

1


2

3

3

Nicole Dean's
Income C.P.R.

Breathing Life into your Online Business



How to Get Your Competition to Happily Promote You – Again and Again

Another Fascinating Presentation
By Nicole Dean

WHO THE HECK AM I?

Who is Nicole Dean?

Wife, Mom, Daughter, Friend

Business Consultant to Really Smart People

Author of Books & Speaker of Words

Helper of Orphans & Rescuer of Dogs

Eater of Good Foods (and her Veggies)

Belly Laugher & Heckuva Person to Know

But the “Real” me is on the next page...



Einstein Luke



(c) Nicole Dean - Busy Marketer's Coach.

IMPORTANT THINGS TO KNOW ABOUT ME.

Mission Statement:

To help Online Business Owners, specifically Non-fiction infoproduct creators, authors, and bloggers, to create sustainable businesses that enable them to reach both their Financial and Lifestyle goals – while making the web and the world a better place. (And to have a lot of fun doing it.)

BUT REALLY...



TRYING SOMETHING SCARY

- Instead of me telling you why I'm smart, let's do something different.



WHAT YOU HAVE TO LOOK FORWARD TO

- Fun & the Chance to Show Off to your Peers!
- Spending time with me. 😊
- Learning a thing or two.
- Gratuitous Pictures of Dogs (Because they are SO Cute!)
- Find out How to FINALLY Get People to Promote You.

THE PROBLEM

- You finally create a product – but you don't realize that that is only

STEP ONE
on the road to .



NIKISMS 101

“You’ve created a product.

Now go _____ the
_____ out of it.”



NIKISMS 101

“There are two _____
in Internet _____ and
one of them is _____.
That’s for a reason.”



NIKISMS 101

“_____ and _____ start with
the same letter.

Coincidence? No.”



WHAT'S MY UNIQUE PERSPECTIVE ON THIS TOPIC?

- Infoproduct Seller
- Affiliate Manager for Four Years to a Number of Successful Clients (and turned down dozens more)
- Consultant – Hired to Help People Un-Suckify their Affiliate Programs
- Business Coach to People Who Are Trying to Get Their Affiliates to “Not Hate Them”
- Affiliate who has Won Lots of Prizes in Affiliate Contests and Dealt with Affiliate Managers – Both Good and Bad
- Frequent Observer & Customer of Many Launches

Translation: I've been on all sides of this issue.

WHAT WE'RE GOING TO COVER TODAY (FAST)

1. How to Get Sexy!
2. Where to Invest your Time.
3. Men are From Mars, Women are from Venus, and Affiliate are from a Whole 'Nother Solar System.
4. How to Create your Most Important List
5. Secrets to Getting the Attention of Successful People
6. How to Make Those People Love you
7. Tricks to Make Successful Affiliates Feel Like a Total Moron if they Don't Promote You

BUT... I HEAR WHAT YOU'RE THINKING.

1. I just do SEO
2. I just do Facebook Ads
3. I just do Google Adwords
4. I just buy Solo Mailings

Yadda yadda... Look at what they DO not just SAY.



STEP ONE: GETTING FROM STINKY TO SEXY



Start working now to get your affiliate program from this to this...

THE BASICS – THESE ARE NOT OPTIONAL

- For each product...
 - Quality Product. (Must have.)
 - Exceptional Customer Support.
(Before promoting someone new, I will oftentimes test this.)
 - CLEAR offer? (If not, you'll lose people. Can't promote something you don't understand.)
 - A product that gives the specified results.



THE BASICS – IS EVERYTHING WORKING?

- Affiliate Setup
 - Tracking – Reward people for sending you new customers. (Lifetime? Yes, please.)
 - Can I Find Your Signup and my Links? It makes it hard to promote a product without having a link. (This happens ALL the time.)
- Check this regularly like an annual physical.
 - Notice I haven't mentioned % yet?
- And, that's just the basics.



NOW THAT YOU AREN'T STINKY. LET'S GET SEXY.

- Is the offer unique? (Story of “why did you promote HER and not ME?”)
- Percentage on frontend? 100-200% is fun.
- Backend – Is it sexy, too?
- Repeat sales? Do you regularly offer similar items that people grab?
- Recurring – Oooh Baby! Now you're getting hotter...
- The MOH, the BETTAH.



NOW THAT YOU'RE SEXY...

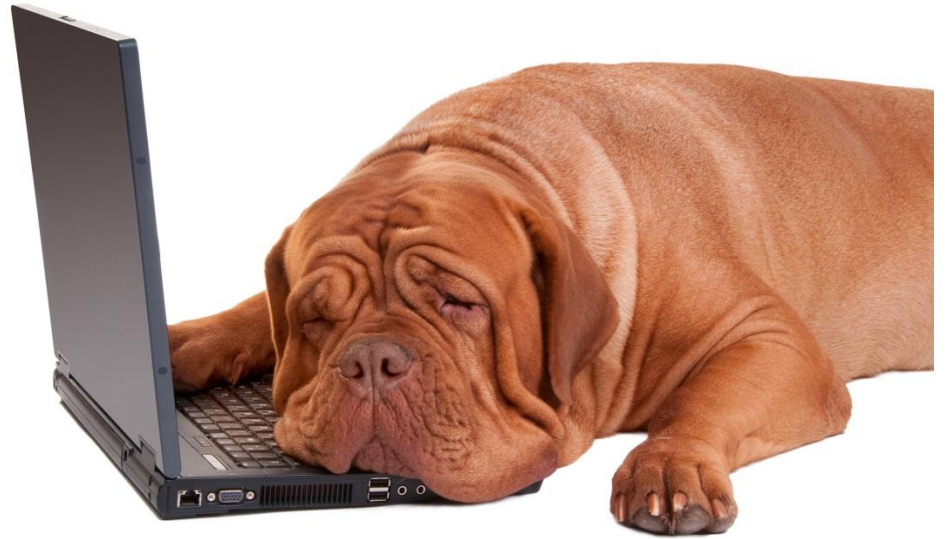
You Need to Understand Where to Invest your Time.

- 95% - Probably not so successful affiliates - yet.
Treat them awesome.
Keep them in the loop through mass communication.
All communication goes to VA knowledgeable with launch – not a support staff person.
- 5% - Successful Affiliates. (Like Me, Connie, David, Kelly, Dennis, Justin, Jason, Sharyn in the room.)
Personal communication about anything new – even if you have a separate special JV list for cool peeps.
Skype or IM. (NOT an affiliate manager initially – but you can hand over to aff man or VA for setup.)

Focusing on that 5%. You've got to speak their language. Men are from Mars.

SUCCESSFUL AFFILIATES ARE TWO THINGS...

- Lazy
- Greedy



- And WE have EVERY right to be both.

**SO, TO GET ME (OR MY SUCCESSFUL
FRIENDS IN THIS ROOM TO PROMOTE) –
IF YOU DON'T ALREADY KNOW US.
YOU'VE GOT TO...**



- Make it SUPER EASY for me to MAKE MONEY while also making me look like a HERO (and/or total SWEETIE) to my audience.

**BUT IT'S NOT JUST ABOUT THE MONEY.
WE LOOK LONG-TERM.**

Approaching Me About a JV?

*"don't tell me what
you can do for me -
tell me what you can
do for my people!"*

{ My list members are
my friends and I don't
share them lightly! }



NICOLEONTHE.NET.COM

UNLIMITED TYPES OF APPROACHES

- We'll talk about a few ways to get the attention of bigger name people who you want to promote you.
- But first you need that list of names or you'll just scramble.
- WHO is on it?



MY MOST VALUABLE LIST

- Simple Spreadsheet VERY specific (only people who know what who the heck I am) that I use for each new product.

Static
Name
Email
Their URL
FB connected (y/n)
Skype connected (y/n)
Cell connected (y/n)
Notes to remember

If my business fell apart tomorrow –
THESE are the people who would be there for me to help me rebuild.

SECRETS OF GETTING THE ATTENTION OF SUCCESSFUL PEOPLE.

“But Nik, HOW Did You get on the Radar of these people in the first place?”

- Coming to events like this one. (Best Way)
- Group Projects (ie. Chapters)
- Paid forums (Where I got started.)
- Crazy Ridiculous Affiliate Contests

SECRETS OF GETTING THE ATTENTION OF SUCCESSFUL PEOPLE.

“Nik, then once you have their attention and they know who the heck you are, how do you make them love you?”

The same way you can. By being a “day maker”.
Doing something nice for them –
– Facebook makes it super easy now.



Connie Ragen Green IS AWESOME!



FEATURE THEM ON MY PODCAST (AND THE RESULTING EXPOSURE)

Online Success Cast #37: Dennis Becker

JULY 10, 2013 By [NICOLE](#)  [2 COMMENTS](#)

Welcome to another episode of the Online Business Success Cast.



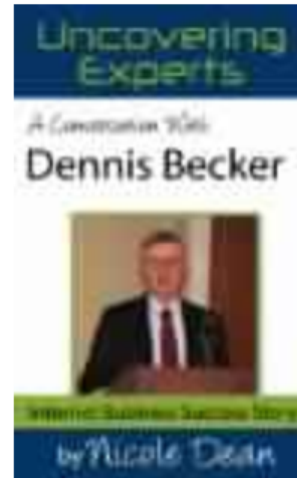
1. My blog
2. iTunes
3. Stitcher
4. Amazon Kindle (to be found when people search either of our names)
5. To my Lists

FEATURE THEM ON MY PODCAST (AND THE RESULTING EXPOSURE)

Go to NicoleontheNet.com –
First post.

Either subscribe on iTunes or Grab the
Kindle book free (through Sunday).

amazon
Prime



A Conversation with Dennis Becker: Internet Business Success Story (Expert Briefs Online Success Stories) (Kindle Edition)

Nicole Dean (Author)

Dennis Becker (Author)

★★★★★ (2)

Digital List Price: ~~\$0.99~~

Kindle Price: **\$0.00**

You Save: **\$0.99 (100%)**

Sold by: Amazon Digital Services, Inc.



Buy Now with 1-Click®

Send wirelessly to:

Nicole



Look into the Minds of Successful Online Business

FEATURE THEM IN MY CONTENT

- Expert Briefs.
- List of 40 people who get the weekly question and have the option of answering if they have time – and something intelligent to add. 😊



Google Hangouts. Fad or Fabulous?

JULY 3, 2013 By [NICOLE](#) [12 COMMENTS](#)

It's another [Expert Briefs](#), where I ask really smart business owners to answer your burning questions.



I've been asked to be on several Google

MY BOOK

- Expert Briefs – Blogging for Profits.

Rachel Rofo said “I don’t even remember writing anything, but here I am in Nicole’s book. She made it SO easy!”

Expert Briefs: Blogging for Profit: The Stripped-...

www.amazon.com/gp/a 



Expert Briefs: Blogging for Profit: The Stripped-Down Naked Truth from 26 Rockin' Online Business Owners (Kindle Edition)
Nicole Dean (Author)
Lynn Terry (Author)
Pat Flynn (Author)
Rachel Rofo (Author)
Denise Wakeman (Author)
★★★★★ (16)
Digital List Price: \$4.99
Print List Price: ~~\$14.95~~
Kindle Price: **\$4.99**
You Save: **\$9.96 (67%)**
Sold by: Amazon Digital Services, Inc.

 **Buy Now with 1-Click®**

MORE WAYS TO GET THEIR ATTENTION

- Sign up for their coaching program.
- Group Projects
- Webinars
- Ask them to speak at your event – live or virtual

WANT TO REALLY GET THEIR ATTENTION?

- Become one of their Active 5% of Affiliates
- Get on their leaderboards

Day 5 BOOMski!

Over 3,000 Front End Sales!

Top 30 No B.S. Leaderboard



1. Peter Garety "Top Bull In the Ring"
2. Jason Fladlien/Wilson Mattos "The bull who walks down the hill"
3. Jack Mize "Call the police...he's add too much Canadian Ice Wine"
4. Nicole Dean & Melissa Ingold "Ladies on TOP...the best position!"
5. Charles Kirkland / Keith Dougherty "Rocketed up – Great Job Boys!"
6. Mark Thompson "Crushing it with contests"
7. Willie Crawford
8. Paul Clifford – "The Brit Aston Martin'ng to Top 10 – aka Mr. Bond"
9. Chris Munch - "The master...he spies via electronic helicopter on YOU JV partner"
10. Mystery Affiliate ???

11. Carl White

21. Stephanie Henry

SO YOU HAVE YOUR LIST OF SUCCESSFUL PEOPLE AND YOU'RE READY TO ROCK AND ROLL...



They all know who you are. But you need some major promotion action. You want them to Promote NOW. Not in six months or a year.

NOW.

SO YOU HAVE YOUR LIST OF SUCCESSFUL PEOPLE AND YOU'RE READY TO ROCK AND ROLL...

An event will make all the difference.

- New product or site (Launch big)
- Big new special bundle
- Huge sale
- One day auction (Jason & Will... woot!)

And, my personal favorite....

- Choose one of the above AND Have a RIDICULOUS affiliate contest. (Grow your customer & affiliate lists FAST, increase your recurring income, and make new friends.) Example coming.

GIVE THEM A REASON TO PROMOTE YOU TODAY



We Make Your Clients **Stick** to You



[Home](#)

[About](#)

[Tools for Coaches](#)

[Templates for Coaches](#)

[Training for Coaches](#)

[Contact Us](#)

[Login](#)

JV Details: June Prizes!



Affiliates: We'll Make You Money this Summer!

We know summer is a super-busy time, so we want to make it really easy for you to make some money this June. What better way than promoting CoachGlue.com and sharing our excellent resource with your readers.

1. Time sensitive but enough time to “poke” affiliates all month long.
2. Gives people time to fit in between their own stuff they have planned.
3. Made it EASY while people are headed on vacation.
4. Lots of releases planned during the month and several different funnels give reasons to promote repeatedly.

SELL IT TO THEM

Reasons why you NEED to read this page.

1. “Repeat sales” is our middle name.

Our customers buy EVERYTHING that we release. (Seriously. Everything.) They log in to get their content and buy again – and again.

2. Cookies, schmookies. We use Amember – and our customers LOG IN to buy over and over and over again. This means you’re not just getting lifetime cookies (which can be overwritten or wiped when people switch computers or buy from their phones) but you’re getting tagged to your referrals FOR LIFE.

3. Recurring Revenue is Sexy. The backend is our monthly program – which is pretty freaking sweet, if you haven’t seen it yet.

4. Yes, You Get Paid Monthly.

We pay on time, every time. (Only exception. The “stinker clause” applies. So, if there is anything suspicious we may hold the payment for up to 45 days. This is extremely rare and has only been done in extreme cases where we were targeted with credit card fraud.)

5. We are having a contest during June for extra prizes.

See below to find out what you can win!

6. Guest Blog Posts are Available.

Just send us 3-5 questions and we’ll answer them in a guest blog post that you can use to promote – and earn.

Ask Us

MAKE IT RIDICULOUS IF YOU'RE GOING TO BOTHER TO DO IT AT ALL

What Can You Earn / Win?

"Everyone Can Win" Prizes

For every \$50 in commissions you earn, you will also receive a gift card to Amazon.com for the equivalent amount.

- Earn an \$80 commission payment?
You also get a \$50 Amazon gift card!
- Earn a \$420 commission payment?
You also get a \$400 Amazon gift card!
- Earn a \$700 commission payment?
You also get a \$700 Amazon gift card!

"For the Competitive Types" Prizes

Our top 10 sellers will also earn cold hard cashola and prizes.

- First Place = iPad Mini (wifi 16GB)
PLUS \$100 cashola
- Second & Third Place = iPad Mini (wifi 16GB)
- Fourth & Fifth Place = \$200
- Sixth, Seventh, and Eighth Place = \$100
- Ninth & Tenth Place = \$50

Yes, we will publish the leaderboard so you know who you're beating! 😊

SPECIAL PAGE FOR TOP PEEPS

- Special page for Top Affiliates (the people we're talking about today).
- Plus, weekend contests to avoid a lag.

We know summer is a super-busy time, so we want to make it really easy for you to make some money this June.

Rather than skipping a day of mailing so you can go to the beach – (or worse yet, skip the beach so you can mail!) let two awesome copywriters (Nicole & Melissa) do the work for you.

(Value? No idea. We're not for hire.)



Ask Us

Reasons why you NEED to read this page.

1. It's Payback time.

If you're seeing this secret page, Melissa and I have probably promoted YOU in the past. (It's payback time iff'n you want us to keep promoting you. Just sayin'.) 😊 (Psst. Connie Green, this one does not apply to you who has been ever supportive! xoxoxo)

THEN YOU BECOME A CHEERLEADER.

Monthly Leaderboard.

FINAL standings! Congrats to

1. [Justin Popovic](#)
2. [Kelly McCausey](#)
3. [Ronnie Nijmeh](#)
4. [David Perdew](#)
5. [Dennis Becker](#)
6. [Angela Wills](#)
7. [Connie Green](#)
8. [Sharyn Sheldon](#)
9. [Jeanette Cates](#)
10. [Alice Seba](#)

Ask Us



THIS IS BORING BUT SO IMPORTANT.

- For every new product (when I'm being good), I go back through that spreadsheet of names and add...

Changes per product

Date of contact
Their Response
Notes about Response
Date they promoted
Date I said "thank you".

HOW DO YOU MAKE THEM FEEL LIKE A MORON IF THEY DON'T PROMOTE?

- Ok. So, you've got a sexy offer, a sexy affiliate program, you've got connections, you're running an aff contest – and you're still not getting promotions.



- Time for Motivation 101.

HOW DO YOU MAKE THEM FEEL LIKE A MORON IF THEY DON'T PROMOTE?

- Go back to –
 - Lazy
 - Greedy
- Add
 - Busy
 - Distracted
 - Stressed
 - Overwhelmed



SELL IT TO THEM

Examples of what I've done...

1. WHAT would motivate you to become my top affiliate this year?
2. Blog Tour of 2010 (75 posts in 15 weeks) – DONE for them monetized unique content.
3. If they reach affiliate marketers set them up as a JV broker. They may be more willing to mail more often that way.
4. Write Mailings for People with a special coupon in them just for their people. Totally customized for their list. (Plus followups.)
5. Special calls and webinars for people with membership sites. Offering monetize content for their members is HUGE. (Plus, these are PAYING people.)
6. Swap autoresponder messages. DUH.
7. Offer bonuses to people for their evergreen launches. (Again, customers.)
8. Even if you're doing webinars and are making a buttload of money – IF they are evergreen, REUSE REUSE REUSE in these ways.

KEEP IT GOING.

“Thank you” goes a long way.
Actions go further.

1. More shoutouts.
2. I create packages of PLR to recruit affiliates for people.
3. Create PLR packages where I mention my top affiliates inside the content to give back.
4. Created a free report showcasing my top affiliates from the contest and sent it to my affiliates as training.



REMEMBER

Creating the product is Step One.

If you want the multiple six figure income, without constantly trading time for hours – and you want to be paid while you're on vacation.

You need to

MARKET the SNOT out of it!

This effort to get momentum will pay off for years to come.

Now go get 'em.

WANT TO HANG OUT?

- NicoleontheNet.com – sign up for updates.
- Be sure to download Dennis' interview there.
- You'll also find:
 - David
 - Kelly
 - Connie
 - Justin in a few weeks.