



**Section #2:**  
**The Tulsa Approach**

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"The key isn't in what you do, but... in how you do it."

René Lavand, Argentine Magician.

## It's ALL In the Details.

In Section #1, we explored a concept that some are familiar with (although they may not fully grasp), and those who are familiar with it...

... cannot implement because **they are constantly rejected** for one simple reason:

**Most of the vendors will not allow you to add your 'Bonus' to their download page (thus enabling you to access the subscribers they are acquiring) just like that.**

Now **we will focus on this particular point**, creating an offer that virtually the majority **“won't be able to refuse.”**

## Structuring an Offer That Most of The Sellers Can't Refuse.

Now, we leave behind the childish notion of knocking on a vendor's door to offer a (equally childish) bonus and having them allow it to be added to their offer.

Unless you are a **Super Affiliate** (capable of proving that you can drive tens or hundreds of sales to a launch), **that probably won't happen.**

You need to **play it safe or you'll miss precious opportunities.**

And that's what we'll cover now.

# 5 Rules For Structuring a Winning Proposal.

Let me show you the **5 rules** directly (we'll cover them in detail):

- ➡ Rule #1: Your Bonus Must Be Related To the Product That Will Be Launched
- ➡ Rule #2: You Bonus Should Be BETTER Than the Product that Will Be Launched.
- ➡ Rule #3: You Must Build a Sales Funnel for the the Backend Bonus
- ➡ Rule #4: You Will Offer 50% of the Backend Sales to the Seller
- ➡ Rule #5: Of Course, You Will Promote the Offer

Pay attention to what I'm about to write regarding these rules. I'll try to be as concise as possible so you can focus on each of these points.

"Rule #1: Your Bonus Must Be Related To the Product  
That Will Be Launched.

This rule makes sense and it's pretty obvious.

If a launch is about a “**video editing product**”... it doesn't make much sense to offer a 'Bonus' that explains “**how to do dropshipping**”.



Well it might have some relevance at some point, but it's not directly related.

You need people to **WANT your Bonus.**

They should want to download it because **that's where they enter YOUR sales funnel** (and you get their e-mails + sales from upsell and downsells).

**And from the vendor's perspective**, they'll want to include a Bonus that can **enhance the value** of their offer and generate more conversions.

That's why it's important for your bonus to be **closely related to the product** and of high quality.

It doesn't have to compete with the product but it **has to add value to it.**

### **Don't Have a Bonus to Offer?**

You can always look for PLR products to offer  
(later i'll give you some tips related to this).

"Rule #2: Your Bonus Should Be **BETTER** Than  
The Product That Will Be Launched.

I'm reading your thoughts....



*“Oh, boy, what are you talking about? You must be crazy!*

*How can I offer a bonus that's more appealing to buyers than the product being launched?*

*That would be nonsense! Why should I do that? **Wouldn't it be better to just launch my own product?**”*

Firstly, the reason you won't be launching the product yourself ...

....Is because the vendors you choose... **have been probably launching their products for some time** (at least that's one of the criteria we'll use later for selecting the launches we want to participate in).

They probably have a **solid email list, affiliates who know them** (and promote their products) etc.



In essence, **these sellers have EVERYTHING READY** to continue doing what they've been doing.

Now, let's move on to **the reasons** why your **BONUS should be ... as interesting (or more) than the product being launched:**



**#1 It's essential for your negotiation:**

The Vendor will understand that **your BONUS will add tremendous value to THEIR launch**, and **they will want it NO MATTER WHAT** because **it will mean more sales for them**, no questions asked.

**#2 You will direct buyers' attention straight to YOUR BONUS.**

If your Bonus is as interesting as the product (or even more so)...

... **where do you think buyers will go first on the download page?**

Correct, they will **RUN** to Download... **YOUR BONUS.**



And after that, **they will enter the Sales Funnel**

.... you've prepared for **YOUR BONUS.**



The more people that get into your Sales Funnel,  
the more money you can make.

So, you need to **drive their interest..TO YOUR BONUS.**

Now you might be wondering (again):

**"How can I offer a Bonus that is as interesting (or more)  
than the product being launched?"**



That's an excellent question.

The answer is not "solely" in the Bonus itself but... **in the selection of the launches.**

**Let me tell you something:**

There are **plenty of launches** for **"simple" products** that people buy without much thought.

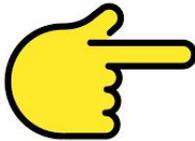
An example of **these launches** (where you typically find relatively simple products but with vendors who often achieve good sales) is that of **products with PLR or Resale Rights**.



*Ebooks, basic video courses, complete sales funnels, etc., are examples of products that are frequently launched with resale rights.*

This is just one example of a niche you can target, but there are, of course, **hundreds of launches in similar conditions**.

**So, you already have a criterion to consider when selecting launches:**



**Look for launches of "simple" product launches (like PLR products) from vendors who typically generate between 50 and 250 sales per launch.**

*More details in the next section (section #3).*

Let's go back to the "Bonus" as I can read your thoughts, and I see the question popping up again:

**"How can I offer a Bonus that is as interesting (or more)...  
than the product being launched?"**

First, you already know that the bonus has to be related to what's being launched, as we discussed earlier. So, let's get to the heart of the question.

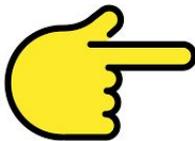
**The answer is still simple: First Evaluate what is being offered ...and then look for better products you can offer as a Bonus.**

In general, bonuses of the "**Software**" type tend to **outshine almost everything** (people tend to want the software over almost anything else you put in front of them).



*Comment: There are multiple options from where to buy software with resale rights but just in case i have a website, where you can find several software products we've developed (<http://www.sellingsoftware.rocks>) and for which we offer resale rights.*

*Just in case, here's a Social Package For "The Tulsa Approach" Customers:*



***The Tulsa Box:***

***<http://sellingsoftware.rocks/tulsabox/>***

Returning to the point, **software is probably the "strongest" option you can choose for your Bonus**, but there are others options of course and you're free to use any kind of bonus of your choice.

"Rule #3: You Must Build a Sales Funnel  
For the Backend Bonus.

Once you have an agreement, you need to have everything ready to:

- Get the Leads.

- Make Sales from Your Backend Bonus **Upsells / Downsells Offers**.

To make these things possible, you need to **build a sales funnel** for your backend bonus.

My recommendation is to go with **WarriorPlus** (<https://www.warriorplus.com>).

Here's why:

### **Reason #1: Support For Free Products with Integration with TOP Autoresponders**

W+ allows you to add a "Free" product to your funnel (in your case, your "Bonus" will be the "Free" product), and you can easily collect the emails of those who register to download it.

In this case, a WarriorPlus "Free Download" button is infinitely better than a classic opt-in form.

style ?

flat clean pixel only

color ?

yellow orange red silver black blue green

text ?

custom addtocart buynow subscribe freedownload freetrial

border ?

none black red

bg ?

transparent white

display ?

Price CC Icons Hurry Up

Select Your Options & Copy the Code Below

```
<a href="https://warriorplus.com/o2/buy/t5sdrx/q4lbp2/gs4ghd"></a>
```

Regular Price: \$17 Today: \$0

FREE DOWNLOAD

powered by WarriorPlus.com

VISA MasterCard AMERICAN EXPRESS DISCOVER PayPal

Example of a "Free Download" Button (W+). Once that you have the code, you need to send it to the seller.

**Reason #2:** It enables you to **easily manage upsells and downsells (it's 500% easier than JVZoo)** that you'll offer to your customers after they have accessed your bonus, all in one place.

**Reason #3:** It will allow us to do something we'll cover in the next rule (JV contracts).

### **Tips for Building Your Sales Funnel:**

1. If the launch is for a "PLR" or "Resale Rights" related product, **consider offering "Resale Rights" or similar options as upsells** (this keeps you in tune with the buyers and doesn't disrupt their flow - **it may increase your conversions**).
2. When creating your sales funnel, **connect it to your autoresponder** (e.g., GetResponse) to automatically add new subscribers to your list.
3. **(IMPORTANT)** Create an autoresponder with an automated "Introduction" message for your new customers. If you start sending them emails out of the blue, you'll be a complete stranger to them.

*Send an initial email where you introduce yourself (something like "Thank you for downloading product XYZ, our bonus for John Doe's offer. Here are some related offers that may interest you..."). However you frame it, it's essential that your new customers know where you're coming from.*

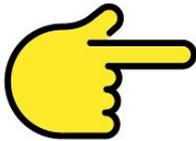
"Rule #4: You Will (Should) Offer 50% of the Backend Sales To The Seller".

The previous points are clearly very important (they are a cornerstone) but this one is FUNDAMENTAL (and **NO ONE TALKS ABOUT IT**).

It's what marked a turning point in the negotiations I started having, making most of them possible.

In fact, it allowed me to create a stronger and less "in passing" connection with other vendors.

I'll mention it again:



**It's critical that you share parts of the profits  
from the sales of your backend bonus funnel  
with the vendor.**



**It's THE Key. It's absolutely necessary.**

**And it's FAIR.**

## Could you make deals without this?

Probably, but the receptiveness... the bond you build with the vendor won't be the same if you don't do it as it would be if you did.

### Let me mention several points for which you **SHOULD** offer 50% of the sales revenue from your Backend Funnel:

**Point #1:** It will significantly increase the chances of your Bonus **being accepted** by the vendor (you'll be offering a nice deal).

**Point #2:** Don't ignore point #1. It's KEY.

**Point #3:** The vendor will view you more favorably, not as someone who just wants to take advantage of his launch.

**Point #4:** Unless you're a Super Affiliate... you **NEED** to add weighty reasons for your Backend Bonus to be included. This is perhaps one of the heaviest (if not the heaviest) point.

**Point #5:** After the Launch, you could gain cooperation from the vendor to send an email to the buyers, promoting the first upsell in your Backend bonus funnel (this could generate more sales for both).

**Point #6:** You can establish a good relationship with other sellers that could lay the groundwork for **future agreements**.

### Think BIG

And if you're still hesitating to offer that 50%, think that the business isn't just about the extra income (although extra income is always welcome), but the value of getting hundreds of new subscribers (**all buyers**).

Think about the revenue that all those new customers could bring you.  
That's truly "gold."



**So, let me emphasize this point:** It's important to offer this type of agreement to the vendor.

### How can i do this?

Before proceeding, let me tell you that we will cover the details of how to contact a vendor with a proposal in the next section (section #3).

What I want to show you now (in case you don't know it) is **how to create a contract with another user on WarriorPlus** (both you and the other party must have WarriorPlus accounts).

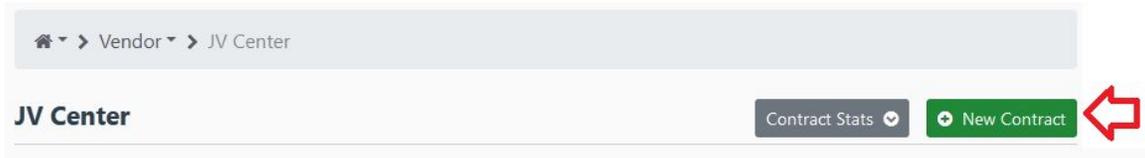
This information will be useful for when the other person has accepted your proposal.

*Comment: When setting up a contract, you won't share the earnings with other affiliates.*

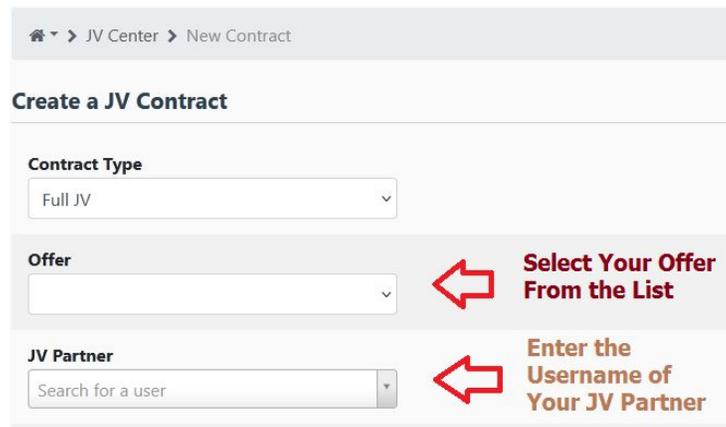
**Step 1:** Go to the following URL (you must log in first)...

<https://warriorplus.com/jv>

**Step 2:** Click on "New Contract"



**Step 3:** Fill in the details ...

A screenshot of the 'Create a JV Contract' form. The breadcrumb trail at the top reads 'JV Center > New Contract'. The form has three sections: 'Contract Type' with a dropdown menu showing 'Full JV'; 'Offer' with an empty dropdown menu and a red arrow pointing to it with the text 'Select Your Offer From the List'; and 'JV Partner' with a search input field containing 'Search for a user' and a red arrow pointing to it with the text 'Enter the Username of Your JV Partner'.

**JV Partner**

**Revenue Share**

**Start Date**

**End Date**

**Set the Revenue Share % and Other Details...**

**Step 4:** Save and send the contract.



After this, inform the vendor that the contract has been created. They will receive an email notification from WarriorPlus and will need to approve the contract.

Once that the JV contract is “active”, you’ll see that under your “JV Center” area:

Type	Product/ Partner	Rev. Share	Start Date/ End Date	Status
Full JV		50%	2023-10-03 2050-09-10	active
Full JV		50%	2022-05-10 2110-12-31	active
Full JV		50%	2021-03-24 2200-12-31	active
Full JV		50%	2021-03-24 2210-12-29	active
Full JV		50%	2021-03-24 2210-12-31	active

That’s all.

"Rule #5: Of Course, You Will (Should)  
Promote The Offer".

Of course, one of the negotiation points includes the fact that you will also promote the product to your list.

Here are two possible scenarios:

### **Scenario #1: You're an Affiliate with Good Stats.**

If you have an affiliate account with some sales, it will likely be a point you can bring to the table and add to your proposal.

Cool.



*The better your statistics as an affiliate are, the better (Comment: if the product will be promoted through "X" platform, but you don't have a sales track record in that account yet, you can provide the numbers from another account).*

In this case (if you are an affiliate with good stats), you just need to do your job on the launch day and that's all.

### **Scenario #2: You're a Practically New Affiliate with No List.**

In this case, you won't be emphasizing your qualities as an affiliate in the negotiation, and **the focus will be on the bonus and the JV contract with the 50% commissions on all the backend funnel sales.**

**Don't Try to Look Like a Great Affiliate.**

**In this scenario, You should be perceived differently, not just as a potential affiliate as that's not your strongest card to play.**

That said, it's also expected that you promote the product so...

.... once the deal is almost sealed, you should inform the vendor that you are "new to this affiliate platform" but that you still have a list and will promote the product.

If you're new, keep a low profile when discussing the subject (don't present yourself as a super affiliate if you're not), but show a willingness to cooperate.

### **With everything closed, (only then, not on day #1)...**

1) Let the vendor know **your username** on the platform (WarriorPlus, JVZoo etc) and that you will send a promotion approval request.

2) Only after this, make the request to promote the product.

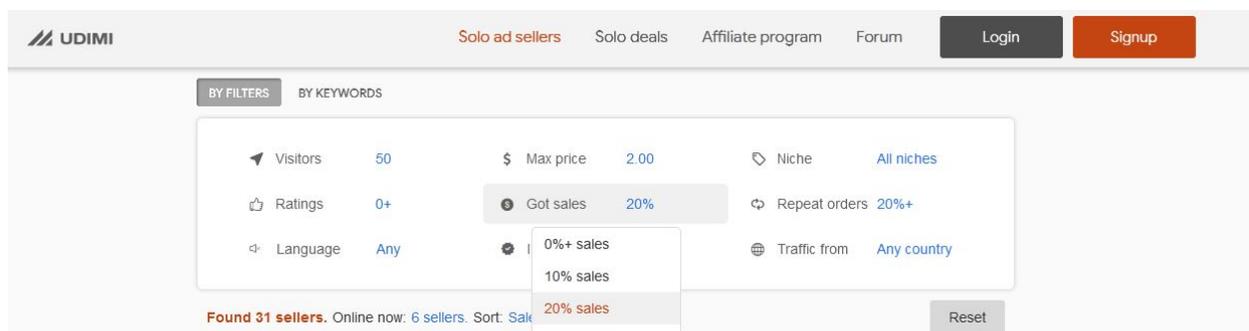
Don't go for point #2 BEFORE negotiating with the vendor because if you are new to the platform where the product will be sold (WarriorPlus, JVZoo, etc.), **it's likely to be rejected flat out**.

If you don't have affiliate sales (or have very few), **you need to have a negotiation with the vendor first**, and have him perceive you as another 'vendor' with whom he will do a JV.

### **How do I promote a product if I don't have a list?**

One option you can use is buying solo ads. If you do, I recommend doing it through <https://udimi.com>, which has some interesting mechanisms for finding solo ad providers who have generated sales for other clients, etc.

Here's an example of a filter that you can use:



<https://udimi.com/search/?sales=20&repeat=20>

And here's an example (please don't take it as a recommendation) of a solo ad provider who has obviously generated sales for other people who have bought his packages.

<https://udimi.com/p/bn5ys>

In fact, I see among the numbers that the solo ad provider has topped the rankings in several contests of different product launches (maybe he can also drive sales to you)...

A screenshot of a ranking table with a dark blue header and light green rows. The table has two columns: 'Rank' and 'Affiliate'. A red arrow points to the first row. The data is as follows:

Rank	Affiliate
1	Gabe Salome 🇺🇸
2	Glynn Kosky - WiFi Profit System - 22nd FEB 🇺🇸
3	Joshua Zamora 🇺🇸
4	seoslayer
5	chrisxjv
6	Jason Fulton 🇺🇸
7	Mark Barrett 🇺🇸
8	Ariel Sanders
9	Jsanfran25
10	John and Dave 🇺🇸
11	Dan Green 🇺🇸
12	Joshua Firima Jnr 🇺🇸
13	aljazali
14	Shawn Josiah - Feb 15th, Perpetual Income 365 🇺🇸
15	Jasdeep Singh- TRAFFIC ARMAGEDDON March 5th -15K 🇺🇸
16	Branson Tay - M O R P H - March 13th 🇺🇸
17	Vikram singh Shaktawat 🇺🇸
18	Pixa Build - PIXABUILD.COM 🇺🇸
19	Angry Newbie 🇺🇸

*I'm showing this as data to analyze different things to look for, but I repeat, I'm not making a particular recommendation.*

**Some comments if you're going to use this option (solo ads):**

- Ask the solo ad provider if the offer you want to promote is suitable for their audience.
- If you're sending traffic directly to the offer (if the solo ad provider allows it), make sure the email describes the offer quite well. I'm not saying you should create a long email, but create a concise one.

- If you're sending traffic to a squeeze page, create an email sequence that "warms up" users to the offer.

That's all.



If you follow each and every one of these points, you'll secure an offer they won't be able to refuse.

**Comment:**

Beyond the funny tone that accompanies our content (well, maybe part of it), keep in mind that the aim of this material is not an attempt to take advantage of others.

**On the contrary**, the goal is to create conditions that enhance the interests of both parties from start to finish.

End of Section