



## **B3 Traffic Bootcamp:** Lesson 3 – Borrowing Traffic

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By John S. Rhodes & Matt Rhodes

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## Lesson 3: Borrowing Traffic

😊 **BORROW!** 😊



**MATT RHODES & JOHN S. RHODES**



Welcome back to this exclusive B3 Traffic Bootcamp training! There is material in this portion of the lesson that's Matt and John guarantee you've never seen anywhere else. You are one of the few people who have access to this training, and that truly gives you an unfair advantage. This is really about you and your business. It really does give you a leg up on the competition.

These men hope that you will extract out of this training whatever is right for you or your business. There are lots of case studies built into this training. Please try to focus on the strategies and principles presented more than anything else. John and Matt have tried to make this easy for you to do. Also, remember that you can always go back and review the training as you need to apply it to your business. You can always go back and review what you've learned through a new lens and with a different outlook.

This portion of the lesson is all about borrowing traffic. You are about to learn some of the most efficient and effective ways of doing so, and again, you'll do this by leveraging the power of other people's businesses. You are going to get traffic through their website, their email list, their social media presence, and so on. There are lots of ways to do this, and John and Matt are going to share what has worked best for them and their business associates in the past.

# Most Powerful Online Marketing?

I'm talking about word of mouth.

But, HOW do we get that?

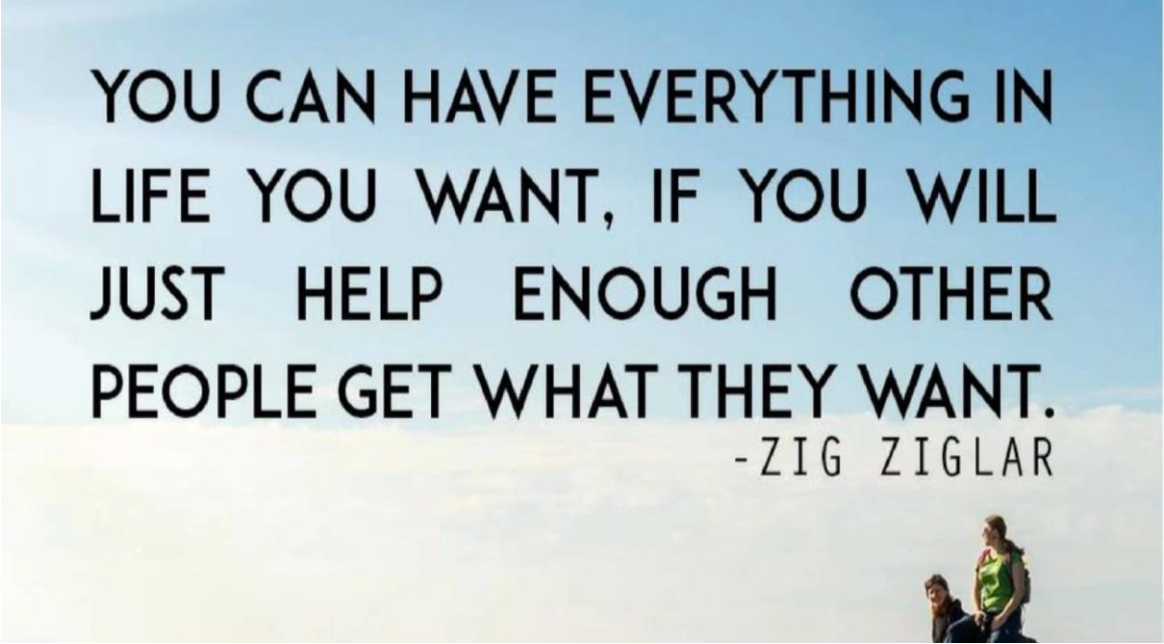
And, what's it mean for traffic?



What's the most powerful online marketing? Many people would answer "email marketing," and that's not surprising because you often hear people say, "The money is in the list." That's true, for the most part. Email marketing can be extremely lucrative. One of the reasons for that is email marketing gives you the ability to build rapport with your audience. The inbox is one of the most personal places people spend their time at online.

Another aspect of this to take note of is that when you have an email list, there are buyers on that list. In spite of all this, is email truly the most powerful form of online marketing? Actually, word-of-mouth advertising is the most powerful. Now, email marketing does facilitate word-of-mouth advertising, but it's still not as powerful. How do we get word-of-mouth advertising going for our products and services? And, what does this mean when it comes to traffic?

The answer is really "WIIFM" or "What's in it for me?" Getting word of mouth out there, is actually all about the other person. It's not about you. You'll soon see that this is 100% true. It's not theory, and you'll see some examples on how this all works throughout this part of the training.



YOU CAN HAVE EVERYTHING IN  
LIFE YOU WANT, IF YOU WILL  
JUST HELP ENOUGH OTHER  
PEOPLE GET WHAT THEY WANT.

- ZIG ZIGLAR

### ***“Co-op-etition”***

One of John’s favorite quotes is from Zig Ziglar. It states, “You can have everything in life you want if you will just help enough other people get what they want.” You can have everything you’ve wanted for your life, and your business, and even improve your health and your mental state, if you practice the art of helping others to get what they want. In other words, if you’ll just provide enough value, there’s no limit to what you can have.

This isn’t just about being motivated. It’s also about figuring out how to best use your time. If you want to improve yourself, then improve other people. Literally, help them to improve themselves. How do you do that? You do it by providing value. Remember, people are handing over their hard-earned cash to you in order to gain value in exchange. You may also recall that John recommends providing 10 times the value for every dollar you make.

John and Matt are helping you to get as much as you want in the way of generating traffic. They have done everything that they possibly can to provide everything you might need to do so. These men don’t just want you to become successful utilizing the strategies, advice, and resources they are providing. Matt and John want you to take what they give you here and use it to change your life. Even a few people, like you, telling just a few other people about what they are providing will allow them to have everything that they want in life as well.

"Your competitor can make you better. Larry Bird made me a better basketball player and a better man."  
~Magic Johnson



B3 traffic  
BOOTCAMP

A quote by Magic Johnson is shown above. It states, "Your competitor can make you better. Larry Bird made me a better basketball player and a better man." John points out that the vast majority of what he does online, when he is borrowing traffic and working with his joint venture partners, is not competing. His business isn't a monopoly where he's the only one winning either. He's working with and providing value to others. John refers to this as "co-op-etition," and he encourages you to write that term down.

There will always be dominant players in your market. There usually isn't a single individual running a monopoly. Typically, there's a group of winners. If you promote them and they promote you, then you aren't competing against them. One of the greatest products that The Rhodes Brothers can promote is a traffic product, but should they talk about just their own traffic techniques and results? No. It's wise for them to partner up with other people that are doing similar things, related to traffic.

Let's say someone gets involved in golf, and they have picked up the sport as a hobby. Or, maybe they've picked up sailing, and so they want to sail around the ocean. Whenever someone gets into a new hobby, or niche, isn't it true that they buy all that they possibly can to support that hobby? They buy all of the books, all of the videos, and they buy all sorts of related products online. That's great for everyone in the niche. So, don't think about the other players in your market as competitors. Think in terms of "co-op-etition," in order to bring about the best possible results for your business.

Think of your competitor as your future partner, or a current partner. This is critical. This turns your enemies into "friend-emies," right. Again, "co-op-etition," is when you look at a

competitor as someone you can work with directly, now or in the future, to bring about the best possible outcomes for you both in your market. This will bring about a better life for you both, just like Zig Ziglar said.

## First, What's Your Offer?

- What are you selling?
- What are people really buying?
- Who's most interested and why?
- Do you have a "silver bullet"?
- Is the value obvious? Or super curiosity driven?



### ***What's Your Offer?***

What are you selling, exactly? What are people really buying from you with their hard-earned cash? Are they buying a product, are they buying a service, or are they buying an experience with it? It's usually the benefit of the benefit that they are purchasing. Let's say that you bought a new Echo Dot. You wouldn't purchase that so that you had a speaker in your house or that you have better access to Amazon. It's not because you want to talk to Alexa and get her to tell you a joke either.

The reason you bought your Echo Dot was to make your life better in one or more ways. You knew it would make things more convenient. You wanted it to give you more time back, and you wanted it to make you laugh and feel better. Or, you may have wanted it because you thought it would make you more efficient. People are buying the Echo Dot for the benefit, and maybe even the benefit of the benefit.

If someone buys the Echo Dot, and they can check the weather more quickly, then they can get their kids dressed for school more efficiently, making that person a better mom or dad. Do you follow that chain of logic? That's an example of a person buying for the benefit of the benefit. It's vital that you understand that. They won't tell you that they are buying an Echo Dot to make themselves a better parent. People usually aren't that in touch with how they feel, but



when you really understand your audience, then you know that there are bigger reasons behind why they are buying something than even what they can tell you.

It's critical that you know this about yourself, about your ideal customer, and about your business. You have to dig a little bit deeper to get to the real reasons why people are willing to part with their hard-earned cash for your product. Who is the most interested in your product, and why are they? Does your product have a "silver bullet"? If you don't have a silver bullet, then you have no monopoly opportunity, and more importantly, then there's no unique selling proposition. If there's nothing that makes you stand out, then why would anyone promote you?

If there's not something that you do better, faster, or stronger than your competitors, why would someone want to promote you? They aren't going to. So, you better dig deep on this for the sake of understanding what other people are interested in. Think about word-of-mouth, and relationships, and trust, and security. Those are all important to have, but if your product doesn't have any sort of "silver bullet," then you need to find a way to craft that "silver bullet".

You can create a silver bullet by doing something as simple as bundling your product. On Amazon, you'll see that people will have a series of books, and they'll bundle them all to sell together, creating a brand-new product. You also see this often on Netflix. Think about this. What's one of the most genius things that Netflix has done? They've created the idea of seasons because with that in place, people can binge watch their shows by the season.

Why is bundling great? It's because it's convenient. Why is it convenient? It's because you've already made decisions for someone else. You've saved them time. You've signaled to them that there's more where this came from. You've also saved them money because they would have spent more buying each book in the series separately. At the same time, you are making more with each sale. So, this is a no-brainer for both parties, and it makes your product have a "silver bullet" aspect to it because people can get four books at a discount, instead of buying a series from someone else, where they'd have to pay more.

The best part is that it takes zero effort for you to sell more, and it takes zero additional effort for your buyer to buy more. There's no thinking involved. They don't have to worry about whether or not to spend the money on the next book in your series or where to find the best deal on them. You've already done all of that for them. Another thing you might do is add on certain bonuses to make your product have more of a "silver bullet". Adding a "silver bullet" may be as simple as bulking up your product in ways that no one else is bulking up theirs.

Let's say that no one else is offering transcripts with their online course. This may seem like a trivial silver bullet, but it can still be used to give your product an advantage that other similar

products may not have. Offering your product in various modalities is something that can be very appealing, and it's a perfect way to bulk up your product easily without putting in a lot of extra work. Cheat sheets, PowerPoints, and checklists are often used to bulk up products, and they are often seen as very valuable to the user. This isn't so much a silver bullet in the most operative sense of the word, but it's definitely a way to make your product more appealing and give it more perceived value.

Is the value obvious for your offer, or is it curiosity driven? These are just more things to think about, and it is important that you have a clear vision for your offer. Your offer has to be clear in your mind before you can communicate it to a partner or anyone else. If you don't know your own offer and all of the ways that it provides value in the market, then how can you talk to partners? How can you communicate with your affiliates? How can you write up swipe emails for them?

How can you properly utilize a sales funnel if you don't know the value of your product? This is all very valuable to know and to be able to communicate. However, you should also keep in mind that your affiliates and JV partners don't care as much about what you're offering as what benefits they stand to gain from it. John and Matt know this for a fact because when they first started creating products they were telling their affiliates and partners about how wonderful their offers were, rather than telling them what they stood to gain from all of it.

## Oh my!

- *I just fooled you...*
- **Because AFFILIATES care about what you're giving them and how they benefit!**
- Your products matter but AFFILIATES care *more* about other things...



Talking about how great your offer is can be a great thing. There's no question about that, but when you are talking to someone from a standpoint of what they can gain from your ideas, it changes the perspective entirely. It's entirely selfish to only talk about yourself and your offer,

and it's very selfish for them to only care about what they are going to get out of it, but that's human nature. It's better to work within the laws of nature than to try to rearrange them, don't you agree? Affiliates care about what you are giving them and what they are getting out of the transaction.

Of course, your products matter. Your affiliates and partners want quality so that they don't look stupid. The last thing an affiliate wants to do is promote something that's crappy. They want to know that the product is good enough to pass certain standards, but it doesn't need to be God's gift to mankind. It doesn't need to be the most creative or the very best in all aspects. Microsoft is a terrific example for this. Back in the day, Microsoft's suite of tools was not as good as its competitors, but they began bundling things together and offering up better value. This enticed developers to add in plug-ins and do some other things.

Microsoft also improved their customer service and their pricing was different for third parties. So, they focused internally on their partners and on the right people. That's how they won. You should go back and look at their history because it's very interesting. They didn't win because they had a better product. Look at the iPhone as well. It may be the best phone in the world in terms of profitability, but Android phones crush the iPhone in terms of volume, but Apple seems to do just fine. The point to be taken here is that affiliates care more about the cash that they can put in their pocket, and it's sometimes the way that things are presented that brings about the most good.

## **“WIIFM” (part 2)**

- Commissions
- Prize Money
- Leaderboard (Ego)
- Friendship (Reciprocity)



## ***WIIFM (Part 2)***

In a previous section, you learned about the abbreviation “WIIFM,” which stands for “What’s in it for me?” Well, this is WIIFM Part 2, as you can see in the screenshot above. When you are talking with partners, you want to speak in terms of commissions and how much they stand to make. They may also care about any prize money that can be made off of an offer as well. So, they may care about some contest that’s going on that they can work towards and win. Your affiliates and JV partners may also care about the timing of an offer. They will want to know if they can maximize their mailings and what they are doing on social media.

These people also care very much about their Leaderboard. They care about their reputation and improving and enhancing it. They want to be the Silverback gorilla. They want to show that they are the strongest and that they are made of steel. Also, they care about friendship and reciprocity. Matt and John tend to focus on what’s best for their customers and their business, but there’s still a certain level of friendship and reciprocity that they hold with their JV partners. It’s just human and social to be that way.

### **Here are the 48 Hour Closeout Contest results:**

- #1: Dennis Becker** (Apple TV 4K 64GB or \$200)
- #2: Reed Floren** (Fire HD 8" Tablet or \$80)
- #3: Bryan Winters** (Echo Dot or \$50)
- #4: Reginald Stinson** (\$25 Gift Card)
- #5: Ian del Carmen** (\$10 Gift Card)

Very, very close (literally just a few dollars behind!) were **Mark Garrett, Keith Dougherty, Andie Brocklehurst, Paul Myers, Jason Fulton, Vick Carty, Saul Maraney, Omar Martin, Gene Pimentel, Bobby D, Barb Ling, Devon Brown, Bob Novak, kennix, Marlon Sanders, Vin Susan Inter, Sam England, David Vu,** and many others.



Matt and John recently held a 48-hour contest. It was for one of the products that they launched. The winners are listed in the screenshot above, and you can see that Dennis Becker was the winner. People care about these types of contests, and they care about the rewards they can get. Let’s say that you are running a launch for seven days. What are the best days of a launch? Many people would say that it’s the last day because there’s more scarcity and the revenues get higher.

The first day of a launch is one of the best too, but what does that mean for the other days? Matt and John ran this contest to juice up the end of their promotion. The big dogs will typically mail out for you really hard in the beginning of a promotion, but by running this contest in the middle of the launch period, the smaller affiliates can swoop in and still make their money. They may even be able to make more than they could have otherwise.

Another point to drive home is that people love to be rewarded with stuff. That's because it helps them visualize what their rewards will mean. Matt also was smart to add the paragraph at the end, letting the other affiliates know that even though they were a little bit behind, they were still doing great. All of the affiliates that participated in this contest are really cool, and they all did well. People like to see their name in lights, and it's nice to be recognized.

There are so many secrets to be learned just from the email shown in the screenshot above and the launch that they had. There's a lot that you can take away from this. Psychology plays into this. Borrowing traffic, in general, has a lot of psychological aspects to it. Let's get back to what it really means to "borrow" traffic.

## What does "Borrow" mean?

- It traffic from another person...
- You don't have to pay for it (usually)
- It's a 3<sup>rd</sup> party endorsement of:
  - Your product and your offer
  - You as a person (or business)



### ***The Basics of Borrowing Traffic***

Borrowing traffic is just another means of generating traffic, but what exactly does it mean to "borrow" traffic? When you borrow traffic, it simply means that you are getting it from another person. Usually, you don't have to pay for it. It's a 3<sup>rd</sup> party endorsement. That's truly the secret. It's not just someone mailing out to their audience for you. It's all about another

person shining a light on you and your product, and really, it's just another example of how powerful "word-of-mouth" can be.

The person that endorses you is vouching for you as a person, or a business, when they help to promote you. They aren't just doing it for the money either. Remember, this is a social phenomenon. It has to do with reciprocity, and friendship, and ego. Much of it is about money, but it's not just about that. The psychological principles that are being applied here are important.

You are always working on your relationships when you are into borrowing traffic. You should always be thinking about how you can help someone else. "How can I reference them? How can I mention the wife, or the spouse, or the kids?" How can you provide value to them and way, way more? That's what makes this all very human. Of course, in return you are getting their endorsement, and they are vouching for you and your product. This is all extremely powerful.

Very early on, you and your product may be completely unproven, but there are still ways that you can reach out. For instance, you can give away free copies of your product, and you can request that they give you feedback about it. You could also request video reviews. Now, you might give away 10 copies of your product and only get one response. If you are very aggressive, sometimes you can get two. Sometimes you have to give away more than 10 copies to get any response at all, but when you do get one, it's definitely worth the trouble.

When you get an endorsement or feedback on a product, that's yours forever. John gave a testimonial to someone eight or nine years ago, and it's still on the man's JV recruitment page. He continues to use it, even though the testimonial is that old, because that's how powerful something like that can be.

It's "human" because you work on relationships,  
helping others, providing value to them,  
and way more...

You're also getting "word of mouth" and  
their endorsement; others who vouch  
for you and your product!

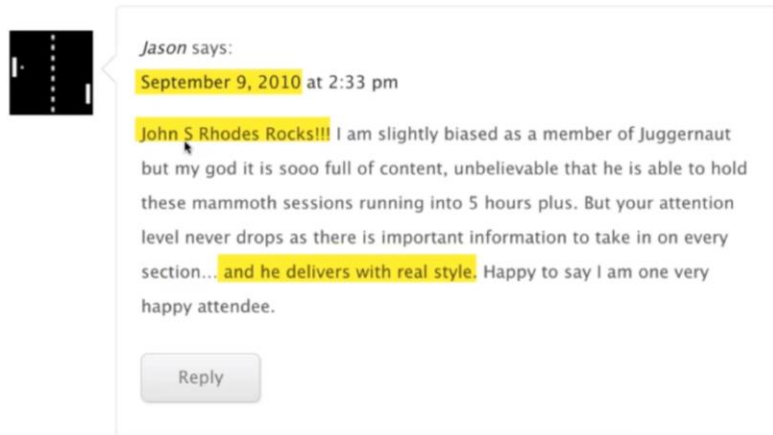


Why does this whole idea of working with others work so well? What are the psychological principles behind it? Humans are wired to trust people who are trusted. It's a transference of trust. Don't you ever wonder why reviews work so well on Amazon? Think about this on a deeper level than usual, and you'll find that it comes down to the trust factor that we have as humans. When we build rapport with someone, and we begin to trust another person, and then that person trusts someone else, there is a near automatic transfer of trust. It works like fairy dust.

Since buyers trust the person that's providing the 3<sup>rd</sup> party endorsement, in most cases, that trust is passed along. Why does trust even matter? It's all about fear. In this case, the fear is about buying a new product, and it ends up being a piece of crap. Nobody likes to waste their time or their money on a product that doesn't provide what they were told it would. Most importantly, something recommended by someone you trust increases your feelings of safety and security. That's what makes trust so vital to people. They want to mitigate risk and fear, while feeling safer and more secure, and that's what having trust allows them to do.

There are deep emotions that get tapped into when it comes to the concept of trust. That's powerful. This is why you want to build a good relationship with your list and your business partners. By the way, what happens to a small affiliate over time, normally? They grow, they become more powerful, and they make more money. So, if you are nice to affiliates when they are just starting out or not very successful, what happens after they grow? They are even more willing to help them out, and since you helped them grow, they are more willing to help you later on. That's a pretty good gamble to take on at least, right?





## ***Social Proof***

The review shown above was found on an affiliate's page. He was promoting a product of John's from way back in 2010 or so. They interviewed John, and they wrote out a blog post. A customer of that affiliate made the comment above about John. Sometimes you can get an endorsement such as this on top of another endorsement, and that's very powerful.

John is still using this endorsement to this day, and he'll continue to be able to years and years from now. And, the person that left the comment, Jason, would have never found out about John and his products if it hadn't been for the affiliate that promoted him. Jason is going to be a customer for life because of this, and John has more of a customer base because of working with that affiliate so many years ago.

John recommends that you always go back in time, pull out what was best, and use it again and again. Endorsements and testimonials continue to retain equity for years. So, don't think that something has gotten too old for you to use it. These types of things retain value, and they can lead to more equity in the future.



Hey Dennis!

We're going to send out an email about this but it's pretty juicy and I wanted to personally connect.

--

First, THANK YOU again for your support of "One Minute Free Traffic."

We really appreciate it!

Because you did so well with OMFT and your list loved the training...

I wanted to let you know about our next launch as soon as possible... 😊

We're launching "One Minute Traffic Machines" on Sunday, April 28th!

It's a proven strategy and the training is 100% brand new.

Here's the JV page with the launch contests, prizes and full funnel details:

==> <http://learn1099.com/omtm-jv/>

Here's review access for you:

==> <http://learn1099.com/omtm-dl9hapxxfne-xx1/>

We're seriously overdelivering again for your customers... 😊

Just like our last launch, we're offering up 100% FE commissions.

And, the funnel is even deeper this time so you can pocket \$200+ per sale with OTOs and downsells.

Think you'll be able to jump on board?

~ John

## ***Reaching Out***

The screenshot above shows an email that John sent out, reaching out to a JV partner of his named Dennis Becker. He is a great guy, and John has done business with him for years. In this message, John is teasing Dennis a bit by saying that the deal he is offering is pretty juicy. Next, he is enticing him by saying that a lot of people are going to help in this project, but that he is getting first dibs. John also sent this over Skype because he wanted to make the message very personal. He wanted to convey the message that Dennis was important to him.

The message wasn't threatening at all. It was very friendly, but it also carried a sense of urgency that said, "Hey man, you better pay attention because this is big." John is basically saying, "This is going out to a lot of people, but because we have such a great relationship, I'm reaching out to you personally." Now, it seems like a very personal message, but a lot of what's written is from a boilerplate message that John uses. He can send the majority of this message to each of his JV partners and produce, essentially, the same results.

The beginning of the message is personal, but the rest of the message is a boilerplate message that can be sent out over and over. Sometimes, John will take the first part of a message like this and add something truly personal to it. He might say something like, "I heard that you launch went great," or, "How is your mother doing? I heard she was in the hospital." These little touches mean a lot to people, and it helps to continuously build upon your relationships in this way.

You might also notice that John begins his boilerplate message by thanking the person for their support in a previous project. This reminds the person of their prior successes and their past

relationship with John. He also lets the other person know that he appreciates the things they have done for him in the past. Having and showing appreciation in any relationship is extremely vital. Furthermore, you may notice that John spelled out “One Minute Free Traffic” before he used the acronym OMFT. He didn’t just expect Dennis to remember what that was or what it was about.

Continuing on, John gave Dennis credit by telling him that he did well with the launch of his last product and reminding him that his customers really loved the training. Then, he informed Dennis of the new, upcoming launch, implying that it would probably work well for Dennis’ group too, just like the other one did. John then informs Dennis about how substantial the opportunity is, and he provides links so that Dennis can look into it himself. This saves the JV partner time, and it shows a certain amount of respect to the other party.

John also doesn’t burden Dennis with a lot of details in this message. He provides ways for him to look into it when it’s convenient. He also gets right to the point in sharing information about what the JV partner would be interested in the most, which is cash, prizes, and funnel details. They are purposely arranged in that order, understanding what’s really important and will peak the interest of the other party the most.

Next, John provides a free copy of the product for Dennis to review. Then, he formally invites Dennis to jump on-board. Keep this message for your records because an email like that could lead to thousands upon thousands of dollars in revenue. John and Matt have used variations of that template many different times in their business, and it often leads to very good opportunities for building relationships and making money. The psychology in the way the message is structured has been proven to work, and therefore, this message, alone, is extremely valuable.

Affiliate Sales Tracker OMTM Launch (Apr28 to May5th)

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I S A

	A	C	D	E	F	G	H
	Affiliate	NAME	E-Mail or FB	STATUS	Hops	Sales	Hop
2	Worship	Worship Plus			5801	488	
3	Chris F	Chris F		pinged April 9th (Skype)	855	248	
4	bat	Mark Barrett	FB		863	137	
5	nW	Brian Winters	girdiger10@yahoo.com	YES - if he can	2853	124	
6	dougherty	Keith Dougherty			840	112	
7	Pr	Gene Proctor	FB	YES - pinged on FB 4/9	462	101	
8	3	Andre Bruckner	FB	NR (10-April Contact)	518	110	
9	yd	JayJay Crowell	jay@jaycrowell.com, FB	"I'll be checking this out late	279	87	
10	ab2	James Ambrose	jam@ambrose2000.com		575	86	
11	on	Reginald Brown	reginaldbrown@gmail.com		1214	78	
12	liz	Paul Myers	FB	"I'll take look Thurs / Fri"	342	82	
13	el C	Ian del Carmen	iandelcarmen@gmail.com	NR (10-April Contact)	752	77	
14	En	Sam England	sam@samengland.com	NR (10-April Contact)	758	76	
15	ael	Michael Agnew	agnewmike10@gmail.com		387	68	
16	n b	Damon Brown	damonb@brownbrown.com		377	61	
17	Fl	Russell Fries	russellfries@gmail.com, FB		361	54	
18	nlur	Eric Holmquist	eric@ericaholmquist.com		275	54	
19	we	Jason Wilson	jasonwilson@gmail.com, FB	NR (10-April Contact)	715	54	
20	on	Mark Sanders	FB	"ok good luck with it!!"	320	43	

## Tracking

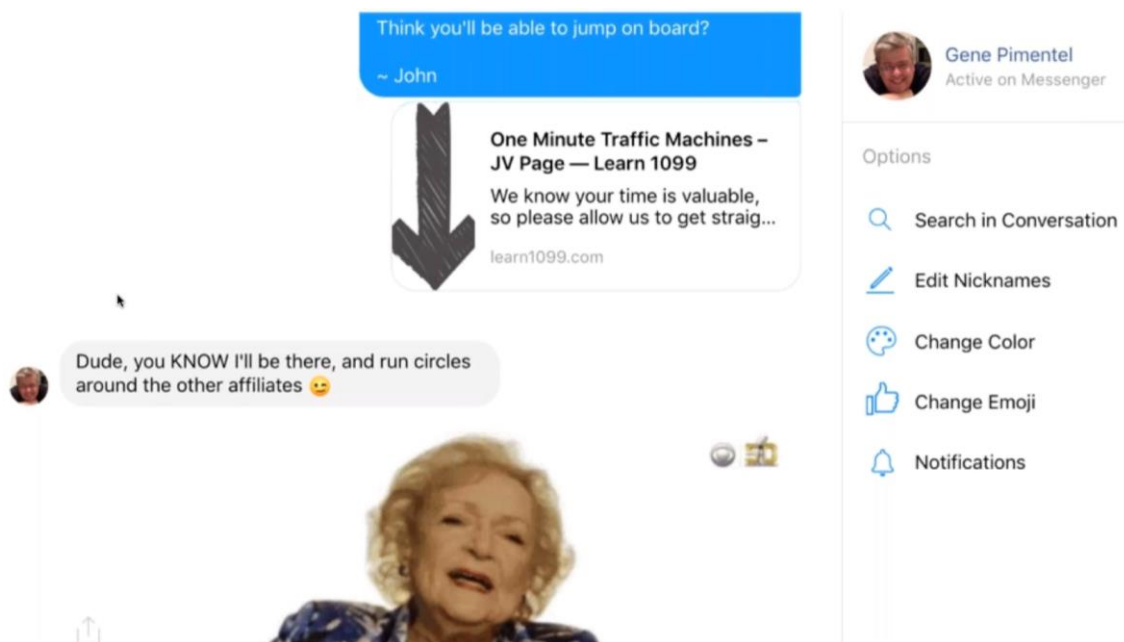
The screenshot above shows a spreadsheet that John and Matt use often in their business. This lists the affiliate handle and their real name. It also lists their email or FB address, and their status within the project. Systems like this are very boring, but when they are put in place, they produce profits.

This is a living document in that it keeps track of the status of the affiliates involved. John and Matt take note of their comments to refer back to how the person feels about the project or to check to see if they need to follow up again. They also keep track of the date on which they last made contact.

One of the greatest things about interacting with affiliates and JVs is that you don't have to reciprocate every time. Many people want that, and they ask for that, but sometimes there's just no way that you can promote everyone. Matt and John can't promote everybody on this list, so they have to pick and choose. They don't always choose the biggest and strongest affiliates, though. They pick the best fit for their list, and you can be very upfront about that.

Also, remember that you can help people in different ways. Often, John will connect people to others who can help promote them. He'll also connect them to other people who have bonuses that they can contribute. So, he might not be able to mail out to someone, but maybe he can mention the affiliate in a Facebook group where there are at least 20 affiliates that are in-line with what the person is trying to do. There are always different ways that you can provide value, and that's what you should always try to do.

Honestly, that's what the best of the best do. They are always looking to network and provide value to other people. Just like Zig Ziglar said, help other people win, and that helps you too. Sometimes you can't help them in the ways that they want you too, but at times, there are ways to help them in even better ways than what they have asked you for. So, ask them what their #1 problem or challenge is and see if you can truly help them. By the way, this doesn't work if you are uninterested in helping them. You have to be genuine, and you have to be legit.



## ***Competition***

Above, you'll find a humorous message that John sent to Gene Pimentel. By the way, if you want to know anything about domains, Gene is your guy. He's incredible at what he does, and he makes a wonderful business partner. As a result, John and Matt have been able to make tons and tons of money for years and years in conjunction with Gene.

Commitment and consistency mean a lot in business. Gene says that he is going to be there, and they know that he will. Also, he's not all about the money. Gene is hyper-competitive, and he's out to "run circles around all of the other affiliates," just like he says he's going to do in his message. When it comes to the contest, he knows that he's going to make money, but even more than that, he wants to crush, kill, and destroy the other affiliates because of his competitive nature. He wants to be that Silverback gorilla.

Gene is a great guy, though. John and him are truly friends. After all, John couldn't just drop a Betty White meme on anyone and know that they are going to get it and have a laugh. Knowing that you have real people on your side, and it's not all about the money, is key. John

still shows him due respect as a business partner, though, and drops him the links that he needs to review the offer to make things easier for him.

When John and Matt have big players like Gene helping with a campaign, they know that they are going to make a lot of money. They can pretty much estimate what they'll make, give or take, from the promotion. So, they know that they can have a contest and afford to give out prizes. The commitment that Gene gave raised the amount of money they knew that they could make, so they could offer up more as prizes.

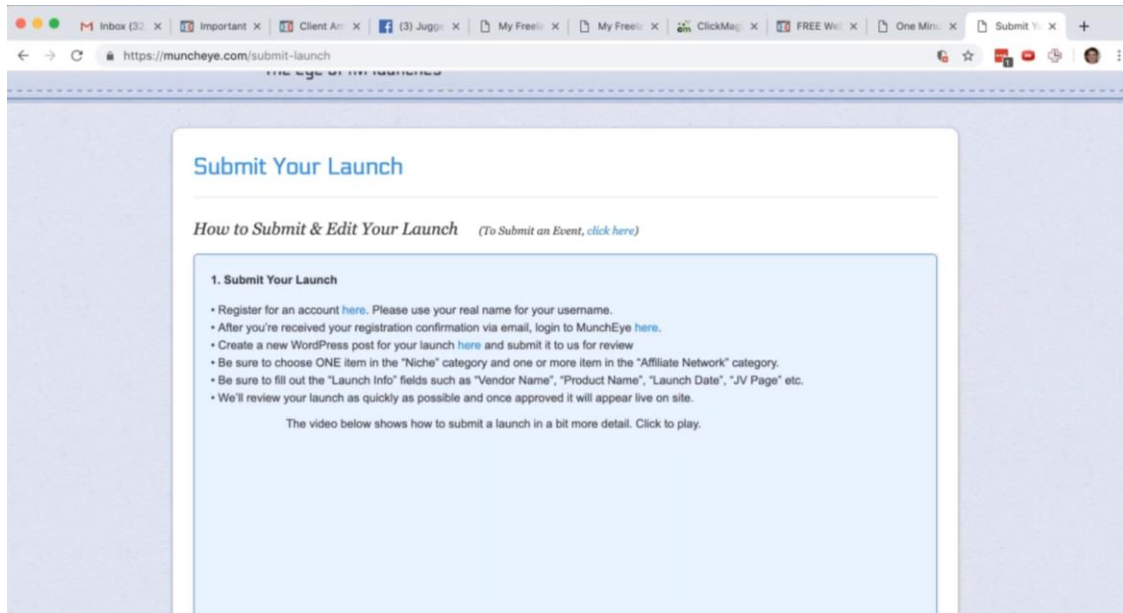
The screenshot shows the MunchEye website with a browser window. The URL is <https://muncheye.com/advertising>. The page features a table of advertising packages with columns for 'Free Listing', 'Featured Launch Listing', 'Facebook Group Cover Photo', 'Square Homepage Banner', 'JV List Email Announcement', and 'Webinar/Evergreen Listing'. Each column has a price and a 'More Info' button. Below the table is a video player with the text 'Watch The Video From a Muncheye Advertiser:'.

	Free Listing	Featured Launch Listing	Facebook Group Cover Photo	Square Homepage Banner	JV List Email Announcement	Webinar/Evergreen Listing
Price	FREE per month	\$50 per day (Buy 5, Get 2 Free)	\$50 per day	\$250 per week	\$1249 per email	\$99 per year
What to Advertise	Upcoming Launches	Upcoming Launches	Upcoming Launches	Anything of interest to IM affiliates	Upcoming Launches	Evergreen IM Products & Webinars
Reach	1500 Visitors Daily	1500 Visitors Daily	4000+ in Facebook Group	1500 Visitors Daily	5000+ Subscribers	1500 Visitors Daily
Placement	Homepage, In Long List	Large Banner, Top of Homepage	Facebook Group Cover Photo	Homepage, Below the Fold	MunchEye Email List	Webinar/Evergreen List
Other Advertisers	Over 100	Up to 4 in rotation	None	Up to 3 in rotation	None	Over 20
Buttons	Submit	More Info	More Info	More Info	More Info	More Info

## ***One Minute Traffic Machines – Munch Eye***

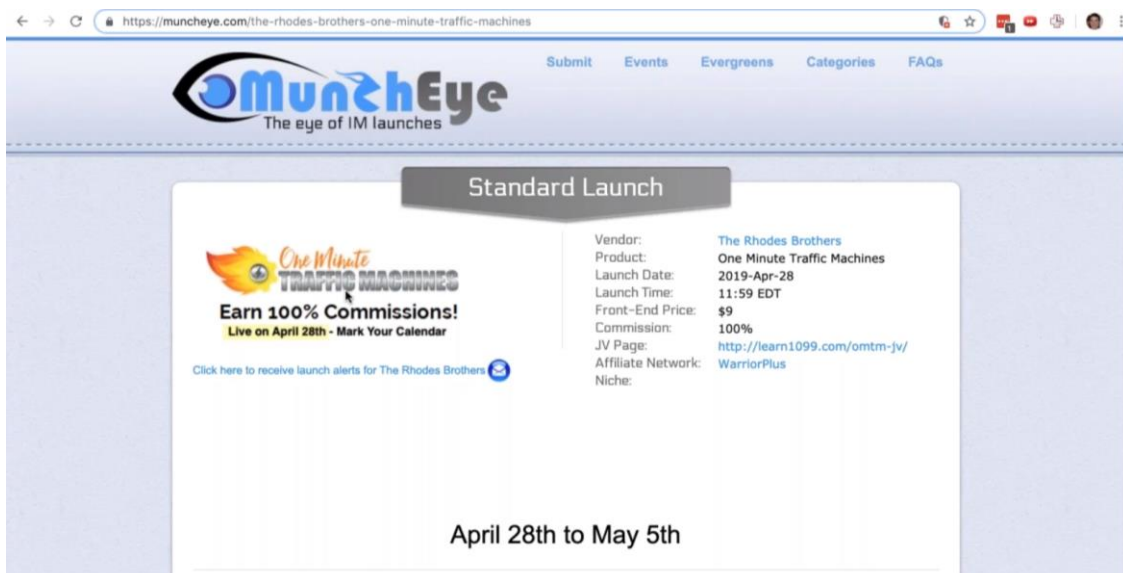
Munch Eye (<https://muncheye.com/>) is a great service to use if you are going to run a promotion. You make your post on the site first, and then you consider utilizing paid ads. A number of their packages are amazing. Now, that being said, the paid traffic they are utilizing here is not to get direct traffic. It's not meant for the end consumer.

John isn't using this paid advertisement to try and get people to buy One Minute Traffic Machines. What he is trying to do is get JVs and affiliates on board. The point is to get affiliates onto the list so that the team can tell them about the prizes, and the contests, and everything else involved. So, Matt and John have submitted their launch to the site.



Once John submitted their launch, Much Eye provided him with a link that he could click on. He was instructed to create a new WordPress post about the launch and submit it for review. These instructions are shown in the screenshot above. John didn't go over the process of setting up the post because there are plenty of instructions provide by Munch Eye. By the way, there are other places to promote.

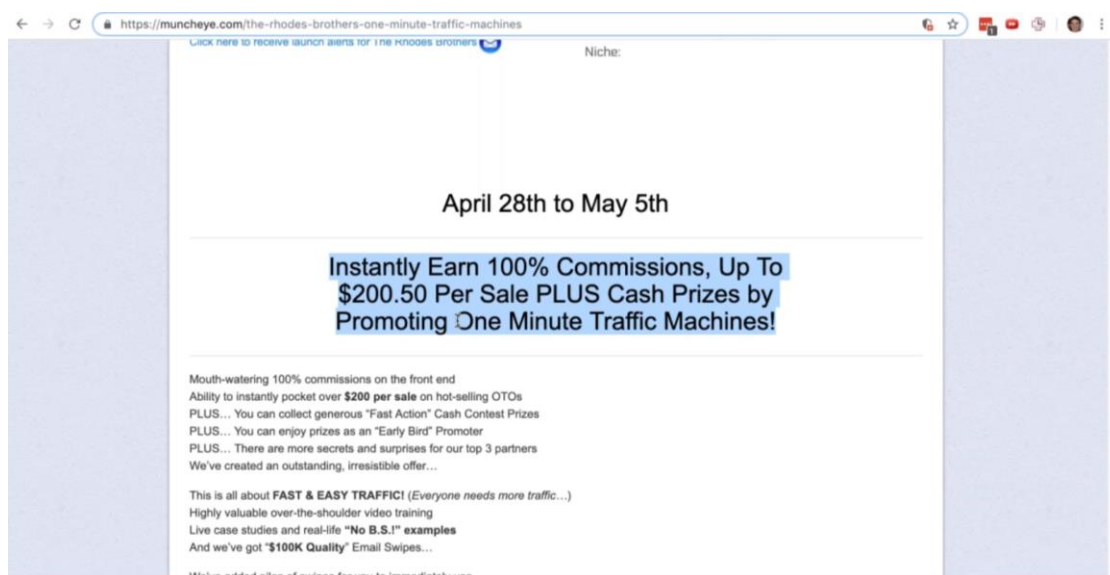
Understand that this portion of the lesson is not about Munch Eye or One Minute Traffic Machines. Resources such as this can change overnight, and sometimes they really do. What John wants you to take in are the principles that he is sharing with you on how to effectively drive traffic. Those do not change. Therefore, although the resources he shares can be quite valuable, the process and the strategies are what you want to internalize.





Check out the screenshot above. The first thing that an affiliate is going to see when they come to this page is that they are going to get the chance to make 100% commissions. You might be interested in the name of the product and what it's about, as an affiliate, but what you really want to know about is how much you stand to make. You may notice that they placed this notice of commissions right underneath the name of the program in the graphic, and the announcement of commissions is in almost as big of a font as the name of the product itself. That wasn't done by mistake.

Underneath the commission announcement, there's a call to action. That's by design too. It's placed within the graphic itself. Think about the psychological principles involved. John looked into a couple of the other campaigns, and no one else is doing it this way. Again, it's because John and Matt understand the mindset of the people they are marketing to. These other marketers aren't losing out by doing things their own way, but they aren't trying to appeal to the people the page is for. Therefore, they aren't optimizing their campaigns to the fullest of their ability.



If you were to scroll down further on the page shown above, you'd see that John actually spells out everything that an affiliate can earn through their promotion for the people visiting their page. There is a bold headline that speaks of some of the major benefits, and then there are more details provided below that. All of the information provided at the top of the page talks about money and what the affiliate stands to make, and then the page goes over the offer and what makes it so special.

John did his best to convey the "silver bullet" qualities of his offer, but he put more emphasis on the parts of the page that let the affiliate know that the offer would be "caveman simple" to promote. Again, he did this to appeal to the people he's promoting to. He wanted them to

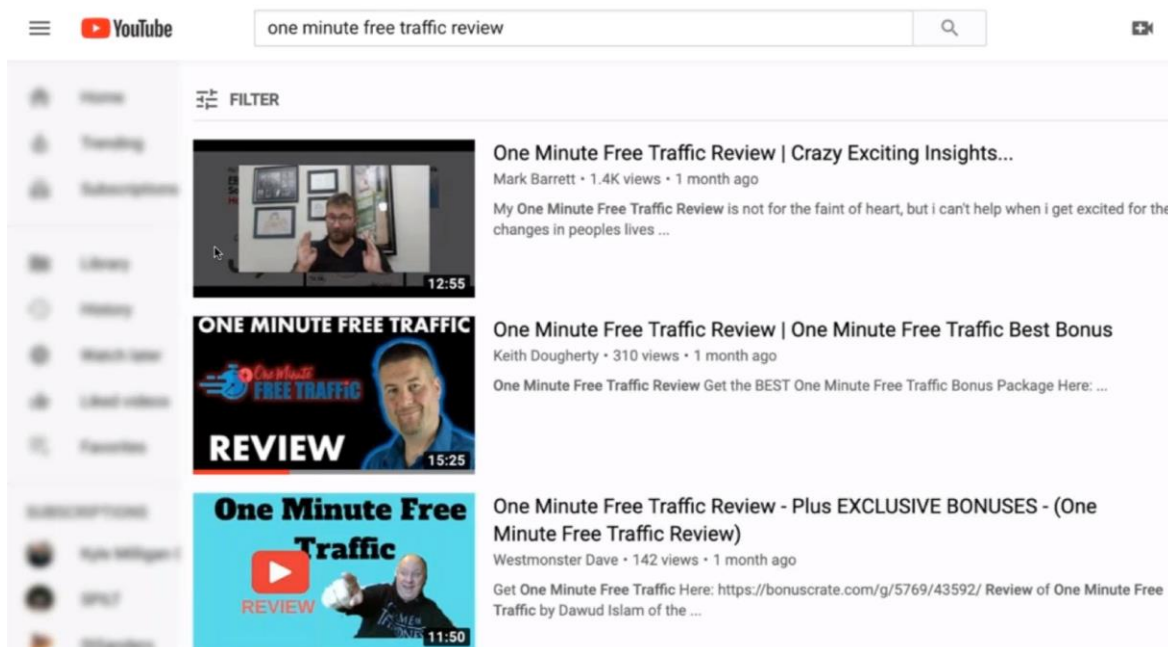
know that what they were launching will be effective, but it doesn't require much. John is trying to appeal to people, but he's not lying about the offer at all on his page. For instance, he added to the page that several of "big dogs" were helping with the launch, and he wouldn't have shared that if he hadn't confirmed that was true beforehand.

So, now you have some real examples of how money is made in the real world. Matt and John are extremely excited because they think the training that they are providing here, along with the value they are providing elsewhere, is really going to help people.

## *Copywriting*

It's critical for you to understand that the copywriting that's used to sell and build relationships is crucial, especially when you are trying to build lasting relationships with JVs and affiliates. This is true when it comes to any audience that you want to target and any deals that you want to make. There's a lot of copywriting and psychology that's used, and it's not just in selling to the end customer.

Joint venture partners and affiliates have choices to make about what they want to promote. They could even promote their own stuff instead, or they can move on to promote another affiliate. It's John's responsibility to make sure that he sells this well and gets this launch on the calendars of enough worthwhile affiliates. Matt and John have a vested interest in getting people to commit to this launch and then announcing that to the world. That way, they can lock them in and hold them accountable.





## ***People Who Do Reviews***

Let's say that you have a product on ClickBank. You can always find people who are writing reviews on the products on that platform. There are a number of reviews for One Minute Free Traffic shown in the screenshot above. John recommends that you go to ClickBank, look for a product that has some activity, and click through until you find out the product name. Next, you can go over to YouTube, and you can look up reviews on the product that you have found. In this case, John typed in "secrets to dog training review," since Secrets to Dog Training was the product that he had found, and he wanted to bring up reviews for it.

When John did this, a number of great videos came up. Not all of them were reviews, but there were quite a few videos that provided a review for the product. Now, do you think that a product is making money when it has over 102K reviews? John found a video like this, and he clicked on it to look further into it. In the description, he found a raw affiliate link to the product being spoken of. Afterwards, he checked Google by typing in "Secrets to Dog Training Book Reviews," and once again, the ad came right up. This process is a great way to find affiliates and piggyback on their traffic.

You can do this all day long. You can find affiliates this way. You can learn from other affiliates in this way. You can even research competitors this way. There's just no end to what you can do with this information. Isn't that cool? If you are ever wondering how to find people to promote for you, now you have a solution for that. This is how you reverse engineer things, and this is how you find out everything you need.

## ***Giving It Away, Now***

Here's a tip. When someone is launching a product on Munch Eye, you can put your product on the back end of their product for free, as long as you know about the product before they launch. Now, why would you do that? If you are just getting started, and you have put together a product that resonates with a launch that is about to take place, you can build a substantial list of buyers this way.

If someone is going through a product funnel, and they just bought a product that's similar to yours in some way, and you get an email address from the buyer, then you have just set yourself up to create a buyer's list. This is a very well-kept secret, but a very valuable one. This is just one more example of how you can piggyback off of the success of others. You find people that are about to launch a similar product to yours, you add value to their funnel by giving away your product, or even letting them sell your product for free, and in return, you are

putting together one of the best email list possible, because it will be a list of buyers in your niche!

All Offers

Results 1-50 of 6075

Product / Vendor	Launch Date	Sales	Conv. Rate	Visitor Value	Avg. Sale	Comm. Rate	Refund Rate	♥ ?	
<div>C</div> <div>Email Marketing Subject Lines that Don't Suck</div> <div>johnklemons</div>	2019-04-06	3	14%	\$2.43	\$17.00	▼	0%	1.00	<div>Request</div>
<div><div></div>Want more exposure for your affiliate offer?</div> <div><div>Advertise Here</div></div>									
<div><div></div>C</div> <div><div>★</div>Commission Shortcut PRO®   100% Done-For-You Affiliate Campaigns</div> <div>superwarriors <div>\$59</div> <div>👍</div></div>	2019-04-07	1000+	14%	\$5.28	\$38.01	▼	1%	82.61	<div>Request</div>
<div><div></div>C</div> <div><div>★</div>Social Studio</div> <div>mellens <div>\$15</div> <div>👍</div></div>	2019-04-02	2000+	16%	\$4.94	\$30.75	▼	3%	79.37	<div>Request</div>
<div>C</div> <div><div>★</div>WP Backlink Machine v2</div> <div>AnkurS <div>\$55</div> <div>👍</div></div>	2019-03-30	1000+	14%	\$3.74	\$26.03	▼	1%	73.81	<div>Request</div>
<div><div></div>C</div> <div><div>★</div>AfflixPro</div> <div>mashbari <div>\$55</div> <div>👍</div> <div>👍</div></div>	2019-03-24	2000+	19%	\$8.09	\$41.52	▼	2%	68.08	<div>Request</div>
<div><div></div>C</div> <div><div>★</div>OnPoint 2.0</div> <div>SimonGreenhalgh <div>\$5</div> <div>👍</div> <div>👍</div></div>	2019-04-05	500+	16%	\$5.56	\$35.62	▼	2%	65.33	<div>Request</div>
<div><div></div>C</div> <div><div>★</div>Cash Magnets</div> <div>brendan mace <div>\$55</div> <div>👍</div> <div>👍</div></div>	2019-03-29	2000+	11%	\$4.03	\$35.41	▼	3%	55.88	<div>Request</div>
<div><div></div>C</div> <div><div>★</div>One Minute Free Traffic</div> <div>Matthew W. Rhodes <div>\$15</div> <div>👍</div> <div>👍</div></div>	2019-03-03	3000+	11%	\$1.95	\$18.73	▼	9%	53.57	<div>My Offer</div>
<div><div></div>C</div> <div><div>★</div>Uduala Ecom v2</div> <div>victoryyaki <div>\$15</div> <div>👍</div> <div>👍</div></div>	2019-03-27	500+	9%	\$4.67	\$54.50	▼	3%	49.48	<div>Request</div>

The screenshot above shows products that have already been launched. Do you think that the people who have launched these products are thinking about launching their next product? Of course, they are. You might not be able to work with some of the top affiliates in John and Matt's market, but you are going to find people that are willing to partner up with you, especially for free.

You can see, in the screenshot, that One Minute Free Traffic received over 3,000 sales. It only shows an 11% conversion rate here, but it was over 20% at one time. If you get a lot of crappy traffic coming into an offer, it drops your conversion rate like that. Your refund rate typically grows when that happens too, but sometimes it's the price of doing business, and in this case, they got a lot of sign-ups from that crappy traffic too.

The screenshot below shows that they got nearly 50,000 visitors on this campaign. Again, some of that was terrible, junk traffic. Still, that's a lot of visitors. Do you think you could sell stuff if you had that many visitors to your site? But again, these results aren't typical. Matt and John are professional marketers with lots of experience, but they are sharing their traffic strategies with you today. John is a believer in the concept that if someone else can do it, then you can get there as well. It takes some work and dedication sometimes, but you can reverse engineer just about anything and achieve the same results over time.

**Warrior+Plus** 999 999 3 14 Matthew W. Rhodes

**Marketplace Vendors Affiliates Deal of the Day Support**

**Vendors** | offers products customers stats transactions affiliates affiliate contests coupons commission rules jv center

**DEAL OF THE DAY** **Cheap & Easy: YouTube Ads**  
 "...Huge opp w/ YT Ads...this gave me the blueprint and motivation to take action..."

**My Offers** + New Offer

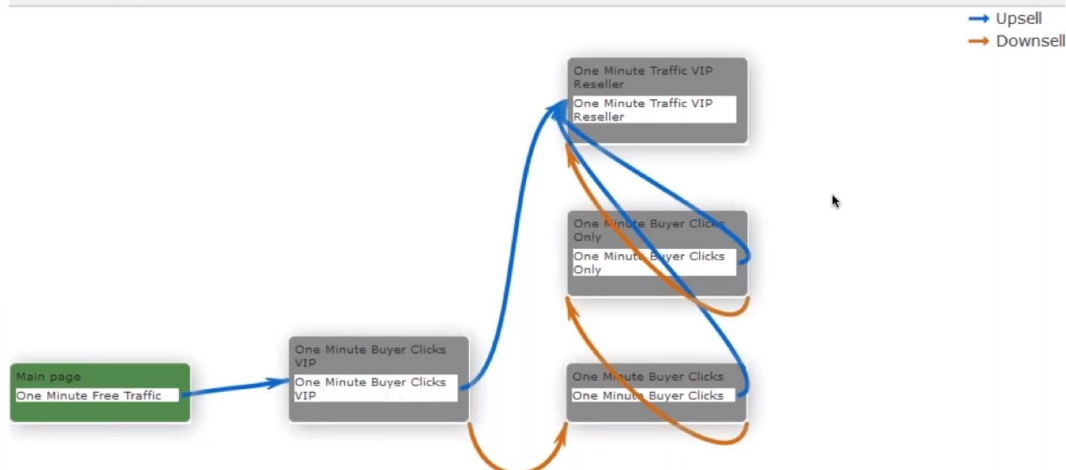
Welcome to Warrior+Plus Offers. An 'offer' consists of one or more 'products' that you are selling. It may be as simple as a single salespage with one product, or it may span multiple pages and products as part of a sales funnel. Click the '+ New Offer' button to get started.

Want more exposure for your offer or affiliate program? [Advertise here »](#)

Quick View: All Time Start Date: 2006-02-02 End Date: 2019-04-10 Go

Offer Name	Pages / Products	Visitors	Sales	Conv Rate	Visitor Value	Total Revenue			
One Minute Free Traffic	5 / 5	49497	3246	7%	\$1.23	\$60,804.64	53.57		






#### Offer Map (Sales Funnel)



Don't let the colors in the screenshot above confuse you. This is a very simple funnel. You can see, the first page is for One Minute Free Traffic, and the net is for One Minute Buyer Clicks VIP, and then finally, there are some upsells and downsells. Now, imagine if someone offered to add another component to this funnel for free. Matt and John would probably be interested in at least speaking with that person about it.

Some people are a lot more visual, so John can save a lot of time by sharing screenshots like these with his JV partners. Matt and John might also share these screenshots with people that mentor them. They also share screenshots pertaining to the amounts they've been able to earn and the success they have had. For example, with the previous launch that they had with One

Minute Free Traffic, they were the top product on Warrior Plus for a day. This is shown in the screenshot below. There's a lot of strong competitors on this page, so Matt and John are thumping their chests a bit about their success with this.

Active Products								Show All
⚙	Product	Visitors / Views	Clicks Unq/Tot	Sales	Conv. Rate	Visitor Value	Customer Value	Total Revenue
	TOTALS (28 items)	77781 / 140720	26002	11264	14%	\$2.27	\$15.69	\$176,754.86
	One Minute Traffic VIP Reseller	1961 / 2813	174/205	123	6%	\$4.68	\$74.56	\$9,170.68
	One Minute Buyer Clicks	1824 / 2464	203/244	142	8%	\$2.88	\$37.00	\$5,254.00
	One Minute Buyer Clicks Only	1355 / 1827	250/288	207	15%	\$2.60	\$17.00	\$3,519.00
	One Minute Buyer Clicks VIP	3269 / 5102	500/701	272	8%	\$5.61	\$67.46	\$18,347.96
	One Minute Free Traffic	33182 / 69355	6745/10524	2502	8%	\$0.74	\$9.80	\$24,513.00

Success breeds success. You want to be able to show your best results whenever possible. John loves that he can just drop the screenshot above into a chat whenever he's talking to a JV partner about how well the launch went "last time". This is instant proof that can help him make better deals in the future.

It's not always about working with big players, though. One affiliate asked if he could use a coupon code for his audience, and since John and Matt are always attentive to their affiliates needs, they provided it to him. He did so well, he mailed out about the product again, and now he is bringing in more leads and more customers. So, it's another win for everyone involved.

# SUMMARY

- You're selling FIRST to affiliates ("WIIFM")
- Piggyback on trust, authority and safety
- "Sell" based on money, relationship and ego
- Track track track (don't "spray and pray")

The logo for B3 traffic BOOTCAMP. It features the text "B3" in a large, blue, sans-serif font, followed by "traffic" in a smaller, blue, sans-serif font, and "BOOTCAMP" in a larger, blue, sans-serif font. The text is set against a background of blue wavy lines that sweep across the bottom of the slide.

B3 traffic  
BOOTCAMP

## *Summary*

The screenshot above breaks down some of the major points of today's training. First of all, when it comes to borrowing traffic, you're selling to your affiliates, and therefore, you are focusing on what they want when you are speaking or writing to them. There's ego, and there's pride, and there's friendship involved, but what they are going to be concerned with the most is the money and rewards that they can gain.

You're going to piggyback on the traffic of those affiliates and JV partners that you use, but you are also piggybacking on the emotions of trust, authority, and safety that they have built with their audiences. Warm buyer traffic is the best traffic. They are transferring their trust, and they are giving you authority, and they are showing their customers that your product is a safe buy. That's what they are doing for you when they are endorsing you.

You need to really pay attention to your tracking when you are borrowing traffic. You need to track the people you are working with, tracking the results they are getting, and tracking the results you are getting. The caution is not to spray and pray. You also don't try to improve the losers. If there are big dogs that are helping you more, don't feel bad about spending more time working with them. You want to spread gasoline on the fire, and the fire consists of the people that have done the best for you in the past. Always go back to the people that have done the most for you and the most with you.