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Commission Magnet

We're going to be talking about the Commission Magnet process. This is a way to creating campaigns that attract commissions. They attract commissions by way of attracting customers and making those customers buy.

Commission Magnet is essentially a tool or a campaign for attracting commissions that way. I'm going to talk about the three main components of creating a Commission Magnet, a campaign that attracts commission. We're going to do this by first defining what exactly is a magnet.

Obviously, in the traditional sense, a magnet is a piece of metal that attracts other metals. What do they not attract? They don't attract things that aren't metallic in nature. They're going to attract metal, and this is very important because when we're talking about attracting commissions, and attracting customers, pulling them in. I think sometimes we think that we can create magnets, so to speak, like our website, whether it's a bonus page, or squeeze page or something.

We think that it's going to just magnetically pull people in but even magnets don't attract everything. They're only going to attract the specific type of thing that they're designed to attract. If you hold the magnet up against a bunch of plastic people, they're not going to be attracted to it. But if you hold it up against a bunch of metal people, they're going to be attracted to the magnet. In other words, the bait only works if the prey wants it or needs it. In the case of the magnet and the piece of metal, they're magnetically attracted. It's the law of nature because of the ions, the particles that are charged inside of the metal. They're attracted to one another, so they pull towards each other.

It's a little bit different when we start talking about this attraction kind of thing in the sense of baiting and baiting the prey, like if you're fishing, you put bait on a hook. The bait is only going to work if the prey wants it or needs it. I think if you start thinking of it this way, if you start thinking of it like, attraction depends on the components of the thing that's attracting and the thing that's being attracted. Some things just are incompatible. You can't just create a website and think it's just going to pull all kinds of people.

In that same kind of token, you can't just take your website and point it at everybody and think that it's going to pull all those people in. It's only going to pull in the people that are attracted to it. If you're pointing it at a bunch of plastic people, they're not going to be attracted to it. Just because you have a beautiful magnet doesn't mean that you're going to attract people.

I think this is kind of where good people are trying to set out to make money on the internet and create websites, this is kind of when they realize, "Why isn't my website attracting people? Why

am I not building a list? Why aren't people subscribing? Why don't I have any visitors? I'm trying and people just aren't coming, people just aren't opting in, people just aren't buying from me."

Understand that there's a few components, a few logical pieces to this attraction process. Here's the good news, once you understand, you just apply it to conventional wisdom, and these examples that I'm giving you, a bait and fish, a magnet and a piece of metal, once you start thinking of your marketing that way, you'll be able to attract the right kind of people, and better yet, you'll be able to assemble the right kind of people.

When you put a magnet in front of them, they all get pulled in. Think about it, what would happen if you took your magnet and you dropped it in a bowl of little plastic toy soldiers, absolutely nothing is going to happen, nothing is going to be attracted to that magnet. If you put that magnet in a bucket of toy soldiers, you're going to pull that magnet out, the same exact way it came in.

What happens if you put that magnet on the end of a string and you drop it in a bucket up of BBs, or some sort of little metal things like Jacks, whatever kind of little metal toy, you're going to pull out a magnet that's full of attracted metals, a whole bunch of BBs are going to be attached, or a whole bunch of little pieces of metal, because the barrel that you put it into, the bucket that you dropped it into was filled with targeted pieces of audience, or targeted receptors or whatever the hell you want to call it. You're putting your magnet into an audience that wants and needs to be connected to it.

I'll give you an example—food. Food attracts hungry people. It doesn't necessarily mean that food can't catch your eye even if you're not hungry and say, "Oh, that looks delicious." It attracts you and it pulls you in to eat it. Food is going to attract people that are hungry. The same exact thing has to do with bait. If the prospect is full and is not hungry, if the prey is not hungry, then guess what? The bait isn't going to work no matter how delicious it is, because the prospect isn't hungry, so they're not going to go after it, they're not going to try to eat it.

You can't really sell steaks to vegetarians. Presuming that they are hungry—there's a few components here—it's not just to be attracted, what if they're not hungry? What if they're full or they just ate dinner? What if they don't eat the thing that you're giving them? What if they're vegetarians and you're trying to lure them in with steak, even if they are hungry, they're not going to come and eat.

The point I'm trying to make here is that when it comes to attracting, when it comes to getting people to come to you, there's a few variables to consider. Stop beating yourself up thinking why I suck at this, I suck at marketing, I suck at everything. You just got to understand the basic concept of being able to attract people into your marketing, into your sales pages, into whatever it is.

When we're talking about attracting people into a process that's going to make us commission, you've got to connect the buyer with the products. In this situation where we're talking about

magnetizing people, and attracting people to make commissions, to make a commission, you've got to be the middleman. You are the middleman.

Now, there's three things that I promised I was going to explain. These three things are the most important things to consider when you're trying to create a commission magnet process, that is, you must have the right type of product, and the right type of audience, and you're going to need the right type of bait to connect them. If these things aren't congruent, then you're going to fail. It's kind of like I just described in the food scenario. Maybe you have a hungry audience, but if you don't have the right type of bait, if your audience is vegetarian and you're trying to pull them in with steak, guess what, it doesn't matter how hungry they are, you're not going to be able to pull those people in.

What if you are putting them in with nice, beautiful vegetables, and vegetarian dishes, but they are stuffed, they just finished eating dinner? It's going to be very tough to pull them in at that moment as well. It's not just about the audience, it's about the time, is this the right product, at the right time, for the right type of audience.

Do you have the right type of product, and do you have the right type of audience. Some people will say, "Well, I find the product first, and then I go look for the audience." in my opinion, it's much easier to put a product in front of an audience than it is to find an audience for a product. It's a lot easier to find the audience that you've already gathered than it is to have a product and then go try to bring people individually to it. I hope that that explains what I'm trying to say a little bit better. The reality is that most people out there set out to do this wrong. They go and they find the product first, and then they're like, okay, let me go and try to find somebody that would be interested in this product.

Instead, assemble a group of people with an interest in the niche, and then go find products that those people will be prone to buy. Put those products in front of that hungry audience. At the time that they're hungry, after you've made them hungrier, after you've teased them, or after you've given them some appetizers, now, it becomes a lot easier to get them to buy. That's the active you are the middleman. That is, you being in the middle connecting that product and that audience and using the right kind of bait.

Do they want it, do they need it, and can they get it? These are the things that you need to consider with the audience. We're going to talk in a minute here about the pleasure principle, and what causes people to want to buy things, and act on things. What you must understand is that not everybody is going to want something, not everybody's going to need something, and even if they want it or need it, not everybody's going to be able to get it, not everybody can afford it, not everybody's not in the right time for them.

All these variables play a role in whether your Commission Magnet process is going to work. Commission Magnet is a campaign that takes all these things into effect, and when you take all

three of these things into effect, and you think of them the way that I'm talking about it, and you go about it strategically just like, "Look at this product on JVZoo, that looks good. Let me just promote that. Let me just go to Facebook and put a link for that thing."

That's just praying and praying. That's just like shooting an arrow up in the air with your crossbow and hoping that you hit something. You're just kind of like shooting into the woods and just hoping that it happens to land on something, and that you're able to feed yourself that way. That's not the way that you hunt. That's not the way that you get an animal to eat. That's not the way that you go fishing for sure, just grab an arrow and just shoot it into the water and hope you hit something.

You've got to take a few steps here; you've got to find and understand the audience. If you said to me, "Well, look, your example about shooting an arrow into the ocean isn't really that accurate because I can shoot an arrow into the ocean and catch a fish." "Would it be in an area where you know the fish are? Are you shooting that arrow at a school of fish? Is it like inside of your actual spot that you always go fishing in because you know the fish are feeding in that area?"

This is what I'm talking about when I say, finding the audience and understanding the audience.

If you've got a specific spot on the lake that you know the fish are always feeding at for whatever reason, maybe there's planktons there, there's freaking algae, or that's just a source of where they feed, where there's a lot of brine shrimp from, they just go there to eat, and know that this is like an active area where fish are eating, and then you also know the time of the day that fish are in this area eating because the temperature of the water, where the sun is in the sky, and this is the specific time and spot, and now you say, "I know that there's hundreds of fish right here in this area. I'm going to shoot an arrow." Obviously, the chances of you catching something are much greater.

Shooting a fish in a barrel is a lot easier than shooting for fish in the ocean. Where's your barrel? Where is your barrel? Are you assembling these people, have you found them, do you know where they are? Because audiences leave clues. Specific people gather, they gather based on shared interests. Humans are hunter gatherers by nature. We've been forming tribes, and clans since the beginning of time when we were just troglodytes, living in caves. We've always grouped together to survive. To this day, even on social media sites, people group together based on common interests.

If you share hobbies as certain interests, if you share certain careers, or certain age groups, different people have different reasons for congregating, but we congregate. We come together into groups and those groups are where your audiences of similar interests are. Now that you know where they are, and you can identify where they are, it becomes a lot easier to shoot them in the barrel, to shoot fish in the barrel, so to speak, I'm speaking figuratively. Obviously, we never

want to shoot your audience. But now you can look at where exactly they are, what kind of clues, do these people frequent a particular type of blog, do they read a particular type of article?

To find and understand your audience, you want to become a serial profiler. Do you remember the movie *Silence of the Lambs* where Clarice played by Jodie Foster—she's like this FBI investigator, and she's in charge of finding the serial killers before they commit the next murder. They go to these murder scenes and base them on what they see, based on information about the victim, based on clues that have been left behind, they create this entire profile about the person they're looking for.

Their height, their weight, the color of their skin, where they were raised, their emotional states, they can create this entire profile based on clues that have been left behind. Audiences leave clues as well. The better you get at finding those clues, and identifying where these people are congregating, the better you're going to be at putting that magnet in front of them because now you're narrowing it down.

Once you get good at this, this is going to become second nature. Now, affiliate campaigns are always going to be profitable for you because you literally are just going and taking the product and putting it in front of a whole bunch of people that are prone to buy it. You look for those people because of those reasons.

Where is that barrel? Consider the places where people gather online. The purpose here obviously is to sell the digital product, we want to make a commission in exchange for them buying a product through our link while we're going to get paid. We want to find these people in a place where we can put a link in front of them that they can click, so where are these barrels? Are they on Facebook? Are they gathered in a barrel on Facebook, a Facebook group, a Facebook page. Is it on YouTube, where exactly is the barrel that these people are all gathered, and swimming around, waiting for dinner time, is it on Aweber, are these people gathered on your list.

Here's an interesting thing, are they gathered on your Facebook or on somebody else's Facebook? Are they gathered on your Aweber or are they on somebody else's Aweber. Is your target audience, is your ideal audience currently sitting in a database on somebody else's Aweber account? That might be somebody that you will think is an affiliate if that's the case. Are you going to buy the product, or are you going to buy the audience? Are you going to buy that audience by purchasing a solo ad for example, or a media buy.

Do they live on somebody's list, and will that person rent you that list? That's what we call purchasing a solo ad. Are you going to buy that audience by purchasing media in the sense of banner ads on certain websites that those people frequent? Maybe you're going to put an ad in that barrel, you're going to put a banner inside of the form that they go to, or inside of the group that they frequent, or you're going to buy some ad space on a blog that this audience always goes

to. There are ways that you can buy this audience. Are you going to buy Facebook ads to target these people specifically based on things you know about them from the clues.

Another thing is, are you going to borrow it? If you're following along, the ways to really hit the traffic are, you can buy it, you can borrow it, or you can create it. Borrowing means you're going to make a deal with someone to promote you like you would in a launch. Promote your products, promote your thing like you would in a launch. This gets a little bit tricky when you're doing affiliate market because why would somebody lend you their traffic for you to make money with it, and why wouldn't they just make money with it directly. Borrowing traffic requires a mutually beneficial arrangement that we're going to talk about a little bit here.

The third option is going to be to create traffic. How do you create traffic? Remember we mentioned hunter gatherers, assemble your own tribe. Imagine assembling your own tribe in a stadium of your audience. The barrel, think of it as a stadium where you assembled everybody. Now, since you are the head of the group, you're the guy that assembled them here, you're revered. It's your own place, your forum, your blog, your Facebook group, your database like Aweber, GetResponse, whatever it is, it's a place that you assemble them all. You gather them all here, and now they're here, and you're feeding them information, they revere you and when you talk, they listen. Finding and understanding your audience means that you can buy, you can borrow, you can create, and these are the methods of doing that.

Now, let's move to the second part that we talked about which is finding the product now. Remember the three components, the product, the audience, and the bait. This goes hand in hand with finding and assembling the audience. What were those clues? What exactly were the clues that led you to find this congregation or this group of people? What is it that you used to identify the audience? Because these same exact things are going to be the things that help you identify the product, and sometimes these things can be done in parallel.

You can say, "I've identified a group of people here that are very passionate." Maybe they're all churchgoers, and churchgoers tend to be passionate about this subject, and I'm putting those things together now. I know that these churchgoers are very passionate about baseball caps or whatever. My point is, if you were to find a thing that churchgoers have in common, they all have this interest, well now, everywhere that churchgoers congregate online becomes a place that you can put this thing in front of them.

You can show them an offer for that thing that you learned that they like, or that they're familiar with, or that they're interested in. Identifying the audience is going to reveal their needs and their wants. This is the part where it's important to understand the pleasure principle. Everything that we do as humans, it's been proposed that we do it to either increase pleasure or to decrease pain. That's called the pleasure principle.

People buy things because it's going to make them feel better, it's going to make them feel good, it's going to give them enjoyment, or they buy things and they do things because it's going to decrease pain, or it's going to remove some pressure, or it's going to alleviate a problem that they're having in their life. That's the driving force in one direction or another. When you're looking for the product, your product must do one of those two things for this audience that you've already identified as being prone to have a connection with that product.

When you're doing this, you are setting yourself for success 100% of the time. Carefully select worthwhile products that they need, or that they want, and here's the whole line and sinker, get incentives. Assemble incentives that make it a complete no brainer, and these incentives are bonuses. This is what pushes people over the edge.

If you've done everything I've talked about so far; you've identified an audience that you know has a need, you've seen their clues, you've picked up on them all, you've already out now identified what's the thing that they need and that they want, you know exactly the pain points that they're trying to alleviate, you know exactly what are the pleasure points that you can touch on, and you know exactly where these people assemble, where they congregate, where they are because you know what things they have in common.

Now, you're going and you're finding the exact products that they need that you can put in front of them, and then they're already prone to buy those things. What you're going to do to set yourself apart from anybody else that's in there trying to show them these things, is you're going to give them an incentive that makes purchasing through you a complete no-brainer. Usually, that is sweetening the deal, giving them something else, giving them an additional thing.

I wanted to talk about creating the bait because that was the third component—the audience, the product, and then the bait. The bait is the thing that's going to make them look at your audience. Unfortunately, it's not like magnetism, the positively charged ions in the metal that's just as a law of nature, going to attract them to your thing, you must get their attention. It's more like fishing, and you got to get the fish's attention.

Just because he's swimming in the area and he's hungry doesn't necessarily mean that he sees your hook and your bait. You must lure them in. How do you lure them in, it's got to be shiny. Whatever method you're going to use, you've got to pull their attention in the group, you've got to pull their attention to the bait. How do you do that? We do this with an ad, with an image, with the creative, with some sort of copy, with some sort of headline, with some sort of bold claims, statement, reference, with something that holds their attention, attracts their attention.

This could be a post, this could be something that makes them want to read it, this could be something that, based on the clues and the things you know about these audiences, is going to cause them to react. It's going to elicit an emotional or visceral response from them, and get them to engage, it will get them to look at what you're doing.

For example, I have a very active group that I'm a part of, and they tend to be very emotional on certain topics. The topics are sometimes controversial topics. It's funny because when you drop a controversial post, or a statement, or you refer to a controversial post about a particular topic in this group that I know these numbers are very interested in or very passion about, it goes crazy, it goes nuts. A post in that group about these controversial topics just gets so much engagement, just gets so much activity, but posts about something else like the weather, or something in general, it doesn't get any activity at all, or very little activity.

Why? Why does this happen? Well, it's because they've been lured, it's shiny to them. They all have this in common. Once they see other people getting attracted to it, suddenly, more people get attracted to it. The bait must smell tasty, and it must look enticing. It's got to be attractive. It must make them go, "Ooh," when they look at it. They've got to be attracted to it. In the biological sense we have periphery, we have peripheral vision, and when we see color changes, light changes in our periphery—it's just a survival instinct. You see something, you see a flicker of light, or some light changes from the corner of your eye which is your peripheral vision, and you look.

It's a survival instinct, you want to make sure nothing's going to come and eat you; you're not going to get hit with something. It's just survival instinct to look to the right, to be pulled that way. There're other things that attract our attention as well. Online, it's got to be things that elicit visceral response that get people really engaged. That's how you were pulling them into your campaign, into your magnet.

The bait must begin out of reach. I see people screw this up a lot. Even though they understand everything I've said until now, they're like, "I got it. We got to find an audience; I've got an audience. I've got a great active audience of people that like fishing, or like building model airplanes, or whatever. I've got this group of people and not only do I have this group of people, but there are also millions of people like this. Once I completely saturated one source, there are hundreds of other sources of these type of people, I've got a directory. I can make so much money off of this because I will have so many products." Even if you find the audience, a lot of people screw up in baiting them, because baiting them is getting them interested. I mean getting them legitimately interested in solving a problem or increasing pleasure. What must happen is your product needs to begin out of reach. It needs to begin out of reach, and then become closer to them as their interest grows.

People don't want you to shove products down their throat. That's the bottom line. Have you ever had an experience with a pushy salesman? You're just like, "Oh god, I can't stand it. Get away." It's probably because it came at you instead of keeping it out of reach or beginning out of reach. I had a really great experience the last time that I bought a car because the sales rep was so indifferent. The sales rep was like, "Hey, my name is John. I just want to let you know I'm here, have fun, look around, if you need anything come get me."

That was it. Man, I was like, "Okay, cool." I'm going to shop around and then I'm going to come over. He was looking at me the whole time, I'm sure if he saw me start to leave the lobby, he would come out and try to talk to me, but he didn't pressure me. He didn't shove it down my throat. The bait must begin out of reach, within sight, but out of reach. She put it in the area, you put the post in the group, and you let them come, you let them see it, and you let them start talking about it, now you let them engage. Now, these people have seen the bait, they've seen the bait. They've seen the lure, now you can put the bait in front of them. The link, the offer, or whatever it might be.

This is how it would work in a digital group, a forum, a YouTube channel for example, Twitter feed, anywhere where there's a conversation of multiple people, or a group partaking in. It works a little bit different with email marketing if the prospects are on a database, right. But the idea is that you don't shove the product down their throat. You want to pull the string.

Consider fishing, when you've got bait on a hook, and you've got a line on there, and you throw the line in the ocean, or not in a lake, or in the water, and you feel a little tug, what do you do? You tug back. You reel a little bit, and you tug back. You're just pulling the bait away a little bit. That makes the fish want to come after it, and makes it want to grab the bait. You don't just automatically start pulling the moment you get a little tiny bite, because that fish is just circling the bait. You got to just pull a little bit, let them come after it. It's got to be out of reach, let them come in and grab it. You pull the string, you don't push it, because when you pull the string, that's when you're really going to land the big fish.

Let's talk about executing this process. I've gone through a lot of points here. Once you've assembled the audience in the barrel so to speak, and you know what they like to eat. You've got to put the lure; you've got to put the bait in front of them right when you know that they're hungry. If you do it at the wrong time, even the right bait will be ineffective. In the form of internet marketing and affiliate marketing, that lure could be an ad, or it can be an email about the problem or the pleasure that they need at this stage of their life, or their career, or their time. You would know when that is because the audience leaves clues. You're familiar with it, and you've assembled this audience, and you put these people together based on those very needs and wants. Now you're putting these ads, or these emails, or whatever is in front of them to lure them.

Now, if you're buying the audience, it's a little bit different. You can target them with an ad that promises the exact thing that they want. You can target a specific audience and then maybe you're going to give them a taste of it for free. You want to try and get them in for free. Give them a little bit of what it is you want to sell them. Send them to the main product directly after you've given them something free. Maybe like a review, a report of the product. I see people doing this very successfully with reviews.

They find an audience that's very prone to buy a product, or that needs a product, then they go, and they find the ideal product for this audience, and they create a review about it, or they buy the product, and they make a report about it, they make a video about it. They create something to wet the beak of the audience that they're going to sell the product to, and they give them that thing as free value before the person even does anything.

What will happen is this kind of weeds out the target, it's going to bring buyers in. It is a little bit different though if you're borrowing the audience. Remember I mentioned a situation where you can borrow that audience that you're going to attract, and that you're going to be the middleman for. Obviously, if you just go up to an affiliate that has an audience already built and you say, "Hey, let me borrow all your people so I could sell shit to them." That person is going to probably be like, "No man, I can sell stuff to them myself, that's why I assembled this audience."

If that's the case, you're going to have to compensate the lender. If you want to borrow a traffic, you must compensate the lender, or the affiliate in this scenario. You have got to compensate them somehow. What works well here is to give them 100% commissions on whatever it is that you're giving them or selling them to wet their beak. Whatever thing it is you create videos, or a review, or a report, whatever it is you made to wet their beak, instead of giving it to them, sell it to them. Sell it to them, and let the lender, the person you're borrowing the traffic from, let them keep all the profit.

You're literally creating this thing which is a report or a lure to the bigger product, and you're creating it literally for the purpose of connecting the audience that you want to hit up with the product itself. That's the purpose of creating this thing—you're creating a product for the audience. Instead of trying to create an audience for the product, you're creating a product for the audience. You're not going to give it to them in this scenario where you are buying the traffic, here you're borrowing the traffic.

Instead of giving them the item, you are going to sell them the item. You're going to sell them the item at a ridiculously low price that's just like a no brainer, and then you're going to give 100% of the money to the lender, to the person that lends you all that traffic, that lends you his audience, and this is how you made a connection. All these people that were your customers, that you wanted to get a commission from, are currently sitting in that group of people, that audience is sitting in somebody else's barrel.

You created a magnet, and you said, "Hey listen man, I'm going to put this magnet in your barrel, I'd like to put this magnet in your barrel. Every time somebody gets attracted to it; you're going to make this amount of money." But once they're attracted to that magnet, you've got that person. Now this is enticing for the other guy because he can make money without having to create the magnet because you made the magnet. Get it?

This is why we do 100% commission, loss leader at launches. We create products that enable us to tap into somebody else's audience. The cool thing about it is when you do it in the form of a launch, you can do it with 100 affiliates at the same time instead of just doing it one at a time, you get a whole bunch of affiliates to give you their audience at the same time.

Let's talk about the third type. Creating or assembling the audience yourself because that really is what it is—you're assembling the audience. What you're creating is a relationship with the audience, but you're assembling them, and you'll have to create content that attracts them, that's what you got to do. Content is what's going to attract these people to the congregation. Then you're going to have to routinely supply the content that keeps you on the podium. That's how you're going to be talking to these people. This can be things like videos in a YouTube channel, daily tweets, or daily posts on a blog. You attract these people based on an interest, based on whatever it is. This is your stadium, this is your place of gathering, this is where everybody comes to.

You house all your people there, you house your audience there, this is where you assemble. This now becomes your congregation. Now there's a lot of value here because now you can also become a lender. You can sell people stuff of your own in that congregation, you can recommend products to that congregation that you've assembled, and you can also now be an affiliate. You could let other people borrow and compensate you with 100% of the product that they're doing. This is the power of creating your own audience.

When I say create your own audience, you might look at that in the terms of building your own list, it can be a subscriber list, but don't put all your eggs in that basket because nowadays, there's people out there that have Facebook groups that are much more powerful than a subscriber. There're just people out there that have tens of thousands of people subscribed to their YouTube channel, all they got to do is post a YouTube video about a product, and boom, they make tens of thousands of dollars.

It's not just about building a list; it's about creating an audience. When you look at it this way, when you're looking at it in the sense of attracting a person, creating a commission magnet process, you're going to look at it in a way that's really going to lead your profit, and it's going to give you a whole different spin on your business. What you're really creating is a relationship with your people. You're assembling the audience, what you're creating is—I say, buy, borrow, and create—but really, what you're creating is a relationship with your assembly. It's bought, borrow, or assemble, assemble your own.

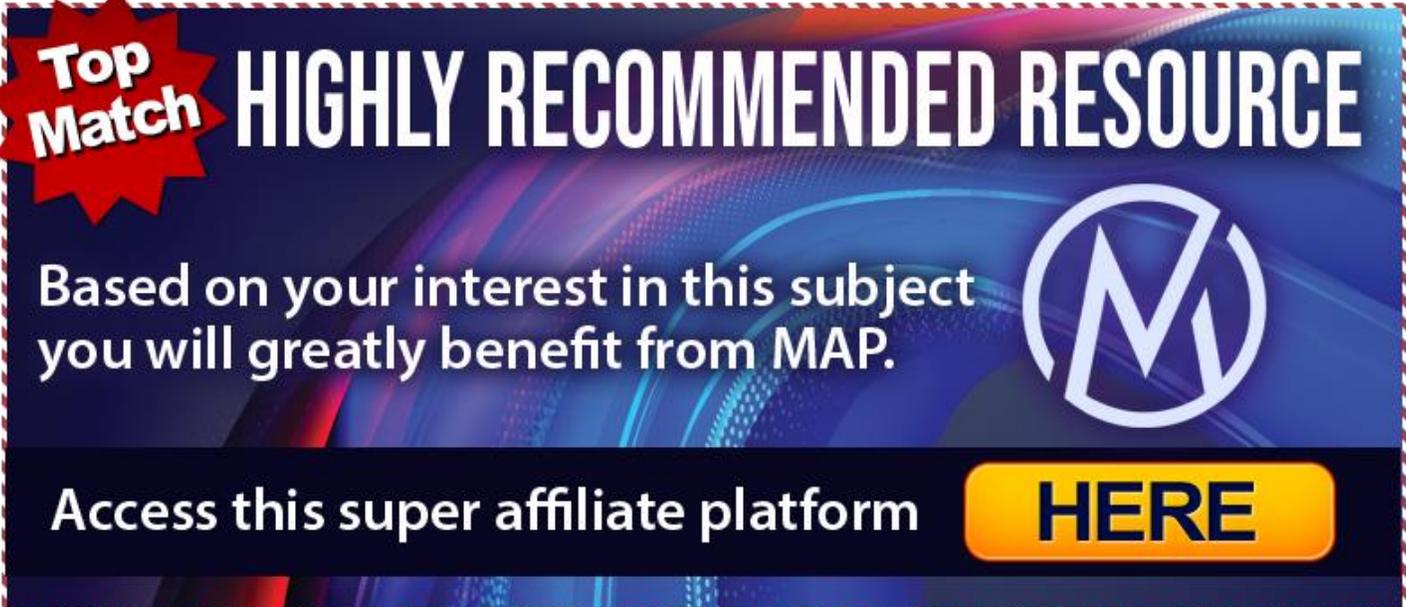
Once you've assembled them, you train them to react the way that you want. You can train your people, just like any kind of group is taught to respond when the leader of the group says a certain thing or does a certain thing. You can train them to show up at a certain week, a certain time of the week, or a certain day of the week because that's the day that you have your meeting,

that's the day you have your talk, that's the day you send your newsletter out, you train your people.

One of the things that's awesome and I want to stress this is bonus offers. Bonus offers are an excellent way to create that shiny bait that simultaneously incentivizes the audiences for taking action. Whether you're borrowing them, or you're creating them, or assembling them like I said, or if you're buying the traffic to it. When you have that shiny bait, when you have that very interested audience and you've got that shiny bait, and then you've got that product that they need or they want, they're already prone to buy. When you throw an incentive in there, that's just going to solidify the deal for you. It makes sure that they're going to buy, and that they're going to buy through you.

This is the Commission Magnet process. This is really the way that you should look at it, if you want to create successful campaigns all the time. It's just a matter of training your brain to look at the processes a little bit differently. Because it's not just about building a list, it's about creating a tribe, creating a following, and creating an audience. To have that audience, and have that following, you've got to identify those people and identifying them is a lot easier than you think because these people leave clues, because we're hunter gatherers by nature, and we share a lot of things in common.

Once you have groups of people in common, well then, finding products that those people are going to want and need becomes second nature. It becomes easy. Then creating bait, bonuses, and incentives, and things that connect them, that's just going to make you a very successful middleman. This is a process that you can repeat repeatedly and make a very comfortable living with it. I hope you enjoyed the Commission Magnet process. I look forward to seeing you in the next video. Take care.



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