

SUPERFAN PROGRAMME

Promotion Styles

Once you have ensured your own offer, or the offer you will promote as an affiliate, has a sales process that ticks the Offer Grid factors you can now write promotions to send your audience there!

Here are the different options...

OPTION ONE - THE PURE PROMOTION

Remember the template below:

Open - Problem - Obstacle - Insight - Progress - Close

You SHOULD have mastered that by now.

Which is gonna make writing promotions a cinch.

Here's the pure promotion template:

Open - Problem - Hint At Obstacle/Myth - LINK

You open your emails in the same way as your normal emails...

You speak about the problem in the same way as your normal emails...(take ONE problem from your own/sales process you are going to promote as an affiliate).

You tell them if they want to solve that problem they need to be careful of something that makes it (Crossroads Decrease Trigger) to solve the problem.

Then - simply have a link that says something like "You've got to see this to believe it - click here for a video all about it" or "I love what this guy has done to fix this - click here to read about it".

Watch the video that goes along with this worksheet for how simple this can be!

Here's why this works...

1. It communicates there's a solution - without giving away what it is
2. This creates curiosity - which is the main driver of the person clicking on the link

3. It “pre-frames” the sales process. This is a killer tactic that most people miss! You have people going into the sales process with a much more open and receptive mind.

If you’re someone they have received awesome content from - they’re gonna click that link.

Do NOT overcomplicate this. There’s no need. If you follow this process and combine it with the techniques covered so far you’ll set up the sales process perfectly.

STEP TWO - THE “NO-SALE-EMAIL” PROMOTION

This is a little trickier, but VERY powerful and gives you an almost endless amount of “sales angles” you can promote an offer with. This is usually another big “aha” moment for people...

Look at the Crossroads triggers that are relevant to that offer.

Now, what you do is this...

You tell a STORY that communicates SIMPLICITY or COMPLEXITY.

You tell a STORY that communicates SPECIFIC or GENERIC.

You tell a STORY that communicates FAST or SLOW.

etc.

These can be a story from your own life, one you read, a film, a story in a book, something that happened to someone you know - ANYTHING!

So let’s look at COMPLEXITY.

Here’s a story you could tell to communicate complexity...

EXAMPLE:

“When was the last time you used complex algebra in every day life?

I remember sitting there in class one day whilst my maths teacher drew some crazy looking equations on the blackboard.

I looked around and, apart from the real whizz kids, most of my classmates were looking the way I felt.

Confused.

And, I've got to admit, I struggled.

I even had to attend extra classes just to get that stuff mastered.

It didn't do my self esteem any good - which is what kinda pisses me off. See, I've never used algebra since.

Basic maths - use it every day when buying stuff.

Counting out the coins, that kind of thing.

But algebra?

Not once.

Which is annoying because it's almost like the maths class made things more complex than it needed to be.

People do the same with lowering your blood pressure.

If you listen to most advice - it's like algebra.

More complex than it needs to be.

Which is why I love this companies approach. (first link).

They keep things so simple because they've found a way to lower blood pressure without the usual hoo-ha and time consuming methods.

So if you want the "algebra" approach to lowering blood pressure, go elsewhere.

But if, like me, you love simplicity, click the link below and check out what they do.

SECOND LINK

Speak to you on Tuesday

Jon"

Here's another way I could communicate simplicity...

EXAMPLE 2:

"During the 1960s space race, NASA hit a problem...

Astronauts couldn't write in space, because ordinary pens wouldn't work in zero gravity.

So according to legend, NASA hired Pail Fisher to design a pen that would write in space.

Months later, after \$1.5 million of research, he came up with a solution.

NASA now had a pen that wrote in space.

Clever huh?

You might think that - until you hear what the Russians did...

They took a pencil.

Gotta laugh haven't you?

But what's this got to do with weight loss?

Everything.

See, many diet programmes make losing weight far trickier than it needs to be.

There's a lot of needless work involved.

Just like the Americans and that pen!

Me, I prefer to approach dieting like the Russians...

Taking the most straightforward route possible.

If you're looking for a straightforward way to get in shape - [click here](#).

It's a really, really cool concept.

Speak to you Friday

Jon"

I heard that story a while ago and thought "Ohhh that is getting used at some point"! Keep a swipe file of stories that match the Crossroads Triggers. They are worth a FORTUNE and it's so much fun! People love getting story based emails too.

By the way, if you look at the email above I chose "trickier" rather than "complex" and "straightforward" rather than "simple". Why? Just to mix things up a little. The Thesaurus is your friend!

Places to find stories:

Books - (autobiographies are good)

Past Experiences - "When did I experience____)?"

Experiences Of Others - "When did you experience____?"

Movies

TV Shows

Forums

Facebook Groups

Youtube Comments

Newspapers

Magazines

Reddit

EVERY DAY SITUATIONS - I look out for stuff to talk about. Makes my life interesting!

With this approach you can promote the SAME product from a pretty much endless amount of angles. Values and beliefs and everything else we've covered can be used too!

Example:

"I've never forgotten how proud I was when my husband told me he found me "sexy".

I hadn't heard that in years!

I'm not telling you this to brag - but to inspire you!

You CAN experience the same with the right information.

So if you'd like to hear the same from someone you want to impress, I strongly suggest you check this out link"

Ohhh clever huh? That was a values based email.

I LOVE this stuff!

You'll grow to love them too!

Between the pure email promotion and the "no-sale-email" promotion (Step you'll NEVER run out of ways to promote an offer without being slimy and hard sale (which doesn't work very well anyway!).

One last strategy...

EVERGREEN SALES EMAILS

Here's a template you can use at the end of your weekly newsletters that people see time and time again. It's a way to constantly have your flagship offers (if you have them) in front of the subscribers over and over again. Eventually people get enough lightbulb moments from you that they want to

buy! So this process allows them to do so. Simply adapt it to match whatever yours or your clients offers are:

P.S. Whenever you're ready... **here are 4 ways I can help you** transform areas of your own life where you're stuck OR if you're a coach who wants to grow your business and make more impact.

1. Grab a copy of my book "Joyride - One Life.Three Principles. Infinite Potential."

This is a great starting point for those looking for better ways to... transform their own life experience or assist others who are struggling ... In order to do that, we need to understand how the mind really works...this book alone could transform how you experience life from the inside-out. [Click to read more...](#)

2. Become A Highly Paid Coach, Work From Anywhere And Get Paid To Change Lives.

In this 90 minute masterclass, you'll discover how I make a life changing income with just a handful of clients by commanding premium prices...and how you can too even if you currently have zero coaching experience. Because I'd love for you to have your own successful coaching business, I've summarised my 30 years of coaching experience in to this 90 minute class. By attending, you can go ahead and swipe & implement the exact 4 step process I use to create a lifestyle business that fits around the things that I really want to do in life. I'll share the steps with you in this masterclass. [Click here to register...](#)

3. Join our NEW members only private Facebook Group

We launched the members only "**The Joyride Club**" private Facebook group... Its currently closed to new members. This amazing group is based on the life transforming information found in my best selling book Joyride. We are hanging out together each week as we go deeper in to the understanding behind transformative change work... Whether you're in business and you're stressed out of your mind, struggling with a relationship, stuck in destructive behaviours, down more than up, trying to achieve a dream or goal that seems impossible, a leader looking for ways to communicate more effectively, if you have anxiety or other challenges then I'd love to see you join this

private group.... we plan on re opening the doors so you can join very soon, watch this space :0)

4. **Work with me and my team privately**

If you'd like to work directly with me and my team so we can take you from where you are right now to **where you want to be instead...** just reply to this message and put "**Private**" in the subject line... tell me a little about your business and circumstances and what you'd like to work on together, and I'll get you all the details