



COMMISSION EXPERTS



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STRATEGIES

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1.3 Notes Summary

Speaker: Joel Therien - SendShark

Date: Thursday, April 19, 2018

Location: Commission Expo - Orlando, Florida

Title: The Holy Grail of List Building Simplified

Key Takeaways: “Joel mails his list a minimum of 3 times a day! The Holy Grail of Ad Cost is to break even right away. You always need to know your EPC (Earnings Per Click). Every micro commitment leads to a macro commitment. Everything is based on convenience. Ask subscribers to go to their email and validate their account. The magic ratio is that for every 1000 emails you send you only want one spam complaint. Do not do this industry without a backup plan. Every purchasing decision is made through comparison. Don’t take advice from people who you wouldn’t immediately change lifestyles with.”



Mindset:

Joel was bullied as a child with his Mother being his protector and best friend. But she was very conservative in believing one needs a good education to move to a good job. However, at age 11 Joel realized that this wasn’t going to be his path. Joel’s point is: “People either lift you up, or bring you down.”

Thus at this conference you are surrounded by like-minded people. So, take massive and perfect action on what you learn at this conference. Don’t go home and listen to someone giving you a different perhaps negative perspective on what you want to do.



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At age 11 (about 1982) on a Saturday, Joel's entrepreneurial father, who sold yellow page directory ads, pulled from his wallet about \$850 cash made in a couple of hours. At this very moment was Joel's epiphany thinking his best friend's mother, being an engineer, has to work about two to three weeks to make that much money. That is when Joel realized he wanted to learn what his father knew.

Thus, Joel's mother being the complete opposite in career paths created an internal struggle. So he pursued a cardiac rehab degree falling short a few credits as "life" intervened. However, during his internship Joel met a multi-billionaire, Dr. Michael Coplin. Now remember, ingrained within Joel was his need to seek validation from his mother as she has been his protector.

On the first day of driving up to Dr. Coplin house for personal training Joel got out of his Eagle Vista and was met with a 4 million dollars worth of vehicles and a 35,000 square foot house with six women maintaining it. Joel's internal dialog was if this guy isn't nice he would leave. However, Joel ended up staying until 11pm that evening sipping on Dom Perignon. Hence, Dr. Coplin is one of the most amazing individuals Joel has ever met.

Do you remember a company called Corel with about 4000 employees? They were the makers of Coreldraw and other products being one of Microsoft's biggest competitors back in the day. Back in 1997 you'd buy software on a physical disc. Dr. Coplin told Joel that Corel was making about \$5,000 a day on sales which for a multi-billion dollar company is low. Joel recommended that they start an affiliate program. When Dr. Coplin heard that he said, "You are stupid." The Joel's heart sank, but for the wrong reason. Dr. Coplin further reiterated the response adding "If you don't take action on this idea immediately then I will." Two days later, remember Joel is 20 years old, Dr. Coplin has Joel in front of the board of directors for the entire multi-billion dollar company pitching the idea of an affiliate program for their website. At that moment Joel had his second epiphany realizing that he had shared all his ideas with his mother and they were "bad". Now he shared an idea with the right person and he is in front of the board of a publicly traded company. Ultimately, they decided against it.

Joel asks the audience to promise to take massive and perfect action following this conference as Joel is sharing concrete things he is doing right now. He is going to show you what he is doing with list building (See Videos).



Joel needs 12 Hours; Not One

- **Joel Promises to:**

- Go Over the CORE Important Things.
- Keep It Simple.
- Give You MASSIVE Value.
- Help You SAVE.
 - Joel started in 1997 and did not make any money for the first two years. In all this time Joel's business is centered around one thing and that is "generating a lead" and getting that lead to know, like, and trust him ultimately becoming his customer.

- **Joel is Going to Show You:**

- How He Gets 2000 - 3000 New Leads a Day.
 - But you need to take action and not get into "analysis paralysis".
- How He Get 99% Open Rate When You Have a Great List.
 - Joel will show you how to get 99% inbox deliverability and open rates. Open rate is important because if your subscribers are NOT reading your emails then it is not doing you any good. When you have a great list it is the most powerful thing to do. When you have a BIG QUALITY list everybody is looking for you to mail for them.
- If you build a big quality list and promote for a JV you make friends and money.
- Joel will show You How He Accomplishes This (See Video).

What is the “Holy Grail” to Any Success online?

- Traffic? (nope)
- Conversions? (nope)
- Leads? (nope)
- Sales? (nope)

What’s This?



Answer: Mid-Life Crisis 😊 😊 😊

Russell Brunson won this car. Then Jeff Walker won it.

Thus, when you have a BIG list, that is also a QUALITY list, these are the types of things you can do with your life. Joel self deprecates saying, *“I’m a really stupid person. But I’m really good at list building. It’s the only thing I’m good at because that’s the only thing that matters.”* Joel has been list building since 1998. The bigger the list the more the subscriber’s know, like and trust you and the more money you can make.

For those that do not have a list you need to focus on building one. For those with a list you need to mail.

Key Takeaway: Joel mails his list a minimum of 3 times a day!



What is the “Holy Grail” to Any Success In Building A Massive List?

- **It is Optimization!**

Optimization is a combination of Leads, Traffic, Sales and more importantly “optimization” of EVERY aspect. There are varying degrees of optimization based on your goal.

- The Cheaper the Action, whether generating a lead, opt-in, traffic, or sale, the BIGGER the Profits.

The Holy Grail is for your Leads to Pay for Themselves Immediately.

- **Free** traffic is great. **Affiliate** traffic is great. **Referral** traffic is great. But there is a better traffic source.

Key Takeaway: *“The holy grail is for your leads to pay for themselves immediately!”*

Who is going to send you the most traffic, a JV partner or Facebook when you are spending \$5,000 a day? Sure, JV traffic is more efficient but paid traffic is consistent.

Paid Traffic!

Key Takeaway: *The most “consistent” source of traffic that can be ramped-up is paid traffic!*

Those that say not to use paid traffic are those who have not figured out how to do paid traffic.

The reason Joel’s list is so big is because 99% of his list is built via paid traffic.

The holy grail is if a lead costs \$2 Joel wants to make more off the lead instantly to the cover cost and scale it up. Some people say they are scared to pay \$10,000 a day for paid traffic. But it is a no brainer if you are making \$22,000 a day.

How Do You Do That?

Joel is going to show you how to optimize to get your paid “cold” traffic to convert quickly into money.

What are All the Types of Optimization You Need to Do?

- **Opt-in Page Optimization**

This is the first page to optimize. Joel has built over 9 figures online. If you are not focused on an opt-in page than nothing else matters. Because if you are not generating leads you are not generating sales.



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Once you have the lead you have just begun.

- **Thank You Page Optimization**

It's really hard to get someone's attention. So when someone gives you their name and email to get a freemium they have made a micro commitment. At that moment you have that person's attention! At that point they are excited about what is on the next page. It's the only time you have somebody's undivided attention. And it is not very long. This is because they are excited to go and get what you promised them.

Opt-in Page Optimization

The first type of opt-in optimization is:

- **Traffic to a Lead**

- Lets Only Focus On Cold Traffic. Because if it works for cold traffic it will work for affiliate traffic. Affiliate traffic already is familiar with the person endorsing your product. Thus if your are getting a certain EPC (Earnings Per Click) for cold traffic you can double it with affiliate traffic. You need to always be able to answer this question: *"If I send you 1000 clicks how much money can I expect to make?"*

Key Takeaway: You always need to know your EPC (Earnings Per Click).

A Single "Call to Action" (CTA) Facebook Example:

Here is one page that consistently converts for Joel at about 50% (sometimes 42% or 51%).

If you like things on Facebook you can make a "full time" income with this program.

- **Put Your Social Proof Near Your CTA**



MEMBERS LOGIN

IF YOU "LIKE" THINGS ON FACEBOOK YOU CAN
MAKE A "FULL TIME" INCOME WITH THIS PROGRAM

YES! I AM A FACEBOOK JUNKIE TELL ME MORE



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- **CTA Button:** "Call to Action" Button: "Yes I am a Facebook Junkie Tell Me More"
- **Social Proof:** Show pictures of others to demonstrate social proof.
The CTA Button is where the reader's eyes are going, so put the social proof right next to it. The photos are just a direct link to the Fan Page. Note that 200,000 Liked my Fan Page but that may be interpreted that 200,000 liked this particular page as it is borrowing authority.
- **Fan Page:** You have to use Facebook as that's where your customers are.
- **Clear CTA:** Always have a clear concise call to action. The simpler the better.
- **Double Opt-In:** Because, every micro commitment leads to a macro commitment. The user clicking the button has made a micro commitment. Once it is clicked, a pop up window appears for their opt-in information. The reason this two-step process works is because they committed to the process with an initial click.

Key Takeaway: "Every micro commitment leads to a macro commitment."

Opt-in Page Optimization

- At \$1.00 per click (a 25% opt-in rate) costs you \$4.00 per lead.

Key Takeaway: "Never settle for less than 25% opt in rate."

It depends if it is real traffic like from solo ads or Facebook ads. This is different than traffic exchanges as these are incentivized traffic. Our ads for people using traffic exchanges says, "Stop Using Traffic Exchanges!". This is a pattern interrupt because they know at that moment they are using a traffic exchange.

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- **You should strive for a minimum of 25% opt-in rate and keep testing until you get 50%.**
 - Test, tweak and stay consistent. Have a clear concise CTA “call to action” and have social proof near your CTA button.
-

THANK YOU PAGE OPTIMIZATION

What's your goal?

- **An Opt-in?**

How you optimize this page is dependent upon your goal.

Is your goal to get a 99% open rate or a lead to build your list.

- The only time you have their undivided attention is when they give you their email address.

- **A Lead?**

Remember a big quality list is key to success. And if you are not emailing the list than they will forget about you.

- Email daily or they will forget about you, (Seinfeld was a show about nothing) So don't get hung up on what to email. Some people are concerned about pissing people off but that is what the unsubscribe button is for. The more consistent you are people either become your raving fan or unsubscribe. Frankly this is better than having people not remember you at all. Tom Cruise and Angelina Jolie have been consistently in movies so people remember them. Name one actress that was a star in 1990 who appeared in only one movie? You can't! Because they are not doing things consistently. If they hate you and unsubscribe then who cares.

Key Takeaway: “You can't be neutral you have to be polar! Have them love your or hate you.”

- If you do nothing, then nothing happens and you are not going to make any money. Mike Filsaime's launch of Kartra suggested affiliates mail twice a day and Joel says three times a day.

Lead Optimization

Gmail, Yahoo, Hotmail Links for Convenience

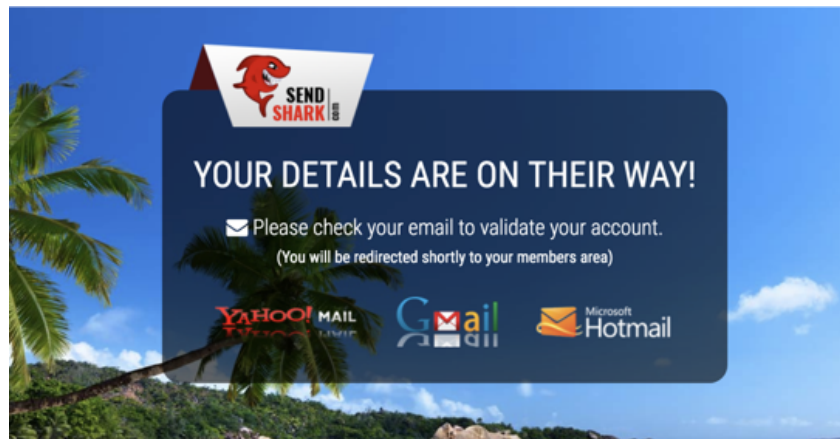
Key Takeaway: “Everything is based on convenience.”



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- **Direct Link:** Direct link to main email service providers for convenience.
Give people the convenience of validating their email with the service provider they use.



- **Single and Double Opt-in:**
Even if Joel is using single opt-in he still says “Go Check Your Email!”.
Because an “opened” email from a major service provider is better than and “un-opened” email.
Joel owns his own datacenter, email servers, IPs, and still it is all about **engagement**.
So, not only is it about SPAM complaints it is also about engagement.

Key Takeaway: “Ask subscribers to go to their email and validate their account.”

If they open the email in the inbox your future emails will hit their inbox as you engaged with them on the first try. Having customer open an email from you scores very high with email providers.



Open Rates Increase When You Add Convenient Links

These are the stats from the Fan Page System Opt-In page where Joel implored the techniques mentioned. The below numbers are in regards to a 21-Day Email Series.

54,573 Opt-in | 50,043 Opens (91.7% opened the initial email) close to 99% open rate.



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Mail Series Messages

Subject	Send After	Total Sent	Clicks	Opens	Pays	Action
%%FirstName%%, Welcome to Fan Page System lets get started!!	0 days	54573	16908	50043	258	Edit Delete Reset Stats
[Fan Page System] %%FirstName%%, daily core commitments.	1 days	25241	3624	14571	27	Edit Delete Reset Stats
%%FirstName%%, why the rich get richer and the poor get poorer!	2 days	25216	1394	7366	10	Edit Delete Reset Stats
[Fan Page System] %%FirstName%%, 100% Commissions and \$500.00 FREE!	3 days	25044	2020	9991	60	Edit Delete Reset Stats
%%FirstName%%, Isn't the Fan Page System cool!! Time to make some money :-)	4 days	11563	543	3309	21	Edit Delete Reset Stats
%%FirstName%%, "Fan Page System" is EXPLODING!! Thank you :-)	5 days	24922	3050	9880	11	Edit Delete Reset Stats
[Fan Page System] %%FirstName%%, leads and sales are pouring in!!	6 days	24995	2432	8757	7	Edit Delete Reset Stats
[Fan Page System] %%FirstName%%, thousands are joining us daily!	7 days	25077	2243	7147	6	Edit Delete Reset Stats
[Fan Page System] %%FirstName%%, 100% Commissions and \$500.00 FREE! (last chance)	8 days	25055	1153	5943	38	Edit Delete Reset Stats
%%FirstName%%, "Fan Page System" a heart felt update :-)	9 days	25023	3666	9255	11	Edit Delete Reset Stats
%%FirstName%%... your commissions are climbing!!	10 days	25081	18658	10242	15	Edit Delete Reset Stats
%%FirstName%%, what is the "Upgrade" to the Fan Page System?	11 days	24986	355	5109	16	Edit Delete Reset Stats
%%FirstName%%, we are simple, viral and EXPLODING!!	12 days	24899	522	4893	16	Edit Delete Reset Stats
%%FirstName%%, "Simplicity is Creating Your Success"	13 days	24589	703	5430	11	Edit Delete Reset Stats
%%FirstName%%, you are truly amazing!! Keep up your Fan Page System Core Commitments!	14 days	24227	943	4681	12	Edit Delete Reset Stats
%%FirstName%%, I am spending over \$800 a day on your Fan Page System!!	15 days	24288	1130	4915	8	Edit Delete Reset Stats
[Webinar Replay] %%FirstName%%, this is a must see for your continued success!	16 days	24523	890	5044	9	Edit Delete Reset Stats
%%FirstName%%, simplicity = Explosive Growth!!	17 days	24543	403	3401	6	Edit Delete Reset Stats
%%FirstName%%, share, share and share again... our most viral post to date!!	18 days	10838	727	2531	5	Edit Delete Reset Stats
%%FirstName%%... your commissions are still climbing!!	19 days	24009	864	4657	12	Edit Delete Reset Stats
%%FirstName%%, I really appreciate you.	20 days	19560	185	3701	12	Edit Delete Reset Stats
[Fan Page System] %%FirstName%%, never get content with your situation..	21 days	12245	177	2408	4	Edit Delete Reset Stats

The goal was to get a lead first before making money right away. So there was only a “one time offer” (OTO) in the email. Focus was getting a high quality lead first. Out of that OTO, there were 258 that paid immediately with the 21-Day email sequence that dripped in subsequent sales over time.

You want to start generating revenue right away so you can pay for the leads right away.

So, the initial email had a Total Sent 54,573, Clicks 16,908, Opens 50,043, and Pays 258. To be honest 258 is not that great but that income offsets the cost to get high-quality leads.

Total Sent	Clicks	Opens	Pays
54573	16908	50043	258

A high-quality subscriber means two things, they engaged and scores very well with Hotmail, Yahoo, AOL, Gmail, etc... because they opened the email. And even more important, 16,908 (33.8%) of those that opened the email, clicked on the link in their email which is even higher engagement.

If you send 100 emails and 90 people open the email and 30 complain it is spam. That is better than only 10 people opening and one person complaining it is spam. It is all about Volume, to Engagement, to Spam Complaint, Ratio. So by conveniently having major email links on the Thank You Page open rates increased.

Key Takeaway: The magic ratio is that for every 1000 emails you send you only want one spam complaint.



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Lead Optimization

- Webinar Registration
- List Building Only

Sale Optimization

Your Series of One-Time Offers

This is Joel's Facebook account for the past year.

Overview Campaigns Ad Sets Ads										
Columns: Performance Breakdown Export										
	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	
<input type="checkbox"/>	Boost 1703629296326117 Video	Inactive	5,733 Post Engag...	14,031	15,465	\$0.01 Per Post En...	\$76.83	Ongoing	2	
<input type="checkbox"/>	2018 Ad- Abs- Yve- Female - 25 to 55 - Auto- ...	Active	8,515 NEW-NLS- ...	397,848	588,917	\$0.72 Per NEW-NL...	\$6,153.71	Ongoing	23,707	
<input type="checkbox"/>	2018 Ad- Abs- Yve- Female - 25 to 55 - Auto- ...	Active	329 NEW-NLS- ...	35,094	36,991	\$0.95 Per NEW-NL...	\$310.98	Ongoing	1,137	
<input type="checkbox"/>	Long App-FREE-members - Joel - 25-34 - Male	Inactive	487 NLS-App-L...	82,206	144,804	\$1.38 Per NLS-Ap...	\$670.41	Ongoing	1,891	
<input type="checkbox"/>	2018 Ad- Abs- 88 Curt - Male - 25 to 55 - Auto- ...	Active	542 NEW-NLS- ...	76,334	99,879	\$1.38 Per NEW-NL...	\$749.24	Ongoing	2,596	
<input type="checkbox"/>	App-FREE-members - long - UK/AU - 18-24	Inactive	562 NLS-App-L...	49,863	67,162	\$1.45 Per NLS-Ap...	\$812.12	Ongoing	1,371	
<input type="checkbox"/>	Long App-FREE-members - Joel	Inactive	710 NLS-App-L...	126,034	189,121	\$1.45 Per NLS-Ap...	\$1,027.89	Ongoing	2,799	
<input type="checkbox"/>	Yve- Simple Post(Ad - Female - 22 to 55 - Mobi...	Inactive	155 NEW-NLS- ...	10,552	12,600	\$1.48 Per NEW-NL...	\$229.33	Ongoing	500	
Results from 83 campaigns				1,778,216 People	3,505,569 Total		\$37,377.69 Total Spent		73,361 Total	

Cost Per Lead

Some leads are as low as .72 cents per lead which is really, really good! Thus it is really easy to make the .72 cents back. It did take time to get the cost per lead that low. In fact, it took many, many months to reach that number. In fact it took 83 different attempts.

When Joel began it cost him between \$8 and \$9 dollars a lead and he couldn't make money. The point is to be consistent and have a budget of \$5 a day to spend on Facebook, Google or whatever. Use the Facebook Pixel which optimizes all your ads. The longer you do this consistently, the better they are going to optimize for you people that you want to take a specific action.



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Joel ran this particular campaign for a year beginning at \$8 and ending at .72 cents a lead. It is so much easier to make money off of a lower cost lead than an expensive one. But how many people stress when it cost \$8 a lead when they are budgeted for \$5 yelling this just doesn't work.

So, when people come to Joel after losing their job seeking to make \$4000/mo, Joel tells them it isn't going to happen. From 1997-99 Joel did not make a penny online. But Joel's backup plan paid basic bills and mortgage on a 600 sq. ft. townhouse. You'd be surprised how many in this industry do not have a backup plan.

Key Takeaway: "Do not do this industry without a backup plan."

How do you get .72 cents for high quality leads?

Here are the results of ads with the top two winners generating 5,733 and 8,525 leads. Over the past year running this particular ad they generated over 1.4 million leads. What is good about this paid traffic is that it is not cross pollinated and are "virgin" leads. And the best way to JV partners is to have a great list and this method is ideal in creating one. After all the industry is about reciprocation and answering the question of "what can you do for me". Thus having a large list gives you massive leverage with JVs. The only time Joel doesn't win contests is when he doesn't email more than once. And of course how much Joel resonates with that product or service.

Results
5,733 Post Engag...
8,515 NEW-NSL- ...
329 NEW-NSL- ...
487 NLS-App-L...
542 NEW-NSL- ...
562 NLS-App-L...
710 NLS-App-L...
155 NEW-NSL- ...



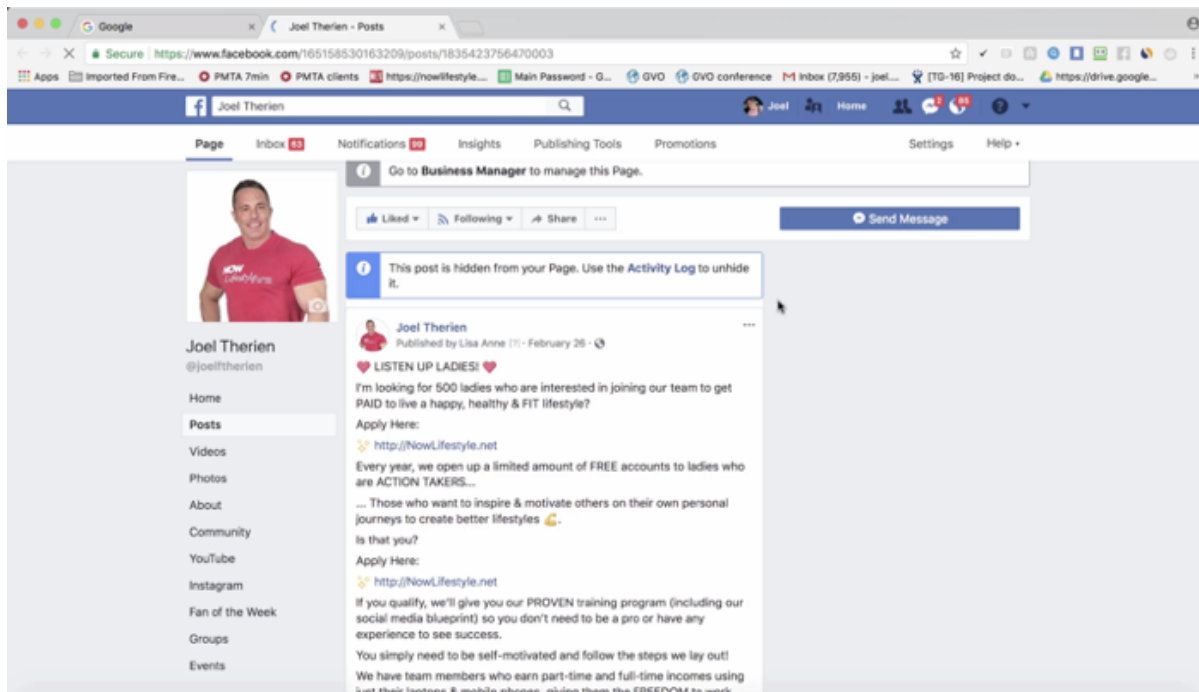
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Sale Optimization

Your Series of One-Time Offers

- A Quick Look At My [Fan Page](#)
- Let's Look at this [LIVE ad](#) on Facebook.



The sales [VSL](#)

- The Facebook Ad takes them to <http://NowLifestyle.net> where they fill out the form. This is the first micro commitment. Again, each micro commitment leads to a macro commitment.



NOW
Lifestyle.com

Want FREE Access And Get PAID To Live A Happy, Healthy & Fit Lifestyle?

Simply Fill Out The Form To See If You Qualify:

Name *

Enter Your Full Name...

E-mail *

Your Email Address Here...

Do You Currently Have An Online Business?

Answer Here...

On A Scale Of 1-10 What Is Your Level Of Interest In Building Your Own "Laptop Lifestyle" Business?

Answer Here...

Are You Happy With The Amount Of Money You Are Making At Your Current Profession/Job/Business?

Answer Here...

→ Submit

- Joel does a lot of surveys because he has business opportunities that are not always compliant with Facebook. But surveys are compliant. Joel has been running this ad for a year without any shutdowns. Yes, he has multiple Facebook accounts just incase.

NOW
Lifestyle.com

Please Wait While We Review Your Application...

If Approved You Will Be Directed To The Next Step.

00 : 00 : 00

HOUR MINUTE SECONDS

Reviewing Question #1...	<input checked="" type="checkbox"/>
Reviewing Question #2...	<input checked="" type="checkbox"/>
Reviewing Question #3...	<input checked="" type="checkbox"/>
Reviewing Question #4...	<input checked="" type="checkbox"/>
Reviewing Question #5...	<input checked="" type="checkbox"/>

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- If they watch the video and create an account the user has made two more micro commitments. It is important that you as a marketer get used to appearing on video. Every time an action is taken by a user they are met with a video featuring Joel. Video of yourself builds recognition. People feel like they know you personally. Joel has made 7,582 videos in the past 10 years. Joel spends about 80% of his time on either conversions or videos.



CONGRATULATIONS!!
YOU QUALIFIED FOR A TOTALLY FREE NOWLIFESTYLE ACCOUNT!
YOU ARE ALMOST DONE.



Just create your desired username and password
to your members area now

Create your Username for your FREE account

The name must be between 3 and 21 characters long. Username must consist of numbers and letters only.

User Name:

Change Password

The password must be between 4 and 20 characters long.

Password:

Verify Password:

[Update](#)

Remember that videos of yourself generates instant trust with people. The perception is, if a seller is willing to put their face on something than the product must be more legitimate.

So far Joel, generated an initial lead with a survey form and has led them to creating a full free membership account. Now he asks for another micro commitment of their mobile phone number so his team can text them. He also asks for their Facebook and Skype accounts for messaging. The psychology is to drip feed the data requests packaging them into small micro commitments for easy consumption. Otherwise it would be overwhelming if you asked for all the data upfront. So again, it began with a questionnaire form, to a membership account to now a mentor inquiry. After all Joel and his team want the member to be successful. The goal is to lead the lead down a path where they feel more and more comfortable. That is why Joel shoots a warm video so they can feel comfortable with the process and each micro commitment. Again, if you do not appear in videos you will never get \$.72 cent leads; end of story. People say this industry is hard, but just shoot a video. All this leads to a raving FAN!

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NOW
Lifestyle.com

**EXPLODE YOUR SUCCESS BY WORKING ONE-ON-ONE
WITH YOUR SPONSOR AND MENTOR**



**Its FREE, Let Your Coach Contact You To Get Into Profit Right Away.
Fill Out All The Details Below.**

Full Name:*

f Click here to let your coach contact you via facebook

(Click the Button to allow us to do that for you)

* Required Fields

Yes Please have my Mentor Contact me by text

P.S. Please check your email and your spam folder as we sent you an email with more of your account and mentor details.

Sale Optimization

Your series of One-Time Offers

- Let's look at this [CPA network](#)

Sale optimization, your series of one-time offers:

This is a network that Joel dealt with. He spent \$753,415 this year. But remember, it's not what you spent but what you can make from it. That amount spent generated 8,121 sales. Those sales cost him (\$92.77) \$95 each.

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76	0.8%	\$7,600.00
80	0.7%	\$8,000.00
69	0.7%	\$6,900.00
32	0.6%	\$3,200.00
8,121	0.6%	\$753,415.00

Leads Generated From These Ads

However the \$753,415 spent to get 8,121 sales generated 1,401,373 leads which works out to be (\$.54) \$.50 a lead. Do you think you could get a \$1 out of .50 cents? So again it all begins with optimization and then tweaking and testing. What got Joel down to these numbers is video. So make videos!

Lead Statistics

View Leads Statistics for: April 2018 View

Total Statistics

Total Statistics	
Total Leads	
Active	1 401 373
Not Active	9
Unsubscribed	62 298
Blocked	359 355
Total Active Leads	
Today	492
Yesterday	867
April	11 896
March	14 035
February	10 126

Leads Generated From These Ads

- Let's look at the **LIVE Sales Process** (see video of the process).

At \$95 Cost Per Sale, Joel is looking to generate his revenue back as quickly as he possibly can.

Order Page: Business in a Box (\$49.95/yr)

Pre Enroll Now and Start Building Your Downline and Leadership Teams Today! This is a business in a box.



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COMMISSION EXPERTS

NOW
Lifestyle

PRE ENROLL NOW AND START BUILDING YOUR DOWNLINE AND LEADERSHIP TEAMS TODAY!

Collect up to 100% Commissions on all these products when we launch!

PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
HEALTH AND WELLNESS PACKAGE FOR YOU AND 5 FAMILY MEMBERS A completely customized nutrition and exercise package unique to each of your 5 family members.	OUR BODY BOSS HOME WORKOUT SYSTEM This highly versatile and portable exercise system will give everyone a great resistance workout from home.	PROFESSIONAL AUTO RESPONDER SYSTEM Save Time and money with your sales and lead generation with our professional email marketing system.	MASSIVE TRAFFIC CO OP Collect healthy commissions on all Traffic and Lead Co Ops we do. Everyone needs traffic, leads and sales!
			

Step 01

CREATE ACCOUNT

*all fields are required

Full name

CPAlogin1

Email:

CPAlogin1@mail.ru

Username

CPAlogin1

Password

Confirm Password



The systems at NowLifestyle have truly over delivered in every aspect. Incredible systems that will better your life and business model! Thanks NLS Team for making my life easier and healthier!

- Stone Evans

I am a true believer in this great system. A healthy Life Style and a powerful business automation system to impact any business model. Incredible delivery NLS team on the Autoresponder! You guys nailed it! Keep up the great work!

- David Gardner



Awesome Job! NowLifestyle is the place to be when it comes to building an online business. I am an old pro in home based business and I highly recommend all your products and systems. Thanks for putting this all together. There is nothing out there like it!

- Justin Francisco

Step 02

CONTACT INFORMATION

*all fields are required

Street Address

6701 Guada Coma Drive

City

Schertz

State

Texas

ZIP Code

78154

Country


United States

Phone Number

2103791437

I love this! Health and wellness and business automation tools system. The tools such as the Auto responder are very easy to use along with everything else. Thanks for the awesome support NLS offers. They always go the extra mile and make me look good when I bring referrals your way!

- Ken & Kasey Hammond



I made a more than a full time income my first month with NowLifestyle. the automation tools and auto responder are amazing and the workout system is top notch!! Who doesn't have 7 minutes to get in top shape.

- Daniel Kump

All the systems joel has created always convert like crazy. I refer all of my clients to the NowLifestyle auto responder because it always inboxes and he understands the internet marketing community!

- Anthony Morrison

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Step 03
BILLING INFORMATION
*All fields are required

Name as it Appears on Credit Card

Credit Card Number

Credit Card Code: (CVV2, CVC2 or CID)

Expiration Date

Billing Method

Lock in and Pre Enroll Now. Just \$49.95 per year for instant access
☒ I Agree to the terms and conditions

PURCHASE

I have been a user and affiliate of Joel's systems and I am happy to say I have been paid over a million dollars in commissions... Incredible, thanks Joel!

- Tissa Godivatarne

Joel's auto responder, automation tools and workout system is the perfect trifecta... I love it, love it, love it!!!

- Steven James

PRE ENROLL TODAY AND YOU GET TO:

- ✓ Lock in your position before we go live!
- ✓ Instant access to your members area and marketing tools.
- ✓ Align your leaders in your binary compensation plan.

Welcome Video:

Joel welcomes the purchaser in a video. The video is to make them feel warm and validates their purchasing decision.

DO YOU WANT ONE ON ONE TIME WITH YOUR COACH AND SPONSOR?

Its **FREE**, Let Your Coach Contact You To Get Into Profit Right Away.
Fill Out All The Details Below.

Below the Welcome Video Joel asks for their contact information. By the customer filling out the contact form it makes them feel even warmer because the company is going to reach out to them.

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Full Name: *

Best Email: *

Your Best Cell Number: *

Your Facebook Profile: [f Click Here To Let Your Coach Contact You Via Facebook](#)
(Click The Button To Allow Us To Do That For You.)

Skype Address (Optional):

Message:

One Time Offer (OTO 1): VIP Club Inner Circle (Lifetime Membership \$197)

Joel then uses video to invite them to join the Inner Circle VIP Club. The page shows limited space and a special price. Joel validates their purchase decision and explains what the Elite VIP Inner Circle Membership is. The membership is designed to “skyrocket” their business while avoiding pitfalls. He emphasizes the importance of being with like-minded people sharing the same goal. He delivers a persuasive script.

Key Takeaway: *“Every purchasing decision is made through comparison.”*



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One LOW - One Time Payment Only

With your Inner Circle VIP Membership, you **Save 90%** and **Get..↓**

WHAT YOU GET	VALUE
✓ LIVE webinars 5 days a week with top leaders making over \$100 000 each	\$997.00/year
✓ Private Access to our Nowlifestyle VIP Facebook Group	\$497.00/year
✓ Complete "done for you" Viral Marketing System made by top leaders	\$497.00/year
✓ Work and communicate one-on-one with top coaches	\$997.00/year
✓ Receive all LIVE broadcast recordings to view at your own time and leisure	\$497.00/year
Total Value Inner Circle VIP membership	\$3485.00/year

Yours today only for just a **ONE-TIME** fee of **\$197.00**

Save Over 90%!!

✓ **Yes! Please grant me my VIP LIFETIME Membership Today!**

NO Thanks... I don't want a VIP membership and I know I will never be offered it again

If they say “NO” to the Lifetime Membership of \$197 for the VIP Inner Circle they are taken to a “Down Sell”.

One Time Offer (OTO 2): Down Sell - VIP Inner Circle (\$19.97/once + \$9.97/mo) Save over 90%!

Using video yet again, Joel empathizes that he understands that perhaps money may be an issue. He says he can’t emphasize enough the importance to have mentorship and be with like minded individuals with experience. Joel shares his core story about being a boy where his mother was his protector and bestfriend. But his mom believed that the path to success was to get a good: education, job and ultimately retiring. Joel states that 95% of the people work for 5% of the population who would rather trade time for money.

Key Takeaway: “Don’t take advice from people who you wouldn’t immediately change lifestyles with.”



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One LOW Monthly fee of \$9.97 per month

With your Inner Circle VIP Membership, you Save 90% and Get..↓

WHAT YOU GET	VALUE
✓ LIVE webinars 5 days a week with top leaders making over \$100 000 each	\$997.00/year
✓ Private Access to our Nowlifestyle VIP Facebook Group	\$497.00/year
✓ Complete "done for you" Viral Marketing System made by top leaders	\$497.00/year
✓ Work and communicate one-on-one with top coaches	\$997.00/year
✓ Receive all LIVE broadcast recordings to view at your own time and leisure	\$497.00/year
Total Value Inner Circle VIP membership	\$3485.00/year

Yours today only for just a **ONE-TIME** fee of **\$19.97** and then just **\$9.97 per month**. Cancel at anytime.

Save Over **90%!!**

✓ **Yes! Please grant me my VIP LIFETIME Membership Today!**

After Purchase please make sure to check your email for confirmation and Instant VIP Access. You will also receive in digital format your "Lifetime VIP Membership Card"! I hope to see, and work with you on the inside!

Joel Therien, CEO

No Thanks I really don't want to be a VIP member. I can figure this out on my own.

Notice the one time payment of \$19.97 is a decoy!

This decoy is needed as *“Every purchasing decision is made through comparison.”*





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Contact Page:

Upon leaving both the Lifetime VIP Membership (OTO1) and Down Sell to Monthly VIP Access (OTO2), Joel asks the viewer to take out their smartphone and take a picture of the contact page. He tells them that he and the team are committed to supporting them. He ends the video saying “You made an extremely wise decision.”

HERE IS HOW YOU CAN CONTACT US. SAVE THIS PAGE!

<div style="background-color: #34495e; color: white; padding: 5px; text-align: center;">Joel Therien, CEO Nowlifestyle.com</div> <div style="text-align: center;">  <p>Joel Therien President / CEO, Now Lifestyle</p> </div>	<div style="background-color: #34495e; color: white; padding: 5px; text-align: center;">Our Address and Phone Number</div> <p style="text-align: center;">NowLifestyle.com ☎ 1-210-651-4487 6701 Guada Coma Drive Schertz Texas 78154.</p> <p style="text-align: center;">🕒 <u>Office Phone Hours</u> Monday to Friday 9am to 5pm Central Time</p> <p style="text-align: center; color: red; font-weight: bold;">WE HONOR ANY 30 DAY REFUNDS. NO QUESTIONS ASKED.</p>
<div style="background-color: #34495e; color: white; padding: 5px; text-align: center;">24 HOUR LIVE SUPPORT</div> <p style="text-align: center;">Go to NowLifestyle.com and on the Right Side is LIVE Chat</p> <div style="text-align: center;">  </div>	<div style="background-color: #34495e; color: white; padding: 5px; text-align: center;">Download Contact Info</div> <p style="text-align: center;">📄 PLEASE TAKE A PICTURE OF THIS PAGE WITH YOUR PHONE.</p> <p style="text-align: center;"> 📄 DOWNLOAD THIS FILES OF ALL OUR CONTACT INFO AND SAVE IT IN A SAFE PLACE. </p>

Conclusion:

Again, at \$95 cost per sale, Joel needs to get into “profit” very quickly. So the VIP Lifetime Offer is a one-time payment of \$197. About 22% of the people are taking that initial offer. So doing the numbers: he spent \$50 for a \$95 sale with 20% taking the \$197 which is an additional \$20-25 in revenue. This is just getting Joel to the \$80 range. So Joel is still behind in his money. So, if it is \$95 and he got \$50 and now with the OTO1 he is up to about \$85. Thus you need to test and tweak but don’t spend a lot of money. Having 10-20 people go through a funnel it will give you statistical validity. And this will be about the same whatever you do. Again, ***“Every buying decision is made through comparison.”***

How many of you have been to Mexico and didn’t buy a blanket from a street vendor because there was nothing to compare the price to? You didn’t know if it was a good deal. **The Holy Grail of Ad Cost is to break even right away because you can ramp up.** So almost 70% were taking the down sell (OTO2) because they just saw the \$197 (OTO1) and declined it but were given immediate access to the same VIP membership site for \$19.97 (\$9.97/mo there after). Joel made the first indoctrination of their brain at \$197 and then sold it at 1/10th



the cost on the downsell. He could have offered it initially at \$199 and then at \$97 but by offering it at \$19.97 it incentivizes action with a savings of 90% off. And that is how Joel drives his traffic. So, why isn't Joel doing more than \$1.4million leads a year (2000-3000 leads a day)? Because as you scale your ad costs go up. Currently Joel can't make it work but will eventually. So just optimize, optimize, optimize, then break even and you will make a fortune. And focus on generating a lead with a great opt-in page.

Key Takeaway: *"The Holy Grail of Ad Cost is to break even right away."*

SendShark Offer:

Joel has been list building since 1998 and has earned over \$200 Million dollars. He owns his own datacenter located in San Antonio Texas. One of his assets is the actual IP addresses issued by the governing body called ARIN. Originally Joel began as a web hosting company until about 7-8 years ago when a guy offered Joel \$1000/year for five IPS. This is when Joel realized he could offer autoresponder services. Thus, Joel's biggest money maker today is his autoresponder service which sends over 40 million emails a day.

How much would a 50,000 subscriber base cost per month on Aweber, Get Response, Mailchimp?
It costs \$300 a month on Aweber.

Compare and see how you can **SAVE A BUNDLE**
and **MAKE A FORTUNE!**

Features	SEND Shark.com	Getresponse	Aweber
Cost 50 000 Subscribers	\$25.00 /mo opening special	\$370.00 /mo	\$250.00 /mo
Unlimited Emails	✓	✓	✓
Unlimited Campaigns	✓	✓	✓
List Segmentation	✓	✓	✓
Integrations	✓	✓	✓
Residual Commissions	50% residual	33% residual	30% residual

~~5000~~ **50 000 Subscribers Grand Opening Special**

Today only, Joel and his staff will import a subscriber list that is validated through a reputable autoresponder company (today only) but you must have mailed that list within the last week. If you have they will import the

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list, if not forget it. What we do is login to your autoresponder account and validate your current subscriber list. You can change your password when they have completed the migration.

Joel is offering you 50,000 subscribers at \$25 a month. This will save you a lot of money over time.

SendShark Commissions:

Aweber and GetResponse offers 30% commission for referrals where SendShark pays 50% commission. So two referrals pays for your \$25/month. This is a really easy sale.

Training:

In addition to getting an autoresponder with a 50,000 subscriber base for \$25/month, Joel is offering the following training.

EMAIL MARKETING MASTERY



Email marketing is one of the core tools used by internet marketers today. Despite the avid use of social media, email marketing is one of the most effective ways to build a relationship with your lists and generate revenue. This course will cover the fundamentals of email marketing and how to be an effective email marketer.

\$497.00

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COMMISSION EXPERTS

INSTAGRAM DOMINATION



Discover how to launch a business on Instagram from scratch. Learn step by step as we show you how to target the perfect customer for your business and ensure you are giving them exactly what they are looking for!

\$297.00

PURCHASE



MODULE 1: SETTING UP YOUR INSTAGRAM FOR SUCCESS

Setting up a proper business account and username is critical for your success. Later on we will show you how to connect your IG account to your Facebook fan page.

TOP-10 INCOME LEADERS INTERVIEW SERIES



So how do they do it? How is it that these everyday people get to the Top 10 leaderboard?

In this course you'll discover exactly what makes each Top Leader tick! Learn their best practices, daily routines and even traffic sources. We're giving it all away and letting YOU reap the benefit! Get this course now and start applying what the Top leaders teach you! You'll have everything you need to not only take your business to new heights, but also join them on the Leaderboard!!

\$497.00

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COMMISSION EXPERTS

HOW TO CREATE A LEAD MAGNET



The is a known psychological law called the law of reciprocation. When you provide something of true high value for free you generate a strong and very engaged lead magnet. In this training we show you how with great lead magnets to get people to know, like and trust you fast so they buy from you!

\$97.00

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HOW TO CREATE A VALUE FIRST SALES FUNNEL & FOLLOW UP LIKE A PRO



This is similar to Traffic & Conversions but also deals with the psychological process of your prospect. The key is to obsess over your lead and potential customer experience. If they have a great initial first impression that's when your customers turn into RAVING FANS and buy everything you offer.

\$197.00

PURCHASE

ADVANCED EMAIL MARKETING



In this section we dive into great detail your open rates and click thru rates and your sales rates from email marketing and the follow up process.

\$297.00

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HOW TO EFFECTIVELY SCALE YOUR BUSINESS

Learn everything you need to know to scale your business effectively.

\$97.00

PURCHASE



VIDEO MARKETING

Learn why video marketing should be a cornerstone in your business marketing plan.

\$97.00

PURCHASE

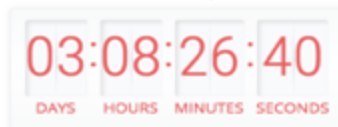




Professional EDUCATION

✔ Email Marketing 101 – BECOME AN EMAIL MARKETING MASTER	\$497.00
✔ NowBody Certification – NUTRITION AND TRAINING VALUE	\$2997.00
✔ Instagram Domination – GENERATE SALES FROM INSTAGRAM	\$197.00
✔ Top-10 Income Leaders Interview Series	\$497.00
✔ How To Create a Lead Magnet – VALUE FIRST TRUST COMES	\$97.00
✔ Traffic & Conversions – THE LIFEblood OF SUCCESS	\$197.00
✔ How To Create and Follow Up Like a Pro	\$197.00
✔ Advanced Email Marketing – HIDDEN SECRETS TO MORE PROFITS	\$297.00
✔ How To Effectively Scale Your Business	\$97.00
✔ Video Marketing	\$97.00
Total Retail Value	\$5170.00

This offer expires in



Total Value **\$5170.00**

YOURS TODAY FOR THE NEXT 7 DAYS \$1497.00

CommExpo 2018 Super Bonus Offer

In Review:

1. 50,000 Subscriber Autoresponder at \$25/month

✔ Up to ~~5000~~ 50 000 subscribers.

- ✔ 99% inbox deliverability
- ✔ Ultra Fast mail sending (600,000 per hour)
- ✔ Unlimited follow ups and campaigns to run as many businesses as you want
- ✔ Drag and Drop editor to make beautiful emails
- ✔ Manage subscribers filtering to resend to openers and / or clickers
- ✔ Join our resellers program and make up to **50% RESIDUAL INCOME** by referring others

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2. Import your list from a respected company at no cost (Today Only)
3. Professional Training (valued at: \$5,170; sold at: \$1,497)
4. A copy of every email Joel has written (\$)
5. Omar and Melinda Skype Consultation (\$500 value)

Yours Today for Only \$497.00! - [BUY NOW!](#)

Shared Links Provided by Speaker:

- My Fan Page (<https://www.facebook.com/joelftherien>)
- Let's Look at this LIVE ad on Facebook.
(<https://www.facebook.com/165158530163209/posts/1835423756470003>)
- The sales VSL (<http://www.nowlifestyle.com/mentor/>)
- Let's look at this CPA network (<https://admin.nexusoffers.com/>)
- SPECIAL OFFER: \$497 <https://commissionexpo.com/JoelTherien>

Joel Therien's Commission Expo 2018 Interview: [Watch Here](#)