The background of the entire page is a dark, greyish-blue gradient with numerous US dollar bills of various denominations (including \$100, \$20, and \$10) falling or floating around. The bills are slightly blurred and semi-transparent, creating a sense of motion and abundance.

# THE PIGGYBACK MONEY MACHINE:

---

How to Generate Income  
Using Our Proven System



**A super-fast guide to affiliate marketing success.**

# TABLE OF CONTENTS:

---

1. Welcome to the Piggyback Money Machine!
2. The 5 Essential Pieces of an Affiliate Marketing System.
3. Your Sales Funnel: The Money Machine.
4. Opt-Ins and Lead Magnets: Free Gifts to Make People Love and Trust You.
5. Use Free Blog Content to Generate Sales.
6. Email Autoresponders: The Automatic Sales Team.
7. Building Your First (Good) Autoresponder and Landing Page System. (Free Emails Included!)
8. Free Traffic from Forums: Make Sales without Spending Money.
9. Create Effective Ads to Multiply Your Sales (Free Ad Resources Included).
10. Solo Ads: The Most Effective Way to Buy Traffic.
11. Advanced Email Marketing: Subject Lines, Open Loops, and More



# WELCOME TO THE PIGGYBACK MONEY MACHINE!

---

We've been working in marketing for a combined **20+ years**.

In that time, we've made over **\$50,000,000**.

It didn't come easily, and we won't use words like "automatic" or "effortless." It was a lot of hard work.

But the good news is that if you're reading this book, you're going to get to take advantage of all our experience and work to "piggyback" off our success.

## AFFILIATE MARKETING: THE PIGGYBACK STRATEGY

---

Building a business from scratch is a lot of fun, but it's also extremely risky, expensive, and difficult.

- Hire a team.
- Create a product.
- Make ads.
- Build a website.
- Create a sales video.
- Add extra products as upsells.
- Test your sales funnel.
- Improve the sales funnel.
- Find more customers.

Affiliate marketing is about finding someone who's done 95% of the work so that you can just take care of the last step:

### **Find more customers.**

The 10 Minute Awakening has gone through *months* of building, testing, and improving.

This product launch phase has cost nearly **\$100,000** from conception

to the high converting **MACHINE** it is today, waiting for you to take advantage of.

And we've poured tens of thousands of dollars into driving paid traffic and testing different ads, sales pages, videos, headlines, emails, and more.

This system is built to **make sales effectively.**

All you have to do is send customers to us!

**Yes, 5% of the Work is a Reasonable Estimation.**

A lot of people try to make affiliate marketing sound like a piece of cake, but there's still work involved.

If you want to be able to sit back and sip mojitos while money pours into your bank account, you have to be willing to do some work in the beginning.

It's not complicated, and it's not expensive. But it is work.

After all, we're giving away 75% commissions for every sale you bring in. (That's up to \$600+ per customer.) If it wasn't real work, we wouldn't pay you so much for it!

## GET THERE FASTER WITH THIS FREE GUIDE.

---

You could spend years learning how to be a good affiliate marketer, but we think your time is better spent doing things the smart way.

And we'll make it as easy as possible, giving away all the strategies we have!

If you're willing to put your best effort into this system, we promise you'll love the results.

Now, let's start mastering affiliate marketing...



# THE 5 ESSENTIAL PIECES OF AN AFFILIATE MARKETING SYSTEM.

Affiliate marketing is a system.

Or rather, **good** affiliate marketing is a system.

Bad affiliate marketing is chaotic, unreliable, and unprofitable.

If you make a low-effort Facebook post with an affiliate link and cross your fingers, you probably won't do too well.

You might actually make a few sales, but the long-term success rate for that strategy is low.

And you'll miss out on a ton of potential money while you wait!

Here are the 5 essential parts to an affiliate marketing system:

- Content.
- Audience.
- Email.

- Product.
- Sales.

Your job is to create (or share) the content with your audience.

If you want to make as much money as possible, emails will NEED to be a big part of your system.

The product and sales are already taken care of: with hundreds of split-tests (and counting), the 10 Minute Awakening has one of the most efficient sales funnels out there.

But let's take a closer look at the other pieces.

This is just a quick overview: we'll go into much more detail about effective sales and email marketing later in this book.

## CONTENT IS KING.

---

Content is the most important thing you have to offer as an affiliate marketer.

Read that again: **content**, not sales, is the most important thing you have to offer.

As an affiliate marketer, your **goal is to make sales**, but your **audience's goal is to make their lives better**.

Sometimes they'll do that by buying a product.

But more often, they do it by browsing the internet for content.

We spend all day on the internet, but just a small portion of our time buying things.

The good news is that content doesn't have to be difficult to make.

In fact, you can share articles, videos, and inspiring images from other content creators to quickly grow your audience.

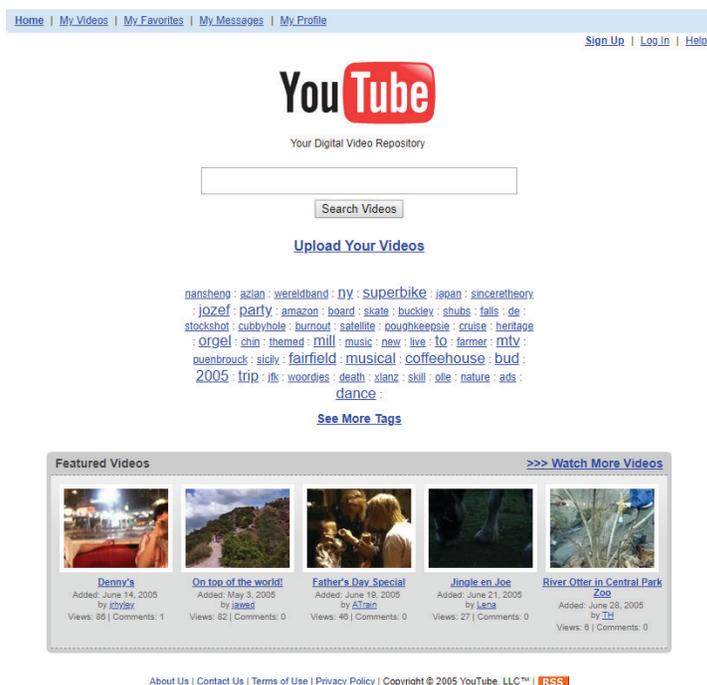
Commenting on other posts in related forums and social media sites can also help you build a reputation and draw more traffic.

## CREATE A (GOOD) WEBSITE TO HOST YOUR CONTENT.

---

If you land on a website that looks like someone's blog from 2005, you probably aren't going to stick around, and you definitely won't think of that website as a source of reliable information.

Even YouTube from 2005 would make you nervous today.



Humans are largely visual creatures, so it's important that your website looks decent.

The good news is that creating a good-looking website is fairly easy.

We recommend setting up a unique domain name rather than using a WordPress name (such as `www.fakewebsite.WordPress.com`).

If you aren't technically savvy, you can hire someone to get it done for you for less than \$50.

## **YOUR AUDIENCE IS WAITING.**

---

People do their best to connect with you, as long as you offer good content.

Social media sites, forums, and email all exist for the sole purpose of connecting people to useful content.

At no point in the history of humanity has it ever been easier to find potential customers.

You just have to be careful about the relationships you cultivate.



## EMAILS DOMINATE SALES.

---

Emails are powerful for several reasons:

1. People trust an email more than an ad.
2. You get multiple chances to contact each person.
3. It's essentially free.

With email, you can contact a potential customer 7 times a week for free.

Connecting with someone with an ad 7 times a week would probably cost you at least \$10 per person.

(Sure, you may get more impressions than that, but actually having useful interactions will cost you more money.)

Email marketing is infinitely easier, cheaper, and more effective than advertising.

And if you do it right, you can begin making a serious income from affiliate marketing in just a few weeks.

Next, let's look at the big picture.

# YOUR SALES FUNNEL: THE MONEY MACHINE.

This section has the potential to scare you.

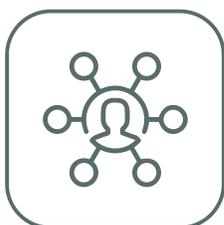
Please do NOT be intimidated!

Even though the chart below looks intricate, the actual work involved is very straightforward and easy to do.

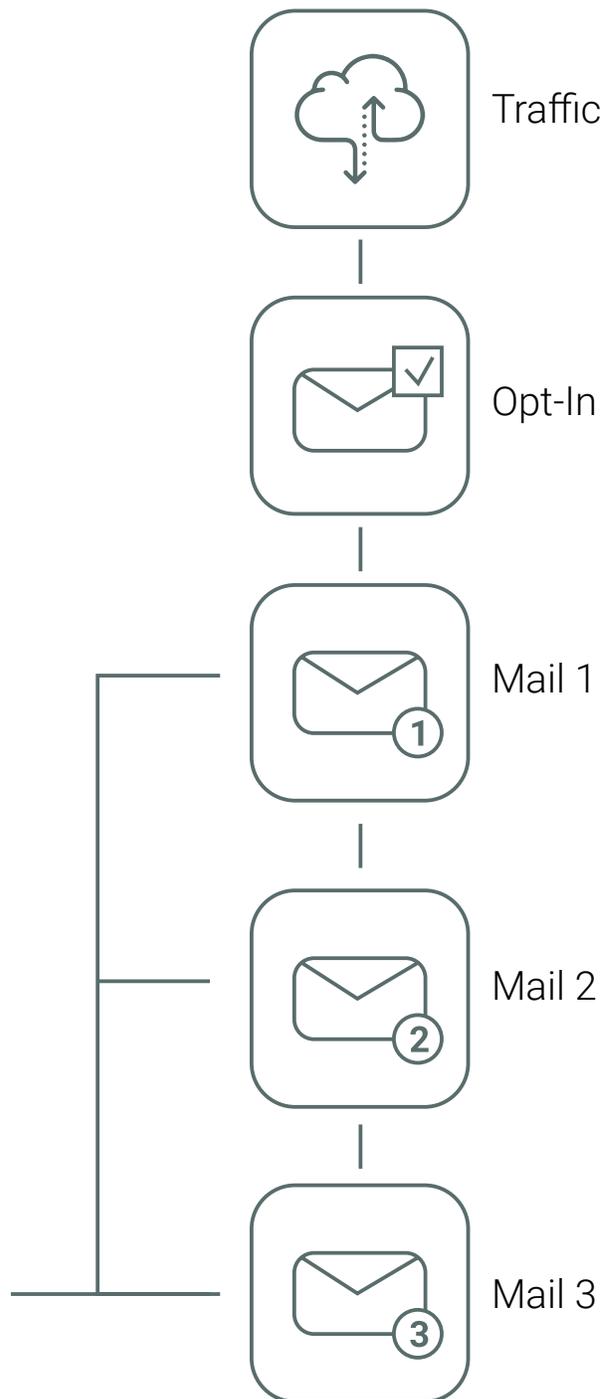
The funnel goes like this:

1. Bring traffic to your “opt-in.” (More on that later.)
2. Once you collect their emails, you’ve “won.”
3. Finally, we use emails to deliver the lead magnet and send people to the product you’re promoting.

Affiliate Product



Lead Magnet



We say you “won” in step 2 because getting a potential customer’s email is by far the most important thing you will do.

Once you have someone’s email, you have a free way to get in touch with them and turn them into a customer.

You can send them 1 email or 100: it costs the same amount of money.

And once you’ve successfully sold your first product, you can continue to cultivate a relationship and deliver value to your email list so that the next time you’re ready to sell a product, you already have people to email!

A single email address could be worth thousands of dollars to you over the course of one or two years.

In fact, a single customer through the 10 Minute Awakening can earn you over \$600 a year, so getting those emails and building relationships with your readers is truly the most valuable thing you can do.

Building Relationships Through Email.

## **THIS IS THE MOST CRITICAL STEP.**

---

If a stranger on the street asks you for \$1, you might give it to them. (If you’re a New Yorker, you’ll probably just keep walking.)

But if your best friend asks you for \$100, you’ll probably help him out!

The only difference is how much you know, trust, and like the person who’s asking for money.

In your emails, the goal should be to make sure your audience knows, trusts, and likes you.

### **KNOW:**

---

How do you know someone?

Interaction!

The more emails you send, the more someone will feel they know you.

## TRUST:

---

Trust is harder to build up: it doesn't happen just from seeing someone's name in an email every day.

Trust happens when someone else makes themselves vulnerable to you in some way.

To build trust with your audience, you have to be authentic and honest.

Sending emails where you admit to your own faults ("I can't resist chocolate cake") or reveal personal information ("let me tell you my most embarrassing secret") will make people feel that you're a trustworthy person.

Of course, it also helps if you don't SPAM them with unbelievable get-rich-quick schemes to try to make a quick buck.

## LIKE:

---

Getting someone to like you is the most complicated part of this job.

(There are obviously thousands of books out there on the topic, and this isn't really a guide to making friends.)

But the key thing is to share strong opinions.

A lot of people approach marketing by trying to be as bland and vague as possible so as to avoid annoying their audience.

Sending out an email saying you hate the Patriots or the Phillies might seem risky, but for everyone who disagrees with you, many more will agree on the spot.

After all, there's no easier way to make a friend than to go up to someone wearing a jersey and start talking about the team they love!

Of course, it doesn't have to be about sports:

- I love pumpkin lattes.
- I hate avocado toast.
- Why does everyone take selfies all day?!

You'll be amazed at how easy it is to connect with people (and rile them up).

But here's the one secret to getting people to love you:

## **GIVE AWAY FREE STUFF!**

---

That's the whole focus of the next chapter.

And just to make your life easier, we're giving you free lead magnets that have been tested with tons of traffic to make sure they grab emails and build your list fast.



# OPT-INS AND LEAD MAGNETS: FREE GIFTS TO MAKE PEOPLE LOVE AND TRUST YOU.

An “opt-in” is a page where someone has to opt in to get a lead magnet from you.

A lead magnet is a free gift you give away in order to get a “lead,” or a potential customer.

Simple enough, right?

One of the biggest mistakes people make with lead magnets is making them too complicated.

You don’t need to offer a \$10 gift card or a 300-page book.

In fact, you can probably put together a great lead magnet in about 20 minutes.

## GET POWERFUL LEAD MAGNETS YOU CAN USE TO INSTANTLY BUILD YOUR EMAIL LIST.

---

Although you can make your own lead magnet (and we’ll show you how), the easy way is to use ours!

We’ve done a ton of testing to make sure these are effective lead magnets with powerful copywriting and images, so you can simply post these to your website and start collecting emails in exchange for these free gifts.

You can get started right here:

<https://10minuteawakening.com/affiliate/optin-giveaways/>

But if you’re interested in building your own lead magnet, here are some tips...

## **DON'T START FROM SCRATCH.**

---

If you're not an expert in the field, starting from scratch is a bad idea.

Your time is best spent doing the things that are most valuable:

- Collecting emails.
- Building your reputation.
- Making sales.

That's it.

All the extra work should be taken care of by someone other than yourself, or minimized as much as possible.

## **GET A FREE LEAD MAGNET TO GIVE AWAY.**

---

For the 10 Minute Awakening, we have several free gifts that you can give away to potential customers, and we know they're effective because we've already done the testing for you.

You can download them here:

<https://10minuteawakening.com/affiliate/optin-giveaways/>

However, if you want to create your own lead magnet, for this product or others, you can do it without too much extra work.

Building your lead magnet can be very simple and straightforward.

## **FIRST, FIND A FEW SIMILAR LEAD MAGNETS.**

---

Start this process the same way your customer does:

Looking for useful content.

Go to Google and type in a search phrase that makes sense with your product.

In this case, we want to find information on manifestation and meditation.

Let's search for "5 tips for manifestation free download."



### How To Manifest: 5 Free Law of Attraction Worksheets

[www.thelawofattraction.com/how-to-manifest-5-free-law-of-attraction-wor...](http://www.thelawofattraction.com/how-to-manifest-5-free-law-of-attraction-wor...)

Here are some **free to download** Law of Attraction worksheets that you can use ... **5** Law of Attraction worksheets to share with you that should make **things** a lot ...

### 7 Free Law of Attraction PDF Worksheets To Download & Print

[www.thelawofattraction.com/free-law-attraction-pdf-worksheets-download...](http://www.thelawofattraction.com/free-law-attraction-pdf-worksheets-download...)

**Download**, print & watch your **manifestations** become more powerful. ... It takes you through a **5** step process, starting with getting rid of negative beliefs and ending with ... **Tips** For Beating Low Mood & Depression (+ **Free** Printable PDF).

### The #1 Key to Manifesting (Do This to Attract Your Desires)

<https://gabbybernstein.com/the-1-key-to-manifesting/>

Jul 14, 2019 - I want to have money in the bank and I want to feel financially **free**." .... July 22, 2019 at 5:24 pm. Love it! ..... I wonder if there is a **downloadable** version of the Miracle Mantra. ... Any **tips** on **manifesting** a healthier relationship?

### Manifestation Miracle - PDF Free Download | Manifestation Miracl...

<https://www.pinterest.com/pin/594545588276576895/>

**Manifestation Miracle - PDF Free Download**. ... To **Manifest** Miracles - mindbodygreen.com. **5** **Tips** To **Manifest** Miracles - mindbodygreen.com. More information.

We'll get a bunch of lead magnets from industry that we can then borrow from.

Is this ethical?

Yes, absolutely. You can't copyright facts, and all of these resources probably got their information from someone else.

They didn't invent the Law of Attraction!

All we're doing is getting useful content that we know is popular (top of the search results), and creating our own version to give to potential customers.

## DON'T STOP WITH THE FIRST LEAD MAGNET.

---

Once you create your first lead magnet and send it to your email list, it's time to make money, right?

Wrong!

Don't rush the sales pitch, and don't stop creating value for your leads.

We'll get into more detail about

advanced email marketing later in this book, but the first thing you should know is that most emails you send should offer value of some sort.

Opening an email from you should be fun, exciting, and addicting.

That never happens when someone just sends you a pushy sales email!

## **YOU DON'T HAVE TO GO BIG.**

---

If you look back at the search results we got for lead magnets, you'll notice a trend:

Most of these are short: just 5 or 7 tips in most cases.

And when you think about it, if someone wants a quick solution to their problems, are they going to look for 5 tips or 100 difficult exercises?

People want to get away with as little work as possible, so making your lead magnet seem easy is important!

## **DON'T GIVE IT ALL AWAY.**

---

Your lead magnet shouldn't solve every problem the customer has.

If they're searching for a diet program, and you give them 100 recipes and a meal plan for free, they won't have any reason to buy your diet!

However, if they only get 5 meals than fill them up, but then they find out that your diet program burns 4 pounds a week, they'll be more interested.

## **DON'T ATTACH A ZIP FILE.**

---

The most important part of delivering your lead magnet is to include a link to a download page (or simply attach the PDF).

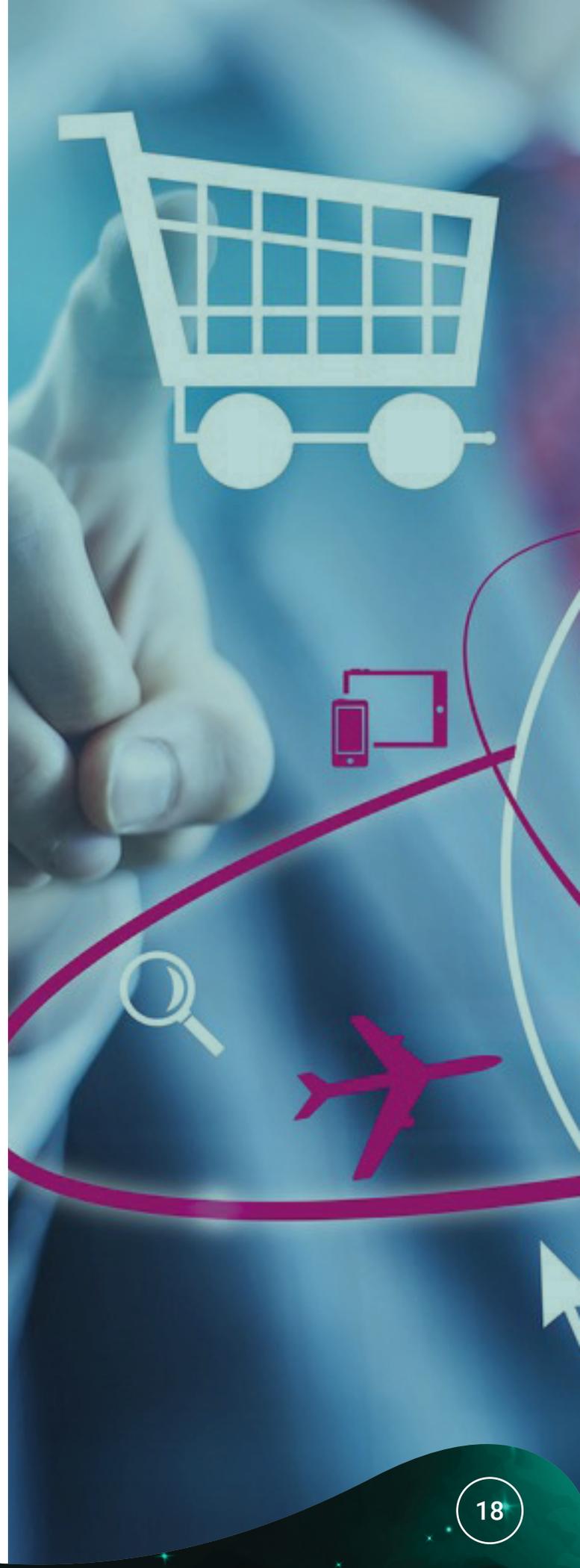
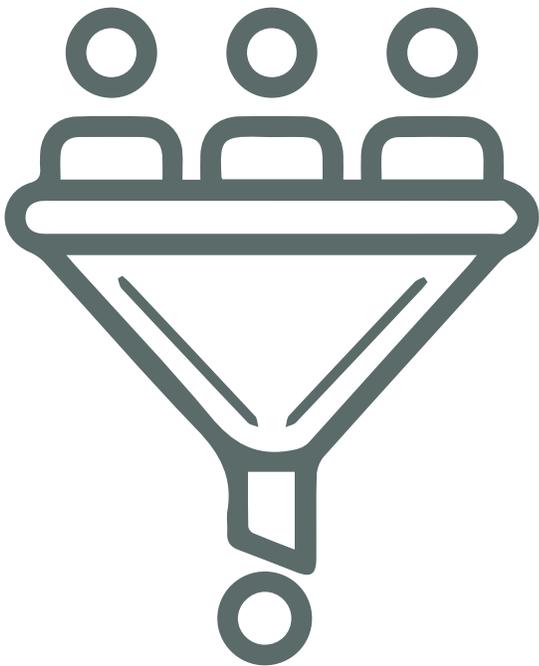
Do not use a zip file, because email services tend to filter those out as potential viruses.

## MAKE THE SALE INSIDE THE LEAD MAGNET.

---

Sometimes, people will be ready to buy the product as soon as they finish reading the lead magnet.

Adding a page at the end about the product can make sure it maximizes your first interaction and can put the product in their mind before you make any stronger sales pitches through emails later on.



# USE FREE BLOG CONTENT TO GENERATE SALES.

Making sales online is usually very difficult.

No matter how many gurus online tell you they're making money in their sleep or getting rich sitting by the pool, the fact is that there's a lot of work to get done:

- Creating content that pulls in readers.
- Connecting them to the products they actually want.
- Making sales.

But here's the good news...

We've done basically every step of that process for you!

In fact, you can create a blog website using our free blog content.

You can get your blogs here:

<https://10minuteawakening.com/affiliate/blog-posts/>

## REMEMBER:

---

- Enter your ClickBank affiliate ID to get commissions on your sales.
- Format the blog post so it looks nice. Cheap-looking websites will scare away your potential customers!
- Be patient. Unless you're spending money on ads or you already have an email list, your blog post might not generate sales instantly. However, it can become a source of money for you for years to come.

Our free ClickBank ID Tool makes it easy to create your unique links inside every blog post:

Enter Your Clickbank ID In The Box Below And Click 'Submit' To Create Your Customized Promo Material



## BUILDING A NICE BLOG SITE:

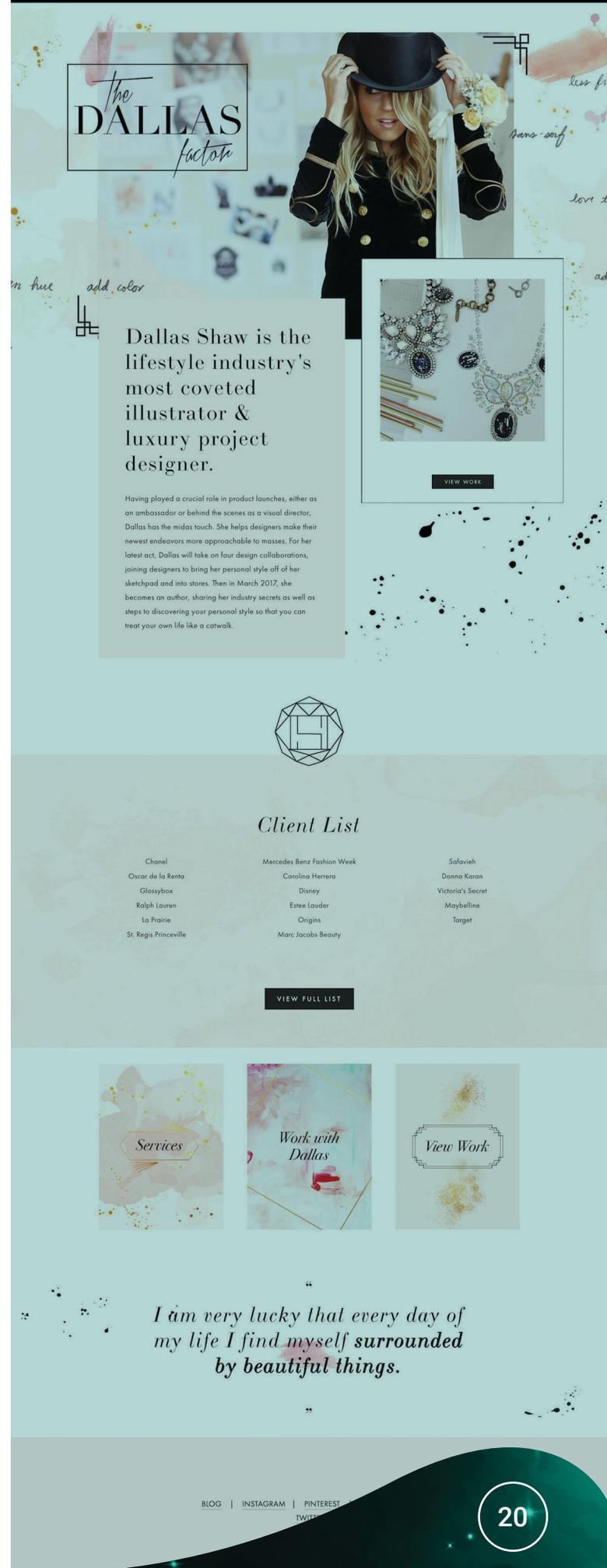
A blog site can be very easy to set up, but just because it's easy doesn't mean you can breeze through the whole process without thinking.

You can post your blogs to your GetResponse landing pages, but that probably won't be very efficient.

SquareSpace is a great way to build a nice-looking blog site with a custom domain in just a few minutes.

<https://www.squarespace.com/>

WordPress works as well, but you'll have to be sure to sign up for a custom domain. Using a ".wordpress" site name will instantly reduce your credibility.



# EMAIL AUTORESPONDERS: THE AUTOMATIC SALES TEAM.

It's easy to forget how lucky we are.

Back in the old days, before computers, if you wanted to make a sale, you had to physically go to someone's house, get rejected, and try again.

Over and over.

With email autoresponders, we can send out thousands of "digital salesmen" at once.

And emails don't get discouraged when someone doesn't buy the product!

## THE BUYING PROCESS: DISCOVER, LEARN, BUY.

---

There are 3 steps that must happen for someone to buy something.

Discover the product, learn about it, and finally, buy it.

There can be other steps in between (like discussing it with your spouse or biting your nails over the decision), but those 3 steps have to occur.

Most people don't buy things as soon as they discover them.

In a perfect world, everyone who landed on our website would watch our video and instantly be ready to make a purchase, but that's not how it works.

Instead, most people need to spend more time thinking and learning about the product, and that's why email is so great.

## EMAIL HELPS YOU GET PEOPLE AT THE RIGHT MOMENT.

---

Even though we like to think of ourselves as logical, rational humans, the fact is that we're essentially animals, driven by instincts and random emotions.

There's no truly logical reason for why someone eats at Burger King one day and McDonald's the next.

Consider all these reasons someone might not buy our product:

- They just found out about it and want to learn more.
- They heard the dog barking and got distracted.
- They had to get ready to go to dinner.
- They don't get paid until Friday.

None of these reasons mean the person will never buy the product, nor did they make a conscious decision not to spend the money.

By sending frequent emails, you'll stay at the front of their mind and have multiple opportunities to make the sale.

Eventually, you'll get them at the right time.

**IN OUR EXPERIENCE,  
10 EMAILS ARE WORTH  
THOUSANDS OF DOLLARS.**

---

The first time someone sees a sales page, they may not make a purchase.

But after 10 emails filled with useful content, in our experience, people are much more likely to buy the product.

The difference can be **HUGE**.

One guy on our team sent out an email chain with 10 emails. With just 2,500 names on the email list, he made close to \$10,000 in sales.

On average, each person on the email list was worth \$4... for one product.

As long as you take care of your email list, you can constantly generate money from it.

**THE GOLDEN RULE APPLIES  
TO EMAIL, TOO.**

---

The basics of good email marketing are simple, but too many people ignore it and destroy their chances of making sales.

It goes like this:

- Send at least 3 content-based emails for every 1 sales email.
- Don't send offers that are scammy.
- Don't send more than one or two sales emails per week.

Be useful to your audience, and they'll trust you.

## **GIVE AWAY FREE GIFTS THROUGH EMAIL.**

---

Your lead magnet isn't the last gift you should give away.

Once people are reading your emails, you have the perfect opportunity to butter them up with more free stuff.

You can get emails with free gifts to send your audience from our affiliate site:

<https://10minuteawakening.com/affiliate/emails/>

So now that we've covered the basics of good email marketing, let's set up our first autoresponder.



# BUILDING YOUR FIRST (GOOD) AUTORESPONDER AND LANDING PAGE SYSTEM.

**DO NOT SKIP THIS SECTION**

Even if you've made an autoresponder in the past, please don't skip this section.

This isn't simply a tutorial in using GetResponse, although we'll cover that as well.

This will give you the foundation you need to make sales not just for our product, but for every affiliate offer you sell in the future.

This chapter can literally make your entire affiliate career!

## **BONUS:**

There are free emails at the end of this chapter that you can copy and paste into your GetResponse or other services to make sales without even typing your own emails.

## **GETRESPONSE PUTS EVERYTHING YOU NEED IN ONE PLACE.**

The reason GetResponse is so good for affiliate marketers is that you get just about everything you need to capture a lead, send emails, and make sales.

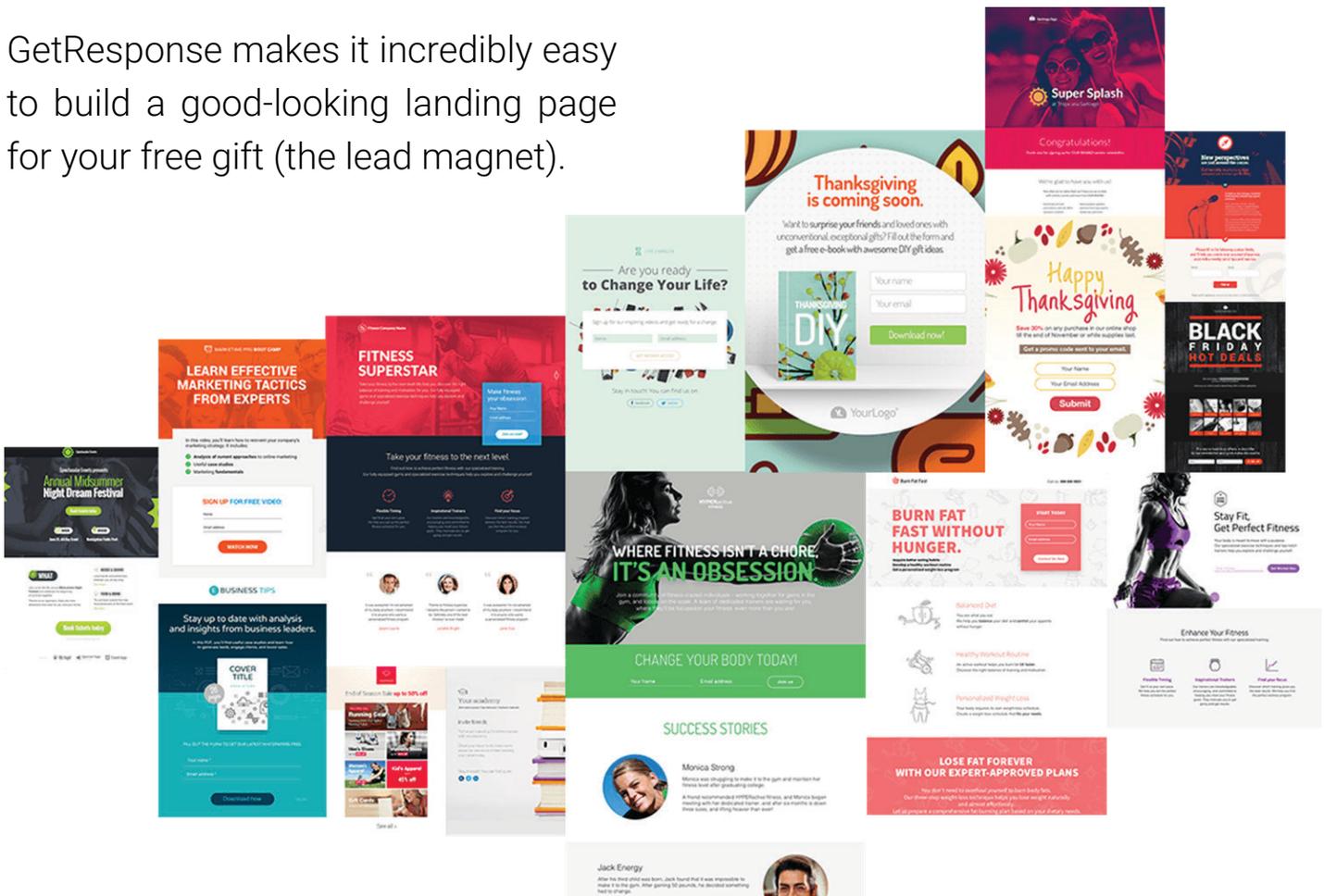
You can quickly and easily set up a landing page for your lead magnet, collect their emails, and send automatic emails (called "email autoresponders").

As of writing this, GetResponse's prices start at \$15/month with a 30-day free trial, and the pricing is based on the number of contacts you have.

So if you have less than 1,000 contacts (or you're just getting started), the cost is pretty negligible.

# BUILD YOUR LANDING PAGE:

GetResponse makes it incredibly easy to build a good-looking landing page for your free gift (the lead magnet).



It's really intuitive, and you can get support if you need it.

But the design is almost 100% taken care of for you.

Where most people fail is the copywriting, but we'll give you free tips to crush that part.

## COPYWRITING: EVERYONE THINKS THEY CAN WRITE.

If someone asked you to design a flyer, you probably wouldn't assume that you can do it, unless you're actually a designer.

But if someone asked you to write copy, you might think you can do it yourself.

That's because everyone can technically write, and if you don't know what good and bad copy actually look like, it's hard to know if you've done a good job.

Fortunately, there are a few proven strategies you can use to write a compelling lead magnet landing page.

## 5 PRINCIPLES FOR A GREAT HEADLINE:

---

Your landing page is mostly headline copy.

You may have some extra pieces here and there, but ultimately, most people

will just read the headline before they decide whether or not to give you their email.

Here are the 5 elements of a good headline:

1. Solves a problem.
2. Clear and concise.
3. Specific.
4. Emotionally driven.
5. Tells them what to do.

Here are a few examples of bad headlines (and how to turn them into better headlines).

## Bad Headlines Better Headlines

---

Download Your Free Book to See How You Can Live a Better Life.



Download Your Free Book & Make \$10,000 in 2 Weeks or Less!

---

Download Your Diet Book Now.



Get Your Copy of "XYZ DIET" & Lose 5 Pounds in 10 Days.

---

Everyone Hates Buying Shoes that Fall Apart. Learn How to Find Good Shoes in Any Store and Save Money.



Save Money and Look Savvy with Your Fool-Proof Guide to Finding the Best Shoes in Any Store in 3 Minutes or Less!

You'll notice that some of the better headlines have more text. "Concise" doesn't mean "less text." It means you don't use words that don't serve a purpose for the reader.

## BONUS TIP

---

Adding numbers or time limits to your headline will instantly make it clearer, more specific, and more interesting.

*Losing weight is okay. Losing 5 pounds in 10 days is exciting.*

## BUILDING A GOOD AUTORESPONDER SEQUENCE.

---

"Autoresponders" are email sequences that have a set time frame for each email.

For example, on Day 0 (the day your subscriber signs up for your emails), they'll get the lead magnet.

On Day 1 (the day after they get the lead magnet), they get some free content that keeps them interested.

On Day 3, they get a great sales email that generates a little income for you.

In general, you want to stay in touch with your readers about 3-6 times per week.

We'll break down the basics of email writing into three categories: lead magnet delivery, content, and sales.

## LEAD MAGNET EMAIL: THE MOST IMPORTANT EMAIL YOU SEND.

---

Your lead magnet email is the first time someone will read your email, so it's important to make a good first impression.

This email needs to do a few things (in order of importance):

1. Get you into the primary inbox and out of promotions.
2. Deliver the free gift you promised.
3. Make a gentle push toward the sales page.

Here's a quick outline of what your lead magnet email should look like:

Hi {{first\_name}}!

Thank you so much for getting your free book, 12 Magical Laws of the Universe.

We have a ton of additional free tools and bonus gifts to send you, so make sure to move this email to your primary inbox so you don't miss it!

You can download your book by clicking this link:  
[LINK]

Thanks again!

By the way, we've taken the strategies in the 12 Magical Laws of the Universe and turned them into a massive 3-Week Program that takes just 10 minutes a day, and all you need is a pair of headphones!

Click here to learn more about our program:  
[LINK]

It's that simple, but each of those steps is incredibly important.

Getting someone's email address is pretty useless if they never see your emails again, so do not skip the first step.

## **CONTENT EMAILS: 80% OF YOUR AUTORESPONDER.**

---

A content email can contain a link to the product (in fact, it's recommended), but you don't want to dedicate more than one or two sentences to the sale.

The vast majority of your content email should:

- Offer value.
- Build connections.
- Increase trust.
- Excite the reader.

Now, that doesn't mean you have to write massive emails, nor that you have to give away \$1,000 prizes.

Even a simple email sending your audience a link to a good article or

sharing a quick personal story can do the trick.

The most important thing is to make your emails interesting and useful, rather than pushy.

Here's a good sample schedule:

- Email 1: Free lead magnet.
- Email 2: A personal story.
- Email 3: An interesting article.
- Email 4: A useful tip.
- Email 5: Sales email.

Again, you can include a link to the product at the end of the content email. Just don't go overboard.

## **MORE IDEAS FOR CONTENT EMAILS.**

---

- **Beliefs.** Sharing your personal beliefs (I believe in the power of positive thinking) can help your audience see you as a real person, and if they agree with those beliefs, it can help prime them for a sale!

- **Questions.** Asking a question can make people spend a little extra time thinking about you. They'll feel engaged and important, even if they don't physically type an answer. Just knowing that you're interested in learning about them can be a big ego boost.
- **Transformations.** If you have customers who have shared their experiences, their personal stories can become powerful emails.

## SALES EMAILS: YOUR CHANCE TO SCORE.

---

Sales emails are the most difficult to master, because you can't just share a fun tip or a cool article.

Luckily, we're giving you the exact formula for sales right here.

The basic outline should look like this:

- Identify a problem.
- Emphasize with the reader.
- Describe a past failure.
- Introduce the product.
- Make it sound easy and fast.
- List specific benefits.
- Share the link.

You should **NOT** mention the price.

Our video spends about 20 minutes giving the customer important information before listing the price. When people hear the price first, it's harder to get excited about the product.

Here's a good sales email that you can copy:

Hi {{first\_name}}!

Everyone has their own struggles in life.

Maybe you need more cash, more vacation days, or simply less stress.

All of these issues come down to one key problem:

A lack of control over your life!

If you had 100% control, you could easily fix all these problems.

And each day, the problems just seem to stack up like bills on the kitchen counter.

Now, some books and products like The Secret and other Law of Attraction programs try to help you get that control.

They offer you a way to manifest the life you really want by focusing on attracting the things you need.

The only problem is... it doesn't work.

I mean, no matter how much you sit and think about having money, you're not going to open your eyes to a blank check with your name on it!

But that doesn't mean the Law of Attraction doesn't work...

It just means we're not doing it the right way!

The Universe does reward us with the things we want and need, but if we don't ask in just the right way, the system can fail.

Maybe you've tried The Secret, but your lingering self-doubt just blocked you from being able to truly manifest the life you want.

But that's what makes the 10 Minute Awakening so amazing.

It actually penetrates your subconscious, clears away self-doubt, eliminates stress, and rewires your brain to achieve the success and happiness you deserve.

And just like the name says, it works in just 10 minutes!

I wanted to share this incredible gift with you, so please have a look when you get the chance:

<http://10minuteawakening.com>

The video will blow your mind!

Notice how we don't push people. In fact, we make it sound like we're doing them a favor by sharing this link.

Use that same strategy with all your sales emails, no matter what product you're offering, and you can make money much more easily.

## **COPY-AND-PASTE OUR EMAILS TO MAKE SALES QUICKLY AND EASILY**

---

If you're not ready to write your own emails, don't worry.

You can generate sales quickly and easily by copying and pasting the emails we've tested on thousands of dollars worth of customers.

**Simply visit our affiliate website to get emails you can copy and paste into GetResponse (or your current email service):**

<https://10minuteawakening.com/affiliate/emails/>

Important Steps:

1. Add your ClickBank ID to our easy interface to make sure your links earn you a commission for every sale you make.
2. Replace `{{first_name}}` with the actual first name of the customer. (GetResponse can do this automatically, but you have to insert the "first name" button.
3. Be sure to schedule your emails for the right time. Each email should go out one day after the previous email. Note: most email services count "Day 0" as the first day, not Day 1.



# FREE TRAFFIC FROM FORUMS: MAKE SALES WITHOUT SPENDING MONEY.

Before we get too far into this topic, let's be perfectly clear:

Although there are many free ways to get traffic, it's unrealistic to expect your entire business to run without spending any money.

After all, "free traffic" isn't exactly accurate: you have to spend your time and energy creating the content that brings in that traffic, so although you don't have to spend money, you are limited in how much you can do.

That being said, forums are awesome ways to create content that generates sales.

## HELP FIRST, THEN LINK THE LEAD MAGNET.

---

Just like with emails, the most important thing is to make sure you're offering value.

If you go to a forum where someone asks, "how can I find my purpose in life?" and your answer is "buy my product," they probably won't listen to you.

However, if you offer real advice that actually helps them, and then include a link to your lead magnet in your bio, you're much more likely to get traffic.

## QUORA

---

Imagine you're selling a pencil.

Someone walks up to you and says, "how can I write down an idea I just had?"

How likely are you to sell that pencil?  
Pretty damn likely!

Quora is great for basically that reason: people are asking for a solution to a problem.

This gives you the perfect opportunity to:

- Deliver value.
- Build trust.
- Direct to your lead magnet.

A good post on Quora can generate traffic and sales for years, so putting your best effort into creating a useful post is worthwhile.

## FIND NICHE FORUMS

---

Beyond Quora, you can find forums specifically for your audience where people discuss their problems and share solutions.

Again, you don't want to be pushy, but being helpful and establishing a good reputation in the forum can significantly boost your end results.

## FACEBOOK GROUPS

---

Facebook advertising can be effective, but it requires some pretty advanced marketing skills that can't really be

taught in this relatively short book. (Although you will receive free ads in the next section of this book that you can use quickly and easily to grow your sales.)

Joining a Facebook Group for people with similar interests is quick and easy, and you can instantly connect with an audience that's likely to buy your product.

For the 10 Minute Awakening, finding groups for people who are interested in manifestation, The Secret, the Law of Attraction, or self-help can give be useful.

Just be careful not to spam the group with your link to your lead magnet.

Join the conversations, be helpful, and make sincere efforts to become a member of the community (instead of a stalker looking for sales).

Next, let's look at the best kind of ads to generate sales.

# CREATE EFFECTIVE ADS TO MULTIPLY YOUR SALES (FREE AD RESOURCES INCLUDED).

In the world of online advertising, there are two kings: Google and Facebook.

But even though most people think of these advertising resources as being pretty similar, they're actually drastically different.

- Google is best for providing solutions to people who have recently searched for similar products.
- Facebook is best for capturing leads and sharing information with people who are casually browsing social media.

Google is filled with people actively searching for information.

Facebook is mostly filled with people who are bored.

Both can be effective, but you must approach them correctly.

Let's start with Google.

## **BANNER ADS: COPY-AND-PASTE SUCCESS.**

---

Banner ads are large images that splash across the screen, revealing themselves to customers who are hungry for products just like the one you're selling.

You can make sure your Google ad is being shown to audiences that have recently searched for similar terms, such as "guided meditation," "self-help," or "wealth manifestation meditation."

Text ads are also available through Google, but people are visual creatures, and banner ads tend to cost less money for better results.

## GET THE IMAGES YOU NEED:

---

On our site, we're giving away our best banner ads for free.

You can literally use these exact ads to drive traffic and make sales.

Simply visit our site to get the resources you need:

<https://10minuteawakening.com/affiliate/banners/>

## CREATE A GOOGLE ADS ACCOUNT

---

You can quickly get started on Google Ads from here:

<https://ads.google.com/home/campaigns/display-ads/>

The setup process is fairly straightforward.

## BUILD YOUR FIRST CAMPAIGN

---

Once your account is ready to go, it's time to create your first campaign.

Be sure to choose "sales" as your objective. Google will optimize your ads for sales, rather than traffic.

The United States and Canada have historically been the best sources of income for us.

## CHOOSE YOUR TARGET AUDIENCE

---

This is a good chance to get creative. If you can find an audience that other affiliates haven't targeted yet, you may be able to get a monopoly on those sales.

But to start, we recommend the following targets:

SEARCH **BROWSE** IDEAS (0) 10 selected CLEAR ALL

← What their interests and habits are

Affinity audiences

- Banking & Finance
- Beauty & Wellness
- Food & Dining
- Home & Garden
- Lifestyles & Hobbies
- Media & Entertainment

**+ CUSTOM AFFINITY AUDIENCE**  
Use interests, URLs, places, or apps to create a custom audience

Affinity audiences

- Shoppers **Shopaholics**
- Shoppers **Luxury Shoppers**
- Media & Entertainment > TV Lovers **Documentary & Nonfiction TV Fans**
- Media & Entertainment > TV Lovers **Family Television Fans**
- Media & Entertainment **Light TV Viewers**
- Lifestyles & Hobbies **Thrill Seekers**

Edit targeted demographics DONE

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input type="checkbox"/> Male	<input type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ?		<input checked="" type="checkbox"/> Unknown ?

## AFFINITY AUDIENCES:

---

An affinity audience is a group of people who are likely to be interested in the exact product (or its competitors).

You can create a custom affinity audience by using the URLs for similar websites, such as:

<https://10minuteawakening.com/>

[https://15minutemanifestation.com/vsl/index\\_no\\_ds.php](https://15minutemanifestation.com/vsl/index_no_ds.php)

<https://manifestationmagic.com/go/index.php>

A cost-per-click of about \$1 should be enough to get you the traffic you want. Most clicks should come in at under \$1 (closer to 50 cents).

Simply use our images and enter the headlines! Get creative with it. This is the fun (and slightly harder) part of your job, but it can also generate a massive income for you.



# SOLO ADS: THE MOST EFFECTIVE WAY TO BUY EMAIL TRAFFIC.

Most people who buy ads start with Facebook or Google, but there are other options out there for people who want to build up their email list.

Solo Ads are basically emails sent out to people who belong to an email list similar to your own.

The difference is that you don't have to build up the email list first, and you only pay once people actually click your link.

That means everyone who ultimately signs up for your lead magnet from your solo ad is someone you know has clicked a link in an email!

Think about it:

If your leads come from email, the chances are good that you'll be able to market to them that way.

## WHERE TO BUY SOLO ADS

---

The "best" place to buy solo ads is always changing, so there's no recommendation we can make here that will remain true for very long.

Part of the reason for that is that new competitors are always popping up, and older solo ad websites that were once great are now flooded with spammers who ruin the value of the email lists.

When searching for a good place to buy solo ads, keep this in mind:

- Look for "tier 1 traffic." That means English-speaking people from wealthy countries like the US, UK, and Canada. You don't want your email going to people who can't fully understand your writing or don't have the money to buy.
- Start small. Try it out with 100 clicks first. If it works out, great! If not, find someone else.

Trying out 100 clicks with most solo ad websites will probably cost you around \$80 - \$100, but again, each email you capture can be worth a lot of money, especially if you continually nurture your email list with good content.

With that said, let's move on to advanced email marketing strategies.

# ADVANCED EMAIL MARKETING: SUBJECT LINES, OPEN LOOPS, AND MORE

By now, you already know one of the most important strategies: mixing up the type of emails you send.

Sending 10 sales emails in a row is an easy way to get people to ignore, unsubscribe, and hate you.

A quick summary of different emails you can send includes

- Stories
- Beliefs
- Questions
- Tips
- Free Gifts
- Sales

But there's so much more to good email marketing than simply including a variety of emails.

---

## LOOP EMAILS: THE SECRET TO BIGGER OPEN RATES.

---

Most email open rates look like this:

- Email 1: 50%
- Email 2: 20%
- Email 3: 10%
- Email 4: 10%

A big reason for that dropoff in open rates is a lack of value: people don't open an email if they don't expect it to be useful to them.

But another reason is a lack of loops.

"Open Loops" are stories, tips, or secrets that you hint at in one email and explain in the next.

For example, you might end your email with this:

**IN MY NEXT EMAIL, I'LL TELL YOU ABOUT THE TIME A BULL CHASED ME DOWN THE STREET IN NEW YORK - AND GAVE ME A GREAT IDEA FOR A NEW BOOK!**

Spark some curiosity. Give people a reason to open your next email.

It can boost your open rates and make your emails more enjoyable to read.

## BONUS TIP

---

Don't include an open loop at the end of a sales email. You don't want anything distracting people from going to the sales page and making a purchase.

## MAKE YOUR LIFE EASY: 9 FREE EMAILS

---

On our affiliate site, you can get a sequence of 9 emails, filled with open loops, gifs, and effective sales copy to generate sales from your email list.

Simply go to our site:

<https://10minuteawakening.com/affiliate/emails/>

Be sure to include your ClickBank ID!

The 9-day sequence will keep readers interested and grow your sales for over a week.

(Don't worry, the subject lines are included, too!)

## SUBJECT LINES: THE SECRET TO SUCCESS.

---

If you can write a good email subject line, 90% of your job is done.

Simply getting people to open your email on a busy day is one of the biggest challenges out there, and if no one opens your email... you can't make any sales!

It's tricky, because you have to walk the line between intriguing people and not sounding like SPAM.

Here are a few good strategies for better subject lines.

## CONSIDER THE FLOOD, AND BE THE BRANCH.

---

Our inboxes are ridiculously flooded with offers, deals, discounts, and plain old garbage.

Look at your own inbox. How easy is it to find what you're looking for?

In order to make sense of all that information, our brains naturally respond by blocking out as much as possible.

One easy way to stick out with a subject line that doesn't "follow the rules."

- Single-word subject lines tend to get more opens because they stick out.
- Using numbers is almost always a good strategy.
- Special characters can be useful, as long as you don't go overboard with them.
- Including their first name will almost always help.

## EXAMPLE SUBJECT LINES THAT WORK.

---

You've worked hard to get your email list, and you've probably spent a bit of money along the way.

But with subject lines, it's possible to use the millions of dollars of research

done by large marketing companies to make sure you're getting the results you want without having to risk your valuable email list.

Here are some of the best tried-and-true email subject lines:

- [Today Only] I put together a free gift just for you!
- Oops.
- Did you make this mistake? I did.
- 7 reasons to open this email right now. (Don't miss it)
- [ALERT] Massive sale on the best manifestation program ever!

## GET CREATIVE.

---

Although there's a lot of good research and best practices for subject lines, this is also the best time to get creative.

Thanks to email marketing software, it's easy to find out how successful your subject lines are.

Every email you send comes with an open rate, so you can quickly see how well they're working.

A 30% open rate is generally pretty good. 40% or higher is awesome.

## CLOSING THOUGHTS

---

Affiliate marketing is the easiest way to make real money online.

But that's a problem, because most people read "easiest" and think "easy."

You don't have to create your own product or hire a team of professionals, but you do have to put in some work.

With the right tools and strategies, anyone can become a successful affiliate marketer.

The most important tool of all is **persistence**.

You may not make sales on Day 1. That's okay.

This is where the power of consistency really comes in.

Let's say you get 1 sale your first week, and that number doubles every week.

Here's what would happen:

- Week 1: 1 sale.
- Week 2: 2 sales.
- Week 3: 4 sales.
- Week 4: 8 sales.
- Week 5: 16 sales.
- Week 6: 32 sales.
- Week 7: 64 sales.
- Week 8: 128 sales.

That's a six-figure yearly income in just 2 months, but if you gave up in the first few weeks, you might just think you failed.

**STAY  
PERSISTENT.  
YOU GOT THIS.**

