

My Hundred A Day Blueprint

By

Richard Mortimer

First, here are my recent screen shots, showing how I earned 100 a day, recently.

Sales Dashboard

Today

\$134.56

Yesterday

\$70.36

Vendor Daily Stats More »				
Date	Visitors	Sales	Paid to Aff.	Revenue
2019-02-20	2	0	\$0.00	\$0.00
2019-02-19	4	0	\$3.26	<u>\$6.90</u>
2019-02-18	2	0	\$0.00	<u>\$7.00</u>

Affiliate Daily Stats More »				
Date	Hops	Sales	Earnings	Other ☺
2019-02-20	72	22	\$134.56	\$0.00
2019-02-19	106	7	\$63.46	\$0.00
2019-02-18	0	0	\$0.00	\$0.00

2 days results, averaging 100 a day....

Sales Dashboard

Today

\$114.46

Yesterday

\$134.56

Vendor Daily Stats More »				
Date	Visitors	Sales	Paid to Aff.	Revenue
2019-02-21	1	0	\$0.00	\$0.00
2019-02-20	4	0	\$0.00	\$0.00
2019-02-19	4	0	\$3.26	<u>\$6.90</u>
2019-02-18	2	0	\$0.00	<u>\$7.00</u>
2019-02-17	4	0	\$0.00	\$0.00
Total	15	0	\$3.26	\$13.90

Affiliate Daily Stats More »				
Date	Hops	Sales	Earnings	Other ☺
2019-02-21	56	18	\$114.46	\$0.00
2019-02-20	84	23	\$134.56	\$0.00
2019-02-19	106	7	\$63.46	\$0.00
2019-02-18	0	0	\$0.00	\$0.00
2019-02-17	0	0	\$0.00	\$0.00
Total	246	48	\$312.48	\$0.00

The next day, showing I am keeping up....

Sales Dashboard

Today
\$155.34

Yesterday
\$114.46

Vendor Daily Stats More >>

Date	Visitors	Sales	Paid to Aff.	Revenue
2019-02-22	1	0	\$0.00	\$0.00
2019-02-21	2	0	\$0.00	\$0.00
2019-02-20	4	0	\$0.00	\$0.00
2019-02-19	4	0	\$3.26	<u>\$6.90</u>
2019-02-18	2	0	\$0.00	<u>\$7.00</u>
Total	13	0	\$3.26	\$13.90

Affiliate Daily Stats More >>

Date	Hops	Sales	Earnings	Other @
2019-02-22	133	44	\$155.34	\$0.00
2019-02-21	111	28	\$114.46	\$0.00
2019-02-20	84	23	\$134.56	\$0.00
2019-02-19	106	7	\$63.46	\$0.00
2019-02-18	0	0	\$0.00	\$0.00
Total	434	102	\$467.82	\$0.00

Now averaging more than 100 a day....

Sales Dashboard

Today
\$112.75

Yesterday
\$208.12

Vendor Daily Stats More >>

Date	Visitors	Sales	Paid to Aff.	Revenue
2019-02-23	2	0	\$0.00	\$0.00
2019-02-22	1	0	\$0.00	\$0.00
2019-02-21	2	0	\$0.00	\$0.00
2019-02-20	4	0	\$0.00	\$0.00
2019-02-19	4	0	\$3.26	<u>\$6.90</u>
Total	13	0	\$3.26	\$6.90

Affiliate Daily Stats More >>

Date	Hops	Sales	Earnings	Other @
2019-02-23	37	19	\$112.75	\$0.00
2019-02-22	138	49	\$208.12	\$0.00
2019-02-21	111	28	\$114.46	\$0.00
2019-02-20	84	23	\$134.56	\$0.00
2019-02-19	106	7	\$63.46	\$0.00
Total	476	126	\$633.35	\$0.00

The 22nd ended up \$208.12 and the next day was still 100 a day....

OK, you can see that these are Warrior Plus stats for affiliate sales. Right now, I am getting little income from there on sales of my own products. Most of my products are on JV Zoo. So, this is just affiliate sales from one platform. I also make sales on ClickBank and direct to my PayPal account.

Also, you probably realize, these sales are all coming from my email subscriber list. An interesting thing happened. I've been working online for 12 years, and most of my sales have come from my list. Next to that source, has been sales made by affiliates for me.

A marketing friend recently told me he was getting more sales from FaceBook and LinkedIn. I had already started to make that move, and, sadly, had neglected my list. When he said he was not focusing on his list, I thought, "Wow, if he is moving over to social media, I must too." He is a genius email marketer, and is the absolute best at selling to his list. He used to get a huge amount of high-ticket sales from there. So, when he said that, I knew I had made the right move....

Errmm... well, actually, no: Just in time I got on a coaching course with another Internet marketing friend. She was showing how she gets a 6-figure income from her email list, and that your list being your best source of income will never change! Wow, not what I expected.

Here's what I did:

1. **I cleaned my list** and deleted any dead wood. If people have not opened any of your emails for a year, they probably are not going to. They might have changed accounts, or, your emails are going into their spam box. These people are better deleted as they reduce your delivery rates.
2. **I revived my list** by sending them helpful emails that would get opened. That put me on their radar.
3. **I found a great converting offer.** I love Warrior +. One reason is their wallet set-up, which avoids PayPal problems. Also, their platform is well thought out and intuitive.

What you really want is a great converting offer, with a high visitor value, but a low pulse score. The pulse score is how popular the offer is. A high pulse score is usually a product that is launching and being promoted by all and sundry. In other words – competition. You don't want that.

Actually, I managed to find an offer that was just being launched, but had little affiliate support – 5 of us in total. The advantage was, there was an affiliate prize. First place was \$200. So, not only did I get the sales you can see in the screen shots, but also, I got that first prize.

Here is the screen shot for the affiliate competition:

Rank	Affiliate
1	RevRPM
2	Charles Harper
3	Jason Oickle
4	pixelcrafter
5	Rishy

Some affiliate contests give prizes of thousands! But, of course, the downside is that everyone is promoting. The secret for winning any affiliate contest is – good, congruent bonuses. Some people will look at the bonus packages and choose you because of that.

If you would like to ask me any questions, please email me at:

Richard@Toraffic.com

Here are my stats for the week:

My Affiliate Stats View Wallet ▶

Quick View: --SELECT-- Start Date: 2019-02-19 End Date: 2019-03-03 Go

Sales Recurring Payments **Combined Earnings: \$894.26**

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (10 items)	1070	368	34%	\$0.83	\$2.42	\$889.12
Sean Mize HIgh Ticket Training Selloff seanmize	320	78	24%	\$1.72	\$7.06	\$550.86
31 Days of Coaching From Anyone Can Coach seanmize	115	73	63%	\$1.19	\$1.87	\$136.67
5 Minute Money Machines vickybabe	321	207	63%	\$0.29	\$0.46	\$94.51
PLR - Tubepreneur Program Francis Ochoco	184	9	5%	\$0.44	\$9.04	\$81.34
Octane brendan mace	62	1	2%	\$0.42	\$25.74	\$25.74
Hot Profitable Niches David Perdeu	65	0	0%	\$0.00	\$0.00	\$0.00

Let me say a little about all these offers:

1. The key one (which returned more than half the income) and is the best performing offer I've ever promoted. Great conversion rate and huge amount per sale.
2. A free offer. People who grab this for nothing, still get counted as sales. That is why the conversion rate is so high. The problem is: you are giving a part of your list away! A great way to use these kind of offers (free front-end) is an affiliate bonus. So, you tell people they can get it if they purchase another product. I did earn some income from the paid upsells.
3. Another free offer. Notice the difference in the figures? Lower ticket upsells, so less income, but more of them.
4. This is the offer Sean promoted when he got nearly \$1 per day, per subscriber. Which is huge! Interesting that it did not do so well for me.

If you would like a copy of his report “\$1269 in one day to less than 1300 subscribers,” please tap me up: **Richard@Toraffic.com**

Hopefully, you have seen in reading this report, email marketing is not dead. Very far from it, in fact. The thing about email is, it is so controllable. I am not saying don't use FaceBook or LinkedIn for your business. But, I do say, if you are using those kind of platforms, get people onto an email list.

The fact is: most people winning those affiliate contests are sending offers to their email subscriber list.

Here are the steps to build a cash machine, like mine:

1. **Build a lead capture page.** You will probably need a domain and hosting to do this. You can do it other ways, but that is best (to have your own website).
2. **Make your lead capture page like a sales page.** This type of page converts far better than a traditional squeeze page. People are more skeptical these days. If you put a download button at the top, some people will hit that straight away, without reading further. But others will scroll down and keep reading. They need to know more before taking action.
3. **You can get a good product from a master resale rights membership site.** Check the product you want has give away rights, or, at least, you can use it to build your list. This way you could get a really good give away product with a sales page already done-for-you.
4. **Get a decent auto-responder.** AWeber is the leading brand, but there are lots to choose from now. Connect your lead capture page to your auto-responder, so your leads are collected and stored in there.

5. **Set-up a product funnel.** No need to do this straight away, but doing this helps you to pay for your traffic. You also promote affiliate offers on your thank you page.
6. **Drive traffic to your lead capture page.** There are many ways to drive traffic. Find one or two you can commit to.
7. Market to your subscriber list. Write an email a day. Mix up what you write about. Content, sales and asking for replies (interactive emails). Sometimes you can have all 3 in one email.

If you would like to see the emails I used for the promotion, please email me at:

Richard@Toraffic.com

Thanks,

Richard