



COMMISSION EXPERTS



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1.5 Notes Summary

Speaker: Igor Kheifets

Date: Thursday, April 19, 2018

Location: Commission Expo - Orlando, Florida

Title: Email Super-Affiliate: Make Six Figures, Travel The World & Live Life On Your Own Terms

Key Takeaways: “Most people who get rich start out broke. The skills of the rich are attainable through coaching. Email Marketing = Freedom! Email out performs more than any other channel. People buy from marketers who show they understand them.”

Have you ever wondered...

- What it would feel like to make \$1,000, \$3,000, \$5,000 and even \$10,000 sending out a few emails to your list?
- What it feels like to make more in 7 days of emailing your list than all your friends and family make in a year?
- What it could be like to make six figures working 10 hours a week from anywhere in the world?

Would you like to know...

- How I make \$25.00 per subscriber per month?
- What to email and when to email to make six figures?
- How I became Michael Cheney's #1 affiliate with a list of just 13,000+?

You're about to discover...

- The exact email system that pulled \$202,199.5 in sales from a list of just 13,373 email subscribers.



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- How you can easily net \$10,000 per email campaign promoting other people's products.
- How to have JVzoo's top product creators beg you to promote for them.

My promise to you...

- You will have the 5-step system to getting huge affiliate commissions

Who Is Super Email-Affiliate?

- Individual who is making hundreds of thousands of dollars a year with affiliate products to their email list.
- They're in control of their destiny and they work from anywhere in the world

Why Super Email-Affiliate?

- More money, more freedom.
- Unlimited income streams on autopilot.
- On-demand sales.
- Because email subscribers are investors.
- Because most of the work has already been done for you.
- Because it's simple, teachable and scalable model.

Why Now?

- Because the cost of living is getting more expensive year to year and you can no longer keep up with just a job.
- Because you're running out of time.
- Because that's the only way to build a legacy you can leave behind for your family.

Why Igor?

- Full-time email marketer since 2010



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- 100+ real lives changed
- \$10,000,000 earned with email personally
- Host an award-winning email marketing radio show
- System-income specialist (in order to outsource)

Rich Dad Poor Dad Lessons

1. You don't need to be born rich to get rich. Most people who get rich start out broke.

Key Takeaway: *"Most people who get rich start out broke."*

2. You don't need natural talent or skill set to get rich. The skills of the rich are attainable through coaching.

Key Takeaway: *"The skills of the rich are attainable through coaching."*

3. If you don't have money, ideas or business plan - network marketing is the best place to start.

"Network marketing gives people the opportunity, with very low risk and very low financial commitment, to build their own income-generating asset and acquire great wealth." ~ Robert Kiyosaki

I was born in the Ukraine and moved to Israel. My parents worked at Elektronika, they had two paychecks a Fiat (car) and one cellphone. One day my dad had a sharp pain in his chest and then needed to have heart bypass surgery. He was never the same man ever again. Life sucked I was the poorest kid in class. Between the ages of 12 and 13 all I wanted was to be able to play video games. I could not play video games because my family had very little money. Maybe if I visited a friend's house I might get to play a little. The desire to make money became very strong at age 14. I studied really hard so that I could go to the most prestigious college in Israel which was for the Air Force. I thought that if I became a straight A student I would get a contractor job, cell phone, car, and good paycheck. When I finally saw how writing protocols for the F16 fighter jets, 6-12 hours a day at base was not my dream job. I came to realize none of my co-workers were rich or happy. I move out of my parents basement many years after I graduated from high school and the Army.

"Shit-hole" I used to call home when I was living in Israel.

See the tiny window I had?



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My Old Job

- Isrotel Dead Sea
- I worked 4 days full time to make the same as a single commission.
Then I sold \$1 trials, \$47 but made \$121 commission.

Big Mistake

- Dear boss I quit!

Greener Pastures

- Started selling lottery tickets the biggest scam in history.
- Then I discovered Clickbank.
- I went wider than MLM, to broader research on ClickBank.
- JVZoo is the shit! It's the NEW ClickBank.
- Affiliate Contests. . . .
- Frank Kern won car and made the most money.



- When there's a gold rush sell picks and shovels!

I Tried Everything...

1. I built a bunch of landing pages with affiliate links to all kinds of tools, training and software.
2. I built a blog and wrote 500 word articles once a week.
3. I published on EzineArticles.
4. I contributed to the WarriorForum.
5. I shot one YouTube video a week about a random network marketing company.
6. I created a bunch of social media profiles telling my story trying to show people I'm a real person.
7. I harassed people on Facebook pretending to be their helpful friend.
8. I bought Twitter software.

I refused to get a day job and just focused on rinsing and repeating what worked for me.

Why Email Super Affiliate?

- Unlimited income streams on autopilot.
- On-demand sales.
- Email subscribers are investors.
 - Email out performs more than any other channel, including Facebook in customer value by 20 times.

Key Takeaway: *"Email out performs more than any other channel."*

- Most of the work has already been done for you.



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- NO HASSLES with payer, support desk, fulfillment, etc . . .all taken care of by the vendor and you walk away with half the money from sale just because you are the affiliate.

BIG Secret

1. Mailing List

2. Challenge

- Send me an email and I will ignore it later.

3. What is their Secret?

- Examine and reverse engineer systems.

4. Success!

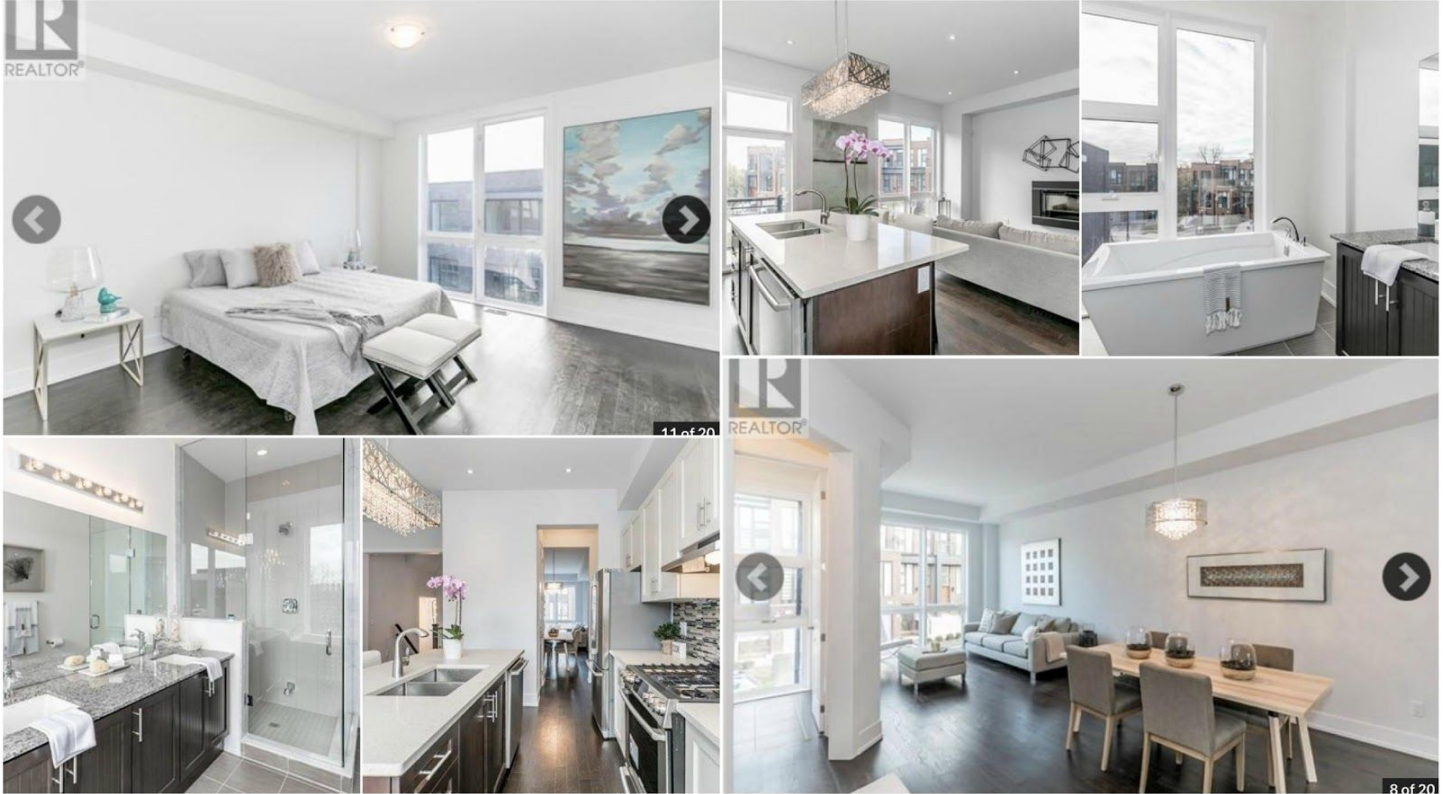
- 7-figure franchise \$101,155.04.
- Michael Cheney . . \$98k in profit and 90k commission for Igor.
- Opting rate over 80%, Igor delivers big numbers and traffic.
- Moved to Toronto.

◆ Seller	◆ Product	◆ Clicks	▼ Visitors	▼ Sales	◆ Conv	◆ \$ per Visitor	◆ \$ per Sale	◆ Total
	38 Products	16,618	16,472	228	1.38%	\$6.14	\$443.66	\$101,155.04
Michael Cheney	7-Figure Franchise with Michael Cheney	626	6,682	48	0.72%	\$7.17	\$998.50	\$47,928.00
Michael Cheney	7-Figure Franchise with Michael Cheney (2-Part Payment)	0	6,679	92	1.38%	\$7.58	\$550.00	\$50,600.00
Michael Cheney	7-Figure Franchise Evergreen Webinar	950	728	0	0.00%	\$0.00	\$0.00	\$0.00
Michael Cheney	7-Figure Franchise Evergreen Webinar OPTIN	0	469	0	0.00%	\$0.00	\$0.00	\$0.00
Michael Cheney	The Commission Machine	402	342	16	4.68%	\$0.85	\$18.07	\$289.12
Michael Cheney	List Building Black Ops with Michael Cheney	156	192	1	0.52%	\$0.46	\$89.04	\$89.04
Michael Cheney	Commission Cartel	166	190	7	3.68%	\$0.33	\$8.86	\$62.02
Michael Cheney	The Commission Machine - Landing Page	126	154	0	0.00%	\$0.00	\$0.00	\$0.00
Michael Cheney	Commissionology	54	144	3	2.08%	\$0.51	\$24.57	\$73.71

Our new home in Toronto Canada.



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Igor's daughter is in private school because he can afford it!

Igor can now take time off when ever he needs it, and does not need permission from his employer because he is self-employed.

Email Marketing = Freedom

Key Takeaway: "Email Marketing = Freedom!"

Challenges...

1. Give value vs promotions.
2. Unsubscribes and SPAM complaints.
3. Lack of response from list.
4. Writing.



5. Cost.

6. Can't come up with ideas.

Email Super-Affiliate System

My Mission

- Create 10,000 Email Super-Affiliates.

1. What's Different?

- Universally applicable.
- Guaranteed to work for you.
- New income that lasts.
- Control your future.

2. Myths

- I don't have any income proof or social proof.
- I don't have a list.
- My list is different.
- I'm not like you.
- I can't write emails.
- I'm not technical.
- I don't have a lot of time to give this every day.

5-Step System

1. Know Thy Customer.
2. Pick High-Converting Offers.
3. Overcome Objections Ahead of Time with Framing.

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4. Valuable Bonuses.
5. Deadline & Scarcity.
6. **Get Paid**

A. Step 1 - Know Thy Customer

- i. People don't buy from marketers who understand marketing. People buy from marketers who show they understand them. Igor understands his customers and the challenges they face being able to create marketing processes so that it is a perfect fit for them.
- ii. Customers need to feel you created this specifically for them.
- iii. Success Story; "With Igor's help I've made an extra \$40,000 this month over and above what I usually make!"

Key Takeaway: "People buy from marketers who show they understand them."

B. Step 2 - Pick High-Converting Offer

- i. Get on super-affiliates' lists.
 1. Trust the numbers . . . Look to see what super-affiliates are promoting because they don't waste their time promoting crap.
- ii. MunchEye and Seminars.
- iii. Private affiliate programs.
 1. Richard Legg \$400 10 sales funnel.
 2. Email Alchemy - \$150 per attendee.
- iv. Success Story; "I made \$13,000 after having one coaching call with me..."

C. Step 3 - Overcome Objections

- i. Frame is a way of viewing and making sense of the events that happen to us. Conflicting frames kill the sale. One with more powerful frames gets the sale.
- ii. Figure out your client's limiting frames.
- iii. Introduced new more powerful frames.
- iv. Success Story; "I never imagined I'd be hitting leaderboards, but it now happens all the time..."





D. Step 4 - Bonus

- i. Improves client's experience with product. (Must be RELEVANT)
- ii. Equal or greater value than the offer they are buying.
- iii. Reason why offering bonus, it will enhance the customer's experience.
- iv. Success Story; "Before I met Igor, I was struggling online for 8 months... With Igor's help, I started making \$3,000 per month in 3 months."

E. Step 5 - Scarcity

- i. If it's hard to get or comes in short supply, it must be worth something.
- ii. Limited supply.
- iii. Limited time.
- iv. Exclusive.
- v. Success Story; "After just a couple of months, I'm making \$3,000 per month. I'm confident I am going to double in the next few months..."
- vi. Success Story; "I'm not just another affiliate. I'm an extraordinary marketer!"
- vii. Success Story; "I was able to put together a downpayment for a brand new family home!"
- viii. Are you my next success story?

Email Super-Affiliate System

- I've completed the puzzle for you - no more guesswork.
- How often to email your list and what to say in your emails.
- Advanced secret to double your affiliate commissions overnight.
- My best email subject lines swipe file.

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- How to get affiliate sign ups using stories and not hard-core pitches.
- Advanced frame control secrets of the world's wealthiest super affiliates.
- How to overcome the most common objections such as I don't have the money, I don't have the time, I'm not sure if this is for me - without convincing or pressuring anyone.
- How to make multiple streams of income promoting 2-5 affiliate offers at the same time while generating tons of good will with your list.
- The only way to make sales as an affiliate without income proof or credentials

Offer:

Core Training Lifetime Access	\$18,488 value
\$101,099.5 Campaign Breakdown In Directors Cut	\$10,000 value
Email Super-Affiliate Campaign Checklist	\$4,995 value
"Irresistible Offer Blueprint"	\$2,685 value
"Frame Control Secrets"	\$7,540 value
"Instant Authority"	\$3,330 value
"Swipe My Campaign" Emails, Videos, Pages	\$100,000 value
Double Your Open Rates Email Swipe File	\$5,000 value
Voice That Makes Millions	\$497 value
Webinar Millions	<u>\$997 value</u>
Total Value:	\$153,532

Your Investment is not... \$153,532, not \$76,766, not \$15,000, not even \$4,997....

Ethical Bribe: The Next 5 Action-Takers Only!

I will give you \$3,000 tuition towards your success.

Get details at the back now...

Your final cost if you take action now is just ... **\$1,997**

Email Super-Affiliate System

- If all this system for you was add an extra \$3,000-\$5,000 per month to your income part-time - would it be worth it?
- If all this system did for you was get you 1/10th of the results I presented today - would it still be a wise investment?



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- If all this system did for you was retire your partner - would that be worth it to you?

Who Is This For?

- Someone who values freedom over money.
- Someone who wants to leverage their income.
- Someone who wants to have reliable income.

Try it without fear do not commit.

- Test drive my system for 30 days. If it's not as easy and as straightforward like I promised, just let me know and I'll buy it back from you.

Igor Kheifets' Commission Expo 2018 Interview: [Watch Here](#)