



# The Tulsa Approach

## ❌ Traditional Strategies Cons

### 🔍 Affiliate Marketing

- ❌ You're Building Someone Else's Business
- ❌ You're Not Part of "That" Business
- ❌ You Just Get "Sales"
- ❌ Getting Approved on New Platforms Like WarriorPlus and/or JVZoo is Hard For New Affiliates without Reputation.

### 🔍 Launching Your Own Products

- ❌ You Need to work A LOT to Launch Something
- ❌ It's Hard to Get Affiliates In
- ❌ It's Even Harder to Get Rockstar Affiliates In (Affiliates that can bring 100's of sales).

## 🚀 Getting Started

### 📁 An Offer They Can't Reject

- ➡ 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

### 📅 Choosing Your Targets

#### 123 Go For Easy Targets First

- 📅 Muncheye
- ✅ Sellers Making 50 - 250 Sales Per Launch
- ✅ PLR Launches are Ideal
- ✅ Solo Launches

#### 📱 Targeting Bigger Launches

- 📌 Did You Make +100 Affiliate Sales Before?
- 📌 Can You Bring +25 Affiliate Sales to the Launch?
- 🌐 Look For Sellers Making +250 Sales Per Launch

#### ★ Evergreen Products

- 📄 Checking WarriorPlus / JVZoo Marketplace
- 📄 Checking CB Snooper Stats (ClickBank Offers)

### ✉ Promoting the Offer Without a List (Using Solo Ads)

- 💡 You can test offers from Udimi.com
- 📝 Look for offers with "sales"
- ❌ Don't send traffic from solo ads directly to the offer
- ➡ Use a Squeeze Page and Redirect New Leads to Your Aff. Link

### ★ Your Bonus

- ✅ Software is Better
- ✅ White Label is Better
- ✅ Getting MRR to the Product is Better
- ✅ If You Have Full Rights You Can Offer Extended Rights as an Upsell (Example: Resale Rights).
- ➡ Software with RR / MRR / WL: SellingSoftware.rocks

## The Tulsa Approach Pros ✅

### Key Points

- ❌ Launching Your Own Products is Not Your Main Goal.
- ❌ Being an Affiliate is Not Your Main Goal.
- 💡 Your Goal is to Be Part of Other People's Business.

### How ?

- By Adding a Backend Bonus to Other People's Launches
- Your Backend Bonus will Have a Sales Funnel

### Each Deal Can Bring You 🔑

- Hundreds or Thousands of New Subscribers (Buyers)
- Dozens or Hundreds of Backend Sales
- + Your Own Affiliate Sales