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## Online Income Automation

I'm going to talk to you about attracting money month after month without having to lift a finger. I know that the whole “money on auto pilot” phrase is probably one of the most over abused phrases in the internet marketing realm. You've probably heard it so many times that you're sick of it. The reality is that you can in fact automate the money-making parts of your business so that you can focus on attracting new customers and basically feed them into your automation. It all comes down to setting things up right in the beginning, inserting little tripwires that we call butterflies in the beginning of your marketing. I'm going to get into a little more detail about how you do that but it's important that you understand that you can do things right now, little, tiny things, in your websites, in your squeeze pages, in your funnels that will turn into a lot of money down the road through automation.

Let's jump right in and let's start by understanding the butterfly effect in marketing. You might have heard what the butterfly effect is in the past, and in chaos theory—I'm going back to my college days—a tiny change of an initial condition can result in a large difference later. What I mean by that is the flapping wings of a distant butterfly that's thousands of miles away can affect the formation in the path of a hurricane. This is the concept that everything is connected and one little motion in the air by a butterfly's wings thousands of miles away can affect the chain reaction and the molecules in the air that affect climate change and affect the direction of a hurricane. It's like they say the straw that breaks the camel's back so that you keep putting straw, and straw, and straw. That one final straw, the weight of that one straw was all it took to finally break the back of the camel. As terrible as that sounds, that is the example.

In 2006 if I'm not mistaken—it might have been '05 don't quote me, I'm pretty sure it was '06—Mike Filsaime proved this concept in marketing that the butterfly effect works in marketing as well. He created a product called butterfly marketing that taught how to insert little, tiny things in your marketing that result in big, huge profits later on down the road. That's the kind of thing that we're going to be talking about right now in this video; how to automate income and make sure that down the road, a whole bunch of money continues coming in without you having to lift a finger by you inserting these little butterflies right now.

I think the biggest one—and probably the most underestimated one—is the autoresponder sequence. I'm going to dedicate an entire slide here to this and I'm going to talk to you about this because this is in fact one of the most underestimated money makers. I think the reason it's underestimated by most marketers is because it takes so much time to set up, it does, it's a pain in the ass. You've got to take time to write out a whole bunch of emails. You can't just write a bunch of arbitrary emails; they've got to make sense. One email must build on the next, and

you've got to write it out. The cool thing about this though is that once you create an autoresponder sequence, a series of emails—it could be ten emails long, 15 emails long, 20, 30, 40, 50 emails long, the longer the better, the more relationship building you're going to do with the subscriber.

Once you've gotten this ball rolling, it can go on forever and ever inside of your autoresponder. When somebody subscribes to you, they could be subscribing today and start receiving email number one while the guy that subscribed the month ago, he's receiving email number 17 today. People are in different positions on your autoresponder sequence, but it's a series of emails that you only wrote once.

An autoresponder sequence is something that you do way in advance. You type this thing out way before you start promoting your squeeze page, way before you start selling your product. You want to do several of these; we're going to talk a little bit about how many when I draw this out for you a little better so that you understand the purpose of the auto responder and so that you understand how it makes you money. Remember, the whole idea here is to keep the money coming in automatically. I doubt that you got into business or to internet marketing because you needed more friends or because you wanted to send a bunch of—it comes down to making money. Yeah, if we become friends in the process of making money, that's awesome. But the whole idea is to create a series of emails that are going to build trust, build a relationship, while leading you to auto pilot money.

The cool thing about this is that these emails go out automatically without you having to login every single day. "Oh my god, I forgot to send my emails today. I got to do it." We do send daily emails, those are broadcasts. We'll talk about that later and possibly in a future video. What's important for you to understand is that once you set this thing up in your autoresponder, it's just going to automatically happen. You determine in advance the intervals that those emails are going to go out in. You can determine that they go out once every day, one every two days, one a week. Maybe some lists you're going to want that email to go out daily while other lists you're only going to want them to receive an email weekly. Sometimes, you have people that belong to multiple lists. If you're doing it right, they're usually going to be on one list per funnel. I'm going to talk to you about why that is in a minute here.

Every single breakpoint in your funnel should land your prospect on a list. What is a breakpoint? It's exactly what it implies; it's any part of the funnel where the connection with that customer can break. Meaning where they have an option to say no, I don't want to keep going here, and they just either leave, or stop continuing down the funnel. If you've done it right, they opted in to a list to get into the funnel to begin with. If they purchased something, they were automatically removed from the free list that they opted in with, and they've been moved now onto that purchase list that you created. Maybe that's a low-ticket purchase list. Maybe if they

bought the upsell, they're now on the upsell list and they were automatically removed from that low-ticket list.

We've already passed three breakpoints. The customer has been on three lists but when they subscribe to the next level, they're removed from the prior level. Each one of these are breakpoints in your funnel and each one of them should have its own respective list. We're going to explain this a little bit more in a diagram; sometimes this is easier to understand when I draw it out. I'm going to get crazy with my little tablet here in a minute and start drawing out a picture for you. Every single list that you have in your autoresponder should have a sequence attached to it; that's the bottom line.

Whether they're on the free list because they didn't pay any money, they just opted in on a squeeze page, they should be on an autoresponder sequence and they're getting daily emails building a relationship with them trying to get them to buy the low-ticket product. If they've bought the low-ticket product, well then, they were removed from the free list and now they're getting daily emails building trust and establishing your relationship, talking to them about all this cool stuff that they got inside their low-ticket product, and trying to get them to buy the mid-ticket product, the next level up. Then, if they do buy the mid-ticket product, they're removed from the low-ticket list and now they're on a new autoresponder sequence that starts building a relationship with them to try to do what? Build trust and get them to buy the high-ticket product which is going to move them yet again.

This is the kind of thing that is set up way in advance, it requires time, it requires some thought, it requires you sitting down and typing up some emails, maybe drawing it out on a piece of paper, having a plan of what products I'm going to promote, of how I'm going to—maybe on day one I'm going to say this, maybe on day two I'm going to share some value. And then going in and writing those emails and then queuing them up in your autoresponder and setting the interval that it's going to go out; it takes time. That's why it's the most underestimated money maker. Most people don't do it because, "Oh my god, I don't want to waste time doing that." Then they get in the catch of feast or famine model because the only money they see is the money that they made from their launch, so they got to be constantly launching to keep making money; it's feast or famine. They make money when they launch, they're starving when they're not launching.

For the smart marketers that are doing things like automating autoresponder sequences, they're making money even in between their launches. There's money coming in on auto pilot, dare I say. It's a very important thing for you to consider. The goal of every single one of your autoresponder sequences should be to build trust. When you build trust—remember, the reason they're on this list is because this is as much as they trusted you. This is as much as they were willing to invest in you. If they're on your free list, they weren't willing to invest a damn thing in you. It's your goal to build trust with them with your free—your autoresponder sequence that you

have on your freebie list, your freebie seeker list or whatever you want to name that list. Every list is going to have its own name.

If they're on your low-ticket buyer list, well then guess what. You only built enough trust for them to invest a couple bucks in you or whatever the low-ticket price was. You didn't build enough trust; they declined the upsell. They didn't have the money, or you simply didn't build up enough trust. Your job with that autoresponder is to get them to trust you enough to invest more money. You build trust with a prospect overtime through emails, through communicating with them, providing value, becoming their friend, being their buddy. Each sequence is designed to get them to the next level; that's what's important.

All of this is happening behind the scenes because you set it up once and—again, dare I say, I'm going to use another cliché—set it and forget it. You set it up once and then that's it. You might take a few days; three days, four days, five days, whatever, who cares? It's going to make you money perpetually depending on how deep that email sequence is. Is it ten emails? Is it three? Some people say to me, "Yeah, I set up an email autoresponder sequence." "Oh, how many emails?" "Three." Three? That's it? That's all—come on. That's crazy. I've got an autoresponder sequence that has got like 112 emails in there, something like that. You've got to really create long autoresponder sequences. The average person is either going to opt out—they're going to be like, "Okay, that's it, enough emails from this guy. I'm unsubscribing," which is fine. He didn't want to buy, he didn't like—you know what, it's fine, let him go.

The other guy, he's going to stay on there until you've built up enough trust to get onto one of your other lists and invest more money in you. Either way, either one of these things is fine. Either way, the autoresponder sequence is serving its purpose. Don't get freaked out about unsubscribes, people on your list don't make you money. If they're just sitting on your list, they're not making you money. People on your list that buy from you are making you money. The purpose of your list should be to try to get them to become a buyer. If you can't get them to become a buyer, then don't get pissed off because they unsubscribed; that's what's supposed to happen.

Aweber allows you to set up what they call automation rules. I use Aweber, I'm sure that the autoresponder that you're using—hopefully you're using a good, trusted name—might call it something else. In Aweber, it's called an automation rule. This is what you can set up to remove a lead or a prospect from one list when they subscribe to another. I can create an automation rule that says, "Hey, Aweber, when this lead—when anybody—subscribes to my low-ticket buyer list, I want you to check and see if they're on the freebie list. If they are, I want you to remove them from there because now, they're on this list. I just want to have them here." It's very easy. You can even set up different kinds of rules. If somebody unsubscribes from here, you want to automatically add them to there; be careful using that one. Anyway, this is the autoresponder sequence. This is the most underestimated money maker in internet marketing. I think if most of

the internet marketers that I knew started using this, they wouldn't be bitching about the amount of money or lack thereof in their business.

Now, what I want to do is I want to talk about some other things that are called income producing tripwires. I want to use tripwires because I think it's a cooler name than butterflies. In essence, these are those little butterflies that we talked about, little things that you set up once in the beginning and they lead to money long term later, big money later down the road. Kind of like you setting up that autoresponder sequence once and it's not going to lead you to money the next day, but down the road eventually with each person once you've built enough trust, they will buy the next level, or they will buy a product that you're promoting, or what have you.

One of the sources of income producing tripwires is revenue sharing. I think I should preface this section by letting you know that I seldom just lead my prospects to a download page. I may call it a download page, but it is always a member's area. I use Optimize Press and WordPress nowadays to deliver my products because there's so much that you can do with WordPress. It has become pretty much the standard in the internet marketing space because it's so easy to use, there's so many themes out there, there's plugins, you could really make WordPress do whatever you want it to do. I like the fact that I can create a membership site easily. My funnels lead into membership sites.

Even though they look like it's just maybe a download page, I maybe have a membership plugin in there that is keeping track of the levels of who bought basic, who bought mid-ticket, who bought high-ticket, who's just a freebie member. I have a different level for each one. Instead of having to have an HTML page for each one of these levels like I used to do, instead of having to have a registration form on each one of those HTML pages and hope that the customer's willing to register their name and email again each time when they buy a new level, what I like doing is just doing everything in a membership site.

When you do it on a membership site in WordPress, it enables you to do a lot of other little things that make you money. It enables you to insert tripwires. A tripwire is like a little invisible line that people trip over on the way to get something else. When they trip on something, you discretely start another purchase process, or you start another presentation, or another sales pitch so to speak, another income producing method. That's a win-win scenario. That's the key. If your tripwires are discrete win-win scenarios meaning you're not all in their face like, "Hey, buy this. Yeah, you're my member now so buy this, buy that, buy the other thing." If you're not coming off like a pushy annoying car salesman and instead if you're using discrete win-win tripwires where they find benefit in the offer and you get benefit by making the sale, then that's going to be beneficial for both of you which is going to lead to profit and continued success.

Revenue sharing is something that I do on all my websites. One of the things that you'll see in pretty much any one of my websites is an "earn money" tab. My goal is to recruit every single one

of my customers and turn them into my affiliate. On my navigation bar in all my websites, usually one of the first tabs you see is “Earn Money.” When you click on that, I say, “Hey, thank you for becoming a member of the website. What I’d like for you to do now is start sharing the revenue of this website. I have a revenue sharing program, I’d like you to earn money while you’re using this very product that you just bought. Just share it with your friends. Obviously, you understand the value of it because you just purchased it. You’re going to make 50% commission whenever you recommend someone to come onto this website which means that all you must do is recommend two people, and your own purchase is free because 50% of two people’s purchases is 100% of your purchase price. Share this, get two of your friends to buy it, and boom you’re—after that, it’s pure profit you’re going to be making. I make that kind of revenue sharing offer inside of all my websites.

Don’t underestimate the power of this because your customers can outsell you ten to one. People are more likely to buy a product based on the recommendations of a friend, somebody that they know, someone that they’ve already interacted with that they trust. They’re more likely to buy that product based on them than based on anything that salesman’s going to tell them. Revenue sharing offers are very, very powerful win-win discrete tripwires that you can put inside of your websites.

Here’s another one that I use all the time, exit redirects. You know what is the guaranteed thing that every single person that visits your site will do? They will leave. You can’t guarantee that they’re going to click on any spot or whatever, everything else is about conversion rate. It’s about testing, it’s about how likely they are to click on this. One thing that every single person is going to do is eventually close that page, or close that browser, or close that tab and move on. When that happens, you can trigger an event.

When they log out of your website or close your page, you can trigger an event. You can take them somewhere else. You can take them to a page of your choice. It can be an offer, it can be a page with a video of you saying, “Hey, thanks for visiting the site.” It can be a page where you’re like, “Wait, before you go,” it could be any number of things. Every single—it’s predictable behavior. This is the only one of the predictable behaviors that’s 100% guaranteed to happen every single time. That is an exit. Somebody will always exit the site. By redirecting that exit, you can send them to an offer, you can introduce them into a new funnel, you can do a few things. Again, this is a little tripwire that you can place in there and that’s going to make you money whenever somebody leaves your site. It has the potential.

I’m not saying that every single time that someone leaves your site, they’re going to buy something. By you making the offer every single time that somebody leaves, it’s just a number game now. Eventually, people will buy, and you can test that conversion. If it doesn’t work out as well as you want, then change the offer, change the exit redirect. It’s an opportunity to make

money, it's a tripwire. It's one of those little butterflies. You set it up, you do it once, it makes you money perpetually.

Here's another one that people seldom do. 404 Errors. So many people will get to the wrong page. They'll try to type in their own URL, they'll try to do—they're taken to this useless waste of real estate called a 404 Error Page. It's a page that says "error," that's all it says. Why not monetize that page? Why not say, "Hey, that didn't work but since you're here, what about this or what about that?" Putting a banner on that page, or putting a funny video, or putting anything. You can put content on your 404 page. I have one that's funny, it says, "No Comprendo, Amigo!" There are so many things that you can do with your 404 Error Page that's going to—it's a pattern interrupt. We're talking about patterns that interrupt marketing now.

This person caused an error in their browser that led them to a 404 error on your page, why not take advantage of that situation and give them an ad? You know what will happen? Weeks, months, who knows when. Down the line, suddenly money will come into your PayPal account and you're going to be like, "Oh, what the hell is this from? Oh, wow! Somebody bought something from my error page, how cool is that?" Automated income, things that are just happening because of these little tripwires.

Here's one that people are afraid of, the help desk. It honestly amazes me how many people as soon as you bring up the topic of help desk, "Oh god..." You know what really gets under my skin? It gets under my skin where I see marketers complaining about their support desk, complaining about, "Oh my god, I had this idiot on my help desk today. He didn't even know how to open a zip file." You know what? The idiot is you. The idiot is the marketer that's doing that. You know what? The people that are at your help desk are your action takers. They are the most valuable of all your customers. They are the ones that are going through the struggles, the pains, and yes sometimes they're in a bad mood. You know why? Because they're going through struggles and pains. You should be understanding enough.

That doesn't mean you should tolerate rudeness or people cussing at you or anything like that, I have a low tolerance for that as well. You shouldn't be afraid of your help desk is what I'm saying. The help desk is a huge opportunity for you to build a good relationship and make more sales by custom tailoring an offer that the user really needs. You know what offers I make on my help desk? Custom Coaching, 101 Consultation. People that go to your help desk—I don't know if you've ever heard this, again like they say, 62.3% of all statistics are made up anyway. I heard it's very high up in the 90% or something like that of people that buy internet marketing products don't do anything with them. Many of them don't even take them out of the shrink wrap, so to speak. They just buy them because they love buying stuff, they get impulses, and they buy it because of the video and the sales page, and that's it.

The ones that comprise the other 10% are the ones that are doing something. The ones that are in your help desk, they're the ones that are not in that 90%; they're your action takers. They're the ones that are trying to open the product. They're the ones that are trying to use what you sold them. They're the ones that are raising their hand and saying, "Hey man, I'm trying here. I just don't get it." What foolish marketers do is they go, and they'll make fun of those people instead of saying, "Hey man, I got you. Relax, no need to cuss, let me help you through this. Let me show you how I got over this hurdle. Let me show you how to do this." When you do that—I'm not saying that you must do this personally, depending on the size of your business, who you might have. I have two people that do support for me.

Depending on how big your business is and how many support tickets you get, you should train those people to be helpful and you should train those people to make other offers and say, "Hey, we've got this other thing that might help you because it seems like what you're trying to do is XYZ and you're trying to do it with a product that is only going to get you halfway there. Let me show you something else that you're going to love." Or maybe it's like, "Hey, you could really benefit from one-on-one coaching because the type of questions that you're asking here in the support ticket are outside of the realm of this product. It really seems that you don't just need help with the product that you bought, you're really looking for coaching, you're really looking for some one-on-one coaching.

You know what the cool thing is that you can sell things on your help desk with a banner, you can have an 800 number, you can do so many things on your help desk. You shouldn't be afraid of it; your help desk is where your action takers are and they're there every single day. So many people are out there saying, "Oh my god, I wish I could get more traffic." Meanwhile, they've got customers waiting for answers at the help desk. There's traffic going to your help desk right now while you're raising your hand ignoring them and wishing that you had more traffic. Again, more income producing tripwires.

Here's one that if you do it right, you can make a lot of money with popups. A lot of people are like, "Oh my god, I hate popups." I love popups. My customers love popups. I make a popup pop up whenever I'm doing a custom promotion. Whenever I'm promoting a product or I'm at a product launch and I'm offering a bonus, I go into my website, into my membership sites, and I put a popup in there. It says, "Hey guys, I'm doing a bonus right now. In case you haven't seen it, click here." The people that aren't interested in it, they're going to click the little X button and they're going to go on to do whatever the hell they were going to do on the website. The people that are interested are going to go, "Oh, what the hell is he doing now?" They're going to click on it and maybe that will turn into a sale.

The cool thing about it is you can have evergreen pop ups as well. Certain pages, you can put certain pop ups on certain pages inside of your site. For example, on the revenue sharing page, you can have a little popup that says, "Hey, right now for the next two weeks, we're doing a

special. Why not promote the special? Maybe do a post on Facebook or on Twitter or something about this special. Here's your affiliate link. Just go and," you can do little popups like that. You can do a popup maybe on your resources page. You can do little popup messages. You know what's one that we do? For holidays, you can have a little holiday popup. I have one that pops up around Christmas time that says our holiday hours. "Hey guys, we're on holiday break. These are our hours." There are all different uses that you can do with popups. Again, this is more pattern interrupt marketing. They login to do something on your website, and poop, the thing comes on in front of their face and it makes them an offer. Again, this is very, very useful stuff that makes money on auto pilot.

Banners, one of the things that I'm going to caution you with here is don't make your member's area or your download page look like Time Square. That is a turnoff for me personally, I know that it is for a lot of people. Instead, what I like to do is keep this discreet. You'll find that when you laser focus the user's attention onto one banner, you're going to have a lot more success. You could put three little banners on the side bar and not really make any sales, but you could put one big banner down at the bottom of your page and you can make a ton of money with that. Sometimes, trying to split the traffic and saying, "Hey, I got this offer, that offer, and the other thing. Pick one." It makes you no sales. But when you put one banner that's like, "Hey, I got this one really awesome offer that you're going to love," you're going to get a whole bunch of clicks on that. I put congruent banners on the page.

For example, let's say that part of my product teaches list building. On the list building page, I might have a banner at the bottom that recommends a list building product. Maybe later somewhere else on that website, I have a module about traffic. Maybe at the bottom of that page, I'll have a banner that's advertising a traffic product. What I try not to do is use banner rotators because banner rotators tend to not get as much traction. It could possibly show an incongruent offer on the page that the person is on right now. It really comes down completely, it comes down to congruency. Does this have anything to do with the mindset of the visitor now that they're seeing it? If you're showing them a golfing banner while they're on a basket weaving video, it's not targeted. The less targeted you get, the less likely it's going to be that you're going to make money. Rotating banners isn't something that I tend to do.

I'll tell you where a banner does well for me. That is on the welcome page. On the very first page after they've gone through the funnel and they're finally here. "Okay, I'm here, I'm ready to get my product." Putting a banner down at the bottom usually does well. I usually structure that as a bonus. I make them a bonus offer with that banner. I think I talked about bonuses somewhere here in the tripwire. If not, I'll come back to it.

Footer links. I put footer links on my website, if you go to any one of my websites—probably the one that you're watching this on right now—there's at least one footer link down at the bottom that might say, "Powered by Wishlist Member," or it might say, "Powered by

OptimizePress.” I advertise the very products that I'm using to build the website and that's being advertised by an affiliate link. Sometimes if I'm using a plugin, for example if I'm using the Buzzinar plugin, I have a little link right beneath it. I might be using the Buzzinar plugin in some funnel somewhere for who knows what, and at the bottom of the inviter there's a little thing that says, “Powered by Buzzinar.”

That little thing is always in there, and eventually somebody's going to get curious, “What the hell is this thing?” They click on it and they're like, “Oh wow, this is the tool he's using to get people to share on Facebook, Twitter, and all that. Man, I want to put this on my site.” Then, they're going to buy Buzzinar because they saw that little “Powered by Buzzinar” link on your link. Footer links, not just in the footer of your site but in the footer of web apps and things like that.

Resources, offer them resources. If you're using something in your product, let them know what it is you're using. For example, in a video maybe I might be going through a video that shows people how to build their list and maybe I'm showing them how to set up their autoresponder account. I'm doing that by logging into my Aweber. Right beneath that video, it's smart to put little resource links and say, “Hey, these are the things that were demonstrated in the video Aweber.” That would be your affiliate link to Aweber. These are all little, tiny tripwires. If you notice, we're loading up our website with them.

Sometimes in the description of a product I will link to something that I might've mentioned. Maybe in the description of that video, I say, “In this module, you're going to be learning how to set up your list and how to automate certain rules so that people get on various lists. I'm going to be demonstrating this using Aweber, but you can use whatever...” The word Aweber in that description is a blue hyperlink. That's clickable. If somebody clicks on that to go to Aweber, I've just dropped my cookie on their computer. Even if they don't buy it right now, they went through my affiliate link so my affiliate cookie for Aweber is now living on their computer. If three months from now they decide to buy Aweber or become a member, guess who's going to get credited with that and get that commission?

Again, it is very important that you do this. Resources. I even dedicate a page to some websites depending on how much training and how many different resources I was referring to. I'll list them all on a dedicated page just for resources. That really helps people because sometimes people send me messages and they're like, “Hey, I noticed that you were doing a video the other day. In the process of showing us, you used this tool, and I don't know what the hell that was.” Sometimes, they even say, “Hey, I watched your list building video the other night. That was awesome. Thank you so much.” I'm like, “Hey, no problem.” Then, they'll be like, “Hey by the way, what did you use to record that video?” I say, “Oh, I used Screen flow.” “Do you have a link for that?” “Yeah, absolutely, here you go.” Sometimes, linking to the tools that I'm using to create the product is very helpful as well. Do that on your resource page.

Downloads. I often get my videos transcribed. In the transcription, in the text, I include links to things that I mentioned in the video. Many times, while I'm talking in a video, I might make mention to a product, or I might make mention to a tool or something that I use. It might just be in passing. When it's in text, I can hyperlink to that thing instead of just mentioning it in a screen where it's not clickable. Create download items beneath your videos, things like transcription, reports, and stuff like that. Those things can contain the links as well.

And I mentioned before bonuses. I do this through my banners. The cool thing about bonuses is people love them. People love getting free stuff. If you can use the word free, it's the most powerful word in advertising. People will read anything that has the word free in it because they either want to know what they can get for free, or they're trying to figure out where the scam is. Whatever the reason might be, they're reading. You can say, "Hey, free bonus for the first ten people," or free whatever. The key is I'm making them an offer. I've negotiated a deal for them, maybe I got them a free month of hosting, or maybe I got them free whatever if they sign up through this link for this service.

Offering little bonuses and things like that are things that you can do through banners inside of your website. If you're thinking, "Well man, I want to put a banner, but I want to have a reason for putting a banner." Well, maybe go and get them a special deal on something. Go and contact a vendor and say, "Hey listen, I'd like to put an offer for your product on my website. Can you give me an incentive, can you maybe give me a coupon code?" What will happen is now you can say, "Hey, use this coupon code and you get 10% off," or something like that. You can do that in your banner. Now, you had a reason to put your banner. Maybe you can do it in a popup and say, "For the next three days only, we got a coupon code that you can use if you buy XYZ," or what have you.

These are little tripwires or butterflies, things that you set up once, you do them, you put them on your website. There's more, you can probably think of a whole bunch more. Right here I'm giving you ten. If you add the autoresponder one which is the big one, that's 11. That's 11 ways to create automatic income that's going to come in perpetually for you if you have people. Here's the key; the only way that these tripwires work for you is if people trip over them. If there's no people in the website, there's nobody going to be clicking on the exit, there's nobody going to be running into errors or going to the help desk, or seeing the pop ups, or going to your resource page, or clicking on your footer links, or seeing your banners, or anything.

The key to continuous income is to continue getting people to log back into your site; this is why I deliver my content in member's areas. I don't just link them to a zip file in Dropbox, how do I make money? I can't put a banner inside of Dropbox. I don't give them everything they need in a zip file because then they'd have no need to come back. I can't put tripwires in a zip file. The key is to give them the material in a way that they're going to must keep coming back. It's like I'm putting the cheese in the mouse trap. I'm bringing them back; I'm continuously reintroducing

them. Now, if I've got an autoresponder sequence that has 50 emails in it, and at the bottom of each one of those emails I'm saying, "Hey, come back into the site. Hey, here's your login details into the site, come take a look at the new video I have. Hey, come back in here and look." Every single time that I'm getting that person to come back to the site, it's another opportunity for them to trip over one of these wires that's going to lead the money down the road.

All of this is given rise by that autoresponder sequence. That autoresponder sequence that most people, they're like, "I don't want to do that." Okay, stay broke. "But it's so much work." Okay, stay broke. "I'm not making any money." Okay, well then just do whatever, feast or famine, keep trying to make another launch. The whole key to creating autopilot income is that you are putting your product in a place that the customer must continue logging into to access it. That is the key. You might say, "it saves me a lot of time, I just email them a little zip file. Yeah, that's right, I can now automate it. Talk about automation, baby. As soon as they pay me with JVZoo, as a matter of fact, I don't even must send them a zip file because JVZoo provides me a download link. I just put it right there. Boom, done." Okay, awesome.

While you're doing that and you think you're the king of the world because you're the master of automation by delivering your product in a zip file and by using Dropbox and by using the JVZoo download page, you know what I'm doing? I'm making autopilot money for months and months and months from these same people by dropping cookies and by getting them to trip over wires that lead to money and that put them into win-win discrete scenarios that lead us into profits.

With that said, I think the important thing to take away is that you have got to keep your people coming back. Keep your people coming back to your member's area. This is why we deliver our products in member's areas instead of just slapping a few links into a download page and say, "Okay, that's it. It's done, the process is over, sold. I got your \$7 and that's it, it's all over. Let me create another product and try to get \$7 again." It's silly. Keep people coming back to your membership site. Putting your products on a download page leaves most of the money on the table. Instead, fill your member's area with discrete tripwires that reveal profitable win-win scenarios. Use your autoresponder sequences to keep reintroducing prospects to your funnel and to your member's areas. Take the time to set these things up once and then just patiently watch the money come in day after day and month after month.

Remember, this is a process that you repeat. Once you've got a system, once you've got your 404 that works, once you've got your password reset page ad that works, once you've got your footer links that you know convert well for you, your banner, your bonus, all those little things—your resources page. You can repeat them on all your websites. You create funnels and find ways to interconnect your websites. In this website, it's going to people through this banner to the next website. If they're not tripping over this wire in this website, they'll trip over in the next one, and so on, and so forth. Your business becomes an interwoven collection of funnels that you've built and that you've loaded with a bunch of tripwires. I've got people right now on Day 35 of my

autoresponder sequence, on day two, on day 19, on day 167. I've got people all over the place that I'm working on building trust with and it's all automated. It's all happening because I took the time to set up those autoresponder sequences and to keep people coming back.

I hope you found some value in this report, and I look forward to seeing you in the next report.



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