

Kevin:

Welcome everybody to today's special training that I have for you and all the other Quattro members. I'm really excited about this because I'm going to be learning some things just along the line that you're going to be learning as well, as we go through this. So, I'm going to be asking special guests today all the questions that you're going to want to know, that I'd want to know, so we can go out and implement this really powerful marketing tactic that I gave you an overview on in the Quattro course.

So, in the advanced marketing training, we did an overview of what I call affiliate domination. So, today, I have on the line somebody that's really mastered this technique of affiliate domination and he's going to walk us through his entire system all the way from the marketing and technology side, so we know how to do it as well.

So, I'm really excited to welcome to this bonus training Mike Filsaime. Welcome, Mike.

Mike:

Thank you, Kevin. Glad to be here and we're going to pack a lot in in this hour here and it's going to be some pretty good stuff, so I'm excited to get going.

Kevin:

Yes, so just to give a quick recap, FD, in the advanced training session of the Quattro product...I'm not sure exactly his title, but Tom Beale. What's his title?

Mike:

He's VP of marketing. He's in charge of marketing at the company.

Kevin:

Okay, so your VP of marketing, Tom Beale, was at the Quattro seminar and he actually gave a quick overview of the process that we're going to talk about during our Q&A session during advanced marketing. So, that's what really compelled me to get you on the line because you guys have really dialed this in and it's just amazing numbers for you guys.

So, I'd like to get an overview of your strategy so we know how to go out and implement this as well. I also hear that you have some awesome automation software that automates the technology side of how to do this affiliate domination approach. So, you can maybe tell us a little bit about that at the end of the call as well.

Mike:

Yes, I'll get into that technology. It's one of those things that I developed for myself proprietary and then suddenly when everybody that you know starts saying, "Is there any way that I could get an account to that?" and you start saying, "Well, it doesn't work that way because it was built for me, so I'll see what I can do." Then when four or five people start asking you start saying, "Maybe there's something here that people would be interested in."

But here's what's basically, in a nutshell, how I implement some of the...basically, all of your Quattro stuff. I mean, you came out here to Long Island, we compared notes. I found I was doing about 70% of the Quattro system. I was definitely doing uno, dos, tres and quattro. I was doing all four, but it was that 30% of the stuff in your system when we got to compare notes that I was like,

“Oh, okay, well I can do more of this, I can do this, I’m not doing that.” Inside of that, those four steps because there were many bullet points in those steps that I was able to use.

So, one of the ways that I get leads into the Uno, basically the first part of the system for me was to go out and get prospects in an unconventional way. There’s a good friend of ours, Kevin, Mark Joyner, you and I know him very well. In fact, you and Matt had put a product together, Extreme Business Makeover where, basically, Mark went over your business for a few days and that was a great product.

So, when I got involved with Mark was several years ago when I did a site called List.com and I was doing these offers for \$29. After people would join a free site, I got introduced to Mark from this guy named Mike Chen when we started talking about doing an integration of a one time offer. It was actually Integration Marketing. I took somebody else’s product, his make your own software, and I used it as my one time offer as an affiliate. It was a pretty interesting thing. I got to know Mark and Mark started talking about different ways that we can do special types of ads and stuff like that and empowering our affiliates and things like that.

So, a couple of years later, Mark really gets out of the incident marketing and goes more into personal development when he came back with Simpleology. So, Mark says to me, “Hey, Mike, can you do me a favor? You did real well with Simpleology. I’ve designed an ad for you. Can you take this ad and put it on your Butterfly Marketing Manuscript page when you launch a manuscript on August 5, 2006?” I said, “Sure.”

So, we go on and we do about 5,000 sales for the manuscript in the first ten days or something like that. I honestly forget, Kevin. It could have been 3,000 in a week. I forget, but it was something like 5,000 sales. It was a pretty big number and I was really happy about all the sales that we made and then everything that we spoke about with traditional upsells and stuff like that.

I really was fascinated when I saw this really big, fat earnings and, again, I’m going to put a big asterisk here. It’s most likely more, but it easily could have been less because I don’t remember the number, but it was something along the lines of \$20,000 that came to me as a commission from Mark Joyner for one week for Simpleology. I was like, “Wow.” All I simply did, and if you go to the page for the Butterfly Marketing Manuscript, when you go to download it, it says, “Step 11” and then Mark’s Road because everything I had was step by step. The next words under that Mark wrote, “This should really be step number one.”

But just to put an emphasis on that, there were ten things people had to do before they saw this ad and step one was download the manuscript, step two was download the bonus call. Step three was to get this PDF and all these different things. They had to go through ten other things just before they even saw Mark’s ad and people just bought the manuscript. You would think hey, they want to read it first and maybe they’ll never even make it to that. So, just that fact that there was that much profit available on the thank you page, it made me start thinking.

Kevin:

Well, let me add a little bit. One point is...so everybody understands. So, these are people that bought your front end product?

Mike:

Right.

Kevin.

They go to download it on the thank you page and you positioned Mark's Simpleology as a bonus that they can receive? So it's positioned as a bonus and then...?

Mike:

Right. An unadvertised bonus.

Kevin:

Yes, and actually number 11, like the 11<sup>th</sup> bonus on there, they click through and go to his site.

Mike:

Right.

Kevin:

Then through your affiliate link and when they sign up and buy his Simpleology program you get a commission.

Mike:

Correct and, of course, we had 5,000 people go through that process in about ten days. So, that was a lot of people, but still, what I realize there if Mark can do this with me, hey, I can do that with other people. You see what ended up happening is I had a back end for the Butterfly Marketing Manuscript. It sold for \$97, but after they bought the manuscript, I said, "Hey would you like to get a discount on Butterfly Marketing?"

I think we were seeing like a 20% conversion rate on that. So, one out of every five people that purchase for \$97 either purchased the upsell for \$9.97 or our downsell for \$4.97. Actually, the exact numbers were 11% of the people paid \$9.97 and 10% of the people paid \$4.97 for a digital version. So, 21% of the people that paid on a \$97 product were buying our back end product.

Now, that number has gone down a little over the years, because this was in August of 2006 and Butterfly Marketing, the software program and home study course had just launched in January of 2006. So, it was a real big brand and the price had gone up and it was on everybody's radar. So, when they saw the availability this time, the conversions were very well. We've since gone down about six points to about 15%, but still pretty happy.

So, I said to myself, "Wow, let's see. If Mark can do integration marketing like that, I can do it."

So, what I started doing is I created an ad where they could get the Butterfly Marketing Manuscript and another product I had called Power Link Generator. They both sold for \$97. I said, "What if I give you both of these products for \$67, and I allow my affiliates to put an ad for this offer on their thank you pages." So, they did and they would sell these two \$97 products as a bundle for \$67.

Then, after the people would buy that for \$67, they would then need to download the Butterfly Marketing Manuscript, but basically, what I did is I sent them to the offer and I said, "Wait, before you download it, would you like to upgrade to our big home study course for \$9.97?" If they said, "No," I would say, "How about the digital version for \$4.97?"

So, this was my start in the understanding of how powerful this can be. Now, what's interesting to understand is most people are not going to sell more than two to four e-books a day, or software

products a day. So, you're not going to get a tremendous amount of success with just one JV partner. So, if you're going to use this technique and say, "This is great I know two people I can go do this with," I'm going to say, "Don't bother." That would be going out and saying, "I'm going to spend 35 cents a day on Google ad words."

What you really want to do is you want to think very wide. You want to say, "This is going to become one third of the efforts of my entire business. Every single person I come in contact with, I'm not going to ask them anymore to send an e-mail out for my product. What I'm going to ask them to do is I'm going to ask them to put an ad for my product on their thank you page."

Or, if somebody comes up to...let's say in my example, somebody comes up to me and says, "Hey, Mike, can you send an e-mail out for me, I'm doing a launch on September 15?" Normally, in the past my response would be, "Yes, I'll do a mailing for you on September 15. I have a launch that's going out on October 1. Would you reciprocate and help support me for my launch and send an e-mail for me?" That's what I used to say.

Now what I say is, when they say, "Can you send an e-mail out for me on September 15, I say, "Oh, can you tell me more about your product?" and they say, "Yes, the price point is \$37 and Kevin and Matt from Nitro are on board and so-and-so is on board and we're expecting a lot of traffic" and I say, "Wow, a \$37 product and what are you using, ClickBank?" and they say, "Yes." I say, "Okay, what are you looking to spend, I mean, how many are you looking to sell?" and they say, "Oh, man, if we can sell 1,000 or 1,500 that would be great."

So, I say to them, "Yes, I think I can help you out, I'll get an e-mail out for you. Can you do me a favor, can you put a little ad for my product on your thank you page and we'll put your affiliate link there?" and so they would say, "Can you explain?" and I'll say, "Well, here's out it works" and I would basically tell them I've got two products, they sell at this price, we'll give it to your paid members after they buy for more than half off and when they buy it, it goes through your affiliate link and then we have these back end sales for \$9.97 and you'll get 50% of that, and we'll pay you \$500 per sale and they say, "Yes, Mike. Why wouldn't I?"

So, you're basically saying Mr. Filsaime that, "you're going to mail for me and I'm going to make money on the back end? What's the catch?" I say, "There is no catch" and they say, "Okay, that's like a bonus with an added bonus. I'm totally in" and I say, "Great."

So, what ends up happening now with this strategy, not only do I maximize the guy that's doing the launch and is going to have 500 to 3,000 consumers flooding that thank you page over the next seven days or next 30 days when they launch their product. I also do that to the person who has an existing product. Maybe a similar type of guy that launched that site a year ago. "Hey, Jim, I remember last year you launched a site and it spoke about how to make money with Squidoo. How's that doing?" "Yes, it's doing pretty good. I've got another project I'm working on right now on search engine marketing, but that Squidoo product right now, we sell about 50 to 60 a month." What is that two a day, right?

So, I say to them, "Hey, you know, if you would like to put a little ad on your thank you page..." So, now what starts happening is the law of small amounts of numbers multiplied by big numbers. So, it's kind of like having a little gumball machine. Who's going to retire having a gumball machine at a barbershop? Same thing I was saying before. If you're going to get into the gumball

business, you don't go out and get one machine so that you can make yourself \$160 a month. What you want to have is you want to have 100 of these machines each making you \$160.

Now, I don't know how good my math is, but I think it's about \$16,000. Is that right? Let's just be sure so that I'm not a fool here. 100 machines making you \$160. Yes, \$16,000. So, now, if you're going to go into this it makes a little bit more sense. Can you get 100 gumball machines...if I live on Long Island, can I get 100 gumball machines all over Long Island over the next 12 months? Yes. I can go to little pizza places and every weekend I can go to the deli, I can go to the bagel store, I can go to the...you get the picture, right?

We get out there and we start getting these little machines. You don't get excited about making \$160. You get excited because you're making \$160, you get in your car you drive another six miles and there's another guy where you get \$160 and you're collecting 100 of these every single month. So, that's the strategy that we looked at here is if we said, "Okay, we're not going to get rich doing this with one partner. With one partner, we might make \$800 a month. Maybe one guy's a little better, we'll make \$1,500 a month, right?"

But, what happens if we could get 100 people doing this over a year and we're averaging \$1,000 per month, we're having \$1,000 per month with 100 different people. Well, now we've got a lot of gumball machines out there. Now we can make \$100,000 per month. Now, keep in mind, Kevin, this is before we went dos, tres and quattro. When we started applying everything in the quattro formula, what we realized is we can take that \$1,000 that we're making per person and we can maximize the profits going through the process on the back end, with things like call centers. All the stuff that you teach, right, and we could turn that into \$3,000, or even \$4,000 per JV partner.

So, what you start realizing now is instead of making \$100,000 per month, we started pushing this into a \$200,000, \$250,000 per month source of our business and, guess what? We don't have 100 people doing this, we have 134 and maybe by the end of today if my affiliate relations manager, Joe Jiblanski is effective, we'll have 135 or 136. He gives me a report at the end of every week of how many people we're doing this with.

Did we find another pizza place to put a gumball machine in? This is basically what we're doing and our goal right now is not to stop, but, hopefully, Joe is to get us to 200 by the end of the year. What's beautiful about this is that it is so stealth. None of your competitors really, truly know what's going on. You throw out a number every now and then, yes, business is doing this and we're growing this way, and they may say...they try to reverse engineer, "Well, I saw a launch go out for them. I didn't see...I know he said he did this many units and I don't see products all over the place. I don't know where that money's coming from."

You see the thing is that your competitors, they don't go out and buy products. Most successful Internet marketers aren't buying all the different products and they don't actually see these thank you pages. Lot of times they get the comp a month before the site goes live and they don't even see your ad on a thank you page or something like that.

So, to give you an example, this is the example that I like to use. Kevin, you and I know Mark Joyner very well, and if we could speak completely honest like I did when I spoke at Gary's event. Simpleology. Is that in your face? I mean, do you see that being advertised in your face by every affiliate, every single day that you open up your inbox and you you're like, "My goodness, another Simpleology." You don't see it, right?

Kevin:

No.

Mike:

I don't know the last time I saw an invite for Simpleology. Maybe once a week...once a month I'll get a random one somehow or something like that. If you go to Simpleology, Mark Joyner, on the front of his site, says something like this. "Over 306,000 people can't be wrong." I don't know how old Simpleology is, but I don't think it's too much more than two and a half years old. 300,000 members in two and a half years is astronomical. That is an incredible amount of people to go into a site that you don't even see being advertised that much.

So, you say to yourself, "Where is Mark getting all these people?" Well, the guy that taught me the strategy, I told you that I have my ad for his Simpleology on my thank you page. What Mark does is he integrates...and, don't get me wrong, Mark has several other strategies, but what I'm talking about is the juggernaut, the stealth underground jammer thing that he has here, is the fact that he understands integration marketing. It piggybacks off of other people's successful funnels.

So, let me give you an example in the real world and I just shot a video for this that's going to be going on for our launch next month. When you go to McDonalds and anytime you're looking to buy a Big Mac or a Quarter Pounder with cheese, the only place you can ever get a Big Mac is at a McDonalds. That's the only way you can do it, but what happens when you buy that Big Mac? The person behind the counter says, "Would you like a Coke with that?"

Okay, so it's interesting when you look at Coca Cola. Have you ever seen a store that at the front is owned by Coca Cola and simply says, "Coca Cola" or you walk in and there's seven refrigerators of Coca Cola and you walk out with a Coke? No, it doesn't exist. There's no such thing in the world as a Coca Cola store. Coca Cola has identified that there's already people selling products where the people would be interested in a Coke. So, they put their machines in vestibules, at the back of cash registers, in front of cash registers, at Disney Land, at McDonalds, at Burger King and Pizza Hut, you name it. Or, whether it's Pepsi, but I think you get the point.

So, what we need to do, is we need to identify who is McDonalds, Burger King, Pizza Hut and Taco Bell in our industry? If you have a ClickBank product and you're saying, "I want to get...I'm at number seven, I want to get up to that number one position. I want to get past number six, seven...six, five, four, three, two and one." What you're doing is you're looking at the people ahead of you and below you as competitors. What you need to do is look at those people as partners and say, "Wait a second, I've got the Coca Cola, they've got the Big Mac."

So, instead of looking at these people as competitors, let me approach them and say, "Hey, you've got a guy at e-book, I've got a workout e-book. My e-book teaches people how to get toned arms, nice looking six pack abs and a tight looking butt, and you're selling a product on the green diet or the Atkins Diet or the low carb diet, or whatever you're selling.

So, rather than saying, "How do I beat this guy" and spend more time with Google Adwords, it's logical to think that if somebody is looking to eat well, they might be interested in getting a better body, right? So what we do is we approach that person and say, "Hey, Todd, I notice you have a diet e-book on low carb diet. Here's what I've got. I've got this book that teaches people how to get tighter buns, it's a workout program for toner arms, toner legs and six pack abs and what I'd like

to do, since I normally pay 50% commission and my product only sells for \$47, I'd like to give it to your members for \$27 and I want to pay you 75% commission. I've pre-written an ad that all you've got to do is paste this HTML onto your thank you page and just hyperlink the order button to your ClickBank ID."

The person would be like, "So, what you're saying is I don't have to do anything else in my marketing other than right at the bottom of the page where it says, 'Copyright 2008,' right above that, you're saying just put your ad?" "Yes, that's it. That's all you have to do and you never have to do anything for the rest of your life, and you're going to make 75% commission."

Now, how many people are going to say, "No" to that? I can tell you, not many. About one in ten. One in ten people, I don't want to say that it's a scarcity mentality. That's really not what it is. They have a different agenda. They have maybe something going on right now where they may say, "You know what, in about eight months I'm thinking of releasing an e-book like that and I'm actually looking to put a different type of back end in place." So, they're not saying no to you, they're saying no, that right now this might not work in their marketing because they don't want to maybe send their customers over to somebody else where they may compete directly in the future.

But nine out of ten people will say, "Yes, why wouldn't I do that?" Now, I'll give you a hint. If you go through my marketing process, like if you went through the seven figure secrets, there's one tab out of the six that is completely highlighted in red. The other tabs say profile, earn money, check commission, logout, but one of them is bold and red and it says, "Featured Products" and you know what it is? It's four products that they can get for free that I was giving away with my affiliate link to either something like Telman's product or Michael Rasmussen's product or I think we did the Butterfly Report to whatever the case was.

We basically...I gave away free items that had upsells and when we launched that we made, I think it was over \$25,000 in affiliate commissions just by putting a tab that said featured products. In this case what we did, Kevin, is we did it the other way around. We did integration marketing with other people's products. So it can work both ways. If you've got real estate on your thank you pages, you could cross-sell other people's products, but, again, the goal should be getting other people to put your product on their thank you pages.

So, I was a long winded for a quick answer, but I hope that answered it.

Kevin:

Mike, why don't I give a quick recap of what we just covered and then we can get into some of the specifics of how you can go out and implement this in your business. So, you gave the example of the guy that's making say 50 sales a month in your market place. That you got him to put on his thank you page a bonus offer for one of your products and we're going to cover exactly how to structure that bonus offer to make it effective. But, from that you might get a handful of new customers that come into your business.

So, it's not going to be a huge windfall for you, but what you did is you went out and found 100 or 200 of those people in your market place, each of them generating, let's say 50 customers a month. Now you have 100 people, 50 customers, that's 5,000 customers a month that you're getting direct access to see your offer to get into your sales funnel. To do that, it required just to work one time to contact them, sell them on the idea, get them to put that up there, then you're done. You don't have to do anymore work and that's technology taking over for you and it's automatically

presenting your offer to all their customers, getting them to buy your front end product and go through your whole Quattro sales process.

Mike:

That's 100% right and what's really nice about it too, Kevin, is that one page that marketers look at less than any other page is the thank you page, because I can't tell you the last time I looked at the thank you page for carbon copy marketing. It's probably been three years or four years. I usually just say something to the programmers like, "Hey, make sure we update the copyright year." I think we added a date script, but for the most part, marketers focus on their landing pages, their squeeze pages, their sales pages, their up sale pages and they look at the thank you pages like, "Hey, got that out of the way, I never have to look at that again."

So, what's nice is when you get somebody to say, "Yes," that ad tends to stay there probably for a couple of years. There's a good 75% chance...and I could talk later about how to make that 100% or closer to 100%, but there's a good chance that your ad is going to stay there for a very, very long time. There's a couple of key things that you want to do by reminding them that they're making money with the ads and you're paying them commissions, but that's a little bit more advanced stuff. You're exactly right on your recap there.

Kevin:

To give you an example from our business, I think it's about four years ago when...with Trafficology we used this strategy and we went up and had people give away a free trial to Trafficology as a bonus on their thank you pages and we used exactly what you're talking about. We gave them copy and paste code that they'd put on there that dynamically inserted the best ad that we had.

Then when they click through to get their free trial they had to pay shipping and handling of \$4.95 for shipping and handling and now they became...got a trial of Trafficology and then if they didn't cancel, they were an ongoing member and we'd pay that affiliate or that person that put that code on their page recurring commission every single month for that new customer. So, we still have people to this day four years later that have that offer up at their site earning commissions every single month.

Mike:

Right, and there's two things that are important. Well, the one thing that's important is like you said, let's say that guy does go to this thank you page four years later and says, "Oh, look at this, I got to change my terms of service on my copyright and look at this, I'm still advertising Trafficology." The important thing is that they go into their stats and they see that they're still making money. So as long as you take care of what you've got to do on the back end, and they're making regular commissions, they know how much traffic they're getting. If they're not making a lot of money they'll know, because they're not getting a lot of traffic to this older thank you page.

But, even if they do see, hey, I sell seven of these a month and over the last three months I've made \$280 with this why take it off? That's the important thing, as long as they see any type of success with it, they're going to be happy. So, there's not a lot of people out there doing this, so you don't have to worry about them going out and shopping for offers for other people doing this kind of stuff.

Kevin:

Yes, and like you said the majority of people out there are so focused on the front end of their business and getting new customers that they don't really think about the rest of the back end of their business too much.

Mike:  
Right, exactly.

Kevin:  
Well, let's get into the strategy of how to go out and make this happen. So, what have you found that works best as far as... So, somebody's buying a product from somebody else, they go to the thank you page or download page. How do you turn that person who's not your customer to get them to click through, come to your site and take you up on your front end offer?

Mike:  
Okay, this is probably going to be the best part of the call, even though I think that the information that we gave as a foundation so far is awesome. I think it's so good of information that people are going to be like, "Oh, my goodness Why didn't I ever think of doing that before." As easy as that part is to understand, here's the part that I really want to drill into everybody, because this is the mistake I made for over 18 months and I was still making \$50,000 per month doing this and then we were able to more than triple our success by making a few changes and basically, what I am going to talk about is how we took an offer and we brought it closer to the Quattro formula. What do you call it? The Quattro formula or method or system?

Kevin:  
System.

Mike:  
Okay. Quattro system. So, here's the mistake that I made. Now, I know that I just told you guys what my previous offer was and what you can do, but I don't want you to do it because it's only going to work half as good as it should. What I told you what I was doing is I was taking two of my products, like Power Incinerator and then I tried three. The truth is, I went to three. I said, "How about I give Viral Friend Generator, Power Link Generator and the Butterfly Marking manuscript. Three products, each selling for \$97, almost \$300 worth of products. What if I give all three of them for \$67?" Our conversion rates went up a little bit, but not all that great.

Now, what do we want to really know more than anything about the importance of this type of marketing? What we want to understand is that these people have just purchased something. They just read a sales letter, they were at Google, they clicked on an ad, they had to put their trust into someone. The barrier of trust had been broken. They clicked the order button and they landed on a thank you page.

People that have their credit card out are generally more likely to buy again. That's why when you go to buy a computer at Dell or Gateway, they don't start with a fully built computer. They start you on the first page by choose your \$499 system and then once you get to the next page, they say to you, "Oh, would you like to add additional hard drive, would you like to add additional RAM, would you like the 19 inch monitor instead of the 17 inch?" Because what they realize is once that person makes that initial commitment, they're going to be more likely to start checking and checking and buy.

So, what we really want to really understand here and I didn't quite get this when I first started doing this is, is that there is a very important factor here that we want to make sure we capitalize on and that this is a buyer, not a lead. This is not an opt-in. This is a buyer. This is the very best type of person that we could ever, ever want to capture their information.

So, what I was doing is I was basically...at that time what was wrong is I was saying, "You have to spend \$67 for me to get to know you." So, what people were doing is I had this little ad on their thank you page with three products, get all three for \$67. This is great! They would click on it and you know what they would see? The PayPal page. That's it. There was no additional sales copy, there was nothing and then they have to go and they would buy. What I was probably doing right there is maybe...probably about 9% to 11% of the people that would arrive at a thank you page, more like 8% or 9%, of the people that would arrive at a thank you page would buy my product.

Now, when you look at that in terms of conversion, you start patting yourself on the back. You're thinking inside the box. You're thinking in terms of conversions of an upsell or a onetime offer. You're saying, "Hey, this is great. We're converting 8% of the people as this upsell for \$67. The is great, let's get this to 11%." What was the biggest travesty going on here, is that 92% of these buyers I wasn't getting any information on.

One of the things I built my business on is it's more important to have information on a customer than it is to make the first sale and I got blinded by that. So, I started asking my self the question, "Wait a second. 92% of these people are looking at my ad but not buying. I would rather have their information because they are a quality buyer. They like to take their credit cards out. If I had their information, I could probably sell to them over and over and over and over again.

So, what I started doing is making my ads longer. Obviously, I can't put an opt-in...I could in the ad, but the JV partner was going to be like, "Kevin, Mike, what are you guys doing? You're putting an optin on my thank you page." That's a little rude don't you think?

Right, so then what I realize is all right, I need a little bit more information in the ad and I started making my ads a little bit longer to try to get them to click more and then I realized my JV partners were now saying, "Hey, dude, your ad is like sales copy on my thank you page. I know you're making me money, but I don't want to be in your face with the customers."

So, here's what I did. Here's where you want to take notes for those of you who are listening. When I realize that I need to capture these people's information because getting the lead I felt was more important than even making the sale, but I had to make the sale so that I could compensate the affiliate. What I realized is that I need the people to click off of the ad and land on a website where I can do all the marketing that I need to do.

So, one of the things that I did, is I redesigned the ad to look like an image. To look like a regular HTML ad, but the entire ad, like with the little dotted border, was one big image. So, anywhere you clicked on the ad would open it up in a new window which is very important. It has to always open it up in a new window. You don't want to make the person lose the thank you page because the JV partner will get upset and the customers will lose what they paid for.

So, I make the ad open up in a new window, but what was interesting is like Kevin you asked how did I get them to click on that ad? What I did is I created an ad that everyone can see this process at [getmysoftwarefree.com/jv](http://getmysoftwarefree.com/jv). There's a video there that will allow you to see the ad that I use.

Kevin:

So, can you repeat that link and this is the link so that people can actually see your real ad and see...?

Mike:

Yes, they're going to see a little video and in the video they can actually see the exact ad that I'm using and that's at [getmysoftwarefree.com/jv](http://getmysoftwarefree.com/jv). So, what I did is I have an ad that says get one of Mike Filsaime's best selling products for free and then there's a little tic box that's checked off and there's three products or four products and a check box that makes it look like check which one of these products you want for free. So, the person naturally is going to be like, "Whoa, the Manuscript Power Link Generator? I can get one of these for free, let me click that" and they think they're turning the check box on. What happens is they actually click on the ad and open it in a new window.

Basically, without sounding like it's deceiving, I want people to understand basically that the ideology that I had here in the ad. Remember back in the old days when you would go to a site and they would just have these annoying pop-ups red, yellow, red, orange, red, orange and the whole site is like flashing and you're like, "Oh, my God, how do these people even think I would ever want to do business with them?"

Then there was like this ad that said, "Warning, there's a virus on your computer" or something like that, right? Then if they made it look like you have to hit the "x" button to close out, but the "x" was really just part of the ad that made you go to another website. I'm not trying to associate what we did with that, but basically what those bad people did was try to get you to click where you're conditioned to click, but it was just getting you to another site.

You also see that with who's cuter, Britney Spears or Ashley Simpson? There's a little check box where you click to vote, but it really doesn't do anything other than get you to click the ad then it opens up to a new window. So, it's that type of thing. We want people to click to think that they're selecting one of those boxes. It opens up to a new window and then it goes to [getmysoftwarefree.com](http://getmysoftwarefree.com).

Now, if you go to [getmysoftwarefree.com](http://getmysoftwarefree.com), we protect that because we don't want to give our products away for free, but there is a way that you could actually see the site that I have redirecting from my affiliate link because I protect this from the public, I don't want anyone in the public being able to go and get these products for free. I only want people who are paying \$47 from one of my JV partners to have access.

So, if you want to get that, just don't share this with anybody, please. This is strictly for you guys, you paid customers. You can go to [getmysoftwarefree.com/page](http://getmysoftwarefree.com/page) and you can actually see the website in action, making its original sale. So, just to move on real quick, Kevin, because I know I'm taking up a lot of your time here, but now that they go to [getmysoftwarefree.com](http://getmysoftwarefree.com), it's pretty simple. It's a landing page that says, "Get one of these products for free and you're probably wondering how I'm doing it" and, of course, I know that video works in marketing so a video fades in on the side and it says, "Hey, this is Mike Filsaime. I'd like to give you one of my best selling products for free. You're probably wondering why I would do that."

Well, the truth is, it's kind of like that video professor commercial. I'm so confident that you're going to like one of my products that you'll probably come back to us for more in the future and I'm willing to give you one of them for free. So, that's the pitch and it's pretty simple. So, here's Quattro in action again. I didn't want to just get their name and e-mail address and then send them to a digital download page. Now, while that would have been effective, if we weren't Quattro customers, we would say, "Hey, that's a pretty good idea. Get their name and e-mail address and then hit them with an upsell or something like that."

No. What I did is I implemented the Quattro formula system here and I collected full postal information and their phone number and their cell phone, so I can send text messages as well, if we ever needed to in the future. Now, how do I justify asking you for your address and your phone number if I'm giving you a digital product? So, what I did is I said, "Well, I want to protect my download pages being that this site can get public, that the only way I'm willing to give this to you for free is if I can put it on a CD Rom for you. All I ask is that you pay the shipping and handling."

So, it's a very moderate price. \$6.99 anywhere in the world, we're actually changing that for international. They can get the CD Rom of any one of my products shipped to them on a CD Rom all they pay for is the shipping and handling. Not too many people are going to argue with that and remember, this is a customer that just paid \$47 or \$97. Of course, they're going to want a \$97 product for free if all they have to do is pay the shipping and handling.

But, what happens now, is when you have to pay shipping and handling, there's something else that you have to put in there and that's your credit card, and in order for you to put your credit card in, you have to use a real address, otherwise it won't match your credit card statement.

So, you're getting a real e-mail address, you're getting a real address and people that are paying for something that's getting shipped are not going to put a fake e-mail address and a fake phone number. So, your data is 99% accurate and the 1% is because they imputed their phone number or their e-mail address wrong.

So now, what we just did, going backwards a little bit, is we're capitalizing not only on that 8% that we were selling before, but on the 100%, the other 92% that we weren't getting. So, even if I don't even make an upsell through this process, I just collected a full postal and phone number from a customer and e-mail address. Now, what does that do for the JV partner? Nothing, they're not excited about that. So, now we've got to make it worth their while. I'm not going to go too much into this because this is what you're going to learn in the Quattro process, but you can see all this stuff at [getmysoftwarefree.com/jv](http://getmysoftwarefree.com/jv).

I'm going to tell you basically three things we're doing that's right out of the Quattro system. Number one, forced continuity. When they enter their name and e-mail address and pay \$6.99 shipping and handling, we give them our newsletter for free for the first month and we charge them \$29.95 each additional until they cancel. So, that's profit number one that the JV partner gets \$10 a month.

Number two, is we give them an upsell and the upsell says, "Hey, you had to choose between one of four different products. You chose Power Link Generator. How about we give you Viral Friend Generator, the Butterfly Marking Manuscript and Protract Manager and the split test software, the other three \$97 products for \$67, and we'll also throw in instant buzz credits and this and that and

the other thing. If they say no, we say okay how about you don't get the instant buzz credits, you get the other three for \$67, or something like that, or \$97 I forget what it is.

Then, when they do buy that, we give them an upsell for Butterfly Marketing and the seven figure code as a bundle and now we've got \$9.97 sales that we can pay the JV partners \$500 bucks when we make those sales. Makes a JV partner very happy when he sells a \$47 ClickBank product and then the people go to get a free Power Link Generator software, buy a \$1,000 package and they make \$500 simply by putting an ad on their thank you page and it doesn't stop there.

Using the Quattro system we then remember what did we get on that form? We got their phone number. Now you can take those leads and you can give them to a call center or, some marketers like myself actually have people in house that call and then because we have a suite of products and things like that, we offer bigger bundles at higher prices, very discount prices, here right out of our location in New York which is all out of the Quattro system.

So, I hope you can see the difference between just taking a \$67 offer for two or three products and losing 92% of the customers to saying, "Hey, let me get this qualified lead off of this page for a second and let me get him into the biggest no brainer. Now, I'm going to give him the best quality for free and put him into a forced continuity program with an upsell process in the back end." So, that's what we're doing now to get people and we can do that much more effectively.

Kevin:

Mike, I really hope everybody listening realizes that you just gave them a \$1 million concept right here. This is extremely valuable. I was sitting here while you were talking kind of taking notes of how we are going to redo our process, how we do this, so we can make it so much better. You cover the three key concepts that...what it takes to make this successful. The first is you need to get people clicking from that person's thank you page over to your site because like you said, you need to do the selling on your site.

Mike:

Right.

Kevin:

You can't do it on theirs. So, the first thing is to get them to click and do whatever you can to get them to click, but in a way that they're interested in what your offer is. So, you have a very valuable offer of...we'll do one of these things for free. It was ingenious of how you had the three different boxes for them to choose from because they're going to check off one of those and now they're going over to your site. Then you're continuing that conversation of how they're going to get that for free. So, you're not baiting and switching them at all.

Mike:

No, not at all.

Kevin:

You're just continuing that conversation and now the second key leverage point that you covered phenomenally is now you got to convert that person into a customer for you and you want to convert it at a higher rate if possible. It's not about making money on this first transaction that they make with you, it's all about getting their data so now they become your customer. So, you're not going after a \$67 sale, you're going after just pay me a couple of dollars shipping and handling so I

can ship this to you. You overcome that whole reason of why should somebody pay you for something for free and the reason is because you're going to send it to them in the mail.

So, people are trained that you pay a small shipping and handling fee to get something sent to you in the mail. People are just not used to that, so it's not...again, it's not something that's going to be totally unexpected. You're continuing the conversation that they would expect, but now you've captured all their data and now they're a customer of yours. The other thing you said is you have all their data, even if they don't go through an entire upsell process, now you have this valuable customer lead in your database as well.

But you did the other part of...you have to convert this into revenue so you can pay that person for running this ad on their page and you did, you covered how you convert that. You have the continuity where...I'm sure you fully disclose that so they know what's taking place when they agree to this.

Mike:

Yes, fully disclosed. You have to...at the site.

Kevin:

I mean, you're a very ethical marketer so I'm positive that you do this all the right way, you're not trying to mislead anybody.

Mike:

No, I don't want anybody to get anything they don't want, definitely not.

Kevin:

Yes, and then I like how you structured that first upsell of, hey, all those other things that we're offering for free, you can get that not for the normal price of however many hundreds of dollars, just \$67. Plus, we're going to increase the value by including all this other valuable bonuses as well. So, I'm sure that converts really well for you, because you're continuing the conversation with... the marketing conversation with them, and you're giving them what they would like. Then you just go through the entire upsell, downsell process and everything else.

So, this is literally a \$1 million tip, or not even tip, a concept, that you just gave everybody right here. So, I hope people really will appreciate it. You did a phenomenal job explaining it from beginning to end.

Mike:

Kevin, it truly, truly is and you know it. I mean, like this is the type of stuff that when you and I hear it, because I hear this sometimes in our masterminds and stuff where we have this wow that was great stuff and this isn't something that I just came across. This is like trial and error and wow, we're not doing it right. Then you suddenly stride and what I want people to really, really understand that I don't get on calls and give out this information to anyone and if you want to say that gurus hold things back, I'm going to say, "Yes, we do, absolutely." I mean, we work hard for our business. We're not out there to just give out our best stuff just for no reason.

You guys paid \$1,000 to get quality information. I know that Kevin would do the same thing for my customers. He let Tom go to this event as a VIP and Tom took notes and brought it back and I use it in my business to make money. So, I truly want you guys to understand that this has never

been spoken about before. This isn't something that I open up a blueprint to my business and then just say, "Go out there and copy and clone everything I've done." I don't say that to the general public.

So, I really want you to understand what Kevin was just saying. I opened up a very, very...not only I could show my JV partners getmysoftwarefree.com. They don't understand what I was talking about about the 8% and the 92% strategy part of it of how important this entire process is because Kevin and I are able to share with you not only what we're doing, but why we do it and why it works and now that you have...you have all three of those things into place, you can now effectively go out and create a system like this now or sometime in the future and watch it work better than had you not had this information.

Kevin:

Yes, I really appreciate you sharing this. This is valuable stuff and this is a key part of your business, so it's very generous of you to open up in truth because you laid out the exact template. I mean, I have it written down here on my notebook. So, let's talk about the next step of this. I'm sure people might be wondering is the technical side. How do you make this happen and are there some things that you found that made it even better?

Mike:

Yes, so there's the past and the future and there's...for you guys, there's the past and the future and depending how you want to do it. Now, I've got a software that comes live, depending on when you are hearing this call, it goes live or went live on September 16 and it's called Traffic Fusion, which basically this fuses traffic for you with other marketers and it's a software. I'm not here to sell you, I'm here to tell you about it and hopefully you are able to get to the site and we have licenses available.

But, basically, let me tell you how to do this without it. What you want to do is you don't want your JV partners to jump through hoops. Here is the most complicated way that you could do this. You put up a page and I know because I used to do this, you put up a page that says "Step one, sign up for my affiliate program at 1 Shopping Cart. Step two, confirm your e-mail address. Step three look for an e-mail that has your ID number, it's a five digit number like 56631. Step four, take that ID number and then put it into your affiliate URL where you see the "xxxx." Now I've got to start going quick or this will last forever.

Step five, take this HTML code and paste it on your thank you page. Step six, find where it says "Click here to order" and hyperlink that to your affiliate link that you got with 1 Shopping Cart. Step eight or nine, or wherever the heck we are, save your page and upload it back up to your website.

Now, I can tell you out of experience, that when a guy like Kevin or a guy like Mark Joyner, or a guy like Michael Rasmussen or Brad Fallon or Andy Jenkins or anybody, I don't care how much I like them, sends me an e-mail with 11 steps, or sends me to a one page with 11 steps, I could love Kevin. He could have bought me three Coronas at the last seminar where we were, I was truly excited about putting this process on.

The problem is we're all busy, right? The wife, the kids, the softball game, American Idol starting in 20 minutes, we've got to get up for work in the morning and all these different things that go on in our live and all of a sudden, I see I've got 62 e-mails for the day. E-mail number 37 is from

Kevin and I open it up and I see Step 1, Sep 2...star, save to my to do in the future that I'll probably never ever get to that folder. That's like this real long folder that I have in Gmail that says, "Things to do that I'll never, ever get to" and basically that's what ends up happening with those instructions.

So, the mistake that happens that I used to do, I used to try to tell the affiliates what to do, but Kevin, you can sympathize, right? If people ask you to do something you're just busy and you're like, "I'll get to this later in the day." Sometimes you do, sometimes you don't. Your intentions are definitely good, but let's face it, sometimes we follow up with an e-mail, "Hey, Mike, it's Kevin, just wanted to make sure you got this." "Yes, Kevin, sorry I was away last week, thanks for reminding me." That's the world we live in today.

Kevin:

I'm going to just go off in a quick tangent here because some people get caught up and the thing is, especially if you're just getting into this, you have a feeling that people should do stuff just because you asked them to do it, and they feel like there's some sort of obligation that somebody should go do something because you went through all the effort to ask them to do it, and it's not their obligation to do anything. It's your obligation to make it as easy as possible and sell them on why they should do it. If they don't do anything, it's because you messed up and not making it easy and not selling them on why they should do it and what's the benefit for them.

Mike:

Right, exactly. So, as you can see, I take this stuff pretty serious, not only because I developed software to help me manage these ads, which I'll talk about in a second, but the case study right there as well is at [getmysoftwarefree.com/jv](http://getmysoftwarefree.com/jv). Now, I don't want to brag, but I happen to think I'm a pretty intelligent guy when it comes to marketing. However, one of my famous lines that I like to say all the time is from Denzel Washington in the movie Philadelphia where he says he's somebody that's on the stand when he's cross-examining them, he says, "Explain this to me like I'm a two year old."

Okay, I say that a lot even for my techies and, like I said, I think I'm a pretty smart guy sometimes but I like when people say...when I can say to somebody, "Do me a favor, explain it to me...give it to me in just a couple of minutes, explain it to me like I'm a two year old." Believe it or not, most people want that. We don't...don't give me this long e-mail that says, "Hey, Mike, on September 16 I have a product coming out and it's going to pay you 15%," yada, yada. We all know that type of stuff. Let's get to the heart of the matter.

So, what I did, is I created [getmysoftwarefree.com/jv](http://getmysoftwarefree.com/jv). I gave you guys that URL. You should bookmark that because it does a walkthrough of my entire process, but I didn't put that page up there for you guys. It's for you to spy on now because we're on this call. That page is up there for my JVs, my joint venture partners that I actually approach, that I actually meet, either at events or when they contact me and I get to know people, I ask them to go to this page.

Why? Because if they're anything like me, smart guys that like information explained pretty quickly like a two year old, I've got the two year old page right there that basically walks them through, where a person like Kevin can go to this page say, "Okay, let's take a look at this six minute video." Okay, I go to the site, I login, I copy and paste this code to my thank you page and that's it and I hit save. This is how I'm going to get paid and this is what my customer is going to buy. Oh, this is great.

Now, I'm a big believer in automation and scalability, so one of my things is if I'm going to do something once, I'm going to do it once and I'm going to let technology do it for me over and over again. What I don't want to do is have a power point and have to get with Kevin at a time that's good for him and good for me, because Kevin will laugh. For us to get this call for busy guys should have been done a month ago. Okay, so for me to get Kevin onto a call and go over a PowerPoint presentation where I say, "Okay, Kevin, go to slide number six and now what you'll see is..." Kevin doesn't want that and I don't want that and I don't want to do this every time I have a JV partner.

So, if I'm going to do something once, here's the big tip for you guys right now. Do what I did, make a screen recording of this presentation. The presentation is here's what you need to do, here's what your customers are going to get and here's how you're going to get paid. Click to the point, no fuss, no nothing, just what they need to do, what their customers are going to get and how they're going to get paid. So the person can say, "Number one, wow this is easy, number two, hey, that's a value for my customer and number three, oh, that's a pretty fair compensation. I'm going to get on this right away because he showed me how easy it is."

So, this is a pretty important part is making a video page for your partners, rather than giving them an e-mail that has 11 steps and thinking they're going to go to it. Get them to a webpage that says, "Hey, I'm going to take a couple of minutes of your time and we're going to make a lot of money." Here's one of the important things you want to tell them. This is something you want to do one time that's going to make you a lot of money over and over again. That's a key, key sentence. A simple thing you're going to do one time that's going to make you a lot of money over and over again. Please see if you can get this done before you close this video. Recap and then I'll talk about the software.

Kevin:

Also, one other thing that we've done that works well, and you may be doing also, is like you mentioned, even just go in and sign up for the whole affiliate program and all that can be a hassle. So, we will sign people up, key people that we want to do this, we'll create their affiliate account for them and when we e-mail them, we have their copy and paste code right there with their affiliate link embedded. So, they don't even have to sign up. All they do is just copy that in, put that on their page and they're done.

Mike:

Absolutely.

Kevin:

People might be asking well, how do you know what information, do you need their name and address and e-mail? We don't even worry about any of that. We just create their account with their name. Then, when it comes time to pay them, we can get the rest of that at that point, because they're going to want to get the check, so now we can get it.

Mike:

Yes, when somebody's owed \$300, very quickly they respond to filling out their profile.

Kevin:

Don't worry about any of that. Just create it for them, stick their name in. Don't worry about having all the stuff you need, you can get it later.

Mike:

I'm going to say something, Kevin, you may not agree with and this isn't something that you want to do with anybody, however, don't be afraid to ask this question, especially when you know the person very well. Like this is something that I wouldn't be offended if Kevin asked me and it could be something along the lines like this. If I was talking to Mike Rasmussen, because I know he says it to me, and this is the truth because this has been done before.

I'll give you more of the scenario like this. Mike Rasmussen talking to me, "Mike, I found out that many sites profit exposed is converting better than e-mail promos expose. Can we swap the ad on your thank you page?" "Yes, I'll be back in New York in about two days." All right, I get back. "Mike, it's me following up with an e-mail Mike Rasmussen..." "Sorry, Mike Rasmussen, I've been busy." Finally, Mike Rasmussen hits me up on messenger and goes, "Dude, I've been chasing you for two weeks, can I please get the FTP login information for your site and I'll do it for you?" I say, "You don't mind?" He says, "No." I say, "Great, get with Jason in my office." I send an e-mail, "Jason, give Mike FTP to Butterfly Marketing Manuscript, list.com, Carbon Copy Marketing, give him the passwords to all those sites." Guess what happens? In 24 hours, Mike went in, signed me up for the affiliate program, put all the ads in, and changed them across the board in all those different sites.

So, I want to put a big asterisk, a caveat here. If you know the person well enough, where you can say that to them, and they won't be offended, go right ahead. Now, chances are, I would say to Kevin, "Hey, Kevin, you want to give me the FTP and I'll do it for you?" Chances are, Kevin's going to say, "Mike, we're pretty tight with that type of stuff. I'll try to get to it next week." I'm not going to be offended. I probably wouldn't give my stuff to Kevin right off the bat, but when you do know people, there are certain people that will allow you to do that, so don't be afraid to ask it. I don't know, Kevin, if you've ever experienced anything like that in your business.

Kevin:

No, that's pretty fascinating. I've never come across that.

Mike:

I've known Mike for a long time, we actually own a couple of sites together, so we've swapped out stuff like that and passwords and we go in and we edit them like that. So, Mike was pretty close and there's a couple of other people like that that I would actually do that with maybe like Joyner or Tellman or something like that because we've worked together so much like that in that past.

Kevin:

I think that brings up another point that you're going to cover is how do you copy and paste code? What actually are you giving them?

Mike:

Okay, so what I do is I design an ad and as we said before, they're going to get to see the ad at getmysoftwarefree.com. Basically, what you do is you open up your Dreamweaver or your front page or wherever you edit your websites when you make a sales letter and you basically want to make what's called a Johnson box which is just a cable that I like to use a dash border, almost like you see in an order section like a red dash border, because we've been conditioned over our

marketing licensed kits that anything with a dash border means special offer, take action, take notice.

Used to be get the scissors and cut this out because it's that important. On every single thing on this piece of paper the most important thing is the part that has the dash borders and that's triggered over now online. So, anytime I either have an order section or a take action, because on somebody's thank you page, I want it to almost get them like this is important.

So, I design it with a dash border. If you're going to not use an ad management system like we used with Traffic Fusion which I'll talk about in a minute, you might want to do something like this would be me designing the ad for Kevin. It would say, "Hi, this is [name here]. I've gotten permission from Mike Filsaime" and then I would have instructions like, "Kevin, just replace where it says 'name' with your name." Because I think it's more important when the ad would say, "Hi, this is Kevin Wilke with Nitro Marketing, I've made special arrangements with Mike Filsaime" so that it truly looks personal like, hey, Kevin took the time to make this ad and get permission from Mike Filsaime to offer this ad. So, use some sort of personalization in there.

Other things that I think are important and this is probably the last things I'll talk about because, remember we want to make our offer at the website not so much on the ad. We want to get them to click, but things that work very well is the word free and use urgency and scarcity. So, something either along the lines of only 50 available, cross out the word 50 and put seven left, and then have a little asterisk that says something like, "This may come off the market after we sell these 50, or we may bring it back."

I'm not a big fan of using scarcity unless it's really there, but at least you're saying we reserve to take this off the market at any time and then you do. Then you can do something along the lines of instead of using the scarcity, you could use urgency where you say, "This offer is good for 24 hours," or "This offer may expire within the next 24 hours." Something like that. That's sort of true, right?

Kevin:

Yes, so that person's only authorized to give away a certain number, I mean, that's very legitimate. I mean, you may not be giving away your best stuff for free forever.

Mike:

Right, exactly, exactly. Or, you could just say, "This offer is for a limited time. It may expire at any time." Now, we know that to be true. Kevin, you may get bored of the offer and take it off and the guy gets back tomorrow and says, "Hey, what happened to the offer?" "Oh, we're no longer offering that." So, sometimes just using simple words like that like, "Limited units available. This offer may expire at any time, make sure to take action now," or "Make sure to click here now to secure this."

So, that's important. So, what I want to get into now, Kevin, is...so that's the way about creating the HTML and giving it to people. Here's the problems that I ran into when I did that. Number one, was the number of steps involved. I don't have to go over this again, but we...I think we made it clear that when you make people jump through hoops, it's a lot easier if you can sign them up for the affiliate program, which our software allows them to do.

You create the account for them and you just e-mail them what's called embed code. You just give them one line of code, so it's a lot easier if I can send Kevin a text message that says, "Hey, dude, just sent you an e-mail with a line of code, can you put that on your thank you page?" Kevin opens up the e-mail and it says, "Hey, Kevin, add this to your thank you page. Thanks, really appreciate it. Mike" and what does Kevin see? He sees an open bracket and then he sees a little bit of weird stuff like script embed and a closed bracket and he's like, "Wow, all I've got to do is highlight, select, copy, paste, save, upload to my website. That's done." I took all of the nonsense out of it for Kevin, so that's number one.

Kevin:

Well, something else you could do to make it even easier is go buy their front end product and then take a screen capture of their thank you page, where you want them to put it up, and do a little, like snag it or one of those programs could draw a big, red arrow, put it here.

Mike:

Put it right here and that's where you can get even more effective and say, "If you want to make more money, put it here," and you put it closer up, even before the bonuses. So Kevin says, "You get my e-book and then you get this fast start process map and you get this call that we did with Joyner."

So, I would probably point and say, "Hey, put it above the process maps and above the call to Joyner, but under the e-book as an unadvertised bonus," because, again, people start from the top and they work their way down, and who knows, Kevin may have like 16 bonuses, so you don't want the ad at the bottom of the page. You want it anywhere on the page, but closer to the top near the main offer is better. Great point, Kevin. Getting access to that thank you page, even if you have to buy it, so you can put a screen capture there. Good point.

Now, here's number two. You say to Kevin, "Kevin, is there anyone in your office that I should talk to, to make sure this gets done?" Because generally what Kevin's going to do is he's going to reply, he's going to forward my e-mail to some guy named Richie or Jim or something and go, "Hey, Jim, do me a favor, Mike Filsaime sent me this can you make sure it gets on our thank you pages."

See, what you want to do, is you want to get working with the webmaster, the techie guy, on instant message. So, as soon as...I'm talking, this is the stuff that I train Joe in my office to do, to follow up with the people, give the affiliate managers, the JVs, the techie guys that login to this stuff everyday.

Joe will get him on instant messenger and actually say, "Hey, is there anything I can do, let me show you how to get it on, let me look at the page, oh, it looks great." Then Joe will get on and start saying, "Do you have any other sites that we can put this one?" Maybe Kevin's got like four other sites that he doesn't focus on anymore, but they still get maybe 30, 40 visitors a day or a week, or whatever the case is.

If I've got this guy here now, adding this stuff to the page, his FTP software is open, yeah, open up to each one of those sites and put it on the back of all those different pages. So, that's the other thing. If you open the door once, get it in every room of the house, basically. So, that's...

Kevin:

I had a great tip, as well, get to the person that can actually make it happen, like if you try to get me to stuff, you're talking to the wrong person. I'm not the one that's going to go do that. So, now you're depending on me to forward it on and to follow through and do all that. That was a great tip to find out who's the person that's going to do this and you can get it done instantly that way.

Mike:

Oh, yes. Those guys are there to do that. That's their thing. They're the guys that...they work on the affiliate pages and they're the hands on guys. Guys like Kevin are going to work on the marketing and then there's the guys that execute stuff. I mean, Kevin loves me. I love him. We talk at events, but at the end of the day, I would much rather that Kevin's techie talk to my techie and we know that it's getting done. Me and Kevin don't want to rely on each other for those type of things.

So, now, here's the other thing. Here's one of the other mistakes that we made, Kevin. You know that \$67 offer for the three products? Here's a very, very sad thing I want to let you know. That offer is still showing on about 60 affiliates' websites. We can't change it, because before I develop my software that I'm going to talk about in a minute, we used to use the static HTML pages. So, just as it's difficult to get the guy to get it on the page, it's just as difficult, if not more difficult, to get that person to change the ad.

Because number one, they feel, "Well, I've already helped the person, so now all he wants me to do is change the ad. Well, I'll try to get to it, but at the end of the day I'm still making money. There's something on there."

So, even though I've got this beautiful ad that allows me now to collect all the details and the back end and everything like that, we still have people that...I'll see them at an event and I'm like, "Hey, did you ever change that ad? Did you ever get with Joe to change that ad?" "Yes, you sent me an e-mail about that, remind me about that when I get home. Send me another e-mail."

So, the bottom line is, we started realizing that if we don't have the ability to change the ad on the fly, it's almost like going out and getting the JV partner all excited all over again and it's very difficult. I'd rather work with them once and be able to change and edit anytime. Let me basically just get right to the point and talk about...yes, go ahead.

Kevin:

I'm sure that even worse has happened to where once you've brought it up to them to change it, they realize they don't even want it on there anymore and they go, "Take it off."

Mike:

Man, you're absolutely right. That's the other thing is I don't even want to talk to you about it. I don't want to take... "Hey, Jim, can you change the ad?" "What are you talking about?" "Remember two years ago when we were at the big seminar, I spoke to you about that?" "Oh, yes, that's right. That's still on my thank you page." And all of a sudden they go and they see and they're like, "You know, ever since he put that video product on my thank you page, I saw similar video product that I'd rather put there instead, like... great point, Kevin, I mean, like, great, great point."

They say if it's not broken, don't fix it. This is the case where it is broken and you want to fix it, and it gets worse. You don't even want to have to get that person engaged again. Great, great point. All you want to do is send them money for doing one thing, one time.

Here's what our software allows us to do. Our software allows us to sign up an affiliate and you'll be able to see it in action at [getmysoftwarefree.com/jv](http://getmysoftwarefree.com/jv) and we're releasing the software and Traffic Fusion on September 16. Our software is an ad management program. What we get to do is we get to create a campaign and what I would do is I would create a campaign and I would call this, "Get My Software Free Campaign" and if I wanted to make it special for Kevin, I would say, "Get My Software Free Campaign for Nitro Quattro" and I would design an ad, and I would hit save and I would put all the information, the price, this, that and all this other stuff.

Now, what's nice about our software is it works with its own affiliate management software that processes money with PayPal and it shows impressions, sales, clicks, all that type of stuff, and you pay your affiliates with our system. But, what's also good is our system also integrates already with another selection you can go for ClickBank, a third selection for pay.com and a fourth selection that says, "Any other affiliate program in the world." It will work with Butterfly Marketing, Quick Pay Pro, 1 Shopping Cart, A Member, Infusion Soft, you name it. Any affiliate program out there, Centergy Act, all of them. It can work with any of them, it's real, real simple and we've got the videos that explain it.

The bottom line is you design an ad and you hit save. Now, you have a list of 134 affiliates that I'm currently working with and I can just marry this person to this campaign, but Kevin is not an affiliate. So, what I do is I put Kevin Wilke, user name kwilke, give him a user name, I'm giving him a password, his e-mail address I know because he's Kevin and then his PayPal e-mail address I'll put as his regular e-mail address and I'll sign him up and I'll send him an e-mail later like, "Hey, just updated your profile," but for now I hit save, and now I have a new affiliate and I created it myself. Then I click marry Kevin to this campaign and I simply get the embed code for Kevin now that he's an affiliate and I simply say, "Hey, Kevin, here's your embed code."

Now, here's what's good about this. Remember what we were talking about before about the changes about an affiliate actually going to his thank you page three years later or three months, or three weeks later and seeing the ad and saying, "I wonder if I still want this on there."

Well, here's what happens. In the old way, before you had the software and you say to your JV partner, "Jim, can you put an ad for my product on your thank you page?" and if you do that and he says to you, "Yes, can you put an ad for my product on your thank you page" and you say, "Yes." So, now I've got Jim's product on my thank you page and everything's great and he's got his on mine.

In the old days, Jim will take it off one day, after two to three weeks he would say, "Hey, you know what? Mike Rasmussen just asked me to put a product on his thank you page and I don't want to do both, so I'm going to take it off." In the old days, you'd never know. How in the world are you possibly going to know whose making commissions and who doesn't? Let's face it, we like to check our stats, but I'm not going to track it down to wow, Kevin hasn't made a sale in the last three weeks. I mean, I'm busy running my business and everybody is, right?

So, what ends up happening is you never knew. With our software, it gives you impressions and you can go by best performers, alphabetical, worst performers, recently signed up, first to sign up, whatever. You sort the list and you can see, hey look at this, Tellman got...over the last 30 days,

let's see, on day 29 he got 18, the day before that, 17, 16, 15 impressions, 13, 12, and then you're looking at this person, you're saying, "Wow, everybody's getting certain...this guy's getting 50 impressions a day. Wow, he's making sales."

All of a sudden, you look at Jim and you see 18, 17, 16, Wednesday it's 14, Thursday it's 13 and all of a sudden you see zero, zero, zero. This guy hasn't had an impression in the last nine days. Send him an e-mail, "Hey, Jim, it's Mike Filsaime. Listen, I've got your ad running on my thank you page and you've asked me to promote your product for you that's coming out on October 1. I'm happy to do that, but I think there's a problem with your thank you page. I think your old thank you page got....we don't want to say you took the ad off, right?"

I think your old thank you page accidentally got uploaded maybe by somebody in your company and it doesn't have my ad showing anymore. Here's the code, can you ad it again? You know what, if he doesn't, then hey all's fair is fair. If you like, you can take his ad out of your funnel, right? Life reciprocity, it's not fair that he made a promise that you have would advertise him and he doesn't advertise you, right?

Or, let's give him the benefit of the doubt. Kevin, I can tell you this has happened to me several times. I go up and I look at my site and I say, "Whoa what happened to you, why do we have this landing page here at list.com?" And then five people go, "I don't know, I don't know" and one person goes "Oh, that was my fault, remember when you told me to change the copyright at the bottom? I didn't take the page off the server, I took it off my hard drive. I'm sorry, I'll fix it." Has that ever happened like that, Kevin? Have you ever had a situation like that?

Kevin:

Oh, yes. Definitely.

Mike:

So, it really can happen. They can upload...maybe they lost their files at their data center and they have to go back or they...I've done it sometimes I accidentally override a file and I save it into the wrong directory and I say, "Oh, my God, I just washed out the wrong program." The only place I can get the page is maybe go to Jason and say, "Jason, do you have an old thank you page for the manuscript? I accidentally overrode it." So, it's only as good as the last time he updated which was four months ago.

So, what's nice with this system is it gives you intelligence. It tells you who's using it, who's performing, how many impressions they're getting, how many clicks they're getting, how many sales they're getting, what their conversion is. That's only the start of it. What else is good about it, remember, it's an ad management system. So, I've got this out there with 130 people. If I'm on a call like this and Kevin says, "Mike, remember what you said about the dash border? Well, that's only half of it. What you now want to do is you want to use a flashing arrow that's pointing near one of the checked boxes." I say, "Oh, that's interesting. That's ingenious. I'm going to go do that."

So, now, in the old days, what I'd have to do is I'd have to contact 134 people and tell them to change the code to put a flashing arrow? In the old days, I would have been like I wish I had known that before I did this, but I'll have to change it going forward. With our software, you just go into

your system and you change it and you hit save and it will dynamically change across all of your affiliates' web pages.

Let's put it this way, I'll make it simple for everyone to understand. I've got this ad out there on 134 pages and Kevin says to me, "Hey, Mike, did you realize that you spoke the word affiliate wrong?" "Well, I have it as 'aite' and not 'iate.' Wow. Nobody ever noticed that." "One of my customers noticed it and he told me that it looks really unprofessional, so I fixed it." Now what would happen in the old days? I'd have to contact 134 people and tell them there's a typo in the ad and that, as Kevin said, I'm inviting them to go inspect something they're not even thinking should I have this ad on my page anymore, right?

So, with the new system, with our software, they've got a line of code on their site that loads the ad dynamically every time a visitor lands there, so I just go to my ad management system, and I see, "Oh, there's affiliate, right click, make it iate, save the ad, now it automatically changes."

Now, what else can we do with this ad system? We can put a timer in the ad that has a countdown and then we can set it to show the ad for a certain number of times. So, I could show the ad for 30 minutes and it will start counting down, 29 minutes, 57 seconds, 56 seconds, 55. I could show it for three hours, I could show it for two days, I could show it for one week, I could show it for three months, etcetera.

You say how many units and it is going to be seconds, minutes, days, months, weeks or whatever. So, what's good is now you can use the built in urgency with it and the ad can stop showing after let's say 24 hours, and it really will no longer show if the person comes back in 24 hours, they won't see it anymore and there's a countdown inside the ad. That works very effective.

The other thing that we can do, is we can rotate ads which also is split test technology. So, let's say Kevin says to me, "Mike, we noticed that the flashing arrow works better." Now, generally, everything that Kevin tells me, I'm usually not going to split test, but if I'm Michael Forton, right, and I say, "Well, I don't do anything without split testing it."

What I can do, is I can create another ad and I can split test it across my 134 different affiliates that are going and it will show one ad with the flashing arrow, one ad without, one with, one without. That after a few days, I can see look at this, Kevin was right. I'm getting significantly more clicks with the flashing arrow. So, we have split test technology in there as well.

One final thing about this, is I've had a lot of people ask me, "Mike, this is pretty cool. How do I e-mail this to my customers?" Well, in the old days, we'd have to say to them, "Well, the ad is on your thank you page, so you've got to e-mail them back to the thank you page." So, Kevin would write an e-mail to the members, "Hey, not sure if you realized yesterday, but when you purchased this, in Step 11 we were giving you Mike Filsaime's product for free, click here.

Then the people click and they land back at the thank you page and it's like, "Thank you you're credit card has just been charged \$47 by ClickBank." "Well, you just charged my credit card again" and the people get all confused and say "Why did you send me back to the thank you page and I don't see it." Because it's all the way down at the bottom, right?

So, what we did is we created a second where the person can get their embed code. Underneath that, they have what's called a link. They have a choice. Embed code goes on their thank you

pages and the links can be used in an e-mail. So, Kevin can now...I can say to Kevin, "Hey, how many follow up e-mails do you have after somebody buys Quattro and you look in Aweber and you say, 'Let's see, four,' we thank them for joining and then we give them this and then we give them that and that's it."

I said, "Okay, can you do me a favor? Can you add e-mails five and six? I've prewritten them and here's your link." What that will do is it opens up the ad in a webpage where there's nothing but the ad. So, now Kevin can say, "Hey, not sure if you made it down to the step where we're giving you one of Mike Filsaime's products for free." Simply click here and now they go to a webpage with just the ad. So, somebody gave me that idea. I said, "Hey that would be brilliant."

So, again, that's different intelligence where if a marketer says, "Hey, I'll advertise in my auto-responder on my e-mails if you advertise in yours." Same type of thing. I don't want to be advertising for somebody in e-mails five, six and seven for the rest of my life because they promised me that they would do the same. I'll never be able to verify with my software, I could go in and say, "Hey, did you remove those e-mails from your auto-responder? Because my e-mail tracking is showing that it's not getting any clicks anymore," right?

So, it's all about the intelligence, it's about being able to move on the fly, finding better ways to advertise and change it across the board without having to go back and bother those 30 affiliates, 130 affiliates or three years from now, 300 affiliates, or whatever the case is.

So, that's pretty much in a nutshell what our software does. I don't want to make this a whole pitch there, but I want people to understand that the technology of being able to manage these ads is just as important as it is to getting the ads in place.

Kevin:

I really appreciate you sharing all that because you laid out the entire blueprint of what you'd want in the ideal system if somebody wanted to go create them themselves. But, I really appreciate you doing this call. In all seriousness, as soon as I get off, I'm sending this to some key people on our team to say, "Drop everything and listen to this call. We need to make some changes and start implementing that."

On the flipside, as soon as your software is available, we'll be the first people using it and paying for it, because we had that dynamically generated embed code that we've used and it's like all the things you said are totally accurate. But, we would have all that other technology that you have and if we had that, it would have made a...we'd have been significantly more successful with this tactic if we had that.

So, we are definitely using that software as soon as it comes available and I'm taking immediate action on this call myself. I did it just for a bonus for our Quattro members, but it's going to be extremely valuable for us because you had some amazing things that you shared on here.

Mike:

Excellent, I'm glad...I was excited about doing this call and I'm happy to be part of this product because I learned a lot from you guys and certainly Tom came back with a bunch of notes, and I truly felt what we were doing was right out of your teachings and enhanced with what we learned. I felt that this could be a great step in one of the ways that your members start the Quattro process with a style of marketing like this.

Kevin:

Yes, I mean, Quattro is great about maximizing the value of every person that comes to your site, but you still have that opposite side of the equation which is traffic.

Mike:

Right.

Kevin:

So, you still need traffic to get customers. So, it doesn't matter how valuable your Quattro funnel is, if you don't have traffic and this is probably one of the most powerful traffic methods that you could implement and it's zero cost. There's no cost involved in doing this because you're just paying a commission to affiliates.

Mike:

All you need is a product and a process. If you've got the product and you've got the Quattro process in place or you're learning and you're going to be putting it in place, that is the question that people have is either how do I get traffic, or I'm maxed out. How do I get more traffic? I can't get that many people searching for my product. I'm happy, I'm making a couple of grand a month, but where do I get more traffic? This is basically by saying, you're saying, "I've got the Coca Cola, how could I get more people to buy Coke" and this call is about telling you, go find more McDonalds and Burger Kings and that's where you're going to be able to sell your Coke.

Kevin:

This is so powerful, like before we were talking of some examples of other people that you know that you've shared this with and went out and implemented in other markets. So, this is probably even more powerful in other markets because absolutely guaranteed nobody else is doing this outside of the internet marketing world.

Mike:

Correct.

Kevin:

So it's like a Wild West wide open territory out there for you to capture as much of that market share as you want. I mean, just imagine all those thank you pages and thousands, even tens of thousands of customers that you could have access to on autopilot every single month. I mean, it's so powerful.

Mike:

I just want to give a plug there again to Mark Joyner. He was one of the guys that shared this integration marketing with me. He even has a site called [integrationmarketing.com](http://integrationmarketing.com). You could learn some of the stuff, but learning it from Mark, like I said, I started with that regular ad and what I did is I gave you my evolution and my learning process, and then I said how can I take it further by using software, but I definitely want to give credit to Mark for that initial push there for the integration marketing.

Kevin:

I'll share our quick story on that. When we purchased all the assets of Mark's original company Aesop back in...I think it's 2002 or 2003, we went to meet up with him in California to learn all

about what all was going on and he said the number one thing that he did in his company that revolutionized it, and showed us exactly how he did it, was this whole strategy that we just went over of integrating your offer into other people's thank you pages.

Actually, we got some of our best strategies for ourselves is what he taught us way back then. So, I agree with you that we learned a lot from him as well, so wanted to...and I mentioned that in advanced training. That's where this whole...what we call the domination method where we first learned it was from Mark when he showed it back then in the day of how he was using it.

Mike:

Yes, I thought.

Kevin:

Well, we really appreciate you getting on the phone with us, Mike, and sharing all this. I mean, this literally...a lot of people say that \$1 million ideas and how valuable something is, but I have 100% conviction when I say this is a \$1 million idea, or concept, that you just gave everybody. I hope everybody takes action on it and fully recommend and endorse your software. If it does all those things that you mentioned, we are going to be the first people in line to use it and I would recommend anybody else using it, as well. It's well worth the investment.

Mike:

Fantastic.

Kevin:

When was that? That was September 16. We'll include a link here below this audio training so you know exactly where to go to get that. You can learn more about the Traffic Fusion software by clicking here. [www.NitroQuattro.com/trafficfusion](http://www.NitroQuattro.com/trafficfusion)

Mike:

Yes, September 16, 2008.

Kevin:

All right. Well, thanks a lot, Mike. I really appreciate it.

Mike:

Thank you. Thanks everyone for taking the time to listen to this call from start to finish and Kevin and out to Matt here, your partner, thanks for allowing me to be part of this and for thinking of me. It was really, truly my pleasure to be on this tonight.

Kevin:

All right, great.

Mike and Kevin:

Bye everyone.

**You can learn more about the Traffic Fusion software by clicking here:**

**[www.NitroQuattro.com/trafficfusion](http://www.NitroQuattro.com/trafficfusion)**