



# Affiliate Marketing

VS

# PRODUCT CREATION



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## Affiliate Marketing vs. Product Creation

I'm going to talk to you about affiliate marketing versus product creation. This really is a chicken and egg kind of question and topic, really. What I want to do is help you arrive at the decision that's best for you when considering what's the smartest thing to focus on first. A lot of people turn to the internet to make money online. It's funny because sometimes they do this at the worst time in their lives that just makes absolutely no sense. I often must counsel people and give advice saying look, if what you're looking to do is make a bunch of money tomorrow, then maybe what you should try doing is getting a cash advance on one of those payday loans or something like that because what I've done is I've built a business.

I never turned to the internet or to my computer thinking that it was supposed to be an ATM machine and that I was supposed to find some button or something to go and start pulling money out of my CD-ROM slot or something like that. Instead, I had to make the decision of what type of marketing I should be doing first. I knew right away I was going to do something digital. I didn't want to get involved in any kind of physical fulfillment or anything like that. I did know that I wanted to do something that could make me money 24/7 no matter where I was, and that people can be buying my products at any time of the day or night anywhere on the planet. I knew that it was going to be digital.

Now, when I knew that my products were going to be digital in nature, I had to then research how am I going to make those products. What are the products going to be? Are they going to be books? Are they going to be videos? Are they going to be audios? Are they going to be image files? Whatever my product is, I want to be selling something that's digitally downloadable. The next question to tackle is what is that going to be, what does this whole thing look like as a business, and how do I start creating it? In the process of investigating that, researching that, and learning about that, I learned about affiliate marketing. Affiliate marketers, or rather internet marketers that are trying to get you to buy their affiliate marketing products tend to use the whole comparison between being a product creator and a product vendor and an affiliate marketer. They leverage the phrase—with affiliate marketing, you don't must create a product so you can make money faster.

I'm going to leave that decision up to you, but what I'm going to do here is I'm going to go over the differences and I want to address head on the chicken or the egg, the list or the product question. There are many frames of thought regarding how you should build an internet business. That's after you've already decided that you're going to build a business and what business you are going to build. When we set out to build a business, we don't just go and start throwing money at the first thing that we see. If it was a brick-and-mortar business and you had to decide

as to what type of store you were going to open, you'd put some thought into that. You'd put some thought into what you're going to need, how much money it's going to cost, where it's going to be, who's going to work there, how many hours it is going to take, what you are going to sell there. There's a thought process that goes into creating a plan before you start.

For some reason, that common sense process that should happen before you set out to start creating a new career for yourself or a business gets thrown out the window when you come online. You're like I just want to make money online, where do I start, what do I do? That is the case. The internet is a medium for you to make money with your business. The internet itself is not business, okay? There are many frames of thought regarding how you should build your internet business but that business idea, that business plan, all that needs to be yours.

Keep in mind that there's literally thousands of ways, thousands of ways to make money online. Each one has its own process, it has its own system. Business models differ from niche to niche. Do you have a niche? Do you have a business model? Do you have a product idea? Do you have a domain name? Do you have these things? Are you building an asset, a business that you will one day be able to sell for seven or eight figures or are you just creating a job for yourself where you're selling something every week and the next week you get to find something else to sell. You're just making money to live off by selling things through the internet. Again, the internet is still just a medium by which you're making your sales.

"I make money online." Yeah, but how do you make money online? Are you just selling stuff? If you stop selling stuff, will the money keep coming in and one day will you be able to sell the business? Have you built anything? Have you truly built a business? These are the questions, really, that you need to ponder when you're starting out. If you're caught in that "should I do affiliate marketing or should I create my own product" conundrum, you might find yourself thinking what came first, the chicken or the egg? If you're not finding yourself there, then that's what I want you to ponder. To identify, to come up with the right solution, we need to identify the differences.

Affiliate marketing. In the beginning, selling someone else's product for commission, it sounds a lot easier than creating your own product. It makes sense, why? Because people are intimidated and they come to the internet not to start a business, they come to the internet to get money. Here I am, I'm on the internet now, how am I going to get the money? That's not the way businesses are started. You don't just rent a store and then say, "Okay, here I am, I've rented a store. How am I going to get the money? What am I going to sell now? How am I going to get people here?" You've put the cart before the horse. Already, you're approaching your business without a business mentality. You're just going to get pulled in a whole bunch of different directions, you're going to start a whole bunch of stuff, you're going to spend a whole bunch of money, and you're not going to get anywhere. Why? Because you don't have a business plan.

In the beginning, you might think well, it's going to take a long time to make my own product because if I don't have a product, if I don't already have something to sell of my own, then I must make it. Making it sounds like a lot of work because first, I need to figure out what the hell I'm going to make and then secondly, I need to learn how the hell I'm going to make it. Then thirdly, I must buy all the tools to make it happen. It's going to take time, it's going to cost some money, and I have no idea where to start. Dealing with that sounds like a headache.

Then, along comes somebody and says, "Yeah, well if you become an affiliate marketer, you don't must create your own product. You can sell somebody else's product. You don't make 100% but you make 50%," and that sounds brilliant to you. You're like, "Oh yeah, that's what I'm going to do. I'll become an affiliate marketer on the interwebs. I'm so smart, I don't must create my own product. What I'm going to do is I'm going to sell everybody else's product. Yeah, I won't make all the money, but hey, 50% is better than nothing. At least this way I'll save all that time." That's kind of the mentality. Unfortunately, you kind of come to a rude awakening.

Being a vendor and being an affiliate have one main prerequisite. ***Both things are going to require driving traffic.*** Whether you're a vendor or you're an affiliate marketer, traffic is something that you are going to must contend with, master, and tackle. Whether the product is yours or the product is someone else's. What you're going to be doing most of your time is driving traffic. If you're an artist and you turn to the internet to sell your paintings, you have now changed what you do daily from painting and being happy as an artist to driving traffic and SEO. That's what you're doing now on the internet. There's a big, big thing for you to consider here that it's not going to matter whether the product is yours or somebody else's. That is, you're going to need to drive traffic.

To sell your product or someone else's product, you need to have buyers to show that product to. This is the part of internet marketing that we call **MARKETING**. Better yet, it's not just the part of internet marketing that we call **MARKETING**, it's the part of affiliate marketing that we call **MARKETING**. Driving the traffic and getting the buyers is the marketing part of both affiliate marketing and internet marketing. What are you focusing on? What do you want to focus on? Do you want to do this, it doesn't matter which of these two you pick because you're going to be driving traffic, that's what you're going to be doing every day.

Creating that traffic and finding those buyers will be equally challenging for both the vendors and affiliates. The difference is that a vendor does it for 100% of the sale. An affiliate does it for 50% of the sale, for a 50% commission or maybe less. That's a very important thing to consider.

There's another very important thing to consider. Affiliate marketing has become very competitive. Everybody's got a bonus. How many have you seen that we promote products and to get you to buy that product through our link instead of someone else's link, we offer a bonus.

Those bonuses don't just magically fall off the bonus truck that drives by my house once a week, I must make them.

“Wait, what are you talking about? I got into affiliate marketing so I wouldn't create products, but you're telling me I must create products to be able to do affiliate marketing. Oh my god, the cognitive dissonance is setting in, I have no idea what's going on.” Yes, you must create bonus products to sell someone else's thing for 50% of the commission so that they can keep all the leads that you originated. Think about that. As an affiliate marketer, you are paying money and investing time in driving traffic to someone else's offer. They're going to keep that lead for that traffic, they're going to keep half of the money for that traffic, half of the product. The amount of time and effort that you spent into driving that traffic's going to be just about equal if not more for your own product or for affiliate marketing. Think about the concept here with affiliate marketing.

I'm going to tell you this; affiliate marketing comprises about 40% of my income, a very big chunk. I shouldn't give you a solid number because 40%—even though it is an accurate number—that does fluctuate from time to time. On a month that I'm doing a product launch, my affiliate marketing income decreases drastically because I'm focusing on selling my thing. On a month where I'm not launching my own product, my affiliate marketing income skyrockets. These are two different pillars of my business; there are five pillars in my business that I draw money from. If you need to learn a little bit more about that, the different streams of income, you should look up the five pillars video in the archives.

The point that I'm making is that even now with my business and the size of a company that I have and in the employees that I have, the thing that is important to keep in mind is that when I'm actively promoting someone else's product, then that's where my money is coming from. When I'm actively promoting my product, then that's where the money is coming from. Which one of those had to come first? Who am I promoting the affiliate marketing product to? Who am I promoting that other person's product to? I'm promoting it to people that are on my list that have bought my products. Do you understand that? Creating my products and having launched my products results in a list of customers to which I can market my future products and to which I can market other people's products on months that I'm not launching my own. Do you understand the concept now and the difference and how the two work hand in hand? The thing to remember here is that one leads to the other but the other doesn't necessarily lead to the one.

Let's talk about the other side of it now. That's not all peaches and cream. Creating a product. Ultimately, you will be creating a product. Whether it's to be sold, given away as a bonus, or simply used as a lead magnet. You need to create products, and I mean you need to create products. There's always somebody that says, “Oh no, I get to use PLR.” You and ten million other people, how original. You and ten million other marketers had that same bright idea. PLR is great. PLR is a great source of material, a great source of ideas, a great source of filler, a great source of additional bonuses of added stuff. PLR itself, you've got to understand, is just

content that was created by someone else so that millions of people could use. The idea is not for you to make the product out of the PLR but rather to use some of the content in the PLR in your own way as a contributing portion to a product.

You're going to need to be creating in your business. The key to creating is to feed a need. You don't just want to create stuff that you think is cool if it's going to be successful. If you're going to make a bunch of sales—I'm not going to say, I don't want to attribute making sales with being successful because you could build a huge list of prospects and customers and not necessarily make a lot of money from that initial transaction but that is very successful. If I did a product launch that resulted in a thousand new leads, but I gave away 100% commission, I have those leads. I'm going to monetize those leads daily for months to come now. Yeah, you might say, "Oh man, you did a product launch, and you didn't make any money because you gave all the money away to the affiliates as 100% commission." I say yeah, it's called the loss leader, it's a very powerful concept in marketing because now I have these leads. These leads are where my money's going to come from.

The key to creating successful products is to feed a need. You have got to go and find a group of people, individuals, or just a market, a demographic, a target audience that needs something. Then, you got to feed them, you got to find them, find out what they need, and then feed the need. You don't just want to create stuff that you think is cool because then you have to go and find people that are also going to think that your thing is cool, and that's a lot harder to do.

Find the traffic first because it's much easier. You guys have heard me talk about this until I'm blue in the face. It's much easier to find the traffic first and create a product for the traffic than it is to create a product and then try to find traffic for the product. Does that make sense? It's much easier to create a product for the traffic than it is to create traffic for a product. This concept eludes people, they kind of just throw away common sense when they turn to the internet.

There's a wide array of product types, too. Especially when we're talking about digital products which is what I chose to do. There's a wide array of things like text, audio, video, graphical, software, plugins, there's live coaching, there's services, there's online services. We could break down services into so many. How many digital services could be performed? From transcription, to narration, to graphic design; there's so much stuff that can be delivered digitally.

For me, though, it wasn't just about having something that could be delivered digitally but it was about having something that could be delivered digitally again and again and again and again. You see, if you hire me to draw a picture for you and you say, "Hey, I want you to draw me a picture of a chicken with an egg on its head." Okay, I can deliver that to you digitally. I have a worldwide market, I'm an artist and I'm a freehand artist, and I can draw pictures for people and sell them to all over the planet, and I have the comfort of working from home, and I can have a website where I offer my services, and I can essentially gather clients on a worldwide clock 24

hours a day. There's a lot of advantages to being an artist online as opposed to being an artist that's forced to work 9:00 to 5:00 or just while the sun is up, or while the mall is open, or so on and so forth.

Taking a business online that way has a lot of advantages. Notice when I said taking your business online, because online is not the business. The internet is not a business. We bring our business idea, business concept, and business plan to the internet, the internet is the medium. What I wanted to do was not create a job for myself where every time somebody placed an order, I had to create that digital file. I wanted to create a digital file once and sell that same exact file millions and millions of times. Each time that somebody downloads that same exact file, I wanted to make money. That was the concept that I really looked to exploit, to just blow up and make that my business plan. I looked for ways of doing that.

I looked at creating products that people could download repeatedly, information products, training courses, eBooks. Think about how many times can a book be read? A physical copy of a book can be read. Think about that. Imagine if you could digitally deliver that same book, that same content. There's no printing cost, there's no warehousing cost, there's no shipping cost, there's none of that. This is what I chose to do with my business.

Remember that in the beginning when you're in product creation—any kind of business—you are every single department in your company, every single department. You oversee the whole thing. You're in charge of research and development, you're in charge of production, you're in charge of marketing, you're in charge of sales, you're in charge of customer service, and accounting. You can't neglect any one of those pieces of the pie.

Product creation—that is a very big part of your company and of your business. You must be involved in it, and there's multiple facets to the product creation. There's research and development. How do we create this product, that's the next part, what do we have to do for it? There's the production part. Now, we've got the product, how are we going to market it, how are we going to sell it? We got to build a website to sell it. There's a lot of skill sets and tools required in the process of bringing a new product from the point of idea to the point of market. Then, to the point of monetization.

There's a series of things that need, and that tends to be what scares the shit out of people, and people are just like, "Oh man, I've got to do all that. No, I'd rather just do affiliate marketing," okay yeah, great, then you make a JVZoo link and now you got this JVZoo affiliate link for a product. Then, you're like, "Okay, what the hell do I do with this thing now? Oh, shit, I need a list to send this to. Oh, shit, I got to learn traffic." Now, you go and set out to learn those things. You're investing the same amount of time learning something new, learning a new business. On the affiliate side, you're learning how to drive traffic to somebody else's product to get half the money, and you're not building an asset.

How do you sell an affiliate marketing business? How do you do that? You could sell your list in the future, but you are the business because every week, every day you are picking a product, writing an email, and mailing that. How do you sell that company? My company has assets. I have over 60 websites that have products on them, that are currently selling worldwide 24/7. I have employees, I have assets, I have digital assets. I have a rolling income. And yes, like I said earlier, a percentage of our money comes from affiliate marketing. That tends to teeter around 40% or so.

The point that I'm making is that I have a company that I can sell. There are employees. When that company sells, those employees go with it. It's a company that's running. When you're running an affiliate marketing business, that's not quite the same—I'm not going to say it's not the same because you can sell an affiliate marketing business if it's set up the right way. Let's talk about building a list because you know this has got to be up there at the very top. The list is probably one of the biggest assets of your company, of your business, of what you're building, it's the list. Did you know that most startups nowadays—especially online startups, online companies—they're bought more for the list than they are for the product.

Do you really think that Facebook, that Zuckerberg needed the technology that is Instagram? That the actual photo technology in the app? The guy's got hundreds of programmers, the smartest people in their field working for him—it's the biggest and most powerful website on the internet. The guy's a billionaire. Did he really need the technology in Instagram? No, what he needed was the database, the users, the customers, the people, the list. The list is the asset.

A lot of people create an app, create a tool, and look at how many free apps there are out there. How many free apps and then you think to yourself oh my goodness I can't believe this technology is free. Somebody invested—you think the programmers built that thing? They had to get paid a salary. The guy that developed that had to invest money into making it. Now, you have that thing for free on your phone, why? Because they have you on your list, and because they have you and millions of other people on their list. Along will come some venture capitalist or some big company and they're going to buy up that little startup that was working on a shoestring budget and they're not going to buy for the technology, the guy's got billions of dollars, doesn't need your technology; he needs your list, he needs your customers. That is a huge asset.

Always grow a list with purpose. Remember that growth for the purpose of growth is the ideology of the cancer cell. This is something that I say over and over. That just ends up killing the host. If you just set out to build a list, the stories of the people that set out to build a list and become millionaires by selling that list later, those are very few and far in between. Not everybody's got their own little Instagram story, not everyone's got their YouTube stories. I'm sure you've heard of those; the stories where two guys out of their garage, they started this startup and they just sweated it out, and they borrowed money from mom and pop and grandma, and

they started this little company. Ten years later, along comes the big corporate giant and buys them out for \$7.2 billion; awesome stories.

People like us, we look at those and we're like oh, that's what I'm going to do, I'm just gonna sell that list one day. That's like rockstars, becoming a rockstar. There's a hundred rock stars out of millions and millions and millions of musicians. If that's a basket that you're pulling all your eggs in, then chances are that you're going to end up disappointed. You have got to grow your list with purpose, and that purpose should not just be to eventually sell the list. You should grow a list with the purpose of monetizing that list.

There are two types of lists; there's buyers that already bought, and buyers that haven't bought yet. I'm going to say that again. There are two types of lists; buyers that already bought, and buyers that haven't bought yet. I hate it when somebody says to me, "Well yeah, I've got a list but they're just freebie seekers." What do you mean they're freebie seekers? "They haven't bought anything." Hold on a second, you think that if I go into a store and I just look around and the salesperson comes up and he says can I help you, "No, I'm just looking." That makes me a freebie seeker? If I walk out of that store and choose not to buy anything right then and there, that makes me a freebie seeker? That doesn't make me a valuable lead for that store? I could probably buy that whole freaking store. There are buyers and there are buyers that haven't bought yet. That's the way that you need to look at lead acquisition and list building. I think a lot of us miss that boat. Whether you're doing affiliate marketing or doing product creation, a list is going to be something that you're going to wish you had so that you can mail your offers to.

Here's the thing, you got to communicate with those two lists differently. You communicate accordingly with each of your lists, you get to speak in the appropriate voice to each person, you got to use segmentation, you got to use parsing, you got to use automation. These are the words that you'll become familiar with when you start using your autoresponder, these are autoresponder features. An autoresponder is a service where you manage your list. I use Aweber, it's a very powerful one, I've been using it for years, they've been around a long time, they're one of if not the most reputable ones in the industry.

It's important that you create deep autoresponder sequences that automate the relationship building process. The only way that you're going to be able to continue selling to these people, your affiliate marketing products or your own products that you create later, is if you continue building a relationship with them. If I go into your store and I walk around and you come over to me as this salesman who says, "Hey, can I help you get something?" I said no, I'm just looking right now. The best response there is not, "Okay, listen, thanks, no problem," and then walk away. The best response is, "Okay, excellent, thanks for coming in. My name is and I'm right here to help you. I'm going to be starting right over there so when you have a question about anything or you're ready to buy, just go ahead and raise your hand. I'll be looking at you and I'll come back

and grab you. Here's my business card in case I get tied up with somebody else and you need to come back later."

That's the way that you treat somebody that is a freebie seeker. What was happening there is you're building a relationship with that person. That's the retail example. In the online world example, building a list, acquiring that lead, that person that is a buyer but just hasn't bought yet, you need to build trust with them. You must assume that the only reason—there's really—it's one of two reasons. It's either price or trust, one of the things was wrong, it was a mismatch between the price or trust. You've got to build that relationship with them over time. We do that by automating emails to go out with them on a regular basis.

I think a lot of people assemble a list and then they're afraid to mail it. Like "Oh my god, I'm not going to mail my list." Why? "Because they might unsubscribe." Why the hell did you build it for then? You built a list to what? To just save it on a hard drive or something? Who cares if they unsubscribe? You're not going to—you can't not mail your list out of fear that people will unsubscribe, it defeats the purpose of building a list. If they unsubscribe, learn from that and try again tomorrow. Try twice tomorrow. Build again, keep building, don't ever apologize for emailing someone that asked you to receive your emails. They can unsubscribe if they want at any time.

I encourage people to unsubscribe from me all the time. If we're not a good fit, let's part ways right now because we're only going to end up pissing each other off in the future. Either I'm going to email you something you didn't want to hear about and you're going to get all upset because I was too frank, too forward, too much of reality hits you at one time and you were looking for somebody to just pat you on the head and tell you, "Don't worry, you're going to be rich tomorrow." Or you're going to email me back trying to tell me how I should be doing my marketing and how I should be running my business and all that and I'm going to get upset at you, and I'm going to end up unsubscribing. I can click the unsubscribe button for you too as well. That's the indifference and the posture that I run my business with.

Don't be afraid to mail your list, mail your list, that's the purpose, that's the purpose of building a list is to mail the list. Whether you're a product creator or an affiliate marketer, the thing to keep in mind here is the list is pivotal, but one of those two things brings you to having a list, the other one doesn't. Can you guess which one that is?

Let's talk about striking a balance first. Determine what part of your business is the chicken and which part of your business is the egg. What comes first? Should I jump into affiliate marketing, or should I jump into product creation? I think a lot of people have that—did the chicken come first or the egg? How could the chicken have been born if there wasn't an egg? That's how the scientist looks at it. How does the religious person look at that? They're like well no, God created the chicken, the chicken laid the egg. Two different frames of thought there. You must determine in your business what part of our business is the chicken and what part is the

egg? What needs to come first? You're going to find yourself being pulled in a whole bunch of different directions. I've already mentioned to you how important it is to be doing both product creation and affiliate marketing. If you had to choose, you know now that both of those are a very important part of your business and whether they'll eventually become two of your most profit pulling killers as there are several.

Which do I start first? How do I choose this one and work on this one? It's important that you diversify. When you're building your business, you must diversify but you must diversify strategically. You can't just say, "I must build a list, or I must create products, or I must do affiliate marketing, or I should also do bonuses, or I should offer this, or I should do that, and had this video about five pillars so I need to do five things." You know what? If you set off like that, if you set off to just diversify because someone somewhere said that one point another that you need to have a list or that you need to be using WordPress or that you need to do this or you need to do that, you know what's going to end up if you follow that frame of thinking? You're going to start ten things. You're going to need various income streams but that doesn't mean that you need to start ten things right now. One income stream gives rise to the next. That's important.

Establish a goal first. Create a plan. Estimate the budget. Raise the capital. Work your ass off. Then, check your progress. Estimate the budget, raise the capital, work your ass off. Then, you just keep repeating this. You keep adjusting it on the fly. It all starts with establishing a goal. There's four points to every single journey, start point, end point, a vehicle, and a map. Start point, end point, vehicle, map. If any one of those things is missing or unclear, you're not gonna get anywhere. You're not going to be able to strike a balance. Establish that goal, create that plan, estimate the budget, and you need to then raise the capital. I think that that's the part that people get screwed up with.

Once they start really thinking about it, let me tell you something, there'll be a certain amount of people that watch this video and disagree with me. "No, no, no, I'm going to do it my own way." No problem. Eventually, one of two things will happen. You'll quit or you'll come to the realization that you're going to must raise capital and that you're going to must invest time and money into running a business, because it does require both of those things. It requires time, and money. You can always make more money; you can't make more time. You've got to be able to raise the capital.

I think when it gets to that part, when you finally realize and you're like, "Okay, I'm going to start taking this a list more seriously, okay, it's going to cost me \$3,000 or it's going to cost me \$5,000 because I want to sell a software. It's going to cost \$2,000 to develop the software, I got to build the funnel, I got to build my website. It's \$2,000 to build a website. I don't have that \$2,000 in the budget right now so what I'm going to do is I'm going to spend \$45 and buy this funnel building training course and this funnel building template and now I'm going to spend the next six months."

You traded six months of educating yourself and trying to do it yourself for a \$2,000 investment. You're going to pay with time or with money, and that's the example that I'm talking about. You need to strike a balance. You need to strike a balance not only of how much of my own products am I going to create and how much my money is going to come from affiliate marketing but rather how much of my time am I going to invest into each of these and how much of my budget am I going to invest in these. If you don't have enough of one, you're going to need to increase one. Here's the thing, when it comes to time and capital, do you know which one is easier to increase? The capital. You can always get more money, you can always find more money, you can always borrow more money, you can always raise capital. Add an extra two hours to your day tomorrow, how are you going to add 26 hours to your day?

Eventually, you're gonna reach a point where every waking hour is spent on your business. You can't, why? Because you have a family, because you have kids, you have neighbors, a girlfriend, a boyfriend, a husband, a wife, you've got a job, you've got things that also require time. You've got to take care of your house, your pets, you've got to go to church, you've got other responsibilities. Because you have these things, then you just can't raise the time side. Something's gotta give here. I don't have the capital; I don't have the time. What's got to give? The date on the goal. Since I don't have the time and the capital, I'm going to must push something and I'm going to raise the date. Now, the date gets pushed back by three months until I can make it.

This is the way you make a business plan. When you do it this way, you're striking a balance not just in your plan, in your budget, in your timeline, but in your brain. Your brain is beginning to understand and think of it like a business. When three months go by and your bank balance is still where it was there months ago, you won't bitch and moan and complain that internet marketing didn't work for you because you approached it with common sense. You looked at the budget, you looked at the capital, you looked at the plan, and you realized with the amount of time that I have and the amount of capital, I'm going to must extend this timeline and it's going to take six months now instead of three. That's just an estimate, I could be even wrong with that estimate. My point is that you're going about the decision now logically like a businessperson would, not like somebody emotional that needs to make \$500 by tomorrow.

A list will be built because of selling a product. A product will not be built because of growing a list. There is the conundrum and the solution that I arrived at when I was considering affiliate marketing, or product creation. The way that I looked at it is well I need a list to market my affiliate products too. If I create a product then launch it, I will have a list to sell affiliate stuff to. If I just set out to build a list to sell affiliate marketing products too, yeah, I'll have a list, but I won't have a product at the end of that. If I go the affiliate marketing route and just set out to build a list, I'm building the list for the purpose of growth. I'm growing a list for the purpose of growing a list so that I can promote affiliate products to it. Then what am I going to do? I'm going to keep

building a list, keep promoting products. I'm not building an asset; I'm not going to be able to sell that company. As long as I'm there, that's the only way that it's going to make money.

At the end of that if there is even an end to that, there isn't going to be a product that's automatically created. If I create a product first, a list is automatically created because you are inevitably going to have people that either bought that product or downloaded that product for free. When they did that, they entered an email address. You arrived at having a list. In your business, you need to strike a balance between these things. First, you need to determine what the hell is your business going to be. What are you going to sell in your business? How many things are you going to sell? How long is it going to take for you to create those things and build that business and create that timeline and hit that goal and all that? They need to strike a balance between the things that you're going to need. This is called problem solving, it's called logical thinking.

I chose to create an entire product portfolio as a springboard to build my affiliate marketing business. This is why today when I do a bonus for a product that is time promoting, people go nuts. People often tell me that they bought a product just because of the bonus. They didn't even want the product. They were more interested in the collection of things that I was giving away for free on my bonus than the product they had to buy to get it. That's when you know that you're good at creating bonuses, that's when you know that you figured product creation out, and that you've figured affiliate marketing out, and that you have found the way to make your affiliate marketing successful because of your product creation. You've made your product creation successful because of your affiliate marketing. You've struck a balance.

Remember, this is my opinion. These are the mentalities—these are the tactics, the strategies that I've used in my business with my wife to make money and to build a business that makes us almost six figures every single month. It fluctuates, we haven't consistently done six figures for an entire year each month yet. We make six, seven figures a year. We have a seven figure company. If I were to sell this company and get a valuation, we could sell it for multiple seven figures. We've done that. I'm not saying it not to brag but we've done that from our home here. We've gone through a lot of ups and downs and the stuff that I'm talking about here is not theory; this is stuff that we've done. These are my thoughts, my opinions, things that have worked for me. If you ask ten marketers the same questions, you're likely to get ten different answers because again, there are thousands of business models. What works for one guy might not necessarily work for the other guy. There isn't one beginner's section, there's isn't one set way to do internet marketing or to make money from the interwebs, there's thousands. What's your idea? What's your business plan? You can't expect the internet to come up with all these things for you. Remember, it's about the marketing, not about the internet. I think the average person that turns to the internet to make money, they focus way too much on the internet and not enough on the marketing. What I've found is that 90% of my success is a result of marketing. The

other 10% is a result of the internet stuff, the tools that I use, the tactics, the training, the videos that I watched. Whether it's WordPress, Joomla, HTML, or whatever. That makes up 10% of the success.

Ultimately, I want you to understand this. This business, for me, is not a hobby. You should have realistic business expectations. Create a business plan. Create a timeline. Create goals for yourself. Create a daily schedule for yourself. How many hours are you going to work on this department of your business today? How many hours are you going to work on branding? On public relations? How many hours are you going to spend on Facebook, social media, Twitter, just establishing those connections, those contacts, making those friends, being in those groups, liking those posts. How much public relations are you going to do today? How much research and development are you going to do today? How many blog posts and forum posts are you going to read? How many trending topic articles are you going to read in your industry or your niche that you're creating a product in.

Speaking of creating products, how many hours today are you going to spend in your plant? In your warehouse? in your manufacturing department creating your product, writing your eBook. How much are you going to spend in your development department building a website. Every single day, every one of your departments deserves some of your time. You can invest that time, or you can invest money in taking care of each one of those departments; it's up to you. Which one can you make more of? It's a business, it's not a hobby, and you should have realistic expectations about this. I hope you enjoyed this video, and I look forward to seeing you in the next video. Take care.



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