

Behind the Scenes of Winning Affiliate Contest Promotions

Case Studies of Marketing that Works

By Nicole Dean

You are welcome to give away this report.

However, this report may not be altered in any way!

What CAN You Do With This Awesome Report?

- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

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About Nicole

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)



Nicole jumps out of bed every morning, excited about teaching others how to make money online. Her goal is to show people that earning a full-time income online is doable – with the right teachers and focus, but you've got to take ACTION in order to get there.

Her Mission: To Make the Web and the World a Better Place - and, Hopefully Have a Lot of Fun While Doing It. She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Einstein & Luke.

Want to know which tools Nicole uses in her own business? Check out this page:

<http://www.nicoleonthenet.com/essential-tools-for-an-online-business/>



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The Back Story.

My business partner, Melissa Ingold, and I decided to once again host an outrageous affiliate contest to boost our new site CoachGlue.com.

This is a habit with me. A few times per year, I just throw out a nutso affiliate contest where I pretty much plan on breaking even that month and all extra cash is a bonus.

That's what we decided to do. Melissa was a little nervous at the high stakes but in the end said "I trust you. Let's do it." And off we went.

What exactly is the contest?

You can read details here: <http://coachglue.com/jv-details-june-prizes/>

Here's the basic scoop...

JV Details: June Prizes!

Affiliates: We'll Make You Money this Summer!

We know summer is a super-busy time, so we want to make it really easy for you to make some money this June. What better way than promoting CoachGlue.com and sharing our excellent resource with your readers.

Reasons why you NEED to read this page.

1. "Repeat sales" is our middle name.

Our customers buy EVERYTHING that we release. (Seriously. Everything.) They log in to get their content and buy again – and again.

2. Cookies, schmookies. We use Amember – and our customers LOG IN to buy over and over and over again. This means you're not just getting lifetime cookies (which can be overwritten or wiped when people switch computers or buy from their phones) but you're getting tagged to your referrals FOR LIFE.

3. Recurring Revenue is Sexy. The backend is our monthly program – which is pretty freaking sweet, if you haven't seen it yet.

4. Yes, You Get Paid Monthly.

We pay on time, every time. (Only exception. The "stinker clause" applies. So, if there is anything suspicious we may hold the payment for up to 45 days. This is extremely rare and has only been done in extreme cases where we were targeted with credit card fraud.)

5. We are having a contest during June for extra prizes.

See below to find out what you can win!

6. Guest Blog Posts are Available.

Just send us 3-5 questions and we'll answer them in a guest blog post that you can use to promote – and earn.

And, the prizes are –

What Can You Earn / Win?

<p>“Everyone Can Win” Prizes</p> <p>For every \$50 in commissions you earn, you will also receive a gift card to Amazon.com for the equivalent amount.</p> <ul style="list-style-type: none">■ Earn an \$80 commission payment? You also get a \$50 Amazon gift card!■ Earn a \$420 commission payment? You also get a \$400 Amazon gift card!■ Earn a \$700 commission payment? You also get a \$700 Amazon gift card!	<p>“For the Competitive Types” Prizes</p> <p>Our top 10 sellers will also earn cold hard cashola and prizes.</p> <ul style="list-style-type: none">■ First Place = iPad Mini (wifi 16GB) PLUS \$100 cashola■ Second & Third Place = iPad Mini (wifi 16GB)■ Fourth & Fifth Place = \$200■ Sixth, Seventh, and Eighth Place = \$100■ Ninth & Tenth Place = \$50 <p>Yes, we will publish the leaderboard so you know who you're beating! 😊</p>
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So, basically, someone who sells \$200 in product will get:

- Their \$100 commission,
- PLUS a \$100 gift card from us to Amazon –
- PLUS they are in the running for the prizes on the right, including the iPads.

As some of our friends say “HOW do you make money?”

Easy. We have lots and lots and lots of repeat sales – plus a “Sexy Backend” in place. We know that we can convert leads into lifetime customers, even if it doesn't happen right away.

What You Can Look Forward To in the Following Pages.

As you will see I mostly like hanging with the smart crowd. I love smart people and I think THEY are the coolest!

I'm going to introduce you to a few of my friends and also share exactly the mailings that they sent out to their lists so you can see how different all of the strategies are. Now we obviously have more affiliates promoting, but they're being sneaky and either I'm not finding their mailings or they're promoting on webinars and hangouts that I haven't seen yet. I'm trying to track them down yet for an updated version to share later this month. Watch for that.

Be sure to save this report so that you can pull it out for inspiration the next time you're trying to win an affiliate contest. 😊

Let's get started with Awesome Affiliate #1. Dennis Becker. (Affiliates are in alphabetical order by last name, not by preference as I couldn't possibly choose who I love most.)

Here's Dennis...

Dennis Becker Rocks!

Let me tell you a little bit about my new friend, Dennis Becker. This is him.



Dennis Factoids.

1. Dennis is smart. (We've already covered that all the people in here are.)
2. He's an introvert. (Many of us online aren't comfortable in big crowds or in unfamiliar settings.)
3. He's got a GREAT sense of humor once he's comfortable with you. (He cracks me up!)
4. His fans (who are bright people) will follow him to the ends of the earth (and back).
5. He WILL be on my podcast soon, even if I have to drive my butt over to his house to record it. 😊
6. He has an amazing gift for monetizing Resale Rights content and PLR – seriously, like it's a superpower of his.
7. I love his community and am an active member there. Learn more at www.nicoledean.com/likes/dennis
8. I will even be attending his event in Vegas in a few weeks. You can see details about that here: <http://nanacast.com/vp/113083/30545/>
9. And, since I don't have a podcast episode with him yet, you can see us interacting in this Google Hangout recording: <http://www.nicoleonthenet.com/15161/plr-profits/>

So I'm about to copy over all of the mailings that Dennis sent out so far this month that I've been able to track down.

Some things to notice that he's doing really well are –

1. Following up is a good thing. Not everyone will see the first email you send. Dennis sent several.
2. Dennis is a great storyteller and he's very warm and caring in his emails.
3. He sends a variety of offers and angles which is a great tactic, too.

Here are the emails he sent.

Google Hangout replay, and a new BFF...

Hello,

We held our Profits From PLR Google Hangouts session today, and it was a blast. It gave me a chance to hear what goes through the minds of others who both use and produce private label rights material.

One of the people on our experts panel caught my attention because I haven't worked with her before, and I decided to check her out in more detail by purchasing one of her products.

I'm talking about Nicole Dean.

==> <http://e1kad.com/passiveincome>

Nicole and her partner Melissa Ingold have set up a site called CoachGlue.com where they offer a series of Instant Expert products geared to coaches, but wait...

Even if you have no intention to be a coach...

First of all, you never know when the urge might strike you, and ...

Second of all, doesn't it make sense that if this content is provided to coaches, who in turn use it to sell their services for sometimes thousands of dollars, that it might benefit you to get it straight from the source for much, much less?

Third of all, many people who don't realize it, like maybe you, really are a coach or mentor or advisor to others that are less experienced.

I asked Nicole what a good starter bundle would be for me to check out her quality, and she recommended one about creating passive income streams:

==> <http://e1kad.com/passiveincome>

You probably know, because I've mentioned it a bazillion times, that passive income absolutely rocks. It's changed my life, no exaggeration.

I purchased this package (at full price), downloaded, and went through it. I have no hesitation in recommending that you also check it out.

For a discount (but only through tomorrow), you get a couple reports including a step by step tutorial to train yourself to teach your clients how to create passive income, powerpoint slides, worksheets, a business planning and marketing calendar, a resource directory, and more.

For some reason Nicole doesn't like to mention that this package, like most of the ones that she produces, comes with private label rights, because as we discussed in our Google Hangouts session today, the opinion of some about PLR products is sometimes tainted, and she wants to position her content to a more upscale client base.

Well... you're upscale, you know, but you might also appreciate the beauty of premium PLR content to save you time, money, reinvention of the wheel, and more.

==> <http://e1kad.com/passiveincome>

Let me assure you, PLR material can be like gold. I gave a case study of my success with Action Enforcer on the hangout, and I've leveraged PLR material 100's of times, maybe more.

This passive income training comes with a license to provide it to others as a bonus, or you can sell it, use it in your membership sites, and more, virtually anything reasonable except to transfer rights to others (which protects your investment).

Connie Ragen Green mentioned on the call that she purchases just

about everything that Nicole puts out, and I think I might be doing the same after seeing this one, I think you might like it.

Here's that link again:

==> <http://e1kad.com/passiveincome>

Have a spectacular day.

Dennis Becker, the 5 Buck Guy

P.S. The link to our Google Hangout session is here (no selling was permitted, just solid content):

<http://www.e1kad.com/ProfitsFromPLRHangout>

P.S. But don't wait until Saturday to jump on this offer, the price goes up by a whopping 42% after tomorrow.

==> <http://e1kad.com/passiveincome>

P.P.S. If you aren't ready to pick up this today, check out the page anyway, there are a couple downloadable reports (linked from the right hand side of the page) that won't cost you anything:

==> <http://e1kad.com/passiveincome>

Note from Nicole:

Notice how Dennis even recommends that his readers sign up for the free offers? That's because Dennis knows that we use Amember which is set to track referrals FOREVER. So by getting people into our system, we can pay him for years to come. (And I look forward to it.)

Here's his second email. Note that he promotes a totally different item this time.

If you're thinking about that, you really need this...

Hello,

I've recently come to know Nicole Dean and Melissa Ingold as providers of consistently high quality content that you can use and modify as your own. Affixing a label of "private label rights" to their content isn't something the girls like to do, because the idea of PLR is sometimes tainted because of low quality packages on the market.

However, I've been making a solid monthly income with high quality PLR products for years now, and these packages are definitely high quality.

And let's face it... legally using premium content has several advantages going for it. The research has been done, the information has been written and formatted for you, and now all you need to do is put your own voice into it.

So using premium PLR products can save you substantial time and money, something in short supply for most of us, right?

Nicole and Melissa are increasingly providing content for coaches, or those who desire to be a coach, and their package "How to Create an Irresistible Coaching Program" is something that I'd recommend that you consider.

==> http://e1kad.com/coachglue_coaching

You might not be a coach, or even have thoughts about becoming one, but let's think about that for a minute.

Coaching takes on many forms, such as one on one coaching, telephone coaching, group coaching, webinar or teleseminar coaching, private Facebook coaching and much more.

And of course, offline client coaching is very lucrative, but most

don't think of that in quite those terms.

The price you charge can be anywhere from free (to establish authority) to high ticket.

As you progress in your Internet marketing career you'll probably, if you haven't already, gravitate to helping others do what you do... even if you're only helping friends or relatives.

The advantages of having a program like this are many, including but not limited to financial. You should at least consider it, and keep it in the back of your mind.

==> http://e1kad.com/coachglue_coaching

If this inspires you to set up your own coaching program in the future, it will be a huge return on your small investment today.

And of course, since you'll have the rights to brand, modify and redistribute this information, even if you don't have any intention of becoming a coach yourself (yet), you can help others who do have that desire.

I think you might be able to benefit from this information (and wow, look at all you get, which is shown on the sales page):

==> http://e1kad.com/coachglue_coaching

Have a spectacular day.
Dennis Becker, the 5 Buck Guy

P.S. If you're thinking about how cool it might be to someday soon coach people and earn what you're worth in terms of income and industry respect, you owe it to yourself to check this out today:

==> http://e1kad.com/coachglue_coaching

Nicole again:

After Dennis sent that email, we connected a few more times behind the scenes. As I mentioned, I'm going to attend his seminar and am a backup speaker for it in Vegas in a few weeks. Would LOVE LOVE LOVE it if you could attend.

Here's my aff link just in case: <http://nanacast.com/vp/113083/30545/> 😊

So anyway, we were chatting on Skype and I mentioned to him that our free business PLR funnel was converting pretty well and that he might want to recommend it as a free resource over the weekend – and, of course, I asked what I could do to help. He said he probably would, so I headed off to get a facial.

When I got home, I saw this email an hour later in my inbox. (I told you he was a major sweetie!)

Great weekend inspiration for you...

Hello,

I've become quite a fan of Nicole Dean lately. If you don't know her, she was on our most recent Google Hangout session, and will be speaking at the Earn1KaDay seminar in July.

She has the type of personality that just makes someone feel like they've been friends for years, and tends to write that way also. So I'm starting to follow her and thought maybe you'd like to check her out in a way that won't cause your wallet any pain.

She and her partner Melissa Ingold produce quality content with rights that allow you to rebrand and use for your own business, and are currently offering a free sample so you can get to know what it's like:

<http://www.e1kad.com/freebusinessplr>

(I just adore that graphic, by the way!)

Nicole and Melissa are focusing on providing tools and content for coaches to use, and whether or not you realize it, you're in a

position to be a coach or mentor or simply help people and thus gain authority, step by step.

In this tutorial you'll learn a lot about the benefits and types of coaching, what you'll need, and especially how to use other people's content to build up yours.

There's no sense in reinventing the wheel, after all right? At least not if the wheel is already perfectly round.

If you download today you also get 3 more bonus tutorials that you can customize as your own, including one on setting up your own full blown membership site in minutes, and two more cool ones.

It's all free, it's all good, so why not see if you resonate on their style? I have a good feeling you will:

<http://www.e1kad.com/freebusinessplr>

Have a spectacular weekend.

Dennis Becker, the 5 Buck Guy

P.S. Indecisive still? The other two free tutorials are about formatting Kindle books in minutes and a sneaky way to get more Facebook likes and retweets.

<http://www.e1kad.com/freebusinessplr>

Nicole Again:

You think Dennis just earned my undying respect? Just sayin'.

Let's move on to Kelly McCausey.

Kelly McCausey Shines!

Let me tell you a little bit about Kelly McCausey. Here we are in San Francisco. (Me on the left and Kelly on the right.)



Kelly Factoids.

1. Kelly was my very first mentor online. I tell everyone that I know that she is a great business coach, especially for those who need a butt-kicking to get out of their comfort zone and take chances... (clearing throat).
2. She is a PODCAST PIONEER. She has been podcasting regularly since 2003 – YES 2003.
3. Kelly was actually writing some of these emails with me in the room! ;) She had come down for a visit and we rented a condo on the beach for a few days. So I was updating her the entire time with her sales stats.
4. You can hear an interview with me and Kelly from one of my first podcasts here: <http://www.nicoleonthenet.com/1809/online-success-kelly-mccausey/>
5. Kelly is accompanying me to Vegas for Dennis' event next month: <http://nanacast.com/vp/113083/30545/>
6. She is also a fellow speaker at NAMS in Atlanta (you can join us there if it's closer to you) – <http://nicoledean.com/likes/nams/live>
7. Kelly pushed me out of my shell when I was too scared to do the things I needed to do in my business, and was also my first business partner. She actually still is one of my business partners. I have a few. 😊
8. Oh, I almost forgot. If you're interested in learning more from Kel, be sure to check out her products here: <http://www.nicoledean.com/likes/kelly/products>

Some of the things I love about Kelly's approach.

1. She tells her readers about the contest.
2. She says "Help me win". There's total transparency.

3. She offers a bonus to get people to buy. (Always a smart thing!)
4. She even does a little trash talking... I'm not sure if that made it into the mailings or if I just outed her. But it was adorable.

So, here are Kelly's mailings. I think you'll love them.

The funny thing is that I wrote the first email. She was busy driving down to Florida so I sent it to her in email and said "Here you go. Edit and send if you want to earn some gas money for the trip." Yeah, I'm cool like that.

Here it is.

[Kelly] Message from the Beach :)

Hey there, Someone pinch me :)

I'm sitting here in a beautiful condo overlooking the sand and waves here on Ft. Walton Beach.

I've come for a meetup to hang out with my good friends Nicole Dean, Tracy Roberts, David Perdeu and Lynn Terry - and a bunch more great people, too.

And, that reminded me to tell you about a cool new project that Nicole has been working on recently.

Her goal is to make you an Instant Expert in any area of business that you are interested in.

One of her latest reports is called "50 Things your Website Needs to Attract More Clients".

You can see that here:

<http://kellymccausey.com/50things>

I recommend that you grab it and make sure

you're not missing anything that could help you to earn more with your existing website.

But wait. There's more! This report actually comes with special rights so that you get it in .doc format and can use it in your own business. You also will get PowerPoint slides that you can use with this content to make YouTube videos or for webinars or even to do presentations in your community if you were interested in offline marketing.

Don't miss this. Whether you're a Coach, a Service Provider, an Affiliate Marketer, or Blogger, this can help you to make more sales.

Did I mention it's less than \$10?

<http://kellymccausey.com/50things>

Go nab it :)

I'll be back tomorrow, I've got something special to share with you - it's been on my mind all the way down from Michigan...

Sun Kissed & Blessed,

Kelly McCausey

Solo Smarts

Note from Nicole:

A few things Kelly (uhhh, I mean "I") did in this message that I like is that we talked about how the report is cheap enough to buy it for your own use – BUT that you also get to use it in your business, too. And, we talked about how service providers, affiliate marketers, and bloggers can benefit from the info, as well. You'll see Rachel takes a similar approach when we get to her mailings. Great minds think alike.

Here's Kelly's next mailing. We had a weekend contest and she was raring to win it.

[Kelly] Oooh! Bribe time :)

Hey there,

Yesterday I told you about Coach Glue's new report: "50 Things your Website Needs to Attract More Clients".

<http://kellymccausey.com/50things>

I'm back this morning to chat it up some more because they're having an Affiliate Contest ;)

They (Melissa Ingold and Nicole Dean) are challenging us affiliates to make more sales this weekend and the affiliate who makes the most sales is going to win a \$250 cash bonus.

Nice, right?

I love love seeing my name on an Affiliate Contest Leaderboard and as of this morning, I am in the top three :)

Knowing their 'other' affiliates the way I do, I'm going to have to fight to hold my position and get down and dirty (in a good way) if I have any hope of claiming the top spot.

So... it's bribe time!

Some of you know I'm working on a new 12 month course about starting and running a coaching business.

It's not ready YET - though I will be launching it before the end of the summer.

I'd like to offer you this:

If you go buy something from Coach Glue this weekend, I'll gift you the first month of Smart Coaching Skills for free when it comes out.

Since it's not at all ready yet, you have to trust that...

- A) It WILL be released by the end of summer and
- B) It will be awesomely fantastic ;)

When the course comes out it will be \$27/mo for 12 months - so let's call it a \$27 Bonus Value.

==> How it will work:

Go buy a great tool here: <http://kellymccausey.com/coachglue>

Forward me your payment receipt (to kelly@kellymccausey.com)

I'll add you to a special advance release list so you'll receive the first month's resources before anyone else.

I'll even make sure you get a preferred membership rate should you love the course and want to stick to it through the year.

(AND I'll appreciate you bunches and bunches!)

Coach Glue is such a great resource - I'd have been telling you more about it even if they weren't having a contest - but the contest sure makes it fun!

I know I'll be recommending it left and right IN my Smart Coaching Skills resources because their templates and tools are such time savers!

If you haven't made it over to explore yet, I hope

I've tempted you well enough...

Go buy the newest template: <http://kellymccausey.com/50things>

Or browse and buy one their other tools: <http://kellymccausey.com/coachglue>

I'll let you know tomorrow how I'm doing in the contest!

TY & Enjoy your weekend :)

Kelly McCausey
Solo Smarts

Note from Nicole:

Smart. Smart. Smart. Nuff said.

And, her next followup mailing...

[Kelly] Contest Standing Update (I'm in 2nd Place)

Happy Sunday :)

It's a thunder and rain morning here in Fort Walton Beach but me and my vacation buddies all like stormy weather so we're happy as clams, hanging out, talking about our businesses and families and hopes and dreams...

I'm so Blessed!

I hope you're spending your Sunday in an equally wonderful way - doing what you want with the people you want to do it with.

==> Affiliate Contest Update

I promised to come back and tell you how I'm doing in the Coach Glue Weekend Affiliate Contest, so here's the state of things:

I'm still in the Top Three.

Actually, I'm holding the #2 spot behind Ronnie Nijmeh.

The Number One spot (and \$250 Cash) is calling to me! LOL!

Have you popped over to check out their tools and templates yet? (Every single sale helps get me a itty bit closer to the top spot - so please do!)

Pop through here: <http://kellymccausey.com/coachglue>

If you'd like a recommendation, I'll say you should pick up "50 Things your Website Needs to Attract More Clients" here: <http://kellymccausey.com/50things>

==> I'm Giving Out Bonuses Of Course

If you buy something from Coach Glue this weekend, I'll gift you the first month of my new Smart Coaching Skills course for free when it comes out later this summer.

==> How it will work:

Go buy a great tool here: <http://kellymccausey.com/coachglue>
Forward me your payment receipt (to kelly@kellymccausey.com)

I'll add you to a special advance release list so you'll receive the first month's resources before anyone else.

IF you're a Service Provider and you're loving the client focused resources at Coach Glue, but not really interested in my Smart Coaching Skills course - I'll send you a gift code worth \$27 off anything you'd like at Solo Smarts - go ahead and forward me your receipt anyways and ask me for 'Option #2'.

I so appreciate your support in the contest :)

Please do write back and let me know what you think about the Coach Glue resources too - I'm putting mine into quick action here... if you need a little advice on what to do with what you buy, don't hesitate to ask, k?

Have a Blessed Sunday!

Kelly McCausey
Solo Smarts

Note from Nicole:

I love how Kelly says "If you need ideas for how to USE these resources, contact me." We want our customers to benefit from whatever they buy so they become repeat clients (and also become our biggest fans).

David Perdew Dominates!

Moving along to our next awesome affiliate. Let me tell you a little bit about my friend, David Perdew.

Here we are at NAMS. Cute, right? (He's the one on the left.) ☺



David Factoids.

1. David is smart. Sometimes too smart for his own good. (Shhh... don't tell him I said that.) ☺
2. David built a log cabin with his bare hands. This is one example of how he does not do things in a small way. (He sometimes comes up with CRAZY ideas – and then pulls them off. Crazy, and Amazing!)
3. He is a fabulous networker. His event NAMS which is held in Atlanta twice a year, is something I will not miss for any reason. You should definitely consider coming www.nicoledean.com/likes/nams/live
4. He will be speaking at Dennis' event, too. (See a trend here? Good people stick together.) Here's the link to Dennis' event in Vegas again - <http://nanacast.com/vp/113083/30545/>
5. He is generous. He does a free weekly live training that you can sign up for here: www.nicoledean.com/likes/nams/training
6. He was on my podcast (as all cool kids are). You can listen to that free here: <http://www.nicoleonthenet.com/15002/sc-36-david-perdew/>

What David did in his emails that I really liked.

1. He talked about how we were going to be hanging out that weekend, so people knew that I wasn't just some random promotion he grabbed from a WSO or that he saw other people promoting. We know each other and have for years. I've been to his house and played with his dogs. 😊
2. He is totally transparent as he always is. I really love that about him.

Here are the emails.

Out for Crabs! And a Weekend Wrap

Hey there Nicole

I'm typing as fast as I can because I really want to get gone. I'm so excited that I'm heading over to Joe's Crab Shack in Ft. Walton to hang out with my good friends, Willie Crawford, Nicole Dean, Kelly McCausey and many more... It's a 3 hour drive from where we're staying this week, so I want to run...

So, here's a quick note this morning with a few wrap up items and a really sweet deal from Nicole...

1) On Monday and Tuesday, we'll have a Membership Price Roll Back. If you have friends or colleagues who can use the MyNAMS Total Business System to build their freedom, you'll want to send them there. We're rolling back to pre-June prices for 48 hours. That will be \$10 / \$19.97 / \$47 (for Insiders Club - almost a 50% discount on all.)

And we're introducing a LifeTime option at \$297 or 4 payments of \$77.

Get your affiliate link on the affiliate tools page - <http://nams.ws/afftools>

2) Since we are deep into the MyNAMS 30-Day List Building Challenge, this would help everyone. Nicole Dean is offering an awesome PLR report at her new Coach Glue site called 50 Things your Website Needs to Attract Clients - that is exactly what our challenge is about. And as with almost everything she does, you can't beat the price. <http://nams.ws/50ways>

Okay - I'm off to eat some crabs! Have a great weekend.

Peace & Prosperity!
David Perdew

11th place - that's ridiculous...

Hey there Nicole

I love the beach - rain or shine.

Today's it's raining. I'm sitting here looking out the window while my mother-in-law and Charlsa are taking lazy, little naps. It's all I can do not to snooze myself.

But I saw this note from Nicole. And I'm afraid if I snooze, you'll lose!

And so will I.

She's having a weekend contest. It's up at midnight tonight.

And I'm in 11th place - 11th. I don't like not being first, but 11th. That's embarrassing.

So, here's the thing. Nicole and Melissa Ingold have teamed up to produce a new PLR site with a ton of great material called Goach Glue: Making Clients Stick To You.

Cute, huh!

Here's a secret. When I'm coaching, I ALWAYS start with Private Label Rights material. I get great ideas and it helps me create structure. And yes, sometimes, I even use the PLR almost as it is.

Nicole and Melissa provide outstanding quality. My favorite.

Here's a free give from Nicole and Melissa today:

[4 FREE Instant Expert Templates](#)

Go ahead, click on each one and they will open up in a new window. Browse to your heart's content.

But here are some links to other outstanding material below as well.

- [Coaching Tools: Startup to Step Up](#)
- [Coaching Tools: Payment Letter Templates](#)
- [How to Charge What You're Worth](#)
- [Free! 36 Easy Ways to Attract and Keep More Clients](#)
- [Tools to Make Your Coaching Business Run More Effectively](#)
- [Coaches: Become an Instant Expert](#)
- [How to Create an Irresistible Coaching Program](#)
- [Getting Started with Jigsaw: How to Run Your Coaching Program with Ease](#)

- [How to Use Aweber](#)
- [Monthly Instant Expert Templates](#)
- [Instant Expert: Passive Income](#)
- [50 Things your Website Needs to Attract Clients](#)

As you can see, I'm pulling out all the stops. If I'm going to play, I want to win. And I'm getting in late on this contest, but 11th place?

That's unacceptable :)

Enjoy!

Peace & Prosperity!

David Perdeu

Note from Nicole:

You don't always want to offer too many options, but in this case, this worked really well. David actually got a lot of signups for the free PLR offer which lead into signups for our monthly program. So he'll be earning recurring revenue on this promotions for months and months to come.

At midnight, everyone turns into a pumpkin...

Hey there Nicole

Hey, this contest closes tonight at midnight.

Nicole and Melissa are really making a big splash with this new coaching PLR site. And they've got a couple of sweet deals for you.

Start with this free gift just for looking:

[4 FREE Instant Expert Templates](#)

Go ahead, click on each one and they will open up in a new window. Browse to your heart's content.

But here are some links to other outstanding material below as well.

- [Coaching Tools: Startup to Step Up](#)
- [Coaching Tools: Payment Letter Templates](#)
- [How to Charge What You're Worth](#)
- [Free! 36 Easy Ways to Attract and Keep More Clients](#)
- [Tools to Make Your Coaching Business Run More Effectively](#)
- [Coaches: Become an Instant Expert](#)
- [How to Create an Irresistible Coaching Program](#)
- [Getting Started with Jigsaw: How to Run Your Coaching Program with Ease](#)
- [How to Use Aweber](#)
- [Monthly Instant Expert Templates](#)
- [Instant Expert: Passive Income](#)
- [50 Things your Website Needs to Attract Clients](#)

Enjoy!

Peace & Prosperity!

David Perdew

Note from Nicole:

This is just smart. Sending a “final hours/final reminder” email always helps to get the people who are putting it off to make a decision.

It's the “get off the pot” email and it works. ©David won the weekend contest.

Rachel Rofe Sparkles!

Let me tell you a little bit about my sweet friend, Rachel Rofe.



Rachel Factoids.

1. Guess what? Rachel is smart. Like freaky smart. In a good way.
2. She has been featured in Entrepreneur, Fox News, and was flown to L.A. to be a cover story for Woman's World magazine.
3. She's got a bunch of books on Amazon in various niches.
4. She will be at Dennis event speaking: <http://nanacast.com/vp/113083/30545/>
5. AND she will be at NAMS in Atlanta speaking: www.nicoledean.com/likes/nams/live
6. She's lost 100 pounds. (I know, right?!)
7. She's visited 49 of the 50 states.
8. She's an ultimate sweetie, who is a fiercely skilled marketer.
9. You can learn more about her in my podcast here: <http://www.nicoleonthenet.com/14400/sc-33-rachel-rofe/>

What I liked about Rachel's email.

1. She sold the report, not the rights, which was interesting.
2. She offered a bonus that was not available elsewhere and had no strings attached, so I'm sure a lot of people bought just to get her bonus. Heck, I almost bought my own product so that I could get the bonus. (NOT kidding.)
3. She writes just like her personality. She's not trying to be all hypey. She's just Rachel.

Here's her email...

if you're needing to create quick income (my #1 tip)

Hello,

I hope your day is going great. :)

Today's email doesn't apply to everyone, but if you're looking to create **quick income**... it applies to you.

I'm feeling inspired to write this email, because I just saw yet another email from someone asking me how he can earn money fast.

I often get emails of this variety - from people either in an emergency, or just desperate to quit their job.

And this is the feedback I give every single time:

Services are the #1 way to create fast income. Period.

I know this from experience. I've done it myself. I was a professional copywriter for a long time, then did the offline business thing... and even now, I offer coaching services.

Sure, websites will make money, Kindle makes money, and other things make money... but if you want FAST money... go the service route.

You don't need special skills to get started. Here are just *some* things people pay good money for:

1. I see businesses paying \$250+ for Wordpress installations that take 60 seconds to do.

(If you don't know how to do this, do 30 seconds of research and you'll find out how. Even I can do it - and I'm a tech dunce.)

People are happy to pay money for the convenience of having this

done... even if it only takes YOU a minute.

2. You can charge \$500+ to offline businesses for things that you outsource for \$5 on Fiverr.com.

I know of people making 6-figures a month doing this.

3. You can write 500-word blog entries for businesses at \$50 - \$250 an entry.

I'm not even scratching the surface here.

There are ENDLESS OPPORTUNITIES for services you can create.

In fact, as I write this to you, I am getting more and more excited. The opportunities I could tell you about are LIMITLESS.

In fact... I'm going to clear out my schedule so that later on today, I can create a report of **15+ ways you can create income with services.**

I'm also going to tell you **the top 3 ways you can find clients.**

I feel like SO MANY PEOPLE need this. *Badly.*

And heck... I'm going to create an entire product from it. :)

I'll tell you what.

I just saw an email from Melissa Ingold and Nicole Dean announcing this:

[Instant Expert Template:](#)
[50 Things Your Website Needs to Attract More Clients](#)

I think it's a PERFECT complement to what I'm going to create later today.

And I also strongly believe that people act on information they pay for.

So you pick up *their* report (it's under \$10)... email me with your receipt... and I'll give you both of my reports as soon as I'm done with them.

You'll get them as a bonus. :)

Sound good?

I think so! :)

Just grab their report here:

**[Instant Expert Template:
50 Things Your Website Needs to Attract More Clients](#)**

...and I'm going to get to work. ;)

Talk to you soon!

With love,
Rachel

Well there you have it.

Four super-smart and savvy marketers to learn from.

And, let's make that five because guess why I put together this report? So I can show them off, show off my awesome new site, and hopefully make you feel like you learned something too.

Pssst. If you want to earn some cool prizes, be sure to check out our contest. You can read details here: <http://coachglue.com/jv-details-june-prizes/>

Here are some additional resources for you.

Learn More about my Friends:

- Dennis -> <http://www.nicoledean.com/likes/dennis>
- David -> <http://www.nicoledean.com/likes/nams/training>
- Kelly -> <http://www.nicoledean.com/likes/kelly>
- Rachel -> <http://www.nicoleonthenet.com/14400/sc-33-rachel-rofe/>

Win Affiliate Contests!

I haven't mentioned this yet, but my friend, Connie Green, has won several of my affiliate contests in the past and she has a cool product similar to this one showcasing HOW she did it.

You can grab that cheap here-> <http://www.nicoledean.com/likes/connie/secrets/>

Meet us in Person:

- Vegas -> <http://nanacast.com/vp/113083/30545/>
- Atlanta -> <http://www.nicoledean.com/likes/nams/live>

And, of course, learn more about me at www.NicoleontheNet.com

I hope this has been helpful.

Warmly,
Nicole Dean

Co-founder CoachGlue.com

