

# NO PRODUCT BLUEPRINT

How To Build An Online Business With NO  
Product - Just Partner With 100,000+ Companies!



Welcome to No Product Blueprint: How To Build an Online Business with NO Product - Just Partner with 100,000+ Companies!

Fear and uncertainty are two of the biggest emotions that keep most people from pursuing their dream of starting a business.

Fear of failure, yes. But also just the fear and uncertainty of not knowing what to sell or if anyone will want to buy what you have to offer.

That's why I want to present you a different option entirely...

The chance to start a business with NO products of your own. Nothing to create, manufacture or handle. All you need to do is partner with other businesses who have already done the hard work for you.

It's called affiliate marketing. And when it comes to teaching it, there's nobody I trust more than Anik Singal.

When I first met Anik years ago, I was immediately impressed not just by his energy and his passion for business...

But for his mission to teach the world about entrepreneurship.

Anik and I both believe that entrepreneurship is the true path to both personal and financial freedom. And today, it's easier than ever to start a new business, even if you don't yet have anything to sell!

In the No Product Blueprint, Anik walks through the basics of affiliate marketing and what to consider when you're first starting out online. It's the perfect introduction to this business model. And when combined with Anik's free workshop and his groundbreaking online coaching program, Email Startup Incubator, you can quickly build an online business capable of generating multiple streams of income.

Dive in, educate yourself, and start building a future YOU control.



**Robert Kiyosaki**  
*New York Times* Best-Selling Author,  
*Rich Dad, Poor Dad*



# THE INVISIBLE ENTREPRENEUR

HOW TO BUILD AN ONLINE INCOME USING  
OTHER PEOPLE'S PRODUCTS

ANIK SINGAL

The Invisible Entrepreneur  
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## A BETTER WAY TO START A BUSINESS

Success today looks much different than it did in years past.

The old path to success relied on a stable job, good benefits and a nice pension. Unfortunately, those jobs are harder to come by in the modern economy due to forces like globalization and automation.

However, the same forces that are hurting traditional jobs actually work *in favor* of entrepreneurship. For example, thirty years ago, only corporations could afford to sell products in other countries; most businesses only sold to their local communities. Today, anyone with an internet connection can sell their products and services all over the world.

In the same way, digital businesses benefit from automation. While many professions are threatened by advancing technology, entrepreneurs can leverage that technology to start and scale a business without hiring loads of expensive full-time employees.

*For these reasons, entrepreneurship is the clearest pathway to success in the modern economy. As an entrepreneur, you control your destiny, which is why we're dedicated to making Lurn the transformational home for entrepreneurs.*

The problem many entrepreneurs face is choosing the right business model for them. They face analysis paralysis when looking at all of their options or they worry about squandering away the money they've saved over the years on a business that isn't right for them.

In this book, you'll learn about the business model that got Lurn to where it is today: affiliate marketing. We've been using this business model for over 18 years, and we've leveraged it into a \$25 million a year company. Affiliate marketing is a SUSTAINABLE business model that works in almost every niche and won't cost you your life savings to get up and running.

But before we get into the weeds, I have a message for you; *you are responsible for your success with this book.*

To become a successful entrepreneur, you must take ownership of your mindset and actions. This book contains proven strategies for different affiliate marketing businesses, but they only work if YOU choose to change your life.

As any successful entrepreneur will tell you, success only comes after pushing your comfort zone and suffering some setbacks. It's how we learn. It's how we grow. It's how we improve as entrepreneurs. In fact, I want you to get **EXCITED** for setbacks since they are a sign that you're moving towards your ultimate goal.

Your journey starts right here by reading this book and applying what you learn in the real world.

You can do it. I have faith in you.

# CHAPTER 1:

## A BUSINESS WITH NO PRODUCT

There are many ways to build an online business, and some are easier than others. With many business models, you need to invest a lot of time and money upfront to create a product or service. Before you make your first sale, you've invested tens of thousands of dollars and months of your life.

No wonder so many people think starting a business is risky!

What if there was a way to build an online business where you didn't need to create a product? What if you didn't need to come up with a great product idea? What if you could skip that investment of time and money and instead start focusing on making money?

One business model that allows you to do this is *affiliate marketing*. It's a monetization strategy where you earn commissions from promoting offers that other people create.

In some respects, affiliate marketing is like owning a store. Stores generally don't create their products. Other businesses create the products, and stores stock them on their shelves. When a customer buys an item, both the store and the manufacturer get a portion of the sale.

In the same way, affiliate marketers promote products that other people have created. These products could be courses, eBooks, conferences, physical products, or even free stuff. When you send over a buyer, you earn a commission.

How you send people to these offers is something we'll cover later in this book, but, for now, what I want you to take away is that you don't have to create a product, a store, or even a sales page. Your role is to find affiliate offers to promote and put them in front of the right people.

To show you how this works, let's look at a hypothetical example.

### **What Affiliate Marketing Looks Like**

Amanda is starting a business. She's passionate about yoga, so she decides to develop a course that teaches people a simple yoga practice they can do at home. She spends a few months creating the curriculum, shooting videos, editing them and organizing them inside a member's area. She even builds a sales page to sell the course, which she'll sell for \$100. Everything is ready to go; she just needs customers.



In digital business, the phrase “if you build it, they will come” doesn’t apply. If Amanda doesn’t work to put her sales page in front of people, nobody will find it. So, if she wants to make money from her new course, she needs to attract customers.

There are many ways she can do this. She can invest in Facebook ads. She can write dozens of SEO optimized articles that pre-sell her course. She can book interviews on podcasts to promote her course. All of these strategies work, but the problem is that all of them require time, money, or both. *She’s limited by the amount of time and money she has to invest in her business.*

To get around this problem, she can allow affiliates to promote her course. With affiliate promotions, there are three key players: the product owner, the affiliate network and affiliate marketers.



In this example, Amanda publishes her \$100 course on the affiliate network so affiliate marketers can find her product.



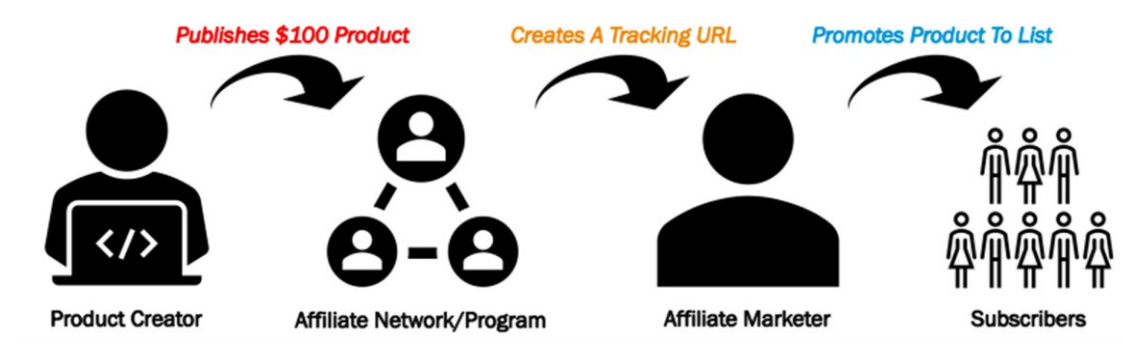
So, an affiliate marketer, we'll call her Norah, finds Amanda's yoga product on the affiliate network.

Norah has an email list filled with people interested in personal development. She believes that her subscribers would be interested in a beginner's course on practicing yoga because they're looking for different practices to improve their lives.

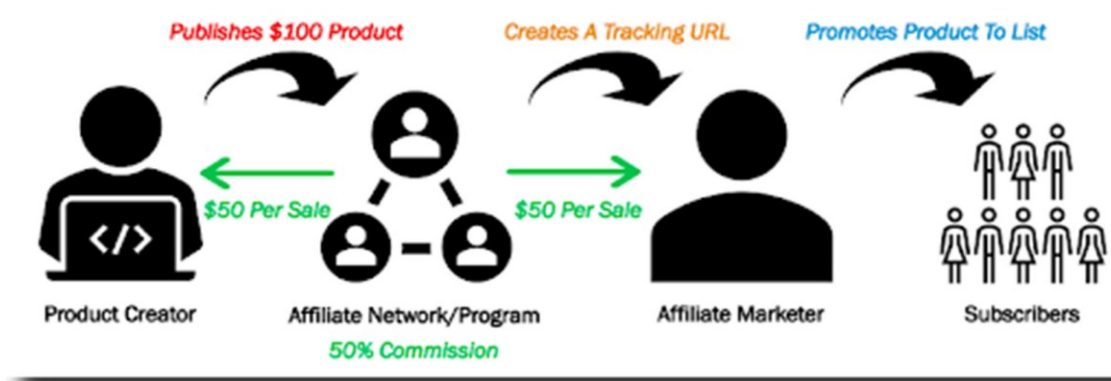
Norah gets a unique tracking URL from the affiliate network to promote the course, which tells them when an affiliate generates a sale for that product.



So, Norah sends an email with that unique tracking URL to her subscribers. However, she doesn't send the URL all on its own. Instead, she writes an email about how yoga clears your mind, gives you more energy and makes you feel happier than you did before. Wouldn't it be great if you could do a simple yoga practice at home to get all of these benefits? Well, this new course by a rising star in the yoga world will show you how!



Some of her subscribers will click on the link, and some of those people will buy the course. When they do, the Norah is credited with the sale. In this case, Amanda pays a 50% commission on every sale. For this \$100 product, Norah gets \$50 for every sale.



Everyone's a winner here. Norah profits from a course she didn't invest any money or time into creating, and Amanda gets more sales for her course. Since it's a digital course, there is no marginal cost involved. It's pure profit.

Most important, the Norah exposes her subscribers to a program that can help them improve their lives.

***This example is the essence of affiliate marketing. Affiliate marketers connect people with products and services that can improve their lives. We'll discuss different ways to do this, but this is the mission at its core.***

Not all affiliate marketers promote affiliate offers to their email lists. Some affiliate marketers build websites where they write reviews of products, while others promote offers on social media or YouTube channels.

In all cases, the process is similar. The unique tracking URL is used to link to the offer, and the affiliate gets credited for the sale.

### **How Affiliate Marketing Generates Revenue For Lurn**

In the early days of Lurn, affiliate marketing was our primary source of revenue. Today, we mostly sell products that our partners or we create. However, we still promote affiliate products we believe our subscribers will like.

For example, in 2020, we promoted the KIBO System, a program that teaches people how to sell physical products online. We promoted this offer because many of our 1.2 million email subscribers are interested in starting an eCommerce business, and this program is one of the best.

Over two weeks, we sent out emails to our subscribers promoting this offer. We also released free content on social media, our podcast and YouTube to educate our audience about the benefits of selling physical products online and how to do it.

As a result of this promotion, we ...

- Made 1,084 sales of a \$3,047 product
- Earned \$136,332 in prize money
- Picked up 23,479+ fresh leads
- Built audiences on Facebook & Google
- Added 3,000+ YouTube subscribers
- Increased our podcast ranking

All told, this promotion generated over \$3 million in profit for our business. Unlike our courses, we didn't need to create the product, support the product or build a funnel around it. All we had to do was identify the offer and promote it to our audience.

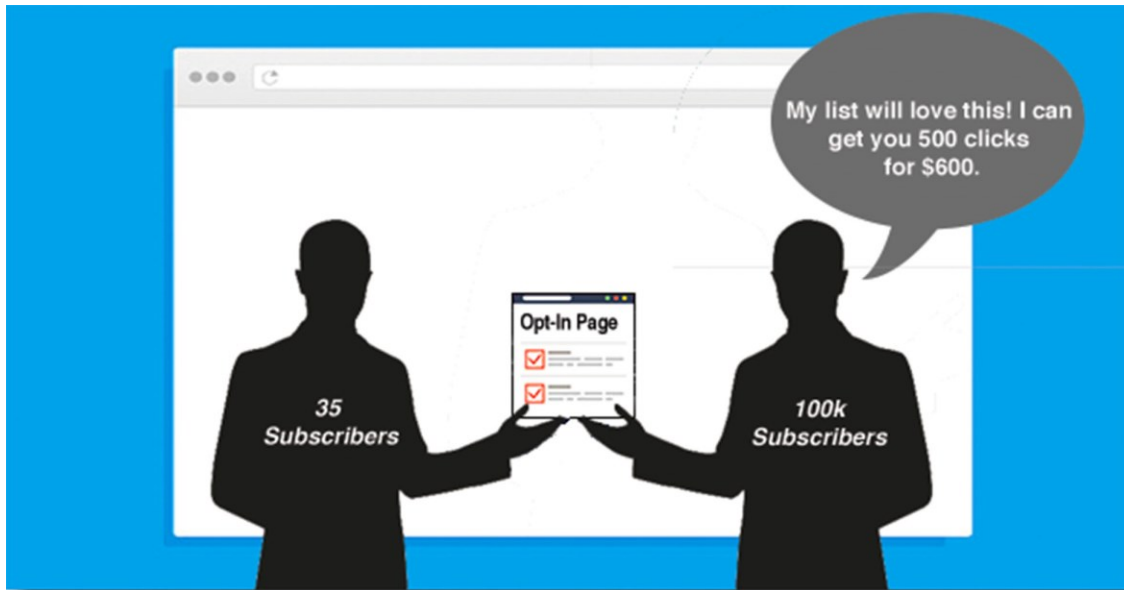
With these kinds of results, even a large, mature business like Lurn benefits from affiliate marketing. It's also a win for our students because we can promote programs that can help them even if we're not experienced enough to create a course about the topic.

### **How Affiliate Marketing Helped An Entrepreneur Survive The Greek Financial Crisis**

Although you may think Lurn can do this because of the size of our list, most of our students don't start with a massive list, and they still find success with affiliate marketing.

For example, we had a student from Greece named Ippokratis Boboras. In 2014, he was left with nothing by his previous business partners, and the Greek economy was in shambles. Luckily for Ippo, he stumbled across one of our courses on affiliate marketing in August 2014.

He followed our system to build and monetize an email list by promoting affiliate offers. While Ippo found some good products to promote, he didn't have a big budget for advertising. Given his circumstances, he decided to invest in solo ads, a type of email advertising where someone with an established list promotes your opt-in page to their list.



At first, Ippo only bought a few hundred clicks from one seller to test his opt-in page. When he confirmed that his opt-in page had a strong conversion rate, he increased the number of clicks he bought.

Once he could generate a few hundred clicks from his list, he began doing solo ad swaps – trading clicks with other email marketers.

By investing in solo ads and solo ad swaps, Ippo went from **0 to over 44,000 subscribers** on his email list. He leveraged that email list into \$7,000 a month of revenue promoting affiliate programs.

### **Affiliate Marketing Has Strong Advantages**

There are many online businesses you can start. At Lurn, we generate revenue from affiliate promotions, courses, high-end coaching programs, live events, and physical products. We love it all.

That said, when our students don't know what kind of business to start, we often recommend affiliate marketing.

Here are some distinct advantages of affiliate marketing.

- **Affiliate marketing requires a small upfront investment.** Unlike other business models, you don't need to invest money in developing a product or buying upfront inventory. Your primary expenses will be traffic generation.

- **Affiliate marketing is fast to start.** Many new entrepreneurs get bogged down with setting up their business, and their initial enthusiasm fizzles out. With affiliate marketing, you just need to find quality products to promote!
- **Affiliate marketing is here to stay.** As long as there are digital entrepreneurs, there will be affiliate marketing. After all, it's a great way to generate more sales without investing your own time or money. The details might change, but affiliate marketing is a business model that will withstand the test of time.
- **Affiliate marketing develops important skills.** To succeed, you need to build skills like traffic generation, copywriting and relationship-building. These skills carry over into all types of digital businesses.
- **Affiliate marketing complements other businesses.** We discussed earlier how affiliate marketing is just one of MANY sources of revenue for Lurn. Many businesses that don't center on affiliate marketing use it as a secondary source of revenue. If you start with affiliate marketing, you aren't committed to it for life - your business can evolve in whatever direction you want to take it.

Whether you're a new entrepreneur or already have a business, you can tap into affiliate marketing's potential. Next, we'll turn our attention to an important question: how do you choose a niche?

### Chapter Summary

- Affiliate marketing is a monetization strategy where you earn commissions from promoting offers created by other people
- There are three major players with affiliate marketing: the product creator, the affiliate network and the affiliate marketer
- Affiliate marketers use a unique tracking URL when they promote affiliate offers
- There are several benefits for affiliate marketing
  - *Affiliate marketing requires a small upfront investment*
  - *Affiliate marketing is fast to start*
  - *Affiliate marketing is here to stay*
  - *Affiliate marketing develops important skills*
  - *Affiliate marketing complements other businesses*

## CHAPTER 2: IN SEARCH OF WHO YOU CAN HELP

Successful businesses have a clear vision of who they serve, so one of the first decisions to make is what audience you'll target. An unfocused business trying to be everything to everyone won't succeed. Instead, focus on serving a specific audience.

We break this down into two levels: *categories* and *niches*. The difference between the two is specificity. For example, weight loss is a category. It's broad. If you say, "I'm going to promote weight loss offers," you're unlikely to succeed.

Niches are more specific than categories. For example, weight loss for women over the age of 40 is a niche. Weight loss using the ketogenic diet is a niche. Mindful weight loss is a niche.

We recommend starting at the category level to get a sense of the direction you'd like to take your business. Some of the best categories stem from basic human needs. People want health, wealth and relationships in their lives. When they don't feel like they have their needs met, they will try to meet those needs, which often means learning new information or buying products that solve the problem.



It should be no surprise that some of the categories with the most affiliate products involve helping people meet these three core needs.

### **25 Ideas For Categories**

In 2020, we researched 25 of the most popular affiliate marketing categories. First, we looked at the number of affiliate offers in each category. Then, we gave them a rating based on the number of affiliate offers we found, EXCLUDING Amazon products.

Although this list isn't exhaustive, it's a good place to start as you consider what direction you want to take your business. Here's a list of these 25 categories along with the ratings we gave them.

- **Weight Loss:** 10/10
- **MMO/Business Opportunity:** 10/10
- **Law of Attraction:** 10/10
- **Fitness:** 9.5/10
- **Yoga:** 9/10
- **Meditation:** 9/10
- **Healthy Living:** 9/10
- **Muscle Building:** 9/10
- **Parenting:** 8.5/10
- **Personal Finance:** 8/10
- **Investment:** 8/10
- **Forex:** 8/10
- **Dating:** 8/10
- **Skill Training:** 8/10
- **Marriage:** 7.5/10
- **Mental Health:** 7.5/10
- **Travel:** 7.5/10
- **Real Estate:** 7/10
- **Beauty:** 7/10
- **Physical Ailments:** 7/10
- **Cryptocurrency:** 7/10
- **Success:** 7/10
- **Management/Team Building:** 7/10
- **Leadership:** 6/10
- **Reiki:** 6/10

We want to emphasize that these rankings are based on the research we did. Other successful affiliate marketers might disagree with these rankings. Even the categories ranked near the bottom of our list have successful affiliate marketers who make plenty of money promoting offers in those categories.

Now that you know some of the best categories are for affiliate marketing, let's get more specific...



## The Importance Of “Nicheing Down”

Every category consists of niches. The audiences for niches are smaller than for categories, but that makes it easier to market products.

Big brands with deep pockets can compete at the category level. For example, Weight Watchers, Oprah, Dr. Oz and other multi-million dollar companies have generic weight loss products that appeal to a general audience.

You’re probably not a celebrity with millions of dollars to burn, so you can’t compete at that level. That’s fine - you can stand out from the competition with focus. If your messaging speaks to a specific niche within a category, you can separate yourself from the big brands.

Imagine being a 45-year old woman in a bookstore who wants to lose weight. You see two books. One is called *The Ultimate Guide To Losing Weight*. The other is called *How To Lose Weight After 40*. Which one is going to grab your attention? The one that sounds like it’s speaking to you, of course!

Even if a big brand wrote that first book, the second one's specificity will often win out.

That said, you can focus too much. If your book were called *How To Lose Weight When You’re 45 Years Old*, your target audience would be too small. You’ll have a tough time making enough money to make it worth your while.

In general, we recommend starting with a category. Then, “niche down” 1-2 levels to strike the right balance. When we say “niche down,” we mean things like ...

- **Demographic group** (Age and/or sex are the most common)
- **Life situation** (ex. Working parent, student, retired, recently lost a job)
- **Approach/Philosophy** (ex. low-risk investing, Rockefeller Habits for business growth, Christian parenting)
- **Location** (rare with affiliate offers)

The best way to do this is to find affiliate offers in the categories that interest you. Most affiliate offers you find will already be targeted in one of these ways. If you find a bunch of affiliate offers that seem to speak to the same niche audience, that’s a good sign you have a viable niche.

We’ll discuss how to find affiliate offers later in this book.

## Find The Niche That's Right For You

One thing that may be tempting is to pick one of the 10/10 categories. After all, those are the categories that we say have the most affiliate offers, so why not go with one of those?

Those are indeed great categories, but it doesn't necessarily mean you should limit yourself to them. There are other factors you want to consider beyond the number of affiliate offers, including ...

- What topics are you interested in?
- What niche are you going to focus on?
- How do you plan on driving traffic to these offers?

We've already discussed the second one, and we'll talk more about the third one later in this book. Let's briefly talk about the first consideration.

You don't have to be an expert in your niche. You don't even have to be passionate about the niche. At Lum, we're passionate about our niche. We feel like it's our calling; however, other affiliate marketers aren't necessarily passionate about the niches they build their businesses around.

However, we do encourage you to at least be *interested* in your niche. You'll need to learn about the challenges your audience has and find products to help them meet their needs. If you're bored stiff by the topic, you'll have a tough time. If you're interested in the topic, you'll have no problem putting in the ongoing work to help your audience meet their needs.

At this point, we hope you see all the possible directions you could take your business. You might even have some ideas of which categories and niches you want to research.

In the next chapter, we'll explore different affiliate offers and where you can find them.

## Chapter Summary

- You need to have a clear idea of who your business serves
- Categories and niches are the needs and audiences your business serves
- Start with a category and "niche down" 1-2 levels
- In addition to the number of affiliate offers in a niche, consider ...
  - What topics are you interested in?
  - What niche are you going to focus on?
  - How do you plan on driving traffic to these offers?

## CHAPTER 3:

# THE FOUR TYPES OF AFFILIATE OFFERS TO LOOK FOR

To succeed as an affiliate marketer, you need offers to promote. If you don't have offers to promote, there's no way to make money!

This might seem obvious, but many of our students struggle with this basic idea. They get so excited about building funnels and driving traffic that they lose sight of the fundamental value proposition of affiliate marketing.

Like all businesses, you need to offer your customers value or they won't give you money. Finding great offers that help them solve their problems is how you deliver value as an affiliate marketer.

Despite this reality, many of our students rush through this process. They go to one affiliate marketplace, pick the first offer that looks good and run with it.

To succeed as an affiliate marketer, you need to take this part seriously. Finding offers that can help your audience is an ongoing process. You need to spend time *every week* better understanding your customers' needs and looking for offers that'll help them meet those needs.

The good news is that this isn't difficult. It just takes time, consistency and an open mind. You also need to know what you're looking for.

So, let's start at the beginning. What kinds of affiliate offers are out there? The answer is that there are LOTS of offers out there, and they come in different forms at different price points. There will be a big difference in what's available from niche to niche.

In general, the four most common types of affiliate offers you will find are these...

1. *Digital Courses*
2. *Physical Products*
3. *CPA Offers*
4. *High Ticket*

The first three of these are the most friendly for beginners. They're easy to find, and they're easy to promote.

Let's go through each of them.

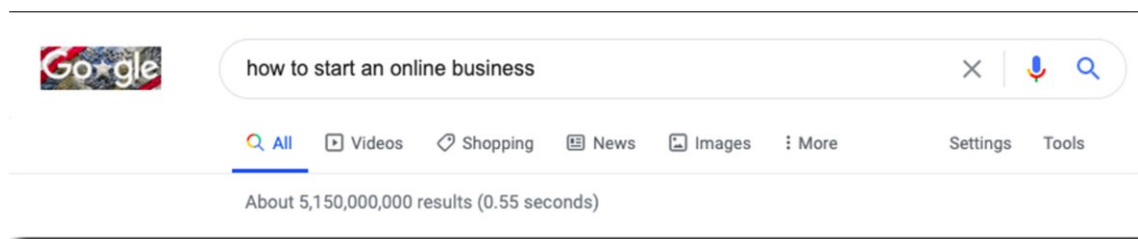
## #1: Digital Courses

In the internet age, there's free information available on every topic imaginable. When you look at the amount of content online, it's staggering. It's a miracle, but it also presents a problem: *what information do I need, and when do I need it?*

This question is one that everyone faces when they're trying to make a change in their life. Whether it's losing weight, learning a new programming language, woodworking or investing your money, there's so much information out there that it's paralyzing.

That's where courses come in. The best courses promise a result if you learn and implement the system taught. You get the information when you need it, and you get an action plan. Instead of sorting through a mess of information, you can go through a course and reach your end goal efficiently.

Lurn is a great example of this. If you type "how to start an online business" into Google, you get over 5 billion results.



Where would you even start with this?

On the other hand, you can go to Lurn.com and find courses both about starting a business in general and starting specific types of businesses. Some are for beginners, and some are for more advanced students. ALL of them are organized to give you the information you need when you need it.

We've had formal courses for thousands of years through tutors and schools. The internet has opened up new opportunities for people to create and distribute courses to teach students about more topics than ever before.

As a result, most niches feature courses that promise to help students turbo-charge their results. Some are inexpensive and small, while others are more expensive and comprehensive.

These courses are a great opportunity for affiliate marketers to help their audience solve the problems in their lives. If you have an audience of health-conscious people, you can promote courses that help them with various health and wellness issues. If you have an audience of single people looking to get more dates, you can promote courses that teach dating skills.

There are so many courses available for affiliates to promote because there's no cost for the course creator. Since all the content is digital, they don't incur a cost for each sale. As a result, many course creators are happy to offer 50%+ commissions to affiliates who promote their courses.

Because they're such a straightforward way to help your audience and are widely available, courses are a popular type of offer for affiliate marketers to promote.

## #2: Physical Products

Many affiliate marketers promote physical products, and they work the same way as digital products: for every sale you make, you earn a commission.

Amazon runs the most popular program for selling physical products, *Amazon Associates*.

Through this program, you can promote any product on Amazon to your audience and get a percentage of the sale! In some niches, this is the best way to monetize as an affiliate marketer.



Before you get too excited about joining Amazon Associates, you need to consider the downsides of selling physical products as an affiliate.

- ***The commissions you receive are much lower than digital products.*** The reason is that physical products have a cost to the manufacturer for every unit produced. They work on smaller margins, so they pay lower commissions.

- ***Amazon Associates has strict regulations about how people can promote their products.*** These regulations limit your marketing options. For example, email marketing is not compliant with the Amazon Associates program.
- ***Best practices change all the time.*** The way physical products are sold as an affiliate today is very different than they were in the beginning of the dot-com era.

These disadvantages aren't limited to the Amazon Associates program. Other affiliate networks that feature physical products will also have lower commissions and stricter regulations.

Because of these disadvantages, most of our students do not start by selling physical products as an affiliate. If you decide to go down that route, read the terms of service closely and do your research on current best practices.

### **#3: CPA Offers**

CPA Offers are a little bit different than the ones we've discussed. CPA stands for *Cost Per Action*. Unlike the other types of offers we've discussed, they don't necessarily pay affiliates for sales. Instead, they pay a flat amount for specific actions.

We'll use Lurn as an example. In 2018, Lurn prepared to launch eSCAPE, a book written by Anik Singal. We were excited about the book and wanted to get it into as many hands as possible, so we only charged \$7 for it. Because we had to print and ship each copy, we lost money on every sale. We made money on the backend from the upsells.

To recruit affiliates to promote the book, we offered a flat \$20 payout for every book sale they generated. Even with that added expense, we still profited from every book sale. Everyone was a winner - affiliates made money, we made money and more customers got ahold of the book.

However, not all CPA offers are based on sales. Some CPA offers pay a flat amount for leads, while others pay affiliates for customers who sign up for free trials. There's a wide range of CPA offers out there.

One example of this is *Fiverr*. *Fiverr* is a website that connects freelancers with businesses. If you have a business and need a service - whether it's creating a logo or a whiteboard animation - *Fiverr* is a great place to get those services.

If you're marketing to entrepreneurs or a working professional, *Fiverr* has a CPA program that your audience might appreciate. They offer flat payouts for the traffic you generate for them. These payouts range from \$15 for their inexpensive services to \$150 for their elite *Fiverr Pro* services.



OfferVault, one of the largest CPA affiliate networks, runs this program. If you're interested in CPA offers, OfferVault is a great place to start looking for them.

CPA offers have their place in most affiliate marketer's portfolios. They allow you to offer your audience a more comprehensive range of offers. As with the other types of offers, check the integrity of what you're promoting to protect your reputation and your audience's experience.

#### #4: High Ticket Offers

The last type of affiliate offer we'll discuss is the high-ticket offer. These offers are the most expensive and exclusive types of affiliate offers out there, and they aren't for the faint of heart.

When we talk about high ticket offers, we're usually talking about offers that are at least \$300. In some niches, the threshold will be lower, while in others, it'll be higher. In Lurn's primary niche, business opportunities, most high ticket offers cost at least \$999.

High ticket offers are usually bundles of products and services that try to be "all in one" packages. For example, one of our best selling products is Email Startup Incubator. We designed Email Startup Incubator to be the only product you need to start and grow an email marketing business. It includes a beginner's course, advanced training, a community, daily Q&A calls and technology that makes starting your business easy. While it has a higher price point than a stand-alone course, its' overall value is much higher.

The main advantage of promoting high ticket affiliate offers is that you're offering your audience the best programs in your niche. You also make more money for each sale because of how high the prices are.

The downside of promoting high ticket affiliate offers is that you need to work harder. You'll want to proactively create content, add bonuses and even host live webinars to promote the offer. Those are all more advanced skillsets than you need for the other types of offers in this chapter.

Also, you won't find most high ticket offers in public. You'll need to network and join private communities to find them.

At Lurn, high ticket affiliate offers are the primary type of affiliate offer we promote. The KIBO promotion we discussed earlier is an example of a high ticket affiliate promotion. While you make more money promoting these, consider starting with the other types of affiliate offers in this chapter and working your way up to promoting these more advanced types of offers.

### **Chapter Summary**

- There are four types of affiliate offers you can promote
  - Digital courses
  - Physical products
  - CPA offers
  - High ticket
- You are NOT limited to only promoting one type of offer!
- High ticket offers are the most advanced type of offers to promote. We recommend starting with the others and working your way up



## CHAPTER 4: OPENING THE DOORS TO AFFILIATE PROGRAMS

We've come a long way in this book. We've discussed why affiliate marketing is a great opportunity. We've discussed different niches you can find offers in, along with the different types of offers you can promote. Now it's time to discuss how to find offers to promote.

Not only will you discover new offers to promote, but you'll also get a sense of which niches are viable. Some niches are filled with courses, physical products and CPA offers. Other niches only feature one or two types of offers. Some niches don't have any affiliate offers to promote at all.

While the number of offers is not the ONLY thing you should consider when choosing a niche, it's an important consideration. Suppose you are passionate about a niche, but there aren't many offers. In that case, consider monetizing another way (perhaps by creating a product!).

If you find a niche that you're interested in and there are affiliate offers to promote, then you're good to go.

Let's explore three different places where you can find affiliate offers.

### #1: Affiliate Marketplaces

One of the best ways to find affiliate offers is by going on websites dedicated to connecting affiliate marketers with product creators. These are the affiliate networks we discussed earlier in the book.



Product Creator



Affiliate Network/Program



Affiliate Marketer

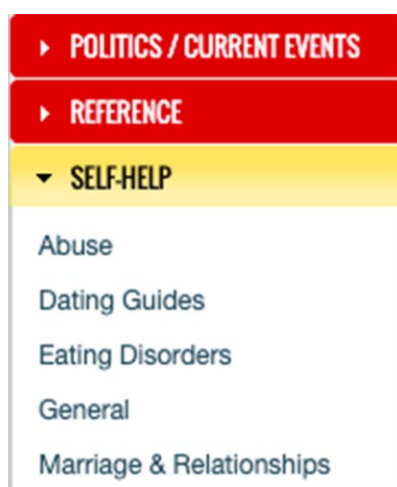
There are many affiliate networks out there, and some are more exclusive than others. On ClickBank, for example, you can create a free account and start promoting most of the offers on the website instantly. On others, like the Amazon Associates program, you need to fill out an application.

Here are a few of the affiliate marketplaces I recommend checking out...

- ClickBank
- JVZoo
- ShareASale
- Commission Junction
- OfferVault
- Amazon Associates
- CommissionSoup
- Avangate

This list is not exhaustive. There are many more affiliate marketplaces than the ones listed here, and a simple Google search will lead you to even more affiliate marketplaces.

What I like about finding affiliate offers through these marketplaces is how simple it is. Let's say you're interested in the women's dating advice niche. When you go to the ClickBank Marketplace, you can see there's a category called "Dating Guides."



When you click on that, you'll see there are a bunch of affiliate offers in this category that are targeted directly at women.

## Self-Help : Dating Guides

Sort results by:   Low to High  High to Low

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**New High Converter For Women's Lists - Infatuation Scripts (view mobile)** Avg \$/conversion  
New And Original Hook To Stand Out From The Crowd Of "me Too" Offers Out There. Affiliates Seeing \$1 - \$3 Epcs + Recurring Commissions. **\$81.55**

Affiliate Page:<http://makehimsure.com/affiliates.php>  
Affiliate Support Contact:[andrew@unicapublications.com](mailto:andrew@unicapublications.com)

**PROMOTE**

---

**Stats:** Initial \$/conversion: **\$61.96** | Recurring \$/rebill: **\$175.10** | Grav: **36.11**  
Cat: **Self-Help : Dating Guides**







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**Unlock The Scrambler- Get Whitelisted For Up To 100% Commission (view mobile)** Avg \$/conversion  
Contact Us About Getting Whitelisted For Higher Commissions. This Video Converts Like Crazy To Any Men's Traffic And Lists. Media Buyers Contact Us. Sign Up At [www.magneticjv.com/unlock](http://www.magneticjv.com/unlock) **\$69.79**

**PROMOTE**

---

**Stats:** Initial \$/conversion: **\$52.46** | Recurring \$/rebill: **\$143.10** | Grav: **24.31**  
Cat: **Self-Help : Dating Guides**

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**Irresistible Texts - Women's Dating Offer (view mobile)** Avg \$/conversion  
Amazing New CB Offer. Email Me To Get 90% Commissions. Currently Running On Cold Traffic To Optimize Conversions. **\$62.61**

Affiliate Page:<https://affiliates.commitmentconnection.com/ir...>  
Affiliate Support Contact:[affiliates@commitmentconnection.com](mailto:affiliates@commitmentconnection.com)

**PROMOTE**

---

**Stats:** Initial \$/conversion: **\$13.16** | Recurring \$/rebill: **\$285.81** | Grav: **21.34**  
Cat: **Self-Help : Dating Guides**

Some of these offers will be better than others. We suggest clicking on them, going through their sales process and evaluating both the offer's quality and how good the sales copy is.

While affiliate networks are a great place to start looking for affiliate offers, they're not the only place you should look for offers...

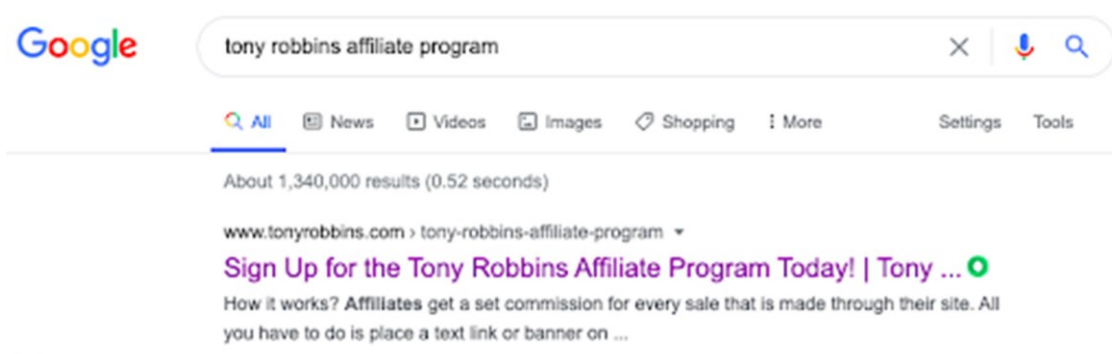
### #2: Find Offers Through Google

Another place to look for offers is the same place you look for many things online: Google.

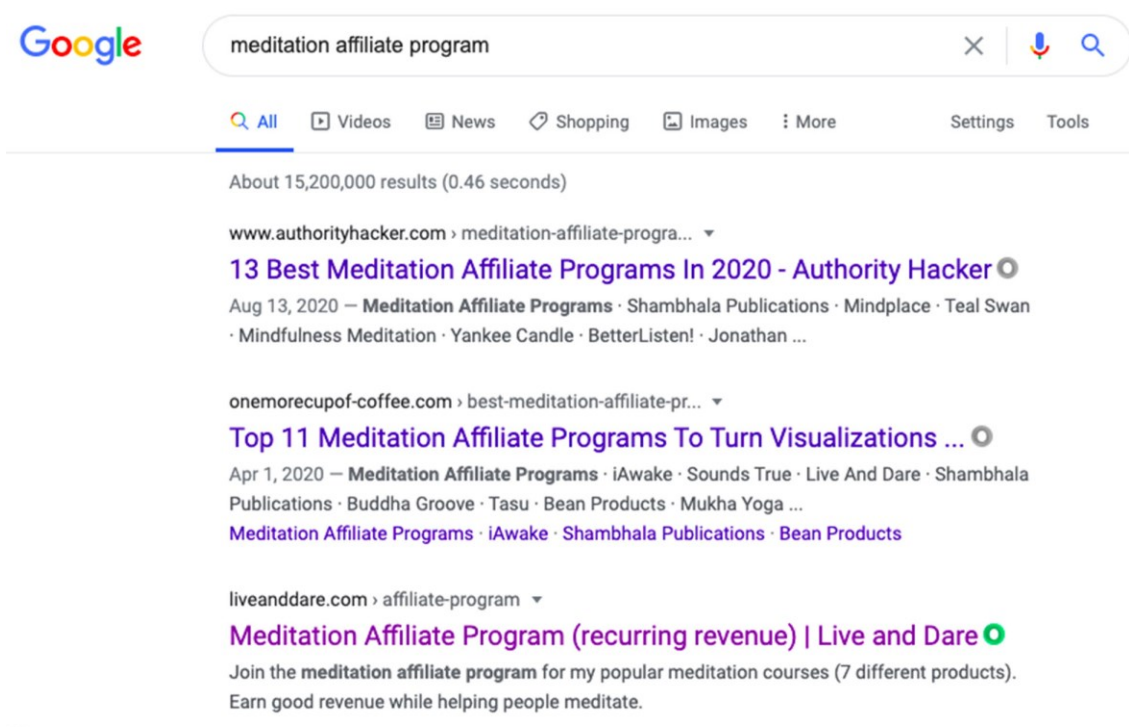
You can find just about anything on Google, including affiliate programs. Some affiliate programs you find on Google are available on the affiliate marketplaces we discussed earlier, while others are private programs that are hosted by the vendor's affiliate program.

Finding affiliate programs is as simple as it sounds. All you do is type in *[keyword] + affiliate program*. If you want to check if a specific company or brand has an affiliate program, type in *[brand name] + affiliate program*.

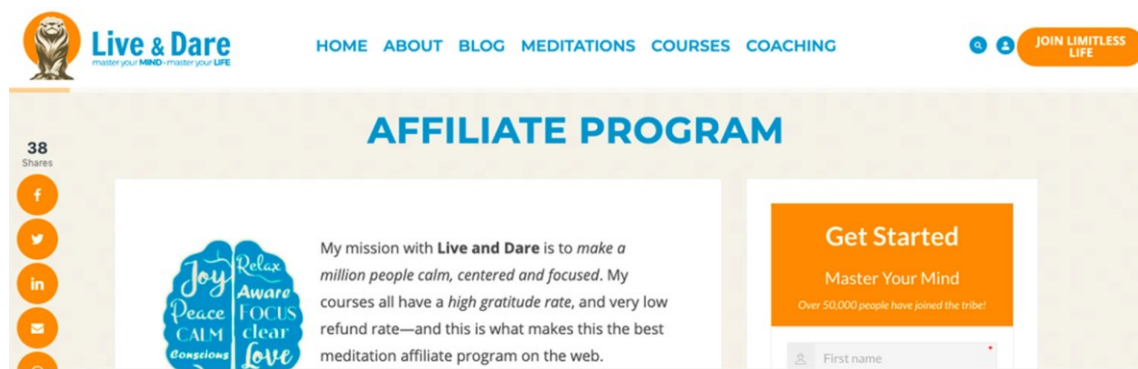
For example, let's say you're a fan of Tony Robbins and would like to promote one of his programs. If you type *Tony Robbins affiliate program* into Google, you'll find that, sure enough, he has an affiliate program!



To use a broader example, let's say you're interested in the meditation category. Go to Google and type in *meditation affiliate program*.

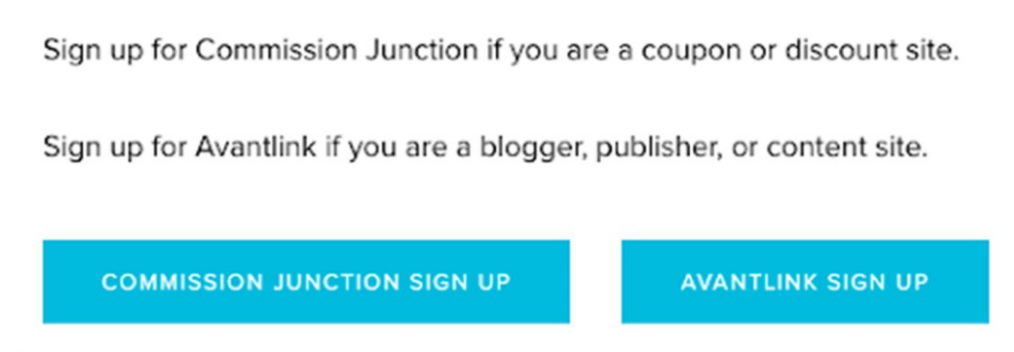


Some of the results that appear are lists of affiliate programs. Those are great places to look! You'll also see results for specific programs, like the Live and Dare result on this search. When you click on those links, you'll often discover pages like this promoting their affiliate program ...



We've never promoted this particular program, so we can't vouch for whether or not it's good. However, we can say that if you find an affiliate program where the product creator has taken the time to build a dedicated page for the affiliate program, that's a sign they take affiliate marketing seriously.

Some of the affiliate pages you find will direct you to an affiliate marketplace to register. For example, this is at the bottom of Tony Robbins' affiliate program page.



Others use a built-in system, so you'll register through their website. For example, for one of our programs, we have a registration form on the affiliate page.



Using the Google method, you'll discover harder to find and higher quality affiliate programs than you will by browsing through affiliate marketplaces. That's why this is a great approach to finding affiliate programs.

### #3: Find Affiliate Programs Through Networking

When Lurn was a new company, we leaned heavily on the methods discussed earlier. As we've grown, we've discovered more affiliate programs through networking.

Many affiliate programs aren't available in public. Sometimes this is because the product owner is protective of their product. Other times it's because their offers are only available for a short period. This strategy is called "event-based marketing." It turns a product launch into an event, and we do this with many of our promotions.

These launches work in a similar way to the release of new movies. In the weeks leading up to the release, lots of free content is released to build up hype. Meanwhile, affiliates are recruited to participate in the promotion. For example, when we launched a new version of Inbox Blueprint back in 2018, we made an event out of it. We only opened it up to affiliates during that window.

If you weren't paying close attention or weren't connected with Lurn, you probably missed out on promoting the offer as an affiliate.



Because these offers are not “evergreen” (available on an ongoing basis), it doesn't make sense to put them on an affiliate marketplace. Therefore, the only way to get in on these promotions is to have a connection to the product owner or to pay close attention to the news in your niche.

Most of our recent promotions, including the KIBO promotion we discussed earlier, came about because of the connections we've made with other marketers in our field. While it's a skillset, this kind of networking is simple relationship building. We reach out to others in our niche and offer them value.

You might think this option is only available to advanced affiliate marketers, but even new affiliate marketers can get in on promotions like this. You just have to make some connections and stay on top of what's going on in your niche.

Here are some suggestions.

- **Build an audience.** We'll talk more about this later in this book, but if you can build an email list, social media following, or a YouTube channel, then you have something all product creators want: potential buyers.

- **Reach out to small and mid-sized influencers in your niche.** Don't start by going after the most prominent players in your niche. Start by targeting those with small and midsize audiences. See if you can collaborate on some projects, and offer value.
- **Stay informed.** You can do this by subscribing to as many email lists as possible, joining Facebook and LinkedIn groups, attending webinars and Facebook/Youtube Lives in your niche.

If you do all of these things consistently, you'll make more connections. These connections will open up new opportunities to promote different affiliate offers, which will expand the ways you can help your audience get what they want.

### **Chapter Summary**

- The more affiliate offers in a niche, the more viable that niche is for affiliate marketing
- There are three main places to find affiliate programs
  - Affiliate marketplaces
  - Google search
  - Networking
- Even beginner affiliate marketers can start networking to get access to more exclusive affiliate offers



## CHAPTER 5:

# 7 WAYS TO DRIVE TRAFFIC TO AFFILIATE OFFERS

Now that we've discussed what kinds of offers you can promote and where you can find them, we're ready to get to the fun part: making money.

Filling your store with great products is only the first step. You get people into the store if you want to make sales. The same applies to affiliate marketing. To be a successful affiliate marketer, you need to find great offers. After you've discovered offers to promote, you need to send traffic to them.

There are many ways to drive traffic to affiliate offers. Some are as simple as adding the tracking URL to articles on your website. The most effective ones involve building up an audience and promoting affiliate offers to them.

In the next two chapters, we'll discuss seven ways to generate traffic for your affiliate offers. These are seven proven methods that affiliate marketers use today to build their businesses. It's not a complete list, but it does cover the most well-known methods.

The methods we'll cover here are...

1. *Search engine optimized website*
2. *Youtube channel*
3. *Social media*
4. *Guest blogging*
5. *Quora*
6. *Paid advertising*
7. *Email marketing*

Most successful affiliate marketers use **multiple methods** to drive traffic to their offers. As we'll discuss in the next chapter, the approach Lurn takes is to build an email list and generate most of our affiliate sales from that email list.

However, other affiliate marketers take different approaches. Some build SEO websites that review their affiliate offers and get traffic primarily from Google. Others create a YouTube channel or Instagram profile and promote affiliate offers to their followers.

There are affiliate marketers who succeed using each of these approaches. We'll discuss our successful email marketing approach in the next chapter, but we want to give you an overview of the others first. Where appropriate, we'll link to a free *Fighting Entrepreneur* podcast episode with more in-depth training.

### **#1: SEO Websites**

As of 2019, Google processes over 3.5 billion searches a day. It's the go-to website when people want to ask questions or find solutions, and it's also a great opportunity for marketers to get their message in front of qualified leads.

If someone types "*best lawn mowers 2021*" into the search bar, there's a good chance they're looking to buy a lawnmower. The websites that appear at the top of those search results will probably be the ones they check out. Thousands of people search for those keywords every day, which means those websites will get a lot of traffic and a lot of sales.

Because of the sheer volume of traffic Google generates, ranking at the top of keywords with "buyer intent" like the one above can generate a lot of traffic for your website. If you promote products on your website, that translates into a lot of sales.

Optimizing your website to rank highly on search results is called *search engine optimization* (SEO).

Affiliate marketers use websites or blogs that are optimized for SEO to promote affiliate offers. The most common approach is to create a blog and post articles that target particular keywords. Those articles will usually be educational, reviews, comparisons or listicles.

For example, suppose you have a blog that's all about yoga. In that case, you might believe your readers could be interested in yoga cushions. You might publish an article to target the keyword "best yoga cushions." That's a popular keyword, which means there's a lot of competition to rank for it. You might also publish an article to target the keyword "best non-slip cushioned yoga mat." That keyword is longer and searched less often, which means it'll be easier to rank for.

The upside of creating SEO websites is that you can generate a substantial amount of revenue once you start ranking for keywords. The drawback is that it takes a lot of time to rank for most keywords. During that time, you won't generate much revenue, which can be discouraging. You also don't have an opportunity to build an ongoing relationship with this approach unless you combine it with one of the other methods in this chapter.

[If this is an approach that interests you, check out the interview Anik did with Jeff Lenney.](#) Jeff is an SEO expert, and in this interview, he discusses how he made \$250,000 in one week by promoting an affiliate offer using SEO.

## **#2: YouTube Channel**

YouTube is the second largest website on the internet. People watch over 1 billion hours of video every day. It's increasingly replacing television in people's viewing habits, and its growth shows no sign of slowing down.

The barriers to entry on YouTube are much lower than on traditional television. Anyone with a smartphone and inexpensive editing software can start a channel and build an audience.

YouTube is a great opportunity for affiliate marketers. If you create videos and release them regularly, you can build a channel and an audience. You can monetize that audience by promoting affiliate offers. While there are some rules and regulations around how you can present affiliate offers, this is a popular way for many YouTube creators to monetize their channels.

Video is a great medium to promote physical products. Any product you can show off on camera makes for a good demonstration, review, unboxing or comparison video. Entire channels have been built just on showing off products.

The key is *consistency*. You need to create and publish videos consistently. The videos need to be of good quality, and the listings optimized for YouTube's algorithm. None of these things are technically challenging. The biggest challenge we find with students is the consistency part.

The drawback to YouTube is that it takes a substantial amount of time to see results. You won't just put up a couple of videos and start making money. As Dan Locke says, you need to hit 50 videos on your channel before YouTube takes notice of you and starts promoting your videos.

Most YouTubers don't get that far, so if you can stick it out, then you could carve out a slice of YouTube's giant pie. There are a few Fighting Entrepreneur podcast episodes on Youtube, [but the one we recommend starting with is this interview with Dan Locke.](#)

## **#3: Social Media**

"Social media" is a large tent that includes multiple platforms. At the time of this writing, Instagram, Pinterest and Facebook Groups are the most viable social media platforms for affiliate marketers. However, social media changes so fast that other platforms might be viable when you read this section!

Social media allows marketers to connect with people and communicate with them on an ongoing basis. Many brands have built up audiences and promoted affiliate programs to them on one or more of these platforms.

While there's potential for affiliate marketing on social media, I would caution you for a few reasons.

***First, social media platforms amplify certain messages and muffle others with their algorithms.*** If you build a Facebook group with thousands of followers, only a small percentage of them will see each message you post. We'll come back to this problem again when we discuss why Lurn prefers email marketing.

***Second, social media platforms are continually changing their rules, often without notice.*** You need to stay on top of these changes. Otherwise, you risk losing the audience you've worked so hard to build.

***Third, social media platforms are not thrilled about affiliate marketing.*** While some kinds of affiliate marketing are acceptable on some social media platforms, the platforms are generally skeptical of promotions, and you'll have a tough time breaking through.

I would suggest not relying on social media as your primary source of traffic for affiliate offers for all of these reasons. That said, it can complement one of the other methods we're discussing in this chapter. There are many Fighting Entrepreneur podcast episodes on social media, [but this interview about Pinterest with Rose Guthrie is a good place to start.](#)

***The next three methods we'll discuss are less direct. Assuming you're using one of the first three methods we discussed (or email marketing) to build an audience and promote affiliate offers, the next three can help you grow the size of your audience.***

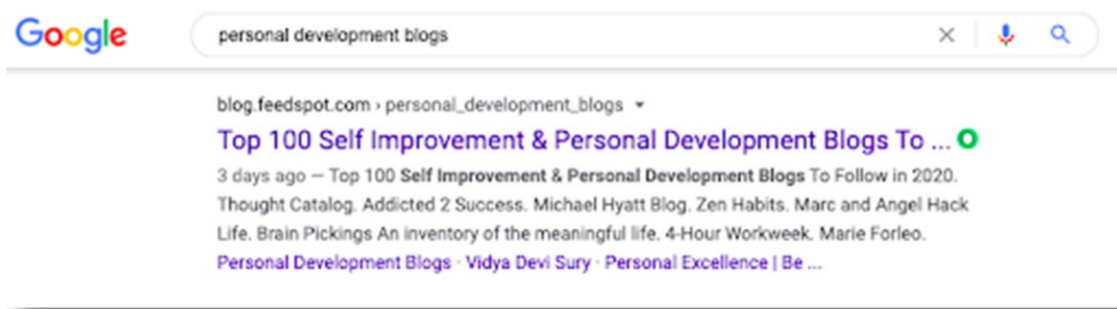
#### **#4: Guest Blogging**

Earlier, we discussed how starting a website or blog and optimizing it for search engines can generate traffic for affiliate programs. The downside is that this strategy takes a significant amount of time to pay off. *What if you could get your message out on a blog that someone else has already built up?*

That's the premise of guest blogging. It works exactly as the name implies. You find a blog that has an audience similar to what you're targeting. You then write high-quality articles and offer them to the blog's owner. They get a piece of free content, and you get a link to your website (you promote the affiliate offers on your website, not the blog post itself).

Guest blogging leans on quality content and relationships. Your opportunities will vary niche by niche. Some niches are filled with active blogs. While it's tough to get your content posted on the biggest ones, there are often small or mid-sized blogs that are more receptive to outside content.

The best way to find blogs in your niche is to go onto Google and type different keywords in your niche. Often, the top results will be blogs. There will usually be contact information on the blog to submit guest posts. In some cases, you'll find them on social media as well.



This is a numbers game at its core. You probably won't get accepted the first time you reach out to someone with a guest blog post. It takes ongoing effort. If you're persistent, then guest blogging can be a good source of traffic.

The downside is that you likely won't generate enough traffic just by using guest blogging. We suggest viewing it as a compliment to your other traffic strategies rather than your primary one.

## #5: Quora

Quora is a website where people ask questions on every topic imaginable. If you go onto Quora and answer questions on topics related to your niche, you can help people and build credibility and trust.

Quora isn't just for developing your brand. You can also generate traffic from it. If you already have a blog with articles in your niche, you can post links to those articles in the answers you post on Quora.

Sugar Free Diet Sugar Free Vegan Recipes Veganism Recipes Food

## What are some good vegan and sugar free desert recipes?

7 Answers



**Elise Gustonson**, lives in Orange County, CA (2005-present)

Answered May 17, 2016

Had this a while back, big yums

Peanut Butter & Chocolate Cheesecake

It's vegan and completely gluten, sugar, wheat and dairy free. The base is fantastically rich and fudge like in texture. For the raw version we use cashews, medjool dates and

For example, let's say you have an article on your website about the 10 best protein sources for vegans. You see a question on Quora from someone asking about how to get more protein in their diet as a vegan. You can answer the question by providing a few ideas and then encouraging them to check out the article on your blog to get even more ideas.

Like some of the other sources we've discussed in this chapter, you likely won't generate enough traffic from Quora to build a business. That said, it can complement some of the other traffic methods you're using.

### #6: Paid Advertising

While most of the approaches in this section involve generating organic traffic, you can speed up your results by paying for it. By investing in ads, you can generate substantial traffic to your website, email list or wherever you're promoting your affiliate offers.

The advantage of this approach is speed. While most of the other methods take months to generate substantial results, investing in traffic can pay off in days. Many of our students find more success with this approach because they can see a payoff sooner than the other methods.

The drawback is the money you're investing. While making smart investments in traffic is great, new media buyers struggle to profit, especially if they point their ads directly at affiliate offers. Many traffic platforms also have rules against buying ads that promote affiliate programs directly.

At Lurn, we invest hundreds of thousands of dollars every month in advertising. It's the primary way we build our following, especially our email lists.

*This brings us to the final method of generating traffic for our affiliate offers, building an email list. It's our favorite method by far, so we're going to devote a whole chapter to it.*

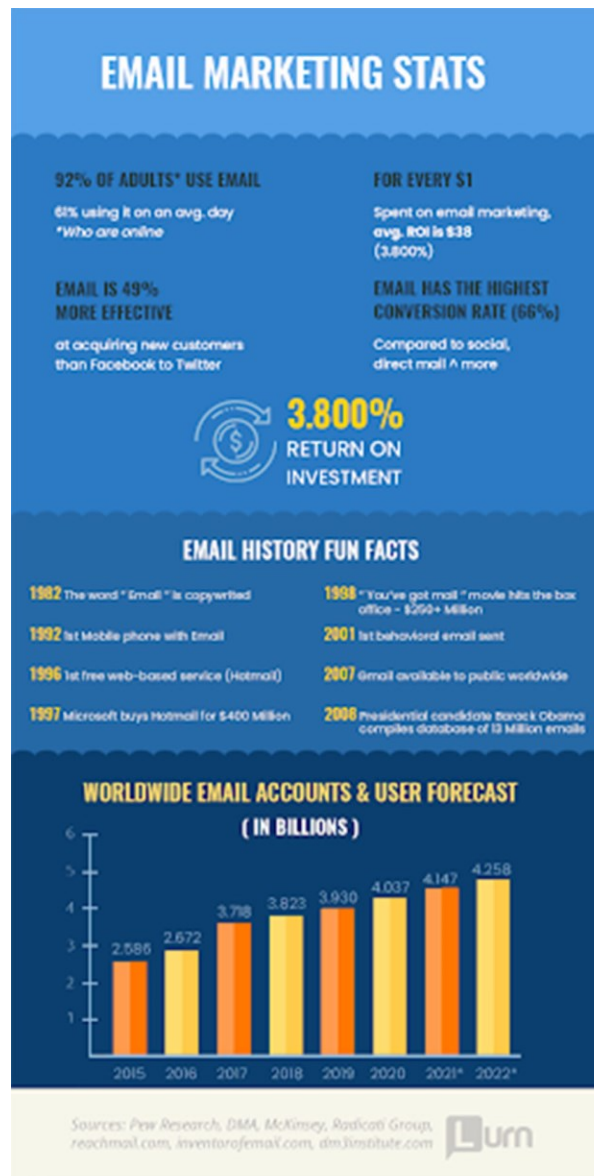
## **Chapter Summary**

- There are seven common ways to drive traffic and sales to affiliate offers
  - *Search engine optimized website*
  - *Youtube channel*
  - *Social media*
  - *Guest blogging*
  - *Quora*
  - *Paid advertising*
  - *Email marketing*
- You can combine multiple methods for best results
- You can promote affiliate offers directly on SEO websites, Youtube channel, social media and email marketing
- Guest blogging, Quora and paid advertising are complements to the other methods
- You can find free [Fighting Entrepreneur podcast episodes](#) on many of these methods, along with courses at [Lurn.com](#)

# CHAPTER 6: AFFILIATE MARKETING + EMAIL = GOLD

Email marketing is the primary way that we generate revenue from affiliate marketing at Lurn. While the other methods we discussed work, the most common way our students succeed with affiliate marketing is by building an email list and promoting affiliate offers to their subscribers.

Study after study shows that email marketing has a higher rate of return than other platforms. Potential customers are more likely to see and read emails, and they're also more likely to click on the links inside them than they are to do the same on social media. The numbers speak for themselves.





At Lurn, we've sold over \$250 million worth of products online. It's by far our biggest source of revenue. While we use social media, YouTube and paid advertising, the purpose of those methods is to build the size of our email list. We make sales via email.

Email marketing has three distinct advantages compared to other methods.

### **#1: Get In Front Of A Qualified Audience**

Every marketer dreams of getting their message in front of a qualified audience. If you can communicate with people who are seeking solutions in your niche, you'll have an easier time selling to them than you will a cold audience.

If you build an email list the right way, you can communicate with a warm audience whenever you want. At Lurn, we usually send an email every day to people who want to start or grow a business. That means we get a chance to speak to the exact kind of customer we want every day.

The best part is that we don't have to pay for this communication! The emails we send are free, and we can send as many as we want. No marketer could ask for more.

### **#2: Build Relationships With Your Subscribers**

Relationships are an underrated asset in business. Customers are far more open to spending their hard-earned money with an individual, brand, or company that they trust. This means you need to prioritize relationship building with your business.

The question is ... what's the best way to build relationships with your potential customers? Some of the methods we discussed - social media, YouTube channel - are pretty good for relationship building. That's why they're pretty good for selling affiliate offers.

That said, email stands above them. Email is, by far, the best way to build a relationship with potential customers online. Consider these three characteristics...

#### *1. There's no algorithm.*

Every email your subscribers receive is on an equal playing field. This is different from the other sources we discussed earlier, where posts or videos are amplified based on what the platform believes will create the most engagement.

#### *2. Most people check their email every day.*

Checking email is part of most people's daily routine. Many people also like to keep their inboxes clean, which means they read every email. This means fewer of your messages get lost in the

shuffle. This is different from social media platforms where people don't check every day and don't see all the messages posted by the accounts they're following.

3. *Email gives you more control over your onboarding process.*

One of the best parts of email marketing is that you can set up an automated welcome sequence. That means you can have prewritten emails sent to new subscribers every day for the first 10 days or so to get your relationship with them off to a good start. You can't do this with any of the other platforms we discussed.

These three factors give email an edge against the other communication platforms. If you apply a good email strategy where you're sending a mix of content, story and promotional emails, you'll get great results.

The relationships we've built with our email subscribers are more substantial than the relationships we've built from our social media, podcast, and YouTube fans. We see this in engagement, sales, and from the feedback we receive.

**#3: It's A Natural Way To Promote Offers**

Ultimately, your business is about offering value and making money, which means you need to promote offers. While you can promote offers on other platforms, none of them are as easy and natural as promoting offers via email.

Everyone is used to receiving emails that promote offers. Those emails make up the majority of most people's inboxes. As long as you offer value and position your offers correctly, your subscribers will not hold this against you.

It's different on other platforms. Many platforms have dedicated advertising systems, and they don't want those getting overshadowed by promotions from other businesses. As a result, those platforms have strict regulations about what you can promote and how you can promote it.

Most users of those platforms aren't as open to receiving promotions, so you'll face an uphill climb if you promote aggressively on those platforms.

For these reasons, and more, we love email marketing. That is why it is the number one affiliate marketing system we teach our students. We even developed a comprehensive course called *Email Startup Incubator* to teach it.

*Email Startup Incubator* - also known as Inbox Blueprint - was first developed back in 2013. Since then, it has grown and is currently in its third iteration. It's the most powerful affiliate marketing training on the market today.

To succeed as an affiliate marketer, we believe that you need the right system, the right coaching and ongoing support. That's the vision behind *Email Startup Incubator*. You get full training on every topic, from picking a niche to finding affiliate offers to generating traffic to monetizing your list. The program has daily webinars and Q&A sessions so you can get your questions answered. We even have a forum where coaches will review your funnels.

We're proud of this program. If you're interested in making this investment in yourself, please go to [Lurn.com/ESI](https://Lurn.com/ESI) to learn more.

### **Chapter Summary**

- Email marketing is our preferred way to promote affiliate offers
- Email marketing has distinct advantages over other methods
  - It gets you in front of a qualified audience
  - There is no algorithm
  - You have control over your messaging
  - It's easy to build relationships with your subscribers
  - It's natural to promote offers
- If you want a comprehensive program with the training, support and coaching you need to succeed, check out Email Startup Incubator

# AFFILIATE MARKETING WORKS, AND NOW IT'S TIME TO START

If you've read this far, you're probably interested in learning more. You have all the necessary information to get started, and it's time to start applying what we discussed in this book. If you're saying to yourself, "OK, this all sounds great, but what's the next step to take?" I have two suggestions for you.

## **Step #1: Get The Support You Need**

Successful people invest in themselves. They get the training, support, coaching and tools they need to accomplish their goals. When you learn from the best, it accelerates your success. If you learn from people who have done what you want to do, you avoid a lot of mistakes, save yourself headaches and ensure success.

We have support to offer you. Our mission at Lurn is to be the transformational home for entrepreneurs. To deliver on that mission, we have dozens of digital courses on Lurn Nation and the physical Lurn Center in Maryland, USA.

Everyone needs different levels of support, and we provide that. Some people can take everything in this book and create massive success. If you're one of those people, that's awesome.

However, there's a lot that we can't convey through books alone, which is why we have more options for you.

If you want to master affiliate marketing and learn this process step-by-step, in more detail, we have you covered. Email Startup Incubator is the best course on affiliate marketing out there. We say that with confidence, and we stand behind it fully. If this book is like a high school course in affiliate marketing, Email Startup Incubator is a master's degree.

If this sounds like the program for you, you can learn more here.

## **Step 2: Make a Strong Commitment**

To be successful, you have to COMMIT to success.

Nothing can stop you from achieving what you want to accomplish when you make a firm commitment. Regardless of what path you choose to take, I want you to commit to your success right now.

Right now, take out a pen and paper and write two things:

1. Write down this sentence - "I commit to my success!" - And feel it!
2. Write down the very next step you're going to take.

Now it's time to take action. Implement what you learn in this book. Check out the more advanced training. Do whatever it takes to be successful. Put in a SHOCKING amount of effort.

Commit to yourself. Commit to your success. Take that first step today. At the same time, prepare for the challenges all successful people face.

As our founder Anik Singal says, "when life pushes you, stand straight, smile and push it the heck back!"