

# HIGH TICKET AFFILIATE COMMISSIONS

**MADE EASY**

## WORK BOOK



**High Ticket  
AFFILIATE  
MARKETING**

[WWW.HIGHTICKETAFFILIATE101.COM](http://WWW.HIGHTICKETAFFILIATE101.COM)

# **HIGH TICKET AFFILIATE COMMISSIONS MADE EASY WORK BOOK**

© 2022 Fabio Mastrocola

[HighTicketAffiliate101.com](https://HighTicketAffiliate101.com)

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Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information. The purpose of this guide is to educate.

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# WELCOME

Congratulations and Welcome to this 5 part masterclass video series to get you started on your journey to building a High Ticket Affiliate Marketing business, one of the easiest online business or side hustles you can get started with...

**Be sure to take action as nothing happens without ACTION!**

This work book has together to give an understanding of what is required to start and profit with High Ticket Affiliate Marketing (HTAM).

Be sure to complete the exercises and quizzes which will ensure you under the fundamental of building a profitable HTAM Business.

Let's go...

Best of Luck

Fabio

**PS:** You will be provided with links to all the resources and some will be my affiliate links where I may be compensated should you purchase. Please do your own research these are my recommendations.

HighTicketAffiliate101.com



# Master Class - Video 1

**High Ticket Affiliate Commissions Made Easy**

*Your Blueprint To Quick Commi\$\$ions*



**To begin with what are your reasons for wanting to learn and start High Ticket Affiliate Marketing Business (HTAMB)?**

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# The Basics



**What is High Ticket Affiliate Marketing?**

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**List the 3 Main Ingredients of High Ticket Affiliate Marketing?**

1. 

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2. 

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3. 

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**List Your Passions and Hobbies:**

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## Complete the phrase...

I need to find \_\_\_\_\_ that people \_\_\_\_\_ money in.

## The Big 5 Niches:

1. Make Money / Finance/ Investments
2. Health & Relationships
3. Technology /Business
4. Education
5. Luxury | Travel | Home



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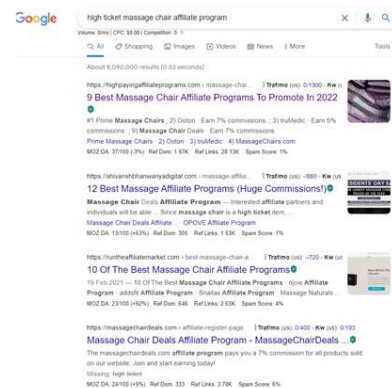
# 3 Ingredients of HTAM

## STEP 1. Select a “Hungry” High Ticket Niche Finding Your HTAO (High Ticket Affiliate Offers)

### 1. Use The Search Engines



“Product / Service” High Ticket Affiliate Programs  
“Product / Service” Affiliate Programs  
E.G. High Ticket Massage Chair Affiliate Programs



**Task:** Search the search engines to find a HTAM niche.. *What did you come up with and write it down.*

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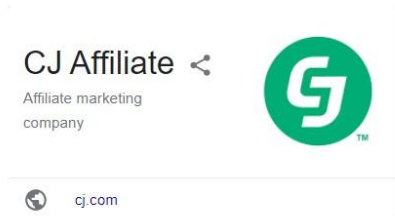


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# 3 Ingredients of HTAM

**STEP 1. Select a "Hungry" High Ticket Niche  
Finding Your HTAO (High Ticket Affiliate Offers)**

## 2. The Usual Suspects



[CJ.com](https://www.cj.com)



[www.commissionfactory.com](https://www.commissionfactory.com)

[Commissionfactory.com](https://www.commissionfactory.com)

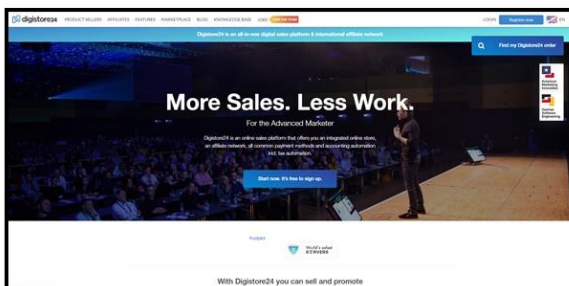


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# 3 Ingredients of HTAM

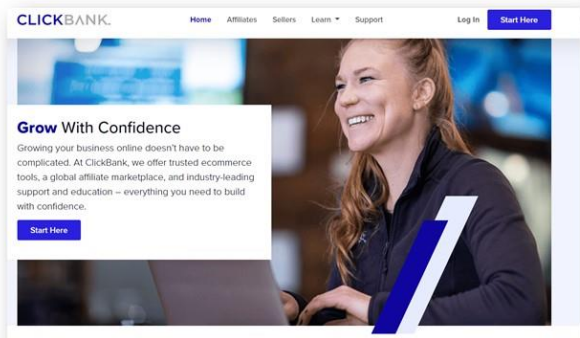
**STEP 1. Select a "Hungry" High Ticket Niche  
Finding Your HTAO (High Ticket Affiliate Offers)**

## 2. The Usual Suspects



[www.digistore24.com](https://www.digistore24.com)

[Digistore24.com](https://www.digistore24.com)



[ClickBank.com](https://www.clickbank.com)

[ClickBank.com](https://www.clickbank.com)





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# 3 Ingredients of HTAM

**STEP 1. Select a "Hungry" High Ticket Niche  
Finding Your HTAO (High Ticket Affiliate Offers)**



<https://highpayingaffiliateprograms.com/category/>

<https://highpayingaffiliateprograms.com/category/>



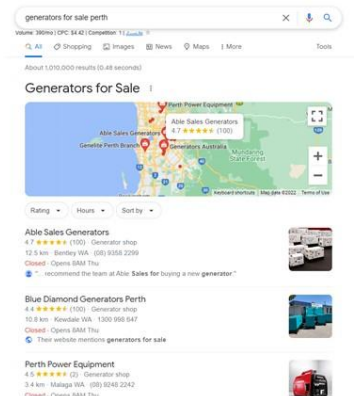
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# 3 Ingredients of HTAM

**STEP 1. Select a "Hungry" High Ticket Niche  
Finding Your HTAO (High Ticket Affiliate Offers)**

## 3. Local High Ticket Affiliate Marketing

- Approach Local Businesses that sell High Ticket Products and Services
- Find them using Google (other search engines)  
Check: Local results, GMB, Shopping Tabs
- If they have an affiliate program join, if not set one up for them
- Promote their Business for Commi\$ions



List High Ticket Local Niches:

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Pause and reflect on any thoughts, questions, ideas etc. you have had thus far and write them down below.

### Notes:

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# 3 Ingredients of HTAM

## STEP 2. Understand Your Market

### Why is this so important?

You will get to understand your audience, and their behaviours so you can effectively communicate with your audience *(with a sales message that allows you to enter the conversation they are having in their mind)* and know where and how to reach them both online and offline.

It will also give you an insight to what products or services they require and then be able to use the coming tactics to position you, your business and products and services in front of them.

Understanding Your Target Market is **THE CRITICAL Part** of this system I am about to show because it will shape your Sales and Marketing Strategy – Your Plan Of Attack

Exercise: Take the time to define your customer profile.

### 1. Geography

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### 2. Demographics

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### 3. Psychographics

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**What are their fears, frustrations and pain points?**

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**What are the challenges they face day in and day out?**

***(That Your Product/Service Solves)***

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**Ask current clients – What were their main problems, concerns, pain points that have gone away since you worked with me?**

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[illegible]



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# 3 Ingredients of HTAM

## STEP 2. Understand Your Market

### Understanding How Your Clients Search Online

#### Navigational Keyword Search

Has the intent of finding a particular website or webpage.

E.G. YouTube or Facebook login

#### Informational Keyword Search

Queries that cover a broad topic

E.G. Volvo Cars or How to tie a tie

#### Buyer Keywords

Intent to complete a transaction

E.G. Buy, Order, Purchase, Best, Review + Product Name – Buy A Luxury Massage Chair

DUI Lawyers Perth

## Keyword Modifiers



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# 3 Ingredients of HTAM

## STEP 2. Understand Your Market

**Use Keyword Modifiers** – Words that people would use to describe your product or service and or location.

- **Quality** – Best, Top of the range, Cheap, Affordable
- **Occasion** - Wedding, Engagement, Graduation etc..
- **Specific Product/ Service**- Used car, Kabuki foundation makeup brush, Buy 55 “ Samsung Smart TV, Best Rhynoplasty Surgeon New York City – Long tail keyword.
- **Differentiators (Things that set your business apart)** – same day dry cleaning, just pay shipping, 24 hour emergency plumber



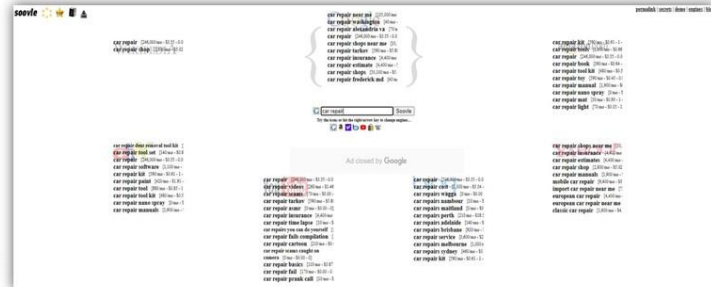
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# 3 Ingredients of HTAM

## STEP 2. Understand Your Market

### Other Keyword Search Tools:

1. Google Keyword Planner
2. Ubersuggest by Neil Patel
3. Google Trends
4. keywordseverywhere.com
5. Soovle.com
6. Ebay & Amazon Suggested Search



**These will assist you but it's important to think like your customer.**

Put in an excel spreadsheet. – What do we do with these keywords we use it to generate eyeballs to our offers. – **We will create LEAD VALVES**

### Keyword Research Tools:

- Search Engines ( Suggested and Related Searches)
- [Ubersuggest](#)
- [Keywordseverywhere](#)
- [Google Trends](#)
- [Soovle](#)
- Ebay.com
- Amazon.com
- Google Keyword Planner ([Need to sign up to Google Ads](#))

### Complete the phrase:

Whilst keyword tools will assist you it's \_\_\_\_\_ to think like your \_\_\_\_\_.

### SPECIAL BONUS:

**SEE LIST OF BUYER KEYWORDS IN BONUS INFORMATION SECTION BELOW**

### Exercise:

Write down your keywords and Keyword Phrases that describe your HTAM offers and mark those with **Buyer Intent** with an \*\*.

[illegible]



**Exercise:**

Check your Niche and Offers for Profitability As Shown In The Video Training.

**Niche:** \_\_\_\_\_ **Profitable: YES / NO**

**Please Note:** As I mentioned in this video training, this step is the most important part as it will determine whether you proceed with the niche/s you have researched.

This module is the foundation of the 3 Step System and like a house's foundation if it's not solid it will fall.

Don't be discouraged if it take a few goes to find a profitable niche it's all part of the journey. Keep pushing on.

**This training comes with 30 days of email Q & A support (Please limit these to 1 per day)**

**If you have any questions please don't hesitate to reach out at:**

highticketaffiliate101@gmail.com

**Please use the following format when sending.**

Send to [highticketaffiliate101@gmail.com](mailto:highticketaffiliate101@gmail.com) with the following:

Subject Line: HTAM Training

My question is regarding the \_\_\_\_ Module.

State your question.

## Master Class- Video 2

**High Ticket Affiliate Commissions Made Easy**

*Your Blueprint To Quick Commi\$\$ions*

What is a High Ticket Funnel?

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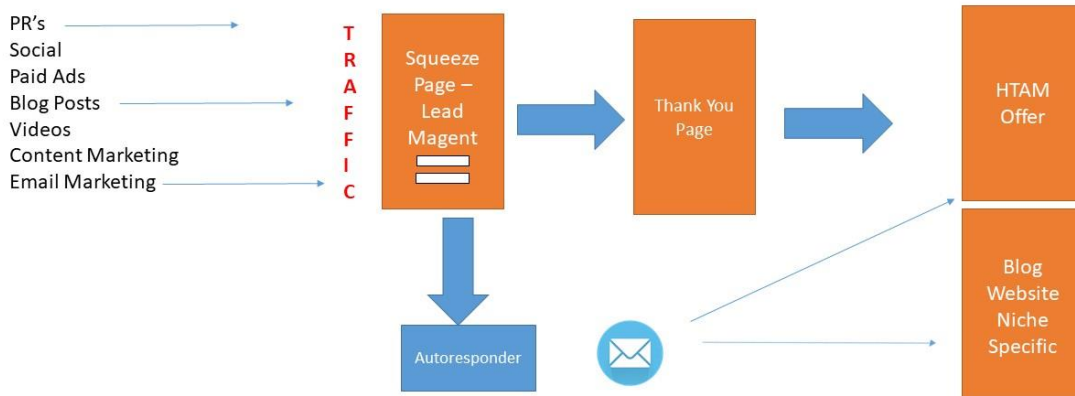
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### HTAM Funnel

**What is a funnel?**





## HTAM Funnel s

### Tools



systeme



### Action Steps: Build Your Funnel

Register Your Domain Name: [Godaddy.com](https://godaddy.com) or [NameCheap.com](https://namecheap.com)

Select a Page Builder: [Systeme.io](https://systeme.io) or [Leadpages.com](https://leadpages.com)

Get an Autoresponder: [Convertkit](https://convertkit.com) | [Getresponse](https://getresponse.com)

| [Mailchimp](https://mailchimp.com) | [Aweber](https://aweber.com)

Hosting: [Hostgator.com](https://hostgator.com) | [Bluehost.com](https://bluehost.com)

\*\* [Systeme.io](https://systeme.io) can assist with all of the above in one place.

There are many options out in the market place.



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## How To Create a Lead Magnet

Lead Magnet Ideas:

Guides (Buyers & How To Guide) | PDF | VIDEO | AUDIO

Webinars

Contests

Quizzes

Coupons

Tutorials / Demo Videos

FREE Trial



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What are you going to use as your lead magnet...

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## Lead Generation Magnet- SAGE

**Short Content**— people don't like their time wasted. Time is the resource we are always running out of.

**Action Oriented Content** — Google provides more information than you can ever possibly provide. What you can do is provide actionable insight. Insight is what you can do with key pieces of information in order to provide a desirable outcome.

**Goal Oriented Content** — Your lead magnet should always be perched upon progressive milestones. One step at a time on a timeline from point A to point Z... A to B, B to C, C to D... Dieting market is an instructive exemplar of such approach as people need results to keep following through to their ultimate goal.

**Easy Content** — Cognitive diversity is huge amongst human populations, so always keep things simple.

Source: <https://medium.com/@nicholaskusmich/the-perfect-lead-magnet-3f9765f62a7c>



How are you going to create your lead magnet?

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Resource Download: [How to Write Free Reports](#)

*Notes:*



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## Lead Generation Magnet- Creation Ideas

**Create it Yourself** — Use Content Creation Methods Discussed.

**Borrow it From Vendor** — Contact the Vendor for information.

**Use Already Created Content** — Give Credit To The Source Look for articles on Ezinearticles.com and other industry publications.

**Outsource** — Sites like iwriter.com , upwork.com and fiverr.com

**Tip:** Catchy Title with relevant keyword



**This training comes with 30 days of email Q & A support (Please limit these to 1 per day)**

**If you have any questions please don't hesitate to reach out at:**

**highticketaffiliate101@gmail.com**

**Please use the following format when sending.**

Send to [highticketaffiliate101@gmail.com](mailto:highticketaffiliate101@gmail.com) with the following:

Subject Line: HTAM Training

My question is regarding the \_\_\_\_ Module.

State your question.

Let's move on to the next Video Master Class Content 😊



# Master Class-Video 3

## Traffic Part 1

High Ticket Affiliate Commissions Made Easy

*Your Blueprint To Quick Commi\$\$ions*



### QUIZZ:

List 3 reasons why you should use video marketing?

- 1.
- 2.
- 3.

What are the 6 ways you can use video?

- |    |    |    |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

List The Video Sharing Social Media Platforms Available:




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## Traffic Method #1 - Video Marketing

### Optimize Your YouTube Channel



#### Channel Name

There are two schools of thought when it comes to picking a channel name for your YouTube . The first is to use your Niche name E.G. **Luxury Massage Chairs Review** | brand name or secondly what your business does , for example , Perth Luxury Home Builder.

#### Channel Description

Your channel description should accurately describe what your channel is about. Use your main and relevant Keywords in your description . Make it interesting and engaging so that those reading want to know more about your channel. Ask them to subscribe to your channel or connect with on one of your social media platforms . Complete the About section by adding all your links to your websites and social media accounts. Engage in the discussion and comments.



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## Traffic Method #1 - Video Marketing

### Channel Art



It' important to catch the eye and create engagement of visitors to your channel with great visually appealing channel banners. Have one designed for you by a graphic artist.



**fiverr.**

Create Playlists - this is a great opportunity to keep the visitor on your channel longer. Playlists will be a great way to display your 10 x 10 FAQ' and SAQ's as discussed earlier. Also playlists are very effective when you share them on Facebook

**Note:** Video playlists are very effective in getting more exposure to your offers.

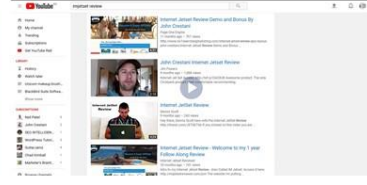




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## Traffic Method #1 - Video Marketing

### Recording & Producing Your Video - Your Options



**fiverr.**

**upwork**



***List the video creation and recording options you have available to you?***


**Notes:**

# Your Video SEO Step By Step Guide



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## Video SEO

### Making Your Video Findable On The Web



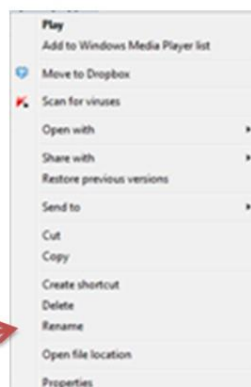
1. Optimize Your Video File
2. Upload To Video Platform
3. Include Primary Keyword In Title
4. Write a Keyword Rich Description
5. Optimize Tags
6. Share On Social Media



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## Video SEO

### Step 1: Optimize Your Video File Name



Right click on the video file and rename the file to

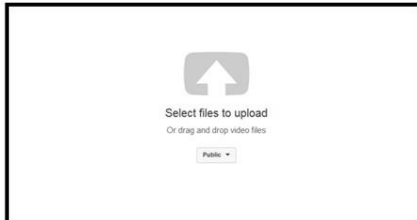
**Perth-Luxury-Home-Builder.mp4**



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## Video SEO

### Step 2: Upload Your Video To YouTube



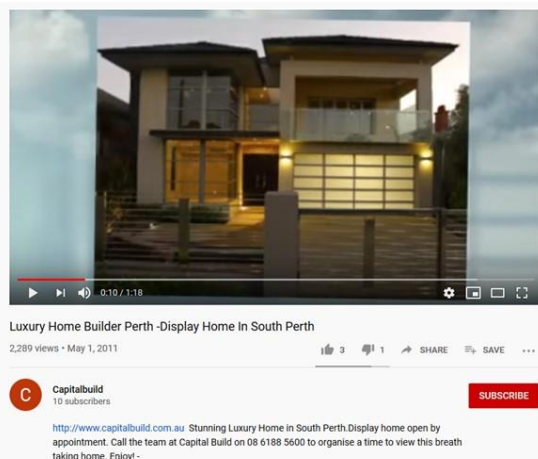
You will need to set up a you tube account and channel to upload your videos to. Fill in all info as required. About, Cover Art etc.

Make sure that before you upload the video file it is set on unlisted setting.



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## Video SEO



**Step 3: Include Your Keyword In Your Title**  
(Very Important)

Luxury Home Builder Perth

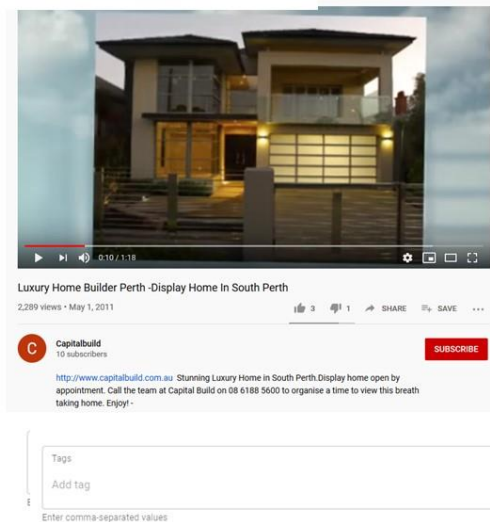
**Step 4: Write A "Descriptive" Description**  
Start the description with your keyword at the beginning and then add your website address in this format  
<http://www.yoursite.com>

*The "http://" makes the link clickable and direct your viewer to your website or landing page)*

**About 500 words**– use main keywords and then related keywords link to other social media properties. Include at Call To Action – click on my link or call now.



## Video SEO



Also at the end if **you are a business** Write your:

Company's Name

Address

Contact Number

in this order and format.

### Step 5: Add Your Keywords In Your Tags

Add your primary keyword first and then other related relevant ones.

**Extra Tip** - use one to two #tags

Share on Social Media



*Notes:*

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## Promotional Method #2 - Blogging



**So what is a blog ?** The simple answer is a blog is a type of website that is used for posting entries. A blog is used to post dialogue. Blogging is the act of posting these dialogues with your audience and it gives the opportunity to use "your voice" to connect with your audience , providing real value by keeping them informed with market updates on product and services and topics that are current in the media and relative to your audience and industry.

**How Blogging Will Help Your Business ?** Having a blog for your business is something today that is expected by your customers and audience and that's why this form of online media has become an important piece of your online marketing.



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## Promotional Method #2 - Blogging

### Blogging Website Platforms



**systeme**

**Medium**

What is the main reason to register an account with [Medium.com](https://medium.com)?

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## **Promotional Method #2 - Blogging**

### **7 Steps To Get Your Site Up & Running**

1. Choose A Name For Your Website – One That Best Describes Your Niche
  - <https://www.shopify.com.au/tools/domain-name-generator>
  - <https://domainwheel.com/>
2. Register a domain name: godaddy.com or namecheap.com
3. Get Hosting – Hostgator.com or BlueHost.com \* Blogger ( Hosted by Google) – Systeme.io
4. Install Wordpress ( Watch Video in Resource Area)
5. Choose a Theme
6. Set Up On page SEO
7. Create Content and Publish with affiliate links

#### **Action Step:**

1. Go through and implement the above 7 steps
2. Remember [System.io](#) has most of the functionality.
3. Register an account with Medium.com and publish articles that are well optimized with your main and relevant keywords.

#### **Resources:**

[How to Build a WordPress.org Website Step By Step Tutorial](#)

[How to Do On Page SEO for Your Website](#)

[SEO Tips](#)

#### **Notes:**



# Master Class-Video 4

## Traffic Part 2

High Ticket Affiliate Commissions Made Easy

*Your Blueprint To Quick Commi\$\$ions*



**Where can you find the best source of buyer traffic?**

- A. Google
- B. Bing
- C. Yahoo
- D. All of the above

**Complete the phrase below:**

“Google loves \_\_\_\_\_ and ranks its content higher than regular \_\_\_\_\_ content.”

What do we do with the search terms we have discovered?

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# Attract Ready To Buy Customers To Your HTAM Business



Source : Not Search Engine Listing  
16 mars 2018 04h59 HE

## Webfire 3.0 Review Reveals How To Find More Customers Online For Your Business Fast

PERTH, Australia, March 16, 2018 (GLOBE NEWSWIRE) --

Not Search Engine Listing review of Webfire 3.0 establishes that the online suite of marketing tools will allow you to [find more customers online](#) for your business fast. For anyone with even a passing interest in the world of Digital Marketing, this tool will be worth paying attention to, as it's shaking things up and has done since the version 3.0 relaunch in 2016.

Currently, with even a passing glance, a person will notice if you have spent time with online marketing software you will know that software like this don't have power or capability of [Webfire 3.0](#) and secondly don't last long because their lower price point doesn't allow for the software to be updated and provide ongoing support.

Online Marketing Coach and Author at Not Search Engine Listing, Fabio Mastrocola, makes a point of saying, "It's frustrating when online entrepreneurs invest in software that will benefit their online business and then suddenly find that the software can't be used anymore because the software is no longer supported or become redundant because it wasn't updated."

Webfire 3.0 allows you to automate your online marketing by at least 95%, whilst finding you purchase driven customers. Webfire 3.0 does the heavy lifting finding you traffic and leads of purchase driven customers.

Ultimately this is going to benefit customers as Webfire version 3.0 will automate 95% of their online marketing efforts giving them the opportunity to get more exposure for their product or service offerings.

Not Search Engine Listing was established in 2013 and it has always aimed to inform online entrepreneurs of software tools like Webfire 3.0 which are easy to use and provide value even if they have no previous online marketing experience.

In addition to the suite of software tools, online entrepreneurs have access to a full complement of online weekly training by two of the brightest and innovative online marketers on the planet Brian Koz and Shawn Casey.

You also get access to a library of training that shows you how to profit from Webfire 3.0 as an affiliate marketer, Digital Marketer, for your own business, SEO or Social Media Agency.

To find out more about Webfire 3.0 the place to visit is <http://www.notsearchenginelisting.com/webfire-3.0-review-bonus/>



## Tips For Writing Your Press Release

- **Have an attention getting title.** Write for the search engines – Have relevant keywords in the title (phrases people will be searching for)
- **City, Town, Date – Summary that draws the reader in to learn more.** Make sure you address who, what, where, when, and why. Be succinct, but include enough information.
- **Provide some relevant background information** about your product/event/announcement. Make sure you include information on why this is important to the target audience. Be factual and succinct



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To find out more about Webfire 3.0 the place to visit is <http://www.notsearchenginelisting.com/webfire-3.0-review-bonus/>



## Tips For Writing Your Press Release

- **Add a quotation** from a customer or somebody who reinforces your expertise or the importance of your announcement. Include that person's full name and if relevant, include their credentials.
- **Include a quotation** from yourself that says why you created the products/put together the event, etc. Having a quotation from yourself makes it easier for you to assert an opinion, while still remaining newsworthy. Make sure to include your full name and position in the company.
- **Finish your press release** with a company summary and what you do. Include a statement that says, "For more information, please contact..." and include a phone number and email. Also include the URL of where to get more information on the website



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# Attract Ready To Buy Customers To Your HTAM Business



Source : Not Search Engine Listing  
16 mars 2018 04:59 HE

## Webfire 3.0 Review Reveals How To Find More Customers Online For Your Business Fast

PERTH, Australia, March 16, 2018 (GLOBE NEWSWIRE) --

Not Search Engine Listing review of Webfire 3.0 establishes that the online suite of marketing tools will allow you to find more customers online for your business fast. For anyone with even a passing interest in the world of Digital Marketing, this tool will be worth paying attention to, as it's shaking things up and has done since the version 3.0 relaunch in 2016.

Currently, with even a passing glance, a person will notice if you have spent time with online marketing software you will know that software like this don't have power or capability of [Webfire 3.0](#) and secondly don't last long because their lower price point doesn't allow for the software to be updated and provide ongoing support.

Online Marketing Coach and Author at Not Search Engine Listing, Fabio Mastrocola, makes a point of saying, "It's frustrating when online entrepreneurs invest in software that will benefit their online business and then suddenly find that the software can't be used anymore because the software is no longer supported or become redundant because it wasn't updated."

Webfire 3.0 allows you to automate your online marketing by at least 95%, whilst finding you purchase driven customers. Webfire 3.0 does the heavy lifting finding you traffic and leads of purchase driven customers.

Ultimately this is going to benefit customers as Webfire version 3.0 will automate 95% of their online marketing efforts giving them the opportunity to get more exposure for their product or service offerings.

Not Search Engine Listing was established in 2013 and it has always aimed to inform online entrepreneurs of software tools like Webfire 3.0 which are easy to use and provide value even if they have no previous online marketing experience.

In addition to the suite of software tools, online entrepreneurs have access to a full complement of online weekly training by two of the brightest and innovative online marketers on the planet Brian Koz and Shawn Casey.

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## Tips For Writing Your Press Release

- Be sure to use multimedia elements in the body of your release – Video and image or logo
- You can outsource the writing of your press release to Upwork.com, Fiverr.com, or iwriter.com



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[Here's the link to my resource who writes and distributes press releases for me. It's a reliable service.](#)

Notes:



*Source : No1 Search Engine Listing*

*16 mars 2018 04h59 HE*

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To find out more about Webfire 3.0 the place to visit is <http://www.no1searchenginelist.com/webfire-3-0-review-bonus/>

Organization Name: No1 Search Engine Listing

Contact Name:

Email Address:

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/be4f35d4-dcea-49d7-b8b7-ffb9be136e74>

## This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the paper.

# Attract Ready To Buy Customers To Your HTAM Business

## Press Release Distribution

There are free and paid press release distribution sites:

- Google "Free Press Release Distribution Sites"
- Paid Sites : Presscable.com or PRWeb.com

**Bonus Tip:** Convert Online PR To Send To Local, National, Industry Print Media

Featured on:



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**[Bonus Training – 106 Customers In 24 hours CLICK HERE](#)**



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## Promotional Method #4 Paid Advertising

### Paid Advertising

- Yes they are a lead valve and worth investing in
- Very good at targeting your audience and remarketing to them
- **Stickability** once you stop paying your ads stop showing
- Use AIDA formula for your Ads
- Coupons

Attract Ready To Buy |  
Customers or Clients Fast |  
Free Web Class Shows You  
How

[www.no1searchenginelistings.com](http://www.no1searchenginelistings.com)  
Attract customers/clients ready to do  
business with you using a simple 3  
step system. Register for it's 100%  
FREE . Click Now To Get Access!



**Exercise: Write an ad for your HTAM product or Service using the AIDA formula.**

**Get Attention – Generate Interest – Create Desire – Call To Action**

**A:**

**I:**

**D:**

**A:**

*Notes:*



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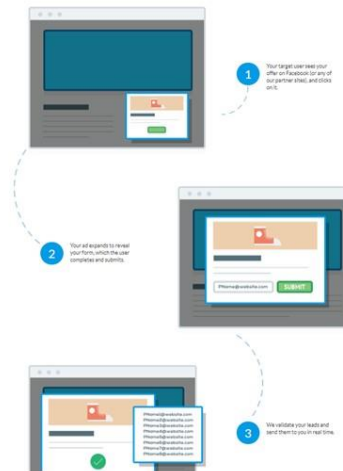
## Promotional Method #4 Paid Advertising



B2B  
Beauty & Fashion  
Entertainment  
Food & Dining  
Health & Fitness  
Home & Family  
Investing  
Market Research  
News & Education  
Non-profit  
Personal Finance  
Retail & E-commerce  
Social  
Travel  
Work Opportunities

[www.opt-intelligence.com](http://www.opt-intelligence.com)

Here's Exactly How It Works:



[Visit: Opt-intelligence.com](http://Visit: Opt-intelligence.com)

**\*\*\* Remember to search for advertising coupons and credits .e.g.  
“google advertising coupon or coupon code”**



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## Promotional Method #4 Paid Advertising

Offer Details » Become a certified dating coach 1

<b>Overview</b>	<b>Offer Creative</b>
<b>Campaign</b>	<b>Offer Creative</b>
<b>Campaign Name</b>	<b>Offer Creative</b>
<b>Basic Info</b>	<b>Offer Creative</b>
<b>Status</b>	<b>Offer Creative</b>
<b>Offer Name</b>	<b>Offer Creative</b>
<b>Start Date</b>	<b>Offer Creative</b>
<b>Audience &amp; Budget</b>	<b>Offer Creative</b>
<b>Audience</b>	<b>Offer Creative</b>
<b>Data Point(s)</b>	<b>Offer Creative</b>
<b>Custom Data Point(s)</b>	<b>Offer Creative</b>
<b>CPL</b>	<b>Offer Creative</b>
<b>Budget</b>	<b>Offer Creative</b>

<b>Lead Transfer</b>	<b>Offer Creative</b>
<b>Transfer Method</b>	<b>Offer Creative</b>
<b>Transfer Settings</b>	<b>Offer Creative</b>
<b>Data Format</b>	<b>Offer Creative</b>
<b>Email</b>	<b>Offer Creative</b>
<b>First Name</b>	<b>Offer Creative</b>
<b>Country</b>	<b>Offer Creative</b>
<b>IP Address</b>	<b>Offer Creative</b>
<b>Create Date</b>	<b>Offer Creative</b>



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## **Promotional Method #5 Content Marketing**



Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, audios ,podcasts, infographics and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.



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## **Promotional Method #5 Content Marketing**

### **What Type Of Content Should You Create?**

As mentioned in a previous paragraph your content creation efforts should be targeted to your market and speak to your client profile like you are having a conversation with them one on one.

Your content should inform, educate, entertain , provide solutions to their problems and deliver massive value .

These ingredients are part of a recipe of gaining trust and building a mutually beneficial relationship with your audience.

In addition it's a good idea to create evergreen content for your market or industry .



Answer the public is another great tool to help you listen to your market [get access here](#).



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## **Promotional Method #5 Content Marketing**

### **What Type Of Content Should You Create?**

Evergreen content is content that is time tested and will be still be valuable in months and possibly years to come. Some examples of evergreen content are how to guides, a resources guide for your industry, glossaries, tutorials and testimonials. **E.G.** example drawing on my experience as an Online Affiliate Marketer. I could write a "how to PDF", video or audio guide Titled:

**"How To Pick High Ticket Affiliate Offers That Make  
You 10K Per Month"**



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## **Promotional Method #5 Content Marketing**

### **Content Creation Methods?**

- Interview An Expert Model
- The Get Interviewed Model
- The Ten By Ten Formula
- Blogging
- Video – Tips, Demonstrations, Reviews, Video Podcasts, Webinars
- Infographics
- Audio | Podcast
- Audiobook
- Lead Magnets & Guides





Which content creation method are you going to use? And why?

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**Promotional Method #5 Content Marketing**

**Super Tip – 3 in One Method**



**Record Video – Strip Audio – Transcribe Text – Distribute Across The Web**

Tools:  
Free Online Conversion App [www.online-convert.com](http://www.online-convert.com)  
Transcription App [www.otter.ai](http://www.otter.ai)



Notes:



## High Ticket AFFILIATE MARKETING

### Promotional Method #6 Email Marketing



- Landing Page Builder / Website



- Auto-Responder



- Email Communication:
- Subject Line/ Personalise
- Body – (AIDA) Build Rapport
- CTA (Bonus Gift)
- Auto emails and Broadcast
- Segmentation

In your view why is email marketing important and why should it be part of your marketing arsenal?

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[CLICK HERE TO DOWNLOAD: Million Dollar Emails](#)

**Exercise:** Read & Analyse the email in the Million Dollar Email EBook



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## Master Class-Video 5

**High Ticket Affiliate Commissions Made Easy**

*Your Blueprint To Quick Commi\$\$ions*



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## Know Your Numbers

**Get Your Calculator Out**

**We are going to cover:**

- Setting Your Income Goal With HTAM
- How To Increase Profits
- The Art of Compounding



**Exercise:** Calculate your income goals and how many sales you need to reach that goal.

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## Know Your Numbers

**Let's do an exercise...**

- Let's say your income goal is to earn \$100K /year with HTAM promotions

What does this mean to you?

- On a \$500 commission for product/service your promoting = 200 sales  
 $\$100,000 / \$500 = 200 \text{ sales} / 365 \text{ days} = 4 \text{ sales per week (3.83)}$ .  
 $\$100,000 / \$1000 = 100 \text{ sales} / 365 \text{ days} = 2 \text{ sales per week (1.92)}$ .

What's your income goal? How many sales do you need?



### **Exercise II:** Revisit and Understand the Profit Matrix & The Art of Compounding

*Notes:*



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# Know Your Numbers

## Introducing : The Profit Matrix



No. of Leads	1000	Increase by 10%	1100
X			
Conversion Rate	25%	Increase by 10%	27.5%
X			
Customers	250	Increase by 10%	275
X			
Transaction value	\$1000.00	Increase by 10%	\$1100.00
Sales	\$250,000	Increase by 10%	302,500



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# Know Your Numbers

## Introducing: The Art of Compounding

Weekly Ad Spend	People Enrolled	Sales Per Week \$1000.00	Weekly Profit
\$500.00	10	2.5 (\$2500)	\$2000.00
\$2000.00	40	10 (\$10,000)	\$8,000
\$8,000.00	160	40 (\$40,000)	\$32,000

**Food for thought – Understand this concept**

**Exercise III:** List the ways you can increase the number of leads for your high ticket product or service, your conversion rate and transaction value?

Number of Leads:

Conversion Rate:

Transaction Value:



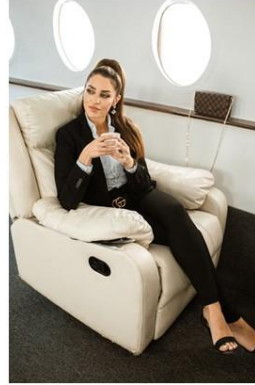
## Build Out Products To Promote In Your Niche

- Look for complimentary product and services to sell with your HTAM niche

## Make Money Online



## Private Jet Hire



Make a list of complimentary products and services you can offer to your HTAM niche/market:

[illegible]



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# Congratulations

If you have any questions please don't hesitate to reach out at:

[highticketaffiliate101@gmail.com](mailto:highticketaffiliate101@gmail.com)

**Thank You For Taking This 5 Part Masterclass Training**

**Be Sure Take Action (As nothing happens with out this!)**

**Finally Take Your Training To The Next Level I Invite You To Be Trained  
By My Affiliate Marketing Mentor John Crestani**

3-Step Blueprint Our Students Use to Generate as Much as \$10,000+ Their Very  
First Month HINT: It Requires \$0 Investment and Only 30 Minutes of "Work"

[CLICK HERE TO GET ACCESS](#)



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## What to do next:

1. [Get Access to Your Next Level Training with John Crestani Here](#)
2. *[IMPORTANT: However before you do take this simple quiz to see if this is RIGHT for you!](#)*

***Remember....***

This training comes with 30 days of email Q & A support (Please limit these to  
1 per day)

If you have any questions please don't hesitate to reach out at:

[highticketaffiliate101@gmail.com](mailto:highticketaffiliate101@gmail.com)

Please use the following format when sending.

Subject Line: HTAM Training

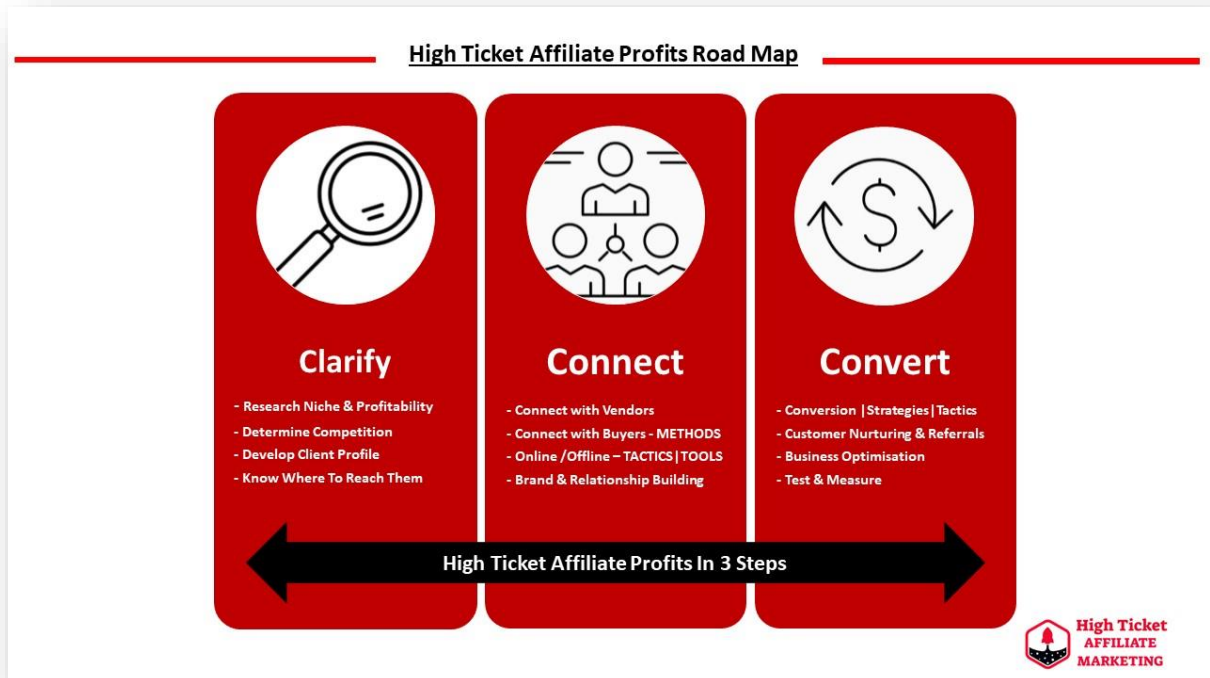


My question is regarding the \_\_\_\_ Module.

State your question.

Please see below for bonus  
information to assist your High  
Ticket Affiliate Marketing  
further...

# Bonus Information



## Personal One on One Tailored HTAM Coaching Available

Enquire at: [highticketaffiliate101@gmail.com](mailto:highticketaffiliate101@gmail.com)

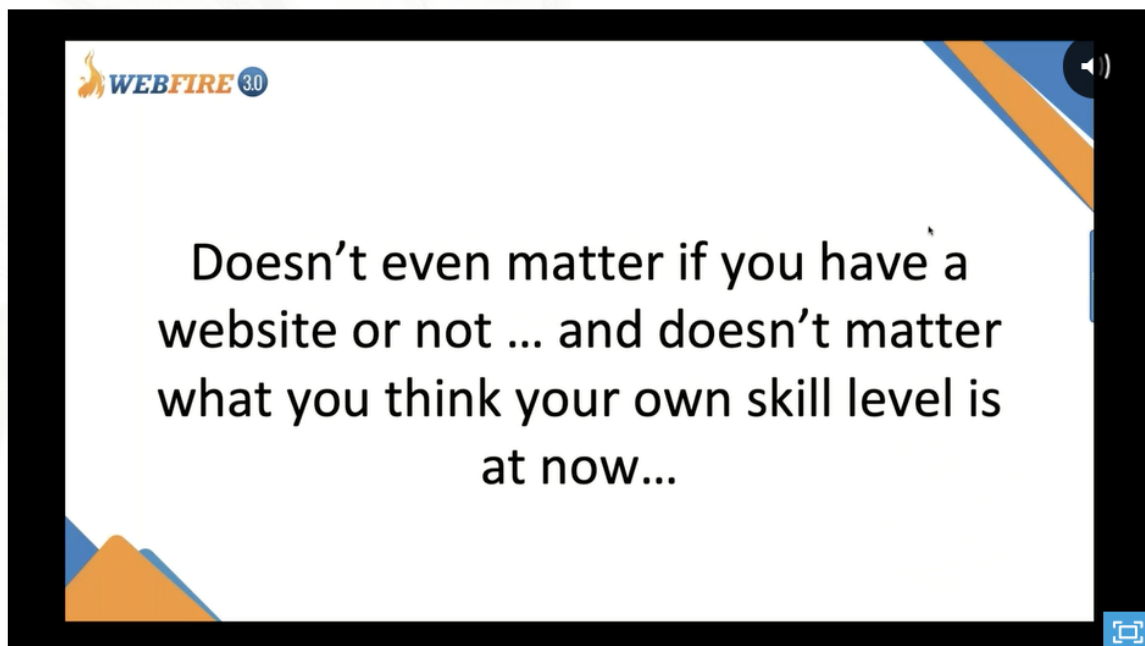
**This is a great way to 10X your results 3,6,12 month  
Programs available Please Use Subject Line: “Coaching” and I will  
respond within 24 hours**

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Viral Marketing Made Easy

WITH

**ViralLead**  
FUNNELS RELOADED

CLICK TO SEE HOW

REVIEW & DEMO

[Get Access to Viral Lead Funnels Tool Here](#)

[Affiliate Contest Secrets Download](#)

## Buyer Keyword Ideas List

[problem] cure     e.g. “Acne cure”

[problem] remedy

[problem] solution

[problem] treatment

## **Product Comparison**

[product name B] or [product name B]

[product name B] versus [product name B]

[product name B] vs [product name B]

[product name] coupon

[product name] coupon code

[product name] demo

[product name] discount

[product name] on sale

[product name] promo

[product name] promo code

[product name] review

[product name] special

Alleviate [problem]

Avoid [problem]

## **Best**

Best [product name] (online)

Best [product name] site

Best [product name] website

Best of [product name]

Best price for [product name]

Best savings for [product name]

Best way to remove [problem]

Big [product name]

Biggest [product name]

Bonus

Brand name [product name]

## **Buy**

Buy [product name]

Buying

## **Luxury**

Luxury [product name]