

STEP-BY-STEP

# BONUS CREATION





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## **My Unfair Advantage**

Created & Published By  
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# This Is The Verbatim Video Transcription Of Our **MUA Webinar.**



# STEP-BY-STEP BONUS CREATION

Ladies and gentlemen, welcome to another episode of My Unfair Advantage. This one is a little different than what we normally do. We usually have a presentation of slides but I thought I would get a little more hands on with this one. Presently, we are three days into this promotion for a product called The Commission Machine. You may remember this from when the actual launched happened. Obviously, right now we're in the launch, at the time that I recorded this. There are two days and thirteen hours left based on the timer that I have on the page.

I want to talk about this bonus that we created. We had several people that asked us, "Man, how the heck did you make that video? How the heck did you put all that together and you made this spy theme? It was like a movie that we are watching. Was it a lot of work?" A few people actually asked me to do a webinar teaching them how I created the bonus video. I thought I'd go a step further, actually and walk you through all of the steps that it took to create this entire bonus. We gave our bonus a theme. We gave it a name and we gave it a theme. It was actually all inspired by The Product Creator, the product that we are promoting.

I'm going to start there. I'm going to start by showing you the product that I am promoting which is called Commission Machine. The product is by Michael Cheney. This is the product sales page. Michael's got this video there. The product is about teaching people how to make affiliate commissions by promoting other people's products. The moment I saw it I was like, "Wow, that's a powerful bonus." That's a great opportunity for me to make a bonus because here I am, creating a campaign that's going to get people to buy a product that teaches them how to create campaigns that gets people to buy products.

The proof was going to be in the pudding with this bonus, with this promotion. Why would you buy from me a product that teaches you how to make people buy from you? I got to prove to you that I'm good at getting people to buy from me. I knew from the moment that Michael told me about this product, I knew that I was going to have to create a big bonus for this because I was going to literally be demonstrating my ability to sell as an affiliate. The product is about selling as an affiliate. I had to show a proof.

The cool thing about this was that Michael, believe it or not, you'll hear my voice get lower now because I'm sliding my chair over to the table where I have this letter, I'm holding it in my hand, I know you can't see me on your screen at the moment but Michael did something really cool as part of his strategy to get affiliates to promote this product.

He sent us this letter and I'm going to read you this letter right now. There's a seal on it from the Royal Secret Intelligence Service. I was like, "What the heck?" Then, it has pictures of people I know on the top. It has a picture of Randy Smith. It has a picture of Dave Nicholson, John Thornhill, Simon Phillips, and Dan Sumner, those five guys. The letter, it's address, it comes from London, UK, 21<sup>st</sup> of January and says, "Wanted: Dead or alive. Agent Martin, your majesty needs your help. The above suspects have an evil plan to take over the world. They plan to buy a high





## STEP-BY-STEP BONUS CREATION

powered ray gun and blow up the planet. Their funding source has been revealed by intelligence as Interwebs Marketing. They will stop at nothing to destroy everything we hold dear. Needless to say, her royal highness, the queen, has requested your personal assistance in this matter. Your personal mission brief is awaiting you at this confidential web address, [www.agentomar.com](http://www.agentomar.com). Yours faithfully, Agent M. Martin, please keep this confidential.”

I was so intrigued. I was like, “Man, what the hell was that agentomar.com?” I’m going to show you. I don’t know if this is still up because obviously that was a private site that he made for a video for me. This takes us to this video. Then, it forwards to his JV page. He made this little thing. It was so intriguing to me. I loved it. I said, “I am going to create a bonus that goes and spins off of this.” I decided that I was going to create a mission impossible theme. If we go down to the leaderboard, we’ve just lost our first place spot to MemberSpeed but up until just yesterday, late yesterday, we were in first place. Hopefully, we’ll be able to regain it. Who knows? By the time you are watching this. You probably know how this all turned out. At this point, when I shot this video, there are still a few days left in this. It could go any way.

A really cool JV contest and right away, my head, it started spinning because of that letter that I got. I decided that I was going to create a mission impossible theme. I did. We did a photo shoot. We created this really, really big bonus. I knew that I was going to have to entertain people and really give some shock value if I was going to get all the market share. If I was going to get people to buy through me, instead of all those villains that I am supposed to stop from building a big, giant weapon of mass destruction, I had to come up with something funny, something entertaining. I thought, “Man, how much fun will this be? We’re going to dress up as spies.” Melinda, any excuse to get Melinda to wear that sexy, little black dress to hers. I said, “I’m going to do it.” We got her a crossbow. I got myself a toy gun. I said, “Let’s go ahead and do it.”

Let me go ahead and reload this page for you. There’s going to be an exit pop here. Let’s just click reload so you can watch the video.

That was the promotion that we ran. Making that video took quite a bit of work and I’m going to go over the steps that we took. I’m also going to dig a little deeper than just telling you what it took to create the video. I’m going to tell you what it took to create this entire bonus campaign, which is what made us the money. The video alone is just a small piece in a big system that works together cohesively in order to make this work. It goes from building buzz about the bonus, even before you build buzz, coming up with an idea, a theme, working closely with the product vendor.

It starts with the vendor telling you way in advance about his upcoming launch and product release, you having enough time. Naturally, when someone approaches us and says, “Omar, I’m doing a launch in three days. Can you promote?” It’s one of the stories of frustrations for us because as much as I would want to promote, that doesn’t give me enough time to do something that’s going to make us both a lot of money. It behooves you to be ready. After Michael told us that we started coming up with ideas, we brainstormed back and forth. There was a couple of calls with him about it. We finally decided, “Okay, we’re going to go with the Mission Impossible theme.” It was all





## STEP-BY-STEP BONUS CREATION

about what are we going to give away? What are we going to do? What's the angle? We had to come up with a script and all that.

We came up with this page. It's not just about the creation of bonus. When you do this, there are actually products that needed to be created. We had to build a product called Co Mission Impossible. That product didn't exist so we had to make it. From making the covers, making the images that you're looking at right now, creating the photo shoot, taking the pictures to be able to create the images that will eventually create the product images that you're looking at here. There are a lot of little things that had to happen. We actually had to make a project for this, an actual checklist.

These other projects needed to be created. The Email Sequencing Machine, that's a tool that didn't exist yet. We had to make it. These other things as well that go together with The Commission Machine. We had to get graphics from Michael because I wanted our theme to be in line with his. His page is purple. We're using the same purple color. We got his graphic template. Fortunately, both myself and Michael use the same graphic artist. We share the same graphics guide, GFX-1. When I said, "Hey Stevie, use his same logo, only give the product this title because it's one of my bonuses for him." He was able to use the same thing. It's congruent from my page to his page.

Then, it was a matter of assembling all these other ones. Content Nitrous is an upcoming product launch of ours at that time. Getting all of these together so that we could put it on the download page and the redemption page, assembling all of these descriptions, all of these had to get typed up. Making sure the order section was all done. The email receive instruction, you'd be amazed at how many people screw this up. I actually have pictures showing people what they need to send us. Instructions, link to click on. So that, "Hey, click this link, send us this number that you got in your receipt." They still... You'd be amazed. My point is that there was a lot that went into this. This is just the frontend.

On the backend, there's a system for redeeming this bonuses. Melinda handles that part. She's got to have responses pre-typed. She's got to create accounts for all these people. It's a time consuming thing because we'll make hundreds of sales for this. Imagine having to create 300 accounts manually in a WordPress site so that they could have access. Sometimes, we're giving access to multiple WordPress sites. For example, for this one, they're going to be getting access to the Bonus factory which is the redemption site and they're going to be getting access to Content Nitrous. We have to create accounts in two websites for these people that are claiming these bonuses and there's going to be hundreds of them. That alone, it takes a lot of man hours to do.

The actual delivery page has to be created. We have a backend funnel reintroduction system as well to get people to buy the upsell. That makes us more profitable as affiliates because it's not just about making frontend sales, it's about making backend sales and being profitable as well. There's a lot of planning that goes into it. This doesn't happen overnight. And then, we get into the buzz building. Once all that is done, we have to have a whole bunch of Facebook images. We have to start creating buzz. We have to create anticipation so that on the day that we release this bonus, there's already a







# STEP-BY-STEP BONUS CREATION

line of people waiting to buy and we have a pile of sales. And then all of a sudden, we are on the top of the leaderboard and we're dominating.

I've written down a list. I'm holding the paper in front of me. I'm going to go through all the things that we did. I already showed you how I got the message from Michael. I read to you the letter. That's how we basically got the idea. That was number one on my list.

Number two on my list was we researched the whole spy theme thing. I used three sources to research what I was going to do, to get some ideas and start envisioning it. I used Envato. I used Google Images. I used the D9 domain search thing. a lot of you don't know what Envato is. Basically, I used a company called Envato. One of their sites is called VideoHive. I should have a section here of favorites. What I did is I favorited a whole bunch of spy theme templates. What Envato does is they provide templates for a program called After Effects which is a motion graphics editing software. I know how to use it. I can use it. Most of these come with instructions. The software itself is rather costly and it's time consuming. Not only time consuming but it's very resource hungry.

What I mean by resource hungry is if you have one computer, when you're rendering video with Adobe After Effects, you can't do anything else with your computer. It just slows everything down. This is the kind of thing that I knew I was going to find the ones that I wanted to use and then I was going to outsource them. Before I go through them, I just came in here and I just typed in spy, like that. There's footage, there's stock footage here. This one's called Company Spying. It has like a woman looking through a window.

There's one called Spy Tech, I actually got an idea from this one. When I first saw it, I was like, "Oh man, how about having a real tech screen in the background." Almost like the Iron Man hood screen on this helmet. A bunch of little stock footage links, here's a guy scrolling a map with some mysterious lighting. I didn't use this one but I thought about it. I actually have my own reel to real here from my studio stuff but I didn't use them. Lots of different footage and clips that you can buy here. All of these little clips get edited eventually in the video. There's a lot more different ones.

These templates have images in them and you can replace those images with your own. The template itself has been pre-rendered and you basically are filling in the blanks. Whenever you see an image, text or anything, you can edit that and insert your own image or text. The software animate that image or that text in accordance with what you're seeing on the screen.

I went and I decided to buy. These are the ones that I ended up buying, obviously. I bought the Spy Games one. I'm like, "Oh, okay. My video is going to be about me stopping them from building the weapon of mass destruction. I can use that." I said, "But still, I need a way to jump into that story." I decided to buy this one. I said, "Well, this one I can use at the intro and say the SIS, the Secret Intelligence Agency has reached out to us." This is how I started jotting down some notes and composing my story line. That was the research phase.





## STEP-BY-STEP BONUS CREATION

The next thing I needed to do is find a domain. I just went to D9 and I started looking for domains. I started going with Commission Impossible then I said, “Well, let me just do the Mission Impossible theme.” I decided to go in that direction after a little bit of research.

The next step was, in order to know what images, what video clips, what footage, in order to know what I’m going to be putting in this video. I need a script because the script is what tells me what footage I’m going to need. I went to Google Drive which is where I do all my writing, pretty much, when I start jotting down ideas. I just open up a text document and right now it’s currently called Read Me. This was initially my script. Let me open it up. This script has been changed quite a bit. All the black text that you see was what I initially wrote. After that, I went and I added in all of my ideas for I wanted to be displaying on screen at that point in the script.

Then, I put the red text was what Melinda was going to read. I wanted Melinda to read the code names. She was filling in the blanks. I wanted her to have a role in it. I said, “She’s going to read all of the codenames.” I first typed the script up and then I went and said, “Okay, what would be good to have at that first line where it says the Secret Intelligence Service has reached out to team Martin once again.” I said, “Okay, I want to start off with the Spy Game template, show some action clips through the template. I clicked here to remember the actual theme that I used, that I selected from VideoHive. This is just a link to the VideoHive theme that I just showed you. I started first like, “Oh, I want to start with a burning fuse like in Mission Impossible, like those themes would start. We need your help to complete this mission.”

Letter opening, now, if I was going to tell this story, we just opened a top secret letter. I needed to record some footage of myself opening the envelope that contained the letter that I wanted to build the bonus around. If you go and watch the video right in the very beginning, one of the very first things you’ll see me opening the letter, that little clip shows through one of these templates right here. It’s the very next one here. You see that? That’s the actual letter that I just read you. What I did is I put the camera on the tripod, I put the tripod on my desk, I put the camera on the tripod which is just my phone. All of these was shot on my iPhone. I angled the camera down so it was showing my hands and the top of my head. It’s just a different angle to shoot the video from. That’s the way that I started envisioning what it was going to look like. I wrote the entire script out first and then I went through and started adding these little purple lines, add the suspect images, for example. This also gave me the ideas of what footage I was going to need to create.

I’m going to go ahead and show you what I did. I’m going to go to my Dropbox. I have a little folder here called impossible which contains all the little bits and pieces that I used to make the bonus. I’m going to go here to my Dropbox and I’m going to open the Commission Impossible shared Dropbox folder. You’re going to see all the pieces that I had to put together. This is the Readme file. This is the PDF version of the document that I’m showing you right now inside of Google Drive. Eventually, this became instructions for the video team. This says right here “producer notes to editor.” My purple notes are only a guide. Please use your own creativity to create an exciting fast paced Mission Impossible style video that will serve as fun way to get





## STEP - BY - STEP

# BONUS CREATION

viewers to purchase Co Mission Machine through our link. Feel free to alter the pace. Extend or shorten pauses of the voice over to accommodate for the footage and video editing. If you need different voice over or any type of modification whatsoever, just hit me up. I'm very open to it. I need your final video to be in 704x400 because that was going to be the size for my page. My footage clips may be small. I need expanding. Blah, blah, blah, blah.

One of the things that I wanted him to do to make sure that he pasted these credits on the end screen because I was already planning on using light diffuse as the song from Mission Impossible goes, I had to give credit to the copyright holders. These notes were added long after I created the script and just before I send it over to the video guys. The reason I opened this folder was I wanted to show you all the footage and all the little things that we shot. I just spoke about the command center footage. One of them was called Green Screen Letter Briefing. Here's the letter. This was the footage of just me opening the letter. That's the letter I just read you. That was one of the clips that I gave to the production crew. That was just an eight second clip that I gave to them.

Another one was a briefing. I said I want them to include some little part of me doing a briefing. I just screened my camera and then I wrote the word top secret on my board. That's actual real notes on my board for a project that we're working on. I just wrote the word top secret, pointed at it. That was just a couple of seconds of footage there. I am basically creating all this little pieces of footage to go along with the story that I wrote when I created the script.

Here are some action shots. These are funny because some of these are me in front of green screen, actually these are all out in the field. We did this. This was fun to do. Melinda was behind the camera and I actually climbed inside of a dumpster. This was actually right across my house. I was like I want to hide behind some bushes and look out. They didn't use that footage to the template. This was right in front of my house. I just drove. Melinda stood there by the tripod with the camera and I just drove holding that little toy gun out the window like a drive by shooting. Here's the dumpster shot. This was so funny because we had to do this three times. Melinda couldn't stop laughing and I got stuck climbing out of the dumpster. I'm not in as good shape as I used to be. I actually got stuck and it was funny to her. This was me running with the gun that was also used in the film. And me, running like a retard. It was fun to make all these little clips but I knew I was going to need them all.

Whenever I had a line saying hey, we're keeping tabs on them. We're using surveillance technology. I said, "Okay, I need something with binoculars." When I said, "We're right on their tail. We're catching up to them." I said, "I said, I need you to picture me running. Then we needed to shoot some green screen. I recorded some green screen shots right in my garage. Just dropped down the green screen. I have a backdrop. It's just cloth. I recorded all these little clips. I said I'll give these for them to use.

That was me walking. I literally took three steps towards the camera and that was the explosion shot. This is me pointing the gun at the screen. Here's a funny tid bit of trivia that you don't notice in the video when it's going really fast. I'm going to pause this. Look at the tip of the gun. It's got a





## STEP-BY-STEP BONUS CREATION

lot of electrical tape on it because I had to cover the orange piece because it's a toy gun. It has an orange tip on it. I just stuck a bunch of electrical tape on there. But when it goes by real fast, you really don't notice it because you're paying attention to everything going on in the background. I shot a couple of clips of those. Again, just a few second of each of these clips and then I gave them to the video guy.

Another thing that I had to do is I had to buy some stock footage. At VideoHive, you can buy little footage. I needed a timer for an explosion. I actually connected the little clip of me walking, in ScreenFlow, I put that together with the ticking bomb clip and the explosion. If I come over here, you'll see I have stock footage. This is all the stock footage that we bought. I bought all these stuff at VideoHive. These were like \$10 each or something like that or \$8 or \$9 each. There's the ticker. I think it ticks down from 10. I didn't use all of it though. That's that footage.

What I did is I would go to the search bar and I would just paste that part of my script and see what the search results were. If I put secret internet spying, this is what came up. We didn't use the whole thing. It's like a 30-second clip. We only used like a little part of it. That's just some stock footage that I bought. Here's the explosion stock footage. I had to go through a lot of explosion footage in order to find that one because there are millions of explosion footage online.

Glitch footage. I wanted a little glitch footage at the end of it. There's like a little glitch that goes throughout. Here's the hud screen that I don't think they used, actually, in the video. It might cut behind it or something like that. It might be used as a background. This was the surveillance. Each of these were little clips that were used in that production by the film guy.

I also had some clips I recorded here in the office that I'm talking to you from right now. I just set up my tripod and I just recorded myself typing and just moving my camera around. The way that I did this, actually, it's funny. I was like, "Man, I want my computer screens to be showing something cool at the time that I'm recording. What they're doing is they're showing the same exact clip. It's a VideoHive clip.

What I did is I went to VideoHive like this. I went to the search. I typed in hud. I used this ultimate infographic, this is the one I want to use. I actually just did this. I've clicked it and I went full screen video preview like this. That's what was playing in the background while I was filming my monitors. You didn't hear this music but I just wanted to record some cool stuff happening on screen while I was capturing my screens. I didn't even have to buy it. I was able to just play the demo while I was recording this footage. If you'll see the footage again, you'll see that's what's playing on my computer screen. It's that footage. I just played it with a little bit of a delay. This one, I pressed play on this one first then on this one, then this one. It's playing the same exact footage, only had a little bit of a delay. It seems like there's a whole bunch of activity from secret spy gear happening.

What I did is I did a few of them where I just panned through. I got my toy gun there. I just did some shots of the office. I just wanted to give them a bunch of footage to work with, in the video.





## STEP-BY-STEP BONUS CREATION

This is me with my tripod on my desk shooting from above, angled down. I did three different angles and I edited them together into a 30-second piece so that they would have plenty to use. I think now, I cut to a side angle and then I go a back angle, I think. I moved the camera and I just recorded another clip. Another one from that angle and then from behind which is, I think is the last shot in the film. All of these little clips, all of these footage had to be assembled way in advance. What I did is I put them all into this Dropbox folder and I gave access to my video guys.

I used the iMotion video team. Great team and I just said, “Hey guys, this is my script. This is what I’d like you to do.” they went and they put it all together. These are the two After Effects templates that I purchased. This is what it looks like when you get the template. It’s basically just a couple of folders and the video guys know what to do with that stuff in After Effects. They didn’t need anything else from me.

The audio. The audio was something that I had to produce. This is the audio track. I did that in Audacity. I’ll show you that in a minute. Going back to my list here, number three, we wrote the Bonus video script. That’s what I was up to. I researched the After Effects templates at VideoHive like I just showed you. Number five, I did a spy photo shoot with Melinda. That was a lot of fun. I can’t show you all the pictures. This is the spy shoot. These are all the images. Melinda and I had to sit down and go through them all and decide which ones we were going to use. This was us actually, in my garage working on all of those. These are the pictures that were taken. I’m just scrolling through them really, really fast. We took hundreds of pictures. That’s me actually giving her some direction. This is me keeping the paparazzi away. From here, we had to select the ones that we wanted to use and the ones that we didn’t. We took some gangster pictures and stuff. It was funny. It was a lot of fun doing that. From that, we had to select which we were going to use.

Once we selected them, I had to go and remove the background. I had to open them up in GIMP and I had to remove the background. This is the one that’s used on the front cover. These are the two that we decided to use on the front. This is how it starts to develop. The page is starting to develop. This is how we start getting to where we want to go. My vision is starting to come together at this point.

I think the next thing that I wanted to do since I knew it was going to take a while to create it, I had to give my graphic designer, Stevie, an idea of what I wanted my website to look like. What I did is I created a mock. I went into GIMP and I spent half an hour and I said, “Let me just draw it out. Let me show him what I got. Let me see if he can make it happen. Let me see if he can make it come true.” This is what I drew. I said, “Hey Stevie, can you make it something like this? It would be cool if it has a countdown timer here. It should have these words up on top. Me on the left, Melinda on the right. I wish it would match better with the...” That was my mock that I sent Stevie for him to work from. Obviously, what he created was this beautiful website. He built that from that stupid little mock of mine. He just made it all come to life.

It starts taking shape at this point. Now that I already have my graphics ordered and that stuff is on the way. My site is being put together. Now, what I needed to do was actually produce the audio.





## STEP-BY-STEP BONUS CREATION

What I did is I opened up Audacity and I just started reading my script that I had created in Google Drive. Let me just go back over here and open the page. I'm going to go ahead and open up my voice over which is my Audacity file. That was actually the seventh thing that we did.

This is me, my voice inside of Audacity. These are all the tracks. I had to do a lot of editing. This is what I did. The bottom one is the music. This track right here is the music. If I solo that track and just hit play, I turn off the solo button. Now, that's just the music playing. You'll see, this is the audio here. That's the next audio. What's really important here when I produced this is I had to edit my music so that the timing was synchronized with what I was saying.

You'll notice the change in the mood as I'm saying certain things. You'll see that when we go from this track to this track, there's a distinct change in the music. I'm just going to press play. You see how right there, before I changed into the new sentence, the new topic that I was going to talk about in the script, I wanted to have the hits. I didn't want to talk over that. I created a pause in between. You see that little pause, all of that is intentional. Here, we have another change in the music when I start mentioning the names of the culprits. You see how the music changes. When I'm done with the names, it changes once again. See how it changes again. That was the editing. Every part of the music that it changed, that the mood changed a little bit, I tried to make my audio fit around it. This is Melinda's section that she did. If I solo this, we can hear just her.

Producing the audio track when I'm creating web video, I found that making the video to match the audio always works out best. It's much harder to try to sync audio to video than it is to do the opposite. I always work on the audio first. I already have script. I narrated it into my microphone and then I chopped it up so that it would meet the pace of the music with the examples that I just gave you. All of this probably took me, I would say about five or six hours to do his whole audio track and make all the timing and the edits and the music and everything sound right. When was reading it, I must have made 100 mistakes with the "Ah's" and the "Uhm." I had to go and remove them all.

Once I had this, I exported it as one mp3 and then, I put that one mp3 in the folder that goes to the video guys, to iMotion video, to that team. Once I had that done, my script, my audio's done, I made sure I had my stock footage. All of that stuff to actually illustrate my script. I already showed to you where I bought all that. We went out and we shot the action clips, that was the ninth step.

Then, I actually assembled all the images for the video. I wanted the video, even though I still didn't know exactly what I was going to be giving away on the bonus, but I knew that I was definitely giving away three or four things. I said, "Okay, let's go ahead and have him mention those three or four things." I mentioned those in my script. I said, I want to also go and tell these guys to put the pictures of the bonuses. I assembled these images. I had to give them everywhere that I was going to have an image. I knew that there was going to be an image of myself, my wife, Michael Cheney, all of us were going to have to be in one of the slides in one of the parts of the video. I went ahead and put that there.





## STEP-BY-STEP BONUS CREATION

I got Michael to give me the same exact images that he used of all the culprits. That's all these guys here. I sent that to the guys as well. I had to assemble all the images. I needed product images. I knew that I was going to be giving away these products as part of my bonus. I didn't know what all 30 of them were going to be but I knew that these were the ones that I was going to be giving out. I said, "Let me give these, at least, so they can include them in the video." At that part of the video where I mentioned the names of those products, they went ahead and used those images.

Once I had all that together, I rendered the instructions so that PDF, that was the script, that document that I was working with in Google Drive. Here we are in Google Drive and I was showing you earlier, this is the document, the script. It ended up turning into the instructions, that very script ended up turning into the instruction sheet for the film crew. I just rendered it in PDF. I basically just came over here and just file, download as PDF. I put it in the dropbox folder for them. When I talked to the video guy, Jason Anderson in iMotion I said, "Hey man, there's instructions in there for you to follow and give the guys direction."

Now, I needed to actually design the bonus itself because now we're going to start getting into more assembling, actually putting the bonus itself together. So far, we've worked on the video, the sales offer, the bonus page, but now we have to put the bonus itself. I have to gather all the pieces. That's just as time consuming because I actually had to go and create... Here it is. This is the bonus page. This is where I actually sat down and said, "Okay, what am I going to give away?" I had to type all of these up. First, I started with just a list. I said, "Okay, I'm going to give away 20 things. Let me do this." As you guys see, I started with this and I ended up later adding another number one. This was my list. As I made my list, I typed up the description of every single one of these products and tools.

This means that I had to go searching through all of my own products. I had to go into My Unfair Advantage. I had to do a search for anything that had to do with affiliate marketing. Fortunately for me, I have a source of products which is called My Unfair Advantage. Just in the archives alone, there's like 250 videos at the time that I'm recording this, in this archive where you're playing this video. I could easily go into my own archives of stuff that I've created then I could say, "Well, I'm going to grab four or five videos about email marketing. I'm going to put them together and I'm going to give it away. That product is going to be called email so and so. Now, that's actually a product."

I can take those five videos and I can tell my content creator. I could say, "Hey, I want you to transcribe this five videos. I want you to turn them into an eBook." Now, I have five videos that I pull up of on our archives, all of the same subject. I had my content creator transcribe them all. Actually, Melinda got our transcriptionist to turn them all into transcriptions, into text. I got my content creator to merge all of that transcribed text into a book. Now, we've got a book plus we've got videos. I can make a product graphic using mycoverfree.com which is what I do here. Let me actually show you. I just go right over to mycoverfree.com







## STEP-BY-STEP BONUS CREATION

If I go to our dashboard here, you'll see all of the eCovers. This is basically where I made them all. This is where I take my image, my photo, my background, my colors, and all that. For example, right here let's say I wanted to edit this box. This is how I made it. I pasted my logo that I got from Stevie. I pasted my image from the photo shoot. I inserted this text. I inserted this little image because they have images so I just took this from the image library that was built in. I types in this text on the side. This background image, I inserted this stripe down the bottom. All of these are little pieces that you do and then when I'm done, I just click finalize and it just processes it and it makes the box based on the template that I selected.

I did that and I wanted to do a couple of them. I wanted to do multiple images to make the product look bigger and bulkier. I wanted to have a computer screen with it behind it. That's how it renders the thing. I went and added a transparent background. I just clicked on transparent. I downloaded it. That's the way we do it. When that's all done, we end up with something that looks like this. See this right here? That's the product image. There are a lot of these little pieces of the puzzle. That was just because this product didn't exist. I had to create it.

It doesn't become a product until you can visualize it as a product. This is important for you to convey to your customers and to your people. You can tell people, "Hey, I'm giving you a collection of videos that are going to teach you about affiliate marketing." That doesn't carry enough girth. In their mind, they cannot envision that as a product. If you say to them, "Hey, I'm giving you a product called Co Mission Impossible. This is what it looks like. It's these videos. These three videos come inside this big box. That product is called Co Mission Impossible. You could watch it on your computer screen." Now, I'm creating a visual image to my consumer that this product exists. It all came a group of videos that have to do with the topic of affiliate marketing that I got from the archives inside of My Unfair Advantage.

As I was reading my copy here, my sales copy, I said to myself, "I've just mentioned that they should listen to me and that they should learn commissions from me. I have to prove to them that I know how to make commissions." I gave them a little bit of proof. It just so happens that last week, I just won a contest. I came in first place for a launch called Digital Millionaire Mastermind. We made \$10,763 the week before I recorded this. I figured let me make a little proof image there. This altogether, right here, this copy helps sell this product which is a collection of videos that I already had inside of My Unfair Advantage, that I have already done. It's all my content. I just made it bigger. I had it turn into a book. Together, the book and the videos, with this product image becomes the Co Mission Impossible product. I did the same thing with this down here. The Email Sequencing Machine, The UpSell Email Series Machine, and The Lead Capture Machine. All these other ones were existing products. This is a software suite that at the time of this, I hadn't released yet.

I just wanted to give you an idea of how I composed the bonus, how I actually gather the things that end up becoming the bonus. Once my site is out being built and now it's time for me to start putting







## STEP-BY-STEP BONUS CREATION

this, while I am waiting for that stuff to come back, I'm waiting for my video to be produced, I'm waiting to get my website template back from Stevie at GFX-1, this is what I was working on.

The next thing that I knew I had to start doing was it was getting close. I'm like, "Okay, the launch is a couple of weeks away now. I better start building some buzz." I asked Stevie to send me some images of different sorts of spy scenes and things that I can use to start posting on Facebook, to start hinting at the fact that I was going to be promoting something big, something called Co Mission Impossible. We made a series of banners for Facebook. That's when the buzz building began.

Another thing that I did is I said, "Well, you know what? I want to start assembling a list of people that are interested in buying because I want to communicate with them a little bit more intensely than I do with people that aren't interested. I made a squeeze page. I used a tool called LandingPage Monkey to create this squeeze page. At this point, I already had shot my footage and I had already purchased my little clips. I didn't have my final video but I had all these little clips. I think this whole thing is 15 seconds. I just put it together myself in ScreenFlow, I uploaded it, and that became the background of my squeeze page. What I did is I mailed my entire list of customers that I already have, that I've built and I mailed them to this squeeze page. Now, anybody that was interested signed up to this list. I ended up being able to segment out of my 68,000 buyers or whatever that I had at the time that I recorded this video. I was able to segment 500 or 600 people that were interested in buying this product. They wanted to know more. They were intrigued. That's my captive audience. I did this a couple of weeks before I actually launched it.

Another thing that I did was I put some Facebook retargeting pixel code on this page. I would be able to target on Facebook, anybody from my list that I know is interested in my Co Mission Impossible theme. All of this stuff is happening way in advance of the actual product launch, way in advance of this promotion. Remember, this is the type of attention to detail that I put to someone else's launch so you can imagine the level of attention to detail that I put to one of our own. This is how the buzz building begins. By this point, everybody knows okay, Omar is doing something big.

Another thing, inadvertently I can't stop from happening, all the competing affiliates also know. They start shitting in their pants. They're like, "Holy shit, Omar and Melinda are doing something big. I better start getting ready." At the end of the day, that all helps the launch. Any buzz is good buzz and it's going to help Michael in his launch so I have no problem with doing that. I just worry about me and creating my own buzz, and creating people excited.

The squeeze page is done. I mailed the teaser email and I start building buzz on Facebook by posting images and banners. I actually had Stevie, my graphics guy, create a set of Facebook banners. These are all the banners I had Stevie create for us, some for Facebook ads, some just to be built at the top of our Facebook. I used famous lines from movies and things like that. At of this video, I still haven't used this one or this one so I'll probably post those tomorrow. I had those created and I started building buzz on Facebook with that little clip that I had put together myself of the video.





## STEP-BY-STEP BONUS CREATION

You see right here, this is the green screen of that clip. This is the ticking. You see this right here, this little clip that I'm moving, that is the footage that I bought from VideoHive of the ticking. You're seeing the scrubber. That's the ticking. Then, this effect here is done by all of these tracks. The explosion sound is coming from the ticking track. The ticking footage that I bought had the explosion sound but it didn't have the explosion video so I had to get some explosion footage. You see this footage right here that I'm scrubbing in the back? I had to get that footage from VideoHive.

Up here, this is my green screen. If I move that over here, you'll see my green screen. The way that a green screen works, see this right here, if I click the green screen effect which is the Chromakey effect, if I click it off, that's my background, the green background. The moment that I turn it on, the green is replaced by whatever track I have underneath it. It's going to display whatever track I have underneath it. If I put this underneath, you'll see me above. That's the way that this works. I'm going to try to put this back in order. Let me try to do undo the movements that I just did. Here it is again. What I'm going to do is I'm going to start the green screen effect off.

Anyway, what I did is I played around with it until I got this little six seconds, a total of six seconds. That clip, right here that you're going to see, the ticking time bomb, explosion and me walking with the logo, that became a little footage that I leaked. I leaked a little trailer of what was to come. I still didn't even know what was to come, I didn't know what the final video was going to look like but I had these little clips that I knew I had sent to the video team. I said, "Let me use them. They're just sitting on my hard drive right now. What don't I use them to build buzz." This whole thing, this whole little clip probably took me maybe, 30 minutes to make. I just dropped all my little pieces into ScreenFlow and created that little video by messing around with it.

The next thing that I had to start doing was actually start preparing for my bonus. By this time, after I did my squeeze page, I've gotten my template back from Stevie. This, I think was the first template that he sent me because he made a couple of corrections to it. He sent it to me basically without the stuff in it. He built out the template and I had to go and add all of the other text but I had all the pieces already. I was waiting for my video to get in. That was the final thing that I added. I had to now open this up in my HTML editor which I was using Microsoft Expression Web for this. Then, I had to go and add all of my descriptions. Remember, I had all my descriptions here. I went and I added each of my descriptions beneath every one of the bonus one, bonus two, bonus three. When I was all done putting it together, it ended up looking like this, the descriptions. I had the product images. I basically assembled all the little pieces of the puzzle. All of the little things that I was going to use, I put them all together in this folder called impossible, all my little images, all my little stuff. And then I worked on putting together that page.

Now, I had to write the email sequence. I had to write the emails that I was going to be mailing. I went into my AWeber and I typed up all the emails and I queued them up so that on launch day and even before launch day, I was already building up some buzz. I had an audience that I'd already created. I wanted to make sure that I'm staying in touch with them. All with the spy theme telling



## STEP-BY-STEP BONUS CREATION

them, “Hey, I’ve just got another mission alert from headquarters and we found out that the culprits are creating...” I followed up on the story to keep them engaged.

About that time, Melinda had to start building the delivery process because now we’re less than a week away from launch. Melinda had to start building the delivery process which is just as complicated as everything I’ve already described. I’m glad, I was very fortunate that Melinda, she is the expert when it comes to Bonus Factory which is the way that we deliver our bonuses. She had to start putting together this page here. One thing is the selling of the bonus but I knew we’re going to have hundreds of people that we’re going to buy this product and claim the bonus so Melinda had to go and put together this page. Inside the Bonus Factory, she had to go and put together the redemption system.

I had to make this. One of my backend strategies was going to be to get our action takers—I knew that I was going to have 300 or 400 people that we’re going to buy the product through our link but I wanted them to do more than just buy the product. We only make \$19 every time somebody buys the product. I wanted as many people as possible to also buy the upsell. What I did is I said, “Okay, I’m going to show them an additional three bonuses that are even more valuable than all the first ones. I’m going to show this offer to them inside of the Bonus Factory.” That’s what this little video is for.

I’ve just revealed one of the strategies that I actually teach as part of the bonus itself. The way that I did this, I just opened up this plugin that we use. It’s called XYZ popup. I created this little popup. The video was nothing fancy. No green screen or anything. As a matter of fact, I just shot that on my laptop. I just turned on ScreenFlow and I just shot with my little—the laptop has little camera on the screen. I just recorded myself. When I uploaded it, I made it black and white so that it would kind of have some contrast with the... I don’t know. I just like the black and white look on this. I don’t have any other reason other than that.

This link here, this button points to a custom page that I had Michael in. You can tell it’s a custom page because right here, it’s a Special Message for Omar Martin’s Fast Action Takers. This page is Michael’s upsell page. Even though many of my bonus recipients already went through the funnel and already saw this page, the majority of them did not buy the upsell because the upsell cost more. What I’m doing with this strategy is reintroducing them into the sales funnel. This was all planned way before the launch. I had Michael make this page for us which is just a copy of his upsell page without a “no thanks” link on the bottom. It opens in another tab so I still have the other page here. If the person says, “You know what, I don’t want to do that.” They can still close here and they can still see and directly access their bonus.

Putting this bonus together, this page together is just as much work if not more work than actually making the bonus offer page itself. For example, I’m going to click into one of the bonuses here. Melinda does all of this work. This is the actual product, the Co Mission Impossible product. It’s the videos, they have to get assembled. The screen, the play screen has to be put and then those videos have to be put in here. That becomes the product. That’s just one of the 30 bonuses.





## STEP-BY-STEP BONUS CREATION

Here's the other thing that's cool. The golden ticket is here but if you're not a golden ticket buyer and you click on that, it's going to say, "Oh wait! You need a password for that homeboy. You can't get in." That teases people and makes them want to go back and buy it. Here's The Email Sequencing Machine. It goes on and on. Here's the eBook version of the Sequencing Machine. Remember I told you I gather the videos then I have the content creator turn it into an eBook. Here's that eBook. Again, all of this stuff is stuff that you're going to learn if you're inside of the Bonus Factory and you have gotten this bonus. I actually teach all of these methods. My point is that assembling this takes time.

Just like creating the product, creating the bonus, creating the bonus sales funnel, I put just as much care and effort into my affiliate promotions. I actually put more care and effort into promoting someone else's product than most marketers put into promoting their own products. That's why we do as well as we do when we promote products. It is not just copying an affiliate link and emailing people. Not, if you want to make the kind of money that we make. We make multiple six figures a year just promoting affiliate products, not from selling our own stuff. As a matter of fact, we estimate that at the time we recorded this video, in the neighborhood of 40% of our seven figure yearly business comes from just the affiliate promotions that we do. Many of which include a bonus like this.

At this point, we had everything in place. Now, it's just a matter of posting daily to Facebook, monitoring sales. Once it launched, making sure that we're monitoring the sales, making sure that we were keeping an eye on the click through rates and our emails in case we have to adapt, in case we have to make a change, in case something isn't performing well. I'm not perfect. Sometimes, you have to think on your feet. An email just isn't getting good clicks or an email subject line bombed and I didn't get enough clicks today.

If I want to maintain \$1,500 to \$2,000 a day sales number, I need to be quick on my feed. Okay, that email that I sent didn't work. Let me change the subject line of the next email because I want to make sure that it works. I'm going to just really quickly show you the kind of results that we got the first three days because right now, we're three days into the promotion. I'm going to open up JVZoo here. Today, at the current time, it's 11:40PM, we've done \$1,900 in sales and \$1,130 of that is profit. Let me actually just do from the day that it's started. I'm going to pull it from the 24<sup>th</sup>, which is the first day of the promotion, and see how well this is doing to us. So far, we're at \$3,340. This is pure profit. I predict that we will probably end this over the course of the next three days. I think we have three days left in the promotion, let's look at the countdown timer on this bonus page. We've got 2 days and 12 hours left. I predict, just in my experience, I can be 100% wrong. My wife will tell you I've been wrong a couple of times before. But, I predict that we will end this promotion with about \$6,000 in profit, maybe \$7,000 in profit of things go to plan. On top of that, we'll win whatever price it is depending on...

We'll definitely come out in the top three. I'm not saying that we're definitely going to win. At the time that I recorded this video, I believe we're in second place. Let's go back over to the JV page





## STEP-BY-STEP BONUS CREATION

and see if we are still in second place. Refresh it, just to make sure it's the last one. Yeah, we're still in second place. His prizes are first place is \$2,000. Second place is \$1,000. As it stands right now, in second place, we stand to get \$1,000. If we were to do \$6,000 or \$7,000 from the campaign, another \$1,000 from the prize, that's \$8,000 for a week. That's week of mailing but as you can tell by everything I've gotten over in this video, a lot more than one week of emails goes into creating a bonus that looks like this. There's quite a bit of work involved in dominating the leaderboard.

Another thing that I do during the promotion week is I stay in contact with Michael. I've been talking to Michael Cheney every single day through Voxer. I'm finding out what's working for other affiliates, what isn't working, just in case I have to adapt, if I got to jump in and modify things in my email sequence. One of the things that I learned in this promotion that I definitely had to adapt was my Facebook ads. I could not get any of my Facebook ads, my paid ads approved because of the firearms and explosions. It's in their terms of views. You can't link to pages with firearms and explosions. In the process of learning that, I initially thought they had a problem with the word Mission Impossible, Co Mission. I was consulting with people and say why am I getting disapproved? You get zero help from Facebook. It's not like they have a support desk. You're left fending for yourself so I first thought it was the word commission. I got a new domain because they blocked the domain.

The first, the initial domain if we check on Facebook, the domain got blocked because Facebook didn't like the explosions and stuff. If you go to Facebook and try to post commission-impossible.com, if I click post, boom! It won't let me. It says the content you're trying to share includes a link that our security systems determined to be unsafe. That was what happened to me initially. I was like, "Oh no, I blocked that domain. I had to go and buy another domain."

After losing three domains and getting seven or eight ads declined, I was like, "Okay, that's it. I'm not going to lose my Facebook account because of this darn thing. I ended up finding out that it was the guns and explosions that they didn't like. A learning experience with every single promotion. I hope that this video, that this webinar, this episode of MUA has given you a better understanding, a real behind the scenes look at what goes into creating one of these campaigns. A lot of people, even affiliates, they see this side of it, they go and they monitor the leaderboards. Maybe you're an affiliate yourself and you're used to seeing this leaderboards. Right now, I'm going over to the JVZoo leaderboard for this product launch. You might be used to seeing one of these.

I'm just a name on a line but everything that went into getting that spot, to earning that spot is what you've just seen in this video. If you're still wondering, "Why aren't I at the top of this leaderboards? Why aren't I making \$1,900 sale a day on affiliate commissions? Why aren't I winning this JVZoo competitions?" Now, you understand what goes into it. You can't just slap it together. You don't just go to some PLR site and download a bunch of free PLR worthless crap that nobody wants, throw it on a white page with a download link and say, "Hey, buy my shot. Buy through my link." And then, expect that you're going to win these things.







## STEP - BY - STEP BONUS CREATION

There's production value. There's entertainment value. There's educational value. There's marketing and reintroduction into the sales funnel to increase profit. There is a process here. It's a business. Internet marketing is a business. It's not a hobby. If you just toy around with it like a hobby, it's going to be you like a hobbyist. I don't know about you but most people, they don't make money from their hobbies. They actually spend money on their hobbies.

I hope you enjoyed this. I know I sure enjoyed making it. I look forward to seeing you in the My Unfair Advantage episode. Take care.







# STEP-BY-STEP BONUS CREATION

*To Your Success,*



*Omar & Melinda Martin*