

**AUTO RESPONDER MESSAGE #1 → Sent Day 0**

SUBJECT: {FIRSTNAME}, here's the video you requested!

Hi {FIRSTNAME},

Thank you for signing up for your free video on “**Why 97% Of All Affiliates NEVER Make Any Real Money!**”

I hope you enjoyed the video and the important message that followed it.

If you haven't had a chance to view this information yet, here it is again. Enjoy!

{WEBSITEDOMAIN}

Sincerely,

{YOURNAME}

{WEBSITEDOMAIN}

**AUTO RESPONDER MESSAGE #2 – Sent Day 2**

SUBJECT: Why “The Affiliate Dream” Is A Myth

{FIRSTNAME},

Surely you've heard of “the affiliate dream” before.

It goes something like this: "No list. No product. No problem!"

As tempting as it is to think that affiliate marketing is the best & easiest way to make money online, *it's a myth*.

**The truth is, unless you go at it the right way, you're left working way too hard... for way too little money!**

At {WEBSITEDOMAIN}, I explain how even the in arguably the hottest online niche, still only a few hundred affiliates (out of hundreds of thousands) make any money *at all*, let alone any serious cash (see first image below video).

Affiliates are constantly struggling just to grab a small piece of the pie – publishing articles, optimizing pages, paying a fortune for PPC – competing with thousands of other affiliates!

That’s hardly what I would call an “*easy way*” to make money online!

So what’s the solution?

### **Product Creation.**

The common thread behind every guru launch and new technique is this: creating new products.

Don’t be “1 of many” – get thousands of affiliates working for you and create your own products!

And best of all, it doesn’t matter if you have NO list, NO experience, and NO money – creating products is a whole lot faster (and cheaper) than most people realize, IF you know the right way to do it.

My *Simple Product Creation* CD tells you exactly what you need to know in order to start creating hot, profitable products in under 48 hours!

And best of all – it’s free to you while supplies last!

Go to {WEBSITEDOMAIN} to claim your copy today.

Regards,

{YOURNAME}  
{WEBSITEDOMAIN}

**P.S.** Now is a tougher time than ever to be an affiliate... new FTC regulations, the recent mass Adwords account bans by Google, rising PPC costs... it’s time to “think outside the box”, time to start building a sustainable business that isn’t dependent on Google’s whims...

### **AUTO RESPONDER MESSAGE #3 – Sent Day 4**

SUBJECT: The #1 Reason Product Creation Beats Affiliate Marketing...

Hey {FIRSTNAME},

It’s {YOURNAME} here again.

I hope you've been seriously thinking about what I told you a couple of days ago regarding the benefits of creating your own products.

Look, the truth is, I know it may seem hard to believe that YOU can become an online product creating whiz... and you're probably not 100% sure that it's better than affiliate marketing.

**I totally understand.**

So let's consider the WORST CASE SCENARIO.

If you create your own product, you may have "lost" some time and some money (In this case, I'll show you how you can create a product in just a few hours and sometimes for \$0!)

So even if it the product completely flops – you've still just lost a few hours!

But even then, you have still gained A LOT!

Why?

Because... when you create a product, you have created an *asset* that can be used, built upon, bundled, for years and years to come – so you can literally profit month after month, while just doing the work once.

Even if it "bombs" (which it won't after you discover the right way to do it), you're still left with unique, valuable content you can use in your future marketing efforts.

**The more probably case is this:**

You sell some copies of your product, make some nice income (I'll show you how to create reoccurring, sustainable cash), build an army of affiliates working for you, and grow your list of customers substantially (that you can market to continually afterwards!)

Let me ask you this: Would you spend 37 minutes listening to a free CD that could change your life forever?

You would. *Great! I knew it was a no brainer!*

Click on the link below to claim your CD while it is still free:

{ WEBSITEDOMAIN }

Best,

{YOURNAME}  
{WEBSITEDOMAIN}

**AUTO RESPONDER MESSAGE #4 – Sent Day 6**

SUBJECT: Why You Should NEVER Become An Expert!

Hey {FIRSTNAME},

Can I ask you a question?

Why would anyone ever want to become an expert?

“Because experts get paid extremely well”, you say. “After all, think about doctors, lawyers, dentists....” Mucho buckaroos, right?!

OK, you’re right.

But here’s the thing - *you can have that JOB.*

Being an expert requires you to *work* in the thing you are an expert in.

What the heck does this have to do with online marketing?

Here’s what:

**Don’t be the expert. Be “the link”.**

You see, how many niches can you be an expert in? Not many – no more than a handful right? But how many niches can you FIND an expert in and interview? Thousands!

So be the link. Interview an expert. Get content from an expert. Then just create a product with that content and sell it!

And once you find a profitable niche, rinse and repeat!

Don’t get caught up in the details of becoming an expert in multiple niches – save your time! Find the expert source right off the bat and leverage their experience. You just simply have to put it in front of the right people who are *looking* for that information!

The 37-minute *Simple Product Creation* CD I created tells you exactly where and how to find experts that can help you create hot products for you – sometimes at ZERO cost to you!

This CD is yours absolutely free is you order today (just pay shipping):

{ WEBSITEDOMAIN }

Cheers,

{ YOURNAME }

{ WEBSITEDOMAIN }

**P.S.** Want instant credibility? Simple! Create your own product. It doesn't matter if you're not the expert – having your name on that product will make people “associate” you with the expert. Order your free CD today without delay to get instant credibility within the niche of your choice.

#### **AUTO RESPONDER MESSAGE #5 – Sent Day 7**

SUBJECT: What W. Clement Stone Said...

Hey { FIRSTNAME },

W. Clement Stone, one of Napoleon Hill's *Think And Grow Rich* success stories, famously said:

*“Whatever the mind can conceive and believe, it can achieve.”*

What plans has your mind conceived for your future?

Last week you signed up for my free video, “**Why 97% Of All Affiliates NEVER Make Any Real Money!**” and judging from that decision you took, I'm guessing that perhaps you're not getting the results online that you were hoping for.

Is that right?

OK, no problem. Listen, it's no secret that making money online offers us amazing possibilities. Like

- The ability to work for yourself on your own terms...
- To make more money in a single day sitting at home than you now make all month struggling to build someone else's dream...

- To take long vacations, have fun and start living life as it was meant to be lived!

I want you to know that – it **CAN** be more than *just a dream*.

It **IS** possible – and *you* can do it too.

You need the right mindset (as Mr. Stone alluded to), but you also need a good plan and method to follow.

*I want to give you that method for free.*

My *Simple Product Creation* CD shows you exactly how you can join the elite 3% of online money-makers by making hot, profitable information products (fast & easily).

I leave no stone unturned in this information rich 37-minute audio CD (and there are no sales pitches either). **I'll ship it to you free - today.**

Why delay? This offer won't be around forever. Just go to { WEBSITEDOMAIN } and claim your CD right away, before you forget.

After all, what do you have to lose? You could be just one product away from turning your dreams... into reality!

{ YOURNAME }  
{ WEBSITEDOMAIN }

#### **AUTO RESPONDER MESSAGE #6 – Sent Day 9**

SUBJECT: Did you claim your free CD yet?

Hey { FIRSTNAME },

Just a quick message to see if you ordered your free *Simple Product Creation* CD yet?

{ WEBSITEDOMAIN }

I still have my special introductory pricing available – \$0. It won't become less expensive than that! The retail value of this CD is \$47 and I may start testing different prices in the future.

Why not take 2 minutes and order your CD right now before you put this email aside and forget about it completely?

That way you ensure that you'll get it at \$0 (just pay a small shipping charge). It will be shipped directly to you plus you'll get INSTANT digital access.

**Now you may be wondering: why am I giving away this free CD?**

Well it's simply because I'm offering a helping hand to help you out. I honestly believe that trying to make money online using affiliate marketing first is the WRONG way to go about it (and I'd like to save you the time I lost chasing the affiliate dream).

The best way to make good money online is by creating your own products.

The best way to learn how to create your own products is with my free CD – *Simple Product Creation*.

You can claim your copy now at: {WEBSITEDOMAIN}.

Sincerely,  
{YOURNAME}

**AUTO RESPONDER MESSAGE #7 – Sent Day 12**

SUBJECT: Quite frankly, I'm a little puzzled...

{FIRSTNAME},

I'm a little puzzled...

You see, 12 days ago you signed up for my free video about "**Why 97% Of All Affiliates NEVER Make Any Real Money!**" and since then I haven't heard anything back from you.

If you took a few minutes to watch the video and read the message I had for you at {WEBSITEDOMAIN}, you know that I'm offering you a free CD where I share 10 of my best "product creation" secrets. I really go "All Out" to tell you everything you need to know about creating hot, profitable products starting today.

All I am asking in exchange is that you help me out by paying the shipping charges.

Sounds reasonable, right?

I thought so.

Look, I know it's easy to put things aside for tomorrow, but {FIRSTNAME}, here's why I don't think you should wait on this offer.

**You see, this CD could potentially be the difference for you between online success and failure.**

I mean, it would be pretty hard to believe that there wouldn't be *at least* one new piece of information that you could use to make more money, that might lead to another thought that ends up being highly profitable...

And if you're not 100% convinced that you're getting the results you *should* be getting, why leave one rock unturned?

Einstein said that insanity was "*doing the same thing over and over again and expecting different results.*"

Is it time you tried something different?

{ WEBSITEDOMAIN }

Sincerely Yours,

{ YOURNAME }