just something that would help me in this process as I go forward. Number one, there's the site [ithinkits.com](http://ithinkits.com) and I'm doing that. Think about it, guys. Yeah, yeah. He's already podcast, but all your stuff, yeah, yeah, I'm doing that. I gotta be honest, I mean this sincerely. If that's not enough to get you to about 80 to 90% of where you need to be in this training doesn't fill in the rest. Like I'd be shocked. Now, that said, there is something to be said for seeing things from the inside. Number one, I would sign up. For, you know the launches that we run. The ones that are our coaching clients are the ones that we actually we say. So like when we send an e-mail to our listening why you should promote this reason number one, we're running it. I signed up that see how I run the right, right now I'm the one running those 70% of it, you know 6070%. So watch how we do that. You know and just kind of see from the outside, I would recommend signing up for the PLF launch coming up in November that is a coaching client, but I'm very I'm. This does not go past this group. Please. I'm extremely hands on with that. OK, so I'm doing 5 to 10 times more for them than I do for the traditional coaching client 'cause my relationship with Jeff. And so our fingerprints are gonna be all over that launch. Just it would be the closest I think. To someone running, here's what it'll be. It'll basically be like you guys running a launch. In five years. My fingerprints all over that, of course you know. So they will come to closest, running along exactly like I would have them, like I would run it. If I'm running myself than probably anyone else will. Ever. You know, until you guys, you know, start taking over a little bit. So. I would sign up for the PLF launch, so just. Actually, I would recommend all of you do. I think you'd wanna watch and the timing will be perfect. So just. Tell you what? Thanks for answer homework. That works out well. Safety from today quiz, I'm just getting out. Sign up for the left lunch. I'm not gonna tell how to do it. You gotta figure it out yourselves. There's two reasons for that. Number one, I actually don't know how to tell you how to do it because I forget. But figuring it out, it's kind of. OK, well, thank you more than two minutes, but figure how to sign up for that again in the partners group. You guys saw some of those e-mail like those e-mail templates? You'll see them. In that group, Chris will be posting them. You're going to see. So you're gonna be like, man, that's something that was talking about, well, you know, I think

copying his e-mail, you know, like you're gonna see somebody that we're doing the training. So the training for affiliates even. Like it's gonna be. It's literally. All I did was have Kevin take my normal slides and put them in Google Slides. And put them in in their typical template that they use and then added a couple sections where crystal box. That's pretty much. I mean the training is exactly the same as everything else we teach, so. Yeah, I'd love for you guys to do that. And then as we come up with some new. Different, you know, clients and stuff like just being behind the scenes on that and just kind of seeing. The moving pieces definitely, definitely will benefit you. Go ahead & up, sign up for some other affiliate programs though, I mean I mentioned before. 5060% of what I do. I take her 50% of what I do is copying others. I The thing is, I'm watching 75 different people, so I'm picking one thing from each of them. 20% of what I do is addressing things that quite frankly passed me off. I think of the the the live leaderboard, for example, that we kind of innovated 2015. We didn't live leaderboard for affiliate launch before in the history of mankind. The reason why I started it was I hated not having a live leaderboard as NF illiot size like this really ticks me off. I'm gonna create a live leaderboard and we did. I mean, like, I think we might have been. The first one through Facebook groups. It could be wrong in that. But the reason was. I hated getting so many emails and I was like, how can we communicate with our Affiliates more in real time in an acceptable format? Format where it's more acceptable to send three or four messages. Today I was like Facebook group. You know, so we'll talk about that probably next time. We're, you know, Facebook groups are like, here's what's happening now, Boom, update, update updates like, you know, real time stuff. And then e-mail is like the here's what's been happening and here's what's going on. You know, it's kind of like the word succinct version. So yeah, sign up for other flavors, watch what they do. Maybe you get a really cool welcome e-mail from affiliate program. You go that was that's real. Oh my gosh, that's like really good. Maybe you see a really good activation e-mail because you're not promoting and they say, I don't know, you'll catch some stuff, you'll see some stuff to do that if you're gonna be a student of. It's just the same reason why, same reason why. You know, the biggest reason why I watch a lot of soccer now is 'cause. Our kids play soccer and I want him to be exposed to watching good soccer. I've now become a fan and watching obsessively and yell things the television. But. But the reason I started was 'cause I wanted them to see from, you know, they're literally from a 30,000 foot view almost, you know, watching the strategy of how the game is played, it's just a different, it's a different experience in being right there in your position, that one little corner of the world. All right, real quick. This is kind of its own little section. It doesn't really fit anywhere else, but I wanna talk about managing a launch from a personal standpoint, managing these Philly previous from personal standpoint, they're going to be. I'm not really gonna address Evergreen programs that don't have any cycle whatsoever because that doesn't exist, as I said before. Even Evergreen program like Adidas, Adidas doesn't open up registration to buy their shoes for two weeks and then shut it down. But naturally, sales go up at certain times of year. Shutterfly and other, you know, sales go up, so let's go down there times there. There are weeks that only account for a quarter of a percent of sales and weeks that account for 78% of their entire annual sales. So that's just the equivalent of a launch in terms of the busyness. So managing energy is super important. Number one, you guys are adults. I don't need to tell you how to manage your life. But I've screwed some of this up, so I'm gonna take a couple things that I have learned. Number one, you know, one of our core values, like I

said, is ruthlessly protect your down time. So a down time is different. A down time is 16 hours a day. 300 days out of your year. 365, please. So down time is of the 240 work days or whatever. Down time is 16 hours a day, typically. 15 1/2, maybe. Whatever. You know, doesn't really matter to me, but whatever that time is, it's ruthlessly, ruthlessly protecting it. But about 50 days out of the year? Ish. The downtime becomes 12 hours. So you're in a ruthless ruthlessly protect that 12 hours. I'm gonna be working in 10 or 12 hours when you're really super busy. Launchers are crazy once we get in. So it just becomes super important. I know. Like when we go into some of our bigger ones will be our own or you know like a client like Tribe. I'm super, super careful like. You know. I like Dairy Queen Butterfinger, blizzards. Don't tell Alan Thomas that 'cause I eat once a week. Actually, I discovered they have been meant one, not just like, Oh my gosh, I'm like ruining everything about saying there's thin meant one with the extra thin mints. It's just like, I'm seriously, I would knock my mom unconscious if I would get one of those. If the only way to get one. I'm killer. They're really good. So I enjoy one of those once a week leading up to launch. I don't, you know, I'm like just insane about what I put into my body. I'm insane about when I, you know, leading up to it, like just getting exercise, getting getting outside, you know, getting sleep leading up to it, planning ahead. With things like. Making sure I've got healthy snacks on hand so I'm not going up and grabbing up. You know, currently having unhealthy snacks anymore, so I don't ever get to grab anything, but there was a time we did like, I'm not gonna go grab a cookie. Graphic design. Wanna cookie? Right now though, we don't have any. So just making sure I've got those things. Making sure. Literally things like tea. You know, I'm working a little more, my sleep is a little bit down. I really pretty good about getting at least seven hours, but it's gonna be like right at 7 hours, which is being a bit tired. So I've gotta have T mid afternoon, you know, making sure I've got those things. Just thinking through and planning ahead again. I know you're adults, you c Early on, I would forget to do stuff like that and it be like, you know, two days left in the launch. I'm like, Dang it, I'm out of coffee. Like, this is the worst possible time in the entire calendar out of coffee. I need this, you know? You know, making sure you've got those things, even thinking through like the last thing you need to be doing on cart close date is actually ordering Grubhub. So I don't know if you guys knew this, but with some of those you can order those in advance or you can tell an assistant I'm not like this is what I do. I know for a fact my tradition lunch on CART closed day is the exact same Chick-fil-A meal that it's been for like 8 years. It's literally the tradition in our family. It used to be my wife went and got it and brought it home. Home school now, so that's not practical. You know, she's just leaving the middle of school day and go get food for me. So we already know that I'm looking at the calendar. I can already tell you that next April, I'm gonna be telling Kevin. Grubhub order on May 7th. Chick-fil-A southwestern salad with two avocado rich dressings and the little pumpkin seeds on there. The puppy to think what they're called. I can tell him that right now to go ahead like he can plan that order, and I'm gonna get that. So just think it through. Little things like, even like that, that make a difference in planning ahead. I'm just logistically, you know, preparing your mind in your body for kind of this, this, this busy stretch. Talk if you've got kids or if you're married. Talking with them in advance like those last 48 hours will be crazy. We have a rule when I'm in their bedroom there, there's no phone, you know, that is one of our rules. Except on car closed a. why does daddy have his like 'cause i talked to him they don't even know You should look, you know, I'm just like, OK, here's what you do. And

you do three things. Everyone, I need you to talk to your team and see what they can take off of. You. Just just leave it up to them. Hey guys, here are twelve things I'm planning on doing over the next three days. Who wants to take some of these? Boom, they took three things off of off of her plate and save their hours so #2 and you talk to your husband? And I need to do I said how do you explain to him what a launches like she's like not really like like go explain to him what a launches like. And she came back and she said he's you know, he made breakfast yesterday made breakfast lunch and dinner. They both work from home. Like, he made breakfast, lunch and dinner. Can't tell you how much stress that took off with me. I was like, she was like, I was literally getting ready for a team meeting and he brought me down, you know, a drink and he's like, bringing her stuff. You know, and you could argue that, like, you know, she could certainly make my husband can't do that 24, you know, 365. He he does. He works from home. And while we could all say, you know, that's great that he does that, it's for three days, you know, for three days he's just taking a big load off for all the 'cause she talking? I said, the third thing is talk to your kids so they understand why they're seeing less of mommy 'cause she was, you know? Mother last year, she's like she's feeling that tension of having to still spend the same amount of time with them that she spends any other day and she thinks they're freaking out. They're not. They have devices that they get to use more. They're cool, you know? And even if they do, now they know my mom is not around quite as much. It's just so those little conversations in advance make a big difference. These are all things that ultimately lead to just reducing stress in my own life. You know, that's the big thing is it's just, I'm not worried about meals, I'm not worried about cleaning. You know, like I'm the one in the family who does the dishes 97% of the time at 3% you. Yes, it's during launches. My fix is a 3% of fix it over. I do mostly cooking, not during launches. She takes it over. We we try to mix it up like, you know with what we're eating, who gets their favorite meals, right. All of us do at some point last few days of launch, pretty much all the meals are my favorite meals, you know, and then of course like the two weeks after everybody else. But you know, he seems a little things like that that can make a big difference. So. I went through a stretch. Probably launches. One through 20, I think we're in like 58 or 59 coming up. I got sick. Every one of them. Because I think my immune system was just so compromised. It did happen, actually. I got COVID right before a big client launched this year, and that sucked. But that's the first time I've gotten sick and probably five or six years with launches because of just preparing myself so. What's it gonna say about that? Compass there. So we finished up. Whole 9 minutes early, it's amazing. Any any questions guys? Bots or anything, you guys tell me. I had a question, Matt, about the gamification. I know the clients gave you the money. Did you give them a plan and say this is how it's going to be spent or is it something that evolves as evolve? Yeah, I'll show you actually what that looks like. I think I have it on this document so. Right. Contest there is no. That's not what I was looking for. So here this is what we planned out so. We had. We had a budget with \$250,000. And I ran through, did some, you know, projections. OK, let's do workshop optins. What are those prices look like? You know and it totaled up to that amount what you know, OK, we'll see webinar optimist overall leads to sales and we came in at 198 and I just kind of said you know that's a good number like 198 that left us 17,004. You know, kind of just random, whatever the heck we wanted to do later. Truth be told, I probably should have left a little bit more little room, but these numbers just worked out well. Like, I I just really felt strongly like, you know, I could have easily have,

you know, I could have lowered the sales contest at 35,000 and given myself an extra 5000, as you can see, but I just felt like it was important to have it at 40,000. And I felt like these numbers were important. And so, you know, I only ended up with \$17,000 when I probably would have liked at least 25 discretionary. But it wasn't a big deal. In truth be told, if I had known to him, you know, two days before the end and we we agree that 10,000 bucks more would have made a big difference. I haven't gotten that \$10,000. No problem. So I mean that was four contests that we planned. You might plan six, you might plan three, you know it's but this was the plan like these were going to happen. This number right here was going to happen whether we had \$1,000,000 launch or at eight and a half \$1,000,000 launch. You know that was getting paid out no matter what. The other 17,000, I don't think we actually ended up using their 17,000. We only ended up using about 12 or 13 of it. And my final question, do you want, do you ever have to give a report after and show how those contests have impacted the sales? We we don't I mean we don't necessarily point specifically to OK the \$100,000 was that you know there's no like last time there's not data that proves that but we will do what report like if we do a webinar opt in contest and sales bump or webinars registration bump up as a result of that we'll certainly report that we definitely reported. You know those numbers I shared earlier? About the number of people had more than 50 optins for the tribe. Women are last year, and I mean better bet. I told I didn't have to tell Sue that. I wanted to tell Sue that like. That that right there was one of the probably, I mean overall results in the fact that we got along great are probably you know one of the big four five reasons why we're gonna be working together for years to come, you know. Come. So yeah, for for me, I, I wanna report stuff like that. Anything that works, anything. Even if it's like the, you know, the Facebook live contest, being able to report to a client. Do you had 82 people go live in a 5 hour window talking about tribe on the Internet? That went live on like. The. And we paid 1000 bucks for it. You know, like if you're a client who's, you know, just a brand awareness that comes from that is insane. That feeling that you have, that it feels like everybody and their grandmother is talking about this launch right now, is a positive thing. Now sometimes those consumers were like, man, everybody, their grandmothers emailing about truck, but that's the word we the voice we used by the way, you know, they're all emailing about tribe. It's so annoying. I got 5 emails today about it while you're talking about it. And you bought Tribe yesterday, so shut up. You know, it works. And from a branding standpoint for the client, they love that stuff. It's similar like with Shutterfly. I think I mentioned this a while back. Used to do. If you post A blog post, I don't care if you sell anything you post. A blog post will give you 5 bucks. I changed that too. If you post A blog post, you're entered into a drawing to win an iPad. This is when iPads like first came out. And then it became like an iPad Pro. And I think I even did like drawings, like Mac books. And when we first took over the program, they get like 1000 people who we pay \$5. You can do the math. That's 5000 bucks. It was amazing 'cause. Then we could go to Shutterfly and be like. So let's say there was a coupon code associated with coupon code was you know, 30 off 2021, right? We could do a Google search for 30 off 2021 Shutterfly. 1014 results to be like, hey, Greg, I was the CEO. Hey, Greg, check this out. 1014 people today blogged about this coupon code. He's like, oh, that's amazing. Well, I saved us, you know, \$4000 by saying you want to win an iPad instead. And we did it with more. We get like 1415 hundred people to enter into a drawing. Not even a guarantee. Um. So we get 50% more, people spend \$4000 less, get better results. Now I'm going to Greg, be like, look, 1500

people opted into 1500 people posted about this today and you know they're pulling away by that. So, yeah, we share stuff like that all the time. We're looking for any kind of a win it could be, you know? You know, first day of first day of card open. Our card opened 110 affiliates made a sale today. That's a big number. Just for the record, 100 and you know, people make a sale on the first day of a launch is insane for most programs. That's something we want to report. First day of, you know, registration, first day of optins, you know where you can push optins do. We had 87 people drive leads today. 200 people drive leads today. We got this many you know, whatever. Like we're always looking for things like that. Where. It just shows what we're doing, the impact that we're having. Any last questions guys? Yeah, can we go over the homework just one more time? I know you want us to watch the two videos and then look up the previous. You know, so I think one of them is like 4 minutes long. And can we get any more information about the PFL launch? Is that something to do with to McLaren, like, no, that's Jeff Walker. Jeff Walker. OK. So, yeah, it's just a good one to watch. Like I said, it's probably be. It's gonna be the second best run launch of the year now, probably one of the top five runs and and part of that is, I mean truth be told Jeff always run great launches you know for for both partners and for. You know, just overall, it's just that. You know, I mean they're kind of, it's been an area of weakness for them for the last few years, the the affiliate side and now it's. You know, now they're gone, it's like we just put on steroids, so. Yeah, as far as the homework. What? You said you had a question about homework. Wolves, I'll. I'm I'm may or may not have a quiz. I'll e-mail you guys. I've got a. I'm making this up as I go. But I mean, I have a quick quiz. You know, but I I just gotta say, I looked at the quizzes. I actually had a chance to review quiz #2, yet I've reviewed his number one and I've looked at quote #3 and you guys. Really really good. So. Really, really good. Actually it's kind of cool. So. To see. Like I said, I don't know what I'm doing. I'm Francisco. So any last questions guys? I, I had two quick questions. So when we joined the PLS launch, do you want us to send you an e-mail to say that we've done it? I trust you on that. Well, for one, I can see that. I kind of have access to be able to see that. I didn't even think about that. But yeah, I do. Yeah. And my second question is, have you ever had pushed back from a client about ending, well, the budget for the game of vacation. And in the end, they went with you and they did extremely well 'cause. Sometimes the clients, they do push back on things. I was just curious if you ever had that. Usually we're pretty close. I mean, I'll just make up an example 'cause. I can't think of one specific, you know, we'll come in and say 150 and they'll say, why not 125? It's not like we're staying 150 and they're saying 30. We're usually. Here, every now and again, we'll come in under them. You know, we're working 1.5. Like, what if we did 160 and did this, this and this? That's cool, you know? Again, I'm gonna commit them honestly and say. Here's let's do what we suggested. Let's set aside that \$35,000 that you recommended that we spend. Let's see about that and I'll explain the rationale. So one of the examples for that was, you know, I think of one of the launches we ran. Or this year for Kim Walsh Phillips. You know, we said she was like, we really need to do this. Isn't this for the the leads contest? And I said, well, I looked at the numbers from last year. And you had two at the top and then a massive gap and I'm looking at the numbers and I'm like this we're going to pretty much this is gonna duplicate. Last year we took her lunch over like two weeks before I did it as a favor. Her, she's a friend and so this was not a. We're recruiting a bunch of small affiliate scuse me, you know? Lunch for you, and we're gonna run it like we want to. We're taking over her list of about 50

affiliates. I said I'm looking at these numbers and unless there's somebody that's surprise, it's going to be a battle for the top two again. Just like, OK, I said. So what we need to do is create a map. Like, we're gonna take a little bit shrink. I wanna create a massive gap between one and two. So we had, I think it was a \$50,000 budget for the top ten contest. And so I'm like. Let's go \$35,000 for top prize. And drop it, I think no, no, we did thirty 30,000 for first 10,000. Down there, I said. There's really like there was, basically. Fourth, third, it was like big Gap between second and third, big gap between 3rd and 4th. So there's gonna be like no battle there. And it was like 4th, 5th, 6th. I mean, the prices are so low, they're really not going to be competing all that much anyway. It's more about the prestige of the position. So whether it's whether it's 1015 hundred for fifth and 1000 for 4th isn't really going or whatever the number is it going that much of a difference, it's like it's. Top two, I'm like we want to increase sales focus on the top two and we came in and did some other stuff that increase in sales down the line, but that was where we actually did focus was complete opposite of a lot of normally do that huge gap. I mean it produces a freaking killer battle and rob Kosberg end up going absolutely nuts out in last 72 hours. And, you know, blew out of the water, but I don't think that would have happened if it hadn't been a \$20,000 gap, if we had done what she had done in the past was like, it was like 2015 ten, something like that. I remember exactly. It wasn't that close. It was like, so we basically took second place and dropped it and then raised first phrase place. And also I think we dropped 2nd, 3rd, 4th and 5th. Down enough to get the money to move up the first. And that was just studying the data. I mean when we built, when we built it like we're we want to build it from scratch. We have a little bit more control. But case, I can look at the numbers. So these are the same 50 people basically who promoted last year. Here's what they did, here's what the, here's the day by day breakdown and the data pointed me directly to what the content should be. No, literally no question whatsoever what it should look like. Righty. Alright guys, well check your e-mail. If there is a quiz, I'll get it to you in the next shoot. Give me a second. I think I'm late for meeting, just got scheduled this morning. No, not cool. Family for food, though I haven't eaten yet. I'm hungry. Now I talk to you guys. I'm just, like, really hungry. So yeah, check your mail. If there's a quiz, I have two of them in an hour and a half, maybe upwards of two hours. So if I don't get a two by 4:00 PM, you sure it means there's no quiz? You guys don't have to do that. So, alright guys, I'll see you Wednesday. Right? I got you. Thanks, man.