Hi. My name is Alex Jeffreys and welcome to the Super Product Formula. I'm very excited to share with you a simple, yet unique, formula that's actually quickly becoming my go-to training when I want to get my coaching clients fast results online. Now, the lucky thing for you is today I've actually taken it one step further by doing as much of the heavy lifting as possible. I've created fill-in-the-blank templates for you. I've created ready-made swipe files. Like I said, this is as simple as possible for you to get huge results with little effort on your part.

Now, even though this is my go-to training for newbies, the very first time I used this myself, I was not a newbie. Okay? It's a lot of confession. I'd already made about $100,000 online selling information. I was considered by many to be an advanced online marketer. However, the story goes like this. I needed money fast. I actually upgraded my life. I upgraded my car for myself, upgraded the car for the wife. I got us into a new house. I was taking five-star vacations. Then, I realized I need money fast. At the time, I didn't have the time to create an information product myself, quite simply because my very first information product that I ever created took me seven months to create. But, from hours of realizing I needed money quick, I actually had a brand new information product that an expert created for me. Now, I owned this product 100%. I was able to make the money. I made the money that I so needed. In fact, within seven days of the product being created for me, I had made thousands of dollars and tens of thousands of dollars a month thereafter. So, life was good again. I'd upgraded my life. The pressure to make money was off and I had this product making money that somebody else had created for me. And, quite simply, all I had to do was jump on the call and ask him some questions. Now, what's great is, even if you don't want to jump on the phone and ask questions, you can even outsource that. I'll explain about that shortly as well. Okay? So meaning, if you just want to follow the steps in the checklist that I've provided to you -- again, like I said, this is my go-to training when newbies come to me and they're stuck.

Now, I do want to be clear that there is work. I'm saying little to no work and I'm saying little effort. But, I want to be clear that there is work. Somebody's going to have to do the work,

whether it's you or you outsource or delegate it. Here's the thing. If we just look at the sales, these are my information product sales, and we just look at all-time in one of my accounts, so I've got all the products, you can see the visitors here. We got 1.8 million visitors. So, 1.8 million visitors, we've sold 84,285 information products. What's interesting, if we look over here, this is dollar per visitor, it's $0.58. So, imagine that every one of those 1.8 million visitors who come to the website were each worth over 50 cents. They were all each worth 58 cents each. The dollar per sale was averaging at $12.46. That's a total of just over $1 million. We just broke the million dollar mark, actually a $1,049,000. Now, I'm willing to do some work for results like these and I'm pretty sure you would be to if you know what to do, right?

So, that's what I'm going to be talking about is your journey from the market to the marketer. I have to say this, so many different business models out there, I've tried them all. I bought so many information products to learn different methods to make money and most of them didn't work for me until one day I had an epiphany. The epiphany was quite early on. It was this, it's not what they sell to you, it's how they sell to you. I found that quite fascinating because I realized that all of these people who were selling me information about making money online, they wall used the same system. Right? Even though all of their information was different, they all sold information. Then, I looked at all the other information I'd been buying online, like swimming guides, and golf e-books, and diet plans, and exercise plans, and even information on how to teach a baby how to swim. When I was teaching my baby how to swim, I went and bought a book about how babies swim. It was about creating vortexes in the water and stuff. It was quite fascinating. I paid quite a lot of money for it. See, I dished out so much money buying information in a host of different topics, I knew the answer was, if you want to make money online, then selling information was the way to make money online, regardless what that information was. Just so long as I could deliver value, I knew I would be fine.

Therefore, my business model of choice has become information marketing. If we just look at this year alone, I've made multiple millions of dollars already just selling information. I

want you to go on the same journey. I want to embark it from going to the market to the marketer, from the person who buys the stuff to the person who sells the stuff. It doesn't matter what you're selling and you don't have to create it yourself. That's the point of this.

So, let's just quickly look at some of the benefits of selling information and then we'll talk about how you can get information created for you without doing the work yourself. See, I love information because it's automated. Right? We've all done it. We've all gone to a website. We've all bought an information package, an information product, and automatically been delivered that product. In fact, if you think about buying this training, the Super Product, you've gone to the website, you've bought it, and you've automatically been delivered to the Thank You page. I'll talk you through that process shortly. So, it's automated. 24/7. It's literally around the clock that this business is just non-stop. 24/7, 365. Customers all around the world and, even though your customers are all around the world, you can work from anywhere in the world. You can work from home. You can work from any different country so long as you have a laptop and an internet connection. I find it fascinating. It really is that business model of choice for me. It's incredible that we're able to sell information and make so much money.

Now, I want to talk you through the stages of this because, as I mentioned, I coach a lot of startups and I only focus on six areas with any startup. In fact, my whole multimillion dollar business is based in these six stages. We don't deviate. We don't procrastinate. We don't go beyond these six stages. So, just quickly, if we look at the top here, we've got niche selection. Then, we move into product creation. Then, we move to the sale material. Then, we go to automation. Then, it's traffic. And, then, it's email marketing. You could see the arrow goes back to niche selection because we repeat the process. I create multiple streams of income per year. So, I create between six and eight new products per year. Okay? If we go back to stage one, niche selection, what I discovered was, when teaching newbies how to pick hungry niches, niches that are really searching for information, the newbie comes back and says, "Okay. I could see that I could make money in this niche. I get it. However, I'm not the expert and it's going to take me ages to become the expert, so what can I do, Alex?"

That's when I recommend a Super Product. A Super Product takes away the time delay from newbie to expert and actually allows the newbie to have a unique, high-quality, expert-driven product created for you for just a few bucks. Now, again, I'll just reiterate. You own this 100%. Plus, you could be selling the Super Product in a matter of days from now.

So, when I say I create success stories, I go out there in the internet marketing niche and what I do is I create success stories. I'm really driven to create success stories and that's what drives me to create these trainings, is to make them simpler and simpler to create successes faster than ever before. I believe the people who follow through on this are going to have tremendous success. It's very exciting for me and I think it should be very exciting for you.

So, what exactly is a Super Product? Well, it's basically an expert-driven product. It's an expert created product that people are happy and willing to exchange money for the information you're selling. Now, even though you're selling it, you don't need to create it. I personally think the interview product is probably one of the easiest ones to do in terms of setting up a Super Product. So, that's what we're going to be covering today. And, remember, this can be outsourced. No problem if you don't want to do the interview yourself. It's fine.

So, let's just go through the overview of what we're going to be going through today. We're going to be going through niche research, market research, preparation of your Super Product, creation of your Super Product, the tools needed, the methods to extract the best information from the experts, the post creation tasks, automating your three-page cash machine (this includes your sales letter, your thank-you page, and your affiliate page). Then, we'll look at traffic in and traffic out. And, in true Alex Jeffreys' fashion, we'll look at how to outsource it all because, if there's one thing about me, I am master of delegation. I delegate almost everything possible because there's two things. There's automation and delegation. So, you should automate first, then delegate. So, I automate and then delegate. So, anything that could be automated, I automate it. Anything that could be delegated, I delegate it. That's how I look at business.

So, what I'm going to go into first is step one, which is prepare. In there, we're going to be looking at the niche. Now, there's three best niches. I'm just going to give you the three best niches that I know of, and they are health, wealth, and relationships. There's a lot of people who are coming online for health advice through dieting, exercising, training plans. You name it, it's broken down into so many different subcategories, it's incredible. Wealth, from marketing, to Forex, to all these different hosts of things like real estate. There's a whole -- there's so many different subcategories under there as well. Then, relationships from new people who are looking to date, from people have just been divorced, they're looking to date. I mean, again, the categories here are incredible. I've got so many clients in these three niches and, if we look at them as sub-niches, there's hundreds and hundreds of different sub-niches under those three umbrellas. So, health, wealth and relationships. To give you an example of relationships, I've got one person who talks about Muslim marriages, Muslim relationships. Then, I have another person, another client of mine, who teaches how to date women through text messaging. I've got so many of them. I mean I could list another 20, 30 in just that one category.

So, I've got a question for you. Have you picked the niche you want to enter already because a lot of people have an inkling? They're like, yeah, I want to be in internet marketing. They want to be in internet marketing, but they don't know what to create. So, if you haven't picked your niche, you've got to make sure there's demand for the information product. It's important. Okay? There's got to be demand. You can't just text something. You've got to make sure there is demand. So, here's how I do this. I do this twofold. First of all, you can review the marketplace by activity. So, you could actually go and type in the keyword plus forum. So, I've put three examples up on the screen. How to make money with e-bay forum. How to make money with Kindle forum. How to make money with Facebook forum. If you just type any one of these into Google, there are incredible amounts of searches, and topics, and conversations, and forum posts and threads about this stuff. So, the research is very quick. It's at your fingertips. There's no cost. We've all got Google. We could literally put in -- so that's all I do there and I start searching one of them. So, let's just say, how to make money with Facebook forum. We put it in. We start researching what people are talking

about. What are the hot topics? What are the questions people are asking? What are the subcategories in Facebook that they're talking about? Is it [inaudible] posts? Is it Facebook groups? What is it?

Secondly, what we do is we review people who are selling information to these niches. So, we just go now and we look at keyword plus. So, how to make money with Facebook video course. How to make money with Facebook e-book. How to make money with Facebook experts. How to make money with Facebook training. How to make money with Facebook webinar. How to make money with Facebook guru. How to make money with Facebook interview. As we start to type these search terms in, we're going to start to see the websites that are actually selling product.

So, the steps are really simple if we look at what we just covered there. We pick a niche. So, before picking the niche, you can assess different niches. So, you can do this with a few different niches and then what we call is the process of elimination. Wither it down to one. Maybe it is wealth. So, first of all, you pick the niche (e.g. wealth). You then look at the sub-niche (e.g., Facebook marketing). Now, what you want to really look for here is five hot topics. So, if this was it, you'd go wealth, Facebook marketing, now five hot topics. Through all of that searching that you've done from the market and the marketers, what are five hot topics that you've noticed in that period you've done the research? It may take 15 minutes to do the research. You may take 50 minutes. You may take three or four hours. But, I want you to find five hot topics that people are talking about and people are selling about. Then, from the five hot topics, I want you to pick the best one. Once you've picked the best one, you really want to create a title. So, as in this example, let's say we're going to create a product about Facebook marketing. Well, that's a bit too general of a topic for a Super Product. So, we could go a bit more specific and write about traffic generation with Facebook. But, again, that's still too general of a topic for the interview. So, how about we do this? How to Generate 500 Hits of Traffic a Day through Facebook Every Day. Or, How to Find the High Ticket Clients on Facebook. See, these are starting to get a bit more specific. What you'll notice is I'm trying to write a strong title for my product also. So, at the bottom here, what I

actually have is Facebook Lead Machine. Now, that could be a product name. So, I could call it Facebook Lead Machine and, when you're selling an information product, the title is half the battle because a great product name can actually sell thousands of a $10 product, where a poor name or a too general topic really doesn't get the interest. So, just going back to it, hey, I'm doing an interview on internet marketing. It's too general. Hey, I'm doing an interview on Facebook marketing. Hmm. Okay. It's a bit better, but it's still general. Hey, I've got this training, How to Generate 500 Hits of Traffic through Facebook Every Day… hmm. Okay. That's very specific. Or, to a different market it would be, How to Find High Ticket Clients on Facebook. How to Find 3 to 5 High Ticket Clients on Facebook Every Day. If you called it the Facebook Lead Machine, or the Facebook High Ticket Machine, or the Facebook Client Machine, or the Facebook High Ticket Client Machine, you get where I'm coming from. We're being more specific.

So, after my research, I have now assessed that the Facebook market is a strong one. There's a lot of activity on the forums. There's a lot of people selling. Now, I'm like, "Okay. This is the one I'm going to go into." Now, you've established your niche. You've established your sub-niche. Now, you want to establish the experts who you can interview to create your Super Product for you. So, how to establish these experts? Well, really, you can look out for different bloggers, people who run podcasts, people who sell content are the experts you want to be looking for. Now, they don't need to be the number one in your industry. You don't need to be looking for the CEO of Facebook or you don't need to be looking at the person who's made the most sales on Facebook advertising. In this example, whatever niche or sub-niche you go into, I want you to imagine it like karate. You don't need the Black Belts to teach the White Belts. Are you with me? You can have anybody in fact above a White Belt and you're good for a content producer. It's just the higher the ranking, the better the stories will be, the better the response to your questions, just meaning the better your Super Product will become.

So, why will these people allow you to interview them? Well, let's just look at this one comment here from somebody who actually paid me thousands of dollars after listening to

an interview I did. So, he says, "I decided to be coached by a radical guru and I chose Alex Jeffreys. I accidently learned about Alex Jeffreys from an mp3 I downloaded from the Warrior Private Forum. He is the one being interviewed by Jovan Johnson about real business online. I was very impressed how this man answered and explained the questions of Jovan. Obviously, the guy really knew what he was talking about. So, what I did is research about Alex and, wow, there are so many good write-ups about him. So, I decided to find some of his online courses from the Warrior Forum, WSO, and bought right away. I learned a lot from the video courses, plus other bonuses, so I decided to join his inner circle to become his student." See, if you just think about that, he didn't find me. He found Jovan's interview where Jovan actually interviewed me. Now, off the back of this one interview I did with Jovan, I have literally made tens of thousands that I can account for. Maybe it's hundreds of thousands. But, at least tens of thousands from the 60-minute interview that I did with Jovan Johnson. So, it took me 60 minutes, but the rewards have been outstanding. That's why we're willing to be interviewed, because of the exposure. I mean anybody who understands the power of the internet, the power of educational marketing should be willing to do an interview with you quite simply to get the exposure because of the rewards that it brings for so little. So, it's a win-win, right?

Where do you find these experts? Well, if you go into the internet marketing niche, and if you want to go into the IM niche and you want to interview experts, I would go to muncheye.com. This is a place where you'll find all the new launches coming out. So, any new product that's being launched is mentioned on muncheye. Other than muncheye.com, you can go to Google.com and find experts to interview. I just pretty much in the keywords into Google and actually see whose sites come up into the top 20 listings. That's a great starting point to put together a little list of potential candidates.

So, another thing is maybe you're on their mailing list. Maybe you're already a part of the market and you're on their mailing list. What I find interesting is, just recently -- I'm actually on this guy Jeff Rowan's mailing list. I uses this as an example here because I read his email and his email was fascinating to the point that it made me want to go and post to him on

Facebook. So, I posted to Jeff on Facebook. I said, "Hey, Jeff. I really enjoyed your email today about meeting Mike Tyson. The man's a legend. I personally look forward to meeting and shaking Shawn Porter's hand for his win over AB last month." So, what am I talking about here. Well, basically, I'm a customer of Jeff. I'm in his membership site. I really enjoyed his email and it inspired me to go over and talk to him about boxing. We're both boxing fans. I didn't know until I read his email. But, Jeff has then replied -- I've never spoke to Jeff ever before. I don't know if Jeff knows who I am. I doubt he does. But, Jeff says, "Thanks much, Alex Jeffreys. Yes, it was great meeting Shawn, Showtime Shawn Porter. He was super cool." So, the point is now, if I wanted to -- and I have no agenda just so you know. There was no agenda doing this. I was just inspired to message Jeff. But, look at the power. I would never know how to have contacted this person otherwise. I was on his list and I was inspired, something where you have a similarity within, and I sent him a message, and boom. Within two hours, he responded to me and I could have continued the conversation if I wanted. I could have maybe took it to a personal message and I could have then moved over to business and said, "Hey, Jeff, I'm a real fan of your work. Thank you so much." I'll explain more about how to do that in a moment. But, can you see how powerful this is. This is an expert in the area of webinars. Jeff Rowan owes Stack [sounds like] Seminar. He's great in the webinar world. I could have interviewed him on a webinar most probably based off the fact that we now have a mutual respect for boxing and certain boxes, and I could have transferred it. Again, I had no agenda when messaging Jeff. But, you could see how you could utilize this yourself. Find similarities, and especially if you're in the same niche, I could have maybe just messaged Jeff and said, "Hey, Jeff. I really enjoyed your seminar. I love this different webinars and I'm excited to share the results with you soon." I'm sure he would have responded to that as well.

So, anyway, I shared this because it's just so powerful that we have access to these people on the social media sites now. Maybe you'd like to Tweet them. You find this expert, maybe Tweet them. Hey, name, would love to interview you for "insert topic." What's the best way to contact? You will never believe how many people will respond. It's incredible. Maybe you can go meet them at live seminars. I used to be a seminar junkie. I've literally met every

single guru in the internet marketing space. Just looking at next month, I'm off to meet Dan Kennedy. I'm off to meet Jay Abraham next month as well. I still go to seminars. So, instead of just messaging these people, these kind of gurus would never respond to me from a Tweet. They would never respond to a Facebook post. In fact, they're not on Facebook. I'm able to go meet them at these events though. Could I get an interview from them? Potentially. More than likely. But, again, you don't need to go for the Black Belts or the super-duper Black Belts like Jay and Dan. But, what about just lower level people. They'll be on LinkedIn or just respond to their emails. Maybe if I just responded to Jeff's email, he would have messaged me back.

So, let me look at this. Give me one second. I'm going to find the email to send out. So, what I've actually done for you is I've created a template email that you could use. So, here the subject is Benefit Driven Subject Line of a Recent Event. So, you really want to speak to them about recent events. For instance, I'll use Jeff again as an example. I think it's a good example here -- or something. I could have just put, "Big boxing fan too, Jeff." Or, "Hey, Jeff, loved your boxing email." So, that's the recent event. So, whatever the recent is and, if you could make it benefit driven for them, more the better. So, my name is, fill-in-the-blank. We've not met yet. I'm a huge fan of your blog, website, product, service, etc., whatever it is. I loved recent event. So, I loved your email about the boxing. That's what I wanted to reach out to you about interviewing you on and then insert hot topic they're passionate about. So, in Jeff's case, it could be making money with automated webinars. I want to do it by Skype. I thought you would be a great guest. Insert benefit, what's in it for them? This is important. You have to tell them that I'm going to be selling this. I'm going to be getting you mass exposure. I want to get you lots of customers to your program because I'm such a fan of it. I'm now -- and you explain who you are. I'm the CEO, the owner, the founder of -- if you're not already, you can delete it. Here, you can actually explain a little bit about what you're up to. I've been looking into this. I'm excited about this. I've been doing this a long time. Maybe there's a passionate story that they would resonate with.

Now, here, the interview process is simple. We set up a convenient date and time. We will connect via Skype or phone, whatever it is. Prior to the call, I'll have the questions prepared and sent over to you. The call will be recorded and shared with all of my customers from around the world. This could be massive exposure for your business. So, if you're up for it, please contact me at your earliest convenience so we can schedule it. I'm only interviewing four people max this month, so please get back to me at your earliest if you'd like to be a part of this. To your future success, your name. Then, you can P.S. You can add something personal here to keep it real. Again, go back to the boxing or something, or a recent vacation they've been on, or ask a question about, if you've seen them on Facebook or Twitter, "Hey, I saw you were just recently in Cape Cod. Was that restaurant any good? I look forward to going there in the near future." Something, right? This email here has been carefully constructed for you just to cut and paste and start sending out to these experts. Okay? Now, one other thing that is not in here right now, which would be very beneficial to put in here, is leveraging other people's names you're actually contacting. So, when we come down here, let's just say that I'm only interviewing four people max this month, and you could list the names. Let me put it here. List names of other experts they would respect. So, now, you're putting them with a list of other people they would respect. So, you could say, "I've also reached out to"…and list three or four names. Or, "I've already got onboard"…and you could list the names you've already got on board. So, this is very important because you're actually positioning them with other experts. Like, oh, this person really knows who's the who of this marketplace.

So, when is the best time to catch somebody? I'm telling you the best time to catch anybody, from my own experience, is when they have an upcoming product release. So, for me personally, as I go into launching a new product, that's when people approach me to interview me because they know that I'm open to speak about the topic. I'm open to speak about the product. I'm there. I'm plugging. I'm pitching. So, when people have upcoming launches, they're very receptive to interviews. So, that's the best time to catch somebody. So, again, if you go into the internet marketing niche, you would just literally go to muncheye.com as I mentioned and you'll see all of these different launches. There's maybe

10-20 per day, and you could start contacting these people, and you should start having responses back the very same day because people are receptive when they go into launches.

Now, what happens if you get rejected? Don't take it personal. It's a numbers game. I mean, especially when you're up and coming and nobody knows you, people are going to bat you off. They're going to be like, "Oh, well. Am I going to waste my time with this person?" And, sometimes, people just think that you'll be a time waster. So, for me personally, I very rarely, if ever, do first interviews with people because I don't want to be the guinea pig. I don't want to turn up where somebody forgets to record or I don't want to turn up with somebody who goes, "Oh, I don't know what tools to use." So, I'm very selective with my time. Again, I like to automate and delegate my business, so that means I have a lot of free time to do as I please. I don't want to be sitting around waiting for somebody to really mess up and I'll explain more about that in a minute, how you don't be that person because it's not the person you want to be. So, don't take it personally if you do get rejected. But, you'll be surprised who says yes. I mean I say yes to a lot of people per month to do interviews based on how they approach me. See, I've structured this whole training on my own reaction to how people approach me and also how I've been setting up my newbie clients to go out there and actually get results. So, it's really interesting who will say yes. You'll be surprised. And don't worry about getting too many people to say yes. I would send out 10-15 people and, if 10 of them come back, don't worry. It's fine. Interview them all. Nothing wrong with that because, if you do the interviews, you have a selection of which ones to use. Maybe you could use one as your front end product. Maybe use several others as your upsell. Maybe you could use others as your products afterwards. So, contact several experts. Wait for response. The aim is to get at least one response. Okay?

Now, once you do get a response, you want to set up a time and a date to hold the interview. Now, don't forget to check time zones. Just recently, a guy actually said, "Oh, I'll interview you next Tuesday at 10:00 PM Eastern Standard Time, Alex." Well, that's 3:00 AM here in the United Kingdom and I had to turn it down. He's like, "Well, my only time is 10:00 PM." I said, "Well, I'm not staying up until 3:00 AM to be interviewed. We'll have to reschedule."

So, don't make that mistake yourself. Always ask the person what time is best for them. Accommodate them. This person wasn't very accommodating and the person has definitely been put to the back of my schedule because I'll be sleeping at 3:00 AM on the Tuesday next week. Also, when you're in contact with this person and you're scheduling times, ask them if they know anybody else who would be good to interview. Do they know any other experts? Because, if they respond with a name, they say, "Yeah. I think you could speak with this person." Also, then, ask them to do an introduction for you. You never, ever know what can happen. It's phenomenal the doors -- once a door's open, how many more doors can quickly open for you. It's just worth a shot. Don't forget that. Alright?

So, now, you've got your first expert. You want to do research about the expert. Let's think about this. You've picked your niche. You've picked your sub-niche. You've got your topics. You've created your one topic. You've created a title. You've now and gone and contacted experts about this very specific topic that they're interested in and passionate about themselves. You've contacted several. At least one has come back. You've scheduled a time and date. You now need to research all of these experts. So, you need to go and create an introduction for them because you want to introduce them. Let me tell you a quick story. [inaudible] Van Johnson interviewed me before. He basically said, "Come on the interview" and he just ran -- "Okay. I've hit record. Hi, Alex, question one" and he started going into the question. I said, "Whoa, whoa, whoa." [inaudible]. I actually had to stop him and explain that you need to create in introduction, dude. You need to introduce me to the audience so they know who I am, what I'm about, what I'm about to cover on the interview, which gets them excited and gets them prepared to listen to the questions. So, we had to actually sit there, and create an introduction, and move forward. So, you want to create an introduction before and I'll show you an example of one in a moment. But, really, some of the introduction pointers are -- this is what you want to be looking for -- where they're from, what their background was before they did the certain topic, and what they've achieved in recent time, and then what they're going to cover. That's it. So, very exciting once you create that introduction and then you actually set up the questions for the expert.

Now, when you set up the questions, the best questions are asking the expert what they would do starting out again now, and what they would do differently, and how the newcomer could leverage this experience to start without all of the difficulties. So, let me just explain that. A lot of people, when they interview me, they talk about what are you doing in the business and how I'm making multiple millions. But, the listener cannot resonate with that. The listener cannot really learn from that. So, what I always try and do is take the interview straight back to the beginning, what I would do now if I was starting out, what I would do differently, how I would start out, where I would start out, what I'd be doing on a day-to-day basis, what I would be doing a week-to-week basis. I really try and make it not about me being this glorified person and telling these great, elaborate stories. I want to bring it back to give value to that listener because I want that listener to resonate with me. So, as the interviewer, you want to do the same thing. You want to make sure that you get those things across in your interview. So, what I've created for you is I've created an interview template and I think this is great. I think this is going to be very much helpful towards you.

So, here's the introduction. So, here's where you introduce the guest and cover such things as what topic you're about to cover, the results this person has in such topic, why this person has inspired you to do the interview, and then welcome the person onto the call. So, here's the script. "Hey, welcome everybody. My name is (insert your name). And, today, we have a very special guest on the line with us. This guy/girl has achieved such amazing results in (insert the topic), such as (insert the results) that I feel inspired to reach out and ask to interview on some of my burning questions to get the same results for myself and our listeners. Anyway, our expert guest today is none other than (insert your guest's name), all the way from (insert where they are in the world right now). So, welcome on the call (guest's first name). Thank you for spending some time with us. That's the introduction, as simple as that.

Now, here, this is where you want to let the person briefly talk and then you want to take control of the call again by asking this key question. "Okay. So, before we dive into what you've been up to recently and all the amazing strategies that you're going to share with us on

(insert the topic today), please quickly give our listeners a little background on yourself before you got started doing (insert topic) and how you got started into it. Now, if the person is vague at any point -- this is very important -- vagueness on interviews. If the person is vague, I want to use some of the probing questions from your probing sheet. So, what I've done here is I've created you a probing sheet to overcome vagueness because a lot of interviews can be boring due to the fact that the interviewee is vague with the answers. So, how to overcome this is by probing. So, just past-based probing questions here. "Oh, interesting. Could you tell me more about (insert the topic)? What were some of the biggest hurdles you faced when trying to do (insert the topic) and how did you overcome them? Could you help by giving us an example?" So, you could probe further with any of these questions. "Oh, interesting. And what happened after that? Roughly, how much of your time are you spending on that? What's the cheapest way our listeners can get started? Okay, interesting. Why was that important to you? Can you tell us what your average day looks like doing (insert subject)? Could you walk us through an average day, please?" So, they're pretty much past-based probing questions that, if they're vague, you're going to throw any of these at the person at any time to get more information from them.

We can look at future-based probing questions. "Oh, interesting. Could you tell me more about…? And what's the big picture our listeners should try and grasp when it comes to…? What's the end goal for yourself? Are you actually studying anything right now to advance in the field of (insert the topic)? What specifically would you do next week to progress in this field (insert topic)?

Then, we have probing questions. "So, for our listeners who aren't as experienced as you are, let's break this down step-by-step for them. You said they need to (insert topic). If they have never done this before, what should they do first?" So, we're just probing. We're just getting more information out of the people here. So, you can use any of these at any point.

So, we've done the introduction. You don't need to probe. But, if they are vague, you can start probing. Okay. Now, let's look at the unique questions. Next, we're going to move into

the more specific part of the training. This is where you'll ask your unique, market-driven questions. So, question one, this is where you would have question one, whatever it is (e.g., Could you please start off by explaining why list building is so important to start an online business?) And let them go away. Let them talk. Now, if they're vague, probe. You really want to keep probing them because this is how you get the information out of people. The listeners want to hear the depth. "Oh, you just told me about (whatever they spoke about). I also would like to know about -- ask question two. (e.g., What's the least amount of things needed to build a mailing list in the next seven days or less?)" That's a great question. If they answer it, great. You don't need to probe. If you want to probe, probe. Okay? Thirdly, "You just told me about -- recap what they've spoken about. Okay. So, that leads me onto the next question I'd like to know about -- question three. (e.g., Could somebody use Private Label Rights content and give the pros and cons to using PLR? Also, could you mention if there's an easier, better way to do it if you know any?") Build the list using PLR products. Again, probe if needed. The same segue, question four, moving to the next question, (e.g., "What if somebody isn't technical? Can they still build a mailing list? What methods and tools would you recommend?"). Probe if need be. Then, question five, "Where did you generate traffic from to build a mailing list?" Probe. Question six, "How do you make money from a mailing list?" Probe if needed. So, I recommend six questions as a pretty good number of questions. We just have six questions for these people and you start probing, you're going to get a lot of information out of them.

Now, here's the cool thing. We have a rapid-fire question round. So, this rapid-fire round is designed to extract the multiple golden nuggets in a short period of time so the listener feels they've taken a lot out of this interview. "So, thank you for answering these questions. Now, we're moving into what we call the rapid-fire question round. This is where I'm going to ask you a series of questions and you have to respond with a rapid response. Are you ready? Great. Let's go. Why is (insert topic) so important? Tell us about your biggest failure with (insert topic) and how you overcame it? Share two or three of the biggest hurdles you faced starting out (with topic) and how you overcame them? If you had to start (insert topic) again, what would you do differently? What is the first thing you would do if you had to get (insert

desired outcome?") So, build a mailing list, generate traffic, get a high ticket client, get your website on page one of Google, whatever it is. Insert the desired outcome. "Starting from scratch, what do you wish you knew about (insert topic) when you first started out? How can our listeners get started (insert topic) this week? What tools are essential for starting this week? Who inspired you to get started? What is your best book? What other books would you recommend that have influenced your thinking about…? Who inspired you to get started? What does your average week look like? Do you have any daily rituals to stay ahead of the game? Last, but not least, what could go wrong when doing…? And, how do you prepare yourself for such problems? What would you say is the short-term and long-term goals our listeners should be looking for? Wow. That was amazing. If people could just takeaway three lessons from today, what would they be?" Now, can you understand that we have just extracted so much information from this expert, especially in the rapid round. We've set up a good picture in the six questions and then we rapidly fired a series of questions. You don't have to ask them all, but as many as you possibly can. You're going to extract a lot of great information, especially if you're probing. "Okay. Wow. That was amazing. Thank you so much for being a part of this with us. Before we wrap us this call, in your words of wisdom, what do you think are the most important things our listeners should do right now to get started in doing (insert topic)?" All we're doing here is really recapping above because they've induced a flow and they've been firing all these questions. Now, they're going to really recap. They may reiterate what they've said above or they may say something different. But, my guess is that it's going to recap and reiterate. "Wow. We've covered a ton on this call. Is there anything we've missed out that you would quickly like to share?" "Wow. It's been an amazing time together. Thank you for being on the call. Where can people find out more about you online?" Now, this is why people are happy to do interviews because they get to shine. They get to talk, especially in an interview structured such as this, this is going to be great for you. "Where can people find more about you?" The person's going to really appreciate your questioning, your probing, and also they're going to appreciate that they've been able to get the great information out and now they have the chance to plug their website. And there we have it. "An amazing interview with (insert guest). We've covered a range of things on the topic of (insert topic). I personally took lots of

notes myself and I have a full action plan to move forward with now. I really hope you too have enjoyed this jam-packed interview and I look forward to hearing from you in the near future about your success with (insert topic). Talk to you soon. This is (your name) signing off. Goodbye, folks." And, then, stop the recording.

Once you've stopped the recording -- this is where you really want to --This is important here. That's where you want to thank your guest for joining you and let them know once the recording is ready, you'll have it sent to them for review. Then, ask them if there's anything you can do for them; key at this point and if possible honor their requests, unless they say, you know, "Bring me a private jet and let's go to Vegas partying tonight." Most people can't handle that request, but, if they say "Yeah please don't edit the interview" or "Please don't sell the interview for less than this." or whatever it may be, just do your best to honor their request. Okay? Sometimes, they may say "Yeah, I'd love you to promote my upcoming event, if you can." If it's possible, honor their request. This question goes a long way, I can assure you, because, when you say "Is there anything I can do for you?", and they may say "No. It's okay, but let me know if there's anything I can do for you." "Okay. I'll let you know when needed."

Moving on. Before you do the interview, you want to practice the interview. As I was reading that script there -- I wrote that for you, but even me; still I stumbled a few times. I've tried to go fast. Obviously I was going through it, but, just practice it. Get yourself ready in the flow. Get the energy right. Okay? Again, if you're not doing it, you can delegate it, but if you are doing it, definitely practice it. There's a saying "When preparation meets opportunity equals success." Just be prepared for the opportunity.

So let's look at the tools of the trade. If we look at hardware, a microphone is needed. Now, a condenser mic is the best. You can go and get a condenser mic on Amazon, on eBay, but anything really. You know, I'm literally, right now, using a webcam mic. I'm using the microphone on my web camera. I've got condenser mics, but right now, for purposes of presentation, you'll notice that my PowerPoint is very basic and my audio is very basic. I do

this to inspire others because you don't need to have the best audio if the content's great. You don't need the best presentation if the content's there. Hardware; condenser mic is the best, but you can literally use anything. A lot of laptops have built-in microphones these days and then, also, any computer, as long as it's in a quiet place. Okay? Now, if we look at tools, the real tools you need is Skype.com and Pamala.biz. We use Pamala as a recording tool and Skype as the interactive tool. You get a free trial of Skype and get a free trial of Pamala.

We've now prepared and we're now moving to step two, which is the creation. A lot of people say to me "Hey, Alex, I'm creating this interview but how long should it be?" It's not really about deciding in advance how long it should be. Of course, you should prepare for a good outline to cover everything that the person listening would want to know. The fact is, we don't know how much they're going to speak. We don't know how much we're going to need to probe. All I want to say is, there's really no timeline. It's however long the interview takes, but, to give you a guideline, 45 minutes to 90 minutes is kind of the range. Okay? Once you've set the time and date, you want to turn up early. You want to be checking the mic and the sound. You don't want to be messing around on the call saying "Oh let me just check the mic." You want to be prepared so when you go in that interview it just runs very smoothly. It's very important. Preparation meets opportunity equals success. Now, we have two options with Skype and Pamala. You can do a video or you can do an audio, and there's another option, which is called GoToMeeting.com. You can actually use GoToMeeting. There's a free trial over there as well, to do video conferencing.

Now which to do? Video or audio? Well it all comes down to A) Do you want to be on video or B) Does the person have a webcam? The reality is audio is fine, however, video does take things up another production level. I'm sure you appreciate if you can see somebody's face or you can see a PowerPoint presentation, it takes things up another level, but nine times out of ten, I only do audio interviews, just to give you that for clarity, okay? So, audio is easy, it's quicker and yeah, there's nothing wrong with it. You know, I've listened to a lot of audio interviews myself. I've created a lot of audio interviews.

Here you go. It's time to do the interview. You've turned up early, you've prepared and go with all your questions ready. You hit "record". Deep breath, smile and introduce them. Then introduce what you'll be covering today and then you ask your prepared questions. You probe. You go with the flow of the script and when done said, you stop the recording. Boom. You now have an expert-driven product. This is now something that can be sold for cash. I want to just really get to this point here. You can sell this for cash.

Maybe ... I don't know what you're thinking right now, but all I'm thinking is wow, I've been doing this for ten -- I've been doing this for over ten years and it still gets me. Wow. I can actually sell this. I could go into any niche. I can go into the tennis niche. Now, I'm not a tennis pro. I have really no clue about tennis. I could go and interview a tennis person and start selling a tennis -- in the tennis niche. I could start making money in that. I could go and interview a golf expert and be making money in the golf niche. I'm certainly not a golf player. I'll play, but badly. I mean any niche, so long as there's a hungry one. From the beginning, we looked at the niche research, we can make money. That blows me away. You do not need to be the expert, you just to follow this system, whether you do it or you outsource it, and then you can sell it. Yeah, it just gets me some. Wow. To put into perspective the -- This product here, this is a product I'm creating. I know I'll sell thousands of copies of this product, just by the history of my other products. I've sold thousands of everything that I've sold. What makes me special? I'm just following what I'm sharing with you here. I create my own information now, because yes, I am expert in marketing. That's what I study. I study marketing; internet marketing specifically, so I create my own products. I could quite easily go and interview an expert and sell it. The power of it is phenomenal.

So, if you want to outsource it, just find somebody to do it for you, whether it be a friend, a spouse or somebody online. Whether it be on Facebook, whether it be on elance.com or somebody on fiver.com, you can get somebody to do it for you. Now, all you need to do is brief them on the questions. You've got the script. Brief them on the outcome of the interview: what you're really trying to achieve. What the title really says is the outcome, you know, like how to get high-ticket clients from Facebook. You want the expert to be really

covering that, if that would be the topic in that example and then you just want to match up the schedule with the expert and let them conduct the interview for you. It's as simple as that, but remember, it doesn't matter who creates it, you will own this information product, so if you want to give it away for free, or you want to sell it, and by the way, just so you know, I always recommend selling, regardless of any objections you have. If you say "Well there's lots of free information out there." I always -- Just please listen to me very clearly. I always recommend selling your information regardless of any objections you may have. If the research and the questions are being prepared from the proper niche research, as I explained to you, then people will pay for this information because it is proven that they want it.

Rights to the interview: Now in most cases, as you're promoting the person, they don't really feel they need to own the copyrights because it's a promotional piece for them. You know, if we go back to Giovan [SP?] when he interviewed me, I was willing to spend 60 minutes with him and it's made me tens of thousands of dollars. He was able to go and build his business off of the back of that interview. He was basically selling that product and I was getting exposure for free. He was building his business. I was getting exposure and it just so happens that through that exposure, I made money because people then sourced me out. Even though the rights to the interview will be yours, it's always best to let the person know, what your plans, what you plan to do with that interview. Tell them that you plan on selling the interview and I would do something in writing, just so that you're covered because, you know -- I haven't had any of these types of problems arise with these type of interview products, but again, just be careful. Just do it through writing but I can't see any problem because you're spreading the message for this person's business so they're happy. It's what you call a perfect win-win, right? It's a win win win. You win. The customer wins and the expert wins.

So, one expert or a collection of experts? Well, I've seen many different types of interview products. I've been a part of many different types of interview products, where sometimes it's an interview with one expert. Other times it's a group. As I mentioned earlier, the more interviews you do, the better as you're creating more value, but it's a minimum of one. That's

it. That's all you need to know. A minimum of one and anything from there. Up to seven is fine but, really a minimum of one. In most cases, one is plenty.

Now let's look at packaging. Step three: packaging this. Now, if you do a video interview, you want to have -- This is important to build a multimedia course. Okay? You'll basically want to have the audio stripped out from the video and turned into an MP3 so now you'll have the video plus the audio for the interview and then have the audio MP3 transcribed, so you have a full multimedia course. So now you'll have the video, audio, and eBook. If you just have the audio, then just have the MP3 transcribed so that you have the audio and the eBook course and you can actually have this transcribed on fiver.com and look at the resource catalog. I'll share with you who does mine. Now the reason we do these multimedia courses is because some people like to watch, others like to listen and others enjoy reading, so, the more ways we can teach, the more sales that you can make. That's what I've learned over time. By adding more multimedia streams, increases conversions to sale. So, if you want to edit the interview at all. If you cough, sneeze, the line breaks down, you fumble, you want to re-ask the question, we edit with Camtasia Studio. There's a website called techsmith.com. Inside of the resource guide, you'll have access to the link. You get a free trial. If you want to edit yourself, use Camtasia Studio.

Also, one thing that I really recommend is actually getting actually getting a jingle created on fiverr.com and a jingle is basically the introduction. So you can have a professional voice-over talk about "Hey this is Mr. X interviewing expert Y on topic Z" and a bit of nice music and then a [vocal drum sound 00:57:22] and then you just put that on the front of your interview so that after the jingle is finished, it goes "Hey. Welcome everybody." Introduce yourself as the script I shared with you. It makes it that much more professional. It just gives you that production. Again, you can always outsource the editing if you want. Definitely edit the jingle. But here's the thing: you can outsource all of it but the money is made in the marketing of the content.

So, with that said, let's look at the marketing. Let's look at the automation. We're now moving into what we call the three-page cash machine. Now you've got your expert information product. It's time to get it online, ready for sale. What I am going to do is I'm going to actually show you some of mine. Here's one I created earlier. What we have here is the thank you page. This is the "Thank you for your purchase" and this is one of my products: the Black Box Sales Machine. As I scroll down here, there's actually a video of me by here, just saying "Thank you for being a customer." It's not needed, just a nice touch. I've given a bonus, so basically say "Whoa. Unannounced bonus. Not needed." "Join our Facebook community." I think that this is a great added touch to create a community. This takes one minute to do. Then scrolling down, we've got the main training, so, you can see here I've got a video on the page. If you press "Video Version" then you have the video, underneath there I've got the MP3 of it and we've got the transcription of it. So I've got into multimedia. So as I said, if I were to download this, I would hit this and then boom. Here's the transcription of it and pretty much that's it. This was a four-part video course and then I did some bonuses. There were little bonuses after the fact, but the reality is I just like to over deliver. You don't need to put all of that on a page. I'll give you this page to actually review and assess. So you can model it, but all you need is the content. You don't need all the bonuses. You don't need the introduction video. Everything else just enhances, okay? So that's a thank you page. Now, I'm not technical at all so I do not build these pages myself. What I'm going to do is in the resource guide, you'll actually see the person who puts these pages together for me and you can contact them and you can actually use them yourself if you don't want to be technical. Again, I have never done this. Why? Because the money is not in the technical side of things. The money is in the marketing.

So with that said, let's look at the sales page. Now, for that same product, here's one of my sales pages. This is the sales page for that product. Now, I'm not going to walk you through this specifically here. What I've done is I've actually created something that I think you are going to really love. I created a 60-minute sales letter template and it pretty much goes through everything that I just showed you there on that sales letter from start to finish. First of all, there's a pre-head. First it's the pre-head where we call out the problem and define the

problem. Are you struggling to get high-ticket clients for Facebook? Are you struggling to generate traffic to your website? Are you struggling to ace on the tennis court? Are you struggling to get your puppy potty trained? You know, whatever it is.

Number two: headline. The headline is the solution plus amazing result, so "How to Generate High-Ticket Clients from Facebook without Spending a Penny." So this is X and Y and you could take this deeper. Now, sure, we could take this way deeper for the headline and we could really add in several more benefits here, but this is good enough as a serviceable copy. This 60-minute sales letter though can sell. So, amazing stuff they want without what they don't want. Okay? So the headline; this is where you augment the big benefit. So, the best part -- the amazing part of this course is the speed at which your product or service then works.

Who is this from? So, you know, "From the desk of", whatever the date is, and "RE:"

The opening. "If you want to ..." Add the thing they want to get out of your product or service. It can be the same benefit as the headline. "Then this may be the most important message you'll ever read. Here's why:" Next we lead right into the offer telling them here's what you got. "So, I've just created a new program, product, service called" the name of your product, "which is a system, method, formula to " benefit in time. So, you know "I've just created a new program called The Facebook Lead Machine, which is a simple formula to generate high-ticket clients in as quick as 24 hours from now." Are you with me? Next, you'll go into the bullets/components: features and benefits and benefits of benefits. Here's the amazing thing. Most people really mess up here. They sell on features, when really you should sell benefits, so, "How to get high-ticket clients." Well, we've spoken about that a few times. "How to ..." that would be a feature. The benefit is "so you no longer have to sell cheap, tangled up products" and the benefit of that would be "so you can make a lot more money with a lot less effort". So that's the benefit of the benefit. So, whenever you find a feature -- So a feature may be how to ace a serve in tennis. That's a feature. What's the benefit of that? You'll never have to worry about losing a game again. The benefit of that is

even in the most pressured moments, you'll be able to ace your serve and never lose a game on the tennis court again. You will look outstanding to your peers. People will respect you on the tennis courts. People will speak about you. These are the benefits of the benefits. Alright?

"Here's a small sample of what you'll discover:" How to feature so that you can get the benefit. "The real reason. The fastest known way to... The sure fire way ... The number of steps to ... The single biggest ... The single biggest mistake. The single biggest breakthrough you'll have ... The dirty little secrets of ... The number one rule you must follow ... " So, here's what I want you to do is once you've listened to -- Once you've done the interview, I want you to do an exercise to write down every feature that the person talks about in the interview and you could write down five. You could write down ten. It could be 30. Write down all the features. So, whatever they talk about, write them down and then the benefits. A great one is, just to give you a quick lesson of features and benefits would be an alarm clock is a feature. The benefit of an alarm is it has a buzzer. The benefit of that benefit is you can go to bed and sleep without worry. You know you'll never sleep in again. You'll be able to wake up on time. Your kids will never miss a school bell. You'll never miss a plane again. See? That's a feature: the alarm clock. The buzzer is the benefit and then there's a series of benefits of that benefit. So I want you to write that down. Once you've done the interview, I want you to write down the feature, then the benefit and then all the benefits of the benefits you can think about. I'm telling you that the benefits of the benefit is what really sells. People -- Because people buy on emotion backed up with logic so people try and sell logically but really should sell emotionally. So anyway, if you just do this little exercise here. Pen and paper, get the features, then the benefits and the benefits of the benefits, you can just start using these kinds of bullet points. People will want to buy. This is what you're selling here so you really need to sell it.

Next is testimonials. Now we add in some testimonials. "Don't just take my word for it." and you can add basically different people's testimonials in here. If you do not have testimonials,

I recommend giving it to other people for them to review and give you their feedback and then you can use that here.

Number seven. This is bonuses. This is where you add your bonuses. "But wait! There's more. Order now and you'll get these exclusive bonuses absolutely free." Now you want to get it transcribed. You can give them the PDF version of it and then, also, maybe you can create a little cheat sheet as well because I've created a lot of cheat sheet for this. As I've gone through this for you, I've actually created a little checklist for what you need to do. So, I've just done that and now that's a nice bonus that I'm able to add to my sales letter as a companion to the video.

Number eight: the offer. "Here is where you make the offer. So by now you're probably wondering, how much does this cost?" Here is where you'll build value. So, "For you or the Guru, to coach you privately on this topic, you'd be paying $X an hour and if you were somehow able to figure this out on your own, it would cost you ..." Insert the money "and countless hours of trial and error. Due to the sensitive nature of this information, you could easily sell it for this. People will buy it and be extremely happy. But wait. You won't pay that much. Here's why ..." Here you talk about how you're offering it for a discount. Whether it's your mission statement, to help with the people, whatever it is. You put this in here and then here is where you insert the "Buy it Now" button. So, we use jvzoo.com as our affiliate platform, which I'll come back to in a minute and that's where we get our "Buy it Now" buttons from. I've never inserted one before, but I have the resource guide for the people do it.

The money is made, just so you know, it isn't being able to understand how to insert the button. The money is made from really having a compelling sales letter. Something I do is I write my own sales letters and with my coaching clients I actually write my coaching clients' letters for them, because that's what I want to do is make sure that their products sell. When you have a super product with a super sales letter, you're in big business.

Here's the next. You've got the guarantee. So you just let them know, you know “You’ve got a 30-day guarantee."

Here's what to do next. "Do the only sensible thing. Grab this offer right now," and then always sign off here. So you'd write your name here and then you have a "P.S". Now, all I would say is that anything with a blue, you just need to fill in and also fill in here and you'll have a serviceable sales letter. This will be a sales letter but serviceable. What I mean by serviceable is you'll be able to put it up on the internet and actually start making sales with it, so the potential of sales are there straight away. So that's the thank you page and the sales page.

So, I told you we've got -- It's a three-page cash machine. Right? So that's the thank you page. It's where the product is downloaded. This is the sales page. This is where people come buy the product. Then we want an affiliate sign-up page because we want affiliates to drive traffic for us. So I've got here a little video by here. It just explains to register as a VIP affiliate and I tell people to enter their name and email address. We can see here we tell them where to grab their affiliate links. We tell them this is the front end product. This is the price, $7 to $9.95 at 100% commission and then I've got all of these upsells and down sells. I pay my affiliates 100% through the whole funnel, so I don't make any money through the whole funnel and I'll explain to you why shortly. What you do here is grab your links. So when they click here, they can grab the links over at JVZOO. Now the vendor is Alex Jeffreys, sale price: $9.95 and commission 100%. Then, on this page also are the email swipe files and also banners they can use. I'll give you these pages to look at so you can actually see them. You can model them and you'll have the resources of them too. Okay? Perfect. There I did three pages. Now, yes, I have upsells, but you don't need an upsell. I'll explain to you why you don't need upsells in a moment because how the numbers should pan out.

So we've got a thank you page I showed you, sales page I showed you. Pretty much the thank you page I get somebody else to build. Once the content is created I get someone else to build it. The sales page; I just showed you how to write a serviceable sales letter in 60

minutes or less. The affiliate sign up page; I just showed it to you and how to advertise with JVZOO. I do not do this myself. I have no clue of the technical side of it. I have somebody else do it for me. I delegate it, but if you want to do it yourself, you can go to the affiliate platform, JVZOO.com. They've got tutorial videos of that. So, if you don't want to spend money and you want to do it yourself, you can actually do that. The merchant account we use is paypal.com. For domain name, we use namecheat.com and for hosting we got free hosting -- actually on this page that you're watching there will be a banner for hosting with JVZOO; a free 30-day trial and then with an auto-responder, this is where we capture the names and email addresses of all our customers an auto-pilot. We use getresponse.com.

There are the pages and the tools that we use for our three-page cash machine. So as we sell a super product, somebody comes to our sales page. Basically affiliates, here's what we've done. We've set up a merchant account with the affiliate platform: PayPal and JVZOO. We've got our domain name set up. We've got our hosting. It's tied in with the auto-responder. We got the affiliate page ready for affiliates to drive traffic. The affiliates drive traffic to the sales page and the people get delivered to the thank you page. It's very simple, but it's technical.

I'm sure if I sat down, and I'm the worst tech person in the world. I own a multi-million dollar information marketing business and I've never attempted this. I never would attempt this. No need to attempt it. The money is made in the product creation. The value is in the product creation. The money is made in the marketing. All the technical side of it, I have no interest in, but again, I've given you the resources of the people who can do it for you or there's great training over at JVZOO. They teach you how to do it, obviously. But, I'm sure if I sat down for an afternoon, I could work out how to do it and I'm sure you could too if you wanted to work out how to do it and you didn't want to use resources. I just recommend delegating it to somebody else. I think that's key.

So, a pen name. Should you use a pen name? Yes or no? Well, that's entirely up to you. My real name is Alex Jefferys. I have no interest in using a pen name. I'm building a brand for

myself, but I understand a lot of people say that they want to be in different niches or some people have a job and they don't want their bosses to find out they're out there building an online business, so, you can use a pen name. There's nothing wrong with it. So, that's entirely up to you. If you don't want to use your real name then find yourself an alter-ego and then go for it. Alright?

Let's look at step four which is the release of the products. So, we've looked at preparation, creation, packaging and now releasing. When it comes to releasing, it's only traffic, traffic, and traffic. That's all we really need to look at and the best way to generate traffic is affiliate traffic. You know, I've already mentioned this to you about the affiliate page. Why are affiliates so powerful? Well, instead of going after traffic one by one, you can leverage affiliates to go do the traffic generation. They do all the work. It costs you nothing up front. You actually don't pay them a commission until they make a sale. You can give them a 50% commission. I highly recommend 100% commission as I'll talk about in a moment. They got them. They generate the traffic, so imagine having thousands of affiliates; hundreds or thousands. I mean, we've got thousands upon thousands of affiliates who drive us traffic. Millions of hits of traffic we've now had from affiliates. The cool thing is, these affiliates already have built-in audiences, so you want to look at, if you really look at the affiliate, you want to look at all of the competition. You want to look at the people you've researched at the beginning. They're potential affiliates. They're the people who can drive you the sales. They have built-in audiences. The biggest lesson I took away at an early time was the person who is my competition has all of the audience. Why don't I do a partnership with them and have them promote me? Now, I'll have their audience. See I don't see them as the competition. I see them as an ally.

Let me just show you this email to contact affiliates. I've got a two-step affiliate-getting getting process okay? Now, step one is very important. This is key. If you miss step one, you're going to really limit your success online. So, step one is open up conversations and build relationships on Facebook, Skype, meet at live events, email, but just do not talk about the business yet. Okay?

Going back to Jeff's email earlier on Facebook, I spoke about boxing. There was a mutual relationship that we -- mutual respected the art of boxing that we both have. That would just open up a conversation. If I was doing it strategically and I wanted to get Jeff to either do an interview with me, promote my product or what not, I could have just looked on his Facebook, saw that he -- saw that he's actually interested in boxing, looked up a bit about boxing, message him, got into a conversation and then moved it to business afterwards. Because we're both in the webinar world, we both have a mutual relationship there. So maybe I could've even left the boxing out of it and actually just spoke about webinars, or I could've spoken about his trip to Vegas and -- Whatever it is, just open up conversation about anything that they have. They've had a recent event in their life and that's what Facebook's great for isn't it? Facebook tells us all of these events that people are doing or going through, or something they're passionate about.

Now, once you have the relationship, and people say "How long after the relationship should you do this?" There's no timeline, but don't just be like -- Try and form some relationship over a couple of days. Just try and have a conversation going about something. It's not hard. We can all hold a conversation about something. About anything is the key. Anything that they have an interest in or recent event in their life, or anything that to your -- "Hey, I saw you've just been to Vegas. I'd love to find out more about the hotel. Did you enjoy it at the Encore? Was that a nice hotel or -- I'm looking at a few different hotels now." I mean, if somebody's just been there, "Oh wow. I love that that -- I really ..." You've started a conversation.

Okay. Step two. Send the affiliate this affiliate-getting email. There're six steps to this email: alignment, leverage proof, deliver value to the marketplace, what's-in-it-for-me partnership, add scarcity and then a call to action. Number one; alignment "Hey, (whatever their name is). I see we're in the same marketplace and I think there may be some synergy in the way we could support each other in this year. With that said, I want to let you know about this opportunity to make money while delivering value to the marketplace.

Leverage proof; " I have been working with (insert expert or guru's name) to create (insert the product name)." Deliver value to the marketplace. "This product is designed to (insert the benefit that it will bring)."

Four: What's in it for me? This is what they really care about now is four. "For a limited time, I'm partnering with a few affiliates to release a product and you can get the benefit to the partnership," e.g. get 100% commissions and anything else you're doing for them, but 100% is very attractive for a lot of people.

Now, add scarcity. What is interesting, most people don't get the 100% commission thing. It's like most people do not get it. There's a saying that, and this is a very important saying, "The point of the sale is not to make the sale. The point of the sale is to acquire the customer." So, by giving 100% commissions away, you're acquiring customers for free. That's a great business to be in. So, if you're able to pay somebody 100% of the initial product to get that customer, and you know, if you've got a product about Facebook advertising or getting high-ticket clients on Facebook, you or that person may be a coach, consultant, author, speaker, may be interested in more of the same stuff. You'd be very -- You know, you can do email marketing follow up and make a lot of money from the customer sale and then related stuff. So, I make incredible money on the front end of my business, but I give 100% of commissions away. Then we make millions upon millions from email marketing to our customers and our customers are happy because we're always adding value in the email process.
That's the benefit. 100% commissions. People are like "Wow. This is amazing!" Most people just don't get that, so they're like "Wow this is -- Yeah. Okay. I'd like to promote this and keep all of the money." Add scarcity. "These benefits to the partnerships are only available to who jump on board in the next seven days." You're really pushing them to a timeframe. Six: call to action. "Hit reply and I'll send you the details, where you can get access to the email swipe fields. Talk soon. Your name. P.S. I'd also love to get on a call with you and explore how we can make a ton of money together. When works?" Now here's what we've

done here. "Hit 'reply' and I'll send you the details. We haven't given them the link right now to the affiliate sign up page, because, otherwise, there's no need to respond to you. They can just click the link, look at it and then close it and maybe never sign up or promote. Also, we're not shoving a link down their neck. We're just -- We've set up a well-structured email. To align ourselves with them, we've leveraged proof with the experts. We've delivered value to the marketplace, to letting them know what's in it for them. We've added some scarcity. We've given them a call to actually "Get back to me" and by simply doing this, people will respond and say "Hey, Dude. Yes, I'd love to see the page or you don't hear back from them. If you don't hear back from them, you can always follow up with them. There's a very powerful way to reach out to people, but remember, first of all, relationships first. It's key. Okay. Product free or paid. Well, we've covered this. Don't get worried that you see a lot of free information online. The fact is information sells daily. I recommend you sell information. After all, people are willing to pay for it and you've put the effort to get an expert to share their information. You've gone and put the effort to create a super product then set up a three-page cash machine. Yeah, I absolutely recommend you sell it and if you've done the [unintelligible] search correct, you're in good business because people are going to be wanting to pay for it. If you set up your sales letter and have features and benefits and benefits of benefits, there's a good chance people are going to buy it because it adds value.

So, how much should you charge for your product? Well, I like charging about $9.95 for my products and what we want to aim for is the sales letter to convert at 10% minimum. So we want -- $9.95 product. Aim for 10% conversion. This equals to about $1.00 earning per click. Think about it. $10.00 product. It's $9.95. It's about $10.00. Aim for about 10% conversions, so that means 10 out of every 100 people will buy it. So, that's $100 for every hundred people, meaning $1.00 earning per click. So you could say to an affiliate “For every person you send to my website, you'll earn about $1.00 earning per click. Now, that's the aim. If we look at mine. My website -- We average over a million or two million hits, about $0.59 earning per click, but we have to take into account a long -- bird traffic. A lot of bunk

traffic. A lot of real bad affiliates sending us thousands of traffic and it doesn't come up, but we look at my good affiliates, I -- They earn way more than a dollar earning per click each.

Moving on with that, now we want to look at following up with customers. Now this is where you make your money because you'll have a mailing list of customers in your specific niche and you'll be perceived as the expert because you're the product, owner. I think it's very powerful, because if you utilize the expert and you interview an expert, now people put you on a pedestal without the expert. They somehow believe, in their mind, that you are both experts. So, even though you may a wet-behind-the-ears rookie, the perceived value of you is much different, because you have already gone forward and created the information in this niche. You've done the research. You've followed the steps that we've spoken on, so you can reap the rewards.

Again, when setting the three-page cash machine, I recommend giving 100% commissions away, so if it's 10 bucks a product, give all of that money away to the affiliate. You then have the customers, so when affiliates are drive -- You know it's very attractive for an affiliate to promote for you and when they promote for you, you generate customers on autopilot just by going through JVZOO. They'll be added to your mailing list inside of Get Response, so any time that you want to make money, you can run a promotion to that mail list. I actually have some email swipes for you to basically fill in the blanks and follow up with customers to promote products. Okay?

If we just do a quick recap, I'm going to go through the super product checklist with you. So here's what we've already covered. We've covered about picking a hot niche, picking a sub-niche, actually establishing the experts, contacting the experts, arranging a time and date, making sure they are in the correct time zones, preparing the interview introduction plus questions, setting up the tools, testing the tools, hitting record, conducting the interview, turn it into a multimedia cause, writing the sales letter, creating a three-page cash machine and then traffic traffic traffic and of course, following up with customers. I'll give you some swipe files as a bonus underneath this video. Now if we really just...

If I just give you the recap, and I want to follow that checklist and basically go through it. It's fascinating when you see the big picture, you take action and you go through it. Action-takers learn. Sure you've learned in the last 90 minutes. I've shared a great system with you that I've used; I've taught. I can't wait to hear of the successes with super products but the fact is the people who go through it and they see the big picture, you start going through the checklist, you're the people who are going to progress. You know, the people who take those little action steps, like even throughout this training.

I want to just quickly talk about snowball profits because the simple fact is that if we look at the six stages I spoke about, you're able to make money from a customer list quite simply, and because affiliates have driven you traffic. Why would affiliates drive traffic? Because you've created a sales letter that speaks to the marketplace. You've created a benefit-driven sales letter. The sales letter is based on the product that is expert-created. The questions have been presented well and the questions have been extracted from your niche research. So, it really goes back to the niche research. If you do this correctly, you pick a hot niche, you found the hungry questions like I've shared with you, you then create the product, then create the sales material. You then ultimatum. You then contact the affiliates like I've shared with you. You could have great success yourself and I'm very excited to share it with you.

All I can say from here is go get them, tiger. It's been an absolute pleasure spending this 90 minutes or plus with you sharing it. We've covered a lot of stuff in this period, but I do look forward to seeing your success stories. Join the Facebook group. There'll be a link on this page to the Facebook group. Get a part of that community. I'm going to be there for you and just remember that you too can have a product. You too can have a serviceable sales letter. You too have got access to the resources of technical people to set up. Sure I didn't talk about those things, but I've added the resources in because that's not where I focus. I focus on the content creation, I focus on the marketing material and then I focus on the relationship with affiliates. That's the real money.

I hope this has been helpful. I really look forward to your feedback.

With that said, my name is Alex Jeffreys. I look forward to speaking to you all soon.

Peace. Love. Ciao for now. Over and out. Take care. Bye bye.