



Unit #1:
Quick Strategy Overview

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Discover How to Become a Part of Someone Else's Business... Practically Without Leaving Them Any Other Option.

In the world of Internet Marketing, the usual focus is on being either an affiliate... or a product seller (or sometimes both).

After reading this chapter, you will likely find yourself transitioning away from these two models of thinking and leaping into one that will allow you to play the game from a different perspective.

Getting into Someone's Else Business:

Let's cut to the chase, as you likely want to spring into action quickly. In summary, you can engage in someone else's business (in this case, product launches) by incorporating a 'Bonus' into their offer.




Take a Look:



Comment: Getting these deals is NOT easy at all, that's why i've developed a system (which i call the "Tulsa Approach") and that i'll describe in this ebook.

1 Negotiation = 148 New Customers and Ongoing Sales With Minimal Effort.

The method you're about to learn is one I recently used with very positive results, which I'm sharing here. Take a Look:

4 / 4	314	172	55%	\$1.05	\$330.40	1.02	  
Blurred for Privacy	152	16	11%	\$1.14	\$172.52	} Upsells and Downsells	
	11	4	36%	\$10.20	\$112.20		
	17	4	24%	\$2.69	\$45.68		
New Customers that Register Through WarriorPlus To Get the Backend Bonus.	148	57%	\$0.00	\$0.00			

Sounds Easy? Go ahead, try It.

Give it a try. Look at launches on MunchEye, and you'll see how many vendors open the doors for you to place your Bonus.

I tried it dozens of times, and it didn't work.

They don't open the doors.

They don't invite you to their party.



That's what happened to me over and over again and I've got countless slaps in the face...

Until I tried what i call the 'Tulsa approach'.



After changing my strategy, i've got my first deal.

And this brought new customers and sales which i still see come in...

From ▾	Any time ▾	Has attachment	To ▾	Is unread	Advanced search	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$28.02				Oct 6
WarriorPlus	[SALE]	\$10.50				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$10.48				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6
WarriorPlus	[SALE]	\$0.00				Oct 6

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Comments:

\$0.00 Sales = New Customers that Get the Backend Bonus and are added to My List.

Other Sales = Upsells / Downsells that are offered in the Backend Bonus Funnel.

Everything Without Having to Deal with Boring Things:

- ✓ Didn't Have to Create the Main Product.
- ✓ Didn't Have to Contact Affiliates (Sometimes is Hard to Find Affiliates to Promote Your Products!)
- ✓ Didn't Have to Create the Sales Page.
- ✓ Didn't Have to Care of the Product Launch Itself.

"The Tulsa Approach" comprises a series of steps that enable you to close more deals and enter multiple businesses more effectively.

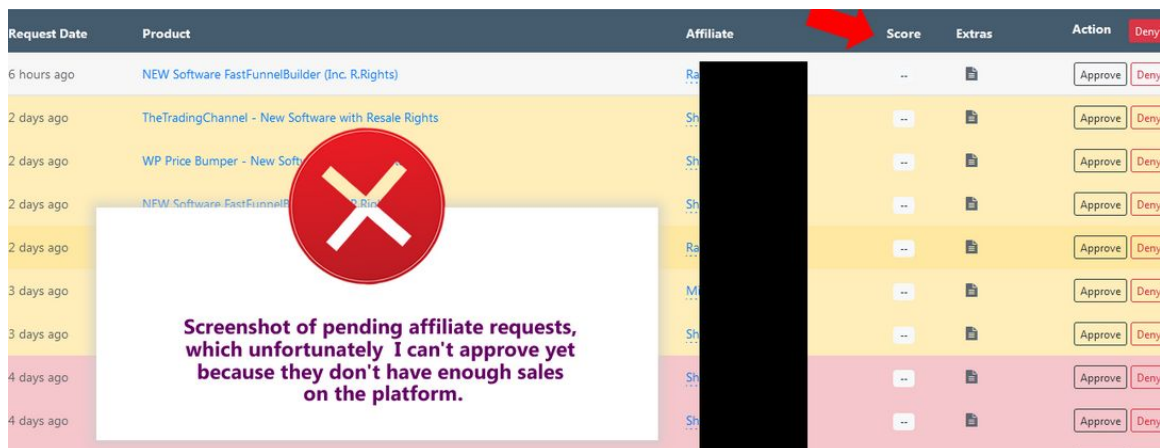
Of course, you might not achieve a 100% success rate, but you will undoubtedly secure excellent deals that might otherwise be challenging to attain.

In the next module we'll delve into the details, but let's continue moving forward...

If You're Starting (as Affiliate / Seller), This is Your Best Choice.

If you're a new affiliate on platforms like WarriorPlus or JVZoo, it's challenging for vendors to allow you to promote their products because you don't have any sales yet, and they can't assess your reputation.

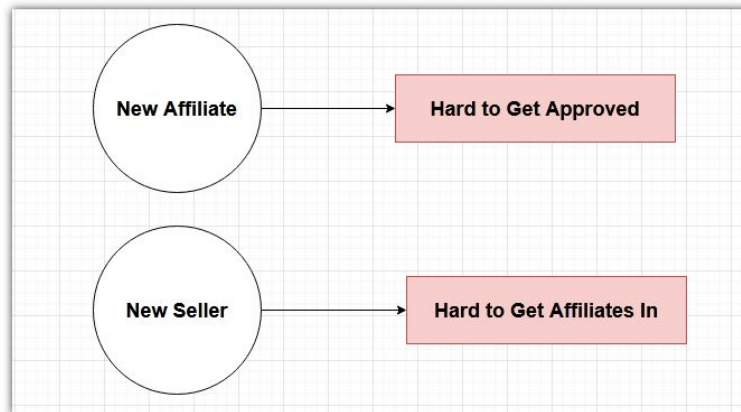
Sorry but this is a fact. Take a look:



Request Date	Product	Affiliate	Score	Extras	Action	Deny
6 hours ago	NEW Software FastFunnelBuilder (Inc. R.Rights)	Ra...	--	...	Approve	Deny
2 days ago	TheTradingChannel - New Software with Resale Rights	Sh...	--	...	Approve	Deny
2 days ago	WP Price Bumper - New Soft...	Sh...	--	...	Approve	Deny
2 days ago	NEW Software FastFunnelB...	Sh...	--	...	Approve	Deny
2 days ago		Ra...	--	...	Approve	Deny
3 days ago		M...	--	...	Approve	Deny
3 days ago		Sh...	--	...	Approve	Deny
4 days ago		Sh...	--	...	Approve	Deny
4 days ago		Sh...	--	...	Approve	Deny

Screenshot of pending affiliate requests, which unfortunately I can't approve yet because they don't have enough sales on the platform.

And if you're about to launch your first product, getting affiliates to promote your product may also not be an easy task as affiliates don't know you.



So, that's how things stand (It's a real uphill battle).

Experienced affiliate?
The only reason to promote someone should be if you can also be a part of their business.

Promoting products or services "just because they are good" or offer high commissions shouldn't be enough. That's the typical way an affiliate views things.

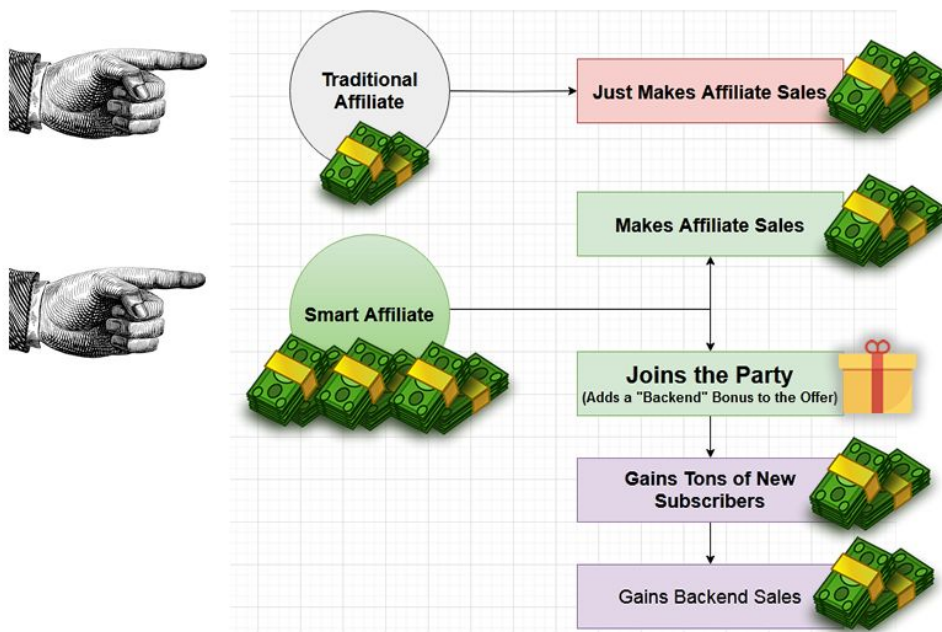
They promote stuff instead of "becoming part of a business" and only take a small slice of the cake.



If you think about it, by doing so, you're missing out on strong cards that could be used to negotiate your way into someone else's business...

... with a backend bonus that could bring you a multitude of new customers and backend sales (in addition to your affiliate commissions of course).

Just take a minute to meditate about this.

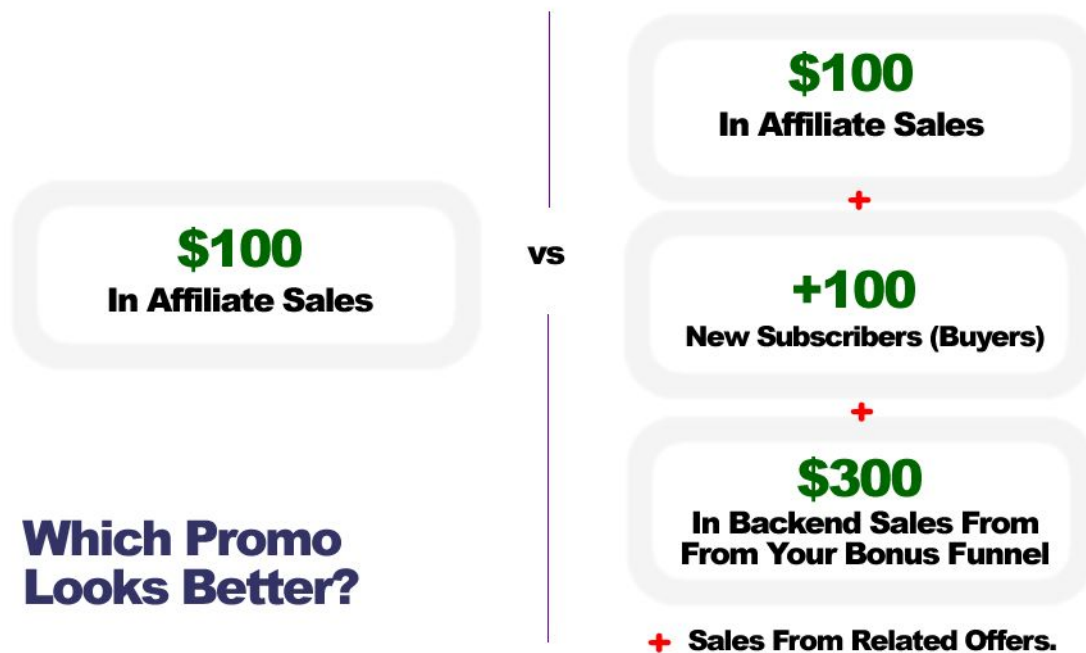


Keep this in Mind:

**In affiliate marketing, you're not just promoting products;
you're also a negotiator.**

Being a Negotiator should be your MAIN role.

Let me sketch out some numbers to give you an example of the difference between both approaches (a regular affiliate and one that negotiates a backend bonus) and what we're talking about.



See? The "Tulsa Approach" is Your Smartest Option.

The "Tulsa Approach" is your best option, regardless of whether:

- ✦ You're a new affiliate or an experienced one.
- ✦ You're a new vendor on platforms like WarriorPlus or JVZoo.
- ✦ You have a product to sell or not.
- ✦ You're a complete unknown in the industry.

This is a way of shifting your mindset from "affiliate mode" or "vendor mode" to thinking in terms of creating agreements with vendors who are ready to open the doors to countless new customers and sales that will come in the shadows.

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All of this without having to deal with complex launches, customer support, and a multitude of boring issues that few people care about.

The "Tulsa Approach" Changes This ...



... Into This...

"How is our launch doing mate?"

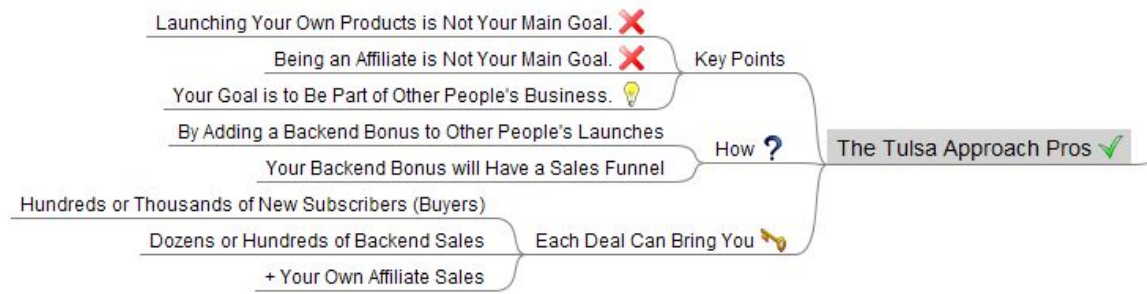
The Pie is Also Yours!

- ★ You Get Most of the Buyers to Your List.
- ★ You Can Get Backend Funnel Sales.
- ★ + You Can Get Money From Affiliate Sales.

! Just with the 'Buyers List' alone, you essentially have a significant part of their business!

Section Summary





End of Section