

Method Nine: **Product Bundle Partnerships**

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Sometimes, you need to get creative and see where you can fill a need. You'll *always* be able to make more money if you can help other people make more money-- especially when they can earn the money without lifting a finger. Have you ever noticed that people make money with special offer products, but then never promote them again? You're going to fix that problem for these marketers, help them earn more money, and pocket some nice cash for yourself.

The Basic Idea

You're going to be a broker, of sorts. You are going to find lost, 'dead' products and nurse them back to health. You'll earn money for yourself and for the product owners.

This is a total win-win idea. The products are sitting out there, already created, but not making any sales at all. The products are probably quite good (and you're going to make sure they are by checking the reviews first).

And here you are, in need of making money this week. Maybe you don't have the patience to create a quick product of your own like I've detailed in a couple of the methods. That's why this method is so fantastic.

This method is very fast because most of the work is done-- the products have been created and even the bulk of the sales copy. All you need to do is organize the product owners, write the sales letter, get affiliates on board, and take care of the finer details.

What do you get out of this? These product owners will no doubt mail their lists about this new, insanely cool offer. You'll build relationships with these grateful product owners. You also get a nice chunk of the income from the sale...not to mention all the buyers will go on your list.

Here is the breakdown of the basic steps:

- Choose a popular niche
- Use the Warrior Forum archives to find products that were good sellers, but are most likely not still being sold (or have just been left there, with no solid promotion done on them)
- Verify the products are not being sold elsewhere
- Make a list and contact the product owners with your idea
- Explain that you're going to bundle several awesome, related products for a hot, limited sale. Hit on those benefits-- they don't have to do any work but will get a cut of the profits
- Write the sales letter-- use elements of scarcity ("This offer will only last for 7 days!")
- Consider an upsell
- Get affiliates, including the product owners themselves
- Run the offer on your own domain

This can be a lot of fun for you and for the product creators. Plus, it can put some cash in your pocket before the week is over.

Day One

Choose a Niche

There are so many Internet marketing products out there that it can be hard to zero in on a particular niche. But, that's exactly what you need to do. You want your package to be very targeted so it sells really well. There are Internet marketing packages, firesales, etc. that are mixture of many different niches, but this strategy will work much better for your purposes.

Choose a Popular Niche

There is sure to be a niche out there you have a lot of Interest in. Ideally, it will also be one that has a lot of great products. If you're stuck for ideas, take a look at the Warrior Forum Special Offer archives at warriorplus.com. You can sort by the best sellers to get a feel for what kind of package might do well for you right now.

Find Products That Have Been Left to 'Die'

You'll undoubtedly come across products in your chosen niche that are selling well right now. But you need products that have been practically abandoned. These might be products that were really hot 1-6 months ago or so. Dig deep into those archives to find some great candidates.

<http://warriorplus.com/wso/>

Your criteria should be:

- It was a good seller when it was first promoted
- It seems to have only ever been promoted on the Warrior Forum
- It has positive buyer comments
- It fits well within the niche you've chosen

Make a list of 5-10+ products that fit this list.

Are the Products Being Promoted Elsewhere?

Your goal here is to get the interest of enthusiastic product owners who have made the mistake of abandoning their products. You have to figure out what the best candidates are.

Keep in mind that people sometimes take their offers off of the Warrior Forum to promote them somewhere else-- this is good business practice, but you'd be surprised at how many people neglect to do this. Those are the people you're going to strike this deal with.

Do a Google search for each product in question. Does it show up anywhere but the Warrior Forum? If not, it's reasonably safe to say it's not for sale anywhere else. I'd say it's fine to contact the product owner.

Verify the Product Owner's Information

Gather your list of potential products and add each product owner's information. Please do not just send a form letter to these marketers-- they can smell that a mile away. Get to know them and their products a little bit before you write to them.

Then, write a note that talks about what you want to do, why their product would be a great fit, and note that they'll make sales with their great product without having to do anything else (although one requirement or suggestion could be that they mail their list with the offer-- it's easy extra money for you and for everyone else since they have a targeted list). Explain that you're going to bundle related products in a limited sale-- from respectable marketers such as themselves.

Ideally, you'll hear back from everyone pretty quickly. Also mention that you've just been inspired by this idea and are looking to launch soon-- within days to a week. That should encourage people to respond a little more quickly than they might otherwise.

Day Two

Today is a continuation of yesterday. Continue contacting marketers if you've gotten some no answers or haven't gotten a response. It's better to have more products in your bundle rather than less.

If you haven't gotten an answer from a particular marketer via forum pm (the least recommended method), try email, their blog, or Skype. Do not do all three-- it is annoying to many marketers when people try to contact them five different ways without waiting for a response first.

By the end of today, you will hopefully have some enthusiastic marketers on your side.

What to Get From the Marketers

I'm not a lawyer, but I think it would be really smart to get some kind of written statement that you're allowed to include their product in this bundle.

You should also ask for all of the product downloads in a zip file so you can include it on the download page.

Day Three

You may still need to finalize things with the product owners, but you should know enough on day three to start writing your sales letter and getting the offer together. You can also start to think about the price you'll charge. The price should depend on what the products would have cost individually, how many products you have in the bundle, how limited or exclusive the offer is, and so on.

I'll include my standard sales letter template below, but here are some things I think you should consider for this offer:

- Would it work well in this subniche to run it on a dimesale for added scarcity?
- Emphasize in the sales letter that the offer will only last for 7 days (or whatever you have decided)
- Consider whether there is an upsell you could include-- this might be something you create, it might be coaching, or email help, or even rights to a high-end product you've acquired. Adding a great upsell can help you make a lot more money with this project.

Writing the Sales Letter

There are some things you'll want to think about when it comes to writing copy for this bundle in particular. You're not just writing a regular sales letter-- you're writing a sales letter that has the goal of convincing people to download an extremely limited bundle that is worth far more than you're charging.

The sales letters for the products are already established, which can dramatically cut down on the time it will take you to write the copy.

Here is the basic rundown of writing great copy:

Prehead-- Write a short line (around 5 words) hitting on their problem, passion, or desire

Headline-- Write a short headline, in quotes, in larger text than the rest, that hits on the main benefit of your offer (Hint: it's a hot topic and they can make a ton of money).

Posthead-- Emphasize what you're providing.

Introduction with a problem-- This is a letter...so write it like one. What is their problem? Really drive that problem or desire home and how it is currently out of their reach.

Story with an "I understand" tone-- Share your own story, why this niche or method or bundle has had an impact on you

How you found your solution or came across the solution-- Share the awesome solutions that are found in this bundle...how the fact that there are so many unique products on the same topic means this is a once in a lifetime offer

What you're offering-- What your offer is and why it's unbeatable

Why this is the best thing for them-- Why this is unlike anything else, why it's a must-have, why it's worth so much more than you're charging

Close the offer with a great deal of scarcity and a fantastic price

Sign your name and that you're excited to hear their success story

Add a P.S. that shares the benefits, scarcity, and super low price again

Remember-- look at the product owners' original sales letters and (with permission) use some of their bullet points and interesting facts about their products. Most product creators will be just fine with this, and then your sales copy has just about written itself.

Get Affiliates Lined Up

The original product creators should be thrilled to promote this offer. Keep them informed about the timeline and everything involved and they

should be ready to go (especially when you give them email swipe copy to use before they mail out).

But, don't stop there! Encourage the product creators to reach out to their affiliate marketing friends. You never know who knows who. They have personal connections you may not have, and it benefits everyone to have as many affiliates on board as possible.

Also reach out to the marketing friends you know who have related lists. It's also encouraging to know that as this takes off, random affiliates will ask to promote-- people love to grab ahold of something that is a success and that is exactly what your offer will be.

Write Email Swipe Copy for the Affiliates

People are much more likely to promote if you make it as easy as possible for them to do so. Many will go ahead and write their own affiliate emails from scratch, but others won't be that motivated to promote unless you give them templated emails to start from.

Writing swipe copy can be a lot of fun-- they are often like mini sales letters. Really focus on the benefits of the offer, the scarcity, the low price, and other things about your offer that will really get people excited.

Deliver this copy as a 'thank you' to the affiliates and product creators as you all prepare for launch. Make sure you are very clear with everyone about when you are launching, what time, and how long the bundle sale will last.

Day Four

Your timeline might be a little different, so move this to whichever day you need to on your schedule.

Today is the day you take care of all the background stuff.

Where Will You Run Your Offer?

You'll need to run this offer on your own domain, since Warrior Forum rules state that you can't run a WSO if you didn't create the product yourself, and of course you didn't. But don't let that hold you back.

You can use JVZoo for your affiliate tracking.. This is one of the easiest systems to use for offers like yours-- and they have the added benefit of having large affiliate networks.

Don't forget to integrate your autoresponder service (Aweber or GetResponse). You are (hopefully) going to have affiliate support from the product creators and elsewhere, so you want the added benefit of getting their buyers on your email list.

Day Five

Today is a very exciting day! It's the day you're actually going to launch the offer. Remember that this is a team effort, so all product creators and affiliates need to be aware of the launch date and time as well as any changes or delays.

Remind your affiliates that you have launched. Consider hosting prizes and competitions to get people even more interested and involved.

JV Zoo also allows you to easily implement an affiliate contest feature (even if you aren't giving affiliate prizes away to top sellers), and affiliates love this, since it lets them see how they're doing in relation to others who are promoting. If you do offer prizes (they don't have to be huge), it will bring out the competitive nature of some affiliates and convince them to send multiple emails out rather than just one.

Day Six

Offer Good Customer Service

You want to leave a great impression on the product creators, affiliates, and customers. Be really responsive to all parties involved. The more

smoothly this runs, and the more successful it is, the more affiliates and customers you will get.

Day Seven

You've done it-- your bundle offer was a success for everyone involved. Now it's time to take care of the final details.

Paying Everyone

Your affiliates were paid as they promoted-- including the affiliate share the product creators earned from mailing. But you also need to pay what was promised as part of the split. You can issue payments to everyone involved as soon as the sale is over. Do note that you may have refunds to account for, which is why you might make an agreement with the product owners that you will pay a month after the sale ends. Do what works for you.

Scaling Up

Hopefully you've started to see the potential here. You've done this successfully one time...but don't stop now. There are dozens of niches out there you can tackle. There are hundreds of abandoned products out there that are begging to be recognized again. You are providing a great service to product creators and buyers-- you can even turn these bundles into a full time income.

If you frame it the right way, you can turn this into something product owners are *begging* to be a part of. You are getting everyone extra sales, so it's bound to be a winner.

And best of all for you, your email list is growing every time you do this.



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