

EMAIL **SUPER AFFILIATE** **SECRETS**

**How I Build Email Lists That Win
7 Figure Product Launches**



CALEB O'DOWD

Email Super Affiliate Secrets:

**How I Build Email Lists That
Win 7-Figure Product Launches**

By Caleb O'Dowd

Copyright © 2021 by Caleb O'Dowd

All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the author, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

The author of this book does not dispense medical advice or prescribe the use of any technique as a form of treatment for medical, emotional, or physical problems without the advice of a medical professional, either directly or indirectly. The intent of the author is to offer information in your quest in personal development. In the event you use any of the information in this book for yourself, which is your constitutional right, the author and publisher assume no responsibility for your actions.

Visit the Official Website at: www.EmailSuperAffiliate.com

Printed in the United States of America

First Printing: December 2021

Laloma Publishing

This book may be purchased for educational, business or sales promotional use. Special discounts are available on quantity purchases. For more information, please call or write.

Telephone (xxx) xxx-xxxx; Email: youremail@email.com

For orders by U.S. trade bookstores and wholesalers, please contact our Customer Support team at the phone or email address listed above.

Disclaimer

The author and publisher have strived to be as accurate and complete as possible in the creation of this book. This book is not intended for use as a source of business or financial advice. All readers are advised to seek services of competent professionals in the business and financial fields.

Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

While all attempts have been made to verify information provided in this publication, the author and publisher assume no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional. This book

details the author's own personal experiences and opinions. The author is not licensed as a business or financial advisor.

The author and publisher are providing this book and its contents on an "as is" basis and make no representations or warranties of any kind with respect to this book or its contents. The author and publisher disclaim all such representations and warranties, including for example warranties of merchantability and educational or medical advice for a particular purpose. In addition, the author and publisher do not represent or warrant that the information accessible via this book is accurate, complete or current.

Except as specifically stated in this book, neither the author or publisher, nor any authors, contributors, or other representatives will be liable for damages arising out of or in connection with the use of this book. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory; direct, indirect or direct, indirect or consequential damages; loss of data, income or profit; loss of or damage to property and claims of third parties.

DISCLAIMER

You understand that this book is not intended as a substitute for consultation with a licensed financial, educational, legal or accounting professional. This book provides content related to business, marketing and financial topics. As such, use of this book implies your acceptance of this disclaimer.

Table of Contents

Introduction	vii
CHAPTER 1: Email Super Affiliate Lifestyle	1
CHAPTER 2: The Art of Monster Paydays	11
CHAPTER 3: The Riches Are In The Niches.....	16
CHAPTER 4: The Most Profitable Traffic Online....	28
CHAPTER 5: The Ultimate Lead Magnet.....	36
CHAPTER 6: High-Profit Launches.....	44
CHAPTER 7: Buyer Attraction Funnels.....	53
CHAPTER 8: The Fastest Way To Become An Email Super Affiliate.....	73

Introduction

Being an email affiliate is the ultimate lifestyle business if you want to make a lot of money in the shortest possible time. With just a laptop and internet connection, you have the freedom to live and work from wherever you want, earning up to six figures per month.

In fact, once you start winning product launches, you become famous real quick.

Fame that leads to more money, more deals and more opportunities. You get connected with high-profile marketers, invited to private masterminds and you get offered exclusive opportunities not available to the public. That's what happened to me.

In the following pages, you'll discover the exact steps I used to become an email super affiliate that wins seven figure product launches.

I went from 'nobody knows my name' to winning major affiliate contests and earning six figures per month as an affiliate. And you can do it too.

I wrote this book for several reasons.

First, there's no information anywhere on the topic of how to build email lists that win 7-figure product launches.

Second, in my humble opinion, this is one of the best business models to make a lot of money very quickly.

And third, most email and affiliate marketers don't know these tactics and strategies. In fact, there isn't any valuable advice on how to build high profit email lists at all.

Whether you're a struggling affiliate looking for a better strategy, a professional affiliate wanting to break into the big leagues, or a complete beginner who wants

INTRODUCTION

the highest chance of success, this roadmap can help you create the lifestyle of your dreams.

So without further ado, let's dive in.

CHAPTER 1

Email Super Affiliate Lifestyle

10 Reasons Why It's The Greatest Business On Earth

I know one email super affiliate who has an incredible lifestyle. He lives in a million-dollar home (situated in a beautiful part of Colorado in the mountains), drives a Rolls Royce, and spends six months in Europe with his wife and two young sons. He promotes three product launches over a six-month period with a few webinars throughout the rest of the year.

This Email Super Affiliate makes all the money he needs for this lifestyle by working exclusively from his laptop.

Similarly, I feel very blessed to live a great lifestyle. Over the years, I've traveled and lived all over the world and now have settled in South Beach, Miami.

I promote, plan and execute all my product launch promotions from my laptop and operate out of one of my three favorite cafés. All I need is my computer, email list, and a very affordable programmer/developer that works from Pakistan.

Being an Email Super Affiliate is a fantastic lifestyle business.

You don't need a big team of staff, a traditional brick-and-mortar storefront, or any of the headaches that normally come with owning and operating a traditional business.

Here are the 10 big reasons that originally attracted me to the Email Super Affiliate business model.

1. Virtual Lifestyle

This business is 100% virtual. You just need a laptop computer or a mobile phone and an internet connection. You can do this from anywhere in the world. As strange as it sounds, I often send emails while I'm out shopping with my wife or sitting in the car waiting for my son to come out from school.

During a promotion, it takes me about one hour to create an email and send it to my list. That's the only work required. Sometimes I'll create one email per day. Other times, I'll create the entire promotion over a day or two so I don't have to work for the remainder of the campaign.

2. Fast Business To Launch

This just may be one of the fastest businesses in the world to start making sales and profits with. Most traditional businesses take months to get up and running. In contrast, I can set up a new email affiliate business in three to seven days.

3. Long-Term Financial Asset

I invest in lots of unique assets like cryptocurrencies, the stock market, and real estate. However, nothing earns me more money than my email list. It's one of the most lucrative assets you can own.

In fact, if you build and manage things correctly, many of your subscribers will still be around in two to three years. This gives you a tremendous amount of time to recommend a lot of webinars and product launches. An email list is a long-term financial asset that is enormously valuable.

4. Huge Income Potential

If you build the email list using my specific strategies, it's possible to make a lot of money. For example, in the last six months, I've promoted three product launches that earned me \$180,000, \$160,000, and \$250,000.

In addition, between those campaigns, I've promoted seven-day webinars that have generated quite a substantial amount of money too. When you average it out, I make about 6-figures a month promoting webinars and product launches.

5. Recurring Income Opportunity

People who manage product launches and webinars usually offer customers a payment plan. They'll often say, "Hey, if you can't afford to pay all at once, you can pay in three or six monthly installments." This is a great way to earn recurring income month after month.

For example, let's say you promote a \$3,000 offer and earn a 50% commission on each sale.

If people pay using the three-part payment plan, they would pay \$1,000 three times. As a result, you'd make \$500 for each of those three payments. That means you don't just get paid once for promoting a product launch or webinar, you get paid three to six times.

This stacking of recurring revenue, combined with new promotions, is what makes this business enormously lucrative.

6. Financial Freedom And Security

If I went to Vegas and threw away all my money on roulette (which I would never do), and found myself

completely penniless, it wouldn't matter. I could select a new webinar or a product launch and be making money fast.

No matter what you want to buy, you can create an email promotion to get it.

Want to buy a new car?

Take the family to Disneyland?

Eager to go on a shopping spree?

Just dedicate a webinar or product launch to make enough money to buy it.

I know a lot of guys that do that. One person I know dedicates each product launch towards a specific financial goal. He runs campaigns to put a down payment on a home, buy a new car or pay for his kid's college tuition.

When you have an email list of people that know, like, and trust you, you have total freedom and security. And like my buddy from earlier, you can make enough money in six months to take the rest of the year off.

Having an email list allows you to make as much money as you want, whenever you want.

7. Fame

To be clear, I'm not talking about "Brad Pitt" fame but rather the type of fame where other big players in the industry desperately want to partner with you. That's what happens when you rank high on the leaderboards for product launches.

Out of the blue, people will connect with you via Facebook or email.

They'll contact the Product Launch Manager and say, "Hey, introduce me to Caleb."

These introductions come in fast and frequently, and create further opportunities for you to make a lot more money. You turn up at seminars and events, and everyone knows your name.

Nowadays, when I turn up at conferences, a significant portion of the attendees know who I am and want to meet me. These people introduce themselves, shout me drinks, buy me dinner and tell me about their new business ideas.

8. Time Freedom

You're in complete control of your time.

You choose how many product launches and webinars you promote and how many hours you want to spend working.

Now, as I mentioned earlier, it takes me about an hour to write an email. During promotions, I usually send one email per day. This means I can finish work for the day in 60 minutes.

Of course, there's some additional work to build the email list in the first place.

However, this is not a business model where you spend 50+ hours a week stuck in front of a laptop. The beautiful thing about a lot of product launches is that they repeat every 12 months.

That means this gets even easier over time because you can re-use the same emails to promote the launch again each year.

9. Networking Opportunity

When you rank on leaderboards and win product launches, you gain the ability to network with big players in your niche. This leads to new opportunities that sit outside email affiliate marketing.

I've done lots of deals with people who approached me because of my reputation. These people often want to involve me in different business deals because they see me as a valuable asset.

In essence, when you become known as someone who can generate a lot of sales, you network with everyone and get involved in lots of lucrative opportunities.

10. Independence

The independence you get from an email list is huge.

When COVID-19 happened, the world went into lockdown and millions of businesses went bankrupt. However, I survived and thrived through the pandemic as an email super affiliate.

That's because millions of people were sitting at home. More people had time to open their emails and

pay attention to product launches. As a result, I made more money. Regardless of what's happening in the world – depressions, recessions, global shutdowns – I will continue to make money.

For these reasons, in my humble opinion, I believe being an email super affiliate is the greatest lifestyle business on earth. Get ready for the financial adventure of a lifetime!

In the next chapter, you'll discover why product launches and webinar promotions are so lucrative.

CHAPTER 2

The Art of Monster Paydays

Why Product Launches Make Affiliates Up To 10 Times More Money

Back in 2009, I started my email affiliate marketing journey like most other affiliates: Promoting low ticket Video Sales Letters offers on Clickbank.com.

First, I made \$5,000 a month, then \$10,000 a month, and finally, \$20,000 a month. However, my commissions were small, often around \$23 per sale. I sold lots of units, but I didn't make a lot of money.

At this point, I began to explore the idea of promoting higher ticket products and services. These were offers that paid \$1000+ per sale instead of \$20.

The shift was transformational.

Instead of making \$20,000, my profits soared to \$50,000, \$60,000 and even \$70,000 a month.

However, it wasn't until I started promoting product launches and high ticket webinars, that my income crossed the \$100,000 per month mark.

I discovered that these campaigns generated up to 10 times more sales and profits for an email affiliate compared to low-ticket Video Sales Letter offers. Here are three reasons why this is the case:

1. The 'big boys' game

There's no middle class when it comes to product launches and webinars. Either the promotional offers convert like crazy or they bomb.

Rest assured, when you promote offers for 'players,' you know they understand how to convert leads into buyers.

Video Sales Letters are hit and miss. Some work but others don't.

However, product launches are usually created by 'Michael Jordan' advertisers.

Professionals who know what they're doing. These are marketers who have spent hundreds of thousands of dollars split testing and optimizing their campaigns for maximum profits. Therefore, you have a high chance of promoting products or services that convert like crazy and generate sales for you.

2. Sell for higher price points

If you promote Video Sales Letters on Clickbank.com, your commissions are usually \$20 to \$50. In the best-case scenario, you could make \$100 per sale, but that's rare.

On the other hand, if you promote product launches or webinars, you can make commissions of \$1,000 to \$1,500 per sale. (These products usually sell for \$2,000 to \$3,000 and you usually get a 50% commission.)

Therefore, if you made 10 sales with a \$50 commission, you would make \$500.

However, if you made 10 sales with a \$1,000 cut per sale, you'd make \$10,000. High ticket offers make a huge difference to your income and profits.

3. Deadline orientated campaigns

In marketing, they say, *“For every one person who buys, another 5 to 10 people intend to buy later, but never do.”* That's why deadline campaigns are critical to your success.

When affiliates drive traffic to a regular sales page, that's it. You send 100 clicks and maybe one person buys.

Here's the problem: A large portion of people intended to buy but forgot or got distracted. With a deadline in place, people make the promotion a priority in their life. They must decide whether to buy before the deadline or forever miss out.

That means as a promoter, you get the opportunity to send emails that say, “Time is running out”, “This is your last chance”, “If you don't get in on this now

you'll miss out." That's why deadlines are so powerful and profitable.

In essence, product launches are where all the big money is made. They are high-priced offers run by professional advertisers who use deadline campaigns. It's a winning combination that makes you more money. Now, in the next chapter, you'll discover the ten best niches to get involved in.

CHAPTER 3

The Riches Are In The Niches

Thousands Of Markets To Choose From But The “Big Boys” Play In These 10 Only

When it comes to making money as an email super affiliate, there are three main market categories:

- Money
- Health
- Personal Development

Now, I would say 80% of million-dollar markets fall into one of those three categories.

Unfortunately, affiliate marketers in health and personal development niches have sky-high failure rates. Now don't get me wrong, you can make money in those markets. There are many successful email super affiliates in those categories.

However, in my experience, and in the experience of people in the industry I know, you have a much higher likelihood of failure if you set up shop in the health and personal development niches. There are several reasons for this:

1. Low Ticket Products And Services

Health and personal development offers are usually low-ticket products and services that pay small commissions.

In fact, it's rare to find a health product that sells for multiple thousands of dollars. You can only really promote health supplements, books, courses, and various other low-cost products.

In each case, you'll usually get a 50% commission on a \$100 average order value. The highest average order value I've seen is \$200.

2. Require High Conversion Rates

To have success in the health or personal development niches, you need massive conversion rates. That means you need a lot of orders to make any decent profit.

For example, if you promoted a product with a \$20 commission, you'd need 50 sales to make \$1000.

In contrast, if you promote a product launch in the money niche with a \$1,000 commission, you'd only need one sale to reach your goal. In this theoretical example, you need 50 times fewer sales to succeed. The choice is a no-brainer.

3. Too Much Competition

Everyone and their grandmother promotes low-ticket Video Sales Letters in the health and personal development niches. Most people will already have seen or heard of the offers you promote.

The market has been overly advertised to and most people have seen these offers thousands of times. This is a big reason why so many people bomb when they promote something from ClickBank. It's a real uphill battle.

4. Not Many Product Launches

Health and personal development marketers don't usually run product launches or webinars. Instead, they use Video Sales Letters to sell cheap stuff with low commissions. They don't use deadline-orientated campaigns which means you generate way fewer sales.

For all these reasons and more, there's a sky-high failure rate when you become an email affiliate in the health or personal development space. This leaves us with money niches.

4 Reasons Why Super Affiliates Prefer Money Niches

I estimate that eight out of 10 super affiliates are in money niches. Why? Because money niches are the exact opposite of health and personal development markets. Here are five reasons why this is the case:

1. Huge Commissions

Money niches usually sell training programs or services that range in price from \$1,000 to \$5,000. (The average price is \$2,000 to \$3,000.)

2. Fewer Conversions Needed

Email super affiliates prefer money niches because they need far fewer conversions to make a lot of money. You're unlikely to make \$100,000 if your commissions are \$23 per sale. In fact, you would need 4,348 sales to earn 100k! On the other hand, if you earn \$1,000 per sale, you only need 100 sales to earn \$100,000.

3. Very Little Competition

If you promote the top offer on ClickBank, you're competing against thousands of affiliates.

Recently, I promoted one of the biggest product launches in the internet marketing industry. During the campaign, there were about 450 affiliates and only 50 of those were serious players.

When you've got 50 competitors as opposed to thousands, there's a big difference in earning potential.

People who promote product launches and high ticket webinars in the money niche are part of a very small community and that's why it's so lucrative.

4. Countless High-Converting Product Launches

The main business models in the money niche are product launches and high-ticket webinars. These types of campaigns create a huge buzz, lots of excitement and generate massive sales because of their deadline-orientated campaigns. This makes them a big money earner.

Money Niches Skyrocket Your Success And Income

Higher Chance Of Success

Let's look at some math.

Let's say you want to build an email list using Pay Per Click traffic. And let's say it costs you \$1 per click to drive people to your email capture page.

1,000 clicks would equal \$1,000 in ad spend.

Therefore, just to break even, you would need 50 sales with a \$20 commission to recoup your ad costs.

However, if you make a \$1,000 commission, you just need one sale. Your chances of building a profitable email list is significantly greater if you advertise in a money niche.

More Income

Money niches also skyrocket your potential income. If we take our previous example again, 50 sales with a \$20 commission is \$1,000.

Yet, 50 sales with a \$1,000 commission is \$50,000.

That's 50 times more profit!

This is why money niches are so exciting to email super affiliates. You're far more likely to succeed in a money niche and make more income. For all these reasons and more, most super affiliates operate in money niches.

The 10 Million-Dollar Niches For Affiliates

Let's dive into the 10 most lucrative money niches for super affiliates.

Niche #1 – Stock Market Investing

There are millions of dollars up for grabs in this niche. You can promote many high ticket trainings and offers with large payouts. Stock market investors are always looking for more information and courses. These folks are eager to discover new information to help them generate better returns from their investments.

Niche #2 – Retirement Investing

Agora, one of only two billion-dollar companies in the internet marketing industry, focuses exclusively on retirement investing. This \$1.8 billion business teaches people how to invest in retirement. They also have an amazing affiliate program that pays out a lot of money.

Niche #3 – Crypto Investing

Crypto is a huge opportunity that is showing no sign of slowing down. There are countless webinars and product launches for affiliates that sell things like software and training programs. I recently promoted a product launch called The Plan (selling a crypto bot) and generated over \$180,000 in 10 days.

Niche #4 – Business Opportunity

This niche is a gold mine for email affiliates. There are lots of high-ticket webinars and product launches that teach people different ways to start various types of businesses. These could be opportunities like drop shipping, freelancing, selling handmade crafts, network/multi-level marketing, etc.

Niche #5 – Make Money Online

This is different to the business opportunity niche. The make money online niche is all the specifics of internet marketing. It covers topics like how to use Facebook advertising to generate sales and profits, how to build an email list, how to become a social media influencer, how to craft offers and how to write sales copy, etc.

Niche #6 – Information Marketing

Information marketing is a huge niche with lots of webinars and product launches. There are countless products and services which teach people how to build

businesses that sell courses, membership sites, communities, and masterminds.

Niche #7 – Affiliate Marketing

People want to learn how to pick a niche, find hot offers to promote, get traffic, learn strategies to make higher commissions, etc. I recently promoted a webinar for Mark Ling in this niche and generated over \$160,000.

Niche #8 – Email Marketing

There is tons of money to be made promoting webinars and product launches. People want training programs, done-for-you services, and software tools to help them build email lists, send compelling emails, and make more sales. You can even get commissions from promoting the email software tools that people use.

Niche #9 – E-Commerce

E-commerce has exploded in recent times. There are a few real haymaker product launches you can promote.

One of them is called Amazing. These guys promote a product that teaches people how to start an e-commerce business online. They do a product launch twice a year and sell a \$5,000 training program. I believe the commission for affiliates is around \$2,400, which is a very large payout.

In fact, some of the most successful webinars today are promoting e-commerce products. There is lots of money to be made there.

Niche #10 – Real Estate

The final niche is good old-fashioned real estate. There's a plentiful supply of amazing webinars for you to promote as an affiliate in this niche. Webinars that promote courses on how to spot great properties, how to fix them up, and sell them for a profit.

There you have it. The top 10 money niches email affiliates use to generate a fortune. From what I've seen, 80% of email super affiliates operate in one of those 10 niches.

Your Homework

Pick one of these 10 money niches. Make your choice based on credibility, experience, and/or passion. For example, if you are an ex real estate agent, that's a good niche for you. If you love everything cryptocurrency-related, then that's a great choice.

Now, if all else fails, just pick one based on your interest. Once you've decided, it's time to move on to the next chapter where you'll discover the most profitable traffic online.

CHAPTER 4

The Most Profitable Traffic Online

Meet the Greatest Source of Buyers for Promoting Product Launches

There are dozens of traffic sources on the internet and most of them can be profitable. It just depends on the strategy you employ and what you use to promote that traffic. With that said, when it comes to building email lists that promote product launches, I find these three traffic sources to be the most profitable:

1. Endorsed Traffic

The most profitable way to build email lists is with endorsed traffic. This is where someone who has a strong and trusting relationship with their subscribers, encourages their tribe to sign up for another person's list.

For example, Person A might say something like, "Hey, Person B is the greatest thing since sliced bread! You should check them out." This scenario is extremely likely to generate a lot of sales because the credibility and trust from Person A transfers across to Person B.

However, to benefit from endorsed traffic you need your own product or service. The reason is that you need to repay affiliates who promote your email list.

Let's look at my business for a moment.

I run a lot of webinars and I have 122 joint venture partners that promote my offers to their lists. Here's how it works:

Their subscribers sign up for a free training and if anyone buys my product, the affiliate gets \$1,000 per sale.

These partners contact their lists and say something like, “Hey, go sign up for Caleb’s webinar. The training is incredible!”

Now, when prospects join my email list, they view me as a credible person. Therefore, when I turn around and promote a product launch in the future by saying, “Hey, go buy this product,” my new subscribers often do.

With this strategy, I generate sales and build an extremely profitable email list at the same time.

2. Pay Per Click Traffic

The second most profitable traffic source on the internet for building email lists that win product launches is Pay Per Click advertising. PPC (also known as Cost Per Click) is where you pay money for each click to your website. Google is an example of a PPC traffic platform.

The reason these types of ads are so profitable is that you can target people with “buyer intent.” You can pinpoint people who are specifically looking to buy courses, products, software, or anything else.

For example, over ten thousand people type the phrase “best investment book” into Google each month. Take a look:

These people are buyers. They want to buy solutions to their problems. Therefore, if you target those people, you’ll build an email list of buyers.

It’s incredibly important you understand this point because in every niche there are two types of people: People looking for information and people looking for solutions.

Most people looking for information don’t buy anything. On the flip side, people looking for solutions have their credit cards ready in hand.

How I Won A 7-Figure Product Launch Against A Company With 2 Million Subscribers

In 2021, I won a major product launch.

In case you’re unaware, product launches have affiliate contests where all the partners get to see who is ranked where on the leaderboard. The person who wins gets generous cash prizes and great networking opportunities.

Anyway, one of the companies in the contest was a huge business with over 2 million subscribers. In comparison, at the time, I had 50,000 people on my email list.

The reason this other company came seventh and I won was because the people on my email list had *buyer intent*. They were people actively looking for solutions, whereas the majority of people on the other email list were information seekers.

Now, while PPC is a great traffic source, there is one downside: PPC does not serve every niche. You might not find relevant traffic for what you're selling.

For example, if you want to build an email list in the email marketing niche, there's a very small quantity of people going to Google with buyer intent for this. Therefore, PPC traffic, like Google ads, may not be a fit for every type of email list that you want to build.

In summary, PPC traffic allows you to directly target people with buyer intent. That's why it's the second most profitable traffic source for building email lists that promote product launches.

3. Facebook Traffic

Facebook is the third most profitable traffic source. It's a high-quality channel that allows you to target any type of person you want to quickly build email lists. This channel is especially great if you want to sell expensive offers because prospects on the platform have a lot of money and they're happy to spend it.

On Facebook, there are two different ways to target prospects: Via mobile or desktop. Mobile traffic targets anyone using the phone or tablet device, while desktop traffic puts your ads in front of people using their laptop or desktop computer.

If you want to promote webinars and product launches, you should only focus on desktop traffic. Even though it's a smaller pool of leads, it's much more profitable than mobile.

Desktop traffic is superior because people who access Facebook via their laptop or their desktop computer have longer attention spans compared to their mobile phone counterparts.

We have to remember the end goal: To get prospects watching webinars and product launches which

requires people to sit down and pay attention for extended periods.

Frankly, trying to get someone to watch hour-long training sessions on a phone just doesn't work.

Unfortunately, people who access Facebook via their phone, also tend to access webinars and product launches via their phone, making them a much lower quality prospect.

Whereas people who tend to access Facebook via their laptop or desktop, tend to access long trainings via their laptop or desktop too.

In the end, if you get better quality prospects onto your email list, you'll make more money. And the best quality Facebook leads come from desktop traffic.

Summary

Endorsed traffic, PPC, and Facebook are the three most profitable traffic sources to build email lists filled with buyers that purchase offers from product launches and webinars.

It's critical to remember that not every email list is created equal. Most email lists don't make any sales.

If you have your own offer or sales funnel (like a webinar, book funnel, or anything else), build your email list with endorsed traffic.

If you can find great buyer intent keywords, build your list with Google ads.

And finally, if you can't do either one of those two things, build your email list with Facebook and only target desktop traffic.

All three of these traffic sources are extremely good ways to build profitable email lists that promote product launches and webinars. In the next chapter, you'll discover the ultimate lead magnet to entice people to join your email list.

CHAPTER 5

The Ultimate Lead Magnet

Forget offering free downloads in exchange for emails, this new way is better.

Recently, an offline sales call center business made some incredible discoveries. This company – which gets inbound and outbound calls to sell people products for clients in the marketing industry – compiled 10 years of data research that is extremely valuable for every email list builder and marketer.

First, they realized the buying cycle of an interested prospect is 18 months. That means from the point

the prospect raises his or her hand and says, “I’m interested in a solution,” they will buy one or multiple solutions over 18 months.

They also discovered that only 15% of people buy within the first 90 days. The other 85% of people buy somewhere between month four and month 18.

This is critical information to know.

Most email marketers think they’ll make the lion’s share of profits in the first 90 days, but this couldn’t be further from the truth.

As a result, they sell like crazy in the first 90 days to try and make the most money possible. However, in doing so, they burn out their lists and make them worthless in 90 days.

Instead, smart email marketers consider the 85% of people who will buy from month four to 18. In fact, during those 18 months, this company realized that one in two prospects buy.

That means if you had 1,000 people on your email list, 500 of them would purchase within 18 months.

This allows you to understand the full profit potential of an email list.

To take this example further, over 18 months, if you had 10,000 people on your list, 5,000 would buy. If you had 100,000 on your list, 50,000 would purchase.

With that said, that doesn't mean those people will buy from you. It just means they'll spend their money with someone. They'll either purchase one or far more likely, *multiple* products and solutions over that period.

This is game-changing data to know. You need to view this as an 18-month relationship. The best strategy is to create an environment where you can make the most amount of money from month four to month 18, not in 90 days.

Another significant discovery this company made was—just like the Pareto principle reveals—80% of their conversions from selling marketing products and services came from 20% of their clients.

Looking closer at the data, they discovered something in common with all these successful top 20%

clients. The vast majority of them educated their prospects while selling to them. The less successful clients sold without educating and burned out their lists within 90 days.

Without realizing it, these clients only tapped into 15% of their potential sales, whereas the people who provided ongoing education while selling were able to maintain the relationship over 18 months. And as a result, they made the lion's share of sales from month four to month 18.

What can we learn from this as email marketers? If you want to make the most amount of money, provide *ongoing education* to your list. You must give away free valuable content while selling. If you just sell non-stop your list will get burnt out fast and you'll only make a fraction of the money you could.

To Recap So Far:

- Build an 18-month relationship with prospects.
- The vast majority of income from your email list will be generated between months four and 18.

- Provide an ongoing education to make the most profit humanly possible.

The Best Lead Magnet To Build Your Email List

First, in case you don't know, a lead magnet is a gift – also known as an ethical bribe – that entices people to join your email list. However, not all lead magnets are created equal. First, let's talk about the worst lead magnet to build an email list with.

Most email marketers and list builders drive traffic to a simple email capture page. A page that usually has 20 words on it and offers a downloadable PDF in exchange for their email. The page will say something like, *“Download the three best traffic sources on the internet in 2021.”* Sadly, when you use a strategy like this, one of two things will happen:

1. People will give you a fake email address to just get the free thing. Now, you lose the opportunity to send them future emails and promotions.
2. People will input their real email, but won't open your emails, click your links or buy anything.

When you frame your offer this way, you're encouraging people to want the free gift, rather than the desire to be on your list. Now you become a pest, rather than a welcome guest.

So what's the answer? What's the best lead magnet to capture engaged people eager to open your emails? The best strategy is to provide a multi-part training that shares an ongoing education. Let subscribers know this training will be delivered over several days.

You can say something like, "Give me your email address, and I'll give you a five-part video training over five days." Here are three reasons why this is so powerful:

1. Leads With Value

When you say, "Hey, I want to give you a valuable education instead of selling to you," this creates an important teacher-student dynamic. Ultimately, like Pavlov's dog, when Pavlov rings the bell, the dog salivates because he knows food is coming.

Likewise, when we send an email to our prospect, we want them to understand, "Oh, when I receive an

email from this person, I'm going to get value. Therefore, I'm going to open it."

That is essential to your success. You want prospects to say, "Hey, I'm a student. You're the teacher. I'm willing to learn what you have to teach."

2. Sets Accurate Expectations

This approach makes it clear the prospect will get ongoing communications from you. Furthermore, you avoid getting a fake email address because there's an expectation and desire to hear from you over the coming days. When you send emails after a multi-part video training, you'll get high open and click through rates.

3. Builds Trust Fast

The secret sauce to massive success with email marketing is trust. The more your tribe trusts you, the more money you'll make. And the best way to build trust is to establish a strong connection with your subscribers.

If you've ever built an email list that hasn't been profitable for you, it's likely the people on the list didn't trust you. When you provide video training

on camera, people see and hear you. Your prospects quickly become familiar with your tonality, body language, and connect with you on a deeper level than if you just sent text-based emails.

In summary, the best way to start and build an email list is to offer a five-part video training for free. Doing this, you get the best email, become a welcome guest in the inbox, and it allows you to build trust faster.

This might seem simple, but it's a high-level marketing strategy to build email lists that can win 7-figure product launches, or else rank in the top 10 of the leaderboards. In the next chapter, you'll discover two "silver platter" resources for finding the hottest launches to promote.

CHAPTER 6

High-Profit Launches

Two “silver platter” resources for finding the hottest launches to promote

The high ticket webinar and product launch community is small. Without inside connections, it can be difficult to reach the highest levels of success. In this chapter, you’ll discover the exact steps to go from zero to a player. And you’ll get resources that have been incredibly invaluable for me.

To begin, let’s talk about the three phases of a super affiliate: The beginner, intermediate and professional. Each of these phases provide different ways for you to find hot product launches to promote.

Phase 1: The Beginner

Essentially, there are two types of launches for email affiliates: Public and private. To get started, you want to find public product launches happening right now.

The best way to identify them is with two websites. These two resources are incredibly valuable for you. Essentially, they put the biggest public product launches on a silver platter.

The two websites are JVNewsWatch.com and [JV-NotifyPro.com](http://JVNotifyPro.com).

If you're just starting and don't have any connections yet, these two sites are a great place to start. As you surf around, you'll find the hottest webinars and product launches happening every month online.

Therefore, monitor those two websites regularly to identify what's a good fit for you and your audience. For many launches, simply click the links, sign up and promote.

However, other launches are more difficult to promote. For some, you're required to sign up for the paid service on JVNewsWatch or JVNotifyPro but it's

not necessary. I haven't paid a single penny on either website and I've used them to sign up for quite a few promotions. In short, select a few relevant product launches and promote them. This allows you to build up a résumé of results, which is critical for the next phase.

Phase 2: The Intermediate

Getting a track record is critical if you want others to do business with you.

If you can point to strong sales numbers when promoting webinars or product launches, everyone will want to partner with you.

Make this a priority.

When you can say, "Hey, I promoted these three to five webinars or product launches and generated X leads and Y sales and Z commissions," those metrics help you move onto this second phase as an email affiliate.

See, the second phase is all about getting connected with brokers and attending events. A broker – one who specializes in webinars and product launches – is

worth gold to you. These guys and gals are rainmakers. They can flood your calendar with the highest quality offers all year round.

Anytime a new and exciting opportunity comes on the market, they can tell you about it before the general public. It's like having VIP access to the best product launches and webinars. In fact, by the time the offers are available on JVNewsWatch and JVNotifyPro, most of the super affiliates have already promoted them.

Note: These promotions are still very profitable and worth promoting. It just means the well-connected affiliates get first dibs on those offers. In other words, when the general public hears about these opportunities, the big boys have already made their money from them. And the best way to join these pros is to get connected with brokers and attend live events.

Brokers

As I mentioned earlier, brokers are worth their weight in gold. If you can foster a relationship with a great broker, they can make you a ton of money. However, brokers won't work with you until you have a résumé

of results. You need to prove yourself with a solid track record.

Over the years, I've worked with several brokers, and the greatest of them all, in my humble opinion, is Andy Hussong.

You can find him at EndorsedTrafficPros.com.

I've personally made millions as a result of my relationship with Andy.

Note: I don't get paid a penny for recommending Andy in this book. I'm telling you about Andy because he's the bomb. He's one of the most well-connected and generous guys in this industry, having worked with the biggest webinar marketers, product launch marketers, and even email affiliates.

Every year, Andy packs out my calendar with hot offers and tells me what's happening in the space. If you can get on Andy's radar, after building a strong résumé, he can make you a lot of money.

Now that we've spoken about brokers, let's move on to live events.

Live Events

The second way to fill your calendar with hot offers is to attend live events.

One event I highly recommend is WebinarCon.com. It's the ultimate networking event for people in the webinar and product launch game. This yearly event is attended by most of the industry's biggest players, including email affiliates.

It's the best place to make friends and develop connections with top webinar marketers, product launch marketers, and other email super affiliates. You'll also discover great strategies to build email lists, promote webinars and generate traffic.

However, the main benefit is the joint venture deal-making opportunities.

Again, I'm not associated with WebinarCon and I don't get an affiliate payment for recommending this event. It's just the ultimate event for you to attend.

Having said that, it's a waste of time if you don't have a proven track record. Once you get a résumé of results, buy a ticket and attend.

Phase 3: The Professional

The third way to get access to the hottest webinar and product launches is through personal relationships.

See, once you become an email super affiliate, people will want to work with you. You'll get access to private deals, exciting opportunities, and soft launches. These are opportunities you would otherwise never get.

For example, you could get approached by someone with a killer offer that's kicking ass and taking names. An offer that no one has seen or heard of before and they want to pay you more than what they pay everyone else.

Countless opportunities can come your way once you rank on the leaderboards of major product launches. However, if you want to take advantage of them, make sure you're easily found online. Here are two things I recommend:

1. Create a Facebook Page

Set up a Facebook page under your name. A big mistake I see affiliates make is using some anonymous

name on the leaderboards like “MickeyMouse21.” If you rank well with a fake name, no one will find you online. You’re essentially saying, “I don’t want to be found.” That’s a critical mistake.

If your name is Mike Smith, make sure your Facebook page is also Mike Smith. With this in place, if a partner wants to contact you, now they can find you on Facebook and send you a private message.

In addition, it’s a good idea to say something like, “Email promoter of product launches and webinars,” somewhere on the page. If you have a name like Mike Smith, and there’s a lot of Mike Smiths, that’s how you make yourself easily found.

2. Create A LinkedIn Profile

Just like the Facebook page, set up a LinkedIn profile under your name. You can also say something like, “I’m an email promoter of product launches and webinars.” Plus, you can set up a website to make it even easier for people to find you. Once you rank high on product launch leaderboards, everyone will want to be your friend. You’ll be pleasantly surprised by the fantastic deals and opportunities that come your way.

Summary

If you want to become an email super affiliate with access to the hottest product launches then follow these steps.

First, if you're just starting, find promotions on JVNewsWatch.com and JVNotifyPro.com to build a résumé of results.

Second, once you have a proven track record, reach out to brokers and start attending events. In my opinion, the best event is WebinarCon.

And third, develop a network of people. Befriend influential people in the industry. As you rank higher on the leaderboards, make sure people can easily find you online. That's how you get the best offers to promote as an email affiliate.

Your network is a huge asset in this game. If you become known as someone that makes money for people, everyone will want to work with you and incredible opportunities will effortlessly flow to you. Let's move on to the next chapter. You'll discover the exact funnel I use to build email lists that make 6-figures per month.

CHAPTER 7

Buyer Attraction Funnels

The exact funnel I use to build email lists that make six figures per month.

Now, back in chapter five, you may recall that we spoke about the best and worst lead magnets. I'll quickly recap this because it's important for our funnel strategy.

To summarize, most email marketers entice people to join their list by offering a PDF (a report, checklist, cheatsheet, mind map, or similar) and then they pitch products on the 'thank you' page and in their first email campaign.

This is a terrible strategy because the report attracts fake emails and builds a list of people who don't open emails, click on links or buy.

It's also a bait and switch tactic as it promises people a report and then sends them a bunch of other things they didn't expect or want (i.e., constant emails and promotions).

On the other hand, if you encourage people to join your list with a five-part video training, you establish a much better and more profitable relationship.

When you lead with a training, you set the right expectation and create a powerful teacher-student dynamic. And most importantly, you build a relationship with new subscribers fast. This is critical to your success because people only buy from those they know, like, and trust. With this strategy in place, you're set up for success.

So what's the best funnel to build an email list that allows you to win 7-figure product launches?

The Best Funnel Is A Facebook Mini Group

Unlike a regular Facebook group, a Facebook mini group is very different.

For starters, it's only active for 12 days. During this time, you put people into the group and deliver a free five-part training.

Then, once the training is finished, you ask people to sign up for a free affiliate webinar training. This is an offer you promote that allows you to make a commission on each sale.

On the twelfth day, you shut the group down and everybody is blocked or removed. At this point, you continue to nurture an ongoing relationship with everyone who signed up for your initial five-part training via email.

How Facebook Mini Groups Work

1. Pick an evergreen webinar to promote. An 'evergreen' webinar means you can promote the training any day or time you like. This could be now, three months away or next year.

2. Create a five-part video training. You'll base this content around the affiliate webinar you've chosen and each video should be around 20 minutes long. If you remember back in the old days of internet marketing, they had something called an eCourse.

This was a five-part course, usually delivered via email, that shared five steps, mistakes, or secrets of some description. Our five-part training is essentially one of these eCourses, except delivered via video. These are easy to put together. You can either record the videos with yourself in front of a camera or just do a power point presentation.

3. Drive people to the email capture page and group. People will see your ad, land on your email page, and then sign up.

Once people sign up for your five-part video training, they'll land on a 'thank you' confirmation page. Here, you want to direct people into your Facebook group. You can say something like, "Hey, thank you for signing up, the training is being held inside a Facebook group. Here's the link to join."

4. Build excitement for the training. For the first three days, your job is to get people excited about the videos so that they're excited about the process.

5. Deliver the training. Each day for five straight days, you release a brand new training inside the Mini Group.

6. Promote the affiliate webinar. After the training, you want to recommend your affiliate webinar training to people.

7. Shut down the mini group. Once the deadline arrives, continue the relationship with the prospect via email. It's through this email marketing effort that you'll promote product launches and webinars. That's the overview of how this mini group list-building funnel works.

Why Mini Groups Are So Effective

Mini groups use very high-level marketing strategies. When you lead with a five-part training, people want to join your email list and get ongoing communication from you. Instead of selling upfront, this funnel leads with value and builds a relationship. This creates a teacher-student dynamic which is very import-

ant. See, people seek the guidance and knowledge of teachers. If you become the teacher, students will seek your counsel, knowledge, and guidance.

Also, this funnel provides a training that flows perfectly into the affiliate webinar. Anyone who enjoyed the training will be naturally interested in registering for the additional content. Better yet, the affiliate webinar does all the selling for you.

Rather than asking for a sale, you just say, “Hey, if you enjoyed this, sign up for this other cool training.” Mini groups are also effective because you’re sending pre-qualified people (i.e., hot traffic into a very powerful webinar sales machine), therefore you can expect your conversion rates, sales, profits, and return on investment to be impressive with this strategy.

At the end of this 12-day mini group funnel, you create a strong bond with your subscribers. The fact that you provided immense value means they know, like, and trust you. Now, instead of being an unwelcome pest in someone’s email inbox, you’re a welcomed guest.

As I mentioned earlier in this book, when you send them future emails, just like Pavlov's dog, they're going to associate positive feelings with you. They're going to say, "That person helped me out without pressing me in any way. I can't wait to hear what they're going to share with me next."

This is how you build a profitable and highly responsive email list that wins 7-figure product launches even when you compete against email super affiliates with giant lists.

The Phases Of Mini Groups

Mini group funnels comprise of three separate phases:

- The Excitement Phase (3 days)
- The Training Phase (5 days)
- The Promotion Phase (4 days)

Let's break down each of these phases in more detail.

Phase #1 – The Excitement Phase

During these first three days, your objective is to get people excited about the free training. There are 3-4 things you want to accomplish here.

1. Welcome and engage people

As people flood into the group, you want to welcome them. You can say, “Hey Sarah! Welcome to the training. I’m so excited to have you here. What are you hoping to learn or achieve over the coming days?”

Asking each person a question engages them much more. Plus, it tells you what’s important to people on your list.

This information is worth money to you in the long run. So make sure you welcome people into the group.

2. Explain what they’ll learn

Promise everyone an amazing training and reveal what’s to come. If you don’t do this, people won’t stick around. You have to say, “Hey, this is going to be an amazing training because I’m going to teach you these

5-10 things. These tips, tactics, and strategies will massively improve your life and solve your problems.”

3. Share reasons to get excited

It’s not good enough to tell people what they’ll learn. You also have to explain what the training can do for them. Share the new and exciting future your training can help them achieve. The combination of revealing what they’ll learn and how it will change their life is what really locks people in and gets them excited.

4. Show proof (optional)

Including proof is the cherry on top. You can share proof around the opportunity or user results. For example, sharing proof around the opportunity might be, “Here are some facts/figures/statistics/graphs that show why this new solution is such an amazing opportunity.” These pieces are powerful and convincing. Use them if you have them.

Alternatively, you can share user results. You could say something like, “I applied this strategy and made \$X in Y days.” Or you could say, “I shared this strategy with several people and they got results A, B, and

C. You should be excited because it's possible for you too."

Phase #2 – The Training Phase

I've mentioned this five-part training before but let's dive deeper into it. During phase two, you release one new training video each day for five days. Ideally, these videos are around 20 minutes, and each shares a tip, secret, or strategy. It's also okay if the videos are a bit longer or shorter.

The best way to deliver your videos is via Facebook Lives because you can interact with people in the moment. Otherwise, you can deliver the trainings as pre-recorded videos that you upload into the group.

Now, it's very important that you teach and inspire, but don't empower in these videos. Otherwise, people won't sign up for the webinar or buy anything. If you give people all the information they need to take action and succeed in a free training, there's no need for them to buy anything.

For example, let's say you want to promote an affiliate webinar that teaches people how to sell via email.

A great free five-part training to complement this could be teaching people how to build an email list. Therefore, the free training fills the gap.

With this example, your five training videos could be

1. How to pick a niche
2. Choose a product to promote
3. Create an email capture funnel
4. Create an ad
5. Buy traffic.

A training like this would be useful but not empowering. Why? Because it only teaches half of what's needed to succeed. Do you see how this perfectly sets up the webinar sale?

You give your prospect a valuable and inspiring training. Basically, you're saying, "Here's some tremendous value, but in order for you to succeed, you've got to take it to the next level. You need to sign up for the webinar to learn how to make money."

This sets up the sale. When you provide useful but incomplete training, you get higher conversions and

sales. This is a powerful strategy for building highly profitable email lists.

Phase #3 – The Promotion Phase

During these last four days, your entire objective is to promote the free webinar.

The best strategy is to publish two posts in the Facebook group and send the same messages as emails too. One post/email in the morning, and one in the evening. The entire objective of these messages is to give people all the reasons why they should sign up for the free webinar training.

You can say something like, “If you want to take what you’ve learned in this training to the next level, then sign up for this free webinar by amazing guru X.”

Now, the objective on the final day is different. You want to tell people that their chance to sign up is ending and it’s their last chance. Push the deadline.

You can say something like, “Hey, the deadline to sign up for this free webinar training is tonight at 11.59 pm. Don’t miss out.”

On the last day, you should send five posts/emails.

The best times to send messages

During the first three days of the promotion phase (Day 9, 10, and 11), the best times to send your posts and your emails are 10:00 AM and 8:00 pm.

On the last day, send at 10:00 am, 2:00 pm, 8:00 PM, 10:00 PM, and 11:00 PM. Shut the group down at midnight.

The power of mini groups

If you use this funnel and follow the steps, you'll likely build a profitable email list, develop a strong relationship with your subscribers and possibly recoup the money you spent on traffic. You might even make a profit within the first 21 days. And while that might sound underwhelming, it's actually incredible.

Normally, it can take three months to break even. Here's what that means:

If you spend a dollar on day one, you often won't make that dollar back until day 90 or so. However, with this funnel, it's possible to spend a dollar on day one and make back that dollar in 21 days. The first 12 days is the mini group. Then, an affiliate webinar

funnel is usually seven to nine days before they close. Therefore, all up, that's around 19-21 days.

The mini group funnel is something you'll never hear about from anyone else online. It's the greatest strategy I've ever developed for building profitable email lists that win major product launches.

This strategy gives you a competitive advantage that allows you to go up against more skilled competitors. See, from a copywriting perspective, it's very difficult for beginners to compete with master-level marketers.

However, when beginners compete on a strategic level, they can often outperform master marketers who employ a weak strategy.

This mini group funnel is deceptively simple but it's incredibly advanced. In fact, even if you are a beginner, it can build email lists even more profitable than those of experienced email super affiliates.

10 Tips For Mini Group Funnel Success

To close out this chapter, I want to give you ten important tips for this strategy. Each of these elements are critically important to reach success.

1. Direct people into the group

After people opt-in for your five-part training, ask people to join your group on the ‘thank you’ page. Each day your emails should also move people into the group. All the relationship-building magic happens inside the group so it’s critical you get as many people inside as possible.

2. Use your name and picture

When creating your ad and thank you page, mention your name and provide a nice photo of yourself. This builds trust really fast. People are more likely to join your group if you show them that you’re a real person.

3. Promise a multi-part training

Make sure you promote your multi-part training in your ad and on your email capture page. As I’ve mentioned before, this ensures people give you their real

email address and that they actually want to receive your emails.

4. Target buyers

In every niche, there are information seekers and buyers. Obviously, you only want buyers on your list. For example, a training called *How To Invest In Cryptocurrency* would attract a lot of information seekers. You'll get a mix of people who are interested in buying coins and people who are just curious about the whole thing.

On the other hand, a training called *The 10 Best Cryptocurrencies To Buy That Will Skyrocket In The Next 90 Days* would attract people who want to spend money.

Build your email list with prospects who have an intention to buy or spend money, and your email list will be very profitable.

5. Educate, don't empower

I explained this earlier but it's worth hammering home again. Don't empower people. Leave out the critical ingredient to success and make sure the offer

being sold on the affiliate webinar provides the missing piece.

6. Provide lots of value

You want everybody on your email list to associate you with a lot of value. Meaning that every time they see you in their email inbox, they understand, “Oh, I’m going to learn something really awesome.” Or, “I’m going to receive something of tremendous value.”

Because in that way, you will always be the welcomed guest, where every other email marketer is an unwelcome pest.

7. Be on camera

When you show your face on camera, people will know, like and trust you faster than text or audio. Alternatively, you can do a slide show presentation but if you want to make the most money possible, nothing beats being live on camera.

8. Don’t pressure or oversell

Give prospects a very positive experience.

Understand that your 12-day mini group funnel will be the first impression new prospects have of you. In the last four days, if you apply too much pressure or oversell, that'll be the last thing they remember when the group shuts down. Prospects will think, "Oh, that person pressured and bullied me to take action. I didn't like that. I'm not going to open his or her email anymore."

You don't want that. Push the deadline in a soft and pleasant way.

9. Be as cool as possible

Just like sharks can smell blood in the water from a mile away, prospects can smell when you serve them powerfully. When they realize that you're doing your best to solve their problems, they will bond with you. People will perceive you as an honorable, ethical and outstanding person who they respect and value.

And all that equates to money in your bank account when you promote something.

10. Don't delete members, block them

Once your 12-day mini group is finished, you want to block members. Why on earth should you do this? Because you can use this funnel again and again to promote the same prospects.

Whenever you want to add new leads to your email list, simply run another one of these funnels. You could do it once per month or whenever.

For example, let's say you put 2,000 people into your first group and 30 days later you add another 2,000 members. You can unblock the original 2,000 people and now you have 4,000 people for your current mini group promotion.

You could use this group to run a new product launch campaign or any other money-making webinar any time you like.

Summary

Mini groups are powerful. They allow you to build a strong relationship with prospects fast.

There are three phases in total: The excitement, training, and promotion phase.

During the excitement phase, you welcome people into the group, tell them what they'll learn, and share reasons how the training can change their lives. Plus, as an optional extra, you can share proof around the opportunity.

During the training phase, you inspire and educate prospects with valuable information but don't empower them.

Then, in the final phase, you promote an evergreen webinar related to your training before shutting the group down on the 12th day.

The combination of having both a 12-day Facebook mini group and an email list can make you up to two times more money. It's a very lucrative strategy that works wonders.

Now, let's move on to the final chapter.

CHAPTER 8

The Fastest Way To Become An Email Super Affiliate

Follow this five-step plan to achieve massive success online

In this book, I've shared a blueprint for one of the greatest lifestyle businesses on the planet: Being an email super affiliate.

In my opinion, if you want to make a lot of money without working around the clock, there's no better way.

You get to build a financial asset that generates huge sales, profits, and personal income every time you promote a product launch or webinar. In this final chapter, I want to give you the five-step game plan for success and an additional resource to truly fast track your journey to success.

1. Pick a money niche.

Marketing and making money on the internet is hard. Therefore, I recommend you make this journey as easy as humanly possible for yourself.

The niches with the highest likelihood of success are money niches. If you want to succeed in the fastest time possible, pick a money niche.

2. Select an evergreen webinar to promote.

Pick a webinar that converts like crazy, pays out \$1,000+ in commissions, and shares a solution a lot of people in your niche urgently need.

Once you've found that offer, you'll be able to build your email list at breakeven or a profit.

3. Create a five-part video training eCourse.

Make sure your free eCourse positions the affiliate webinar as the missing link to success. If you do that, people will buy like crazy and you can potentially make an awful lot of money.

4. Decide on the best traffic source for you.

If you can use joint venture traffic, that's the best source. If you can't use that, but you operate in a niche with a lot of buyer intent traffic from search results, then use PPC like Google Ads. And if you can't use either one of those two sources, then use Facebook traffic.

In most cases, I use joint venture traffic or Facebook. However, more and more these days I am using Google Ads PPC too. All three of those traffic sources can build you enormously profitable email lists. Decide on what traffic source is a perfect fit for you.

5. Build your email list with the 12-day mini group funnel.

Mini groups are the most advanced way I've ever discovered to build super profitable email lists. Lists that give you a massive competitive advantage over far more experienced competitors.

Drive traffic to your email capture page, direct people into your mini group and build a relationship with prospects lightning fast and promote an affiliate webinar.

Conclusion

In my opinion, this business model gives you the fastest route to becoming an email super affiliate. And I truly believe that being an email super affiliate is the ultimate lifestyle business if you want to make a lot of money in the shortest possible time.

Now, because this is a book, there are many limitations that make it impossible for me to share and teach this business model in depth. However, if you'd like to take your education to the next level and discover exactly how to put together 12-day mini groups, then I'd like to offer you something special.

You'll learn exactly what a mini group looks like – how I put them together, the templates and checklists I use and how I create the ads – inside my deep-dive training for an absolute bargain.

Simply visit www.emailsuperaffiliate.com/mini-group for all the details.

As a buyer of this book, you can get this stand-over-my shoulder training at a massive discount compared others.

Now, whether you invest in that training or not, it has truly been an extraordinary pleasure to share this method with you. A method that has generated millions of dollars for me and my business as an email affiliate.

I hope you take what you've learned, apply it, and build a lifestyle business that provides for you and your family. Best of luck with your email affiliate adventures.