

High End Affiliate Marketing

How To Successfully Sell
High End Affiliate Products



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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

Hi, you're listening to Terry Telford from www.thebusinessprofessional.com, and today we're very fortunate to have with us an extremely successful high-end affiliate marketer. His name is Josh Peak from www.joshpeak.com. Josh has actually developed a very interesting business model because he is a professional affiliate marketer, but not for your average \$20, \$30, \$100 programs. Josh specializes in high-end affiliate programs. So, when we're talking about high-end we're talking about anything in the range of \$4,000 to \$10,000. So, it's a little bit of a different aspect or way of doing business than it would be for marketing your low-end, up to \$100, affiliate products.

So, Josh has agreed to let me pick his brain for a while and basically go through a run through of how he runs his business and how he actually gets people signed up to his affiliate programs when they cost the dollar figures that we're looking at.

First of all, I'd like to say thank you very much for being here today, Josh.

Josh:

Thank you Terry; I appreciate being here.

Terry:

I appreciate your time. Maybe you can start off telling us a little bit about yourself and a little bit about your business.

Josh:

A little bit about me first... I'm 27 years old, I live in Tulsa, Oklahoma in the U.S., I've been married for over eight years, I have three children, we just had twins on August, 5th, so we're very busy now. We do a lot of affiliate marketing and direct response, and not as much network marketing. I've been in the industry since late 2000. This is basically what I've done professionally since I got out of college. I love what I do; this is a great industry to be in. There are also some tricks of the trade, so anyway.

Terry:

Excellent. That sounds cool. Where did you graduate from?

Josh:

I graduated from Oklahoma State University in Tulsa, and I graduated with a bachelor's degree in marketing with an emphasis on promotions

and advertising. It's really what I'm doing right now; I do a lot of advertising and promotions and direct response.

How I got introduced to the industry is probably the question... I just came out of college and started a job in the corporate world. I was a management trainee for a large company in the states who does electrical distribution. They were going to guru me to lead the company. What I saw was, I saw the management and the salaries they were making and I had a good friend who was in outside sales who was making three or four times what the management was making, which was very interesting.

I was raised by blue-collar parents; they were not entrepreneur people. I've always been an entrepreneur at heart, but I wasn't raised in that environment. I've been blessed to be around people who... it goes back to my college days where I wrestled on a scholarship. I've just been put around really driven individual people. In business it's been the same way. I think it is the law of attraction.

I saw these guys out here making a lot of money and I decided that was the area I wanted to go into. There really weren't any opening and the management was going to move me out of state, which I didn't want to do. I took another job that was sort of the same thing in corporate America. I was there a lot; I didn't spend a lot of time with my wife, there was no time freedom, and the salary was just terrible compared to what I know I could make on my own.

There's a guy here in Tulsa who has a promotions company so I went up to him and said, "I know you have good marketing and need marketing people, so I'd love to market for you guys." He told me, "I would love to have me, but we're in a multi-level marketing company. If you really want to make a lot of money, there's a guy who used to be a professional wrestler, and he has his own promotions company. He's in network marketing and he's my up line. I want to introduce you to him." I was thinking that I knew a little bit about network marketing, but the sales did intrigue me.

So, I sat down with him, and the rest is history. He showed me how to leverage my time and how to make money, and told me the kind of money we can make in network marketing. I wanted to go for it. That's where I got my start network marketing.

Terry:

Wow. So, then did you just quit your corporate America job and jump right in network marketing?

Josh:

I did. My wife owns her own salon, and I told her that we're going to make a lot of money. We're going to get multi-level marketing. We have no list, we don't have a market of business people who can make it happy, but we're just going to jump right into multi-level marketing. And she said, "If you think you can do it, then let's do it." My wife has always been very supportive, which is one of the top two things that you need to be successful if you're married. You really need to have someone behind you... well it makes it easier, obviously.

So, I just jumped right into it and didn't have much success at the beginning. It was a tough go. We got in at the same time, me and him, and he's 60 years old, knows more contacts than anyone I've ever known, and just exploded. I'm sitting here going at a snails pace compared to him. I worked hard networking, masterminding, and developing new relationship with people in the industry. Everything he had taught in traditional network marketing is flawed.

I was taught, in 2001, a year after I started, there was a Fortune 100 consultant here in Tulsa named Jeff McGee, who said, "You need a funded proposal. You need to develop a list and have something on the front end that can develop your leads or you can back into them in your primary business." I was like, "Say what?" I didn't understand anything he said. We struggled for three or four or five years until now. We've made money from other businesses. I left that company and went to a higher-ticket product. I had a lot of contacts that came in with me in these businesses. So, we just went from zero to hero. We went from making money to making a phenomenal income.

We'll talk about high-ticket items more, I'm sure. But, it was a big jump for me. It came back when I met Joe Schroeder and he talked about building lists... I've always been a huge advocate for branding. You're either branding yourself or your branding another company or person. He showed me this and I thought, "This is what I've been looking for all along."

That's basically our project; that's what we're working on. We're teaching network marketers how to build and develop a list and a database, how to bring people into your business that have said no to you many times before because they might buy other things from you.

We're teaching people how to market what 100% of the industry needs and will buy.

Terry:

So what do you mean... you mentioned just a couple minutes ago about a funded proposal. What is that?

Josh:

A funded proposal is, when you're in a network marketing company, all of your eggs are in one basket so to speak. This is where gurus on multi-level marketing were making \$30,000 to \$50,000 a month. People joined Amway, or another multi-level marketing company, put all their eggs in one basket, and I think that's what killed a lot of people. What happens is, a funded proposal means that you have something on the front end like a free giveaway or something that leads to a course that leads to a more expensive course that leads to a more expensive course.

You're marketing this to people in the industry. When you're marketing your courses, or funded proposal, that money you generate will, from what we're doing, cover our advertising and give us more of an income. But, at least it covers your advertising upfront. Now, you take that person, drop them down into a couple residual program tools that they need, like leads or an auto-responder or whatever, and now you have two or three or four different residual incomes coming in. You haven't even talked about bringing that person into your primary business.

So, you've created all these incomes, and they haven't even heard about your primary business yet. That's very powerful; that's the opposite of what this business is teaching. They teach you to stay focused on what you're selling. But they teach you not to have a funded proposal, nothing more than what you're marketing, and when people say, "No," to you, then that's the end of it. We teach people that you're going to make more money on people who said, "No," to whatever you're marketing. We take that person... our newer thing is, "Would you be interested in joining a marketing business that you can market that 100% of this industry; network marketing, multi-level marketing, affiliate marketing, would want?"

They want these tools, education, training, and coaching, which are a number of things that never go out of style." They might say, "Yea, let me look at it," because it isn't some product. Now you have someone who said, "Yes," to you because they're interested in what

you're doing. Then you can ask, "By the way, are you interested in an auto-responder because you definitely need that?" They'll probably say, "Yes," to that too. So, you're making another income. Then ask, "Are you interested in leads because leads keep your pipeline going?" After they say, "Yes," to that too, off of one person who told you know, you're now making three or four or five residual incomes on. It's very powerful.

Terry:

So your funded proposal starts off with people who said no to your primary business, is that right?

Josh:

That's one group of people. I have a guy who now earns over \$25,000 a week with this company. It's a high-ticket company. He said that he wasn't interested in my multi-level \$32 thing that I was marketing him. He was making \$50,000 a month but now he's making \$25,000 a week, which is huge money.

So, I brought him Joe Schroeder's program and said, "Look, Michael, your problem is this: people are telling you, "No," and you don't have anything to put them in. How much money are you making from people who told you, "No," in the past?" He didn't know how to answer. He said, "Obviously I'm not making anything off of them." I told him, "Why don't you get something that they would be interested in? Maybe like a course to teach them how to build a database or how to run a home business the right way?" He wanted to know how it was built the right way.

He bought the courses from me himself and he's now marketing them. He's making a ton of money on people who told him no because they bought the courses. Then, what happens is, after a while, they've developed a relationship and we've developed credibility because we're working together, and so they ask about that big-ticket product again.

Terry:

Right, okay.

Josh:

Then bingo.

Terry:

The real key here is to find a proposal where you stair step them up into your higher-end affiliate product.

Josh:

Exactly. That's the way I do it. There are so many ways of doing that. It can be duplicated. I try not to use that word a lot because it's so overused in our industry, but I don't think anything can be duplicated really in this industry. The only thing that can be duplicated for most people is hard work, and most people aren't willing to duplicate that. And so, what it comes down to is have something you can duplicate.

We have a postcard system that if offline stuff that pulls people to our capture pages and brings them into the funnel proposal and we start that process. Anyone can do that. We teach people who have never been in this industry to do that. What happens is, they're attracting network marketers who want to buy these courses because they want to learn how to build a database and a list.

I have a guy who has been in the industry for a while who has never enrolled a person. He did my postcard program marketing our funded proposal, the Joe Schroeder system, he sent out a postcard to 100 leads, and got 28 opt-ins. Out of the 28 opt-ins he got 17 sales, which I don't think is normal, but here's a guy who has never made any money and in one week he made \$1,200. That's huge for a guy like that. That's huge for anybody but especially for a guy who has never made any money before.

In the process, he had a guy that bought one of his courses and now he's in his database that has over 2,000 in a down line with another company. So, you're looking at a guy who never enrolled anybody, and now has a guy in his database who is buying from him that has over 2,000 in down line.

Terry:

Fantastic.

Josh:

That's huge.

Terry:

So you basically have a free report or something that points people to an eBook or that type of a product that's maybe \$20 or so, that points them to a \$50 product, that points them to \$100 product and it works them up that way. Is that how it goes?

Josh:

Exactly.

Terry:

You keep pointing them towards your final high-ticket item's affiliate program. How did you go about choosing which affiliate program is going to be your high-end item? How did you figure out which one to offer?

Josh:

Well, I offer two of them. They're two totally different demographics so my people are going to be interested in one or the other. The first one I found is a Christian based company and I knew there would be a big demographic for that one, and I believed in the people behind the program. I did my research and had actually known a couple of the top guys; one of them came down from one of my down lines. One, I had done a lot of research on before I made the investment. I had criteria that I wanted to meet and he pretty much did for the post part, and we've been very successful with that company.

The other company came to me... I had been recruited by tons of people about this program and finally a guy that I'm really good friends with said that he wanted me to do it. The problem was that I didn't want to spend that much money to get in, because I didn't quite believe in the company. He ended up paying my way in. Then, I had a girl who we qualified, so I was instantly qualified for this company. The more and more I looked into it though... she was a girl approaching me to see if I wanted to join the company. My business obviously qualified me and then two really went off and did really well in the business.

I didn't really build it in the beginning. I started researching more and more and I thought, "I'm in something golden here." They have a team of leader that call people for you and close your sales. All you do is advertise and run your people to them. So, what happened was, the people that I was enrolling, we've made a very good income with the company... I mean thousands upon thousands. But, the people didn't have a system on how to build it; it was the same old thing. They didn't know where to advertise and didn't know what to do with it.

So, what we did was we took them back to the Joe Schroeder program and we taught them how to build a database and a list, and showed them how to take people to back into this high-ticket item. So, it

really didn't matter what angle you come from, there's a no lose situation here. If you came from the high-ticket first, then you can back them into the system to teach them how to build a business. If they come through the funded proposal, then you back them into the high-ticket item. It's universal.

Terry:

That's fantastic. So it's a lot of cross-promotion between everything.

Josh:

It is. It's stuff they need. It's actual tools that they're going to use and that they need.

Terry:

That's cool. So, you have the system in place, you have the funded proposal right up to your final affiliate program to get them into. How do you get people into your funnel into the very first part? You have to be doing some advertising or some marketing somehow.

Josh:

Sure. There are two or three things that I'm doing... I'm honest... I'm not one of those guys that say, "I just started and it just took off." It took me three years to develop a contact list and that was my first sole way of getting people was to go back through my existing database that I already had. I was smart enough to keep some of them in a database. I went back to them and said, "If you're in multi-level marketing, and you don't have these courses, you're not building a database or a list and you're basically just wasting another day of your life. You're living a lie. They're telling you stuff that doesn't work."

They come back and check the data and say, "I wish we had this five or ten years ago because now we know how to do what Donald Trump does; he has a funded proposal. The big boys have a funded proposal; they have a free something that leads you to a course, that leads you to a bigger course, then an even bigger course. So, no matter where you are in their sandboxes, you're going to spend money and they're going to make money.

Terry:

Right.

Josh:

So that was my first way of getting people. My second way was that I've always done ezine advertising. It's amazing; there are so many people out there pitching a program, but no one is doing it the right way. No one is teaching people how to build a database and how to have zero attrition. You can take it down to zero because people want to stay in because it's a good system. No one's marketing training, coaching, and tools; they're all marketing high-ticket product or this or that. I'm not really marketing my high-ticket products so much anymore. It's more that if I market my system, I'll find more people to just back into that.

So, ezine is the second way. The third way is, I'm doing an offline program. One of the tools I have is a lead program. I took the lead program and I call the people and leave a message. I'm calling them; I'm not pitching to them. I just tell them, "There's a postcard on the way to you. It's going to teach you how to build a couple hundred thousand dollar residual income business. If you need me, call me at this number." And I leave them with a follow up e-mail.

So, it's an offline system that drives them to my lead capture pages, puts them in my database, and Joe Schroeder's content keeps them. Within that content is woven my affiliate products and everything else. It's tied to PayPal and I get payments every morning.

Terry:

That's fantastic. That's a nice thing to wake up to.

Josh:

Yea it is. I never had that. In networking, I had one check a month and you hope everything was good. My eggs weren't all in one basket. So, it's a good feeling to know that you have a number one tool that everybody needs and is going to buy. This is the biggest strong point of the call probably, that even when they leave me, I'm still making money. Even when they leave my program and say they're not interested in the program anymore and the jump ship.

The top three percenters are like Terry Telford, Josh Peak, Joe Schroeder, and these guys who can go out and understand how to make it happen, understand some of the Internet, and have an appreciation from a different aspect and they can make it happen no matter what it is. You have your 70%ers who just from ship to ship to ship to ship. There's a market there; sell them the tools, and then let

them jump from ship to ship to ship. But, they're still going to need leads and an auto-responder.

Terry:

So even if they leave your main affiliate program, you're still making money on them because of all the leads generating and because they're still connected to you through that, correct?

Josh:

Exactly. I'm making something on them somewhere; that's not attrition. Attrition is when they leave you and you never make a dime again. There are some people who have done this before and a lot of people are trying to emulate this: you go on the Internet and you type in Joe Schroeder in Google and you see people who have actually stolen some of his copy and started a system kind of like his.

What they didn't figure out is, they don't have the relationships and the content that he does, so they're not creating any residuals inside. Their funded proposal is just a simple eBook that will lead back to your MLM. That's not a funded proposal. A funded proposal is when you make three, four, or five times on courses, then that leads to three or four residual incomes, then leads to whatever your primary business is.

You can emulate it but you can't duplicate it, and that's what a lot of people out there are trying to do. So, Trump, Oprah, they all do it. Oprah gives away a free show. Then, you go buy the "O" magazine, and then you subscribe and she makes her residuals. You go buy a book that she promotes and she makes a commission there too.

No matter where you go inside her sandbox, she's going to make money off of you. People ask how this lady became a billionaire because people still don't know. They think she just made all of her money being on air. They don't realize that she had tools, books, and programs that she was making residuals on every month. That's how she became a billionaire. So, no matter when you leave her, she's still making money somewhere. Turn her show off, but you're still buying her magazine.

Terry:

That's great. As far as marketing then, you have the contacts that you originally had, you have ezine advertising, and you're doing some postcards...

Josh:

Those postcards have been my most profitable area. That's how my guy, the guy I was telling you about, was making over \$1,200 in one week. He works a full-time job. He had opt-ins, and was just beside himself because he never had opt-ins. I told him to just wait and see. Then, people were buying courses from him and then they would join the lead program. He thought it was crazy.

Terry:

Is this system automated then? People come into the opt-in system, get the free eBook, and then from the eBook they go and buy the next product? Or is this something where he has to call them or direct them?

Josh:

No, there's no directing. They get a free eCourse when they opt-in, the e-mails go out and the postcards go out too. The postcards show them where to go, they opt-in, they get a free eCourse, then the e-mails start coming out showing what we're doing and where we're going. The first e-mail is about our leads program. We have a booklet that goes out to them as well, which is a PDF about our leads program. On the back page of that, when they see what's going on and how we're making money, we get faxed orders to the guy who has the lead program and it has our ID on there so we're getting commission. Also, our auto-responder letters are selling our courses. Then, you start seeing PayPal payments coming in as well as the lead orders.

Then, at that point, I teach my people that there are only two things that I do. I do my advertising, which doesn't take a lot of my time. I'm also prospecting. I do go into my list and I do make calls to my people personally, because I want to develop that relationship. I'd rather have that relationship of 100 than have a list of 1,000. I'd rather have a list of 100 buyers who will buy everything than a list of 1,000 that I don't have credibility with.

Terry:

Right.

Josh:

So I go in and I prospect and I nurture. As I'm doing that, I have residuals upon residuals coming in. I teach my people that you have to nurture that database and that list and develop that credibility. You need integrity with that list; otherwise they're just getting e-mails from you. For example, I get someone's blog posts, and I listen. I

see that e-mail come through and my eyes open up because I know that's a person that I want to read. He gives good stuff; there's integrity there. There are other e-mails that I get that I just delete. But yea, it is automated.

Terry:

So, once you get them into the system, they go through the system. What are the final big-ticket item affiliate programs that you're offering?

Josh:

Well, I have two of them. A lot my people have different programs than I do. I offer Advantage Conferences, which is a Christian based company, and my other program is Prosperity Automated Systems. You can find these on www.joshpeak.com and find out a little bit about them. They are the two that I offer. Depending on the person, because I'll know a little bit about them, I'll drip on them a little bit and find out where they are. I'll broadcast an e-mail out depending on how each company is doing and my results of both. I'll let them sift through the information.

If they don't really like the Christian based company because it's a Christian based company and they feel that it's not where they want to be, they can see PAS and they might really like that one. So, a lot of people might tell me that I'm not focused on either of them, but I want to give them a couple options.

Terry:

So, you're not actually marketing them directly; you're letting the high-ticket items get marketed through your stair-step system or your funded proposal.

Josh:

Yea. It takes a little bit longer. People may market their ezine or pay per click or whatever, but I found a lot of that is diluted with these big-ticket items. I like big-ticket items if you have a system to go with it. If you don't, it's still like... those top three percent companies/people are always going to rise to the top. But, if you have a system, level the playing field on them, and can do some alternative marketing that they're not ready for or they don't know or understand, then you have a whole different market than they do.

They're willing to spend \$10,000 in advertising and make \$40,000 or \$50,000. We all would be willing to do that, but we don't have the

\$10,000 upfront to feed that. So, if you have a system, and a database and a list of people that you already work with, you've spent what? This guy who did the postcard campaign spent a little over \$100 for his leads and he spent \$30 for his postcards, so he spent about \$130 and he's made over \$1,200 on the front end. He hasn't even sold the big-ticket item yet.

Terry:

Wow.

Josh:

If he gets three or four people, he'll make \$9,000 to \$12,000 in one program, and in the other he could make \$21,000 to \$28,000. So, they haven't even gone through the whole system yet. They just bought the course, bought the lead program, and some don't even have an auto-responder yet. Some of them haven't even seen everything that's in the sales funnel. That's what's exciting for him because he said, "We haven't even gotten to the big show yet." And they're right.

That's how I get a lot of my people and how I've made the money I have; I nurture the relationships. We have so many demographics and a variety of people, some who have said, "No, I'm not interested in PAS or Advantage Conferences," but you have other courses that they just can't deny and they buy them. They think they're buying courses, but then they realize it's an affiliate and that they can market these courses to other people.

They market these good courses to people, and what happens is they get networkers in their business, and then they say, "Wow. We've made money every which way possible. I'd love to have a big-ticket item at the end." So, now they're coming back to you looking for a big-ticket item when they said no to you in the first place.

Terry:

That's a really fantastic system.

Josh:

There are a lot of people... well 99% of people are losing money on the table. When people tell them, "No," then that's just it. It isn't a matter of network marketing or insurance or mortgage companies or whatever. People tell Trump, "No," all the time and Oprah, "No," all the time. There are people who can't stand Oprah Winfrey in public, but then they watch her show and buy her magazine. No one knows

that they're doing it, but they're helping her make money even though they say they can't stand her.

That's what happens; there is so much money made on people who may not like you and may tell you no. That's how we've made a lot of money. It's fun to see the people who say, "No, I'm not interested in all at what you're doing." Then, you send them an e-mail... I don't call them; I just send an e-mail to the people who told me, "No," and tell them, "This is what we're doing, too." I spend 25% of my time building my list, and the rest of my time working on advertising, blog writing, and some other things. What happens from building my database is I'm going to have months and years of residuals.

Terry:

So, as far as, some of the marketing that you're working on right now, what do you have as a marketing budget that you work with in a month?

Josh:

It depends. If I'm doing my post card system and ezine advertising, which is really all I do, those are the two things that cost me money so to speak. Marketing everything, and including my auto-responder and strictly marketing... I've pushed my budget up a little bit. It used to be \$300 to \$500. Now, I'm spending \$800 to \$1,000 a month right now. That's not what average people spend.

I think a person can spend \$200 to \$500 and do very well with it, but I saw what the rewards were and thought, "If I could compound that and make it even bigger, let's just up the funds." The money that I make off of my courses is my advertising budget. I take it right out of there.

Terry:

Oh, fantastic.

Josh:

So, that covers that. My lead program and auto-responder and all of my residuals cover my house, all of my expenses and all of my bills. Then, I have my high-ticket items, and I cash flow that into my investments and whatever else I'm doing. So, we have it covered from every angle. That's ultimately what you want to do.

If you have a person who's working full-time who is a mother of two or three and doesn't have a husband, she starts spending a couple

hundred to \$500 a month. It can start generating her \$2,000 to \$4,000 a month. Well, she ups her marketing budget so she can make more, and her residuals start to rise to up to \$5,000 a month and she has a one up or two up program that's bringing her in anywhere from \$3,000 or \$7,000 to \$20,000 a month in two or three months. So, she's covering everything and she's making a ton of money.

That's huge that you can take someone who's Sally Homemaker, or a mother of two or three, or a guy who's about to lose his job, and before when you told him that he could take that budget and go make money, which was a lie, there's no way he can do it without having influence or techniques or anything to make it in this industry. It's a tough industry to break into. People say it's not and that you can just sign a form and have your own business. It's just not the case.

It's a tough industry to master and break down, and few have done it. But Joe Schroeder did it in the 70's, 80's, 90's, and has come out of retirement in 2000. He makes \$250,000 to \$400,000 a month residually. He just got tired of where the industry was going. He saw that people kind of understood what he was doing and tried to copy it. They were tying their lead capture pages and all these people have done all this hard work and they would just tie them into their database and basically steal it. It's now their leads plus the leads of the people who did the hard work.

Terry:
Right.

Josh:
They might go make \$70,000 in a weekend on a teleconference. I think, what we teach is for people to own their own database and to control their own database instead of letting someone else control it for them.

Terry:
That's fantastic. And you can start off, just like the guy with \$130, and just go up in steps. Don't bite off more than you can chew, but go on a stair-step level so it's \$130 this month, maybe \$250 next month etc... so you can build up your business and you pay for it with the profits that the business is actually generating for you.

Josh:
Exactly, sure.

Terry:

That's excellent. Say I wanted to get into your system. What's the first thing you send me to?

Josh:

Well, the first thing I'm going to do, depending on where you came from, let's say it was off of an ad or whatever, I would send you to the lead program. That's your first residual. That's where we're going to get started... on that lead program. It's a residual business; it's what 100% of the industry needs. Everyone needs leads; that's what people buy. It's a pretty lucrative thing through Robert Blackman, who is one of the leaders in this industry. We use his lead program and have a good relationship with him.

The next thing we do is build a system, like the postcard system, so we can teach you how to build a list. We're going to take these leads... you bought them but they're not actually yours yet. They're not yours until they opt-in and want to buy something from you. So, we send them to the courses. They got the lead program, they bought the courses, and we've already made two streams of their income. Then, they're doing the same thing. They're selling the leads and building a database for the leads that are opting-in and buying the leads. They also have an auto-responder as well, now.

So, they have two residuals going, they have the courses, and later on down the road we're going to talk about having high-end tickets and a high-ticket income product for them at the end of their sales tunnel. So, when they join, they have one program, the courses, the auto-responder... they have a pretty good start on a tool kit.

People are going to buy the same thing and yea, I'm making about \$2,000 or \$3,000 a month now, and it's all residual. I'll go ahead and buy that high-ticket item, and then they sell three of them and make anywhere from \$9,000 to \$15,000 that month. That brings them to a whole different dimension to the game then.

Terry:

That's fantastic.

Josh:

They can take a portion of that money, as a smart entrepreneur would, and put more people in that pipeline by buying more leads and having more of an advertising budget with the postcard system. Then, drive more people who are going to buy the leads, buy the auto-

responder, and buy the courses. There will be a percentage of them who want to buy the high-ticket item. So, they went from being broke to now making \$18,000 to \$30,000 a month.

Terry:

Beautiful.

Josh:

If they try to do that single-handedly and go right into that high-ticket item, and don't have a system with it... these people don't know how to market. Some don't even know what an ezine is. They have no clue what pay per click and Google AdWords are and have no clue how to do them and they don't want to. It's a tough market. If you have no money, you can't compete with someone who has \$15,000 a month. So, what does that leave them? Well, go target to warm markets. Try that for 60 or 90 days and you'll see how that works... it doesn't work. Even if they do it well, how many people in that warm market can do what they do? It's just does not have the ability to duplicate.

We have a system that attracts... the funny thing is, we're attracting two types of people: the people who want to get into the home business industry, and people who are already in it and seasoned. So, you get people who just got off of a lead, and you bring them into a program, and they're doing the same thing you are but they go out and do an ezine advertisement, and they attract the guy who has anywhere from 100 to 1,000 people. They have someone who's been in there in their database who's been in there for ten years. It's just powerful.

Terry:

It is. The method you've just gone over is probably one of the most powerful methods that we've covered anywhere. Having somebody who can start at zero and work their way right up... there's not a lot of systems out there that can do that. You kind of end up normally coming on a middle or high-end and fumbling around until you quit.

Josh:

Well, I go to the forums and I check out things... I went to a scam report thing the other day; I usually don't read those things because the people posting are people who haven't found a system, have spent a lot of money, haven't made anything, and want to blame it on everybody else. There are some legitimate people out there who go out and get into a company costing them \$10,000 or \$20,000 and

they're left on the side of the road with no help and no direction. They've just spent a lot of money to join a company, banking on that they're going to make a couple hundred thousand dollars a year.

That's right there is what gives this industry a bad name. They've never been taught how to build a list or a database and were never taught how to use them either. They've never been taught how to have five or six residual incomes in addition to that high ticketed item that they can make a couple hundred thousand a year on.

So, there's always been that fight between the high-ticket items and the low residual incomes. I think you should have both. I think you should have tools, education, training, and coaching that the industry needs. People in the industry want leads and want an auto-responder and that service and that service. People that would tell you, "No, I want your vitamins," might tell you, "Yes," for your other five things.

Terry:

Exactly.

Josh:

And all of a sudden you're making \$4,000, \$5,000, \$6,000, \$7,000 a month residually, and you're making another \$10,000 a month on your high-ticket item. So, you go from zero to residuals and a high-ticket item. If that high-ticket item goes out of business, so be it. There's many more out there. There are good ones too.

So, what happens is, if you read The Cash Flow Quadrant, by Robert Kiyosaki, then here's the best way I can put it: if you're a business owner, an entrepreneur, self-employed, or an investor... and if you're on the left side of the quadrant, which is an employee or self-employed, you're not there yet. You're in the game, sort of, but you're not making it happen in the game.

When you're in network marketing, you are self-employed. You're either building someone's business or you're building your own. If that network marketing company goes out of business, you're out of business. I used to kick my bed every night, thinking, "Robert Kiyosaki says in his book that a business owner is someone who, when they go to sleep at night, they're still making money." When I started looking at my business report for my business report for my network marketing company, I wasn't making money at night; I was actually losing money because people were dropping out.

So, I didn't own anything. Then I met Joe Schroeder on how to build lists and a database. So what if that network marketing goes out? You simply kick it to the curb and have something new come in and you dictate what you have in your portfolio and what you don't. You now own a business if you own a list and a database.

Then, you take that money like I was saying, and reinvest in your business. Then put it in an investment that's making a pretty good return in a year. Within three to five years, you're calling your shots. You're either retired and letting this thing run itself... you can do whatever you want to do. I'm just saying, if you got investments and your business is making that kind of money, then you're in a good position. That's what we teach, really.

Terry:

You know what, Josh? That's probably some of the best advice that people, including myself, have heard. That's absolutely fantastic.

Just before we wrap things up, did you have anything else you wanted to add? Maybe something that I haven't touched on or something that sticks out that we missed?

Josh:

I think we covered quite a bit there. It's so funny that there's so much information out there and people get so bogged down that they don't know what to think. You take a person who's never been in this industry, and they go and type in "home business" and there are millions of pages that come up. That's probably one of the hardest things is that so many people have been brainwashed by this stuff and they don't know... They see a guy that's teaching you how to build a list and a database, and thinks it sounds good, but I've been taught everything in the book and nothing works.

So, what I discovered is very simple: build a list and a database branding yourself. That list is your market; you have that whole audience to yourself. When you have that, you have your own business.

I'm passionate about this. I'm passionate about teaching people to go from being self-employed to being a business owner and have cash flowing into your investments. I also want to teach people how to have what's most important to everybody, or at least for me, which is time freedom. Financial freedom is good but hopefully that leads to time freedom. When you have that time freedom, it's huge. You can

go out with your family and go on vacations and not have to put it on a 19% interest credit card. You do what you want to with your life. That's what we're teaching people.

Once again I'm very passionate about it and I love teaching people how to go from being frustrated and disappointed to all of a sudden having people crawl across hot coals to join anything you have. It's fun; it really is. It almost makes you lazy sometimes. People say that they want a program and you say, "Okay, hold on. I'll get around to it in a few hours." It will make you lazy, and that's a bad thing because you should give people what they want and what they need. It's a good thing to be able to have that lifestyle and be a business owner.

That's all I wanted to cover, and I appreciate you having me on here.

Terry:

Well, thank you very much, Josh. Thank you very much for taking the time to share all of our insights, not only on high-end affiliate marketing, but how you work it properly and build a business in addition to high-end affiliate products but also in the multi-level marketing industry and how to build it as a business where you are in control instead of almost being an employee of another company. It's been a complete pleasure and a real educational experience working with you.

You've been listening to Josh Peak, from www.joshpeak.com, and Terry Telford from www.thebusinessprofessional.com. Thank you very much for your time.

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