

# [The Butterfly Marketing Manuscript®](#)

## Butterfly Marketing®

### “The Leaked Chapter”

Version 2.0

By Mike Filsaime

[ButterflyMarketing.com](http://ButterflyMarketing.com)

[TheButterflyMarketingManuscript.com](http://TheButterflyMarketingManuscript.com)

© 2006 MikeFilsaime.com, Inc



It is Recommended That You **Print** This Document for more enjoyable reading and learning experience. It is 28 pages with some color pages

## Copyright Notice

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical unless as used in the paragraph below. Any unauthorized use, sharing, reproduction, or distribution is strictly prohibited.

This document may be branded for affiliate purposes only at <http://www.thebutterflymarketingmanuscript.com/affiliate/> using our PDF brander. You may then distribute your branded version of the leaked chapter to your optin members or other forms over advertising. You must deliver the document off of your own web server. No SPAM may be used to promote this report.

## Legal Notice

While attempts have been made to verify information provided in this publication, neither the author nor the publisher assumes any responsibilities for errors, omissions, or contradictory information contained in this book.

This book is not intended as legal, investment, or accounting advice. The purchaser or reader of this book assumes all responsibility for the use of these materials and information. Mike Filsaime and MikeFilsaime.com, Inc. assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

### **\*\*Additional Notice**

This portion of the manuscript is a version of the home study course. That course assumed you had the software and listened to the audio and video CD's and DVD's that came with it. All attempts have been made to adjust the wording of this document to reflect that. Since this is just a free sample of the manuscript, was just part of the main course, it does not contain anything else that is at [ButterflyMarketing.com](http://ButterflyMarketing.com) or the [TheButterflyMarketingManuscript.com](http://TheButterflyMarketingManuscript.com) or what may be stated in this document. . It does **not** come with any software.

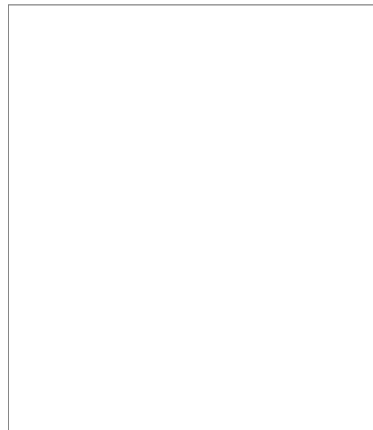


Table of contents...

Introduction

The Butterfly Effect

Viral Marketing

Why Membership Sites or Managed Content Areas

The Power and Benefits of a 'Free' site.

The Pre Launch Phase – Catalyst

- Testimonials
- Joint Ventures, Higher and 100% payouts...
- Buzz
- Teasers
- Pre-Launch Sales Letter or Coming Soon Page

The Launch Phase – The Spike

**The Post Launch Phase – Keeping Momentum**

- **The Viral Exponent – Butterflies**
  - **Sales Copy, One time Offer Copy, Site Logic**
  - **Testing, Tracking, and Improving**
  - **Multi Promotional Tools**
    - **Instant and Easy Integrated Dynamic Process**
    - **Step By Step Process**
    - **Using Multi-Media**
    - **Focus On Growth From Start**
  - **WIIFM - What's In It For Me Concept**
  - **Affiliate Programs and Spilt Pays**
  - **Integration Marketing**
  - Promotions, Push's, Contests, and Races
  - Carrier Pigeons
  - Forums
  - Dead Real Estate

### Passive Income - Making Money Formulas

- The List Building
- OTO – The One Time Offer Phenomenon
- Inside Members Area Upgrades
- Selling of Services and specials
- Top Ad's in Member to Member emails
- Banners thru sites and forums
- Pop Under on the site
- Admin Advertising

### Marketing Funnel

#### Case Studies

- Don't Touch My Ads
- MyViralAds
- **Dud** - MyViralWebsite – What Went Wrong
- Free Joe Kumar Concept
- ListDotCom
- FreeAdvertisingGiveaway
- JV-Network
- The InstantBuzz.com Phenomenon
- The Viral Thank You Page Sites
  - FiresaleSecrets.com
  - PreLaunchSecrets.com
  - OutSourceSecrets.com

### What Types of Sites Should You Consider to Manage

#### Automation

- Split pay for affiliate program
- Help Desk – No email
- Forums for peer to peer support
- noreply@ email address
- Use of guest books
- Powerful Admin Sections
- FAQ and tweaking
- Dumb down the site

Outsourcing

Branding and Marketing

## **The Leaked Chapter –**

Why the “Leaked Chapter”?

It is simple, as you know [ButterflyMarketing.com](http://ButterflyMarketing.com) went live on January 31<sup>st</sup>, 2006. It took the marketing community by storm. The home study course sold \$200,000 in sales in just 16 minutes.

It went on to do half a Million dollars in 5 hours and \$671,000 in sales on 1 day. \$1 Million was sold in just the first 5 days and the sell out of the 1500 units grossing \$1.5 Million happened in just 24 days.

It was then taken off the market for about 1 and returned to the market at \$1497 and selling well to this day.

Many people have gone on to use the course to make hundreds of thousands of dollars.

[ButterflyMarketing](http://ButterflyMarketing.com) is much more than this complete version of this Manuscript. It will include software that I used to make many of the sites in this report. It will allow anyone with access to it to make site after site after site – This software will be worth \$100,000 and more per year to the right people. Those that “sharpen their saw”, read, learn, and take action...

The [TheButterflyMarketingManuscript.com](http://TheButterflyMarketingManuscript.com) launched on Tuesday, August 8<sup>th</sup>, 2006 and also took the market by storm.

This leaked chapter is a portion of the [TheButterflyMarketingManuscript.com](http://TheButterflyMarketingManuscript.com). It is to give you a taste of how powerful the course is. The full Manuscript can be seen at [TheButterflyMarketingManuscript.com](http://TheButterflyMarketingManuscript.com)

But again, you ask... Why? Why would you give away this part of your ebook for free?

One of my mentors, John Childers told me that when you have someone's attention, give them your very best! They will come to realize... “If I can get this much information from this person in just

a few pages, what impact will it have when I get 100% of their information in one concise home study program?”

I had a friend post a part of the Manuscript on a forum a few weeks before the Home Study Course went live. It was not what I wanted out to the public. It had leaked out. So to protect the manuscript, I had to Leak the real and current version to the world.

Reviews on just the leak came in like wild fire.

But why is the leaked chapter free? Simple... One of the chapters, in Butterfly Marketing (not included here,) talks about the “Pringle” promotion.

Give people a taste of what you have, and you can achieve 2 things.

- 1- You will find your qualified prospects (potential customers.)  
You will find out who wants your product; then, when they buy it, there will be less chance of a refund.
- 2- You get MORE exposure of your product to the masses. So now, I have you reading this. If you like my “Pringle Potato Chip,” you are now more likely to want more. Once you pop – you can’t stop.

Now that you have popped the Pringle Can to TheButterflyMarketingManuscript.com, and now that you know why I am giving away a great chapter of the book for free, let’s get started and see if we can open your mind a bit to see the power of Butterfly Marketing and TheButterflyMarketingManuscript.com (and how I have used it to make over \$800,000 in 2005.)

Ready? Read on....

## **The Post Launch Phase – Keeping Momentum (Page 35 )**

This chapter is really what Butterfly Marketing is all about. This is where I finally get to reveal to you what I have learned about passive income success and list building.

What I am about to share with you is something I think that less than 3% of the Guru's even know. There are guys out there that know a hell of lot more about marketing than I do. But this section is what separates me in many ways from others.

Sure, some guys can make huge launches and write great copy etc., but the “Set and Forget” aspect to their marketing may be missing. This is what allows me to have ongoing success as opposed to constant splash to market hits that dies out in weeks.

The 3% that know what I am about to go over with you have also done some incredible things with their projects. Some of these guys I know, and we share test results; others I have observed. As I join sites, the first thing I do is see if they have their “Butterflies” set up. Is it set up to be viral? Is it set up to have a butterfly effect from this point forward? Do they practice WIIFM marketing?

I have postponed the [Butterfly Marketing](#) project for over 1 year. I was working on PayDotCom.com and other projects and seminars, that I felt it was best to put it off until the time I did. (I needed my programmer to make the script wizard but I also needed him to complete PayDotCom. It was just a matter of priorities of our time at hand.)

Each time I revisited the project I had to adjust sales copy I was working on, or even entries in this book.

Heck, when I first started the idea for this project, I wrote that my list size was 40,000 members. Then it went to 100,000 members. A few months later it was 150,000. I remember hitting 203,000 members on June 21<sup>st</sup> 2005 while I was making my Power Point for the MegaSeminar.com in June of 2006.



Then each month I was speaking at a new seminar. In September, I adjusted my power point to read 242,000 members. Heck, I went from 203K to 242K in 3 months. That's 13,000 members per month or about 425 new members per day!

6 weeks later, on the Marketing cruise for November 1<sup>st</sup>, I was at 275,000 members.

8 weeks later, as I write this (yes, it is December 26, 2005) the day after Christmas, I am at 300,436 members.

Now I do not know about you, but the fact that I went from 200K to 300K in 6 months has me excited. Could you imagine if you had 400-500 people joining your sites every single day? ...Almost all of them seeing some type of offer at the site they join?

Take 400 new members daily x just 3% conversion. Now, with an average OTO net profit of \$100, that's \$1200 per day in passive income just from One Time Offers. And to let you in on a fact... in 2005 I made over \$400,000 in OTO's alone.

I hope you can now appreciate the power of putting many of these little sites out there on auto pilot.

But the key is – “SET AND FORGET” autopilot systems. If it wasn't for the following section, none of the success I have had or just showed you, would or could have happened. That is why I said this is the most important chapter in the book. So let me share those secrets with you now.

### **The Viral Exponent – Butterflies**

Earlier, when we were talking about Viral Marketing, I spoke very briefly about the Vx (Viral Exponent.)

The Viral Exponent (Vx) is a metric or a way to measure the growth of your site over a period of time. Mark Joyner refers to this as the “copulation rate.”

I do not want you to feel that I am going over any type of mathematic concept here. Do not worry it is very easy to understand.

Here is the VX in a nut shell...

If you launch your site, we call that the catalyst. That is the huge spike you see, from you and all of the heavy hitters promoting the site like crazy. It is very unlikely that you will continue signups at the same rate you do in your first few days.

So let's start to measure your Vx about 2 weeks into the site.

What you want to do is see how many people join your site (or take any call to action you want to measure) in a certain amount of time. This time period can be by the hour, day, week, month, or year (or even more.)

I like to measure by the "day."

So let's say that today I get 100 new people to join my site. For it to survive on auto pilot, I need to get 100 people tomorrow, 100 people the next day, and 100 people each day for the rest of time.

That would mean that my Viral (x) factor is at 1.0. That is what you want to strive for.  $100 \text{ people} \times 1.0 = 100$  for the next time phase I am measuring.

If I can stay at 1.0 then I know that each day I will get 100 new members for a very long period of time. 1.0 is very hard to reach but can be done if your site is set up to focus on reaching that.

It could be at 1.01 or more, if your site is set up even higher, based on buzz and great copy, and a great focus on WIIFM (What's in it for me) as the members sees it,

Sites such as: Hotmail, GMail, Friendster, and Napster all had a high x-factor in their Vx. They were growing so fast that each day they were getting more members then the last day. Eventually, this cannot continue forever. There are only so many people in the world. You would reach what is called a "saturation" point.

But, my dear friend, if you can reach market saturation in anything, that is where billionaires are made. And the site will not stop at

saturation point. It will just go down to an x-factor closer to 1.0. The reason new people will continue to come in even at saturation is because new people are getting on the internet every day. New people turn 18 every day. New people are born every day.

But at saturation point, you now have a customer database that can be leveraged to new heights. You can offer new products, upgrades, upsells, cross-sells, affiliate products and launch new projects with the use of this client database.

Now, I do not want to get you too excited here. Getting an x-factor greater than 1.01 most likely will not happen, However, I would be very excited to see any student of this course become the next internet billionaire.

The closest site I have to an x-factor of great than 1.0 is **InstantBuzz.com** – It is somewhere about 1.0000001. It is growing at a steady rate but over a years time, I am seeing more new members per day than I did the same day 1 year ago.

That means I would get about 135 members per day now to InstantBuzz.com and about 136 members per day next year. Trust me, that is awesome. I do very, very little to promote that site. There are some things I do a few times per year to “re-launch” it to the marketplace every few months, but I will get into that later.

Right now, I want to focus on the x-factor of 1.0 as the goal. But let’s see what would happen if you have an x-factor of less than 1.0

Let’s say your x in your  $Vx$  is .89 – This could be because you do not have good affiliate tools. Perhaps your sales copy sucks or it does not explain your program well. Maybe your affiliate commission is not set high enough, i.e. 20%

Maybe your site is not easy to navigate. So now, after the spike, you decide to test your  $Vx$  and you find it is at a 0.89 and not a 1.0. Here is what you would see.

You decide to make your “Time” variable = 1 day.

Today you see that you have 100 members. And tomorrow you see only 89 people join your site (100 x .89)

The next day (3) you would have 79 people, then

Day 4 – 70

Day 5 – 63

Day 6 – 56 etc...

.

.

.

Day 28 – 4

Day 29 – 4

Day 30 – 3

So now, one month after a successful launch, your site is dead. You spent all this time to launch your site... you read Jeff Walkers product launch formula... you made a ton of money the first few days your site launch... but now it as DEAD!

So you contact all of your JV partners and ask them to re launch. Some help you and you have another spike again and a new success. But after a few weeks, you find that your site is dead again.

It cannot sustain an autopilot growth unless you advertise, pay for Pay Per Clicks Ads, and constantly recruit JV partners. I do not know about you, but I hate going back to JV partners again and again and again for the same project. Let's face it. The site is a flop. It was a one hit wonder that made you money, but that is not the type of site you want to build.

You want to focus on the Butterfly Effect in your marketing. You need to make **SMALL CHANGES** that can have **DRAMTIC EFFECTS**.

Below I am going to show you the difference: small changes can have on your x-factor and why it is crucial for you to understand and implement what I will detail for you later in this chapter.

Take a look at this chart here...

## eXponent (Copulation Rate)

**V**iral

Time	0.89	1.00	1.01	1.04
Time Value=Day	Members/Day 0.89	Members/Day 1.00	Members/Day 1.01	Members/Day 1.04
1	100	100	100	100
2	89	100	101	104
3	79	100	102	108
4	70	100	103	112
5	63	100	104	117
6	56	100	105	122
7	50	100	106	127
8	44	100	107	132
9	39	100	108	137
10	35	100	109	142
11	31	100	110	148
12	28	100	112	154
13	25	100	113	160
14	22	100	114	167
15	20	100	115	173
16	17	100	116	180
17	15	100	117	187
18	14	100	118	195
19	12	100	120	203
20	11	100	121	211
21	10	100	122	219
22	9	100	123	228
23	8	100	124	237
24	7	100	126	246
25	6	100	127	256
26	5	100	128	267
27	5	100	130	277
28	4	100	131	288
29	4	100	132	300
30	3	100	133	312
Day 31	3	100	135	324
<b>Totals After 31 Days</b>	<b>831</b>	<b>3100</b>	<b>3612</b>	<b>5933</b>

As you can see in the **0.89 Column** you start out with 100 members at after 30 days you are down to just 3 new members per day. The total numbers of members for the month is 831 and slowing. (That sucks.)

In the **1.0 Column** you start out with 100 members at after 30 days you are still getting 100 members each and every day. But now you have 3100 members at the end of the month (and each and every month) because you're set up to have a higher x-factor in your Vx.

In the **1.01 Column** you start out with 100 members and after 30 days you are now getting 135 new members each day and increasing. Now you see with a few small changes, you have 3612 members after 30 days, and growing each month.

In the **1.04 Column** you start out with 100 members and after 30 days you are now getting **312** new members each day and increasing. Now that you see with a few small changes, you have 5933 members after 30 days and growing each month.

Again, an x-factor over 1.0 is not easy to achieve but I did want to show it to you, for example. You may see this rate a few days after your site launch, or after a re-launch or contest, but most likely you will see a drop after a few weeks. It is better to test your Vx after the dust settles a few weeks after a launch.

Below are some things that can affect, increase, and/or decrease your x-factor. You must test these things. Not from your gut, but you need to use basic A/B split testing software to find out what is working and what is not.

Find your “control” (your current best) and then make 1 change to the process. For example, change your headline and test it and see if it increases your new member rate or decreases. If it decreases it, then try a new headline. If it increases your rate, then that becomes your new “control” and you try to beat that.

Now, you continue to test new headlines. Then redo the offer of your sales copy; site colors (P.S. at the end of the sales copy, your offer, call to action, guarantee, bonuses etc., )

You want to continue to test and tweak your site forever. If you constantly increase your control, you are making the little Butterfly Effects; as I have shown you above in the chart, making SMALL CHANGES, can produce drastic improvements in the long run.

**Many people simply launch a site and do not understand the power of Butterfly Marketing.** Now, in this section, buried in the middle of this course, you now know why this is called Butterfly Marketing. *The Butterfly Effect*, in your marketing, is what will allow you to go from “One Hit Wonder” to passive income that can make you a millionaire like it has done for me.

Here is what I call the Butterflies. What I mean by that, these are the little insects you must focus on to increase your sites x-Factor. I will go into each one of these after this list in detail.

- Multi Promotional Tools
  - Instant and Easy Integrated Dynamic Process
  - Using Multi Media
  - Step By Step Process
  - Focus On Growth From Start
- WIIFM - What's In It For Me Concept
- Affiliate Programs and Spilt Pays
- Integration Marketing
- Promotions, Push's, Contests, and Races
- Carrier Pigeons
- Dead Real Estate
- Forums

### **Multi Promotional Tools (Keeping Momentum Cont'd...)**

Well, this is self-explanatory. In your software, in this course, we provide you a way for you to upload all these types of tools, for your members, JV partners, and affiliates to use.

Have you ever joined someone's affiliate program and they say:

“Here is your affiliate link: (Replace xxxxx)”

<http://xxxxxx.signndrive.hop.clickbank.net>

And... well, that's it! That's all they give you. That will KILL their Vx. It will kill their affiliate program. It will kill their sales and overall success.

They leave it up to you to promote their product. Heck, they know their product better than anyone, yet they do not provide you some “easy to use” tools to help you out.

You should:

- Write pre made email letters for members
- Provide multiple subject lines, for these emails, for them to decide what is best for their personality.
- Write multiple emails for them, incase they have different styles, less hype, more hype etc. Logical or emotional style emails. Again, different people have different styles and different ways they like to promote. Write emails for them with different styles for them to decide.
- Write follow up emails for them
- Many newbie's today still use safelists and traffic exchanges. Write Ads for them to use in Safelists; provide a directory with your affiliate link to these Safelists and Traffic exchanges for them to use to promote YOUR product.
- Write articles for them and show them where they can post to article directories.
- Write Ezine Ads and show them where to advertise.
- Use a Tell A Friend with pre made text
- Buy a Banner package at BannersMall.com and provide them the code to use and put on their sites with great looking banners you have made.



- Create box images for them to use (like the box in the chapter before, which is not included in the leaked chapter)
- Create Text Ads
- Create Top Sponsor Ads for them to use; show them where to buy them
- Create Pop Up codes (as well as Pop Exit and Pop Under) for them to place on their sites
- Create Fly In Ads for them to use
- Create Email Signatures for them to use
- Create forum signatures for them to use and give them a list of forums where they can join and post
- Write Reviews of your product for them to post on their blogs
- Write press release and show them where they can post them or buy them
- Write PDF's or self branding ebooks for them to giveaway

I think you get the picture. The bottom line is each new tool you provide them, is one more potential Butterfly Effect. Heck, maybe just one of those tools will one day reach out to John Reese or Ewen Chia. They will join your program and that can make you thousands of dollars from just one email from them; it alone can create a new path or more future butterfly(s) effects that will have great results for the long term.

Either way, I think you can see there is no one that can argue, It would be better to just provide a silly link and say “Go get'em tiger!”

### **Instant and Easy Integrated Dynamic Process**

This is the kiss of death when not used! Have you ever been asked to join a site? Then, they ask you to become an affiliate and you see some bull crap like this?

- 1- Click here to join our 3<sup>rd</sup> party affiliate program
- 2- Wait for the confirmation email
- 3- Confirm your email address
- 4- Wait for the welcome email with your randomly generated user name password

5- Login to the affiliate area by clicking the link in the email and use this:

user : BearINtheW00ds (Case Sensitive)  
password: yHW\$3d7D4 (Case Sensitive)

6- You will see your member ID in the top left like **5443845** (but do not use 5443845, that is just an example.)

Take your member ID and **insert it** in the link you see below where you see “**xxxxx**”

<http://www.thenameofsite.com/cgi-bin/affiliate/x.cgi?a=r&id=1&aid=xxxxx>

7- Take your new link and insert it into the email copy provided in the promotion section where you see {insert affiliate link here}

8- Copy and paste the email with your link and ID in it and send it out to your opt in members.

**OH MY GOSH!!!!** This is just damn insane!

You would have to go thru 8 steps just to send out a promotion. This will KILL your Vx-factor. When people put me thru this ringer, I do not even bother. No kidding! I hate having to deal with this. And if you have been around the internet marketing game a few times, I am sure you have seen this too. It sucks and is a recipe for failure.

The problem is they don't have the script that you have, when you paid for this package. So they had to integrate a 3<sup>rd</sup> party affiliate program into their site.

With our script, that you have access to, all of the tools are dynamic. What that means is, once you load your tools in Admin, they will be ready for the member once they join the site or create an account.

They simply login and hit “promotion tools” on the menu; they have all of the tools with their names and affiliate links dynamically generated and plugged in for them to 1-step copy and paste.

This is making it easy and it will increase your Vx-factor incredibly. Again, I keep brining this up, but you can see, from the chart I shared with you earlier, that small changes can make a huge difference in your income and success. You **MUST** do what is needed to get your  $X = 1.0$  or greater (anything less means doom for your site in the long run.)

### **Use a Step #x Process**

This is huge importance to increase the x-factor.

Rather than just putting all the tools in your promotional area, list them like this.

Step One – Send this email to your members

Step Two – Add the banners to your site

Step Three – Add this review to your Blog

Step Four – Use Our Tell A Friend tool

Step Five – Change Your Email Signature to this

Step Six – Change your Forum Signatures to this

If you want to see an example of this, create an account or login at [Free-Advertising-Blog.com](http://Free-Advertising-Blog.com) and you will see how I use this in my promotional tools area.

Why is this so important?

Simple, it works with human psychology. Humans hate things to be incomplete. It's like watching a really lousy video/DVD you rented from the Video store.

It is 2 hours long and after 40 minutes, you are thinking this is the worst movie you have ever seen! But why do you still continue to watch it? Well, the bottom line is this: It causes you "pain" in your brain to not know how it ends. You need to know if the geek police officer gets the bad guy at the end and gets respect from his screaming sergeant. In fact, you know how it will play out, but you have to watch it anyway or you feel "incomplete."

It's like being full to the point you almost feel sick when eating. But you can't leave that last bite on the plate. You went this far, why not "complete" the task.

If you do not use the “STEPS” system, it is like sending someone to the “all you can eat buffet.” They will pick and choose what they want to use.

But if you DO uses the “STEPS” system, it is like handing them a menu with a lunch special. You must order an appetizer, salad, main dish, side order, drink, desert, and coffee. The waiter just says what’s next on the list and you order it. Just think how much it would pain you if he/she skipped over the salad. Even if you do not like salad you would be say “Hey, you skipped a section.”

The mind hates steps that are not completed... Plain and simple!

So make sure you simply ad “Step XX” in front of each tool and watch how people will feel compelled to use EACH AND EVERY TOOL rather than pick and choose as if they were at a buffet.

### **Using Multi-Media: Audio, Video and Camtasia Tutorials.**

This is simple so I will not spend too much time here. But use audio to welcome people to your members area and affiliate program. Take 30 minutes to do it one time and it will increase your x-factor for the life of the site. Tell them how they can make money and why they need to act NOW with the promotional tools.

If you can, use video. But more importantly, is Camtasia instructional videos. You can use Screencamgenerator.com or Techsmith.com to create these flash videos to show them how and where to use the tools.

Do not assume that everyone knows how to past HTML code on their site to add: banners, and pop up codes, etc. Take the time to create videos to show them how to do this. It can only help increase your x-factor.

I learned that from John Reese. When I was a newbie I saw how he took the time, in his AuctioSecrets.com product, to train his affiliates with Camtasia, to promote his affiliate program. Jeez, this is powerful so make sure you try to find the time to produces these.

Do as I say and not as I do. In many of my sites, I only use SOME of the techniques. It is not because I do not know better. It was because I (warning, lame excuse coming) got side tracked; got a bit busy and never had a chance to go back and do what I know needs to be done. But if you see in the member's area of my sites, I usually have 90% of what you have just seen here (if I had the time I would have done the other 10%. It works!)

## **Focus On Growth from Start (Keeping Momentum Cont'd...)**

What you need to do is, make sure that when someone joins your site or members area that you IMMEDIATELY focus on promotion, using your affiliate program.

Make sure it goes out in the first welcome email, and maybe even in the second email as a side note too.

Don't just assume that they will find out about your affiliate program on their own. Put a big call to action to it when they login so it is always "in their face" so to speak.

Of course, you want them to get what they were promised. They would get that after they join or pay. However, let them know that those items will be there not only now, but later and anytime they login. The key to focus on immediately, after they join, is what's in it for them if they promote the site NOW. If you wait to introduce your affiliate program to them later, well... later never comes.

People get side tracked; there is just too much stuff hitting them in the face, in front of their PC and in the home, to distract them to even coming back. You have a captive audience and you need to get their attention. When? Yes, you got it... NOW.

## **WIIFM - What's in it for me? – Concept (Keeping Momentum Cont'd...)**

So how do you do this? Well, you need to focus them right away on the WIIFM from their point view. That is the “What’s in it for me?” (Everybody’s favorite radio station.)

Let’s face it. People do things for their own benefit in the long run. Even if they do things to help others, in the long run, it was done so they could feel better about themselves. The bottom line is, there is a little voice in every human’s head that is always asking, “What’s in it for me?” anytime they are asked to do something.

As stated earlier: welcome them with audio, when they join the site, and INSTRUCT them in the audio to do exactly what you want them to do. “Click this link here and do this now...”

Make sure your WIIFM factor is obvious to them (things like why it will benefit them to promote the site.) Maybe it will get them a downline in your system, that will allow them to get increased credits for advertising, or whatever your benefit is. In most cases it is money and how and when they get paid.

### **Affiliate Programs and Spilt Pays**

One big factor in the WIIFM is how much they get paid; how they earn, and when they get paid.

Obviously 0%, paid, only on every 3<sup>rd</sup> sale, paid every year is the worst WIIFM you could have in an affiliate program. I know that is an extreme but I want to compare that for you, for a better understanding, so even YOU can see how that would affect you when you ask WIIFM.

If you can, offer a better percentage by paying on the sale and maybe on a 2 tier, have bonuses, and pay monthly... it is better. You may even want to pay weekly too. Or wait, how about INSTANTLY? I will explain that in just a moment.

Why is it better to pay weekly as opposed to monthly? Well, people like things NOW. And if you pay them weekly, you are staying in

touch with them, more often with THEIR MONEY. And you are more likely to get a follow up promotion from people when 2 things occur.

#1 - They see a result from their efforts (making a sale.)

#2 - When they get paid for the effort.

Yes, it would be great to make \$10,000 from an email promotion. If they have to wait 2 years from the person, to complete the course they purchased and make sure there is no refund, people would be less likely to do a follow up promotion (even if they just made \$10,000.) They just hate to wait 2 years to get their money. Make sense?

So if they were paid in 1 week, and had their \$10,000 in hand, you can bet your butt they would be very likely to send out a follow-up mailing. Or even one per week. So make sure you pay your affiliates "Their Money" on time, frequent, and in a sooner rather than later timely fashion. Remember, all these things are one to increase your Vx-factor.

With that said, just think how excited people will be to get paid instantly. This is done with what we call a split payment system. It cannot be done with your own merchant account. You need to use a payment system that many affiliates' already have an account with, such as PayPal or StormPay.

The scripts, that we give you access to, have the choice built in for you. You can decide to pay your affiliates monthly or instantly with a split pay system.

The way these works are as follows:

Your affiliate/member joins and enters his/her PayPal email address. When a person comes to the site, and makes a purchase on your product or one time offer, they make 2 payments at half price to each person. They make one to the affiliate, then one to you.

So if you had an OTO (One time offer) of \$100. The customer would pay \$50 to your affiliate, and when done, they arrive at your PayPal



button to pay \$50 to you. Then when they are done paying, they can login and get what they paid for (and now you can make them an affiliate too. But you already know that now.)

What is so good about this system? Simple, as stated just before, the sooner people see the fruits of their labor, the more likely they are to do a follow up promotion.

Imagine if you sent an email to your list, and instead of waiting 60 days to get your money, you woke up the next day and saw 36 “Notification of Payment Received \$50” in your inbox. Let me ask you, would you send out another promotion after you just got paid \$1800 instantly to your PayPal account? Heck yeah!

Consider using the Split Pay feature, in the sites you create with the software script designer, you now have access to from your purchase.

## **Integration Marketing (Keeping Momentum Cont'd...)**

Integration marketing is something you need to do, with your JV partners, on a one on one phone call with them. In the real world, you are now seeing this more and more.

For example, you see this with Tide detergent having a Downey Logo on their product; that is to increase visibility for both products and credibility for people that like one or the other or both.

In internet marketing, it goes like this. Contact them and tell them to find a spot in their sites to advertise your site. Or even better, have them send an email for your site, in an automated follow up email in their newsletter, or after someone joins your site.

I have done this with Mark Joyner and people like Jeremy Gislason of SureFireWealth.com.

With Mark Joyner, I allowed him to give a Top Level membership to InstantBuzz.com for every person that pays for his upgrade at SimpleOlogy.com. Why would I do this? Well, I am getting a person that is a paying customer, for free, added to my database that I can back end with my quality products... Duh. This is a no brainer.

To reciprocate with Mark, I just put one automated follow up on just one of my sites to offer people to join his site for free. I spent about (no joke) 10 minutes to set this fully automated SYSTEM, just "one time." Since it is on autopilot, when people join one of my sites, everyone of them gets the same offer as if I just sent them a personal note from admin. This one little 30 minute act now makes me over \$600 per month.

I could drive a **Lexus** for 30 minutes of my efforts! Mark is happy, I am happy, and the customers are happy. Why, it is a win/win/win situation. The customers get better benefits, than if they stumbled to our sites in the normal fashion.

With Jeremy Gislason, I did the same thing for his program. I have an automated email go out for him on the 4<sup>th</sup> day after someone joins my

site. Jeremy and I realized that the promotion we came up with, for a “Free Trial,” converted 11% of the people to paid members.

So Jeremy contacted me, and asked me to do this with him; again, it makes me about \$60 per day on Auto Pilot! Big deal, you say? Yeah, big enough that it just about pays my mortgage each month and all I did was paste an email with my affiliate ID into my autoresponder of one of my fast growing sites.

I get Jeremy to do the same thing for me with one of his sites, for one of my OTHER sites, and we have integration marketing at its best.

If you are not doing this with your sites, you are leaving thousands of dollars on the table. You need to have your metrics in place because when you approach people, you want to be able to give them exact stats that they can expect, when they implement this. Do not exaggerate, at all, when you do this.

After you get just one person, leverage that person’s name to get the next JV partner on board, to do the same.

## **That is the end of the “Leaked Chapter.”**

If you want more information on Butterfly Marketing, you can go to

[TheButterflyMarketingManuscript.com](http://TheButterflyMarketingManuscript.com)

Or

[ButterflyMarketing.com](http://ButterflyMarketing.com)

Napoleon hill says successful people are decisive in nature. If you visit the site and you realize this is for you, there is only one thing to do... be decisive in nature like all successful people.

Thank you,

Mike Filsaime