

**THE**  
**MILLIONAIRE**  
**A C C E L E R A T O R**

HOW TO QUIT YOUR JOB AND JOIN THE MILLIONAIRE FAST-TRACK



MICHAEL CHENEY

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Now that you have this book...  
**I invite you to watch my private training video.**



**WATCH my private training on how  
you can partner with me and build  
your own business online**

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# Chapter #1

## How To Make \$63,249 in 12 Hours

**25th March 2006**

*"Holy crap! I think we've cracked it!",* I shouted.

*"What's happened?",* replied my girlfriend from the kitchen.

I was staring at my computer in disbelief.

There it was staring back at me in black and white...\$63,249

In the past 12 hours I had made \$63,249 on the internet.

This was about three times the yearly salary I used to get paid in the job I'd quit to do this.

I couldn't believe it, but it was true.

*"You have to see this Laura! Come through here and bring the champagne!",* I yelled.

I wrote the figure on a whiteboard and asked Laura to take a photo to capture the moment:



*On this particular day I made \$63,249  
(about 3 years' worth of salary in my old job!)  
in only 12 hours.*

*"This is it",* I said, *"I don't have to work for anyone else, ever again - we are free!"*

And I was right.

I went on to make \$250,000 that week.

The money just kept growing and growing.

I had finally unlocked the secret to making BIG money from the internet and there was no looking back now.

What I learned (and you are about to) helped me become a multi-millionaire and live the life of my dreams:



I'm giving you every single step you need to get there, in these pages - what took me years, you will have in minutes.

What follows in these pages is what I did to go from wage slave to millionaire in the space of a few short years.

But to get here, we need to go back in time to where we all start...  
The prison of a J.O.B...

## **28th August 1998**

I was nervous. I could see the huge, grand building long before I got there.

I felt my heart pounding. I went inside and stared open-mouthed at the shiny gold decorations and marble walls.

There was a giant 3d logo suspended from the ceiling which said "Mobil".

Everything about this place oozed money...

*"I've made it!",* I thought.

I was fresh out of university and I had beaten hundreds of other candidates to secure this job.

It was my very first day.

In the 18 months after, I saw the true horror and nightmare that is:

Working a 9-to-5 corporate job.

The first red flag came when I stood in for someone on maternity leave.

She spent two full months teaching me how to take over the role.

This was some high level stuff and step up from my starting position.

I was moving up fast.

She walked me through all the mission-critical reports, charts and spreadsheets.

I needed to collate, maintain and print all these out on a daily basis for the head honchos in the organization.

She went on leave and I was ready.

The first week I slaved away to get all the reports and charts done.

I felt so proud, as I handed them over to my Department Boss.

He looked at me confused: *"Oh we don't use those."*

What the actual \*\*\*\*?! I felt my world crumbling to dust around me.

This job was fake.

I wasn't even a small cog in a big machine, I was a made-up cog in a machine that didn't even need me to exist.

Wow.

I looked around the office and felt like Neo from The Matrix:

*"How many other people have made-up roles which don't serve any purpose or actually do anything of value?"*

I walked out of his office, stunned.

I spoke to other people in the office and it was confirmed...

I was the last person alive in a building full of zombies:

*"I've got bills to pay, I suck it up."*

*"This job is better than no job."*

*"Things might get better in future but I'm keeping my head down."*

But more spine-tingling than what they said was the look in their eyes...

The light had gone out.

They were dead inside.

There was no spark, no excitement, no hope and no joy.

### **Is this the life I want?**

Is living a lie like this worth any amount of money?

Screw this.

I needed answers.

So I went to my boss' boss and demanded a sit-down.

I told him how I felt trapped.

How I hated the thought of being here for the rest of my life.

Then he whispered something to me, which changed my life forever:

*"Oh I hate it here too, I'm hanging on for retirement until I can do something I actually enjoy."*

Oh \*\*\*\*.

The ground fell away under my feet and everything started to go dark.

And the illusion of "work" and my dreams for the future disintegrated around me.

Everything I had been working hard towards my entire life - destroyed in an instant.

Game over. It lit a fire in me to escape this hell.

So yes - working for someone else in a J.O.B. ("Just Over Broke"), sucks.

Selling stuff on the internet to make a living is a lot better.

### **So How Many Times Have I Launched Products Online And Made a Boatload of Cash?**

I've lost count but I have probably launched over 50 programs online.

I've gotten better every time and what you have your hands on is the ultimate guide on how to do it RIGHT.

I've done launches that made millions in just a few weeks, some that totally bombed and some which did a "just" a few thousand dollars.

And everything in between.

But now I have the process down and I'll show you how to do it - even if you're just starting out.

Here's How YOU Can Do This...

I'll show you how to start small with a free offer (to get followers).

Then I'll map out a proven process you can use to start making sales with a low-priced offer.

And then I'll spill the beans on how to create your first high-ticket offer too (\$2000 and upwards!).

It's time to break free from that job and it starts with knowing...



Now that you have this book...  
**I invite you to watch my private training video.**



**WATCH my private training on how you can partner with me and build your own business online**

**CLICK HERE**



# Chapter #2

## How To Become a Millionaire, Guarantee

**21st July 2008**

"Babe it's here!", I said to my wife.

I was holding the most-exciting letter I'd ever received. It was from the bank.

A year earlier we had moved into our dream house in the country.

It was an old farmhouse with views to die for and lots of land.



I showed the letter to my wife and she started smiling:

*"Dear Mr. Cheney, I hereby confirm your outstanding mortgage on your property is £0.00".*

We owned our house.

It was the very last debt we had in the world – we were now financially free.

I felt like I was walking on air.

I wish this for you.

It's an amazing feeling to break free from the system.

When you don't owe anybody anything, all your money can go towards growth, investing and building up your assets.

To get here I had to learn the *ultimate wealth secret*...

And for this, we need to go back in time

## **December, 1999**

As soon as I realized that working a 9-to-5 was the ultimate death sentence, I began plotting my escape.

I loaded up the theme tune to the movie "The Great Escape" onto my MP3 player (showing my age here!).

If you haven't seen it - the movie is about WWII imprisoned in a POW camp and how they tunnel to freedom.

Every morning I would walk to work, play that tune and whistle the escape tune on the way to my prison.

Before you can start digging you need to get past the guards...

Nobody wants you to escape - because escaping makes them question their reality.

You have seen through the illusion, but this doesn't mean they want to.

### **They've Trapped You in the Matrix (Here's How To Escape)**

They think it's normal to be a wage slave.

They say you should just "tow the line".

They say you should "work for the man" and "give in to the system".

If you try to step out of line and suggest breaking free from this Matrix you will encounter the GUARDS...

They don't want you to escape.

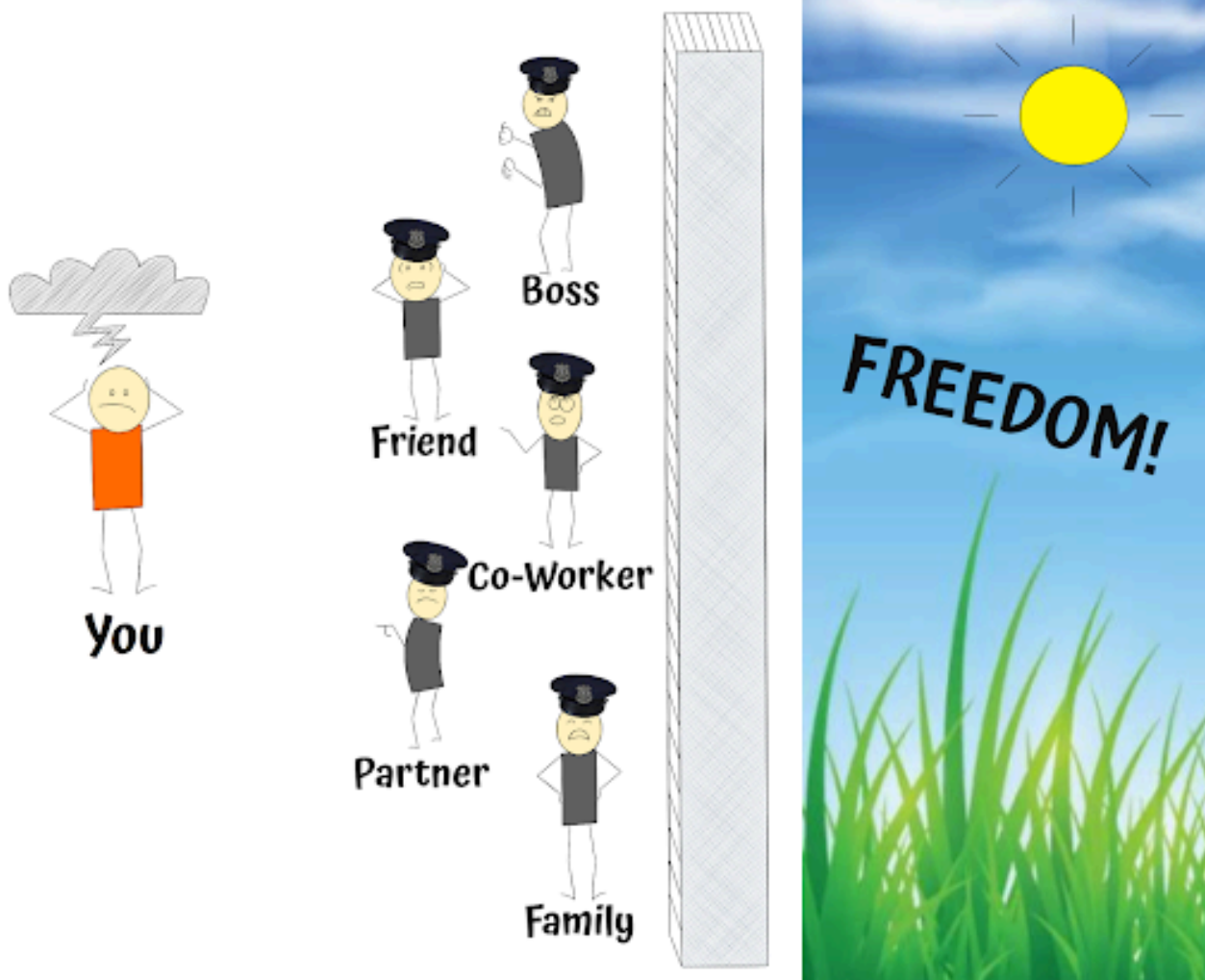
You are going to face resistance, envy and ridicule from the GUARDS at every turn.

Your desire to breakthrough is a direct attack on their reality.

Think about it...You are making them question their dream.

You are calling them out on their illusion.

Because of this, they will fight against it with every fiber of their being to try and stop you. Don't let them.



There are many different guards:

- Your boss
- Your co-workers
- Your friends
- Your family
- Your partner
- Yourself

And you can be the worst guard of all - talking yourself out of trying to escape before you even get started.

The doubts, fears, naysaying, and negative thoughts.

The strongest chains are in the mind!

People are going to judge you. People are going to doubt you. People are going to try and convince you to stop.

*"Stay in your lane. Tow the line. Be sensible. You have responsibilities. Stop dreaming."*

If you can't get past all these guards you will never escape.

So let's talk about...

## How To Avoid Being One of The 73% Who Die Broke

### NUMBER OF AMERICANS WHO DIE BROKE



Did you know?

73% of Americans die with debt.

On average, they die \$62,000 in the red.

The average weekly earning of a full-time worker in America is \$1,085.

Can you live your dream life and do everything you want to do on \$1000 a week

And this doesn't even take old age and retirement into account.

If you are lucky, you have 20 years left after you retire.

The cold, hard truth is:

You're going to need at least \$3,000,000 saved up, to have a nice retirement.

- Do you want to eat at the best places?
- Do you want to travel to exotic locations?
- Do you want to stay at the best hotels?
- Do you want to treat your loved ones?
- Do you want to live the life you deserve?

And even \$3,000,000 spread out over 20 years is ONLY \$150,000 per year.

That's not a lot. Are you prepared to let your dream die?

To stand a chance of success you need to...

## **Unleash This Secret Power to Win Everything You Want**

The only way to get past the guards is to have strong armor.

This means you need to have lots of reasons why you need to do this.

I don't mean reasons *why you would like to* do this. I mean reasons why you *must*.

And the more reasons, the better.

Your reasons for wanting to escape your job might include:

- I must escape my job because it is killing me
- I must escape my job because I don't want to die with regrets
- I must escape my job because I'm worth more than this
- I must escape my job because the life I deserve is not possible in this job
- I must escape my job because I hate Mondays, am only living for the weekends and life is too short
- I must escape my job because it will not give me the retirement I want

If we all unlocked the ability to keep going no matter what we would all be ultra successful.

If you can tap into an endless source of motivation, energy and determination nothing will be able to stop you.

When I started out, I thought this meant setting a financial goal and working hard to achieve it. But I was surprised by what happened...

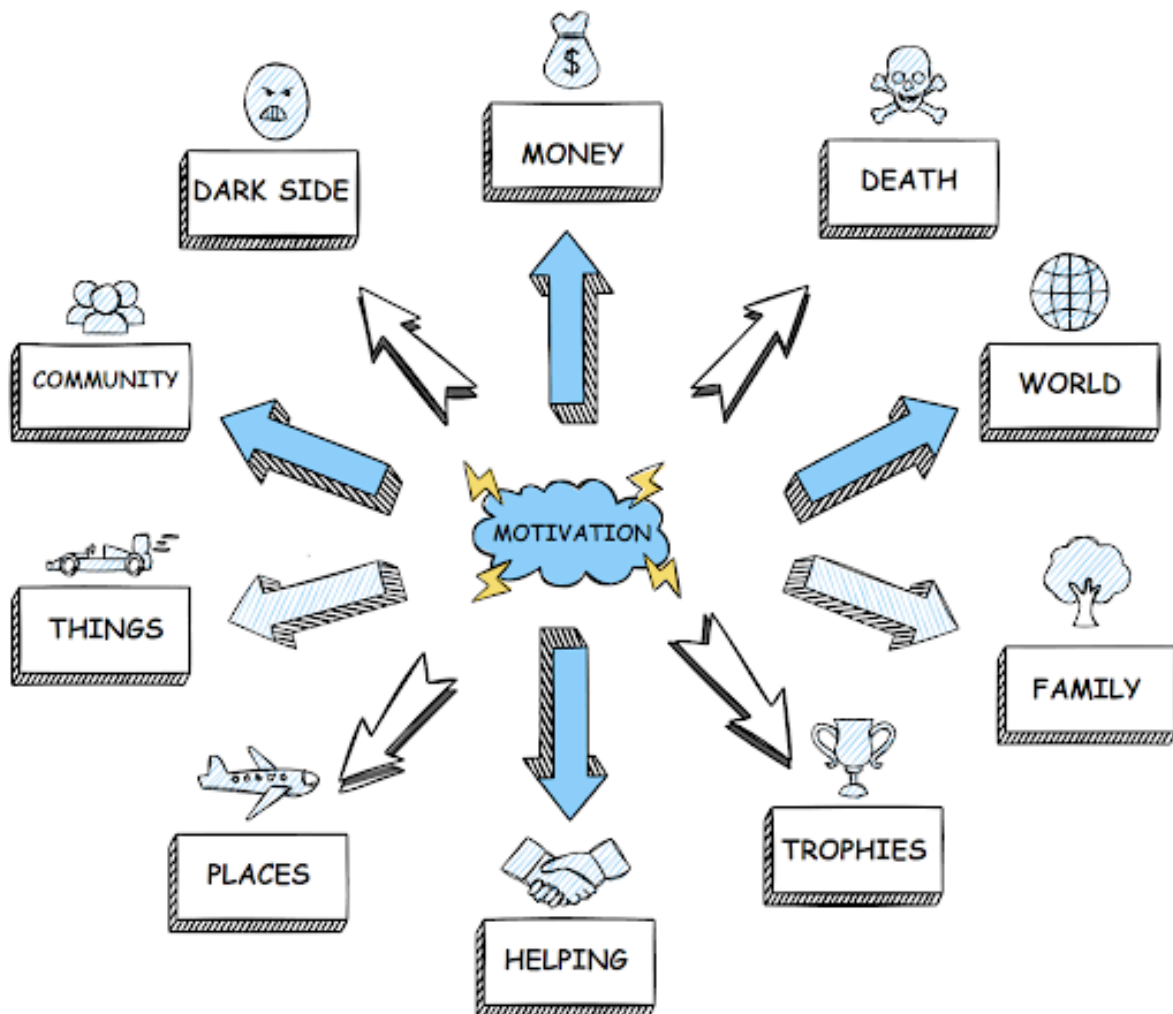
## Using Money as a Motivation Only Got Me So Far

I struggled for motivation for many years, here's why...

Money was the only thing I was using as a carrot and if I was failing it demotivated me.

Ironically, when I was successful (and made a ton) it also demotivated me.

Then I made the breakthrough realization I could use multiple motivations to always have more energy. I got more stuff done and became more successful.



## **Money**

Can work as a motivator at the start when you need more to pay the bills. But can be demotivating if you struggle to get results over a long period. And demotivating if you make a lot! (Nobody tells you this beforehand!)

## **Death**

This doesn't have to be morbid. I like to think about what legacy I can leave behind after I'm gone. Not just financial.

But also from a lessons and education point of view.

I've already looked after my kid financially but what other legacy can I leave them?

## **The World**

The most successful entrepreneurs in the world also happen to have some of the biggest goals and aspirations.

Take Elon Musk - he wants to make humans become an interplanetary species (for one!).

The bigger your goals and the bigger impact you try to make, the more motivation you will have to make it happen.

## **Family**

When I started out it was all about me.

*"I'm a millionaire in the making!"*, was my mantra.

Interestingly, the time I obsessed over this I made nothing!

It was only when I made it about others that I started getting results.

So perhaps you have things you'd like to do for your family that can help motivate you?

It could be buying your parents a house, putting your kids through college or just treating your partner.

In my experience, we will often go further for others than we will for ourselves.



## **Trophies**

We all like winning.

Heck. I spent six years of my life chasing trophies, medals and podiums when I got into competitive bicycle racing.

It motivated me massively!

And the pull of winning and being the best really pushed me to new heights.

I went from being a total newbie to six years later finishing in the Top 30 at the Amateur World Championships!

Don't be afraid or embarrassed of doing something because you want to win or be the best. It's part of human nature so tap into it when you can.

## **Helping**

We all know we should help others and put others first.

Sometimes it's easier said than done.

I found my own motivations started out being very me-centered and small, at first. But over time they grew to be more about my family, then the community, then the world and so on.

Your motivations and driving factors will mature and expand over time.

This is okay.

## **Places**

Perhaps you can get motivated by the goal of going to a certain place.

That desert island vacation you've always dreamed of.

Traveling to Everest Base Camp. Or backpacking across Europe.

Getting pictures of these places on your phone or walls can really help motivate you. And remember - this is not about choose ONE motivation.

The more motivations you have, the more unstoppable you will be!

## Things

Buying cool stuff is a human condition.

We think it will make us feel permanently better and improve our self-worth and status.

It never does. At least not permanently. But you can still use it as a motivation. I'm weird because I don't actually buy much.

I'm not into mansions, fast cars or watches. I just like playing the money game to watch the numbers up. But I do like to go on lots of vacations with my family!

So use the motivations-mix that works best for *you*.

## Community

Trying to help those beyond the four walls of your own home is a great motivator.

It could be as simple as donating to a local charity.

Perhaps you want to help struggling local businesses with their marketing?

Or maybe you want to help support the local school or church.

Spreading your motivations further afield in this way gives you even more reasons to go the extra mile in your business.

## The Dark Side

Trust me when I tell you - when I was bike-racing I tried EVERYTHING to get faster and win more.

Well, I tried everything *legal*, that is.

And the thing that got me the most wins, medals and trophies is tapping into "the dark side".

During races your legs would be burning with pain, your lungs were on fire and you felt like you were going to die.

But you have to keep going.

You have to keep pushing.

Just like in business.

It'd tried using FEAR as a motivator on the bike,

I would imagine some bad person chasing me. It didn't work.

Then I tried focusing on the trophy, the medal and the feeling of winning, but that didn't work.

I tried imagining someone up ahead on the road had stolen my family and I had to catch up to them.

This worked to an extent but not as well as you might think.

But then I stumbled on something so powerful it made me almost undefeatable.

## **Anger**

I'll be honest with you - I thought long and hard about even including this in the book because it is *very* dangerous.

In the end, using "the dark side" in this way nearly swallowed me up and is the reason I left bike racing altogether.

But use it sparingly and it will get you incredible results.

What I used to do is picture my main competitor before a race.

I would visualize them doing something evil and saying bad things about me.

I would invent an entire personality and character around them.

Even though many times I literally only knew their name on a start sheet, and nothing else. By the time the start whistle went, I was in a hot rage.

This anger was always fuelled by a deep sense of *injustice*.

Not a REAL injustice, mind you.

An injustice that I had created in my mind for the purpose of winning the race.

And let me tell you - nothing and I mean NOTHING will drive you for harder and longer than fighting against an unjust wrong that has been done to you.

That feeling of needing to make-right, show them they were wrong or get revenge is all-powerful. Just don't use it too much.

Starting out in your business career is the best time to use it.

You can then mature and "graduate" to the more stable and safe motivations.

But if you've been wronged.

Or if someone has doubted you, poked fun at you or said you will never amount to anything. This is the fuel for your fire. Show them they were wrong.

Times I did this: bike racing, Google shut me down lost everything, launch disaster, depression-lost dad-covid, Ways you can do this: Now it's time to...

Now that you have this book...  
**I invite you to watch my private training video.**



**WATCH my private training on how  
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# Chapter #3

## Fast-Track to Your First 100,000 Followers

10th June 2023

Story: How I went from 0 to 93000 Followers in 5 Months TikTok (and made tens of thousands in revenue to boot)

### Superfast Shortcut to Becoming a Trusted Authority

It's time to dig your tunnel to freedom.

I'm not gonna sugar-coat this - digging is hard work.

Digging means rolling up your sleeves and getting dirty. Digging is manual.

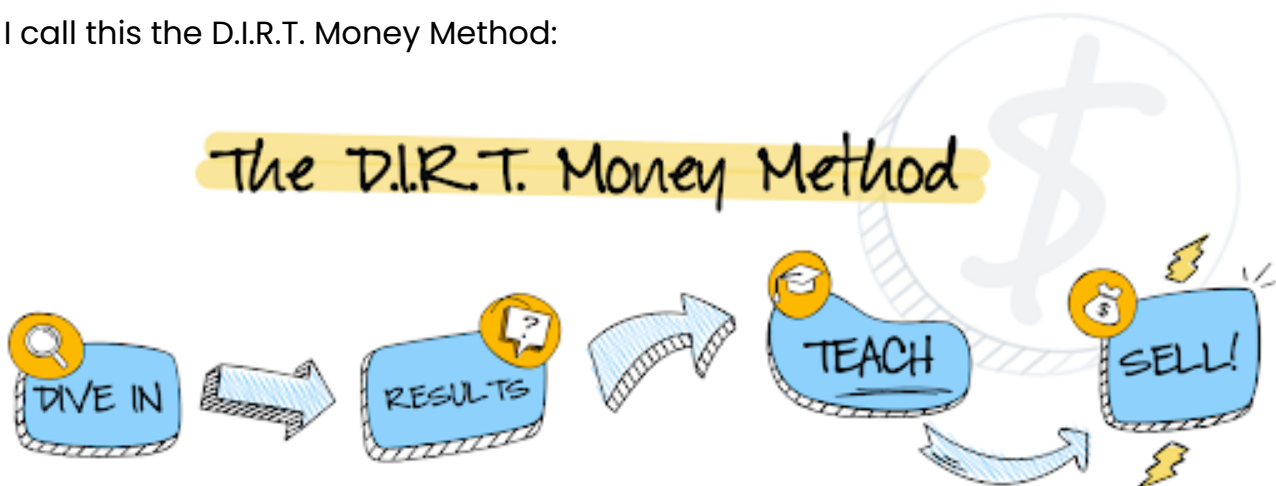
Digging is a pain in the ass - this is why most people get a job instead.

But you're not most people.

You've seen the other side - you know the land of huge opportunity waiting for you, once you escape the 9-to-5 prison.

But you're gonna have to dig your way out. Why? Because digging makes you a tunnel out of there.

I call this the D.I.R.T. Money Method:



**DI = Diving In**

**R = Results**

**T = Teaching  
(And then you can SELL!)**

### **DI is for Diving In**

This means you DIVE IN, learn, absorb, take on board but in a crazy, obsessed way. This doesn't mean you watch a couple of YouTube videos about something or read a book. It means you DIVE IN and absorb everything you can about this topic, to the exclusion of everything else. Your mission here is to become what I call an "Express Expert". Let's just say you dive into everything to do with Artificial Intelligence (AI)...

Using AI tools, AI prompts and AI software, and you do this for a month.

When you do this, you will know more about AI than most people on the planet.

You could pick ANY topic to devour information on.

*"Oh crap. I actually have to do something?"* Yes. Did you hear that whooshing sound? That was the sound of thousands of lazy people running away.

Don't join them. To get what others can't, you need to do what others won't.

And if you don't know what to "dive into", or learn about, I will cover that in a moment.

Let's get to it...

### **R is for Results**

Now you need to put into practice what you've learned.

This doesn't mean you have to start a business, do everything completely or get oodles of sales proof.

All you have to do is learn something, then do something.

Try it out. See what happens. Reading and learning will only get you so far.

The rubber hits the road when you start taking action so get started. Don't freak out.

You don't need to make a ton of money with what you've learned.

You don't even need to make any money.

All you need is some kind of result for all your implementation.

Examples of results that don't need money:

- You saved X amount of time
- You did something cool very few people know how to do
- You sifted through a bunch of info and have condensed it all down to bite-size basics
- You found a ton of stuff that didn't work and can share that to save other people the hassle

Now you've got some results under your belt you use them to build a following online. They start out as followers. Then they will become subscribers on your mailing list. And later they will become your paying customers.

But right now they are people you are giving value to.

Here's how you do this...

## **T is for TEACHING**

Both my parents were teachers so it's in my blood.

But don't freak out if you're new to this.

You tell people what you did so they can do it too.

You do this in the same way you tell a friend about a movie you saw.

This is no different.

You use the same kind of language, tone and informal wording.

Doing the teaching is going to get you the following.

These guys will become your first source of MONEY.



Yes, you are getting closer to the money at the end of the tunnel now.

The more you teach, the more they will love you.

And the more they love you, the more they will buy from you.

*“But Cheney! I don’t have anything to sell!”*

Don’t worry we’ll come onto that.

And you don’t even need to create anything, but I’m getting ahead of myself here.

All you do is share what you’ve learned, what worked, what didn’t and how you got results.

Go where your crowd is likely to be and share all this stuff.

Don’t know what to learn about and teach?

Don’t panic...

## **Learn the Secret Language of Viral Content That Gets You Thousands of Followers For Free**

*“But Cheney! I don’t know what topic to dive into, I don’t know anything!”*

This is common, don’t panic.

We all start somewhere.

I’m a newbie who never quit.

Still no clue?

People take action to get what they desire.

Desire is like a magnet which pulls people towards it.

People take even more action to get away from what causes them pain.

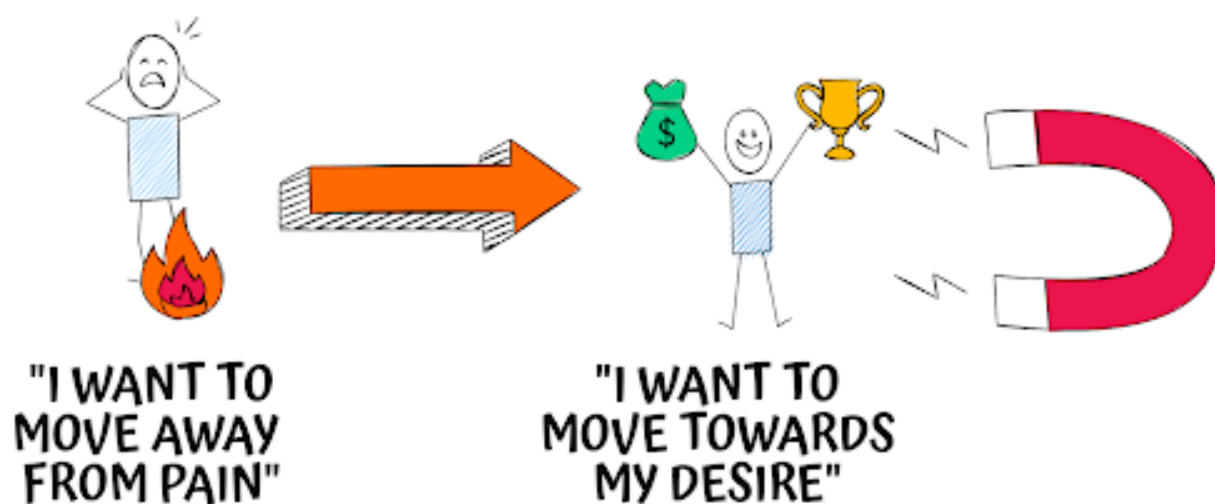
Pain is like a burning hot fire which drives people away from it.

So you want to choose a topic which people have a desire to learn and that also solves their pain in some way.

Let's talk about Artificial Intelligence as an example. AI has both the Pain and Desire elements. If you are stuck for what to dive into and teach others, you could choose AI...

People desire to use it because they believe it can help them make money quicker and easier (and it can!).

## "THE TWIN POWERS OF PAIN & DESIRE"



People are afraid of AI replacing them. This also drives their desire to want to learn about it. Plus AI is hot right now (and will be for years).

So if you don't have a topic already, then dive into AI.

Start following people and channels on YouTube, X and Facebook that share AI news and teach AI stuff. Dive In to this area, do nothing else, and you will soon become an AI expert. I have recorded some free training videos to help you. They show you how to make money with AI. They also show you the kind of things you could teach people about AI. Here they are...

## **Walkthrough of How To Build a Business Based Around AI**

<https://www.youtube.com/watch?v=jd3mTOK7THg>

## **How To Use AI to Start a Stickers Business**

<https://www.youtube.com/watch?v=aqmOo8cqsqU>

## **How To Make Money Selling AI-Generated Clipart**

<https://www.youtube.com/watch?v=SuCpxIRWAKw>

## **How To Sell Dog Portraits for Big Money Using AI**

[https://www.youtube.com/watch?v=s959\\_a6exsc](https://www.youtube.com/watch?v=s959_a6exsc)

## **How To Make Money Using AI-Generated Portraits**

<https://www.youtube.com/watch?v=QKxdp5843fE>

## **How To Sell Stock Photography Made by AI**

<https://www.youtube.com/watch?v=LfhOfiIOTIQ>

## **How To Make Your Own Bestselling Book Using AI**

<https://www.youtube.com/watch?v=eLbCocwaPlk>

## **How To Make Money Selling Digital Coloring Books with AI**

<https://www.youtube.com/watch?v=Eh6MkpxKz3k>

## **The 7 Best ChatGPT Prompts to Make Money**

<https://www.youtube.com/watch?v=feU9USbtvQ8>

## **How To Do Email Marketing with ChatGPT**

<https://www.youtube.com/watch?v=sCcNSQBuwIM&t=11s>

Let's just zoom out for a second...Here's the journey you are now on:

- 1.DIVE IN - Learn something
- 2.RESULTS - Get results
- 3.TEACH - Build a following by sharing your results teaching others what you did

Don't overthink the teaching part, it's easy. Just get an account on X, Facebook, YouTube or whichever platform you think your audience is on (and you have a little experience in), and start sharing your stuff.

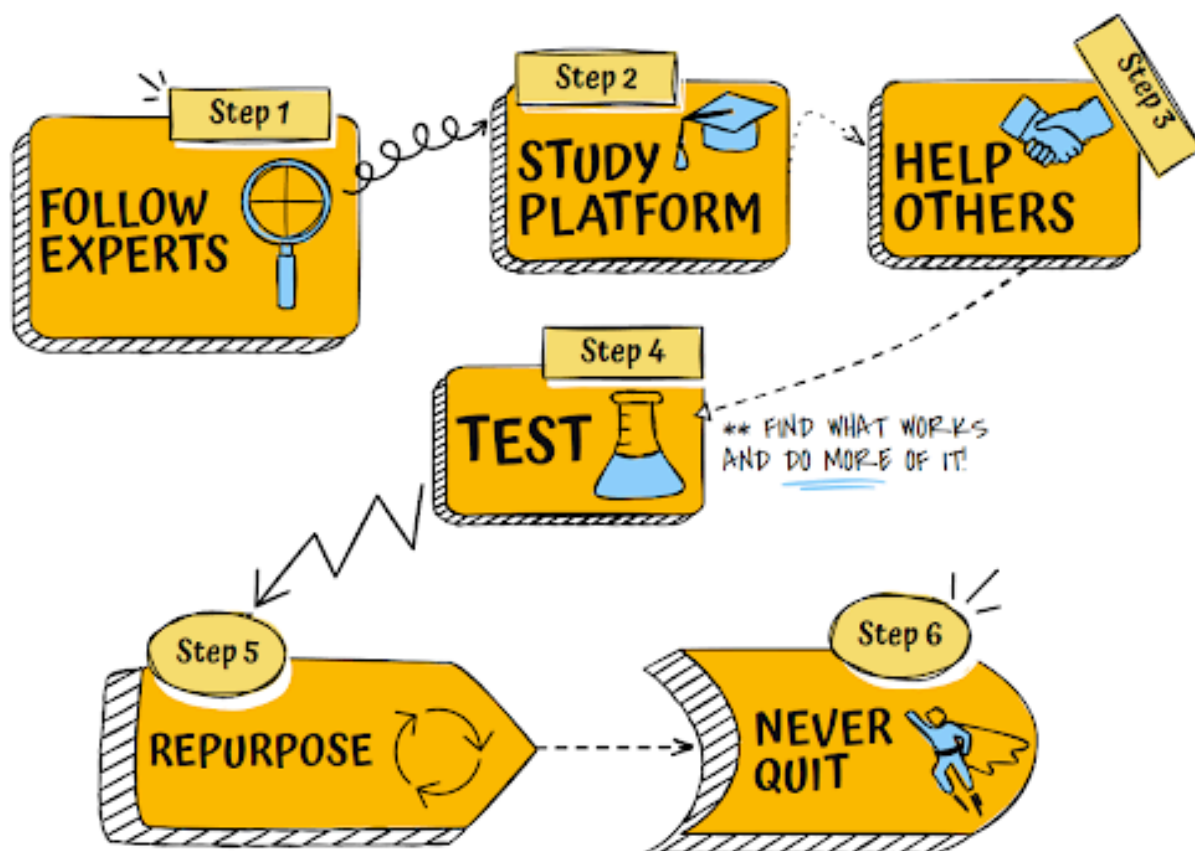
If you post valuable stuff, consistently, you will build a following.

You're not trying to be everywhere at once here, just master one platform.

You could totally crush it on Facebook, for example, and never need to master another platform ever. In fact, you can crush it on any social media platform.

Here's how...

## Six-Step System for Social Media **SUCCESS**



You need to accept this fact: Whatever you do in marketing will not be new.

Don't be a pioneer because you'll end up with arrows in your back.

Instead, remember Old Father Tony Robbins's quote: "*Success leaves clues.*"

This is how you take shortcuts - you follow the path which has already been well-trodden by *successful* people...

1. Find & Follow The Best People

2. Study The Platform (posting limits, format)

3. Help with Empathy (what you've done that can help them)

4. Test (do more of what works and stop what doesn't)

5. Leverage / Repurpose Your Content into Other Formats

6. Be Consistent Long-Term Effort

- Follow people who are already successful at what you're trying to do (learn what they teach but also learn from what they are *doing*)
- Learn how often you can post per day without hitting limits or reducing reach
- Discover the type of content people resonate with
- Use all different format types (long text, short text, long video, short video)
- Leverage your time by turning your content from one type (e.g. long video) into another (short video, written post)
- Find what works and do more of it
- Find what doesn't work and stop it
- Rinse repeat, daily consistent effort, keep helping people, hit platform limits every day

Now you are starting to build a following, but you're not out of prison yet.

For that, you need money. And to make money you need to turn your followers into buyers... Times I did this: YouTube immersion, paid all top consultants, went to event, mrbeast, airtack, ryan trahan, strategist,

Ways you can do this:

# Chapter #4

## How to (Ethically) Turn Your Laptop into a Money-Printing Machine

(Story: How I made \$14,000 during a flight by scheduling a single email before take-off)

### **Unlock the Power of Endless Lucrative Leads**

You've dug a tunnel but you're not free yet.

You need a team of supporters who can help you escape.

This is not about staff or recruitment.

It's about attracting followers who will then become buyers.

They can lift you out of the tunnel and give you the money you need to break free from your job.

Up until now you've been putting out content to build a following.

Now it's time to get them on your own mailing list.

[Followers](#) ⇒ [Mailing List Subscribers](#) ⇒ [Buyers Who Give You Money](#)

Up until now, you've just been building a following on the social media platform of your choice - getting YouTube subscribers, X followers or Facebook followers.

But the real power comes when you get them on your own email list.

This means you can email every one of your followers at the same time with one click of a button. Initially this will be to give them more valuable free training.

But before long you will be able to send them paid offers and make money with every email you send.

You are going to need "Parachute Profits" to make the leap from your job to running your own internet business. Perhaps you have savings already? Great.

But to make the full-time switch you will also want an amount of money coming in on a consistent basis.

Exactly how much is up to you and the level of risk you are comfortable with.

Some people leap with nothing. Others leap when their internet venture is making half the monthly salary.

And others wait until their internet business is making more than their job (but it's very hard to grow it to that point while also trying to hold down a job!).

But first you need to give them a reason to want to join your email list in the first place.

This is where your Lead Magnet comes in...A freebie of some kind which is good enough for someone to say:

"I am willing to enter my email address and join this email list in order to get my hands on this free thing."

This will be easy for you to create because you already have lots of great free training from the "D.I.R.T." phase which you can draw from.

## 7 STEPS TO STACK THE CASH



The first money you make online, to help you quit your job, is going to come from getting a following and making affiliate offers to them.

This means selling other people's products and getting paid a commission by the product-owners every time you make a sale.

It's risk free, can be done without a website or advertising, and will help you build your first stash of cash... These are the seven steps you need to take, to create a killer Lead Magnet and start building an email list:

### **Step 1. Set The Bait**

You need to create a Lead Magnet. This can be a written report, audio, video or combination.

### **Step 2. Activate Comms**

You need to use an Autoresponder. This is the software which collects the emails and lets you send mass emails to everyone on your list

### **Step 3. Build Leads Machine**

You need to build a Landing Page. This is the page where people enter their email address. It is going to be your Leads Machine.

### **Step 4. Hook Them**

You need the best headline on your Landing Page to make them take action and join your mailing list.

### **Step 5. Remove Obstacles**

You need to make it as easy as possible for someone to join your email list.

### **Step 6. Give Them The Goods**

You need to build a download page - a simple way of giving people the free Lead Magnet.

### **Step 7. Send Them Stuff**

You need to write emails which you send to your subscribers after they opt in and join your list.



## Unlock the Power of Endless Lucrative Leads with the Ultimate Lead Magnet

It's not 1999 any more, this thing is gonna have to be EPIC.

I'm currently coaching 10 people for 8-weeks each, one on one, how to grow their businesses. I normally charge \$50,000 per person for this.

I'm doing it all for free - hundreds and hundreds of hours of work. Why?

To create some free videos that will go on YouTube.

This is the content landscape we now find ourselves in.

A 1-pager PDF report of some links you found on AltaVista, like people did back in 1999, is *not* going to cut it any more. You need undeniable massive value in what you give away. There's a secret ingredient that makes this both possible and easy - TIME.

The more time you spend diving into a subject matter, learning about it, getting results in it and then crafting a freebie which teaches people this thing - the better it will be. Like all things in marketing - the most important factor in the success of your Lead Magnet will be its *packaging*. That is - what you call it and what image you use to show what it is.

The best way to come up with a great name for your Lead Magnet is to ask the market what it wants.

But this is chicken and egg because you're creating your first Lead Magnet to get leads!

You currently don't have leads you can ask. So, at first, you need to rely on good copywriting basics. Make a promise.

Make it specific (in time and result).

Make it easy (explain what they *don't* have to do).

Make it tap into their core pain (what they want to move away from) and core desire (what they want to move towards).

This training you are going through is a result of this process and also asking the market what they wanted.

I posted on Facebook to get the best topic, the best title and the best tagline.

What you have in front of you is the result:

**Winning Topic:** How to make enough money to quit work

**Winning Title:** The 9-to-5 Escape Plan

**Winning Tagline:** How To Quit Your Job and Join the Millionaire Fast-Track

**Give Away the Farm and Reap an Infinite Harvest**

Most people are too afraid to reveal too much.

They want to keep their “best stuff” hidden behind a pay-wall so they can charge for it. This is dumb.

If you only give people birdseed, they will associate you with birdseed.

If you give them the entire farm, they will be forever grateful and pay it back in spades.

This paying back will be with time, attention and, ultimately, money.

But if you hold back in your Lead Magnet you have lost the one-time opportunity to leave a lasting impression.

The bigger the give, the greater the reward. You need to be patient.

You need to work your ass off for no reward or feedback-loop (at first).

You need to do what others are not prepared to do, so you can get what others can never get. So go *all in*. Give away your very best stuff.

Make your Lead Magnet so incredible, people think they’ve been given a paid product by mistake. Make it REMARKABLE.

This means, literally, that it is so good, people go out of their way to actually *remark* about it and tell others.

This is how you get more leverage for your efforts and get every lead to tell one, two or three people so your list grows faster.

They don’t do that when you give them birdseed.

**“But Cheney! How do I actually MAKE a Lead Magnet!?”**

Simple. You start creating content.

It could be written content you whack in a PDF.

It could be audio content you record into a microphone or your phone.

Or it could be videos you record.

Or if you're *really* smart - it could be all three.

More value = more leads.

Just draft out 7 to 10 core things you want to cover.

Beneath each of these core topics, write out 5 bullets of the specifics for each one. Then get to work.

Package it all up, whack it on a website somewhere (we'll come onto this bit), and you are good to go.

You've already done the hard work by diving in, getting results and teaching earlier on.

Now it's just a case of collecting your best stuff and packaging it in a way that appeals to your desired audience and makes them salivate at the idea of getting it!

## **Activate Your 24/7 Leads-Getting System**

The channel you need to use to communicate with your followers is an autoresponder.

An Autoresponder is software which lets you collect email address and then email these people whenever you want.

It is an ESSENTIAL purchase for every internet business. I use Getresponse (and have for over 20 years). You can get a free 30-day trial (no credit card info required)

If you prefer, you can choose another autoresponder entirely. Either way - you need an autoresponder so go get one now.

## **Skyrocket Your Leads With This Winning Landing Page Formula**

You are going to build a leads machine that gets you leads.

Do this, you need to get people to raise their hand. This means they are showing interest in the freebie you have. It means they are willing to enter their email address to get it. To do this, you need to build a landing page. Here's what you're going to need:

- The Perfect Hook - a Winning Headline
- Optin Form for people to enter their email address
- The button to "submit" the form
- Bullets (optional)
- Description (optional)
- Image (optional)

There are a lot of different softwares you can use to build a Landing Page.

The easiest way to get started is to use the Landing Page builder which comes with your autoresponder. If you decide to use Getresponse (like I do) it comes with a free landing page builder.

They can even host the page for you so you don't need to buy a domain name or pay for website hosting.

It will look better if you do those things, but at first it's not required. Don't overthink this. The best-converting landing pages I've ever made just have a simple headline and a box for people to enter their emails.

### **How To Hook Them**

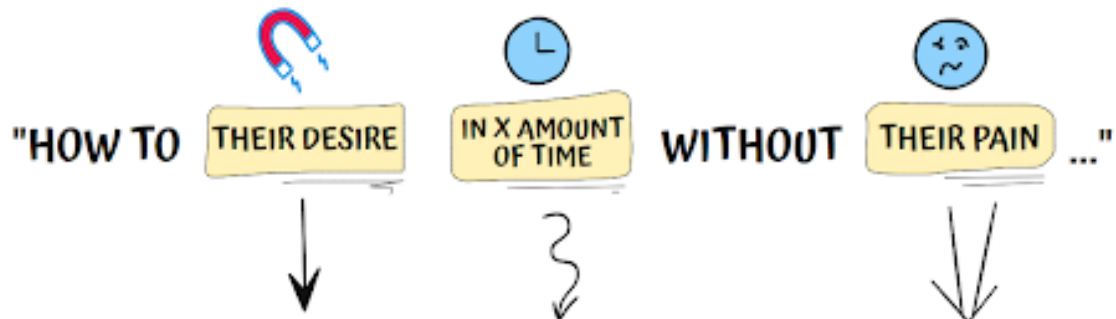
This is not a copywriting book. I've written sales letters that have made millions of dollars. A lot of time, effort, research, testing and learning goes into that.

You will gather more in your career but let's get you 90% of the way there.


You can spend a lifetime studying copywriting and the details of how to write endless different headlines.

Just use the Ultimate Headline Formula to get started...

## THE **ULTIMATE HEADLINE FORMULA** ✓



e.g "HOW TO **MAKE \$249** IN **59 MINUTES** WITHOUT **HARD WORK...**"

 \*You must be able to deliver on what you promise!

And here's some more examples:

**"How To Get a Six-Pack in Six Weeks  
Without Having To Go To The Gym..."**

**"How To Make Your First \$1000 Online in The Next 21 Days Without  
Having To Spend a Penny..."**

**"How To Take 7 Shots Off Your Golf Handicap Without Having To  
Buy New Equipment or Change Your Stroke..."**

You get the idea. Now you have a headline you are pretty much all set. You could add bullet points about what they will discover, an image of yourself or the freebie and so on. But these things will do very little to improve your optin rate percentage. Make sure you test out your headline though.

See if you can beat it by creating an entirely different headline, related to what your freebie will be, and run it to see if it gets a higher optin rate.

Some of the autoresponder and landing page softwares will have split-testing tools built in.

Or you can just do a basic test - run headline "A" for a week and see how many leads you get and what the optin rate is.

Then run headline "B" for a week and see how it measures up.

Pick the winner based on the stats, then create another headline and try to beat it. This is the grunt work where the gold is found but many people miss it.

In essence, this is what *marketing* actually is - using the power of the MARKET to make data-driven decisions.

You don't decide on something in business because of emotions, feelings, thoughts or hunches (unless you really have to!). You decide based on data - MARKET DATA.

The first time your Landing Page goes live is the worst it is ever going to be.

\*IF\* you actually test and use market data to tell you what is working, and what is not.

Never stop testing.

Never stop getting data from the market to show you what is working.

It is the path to riches.



## Next - Remove Obstacles

Many marketers claim it's best to ask people to enter their name and email address on a landing page. I personally don't bother, because every additional step you ask someone to take is another obstacle in the way.

I'd rather get more people on my list with no name, than get fewer people who give me their name. And yes - I know you can personalize emails but this is not 1999 any more and people see it

If you write good emails (I'll come onto this) then you can get wayyy better open rates and clickthrough rates without needing a person's first name.

And you'll have more leads on your list anyway, because you didn't hassle them to enter it in the first place.

## **Another Obstacle You Should Remove...**

When you start collecting email addresses you have a choice... You can get people to “single-optin” or “double-optin”.

Single-optin means people just enter their email address a single time on your landing page and they are on your list. They start getting your emails right away.

Double-optin means people enter their email address on your landing page, and then they get an email where they have to confirm that they do indeed wish to be added to your email list.

The argument is double-optin gets you more quality and qualified leads, and it does. But in my humble and accurate opinion, it gets you so fewer leads that it is not worth doing. Remember – every action you ask people to take, you lose a whole bunch of them who just won't do it.

I heard of a world famous self-help guy who told someone in confidence at a dinner party:

*“Only 10% of people who buy my books actually open it. And only 10% of those get past the first chapter.”*

You can blame human nature and get angry at the way people are – or you can just make it as gosh-darned easy as possible for people to take action and remove all the hurdles you can.

I'm single-optin all the way, always have been, always will be.

You can qualify the lead and warm them up by sending more cool emails to them.

You can't do that if they didn't join your list in the first place because they didn't jump through that double-optin hurdle.

## **Crack The Code to Creating Quick Cash from Every Lead**

Now it's time to create a thank you page. This is the page where you deliver the Lead Magnet you promised people. You can either do this on the very next page people see after they enter their email address.

Or you can do it on a standalone page. Why would you do this?

Because you might want to put a paid offer (your own or an affiliate offer) on the page that people see directly after entering their email address.

Either way - you need to give people what they opted in for!

You also need to make sure the first email you send people has a link to download the Lead Magnet you promised them.

This is easiest done with a written PDF report because you can literally just directly link to the PDF on Google drive or Amazon storage etc.

This way you don't even need a download page.

To make money right away - be sure to include an affiliate link or link to an offer inside your Lead Magnet. This way people can take action on your recommended "Next Step" and put money in your wallet at the same time.

If you're delivering video or audio then you will need a page to let people download these items. Your autoresponder may even provide you with a template page where you can deliver your Lead Magnets.

If not, you can get a page from your website host or just throw a page up online using Wordpress. Still too techie for you? No sweat - you can just give people the stuff inside a Facebook group or a Discord group.

## **STEP 7. Send Them Stuff**

And by stuff - I mean email messages.

You want your email to feel like secret messages between you and the person on your list. Share some personal information.

Share powerful secrets they can use in their journey.

Reveal things which will surprise, shock and delight them.

And of course - be sure to also sell to them (we'll come onto this soon).

The first email you need to write is the very first email they will get after joining your mailing list.

Just use this...



SUBJECT LINE: Here's what I promised you

EMAIL CONTENT:

Here's the free [whatever it is] you requested:

[link]

Enjoy,  
Your Name

—

This is all you need to do in the first email. Give them what you promised and get out of there. No backstory, no testimonials, no links to other things or offers.

Just fulfill your promise.

Oh and make sure you only ever use ONE SINGLE LINK in every email you send out. The more options you give people, the fewer people will choose any of them. One link to rule them all ;-)

Over time you want to send more emails giving more trainings away and making offers. And in order to do that you need to... Times I did this: Ways you can do this:

Now that you have this book...  
**I invite you to watch my private training video.**



**WATCH my private training on how you can partner with me and build your own business online**

**CLICK HERE**



# Chapter #5

## The #1 EASIEST Way To Make Your First \$50,000 Online

Story: How I made \$100,000 in commissions and won a \$25,000 Rolex

It's money time. You've dug DIRT for long enough, now it's time to dig for gold.

### Where The Money Is Online (And How To Get It)

In this section you'll discover *where the money is online* and *how to get it*.

Until the time you start creating and selling your own products, the money online is in affiliate marketing. This means you sell *other people's products*.

They give you a monetary reward, called a "commission", every time you make a sale. The more sales you make, the more money you make.

And the best part?

- You don't have to create the product
- You don't have to deliver the product
- You don't have to provide customer support
- You don't have to create all the sales and marketing materials to sell the product

You literally just get a special link - your "affiliate link" - and when people click on it and buy the product, you get paid. So the gold mines are the **affiliate networks** online which list products you can promote as an affiliate.

You need to sign up for free accounts at these affiliate networks:

ClickBank - <https://www.clickbank.com>

WarriorPlus - <https://www.warriorplus.com>

JVZoo - <https://www.jvzoo.com>

Commission Junction - <https://www.cj.com>

Next, you need to...

## Find The Nuggets

This means finding the best products to promote. You're looking for products which:

- Are hot-sellers right now
- Excite you in some way (you need to be enthusiastic about what you sell)
- Have a low refund rate
- Pay good amount of commissions across the entire funnel
- Are from reputable sellers
- Truly help people in some way

How you find this information will vary from network to network.

But they will all give you the data you need to make an informed decision. Look for the current bestsellers. Look for leaderboards in the affiliate marketplaces on each network. Look for the amount of sales each product has done and how much the average commission is.

Most importantly of all - take a look at the sales letter of any product you are considering promoting and see if it excites you.

If you try to promote something you are not excited about, people will tell.

They will see you are just doing it for the commission and they will not buy.

The more excited you are about the offer, the more you will *want* to promote it.

And the more your energy and enthusiasm will come across to your subscribers.

Do not overthink this. Find some products which meet the above criteria.

Make sure you have at least a basic understanding of the category the product is in. The easiest way to do this is if you have already bought products similar to this in the past. And the best way to get sales as an affiliate is to *buy the product*.

This way you can test it out and importantly - *show people* you spent your own hard-earned money on it.

Showing people you bought it will do more to convince them to do the same than any amount of promotion ever could.

Now you have a list of products you want to promote it's time to...

## Get Your Mining License

This means - getting approval to promote each of these products.

If you are brand new to affiliate marketing, I recommend you get started on Clickbank.com The reason I say this is because you don't need to get approval from the product owner in order to start promoting.

You can promote any product you wish without having to be approved by the vendor.

This is huge. On the other networks you may fall victim to...

## How To Break The Vicious Cycle of Approval

Many vendors will not approve you to promote their product, unless you have already made a lot of sales as an affiliate. They do this because they only want quality traffic being sent to their offer. They can't be certain that a newbie knows what they're doing. If a newbie sends garbage traffic to an offer it can damage the statistics of the offer and the reputation of the website or domain.

But this doesn't help you... How are you supposed to make sales if vendors will only approve you IF you've already made sales?

The simplest way around this is to use Clickbank to get started.

The other way (for other networks) is to buy the product you want to promote.

Then send a PERSONALIZED message to the vendor saying you bought it and include your receipt.

Along with your proof of purchase, be sure to tell them what you *loved* about their product. There is no guarantee they will approve you, but this will give you a much higher chance.

Whatever you do, do not use the same cookie-cutter approach everyone else uses:

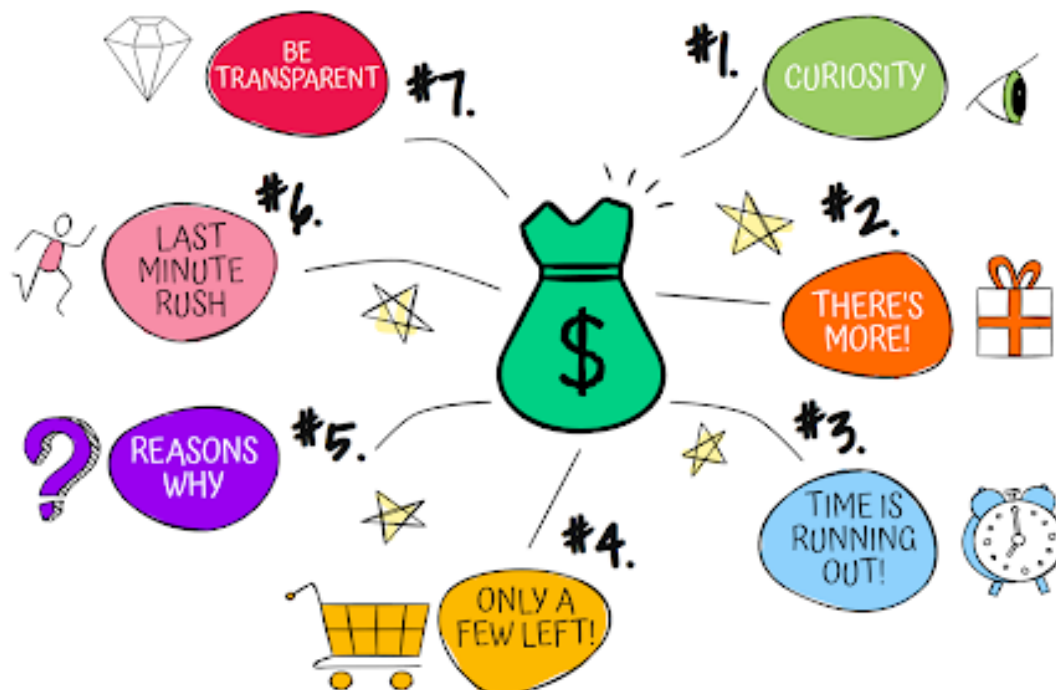
*"I have X number of people on Facebook, Y number of people on my list and here's how I will promote your product..."*

I get hundreds of similar messages a month from lazy people wanting me to approve them. They all get rejected. Because it's not personalized.

They have not taken the time to speak directly about my product or me.

They clearly do not care. When you show you care, people care about you in return. Okay great - now you have approval, it's time to talk about the...

## [ 7 SECRETS THAT WILL MAKE YOU RICH ]



### **Secret #1. Curiosity**

### **Secret #2. But Wait, There's More!**

(Bonuses Bag You Buyers)

Fill holes. Make skeleton dance. Crush objections. New every time (or at least rebrand). Further offers inside bonuses. Sell the bonuses until the end when you sell the offer. And be sure to really ramp up your sales by using...

### **Secret #3. Time is Running Out!**

### **Secret #4. There's Only a Few Left!**

### **Secret #5. Reasons Why, Make Them Buy**

### **Secret #6. The Last Minute Rush**

Most sales come at the end, get them off the fence, crush campaign, stay the course, don't flip flop)

## Secret #7. Transparency Is King

(Tell your list how you're going to promote, Show Not Tell, Story Not Sell, Look At Affiliate Pages for DF Promo Materials but don't use!, start with the salesletter and mirror it in subject lines, emails and bonus pages)

### The Quickest Way To Get 300% More Sales, Ever Invented

I was speaking to a client and asked him: "Do you hate money?"

"No, why?", he asked. "Because you are only emailing your list four times a week - are you mad?" Truth is - I email my list three times a day most days.

What's stopping most people from doing this is just fear:

- Fear that people will go mad
- Fear that people will unsubscribe
- Fear that people will think they are "over pitching" them
- Fear that they will look desperate
- Fear that they won't be able to write this many emails

All of this is nonsense IF you write your emails in the correct way.

The correct way is to write them so they are a combination of entertainment AND education (with a sprinkling of "offer" at the end).

If you just send emails that are all about an offer, always largely say the same thing, and have no *in-built* value of their own then - yes - people will likely hate you for it.

But if you write emails that people love to read (regardless of whether they buy the offer or not), you will have *happier* subscribers and make more money at the same time. Win-win. And it's not hard to do. Just write as if you are talking to a friend.

Use simple language, tell a story of something that happened to you (offline or online), and then make the connection to an offer at the end of the email...

E.g.

**Subject Line:** "My embarrassing 3-poop morning walk"

**Email Content:**

Unbelievable...

My dog did three poops on his morning walk today, I was sooo embarrassed carrying around three giant poop bags the whole way.

I think he knew and had been saving up for this day.

But you know what?

Despite my annoyance at the time, it actually worked out well because he "got them out of his system" so no more poops on the afternoon walk.

And it's just a natural thing he had to do so I shouldn't be mad.

Just like getting leads, building an email list and sending out offers is a natural thing to do in an internet business.

Wouldn't it be great if you could all three of THESE things picked up for you by someone else so you didn't have to worry about them?

Well now you can...

This great new service called "ABC" does all three things so you can just focus on picking up masses of money in sacks instead of having to do the dirty work.

Scoop up the deal here: [link goes here]



When you do this often enough you will have dug a tunnel to freedom.

Repeatedly digging gets you more "DIRT".

More devouring, more implementing, more results and more teaching (for free and then monetizing via affiliate offers) can grow over time and become enough for you to break free. You can get there faster when you...

Now that you have this book...  
**I invite you to watch my private training video.**



**WATCH my private training on how  
you can partner with me and build  
your own business online**

**CLICK HERE**



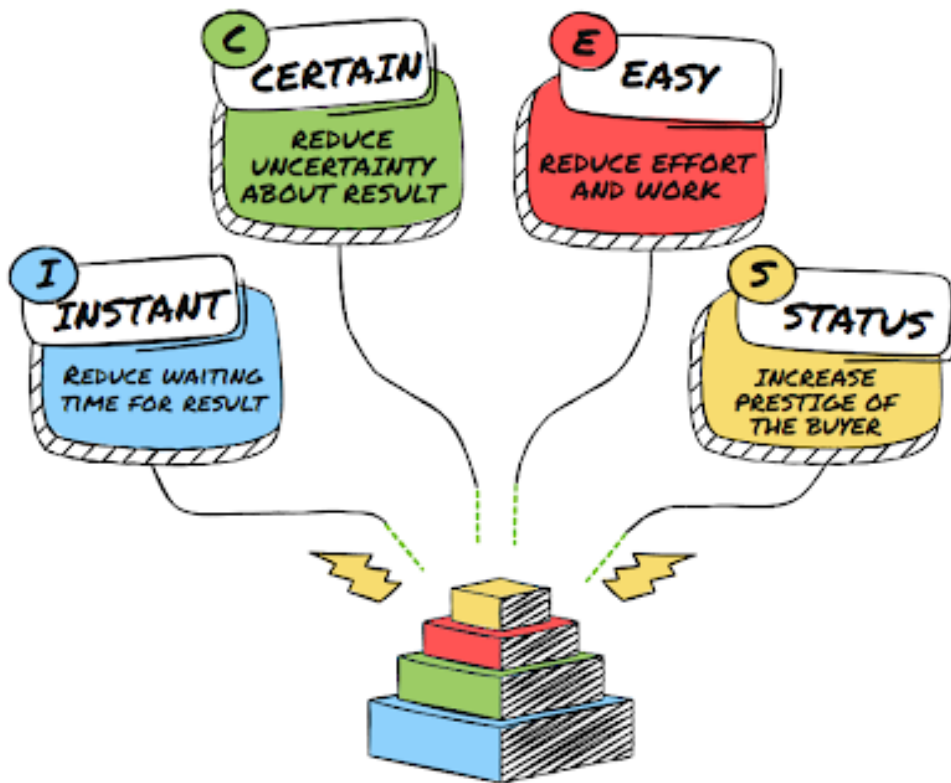
# Chapter #6

## Little-Known Method for Making a Million with Tiny Products

(Story: How I made \$793,409.49 selling a \$19 product! relaunches, upgrades, upsells, updates, affiliates, launches, contests, 100% commissions, recruit customers to be affs) (creating and launching your own product)

### LAUNCHING A FRONT END PRODUCT

### The ICES Formula for Creating Offers That Convert



## **I is for INSTANT**

Your backend offer must give people instant results (or as instant as possible - each of these 4 components are on a sliding scale) Takes forever -> Takes a little time -> Takes no time. The further to the right on the sliding scale you can move your offer, the more you can sell.

So if your prospect desires the result of making money it would look like this:

Takes forever - teaching someone how to make money

Takes a little time - giving someone ready-made templates and tools

Takes no time - giving someone money

***“But I don’t want to over-promise some push-button BS!”***

This is not about over-promising and under-delivering. This is about pushing the envelope of what is possible and thinking about the prospects’ ultimate result they want and moving heaven and earth to give it to them.

When you start with the end goal of trying to make the result instant it changes the way you think about what you can deliver.

For nearly two decades I’d been focused on teaching people.

But with this simple shift I started just doing things for people.

I started paying them commissions from clients we already had.

I started emailing their affiliate link out to my mailing list.

I started wiring them money to their bank account.

It doesn’t get more instant than that!

Can you see how this is wayyy more powerful and attractive than just teaching someone how to do all the steps? So why am I teaching all the steps here, for free?

Because not everyone has the money to invest with us to get us to give them a ready-made internet business.

And I also give away the farm for free to show you I have your best interests at heart and I know what I’m talking about.

## C is for CERTAIN

The more certain the result is you are giving people, the more likely they are to buy your high ticket offer. Again this is a sliding scale:

Never works -> Sometimes works -> Always works

You can stick a Band-Aid on certainty by using guarantees (which we will come onto) but they do not affect the actual *certainty* of the result.

Guarantees only work at telling people about the already-baked-in certainty your program has. If you actually make the results certain, then the guarantees are just a cherry on top, rather than a critical crutch supporting the entire offer.

Let's say your offer promises the outcome of people getting traffic to their website. If you teach them how to do it, the certainty of them getting traffic is definitely not 100%.

From my experience it's more likely to be 5% as most people don't use what they buy. And most of those who use it don't follow through.

And most of those who do follow through, don't implement consistently.

So just teaching someone how to get traffic offers almost zero certainty of them actually getting traffic. Bad news - they won't buy it.

If you gave them your content, your methods, your templates, your resources and your vendors - it becomes *more* certain but still not 100% certain.

But if you just bought ads for them, or mailed your list or placed their link on your website's homepage - they are 100% certain to get traffic.

See the difference?

And yes, this is *similar* to the INSTANT factor, but not the same.

If you buy them traffic the moment they buy your program (and you already have a traffic account and ads approved and waiting) then that would be instant AND certain.

If you offered them traffic from a mailing to your list - that would be certain but *not* instant. Not quite as sexy. Less sales. Boo.

Try to create solutions that move the slider all the way to right on all factors to create the best offer possible.

Just make sure you can actually fulfil on what you are promising (you may need to limit numbers or adjust later on after you have the customers!).

## **E is for Easy**

Lots of work for client -> Some work for client -> No work for client

This is similar to INSTANT but a little different: Let's say your offer is giving your client a customized website. You could provide this instantly by saying you just need the client to provide all the following information to you:

- Their photo
- Their name
- Their location
- Their contact details
- What they want the website to say

And then once they've give you all this, you would *relatively instantly* hand them over a website. This is kinda instant, but not 100% easy because the client has to put in some effort (they hate that).

But if, the moment after they bought from you, you used all the info available from their Facebook profile and created a website without needing them to do anything - this would be instant AND easy.

## **S is for STATUS**

All purchases beyond \$100 or so involve, at their core, a degree of status-grabbing. You justify to yourself that the new house is about "convenience", "space" and "practical things", but deep down there will be some status play in the mix. You want others to look at you in a certain way.

And this is fine - you are human after all and this is what we do.

We are social creatures. We crave recognition, respect, affection and significance. The deeper reason behind many of our buying decisions is connected to status. By creating offers which lead to an increase in status for the customer, you will get more sales and make people feel better about the decision too. This applies more in the marketing and sales of the offer than its actual creation. So we will talk about this more later when it comes to how you sell your high ticket offer.

Commission  
Machine

27530



\$793,409.49

## My Multi-Million Dollar Salesletter Skeleton

### HEADLINE

\*THE\* most important thing is to write at least 5 different headlines ready for split-testing during launch. Headlines should contain specific amounts, time frameframes and DREAM OUTCOMES. Focus on "ICES"

I- How is this "instant" ? or as close to instant as possible?

C - How is my results certain with this?

E - What makes this EASY

S - Status (what will others think about me when this thing starts working for me? My wife / partner / friends / peers)

DECK COPY (another powerful reason why)

BEFORE-AND-AFTER STORY

STORY OPENING

STORY BEFORE (sub-heads throughout)

STORY AFTER (sub-heads throughout)

INTRODUCING

BULLETS

PROOF

BONUSES

GUARANTEE

ORDER BOX

PS

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# Chapter #7

## Unlocking Multi-Million High Ticket Sales Secrets

(Story: How I made \$1.8M in 2 weeks selling my first ever high-ticket program)

Work Backwards - Start with the Backend

You have to start backwards and work out what the most-valuable thing is you can sell, and create that *first*. This is not the way most people do it. And this is why most people die broke. Because they create their low-ticket "frontend offer" first.

They then maybe add a couple of upgrades and launch the thing.

The problem with this is you don't get rich selling \$10 things.

You get rich selling \$2000, \$5000 and \$10000 things. So you start there.

It's more work. It can be scary. And it means doing things backwards. But you got this. Once you have a killer high ticket offer (which I'll show you how to do in the coming pages) you can then create a low-ticket offer to attract the perfect buyers for this high ticket offer. You don't want to create the front-end and then be scrambling around wondering what to sell on the backend.

Or worse - not sell anything on the backend at all!

That's what all the losers stuck on the product-launch hamster wheel are doing.

I know some people literally launching new products every two weeks!

Because they don't have any high ticket offers and they just using the "churn and burn" model.

It sucks. Don't do it.

### **How to Create the Ultimate Backend Offer**

This is going to be a lot of work. You are going to freak out.

BUT I will help you through this and on the plus side...It will make you rich.

## **“This All Sounds Like a Lot of Work...”**

I took a client through this backend creation process and throughout the whole thing they kept saying; *“This sounds okay, but my big concern is this all sounds like a lot of work...”* And every time it would be a concern about their workload, their potential costs, and their capacity to deal with customers.

Bear in mind - at this point they had ZERO CUSTOMERS!

You are in no position to start adding constraints or taking things away from off when you have ZERO customers.

The time to do that (if ever) is when things start creaking because you have too many customers and can no longer fulfil on the incredible high ticket offer you created. Coming up with the offer is NOT the time to be worrying about this or pulling back. You need to go all in.

I once worked with TEN people for 8 weeks each, one on one, and coached them on how to grow their business. Each journey took hundreds of hours. I received no money for this. I gave all my time and knowledge away to these lucky individuals for free. Why?

Just to create some YouTube videos with the content.

If this is the lengths I go to, just to create free, giveaway content, can you imagine the lengths I go to with my paid programs?

## **The Twin Powers of Pain & Desire**

To sell more stuff just remove all the prospect’s pain and fulfill all their desires. Simple.

People will do more to avoid pain than they will to get pleasure.

But if you satisfy both urges you have a winning offer.

The key here is to understand who you are selling to.

What are they trying to escape from?

And what are they trying to get to?

This is pretty easy to figure out. Especially if you’ve already been a customer in the market you are serving.

Once you have the main desires people have in your market, and the main pains they have, you can start to craft an offer which solves all of this.

It should truly help them and change their life in some way.

You're not just "creating an offer" here - you are literally changing the world.

And the more you can help more people, the greater your rewards will be.

As the name suggests - this offer is going to be on the "backend" of all your other offers. It will be the last offer people see but also the most valuable (to your prospects and your business). Your entire business needs to be built around your backend offer. You sell the low-ticket frontend offers to get *buyer leads* for your backend, not to make sales or profit. What would you rather?

500 sales of a \$10 product with no chance for further sales OR

500 buyer leads perfectly matched to, and in need of, the \$2000 backend offer you have waiting for them Here's how you do it.

## **How To Create The Best Name for Your High Ticket Program**

To sell a high ticket program you need a great name. This is the formula I use:

### **EASY/FAST + OUTCOME + VEHICLE**

E.g. Simple Profit System

**STEP 1.** Create a long list of words which mean easy or fast. Use Thesaurus.com to help you.

**STEP 2.** Create a long list of words which convey the main outcome you get people (I've used "money" for this in the examples below)

**STEP 3.** Create a long list of vehicles or descriptors of what is going to get your customers this outcome

## **LIST OF EASY/FAST WORDS**

- Easy
- Simple
- Fast
- Lightning
- Zoom
- Zippy
- Rapid
- Hands-Free
- Hassle-Free
- Quick
- Instant
- Automatic
- Leverage
- Fast-Track
- Accelerate

(Add to this list using [Thesaurus.com](https://www.thesaurus.com))

## **LIST OF OF OUTCOME WORDS (using “money” as the example here)**

- Wealth
- Commissions
- Profits
- Income
- Money
- Sales
- Revenue
- Clients
- Customers
- Buyers
- Transactions

(Add to this list using [Thesaurus.com](https://www.thesaurus.com))

## LIST OF VEHICLE WORDS

- System
- Program
- Escape Pod
- Accelerator
- Initiative
- Protocol
- Group
- Gang
- Society
- League
- Crew
- Squad
- Syndicate
- Cartel

(Add to this list using [Thesaurus.com](https://www.thesaurus.com))

**STEP 4.** Take one word from each list and combine them to make a three-word name for your high ticket offer

**STEP 5.** Get a short list of possible offer names - Make sure they are easy to say out loud and roll easily off the tongue.

**STEP 6.** List them in order of preference and trust your gut.

**STEP 7.** For the name at the top of your list answer these questions:

**Q.** Does this fully describe what my offer does for people? Y/N

**Q.** Does this sound exciting? Y/N

**Q.** Would I buy this if I was in my prospect's shoes? Y/N

**Q.** Does it convey an easy, fast outcome in an exciting way? Y/N

**Q.** When you search for the name on Google.com (put the full name in quotes when searching) is it a new idea? (i.e. nobody is currently using it or has it trademarked) Y/N

If you answer YES to all those questions, you have a winner!

**BONUS POINTS:** Look for words which start with the same letter

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