

**The Super Affiliate Ferrari - The Controversial Inside Story
Of How My Neighbor Masterminded "The Come From
Behind Victory" To Win The Greatest Promotional Prize In
Internet Marketing History - A Ferrari 360 Spyder!**



If You Want To Discover How To Become a Super Affiliate,
Or You Want Super Affiliates To Promote Your Product,
You Must Listen To This Compelling Story.

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Introduction

Hi, this is Shawn Casey. I'm excited to tell you the story of how I won Eben Pagan's Ferrari. I'm going to tell you a lot of detail, a lot of background, everything that kind of went on. The one thing I will not be telling are exact numbers because they're private and they are Eben's business and other affiliates that were involved in this promotion. I will not share with you exact numbers. As much as many of you would like to know that, I'm not here to tell you that. What I'm going to tell you is the story about how this whole thing came to be, how Tellman Knudson and I got involved in this contest and I'll explain Tellman's involvement in a minute. I'll give you a very good idea about how you can act as a super affiliate to sell any kind of different product or service using the same technique and strategies that I'm going to talk about here. And how you as the promoter, the person who own the product and service and want to create a lot of sales from it, can work with other affiliates to turn them into super affiliates, how you can really be tight with people and making yourself into having this great opportunity to and how you can really turn everything into a super opportunity to work with people that have the ability to sell a lot of your products and services. Once you kind of understand I worked with and how other people work in this similarly, in the same kind of environment, you'll know how as the product owner to work with them and create yourself a good situation with everything. With that all, let's get started and see if we can't get you this entire story laid out. By the way, I'd have a notepad around and take some notes because I think you'll find a lot of stuff that's really instructive in all this.

The Contest

So, the entire story begins when I got an overnight FedEx package from Eben Pagan. If you don't know who Eben is, Eben is a very smart marketing guy from southern California. One of his many pen names is David De'Angelo. He runs a twenty million dollar information product business, a lot, part which is focused in the online dating industry. It's all about information products for men and for women, to help them in the field of dating and getting dates and developing relationship and a lot of things along those lines. Being happily married myself, I haven't dug into it so I don't have any more details than that. But Eben's a very smart, very successful man. He was developing a program he calls Guru Mastermind. The idea of Guru Mastermind was he was going to take all that knowledge he had accumulated from creating this very substantial twenty million dollar a year company and the knowledge and the expertise of his top staff members and they were going to have this coaching program. It was a monthly coaching program called Guru Mastermind that would teach people the a to z of creating info products and creating the marketing systems, the back end systems and everything else that will allow you to have a multimillion dollar info business.

He overnights this CD and it starts out with this video from him. He goes into I'm going to do this very cool launch and let me show what the prizes are. The next thing you know there is this video of Eben driving high speed on the road in this Ferrari. He said, that's right, you guessed it. I'm giving my Ferrari 360 Spider as the top prize for the affiliate who sells the most people into Guru Mastermind. Now I

didn't know at the top, I do now, I won the car that this car is worth \$135,000. It's a very nice automobile. The second prize that he was giving away as he drove out of the parking garage, the second prize was his Mercedes. Which is a very nice Mercedes. The third prize was his Rolex watch. I can't do, I can't remember all the other prizes but those were the top prizes. Anybody who was in the dog fight that got near the top really had a shot at quite a significant prize on top of the money they would obviously make as an affiliate or a JV partner for this promotion. So, while that got my attention, I thought that's really cool. He'll probably get everybody in the world trying to get in on this promotion, with those kinds of prizes up there. I really had no thought at that time that it would be me that would end up with the car. I really didn't think that I had the list size, the customer base, the high ticket customers or you know, the marketing staff or anything else compared to many of the people that were going to go tooth and nail after these kinds of prizes. I even had somebody who runs a very large marketing company tell me that they thought that they could split their list and go after both cars. They really had a plan in mind that they would end up with both cars. So, there were a lot of people making big plans on how to win these big prizes because they're very valuable and besides that, you do admittedly get a little bit of bragging rights when you nail the biggest prize going there.

And so, I never really thought about it but Eben is a great guy. I believe he was creating a great product based upon what I knew from my personal interaction with Eben. I am a strong believe in the information product business because I made millions of dollars selling info products. I sell millions a year on info products and will continue to do so. I've told a lot of people how to get started in the info products business. So there was a natural fit between what I have been teaching the people on my list and what Eben was teaching certainly and I really have a lot of belief in information products. I think it one of the great businesses in the world. I think it's a business that anybody can start from scratch and do very well in. I thought that this was going to be a tremendous program. I knew that the people on my list would be really interested in learning more about it from Eben.

The Pre-launch Process

As the time began to get closer for this promotion, what I always do in front of any big promotion where I am going to get seriously involved in doing a promotion is a couple things. First of all, I always want to talk to the person who is the creator of the product. In this case it was Eben. If he has somebody who is a strong person running his affiliate program, talk to that person some. Really tight in the loop, knows exactly what's going on and how they're promoting it and everything else. In this case it was a gentleman named Andrew, a very sharp guy and very helpful in this process. I got on the phone a couple times with Eben and Andrew and really worked through with them how the promotion was going to go, what the benefits were really going to be for the people who signed up, where they were going to get the value, how it was going to impact their lives and really make a difference for them. I also wanted to get access to the sales letter so that I could understand how they're approaching that promotion, the testimonials they had, see the videos that they were going to use as part of a pre-launch process and to really understand the offer and then to kind of preview some of the existing product parts. He had already sold this initially to his list so he had started teaching this training course and see

some of the materials they created which were just absolutely first class materials. And that's a way for me to really get an idea of what they're doing can fit to my list.

Creating Sales

So let's talk about something that's really important here. That is if you're going to make a substantial amount of sales of anything, you've got to have a good conversion rate. The two most important elements, in order to accomplish that, are the list, the group of people that you're marketing to and the offer that you make to that group of people. The more tightly targeted that you make that offer to that group of people, the better you're going to create sales. Now, this sounds incredibly obvious when I say it but if you look at things you might have done in the past, you can certainly look at promotions that people are doing that don't work so well. You understand quickly that a big part of the problem is that they're making an offer that is not what that marketplace is interested in. So when you do that, you don't get great sales. Sometimes you don't get much of any sales. If you've ever launched a promotion and you're wondering what happened, you can often go back and say, look, I tried to shove this product down this market's throat and it's the wrong thing. To give you an idea, if I have a group of people who are Nascar fanatics and there are certainly millions of those in the U.S and I send them an offer for how to create and have their own Zen garden, there's not much of a mass there to the market, is there? Some people might randomly be interested in that but it probably is not really that targeted. Now, if I was to sell them the Nascar, send them an email or a letter in the mail that offered the Nascar collector's series and maybe a free membership in the Nascar like insider gossip club, hey now I'm offering them something they're more likely to be interested in. My conversion rate is going to be better, particularly if I have an offer that's related to the kind of things that these people are already buying and part of you always want to look at in the marketplace is what are people already buying.

In the case of you being a super affiliate and you building your own list and your own database and your own customers and everything else, you know what your list is doing. If you're smart and you weren't before this, you will be in just a minute, what you're going to need to always be doing is keeping careful track of what your list is doing. What does your list buy? Why do they buy it? What do they respond to? What kind of emails do they open better? What kind of emails do they click through better? Where are they most interested? What do they respond to? What kind of stuff do they buy the most? When you start to develop the knowledge of what your list responds to, then you know the very best offers to make to your list. Because remember, what do we come back? We come back to your list and you'll come back to the offer. This will become important as I explain this story because this is how, in the end, we were able to make this work. Because we were able to present the offer that Eben had, which was a very fine offer for a very valuable product, in a way our list could grasp the value of the offer. And for many people who did this promotion, that didn't occur.

Creating Emails

A lot of times what happens with a big ticket item, and you're going to see this whether it's your big ticket item that you're promoting one day to a list or database, whatever it might be or someone else's big ticket item, is that people simply send an email out that is kind of lackadaisical, it's maybe a clone email that someone wrote up as a sample. You see this a lot of times on launch day. Sometimes they work and sometimes they don't. They're often very generic. It's kind of like, hey super duper so and so course is now live. Like that actually meant something to you as a subject line. Obviously it didn't. Then from there, it goes, this is a really cool thing and it just went live. Click here to get more information. They just leave you dead right there.

Now one of the greatest things you can do as an affiliate and this has been taught by many people in the affiliate world is to pre-sell. Pre-selling means that you're going to give the person who is going to now go over to a sales letter kind of background information, reasons why they should be interested. Reasons why this might apply to them, particularly if those reasons are not immediately obvious when they're going to get into that other person's sales process. A lot of times you'll know your list likes this kind of stuff or this is the thing they get. Or this is the thing they respond to. You go over and look at the sales letter and you go, you know what? They'd love this product but they're not going to make the connection between this thing here and this other thing here.

I can still remember stealing a great idea from my friend John Reese for one email promotion I did unrelated to Eben Pagan's event. I kept looking at this sales letter and going, the sales letter was horrible, so confusing. John was promoting the product because it was a great product and sent an email that basically said, don't read the sales letter, its way too confusing. Just watch the videos. The videos will explain the whole thing. He was exactly right. I did that and my list got the connection. We made a lot of sales. John had figured out how to get the message to his list in a way they could understand. That's a reason to be on everybody's list is because you can steal all their great ideas. You don't have to come up with all the great ideas yourself; you can just take them freely from other people and apply them to your business. Sometimes you can apply them right to the same promotion, when you've got a list and that of course, makes it even easier. That's one of the reason I am on pretty much anybody who is a major internet marketer, I'm on their list. I try to read every single email that comes across. It's a lot of email and it gets bogged down sometimes. I get a backlog that I've got to flip through sometimes to get caught up but I know what's going on. I know the great ideas they have. I'm able to educate myself and stay on the cutting edge of all the great ideas that all these smart people have and apply them to my marketing.

What you need to look at, any offer you're going to promote. Whether it's a \$40 e-book or \$400 course or a \$500 a month coaching program, whatever it is and think to yourself, why would my list, my customers, my subscribers, my people, why would they be interested in this? What is the purpose of me sending this out to them? And if you just send out it out cold in a way that's not going to relate to them, then you're not going to have a great response. You're not going to get great click throughs.

You're not going to get great sales. You're not telling them that. One important point here is don't assume that just because you know cool stuff that they know that. Just because you know that, everybody knows this, that they know that because they may not. You don't want to make them connect the dots. If you want to do something where you explain that SEO is good because, just go see this SEO thing and don't explain why, many people on your list won't know why that is. If you take a few minutes to explain for example that search engine optimization is the process of working to get your website to show up on the top of the front page of Google when someone searches for your terms. The result of that is you get lots of free website traffic. You get to make lots of money with zero marketing costs. That equals incredible products so this is why you want to learn some shortcuts and some good things about great search engine optimization. They see how if we explain that, now we can trigger a lot of people who might not really get that to go, you know what? I should know something about that. If I can get some shortcuts and it's not too hard, I might jump on that. That's a big difference from saying I know a great new SEO book, you've got to jump on it. See the difference? We want to connect the dots for people and bring them into the story.

The First Tele-seminar

So as I said, what we wanted to do early on was to sit down with Eben at least on the phone, with Eben and Andrew and get the information from them and to discuss the offer and understand the value proposition he was going to make and the pieces of the puzzle that was going to get brought in. One of the most effective ways, if not the most effective way that I've ever found to sell big ticket items is through a tele-seminar. I do a lot of tele-seminars to my list. Created untold millions of dollars in sales. Tellman Knudson and I launched in the spring of 2008 for List Pros sold a million dollars out of a tele-seminar and so, we were pretty good at doing that. I have had a lot of experience and have had many tele-seminars where I've sold literally hundreds of thousands of dollars of products, right from the tele-seminar, over the phone to people going straight online to order or calling in to order. It's a very powerfully selling medium because you get the opportunity to explain the story and engage people's senses and give them the chance to ask questions where they're confused or they might be lost in the process. So, one of the things that I wanted to do with Eben is to schedule a tele-seminar for his launch day where I could get all of my subscribers on the phone with Eben, anybody who was interested. Tell them in advance we were going to talk about Eben's new program and talk about info products. And they're going to get a chance to get into Eben's program and we can get the opportunity to find out what he's all about, find out how they can benefit from the program. In order to do all of this, and to be effective, I have a pretty good sized list myself and very successful with email marketing myself but because, a couple months before this I had done a big launch for List Pros with Tellman Knudson. We owned a list jointly as well as Tellman having his own list besides all that. Because I wanted to avoid creating a lot of confusion with my people who were on my list and my people who had gotten into the customers and the list for launch that I created jointly with Tellman, we decided that he would join me in the tele-seminar and in this promotion process because otherwise it was going to be pretty confusing and hard for us to sort out who had done which promotion to our joint list and what success we had had there or not. So that's how Tellman and I ended up working together in this promotion because we had

recently done this launch and we had a joint list that was brand new. We wanted to work together in doing this promotion. And again, we were really not thinking that hey, we were going to go and win a car or do anything else but it made a lot of sense and we really wanted to support Eben and we thought that this software would be very successful to our list. We thought our list would really be interested.

Eben was going to be on a Thursday so we scheduled a tele-seminar for the Thursday. How we promoted the tele-seminar was we created the seminar and in creating the tele-seminar, we created a normal tele-seminar opt in page and explain to people to value of coming to the tele-seminar and learning stuff from a guy who made twenty million dollars in the info product business, all about info products and how they can learn how Eben and his team would be personally coaching them. We explained all that on an opt in page where people could opt in and register for the tele-seminar. We sent out a series of email promotions. I don't remember if we started on Monday or Tuesday but we started a series of email promotions and put, we had in excess of a thousand people registered for the tele-seminars or maybe two thousand people. I don't remember the numbers.

On launch day, we had several hundred people on the phone with Eben Pagan and myself and Tellman. During the tele-seminar, Eben presented a lot of great information. What he was going to do and we had talked about this in advanced, we were very coordinated in the process, what Eben talked about was his background in info products and what he had found success and modeling the success of some other people that he came across and how he now started to translate that into success with people he was training. Some of the people had very quick success in doing stuff with him. What he was doing was just explaining the whole process. One of the things you want to do in the tele-seminar process and I don't want to get off too far on a tele-seminar tangent here but to take the idea of everything you're trying to teach the people and it flows like a sales letter. There's kind of like a big headline, why people should be interested. Then it switches into why the person should have credibility for you and what the value is there. Then they have the offer and why it's valuable. Then why they are in the end, the person with the product that meets your wants, needs and desires at the time of wrapping the entire process of the tele-seminar. Tele-seminars on launch day can be particularly effective and often have been for me to create a lot of big sales.

So we did this tele-seminar with Eben and he gave great information. We took questions. We offered a bonus to anybody who would buy, offering a bonus in a tele-seminar is a huge, huge way to create more sales. We offered a very nice bonus for anybody who bought in the next few minutes or a limited number or one of the two. It was something I always did and I've done so many that I can't remember, it's been three months since this occurred. Along those lines is we offered a great bonus package during the tele-seminar. We expected we would have some pretty strong sales numbers. However, this is what we got our first real disappointment. We finished the tele-seminar. Andrew calls me up and says, ya'll were great. Eben was awesome. We are really expecting great stuff.

So we get done, the whole thing, for the hour and half or two hours we did and I go to check the stats. There's like two or three sales. I want to tell you about this time, first I'm disappointed and then I kind of got mad because there's no way that I should not be able to sell an info product package to my list. My list knows info products; they're interested in info products. There is just no way I should have had

basically no sales out of hundreds and hundreds of people on the phone. I've done bad tele-seminars and done more than a couple of sales. So I couldn't understand it. I was completely baffled. I got back on the phone with Andrew and we brainstormed what might have went wrong. I talked to Tellman and we really couldn't figure out where we might have missed the mark here. It just, it was not something where we could put our finger on why things hadn't occurred. We really were kind of just blown away and didn't see much results there. We did mail out every time we do a tele-seminar, one of the great ways we pick up twenty, thirty, sometimes forty percent more sales, as soon as it's over and we get the recording, we post the recording online with a page with the order link and a note about the special offer. We send that out immediately to all the people who registered because many of them couldn't make the scheduled time. They'll go and listen to the replay or just click the link and check out the order process. In doing that, we thought maybe this will trigger some more sales and that didn't create any results. I was very disappointed and frustrated and just kind of beside myself. I didn't know what to do. I was in a bad mood the rest of the day.

A Great Launch Lesson

This is Thursday now. As I kind of went through and just kept doing this, my wife asked me what's wrong. I was trying to explain. I just don't understand it. I did everything right, everything I normally do. Just couldn't make sales. Couldn't understand it. You'll understand it in a short while but as I'm going to explain shortly because I'm not trying to confuse you with this. We actually had a problem with our tracking link which does get fixed and I'll explain that kind of went on. There's a great launch lesson in here. The reason why we didn't suspect the link at the time is because the affiliate software that's a third party software used by, that Eben's team uses and which I use called Direct Track. We knew intimately how it worked because we had sales that showed up, we didn't think anything of the fact that maybe the link that we were now using was screwed up. As we find out in hindsight, the link was screwed up. We didn't know it at the time. So I'm completely frustrated but knowing that my list is interested in info products and this is a great product, it just kept eating away at me. So we sent out the replay on Thursday later on in the day.

We get up Friday and check the stats. There's like no change. I'm really kind of boiling at this point because I don't take defeat lightly. I could have just walked away from this at this point but I really just felt that this again, was a great product and should sell to my list. I refused to quit on the idea that this was going to happen. I just knew that there was a way to create this opportunity in way that my list would recognize it. So, I spent some time on Friday talking, I think I talked to Andrew again and maybe even to Eben. Where are you seeing your results? What kind of people are buying? What's appealing to them? Then I really stepped back further to analyze his offer. When I analyzed his offer, what I really noticed the second time around, especially after we didn't do good the first time, was that his presentation, his sales letter was really all about how could start from scratch and learn to build this big thing. The reality is that the average person doesn't really want to start from scratch. We just don't. We don't want to start from scratch and do a lot of work on anything. I don't want to start from scratch fixing my golf game and do a lot of work. I don't want to go to the driving range and practice. I just

want to go on the first tee, hit the ball 275 yards straight down the middle. That leaves me about 130 yards to the green. A nice little soft nine iron puts me right there and I'm good. I don't want to do any work to accomplish that. That's the reality of the way people think. Whether you want to admit that to yourself or not, you're probably part of the 99% of other people who think that way.

Making a Connection

I looked what Eben had put together and what people liked to buy, I realized that maybe there was a disconnect that people were not coming all the way in and making connections and saying, look, this is going to be a great opportunity for me. Yeah, I'm going to put in some work. In the end, I'm going to have some very valuable that can make me a lot of money and potentially make me millions of dollars like it has Eben and myself and lots of other people. I kept looking this and working with it and so what I decided to do by the end of Friday, this is probably ten o'clock at night now. I decided that I was going to create a video and send it out to my list in which I would explain to them why the info product business was so good. I created some PowerPoint slides about the info product business and why it was so great. I explained to them why I thought Eben's offer was great and I offered them a bonus package. The bonus package is one of the keys here to how we started to create sales. The bonus package essentially was to put someone instantly in the info products business by giving them info products they could sell right away if that's what they wanted to do so they could make that mental leap to ok, I don't got to wait months to get started making sales. I can make sales right away if I want to do that. The second thing that I did was I gave away my own personal info products that I'm the author of, which we normally sell for a thousand dollars. That was a huge bonus for people who got into this. I created a package that instantly got them into the info product business and gave them my training course as a way to instantly start as well from my perspective and as well as having Eben's perspective and Eben's live training event that was part of the first month. I think he gives them every three months as part of all this, so. I really worked to create and to change the offer around to better fit and target to my list in a way in which they could understand that info products are great and I really want to be in the info products business. Here's a way for me to shortcut and be in it immediately and then Eben is going to take me over the next twelve months and coach me in this program and teach me more, fine tune it and everything else.

I wrote out these PowerPoint slides and finished about midnight. My wife and I were leaving the next morning to go to Pittsburgh. We had to leave for the airport at eight o'clock. We were flying up there for my brother-in-law's seventieth birthday party. I get up at six AM, I dash off and record this video in Camptasia, produce the flash video, slap it online, create a quick re-direct link to it. I send an email saying this is really important, how to make money with info product business. We've got a free video for you, go watch it. Send it off. Off we go to the airport and do our thing, get on the plane. We fly up to Pittsburgh. Eventually, we visit some people and everything else. I finally get to a place where I pop the laptop open and check my stats. You guessed it, no sales. I was not in a good mood. I put that aside. It's not often you get to celebrate seventieth birthdays with people and so we had a great seventieth birthday party with friends and family. That was a lot of fun, all Saturday night. Get back to

Pat's cousin's house, my wife's cousin's house we were staying. I check the stats again real quick and there's no change. I get up Sunday and check the stats again and there is still no change. I'm just completely baffled. I cannot understand how we're not getting anywhere. I just know this is product that can be sold and I am truly thoroughly frustrated by this. I can't understand it. Don't know what's going on. I'm probably not expressing to you clearly how upset and frustrated I was by all of this and knowing that I'm just not making a connection. I was thinking to myself that I truly believe that there's a way for me to make sales with this product and I'm not doing it. I just could not understand how I could miss the mark so widely. I know that I know my list and what they're interested in, what they want to know more about. Yet, here I was, missing the mark and not very happy about it.

Making a Plan

So Sunday, basically I just ignored this all day. I went out. My wife and I visited family and her ninety plus year old aunt and everybody else. I just had a pleasant day and forgot all about this, didn't think about it that much. Had a good night's sleep. Monday my wife and her cousin go off shopping and so I started, I did a little work to get caught up. By early afternoon, which is morning in the west coast, I emailed Andrew and asked him where the standings were in the contest. I was really curious who was winning, what was going on. Nobody was really pulling too far ahead. There were a couple people that were leading the pack but they really weren't out of reach if I could create some way to make a lot of last minute sales. So, what I did is I sat around and schemed for about an hour and I came up with a tremendous idea how I could get a lot of people on the phone on Tuesday night because the whole promotion ended Tuesday night. Tuesday at midnight Pacific Time. I thought up what would people be really interested in getting on the phone about that I could get their attention? How could I make an offer that might create a bunch of sales? If we created a bunch of sales we could still be in this. Again, I'm still not thinking to myself, we could win a Ferrari but second place is a Mercedes, third place is a Rolex. Besides, we get paid for this. On top of this, I'm thoroughly convinced that I can make sales with this product and I can't figure out how I'm doing this.

I plot out the whole thing, call up Tellman Monday afternoon. He asked me of course, why I was calling him when I was supposed to be taking a couple days off. This is entrepreneurial curse sometimes. Not to be funny but I was exchanging with a billionaire earlier today in fact, who wrote me from his vacation about a promotion that I had just mailed out for him. I asked him how he was doing on his vacation besides the fact he kept emailing me every day. He said, I flunked retirement and I'm flunking vacation, too. When you enjoy what you're doing and normally I do enjoy what I do as you can probably tell, if you've ever heard me talk before and even talking about this. Sometimes you're just sitting there in the middle of this going, it's not working. I don't understand it. You know, you just want to rip your hair out. So I called Tellman up and said, here's what we need to do. We need to make this work. I really am convinced that this can be done. What we decided to do was do a tele-seminar that would tell the story of how we had used a tele-seminar to sell more than a million dollars of our List Pros product in a single day. A single tele-seminar. So we scheduled it.

Now this is Tuesday afternoon for something that ends in less than thirty six hours. So we literally slapped together a quick opt in page, it's like emergency tele-seminar, secrets of the million dollar tele-seminar. We're going to tell you step by step how we did this tele-seminar, everything that was involved. We're going to go spill our guts on all of it. We drafted up some emails that explained. You can't just announce we're having a huge tele-seminar. You have to sell it, even though it's free. You have to explain to people why they should be on the tele-seminar because most people aren't going hey, look I'm going to do a tele-seminar and sell a million dollars. Until I sold a million bucks, I wasn't even sure it could be done. Until John Reese did a million dollars in a day, you know, I never seriously thought of doing it. John did it and I thought that's really cool. That would be a lot of fun to go do. Now I've done it more than once and sold a lot of other guys. It's a real big number to break but it clearly can be done. In fact it kind of seems natural now to do it. One day somebody is going to do ten million dollars in a day and the rest of us will be going wow, that's really amazing number and I wonder how you do that and we'll be chasing that number, too. It's out there and it can happen. What you need to do to keep this in perspective is when somebody says, wow, I sold a million dollars in one day in a tele-seminar, we did that. We had like fifty five hundred or fifty seven hundred people registered for the tele-seminar. We did a tremendous promotion. We had twenty five hundred plus people on the tele-seminar. It was a massive, massive event. But if you look at the numbers, you'll say I'm never going to put that kind of people on a tele-seminar. That's not the point. What you've got to realize is this, look at this is what I explained in the email promotion and the landing page. Look at the numbers that we were able to do. You registered five thousand people. You sell a million dollars. That's what two hundred per head in sales. That's all you got to think about. So what if you only registered five hundred people, that's a hundred thousand dollars in sales if you had the same kind of offer and applied it. You want to bring the scale down to a scale that works for you in wherever you are in your business growth. It's not something that I could have done a year ago, much less five years ago when I was growing my business. The principals and the strategies and techniques and the system that I developed over the years doing the tele-seminars are very powerful. Other than when I had my big debacle the pervious Thursday with not selling a lot of things from Eben, worked really well normally. So we explained to people how we were going to reveal this step by step, this million dollar seminar. We were having an emergency tele-seminar, Tuesday night at 9 PM.

My wife doesn't actually know I'm doing this. She's out shopping. She gets back and I didn't mention to her that we were doing this at the time because she gets nervous about me doing crazy things. We were on a flight. We left Pittsburgh at 5 on Tuesday afternoon. We landed at seven. Getting our luggage, getting in the car. I probably get home about 8:30 to do this tele-seminar. I don't worry about a lot of this kind of stuff. I took the number with me in the car in case we were in the car. Tellman knew the plane could be late. That would be fun to the tele-seminar. There are deadlines and that's why we get stuff done. That's why you have to set deadlines for everything.

We set up the tele-seminar, do this big promotion. Starting on Monday afternoon and Monday evening, telling everybody to go do this. The Monday is actually my brother in law's birthday so my wife and I take he and his wife out to dinner. We have a great dinner. We sit and chat and everything else. We get back; it's maybe like 11 o'clock Monday night. I sit down with my wife's cousin's husband because

the Pittsburgh Penguins were playing in the Stanley cup finals. He's got the game on. I sit down in his den. I check my email and there's an email from my sister, Sharon. Many of you might know my sister Sharon actually runs all my internal operations. It's not unusual to get an email from my sister, Sharon. This one said hey, Shawn, what are we supposed to do with all the people who want their bonus? I emailed her back; thankfully she works crazy hours which is why she gets to work for me. I emailed her back and said well how many people are there? Because this would have been a bonus I would have told them to go when I did the video, I told them after you buy, you need to email us that we know to send you all the bonus stuff. She emailed back, there's like twelve people. I'm like, this is fascinating. These are twelve people and I log in to check the stats. There are still two or three sales showing. At this point, I'm thinking maybe I'm not a complete idiot. I have figured out how to sell this product. But I still can't understand why it didn't track because I know this tracking program intimately and it's not showing us sales. I cannot possibly understand this. I stay up really late and I think the game went into the second overtime and it's one in the morning now. I'm bleary-eyed. But excited because the Penguins won in overtime and I go to bed.

Finding the Problem

About six AM, I wake up and I am now just absolutely fired up because number one, I know we made some sales. That is moved us substantially closer to getting in the real prize hunt here. And it proves this thing sells. I cannot understand why the tracking isn't showing up. Unfortunately, since it is six AM on the east coast, I can't call anybody on the phone. It's three AM in California so really I'm not going to be able to call anyone on the phone until six more hours and expect anybody to give me an answer. So, I'm sitting there playing around that I'm writing the promo emails, to send some more emails out and promote the tele-seminar that night. Finally, I actually get smart. For one of the few times in this entire promotion. I said, you know I got to look at my affiliate link. I get my affiliate link. I put into my browser and I hit enter. I watch the affiliate link changes to another affiliate link in the process. It changes as its redirected into a program. I noticed that this changed affiliate link ends in the number 10,000. 10,000 I just happened to know for many other affiliate programs, is the default number that programs for some reason you use for the house affiliate account. When there is no affiliate, it puts in 10,000. I don't know why that's a programming this but a lot of them do that. I think that maybe this is screwed up. So I go dig out some emails from other marketing guys and click on their order links and I watch their affiliate links and I watch their affiliate link resolve. It goes to a specific number greater than 10,000 like 10,112 or whatever. So I realized my affiliate link is screwed up. Then I get even smarter because it dawns on me that the one way I could figure out if it really tracks if I click on the link and go buy. So I click on the link and go buy the product. I get my order confirmation email and it didn't track the sale. I realized that I've been using a defective affiliate link this entire time. No wonder I was frustrated, the link didn't work at all. It's pretty amazing what goes on here in my mind. I'm thinking to myself, this is horrible. I have now been using and totally frustrated and trying to do all this stuff with this affiliate link that didn't work. I can't understand how that could be because some sales are in there. We send an email to our list because and said, look, if you bought the product, get a support ticket to us with a copy of your receipt because we owe you a bunch of stuff and our tracking is messed up. You're

never going to get it if you don't give us your receipts. We get a bunch of receipts at this point from people.

So mid-morning I write an email to Andrew and Eben and say, the tracking link was messed up. You've got to go and dig into the stats, into your system and go pull out all the detail and figure out why this is. Now one of the things you should realize that is if you're going to do these really huge launches, stuff gets screwed up. It gets screwed up through no one's fault. Seriously. You always want to do is have a secondary level of tracking. What that means is we do this in our big launches and so do most of the people. You want the ability to go in to the raw data of all the clicks and cookies and everything else and have someone be able to pull a report out that shows you what really happened. Even if stuff didn't get tracked correctly and imported to affiliate correctly in the system, if you've got the raw data, you can go in there and reconstruct everything that's involved in the program. You don't have to rely on one system that if something gets messed up, you can't go figure out the numbers. Because I can tell you, the one time in launch, in our launch, we had some problems and track stuff down. We recently did a promotion, we had stuff get chaotic. This technical stuff is dangerous.

What it turns out that Andrew was able to figure out, what happened in this process is that when they created an affiliate link, they created a redirect link through a software program so that they could trigger a tracking system that they wanted to use. Someone had gone in and manually created a couple hundred affiliate links or however many it was. There were three or four that it turns out when they checked all the details were actually defective. There was a link that, there was a missing character or something in the wrong place but it didn't work. The good news is they knew how to track this and we got receipts from people who had bought. We were going to make things okay but we now realized that we were in the hunt to get a serious prize and we made a lot of sales. Now, I started to get reasonably excited about this entire process and what was going to go on. I knew that if we could just have a little bit of luck at the last minute, we could really go after this. This contest started to get very hotly contested on the last day. There were a bunch of people that were really close to getting one of these top prizes, the cars or the Rolex. There was actually one of the guys in the contest that someone I don't know personally and I'm certainly not going to mention his name who I know from friends of his was out on a date and calling Andrew to get updates because he was right in the hunt. He ended the date early to go home and send more email to try and create more sales. Big prizes, a lot on the line here. A lot of opportunity for people in this promotion.

Forcing a Decision

What happens is that we've actually figured all this out. We finally figured out and get the link fixed and go and test the link. We know the link actually works now. And so, we figured this out by the middle of the day. We go to the airport, fly home. Grab the quick executive dinner at Mickey D's and get home in time to do this tele-seminar. So, what we did on the tele-seminar now is we're now running into a deadline. The deadline is absolute and it's not of our making which makes it a great deadline which to make sales, you need people to take action. One of the greatest reasons in the world for people to take

action is the sale ends. How many times do you go to the department store or furniture store and this table is on sale. You want to know when the sale ends. You can make a decision. It's Friday and the sale ends Monday night at nine o'clock. Are you in a hurry? No. But if you're in there on Monday at seven and it ends at nine, you've got to make a decision and see. If you make people make a decision, sometimes they say no but sometimes they say yes. Many people, especially younger marketers, people that aren't, not age wise but people who are newer at this, you'll hesitate to make people make a decision. You want to force decisions, because when you force decisions, then you give people the opportunity to say yes. If you don't force a decision, then you never give people the opportunity to say yes. If they can't say yes, then you can't make any sales.

The Second Tele-seminar

So, knowing that as we start this tele-seminar, it's 9 PM on the east coast which means 6 PM on the west coast of the U.S. It means we are six hours from the end of this promotion at the time we start this. We go into a very detailed tele-seminar which lasted, I think, close to pretty close on to seventy or eighty minutes of nothing but content, explained in great detail all the steps and everything behind the million dollar tele-seminar. How we did it, what we thought of, how we came up with the concept, how we applied it all, every step that we took, like the twenty plus steps we took to create the tele-seminar and the landing pages and promo emails. Everything we did in the tele-seminar. We explained the whole process, step by step and gave them a whole rundown, a whole checklist they could write down and know what to do. We explained how we applied all the steps of the tele-seminar and then we created a truly irresistible offer. Because what we decided to do was this. After getting everybody all excited about this great tele-seminar, we told them at some point we probably were going to sell this tele-seminar training, the secrets of the million dollar tele-seminar. We were going to put together a package that would include the entire background of how to do a tele-seminar correctly, how to plan it, implement it, templates for the landing page, templates for the emails, templates for putting on the actual tele-seminar itself to create sales, template for the order form. We were going to create a training that showed them the secrets of the million dollar seminar. Besides training them, we were actually going to give them the million dollar swipe file. The million dollar swipe file is the file that contains the exact emails, landing page, confirmation page, homework page, order page, follow up emails, replay emails, includes the recording of the million dollar tele-seminar, includes a transcript of the million dollar seminar and it includes the actual script we used to put on the million dollar tele-seminar. Literally, you get a proven million dollar blueprint to follow and model for what you're doing. We also would give them as part of that package, this standard operating procedures to put on a tele-seminar right because just like a pilot has a checklist to take off in a plane, you want to have a checklist whenever you put on a big promotion. Especially tele-seminars because you know, you don't want to miss and crash, right? We offered to give them that package which we said we would probably sell in the future but weren't ready to sell right now. We would probably be selling that for five hundred dollars or more and in fact, we have recently offered that program for sale for the very first time as an introductory special for \$697. We offered to give people that tele-seminar package if they would sign up for Eben's Guru Mastermind program. In addition to that, we also to give them the same package

that I had offered in the video I had created the previous Saturday morning, the one I had gotten up at six AM to do. We offered them the info products they could start selling right away as well as the info products course. We very tightly wrapped info products promotion. You notice how all of this dovetails together. It goes together because instant info products, instantly in business, get my info products course and what is the very best way to sell high ticket info products? Tele-seminars. And now you're going to get tele-seminar training. We have the beginning part to get you right in the business even faster than Eben was planning to do. As you develop your business plan with Eben, we're going to give you the detailed tele-seminar information that lets you leverage that business and be able to sell high ticket items using tele-seminars. This was a great offer. People dove on this offer.

So we finish this tele-seminar and by the time we get done with this and answer questions, it's 11 on the east coast. As we're doing this, we start to look at the stats. Somewhere in all of this and about the same time, Andrew had found all of our missing sales and had input those into the system. So, all the sudden, we had sales. Sales were pouring in. We don't know where we stand contest-wise or anything but we know we're making a lot of sales. We know that's good because we're making money and we're promoting Eben and everything else. Like sharks in the water, we're starting to smell that's there's blood in the water now. Maybe there is a serious shot that we can go take home this prize.

Last Minute Promoting

So, we realize that our normal thing, if you remember what I said earlier, after we do a tele-seminar we send out a replay and the link to the replay. We let everybody come and listen to the tele-seminar. Now it's 11 o'clock. We are four hours from the absolute deadline of this promotion ending. We don't have a lot of time for people to listen to a two hour seminar, assuming they've got two hours between eleven and three am east coast time. To get their attention on this and get them to have a chance to make a decision whether they want to try this or not before the deadline. So Tellman and I discuss and this time, I'm now completely fired up and excited about this, I actually starting at eleven o'clock because we're travelling create another video. This one, I just went in and grabbed and jumped into PowerPoint and created some quick slides that kind of adapted the presentation we did before. I explained the offer and why they needed to watch the video and they could listen to tele-seminar, we would leave it up for a few days. If they were seriously considering getting into Eben's program, they needed to watch the video right away. I dashed off really quick; I don't even know ten or fifteen minute video that explained what we had just done and everything they could get with this Mastermind. The secrets of the million dollar tele-seminar and what they could get for the info products package and what the value was that Eben had in his tremendous program and his guarantee. All the value that was built into all of that. And that if they wanted to get that, they needed to go right away because we apologize, we're really not trying to put everybody under pressure but Eben's shutting this thing off in less than four hours. If you want the opportunity to test drive Eben's thing and get all this, you've got to do it now. There is no choice. Your back is to the wall.

Using Deadlines to Your Advantage

If you ever are involved in any promotion process where there is a deadline, whether it's your own or someone else's, if you push hard at the end, then you can create an awful lot of sales. This is one of the hidden things that happens in launches that are run by people who know what they're doing. You make a lot of sales right towards the end. You can make as many on the last day as you do on the first day. Remember what I said before about people having to make decisions. It's an important concept because when you get people where they now have to pass or play, some of them are going to play. If you don't get them to that point, they're going to put it off forever. We don't make decisions a lot of times until we kind of have to. It's just human nature. It's not, it doesn't make you bad or anything. This is how human nature is. If there's no reason to make a decision, you don't make a decision. If you've got to make a decision because it's going away forever and you were really interested, you can try it and the offer is great, there is a good chance you're going to try it. We were able to sell and get to the deadline. What I did was I created this video and got it up online in the next half hour, forty five minutes. I'm racing as fast as I can. I probably talked way too fast in the video but at least I got the point across that I had to make a landing page and explain why you had to watch the video. Got that all built up, shipped it to Tellman. Tellman slapped in the replay for it. I wrote up a quick promo email or he did. We sent out an email to all the registrants and some of the other people on our list that we had. We basically said, a last minute notice, we apologize for the last minute notice. Look, this goes away. We just had this extraordinary tele-seminar. We made this amazing offer to give you the secrets of the million dollar tele-seminar. It's the only one we know of that has ever occurred. Your change to get this, the clock is ticking. There is less than four hours less before the program ends, before Eben takes this off the market. If you are interested, then you've got to dive into this thing. What happens is all the people started coming to watch the video. We were watching, as soon as we do this, within ten minutes, we start to see more sales. The sale continued for the next hour or two as more people saw the email and they came and checked it out. It was pretty amazing.

The End of the Contest

We actually, in the end, won the contest by a pretty good margin, over the second and third place people. There was a good margin between second and third as well in the end. Everybody put a big push on that the last night. I don't know what percentage of sales came in in that last day. If I had to guess, I'd say because of all the promotion that we did and a couple of other people I know did, there was probably more on the last day than on the first day. We really didn't know it was going to happen until we got up the next morning. Then I had to wait until mid afternoon my time before Andrew, I can't remember if he wrote an email or gave a phone call and said, you know it looks like you came in on top but since we had our tracking issues now everyone's concerned that they had tracking issues. Certainly they were concerned internally. They spent a day going back meticulously tracking and double checking all of the sales and all the affiliates. Finally, we get the big congratulations email that we'd been waiting for, congratulating us on having won the Ferrari.

That's the story. As I said from the beginning, there were problems, challenges and times I was ready to quit. In hindsight, you wonder why I didn't other than I can't imagine why I wasn't able to sell info products. As it turns out, I was actually able to and didn't know. I'm not sure we would have won the contest if I figured out from the beginning because I might have just thought we made a few sales and that's good. I would have thought, that's fine. I'm on vacation, enjoying my family and all that kind of stuff and not really gone after it. I think went after harder at the end because I was so frustrated and I wanted to prove I could do it to myself because I wanted to prove I could do it more to myself than anybody else. It was truly a fascinating process to go through.

Conclusion

Now, what I would like you to take away from this is a couple things. If you're all the way with me in the end, I appreciate you listening. I hope you found it an enjoyable story. That is, number one, you need to get offers that match what your list is interested in. You need to be able to explain to your list why they're interested in that offer. When you are the person with the offer, you need to be able to explain to your affiliates, especially the bigger ones, why their list is going to like your offer. Why they are going to respond, why it's going to be good for them, why it's going to be something they're really interested in. If you can do that, then you can engage those super affiliates and engage their lists in turn. It's important to work this both ways, depending on which side of the table you're on. Are you the affiliate or the promoter? Either way, you can take, I think, a lot from this in terms of how to do that and how work and how to coordinate this stuff. You can also take away the idea that doing a tele-seminar for selling big ticket items is an absolutely great way to do stuff. You really ought to look into doing that and start to do that if you're not doing it now because that's how we were able to do this. I mean, we did create some sales the first day with Eben and we certainly created a lot of sales the last day. As I said, we did the million dollar tele-seminar on our own launch. It really is a tremendous opportunity for you to do that. Obviously there is a lot of other lessons in here from the obvious one, don't quit when you're really going after something to the idea that if you are doing a big launch, you better have a redundant tracking system because chances are, something will be messed up in your launch somewhere along the line. If it's for bigger partners, that's really bad because they're not going to be happy if you can't fix it and show their numbers to them. Certainly, it's not going to make you feel very good if you're not able to be fair and square with everybody you're dealing with.

Again, I hope you take these things away from this and go out there. Apply this into your business, even if you've got, you're a smaller person or you've got a small list or you're just starting out. You can take these same concepts and apply them to selling smaller ticket items or selling a few people bigger ticket items. Doing tele-seminars yourself even without the promoter. Obviously you can't go to Eben Pagan and say, I know you're selling this thing and I've got 27 on my list and I can get 3 people on a tele-seminar. I want to take two hours of your time. That's crazy. But if you've got a smaller list, you can do a promotion and do a tele-seminar without even having the person on the tele-seminar. Eben was not on the second tele-seminar. He didn't even know we were doing the tele-seminar. Somewhere that night, either Andrew or he emailed me saying that they were talking and they couldn't figure out what

we did all the sudden where we created all these sales. They emailed and said, I don't know what you guys are doing but you're rocking the house down. It was because of the tele-seminar we created, that Eben wasn't even a part of. He was doing tele-seminars with other people that evening. There are a lot of ways to go after this when you really want to go after it. Again, you take the offer and match it into your list. You can make a lot of sales. When you can make big ticket sales by doing that, by doing tele-seminars, that's when you can really make a lot of money. You make 1,000 dollar sale that makes you 400 dollars commissions. That's a lot more commissions than making twenty bucks for selling an e-book. That's how you can leverage and start to make bigger bucks. Apply this to your own stuff, be an affiliate. If you're going to be an affiliate, sell your own stuff as well.

That is the story of how I became a guy who got to drive a Ferrari for at least a little while until I decided to sell it. That in itself is another story we don't have time for. Please, take these ideas. Put them into practice. Go out there and go win the next big contest. Go win the next prize. Go just make some, a bunch of money using these ideas. That's why I took the time to share them with you. I hope it was helpful to you. I wish you all the success in the world.