



## Why I Won't Promote Your Product

### Episode #258

**Ray:** *Ray Edwards Show* episode 258 why I won't promote your product?

**Host 2:** That's mean.

**Ray:** I'm not mean.

**Voice Track 1:** The *Ray Edwards Show*, live your destiny by design. Start, run and grow your own internet-based business and create the life of your dreams. You can do it. This is the *Ray Edwards Show*.

[music]

**Voice Track 2:** Let's change the world and watch your business grow. Welcome to the *Ray Edwards Show*, *The Ray Edwards Show*.

**Ray:** This is a question that I get probably half a dozen times a week or more and it goes like this, "Hey Ray, I've got a book, product, coaching program, website-

**Host 2:** Dongle.

**Ray:** -nutritional supplement, dongle, multi-level marketing. Could you promote it for me?

**Host 2:** "I've got an exciting business opportunity for you-

**Together:** -"And your whole family."

[silence]

**Ray:** Believe! I've had to develop graceful ways of saying, No.

**Host 2:** Could we just go back a second and just recommend that people watch the movie *Believe* [laughs]?

**Ray:** Yes, it's about multi-level marketing and you'll either be greatly amused by it. If you have ever been involved in multi-level marketing, you'll either be amused or ticked off by this movie.

**Host 2:** It kisses pretty close to even sometimes people in this world. [laughs]

**Ray:** That's true it does. Everybody knows the pyramids are in Europe, *Believe*, Google it. Is it on Netflix?

**Host 2:** I don't know. I want to watch it again. It's so good.

**Ray:** I do too. Your mom can't watch it.

**Host 2:** It's so painful.

**Ray:** Because we were in Amway for a couple years and it's—

**Host 2:** It's just so painful.

**Ray:** - and then I got family members who were in Amway and if they watched it they would just get angry. Anyway back to what we're talking about, why I won't promote your product? I'm going to explain, why. It's not just me. This is a problem that you run into and I talk with people at conferences and on some of our Q&A calls and they can't understand how to get somebody else to promote and why people won't promote, "I have a good product, Ray. It would help everybody why won't somebody send my product out to their list?" Well, we'll give you the reasons why and what to do about it. Coming up a little bit later in today's show plus we have good reasons to get a checkup—

**Together:** From the neck up.

**Ray:** And.

**Host 2:** To eliminate your stinking thinking.

[laughter]

**Host 2:** Another good movie people need to watch.

**Ray:** Yes. How to avoid-- I'm going to share with you a story about how to avoid a common heartbreaking loss? It's a shame so many people suffer this when it's so easy to avoid and you never think about it until it happens to you and then you are devastated when it happens but you don't have to be in this position and then we'll explain why we will not promote your product. [music]

**Voice Track 3:** Does anyone want to live a life that is long and prosperous? Spiritual foundations.

**Ray:** As people of faith, people of belief even if your belief is just in yourself. You probably know that it's important that you guard your thoughts. You be careful about what you're thinking about because if you have stinking thinking.

**Host 2:** You get stinky.

**Ray:** You get stinky outcomes and suit in situations.

**Host 2:** People could smell it.

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**Ray:** They can, a mile away.

**Host 2:** Sometimes it motivates them to change their behavior.

**Ray:** Yes, sometimes it does. Sometimes it just motivates them to avoid you. We know that positive thinking and thinking good thoughts is helpful and useful. I think most of us know that at some level that's true. It may turn you off if I stay positive thinking because it may make you think about experiences you've had with people in the past that maybe went overboard with this or used it to be manipulative or what have you but the basic thought is if you think about good stuff you're probably going to feel good, if you think about bad stuff you probably going to feel bad and you go around feeling bad all the time it's more likely that bad things are going to happen to you.

**Host 2:** When you feel bad life just sucks.

**Ray:** That's true so it's better to avoid that. What may surprise you is this is not just a positive thinking or self-improvement idea. We find the same advice in the Book of Proverbs of all places. In Proverbs chapter 23, I'm just going to pick up a few phrases from this book. This chapter in the Book of Proverbs, "For as he thinks in his heart so is he? We've heard this one a lot then there's "Do not speak in the hearing of a fool for he will despise the wisdom of your words. Apply your heart to instruction and your ears to words of knowledge. Do not let your heart envy sinners but be zealous for the fear of the Lord all the day. For surely there is a hereafter and your hope will not be cut off. Hear my son and be wise and guide your heart in the way."

That's not the entire chapter if you want the full context you should read the whole chapter, but those are just some key phrases. There's one quick thing I want to make note of it says, "Be zealous for the fear of the Lord all the day." Now, some people get freaked out about this Fear of the Lord thing because-- or they're not freaked out there just joyous they're like, "We should be afraid of God. It says so the Fear of the Lord every day should be Halloween." That's not what this means you have to do your own homework on this and come to your own conclusions, but Jesus quoted the book of Deuteronomy more than any other book of Scripture. Many things He said were obviously lifted from the book of Deuteronomy, but more credited but that's the book of Scripture He was most familiar with. He at one point talks references a verse in Deuteronomy that most of our translations is translated the Fear of the Lord and Jesus translates it as the Worship of the Lord.

**Host 2:** Interesting.

**Ray:** I might suggest to you that when we hear about the Fear of the Lord. We're talking about worshipping the Lord not like cowering in the corner in absolute abject terror.

**Host 2:** Well, if I may jump in?

**Ray:** Yes.

**Host 2:** I was recently just speaking on this subject with some students at a school here and when you do a word study that word, “Fear of the Lord” and this book Proverbs can mean terror, can mean the things that-- it can be translated that way but it can also be translated as a reference or all that is so intense that you’re feeling that you experience-- this is what the dictionary says, “It borders on fear without being fear itself.” I almost think of it sometimes when you look that there’s been experiences where you just don’t expect something you come around the corner and also there’s a giant mountain in front of you or a big huge waterfall or something and there’s just this moment of, “Whoa, I did not know that was there” and you’re almost afraid of it but you’re not really afraid of it. You’re just like, “Wow look at that!”

**Ray:** Yes, absolutely correct so that aside and it’s weird to say that aside because it’s a big deal. But, back to what we were talking about which was the guarding of our thoughts being careful what we think about. What I would just point out from these passages from Proverbs is. Notice that the whole thing starts out by controlling your own thoughts first because your thoughts dictate who you are. In other words, as you think in your heart so are you. By the way, this is just on the side it says, “As he thinks in his heart,” which a lot of people would point to that and say, “This is just a case where the Bible is just not an accurate document because you don’t think in your heart you think in your brain.” Well, turns out that your heart and your brain are more interconnected in terms of consciousness and emotion than we ever really thought possible. We always thought it was just metaphorical when we said, “In my heart, I feel that I should do this.”

It turns out that the best knowledge of today says that you do think in your heart. You also think in your gut. It’s like you have a brain in your gut and brain in your heart and a brain in your head. We also learn from this passage is not to bother sharing your thoughts with people who don’t want to hear them. Some of you would right now say, “I don’t want to hear this stuff.”

**Host 2:** That’s me.

**Ray:** Turn it off, delete. It’s a free country.

**Host 2:** Kind of.

**Ray:** Different topic. Finally, if you get trapped in envy, you will lose sight of God’s truth so controlling your thoughts helps you achieve your goals and stick to what is right and be happier so you don’t have stinking thinking.

**Voice track 4:** Now simple hacks that make life cheaper easier and faster, Ray’s tip of the week.

**Ray:** There I was in the Apple store getting my iPhone 7 plus. I just like saying those words, “Getting my iPhone 7 plus.” It’s a beautiful thing.

**Host 2:** It is.

**Ray:** I got the black, the matte black.

**Host 2:** Matte Black, it’s a pretty sleek-looking.

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**Ray:** Yes, it's cool, doesn't scratch as much and as I was waiting for the gentleman to go retrieve my phone. I overheard part of a conversation that was taking place between one of the Apple geniuses and customer. This is what I overheard she dropped her phone in the water and just wants to get her photos back off of it.

**Host 2:** Didn't she have a backup?

**Ray:** No. She didn't have a backup.

**Ray:** This is what I want to talk to you about. I've had this conversation with the number of people. It seems like, over the last six months or so about backing up their photos and people with iPhones often don't do that because in order to have enough space to back up their photos they need to pay for it.

**Speaker 2:** Right, yes.

**Ray:** Using "iCloud backup" to backup your photos so here's where I come down on this, backup your photos using iCloud!

**Speaker 2:** It's a dollar for 20 or 30 gigs of space.

**Ray:** Is it worth a dollar to save all your photos?

**Speaker 2:** Yes.

**Ray:** If you don't do this, it's stupid.

**Speaker 2:** Even if you have to pay five dollars a month or ten dollars a month for a hundred gigs or whatever it is. That's a small price to pay to keep all of your pictures.

**Ray:** Because then if you drop your iPhone. Well, if you drop the new iPhone in the water it'll be okay.

**Speaker 2:** As long as it's not six feet down.

**Ray:** Not in there for like several hours.

**Speaker 2:** Right.

**Ray:** But, let's say you drop it out of a hot air balloon or something else happens to it. You run over with a car. Your photos will be preserved when you get the new replacement phone you just click the button to restore and-

**Speaker 2:** There they are.

**Ray:** --there's [sic] your photos so just as in a side. Just pay the money and stop complaining first of all, that is so ridiculous that it makes me a little bit annoyed and then secondly, this is something that I didn't really know, iCloud Drive is awesome!

**Speaker 2:** Say more about that.

**Ray:** Well, I have tried to use iCloud and the iCloud apps ever since they first came out with them and I was never really impressed with it.

**Speaker 2:** No.

**Ray:** Because there was Dropbox.

**Speaker 2:** Yes.

**Ray:** But, iCloud drive in my estimation is now a lot closer to Dropbox than it used to be. But, it's Apple-ish and so I just noticed that it seems to-- I just turn it on recently so that all my apps on my MacBook Pro-

**Speaker 2:** Used it, yes.

**Ray:** - used it and so that means they're available on my iPad Pro.

**Speaker 2:** That is really cool because you can-- it almost has like a-- it doesn't almost it has application specific folders and when I opened up pages or keynote or something along those lines and it's just everything there from that application that I've saved is right there on any of my devices that is pretty nice.

**Ray:** Yes, so I was shooting a video yesterday and I had made the notes in pages and I didn't have access to them right away except through my phone. I pulled out my phone. I popped open pages and boom there is my notes for my video so if you have an Apple device. You have an iCloud account. Try it out, you'll find it's pretty freaking awesome. It does not replace Dropbox.

**Speaker 2:** No. But, Dropbox is more of a professional pro level you can do more intergrations and stuff with it.

**Ray:** But, this is a good thing and I think if you try it you'll discover some cool uses for it.

**Speaker 2:** Since the last two tips of the weeks have been pro-Apple stuff. I am going to have to just to keep the scales balanced and people don't think that we're just like Apple Kool-aid drinkers. This is probably my biggest complaint with the company, is their online services. It is so scattered and fragmented.

**Ray:** iTunes is horrible.

**Speaker 2:** iTunes, iCloud, iTunes Match, music in the cloud, all that some-- is ridiculously complex and the reason it's all disparate in all these different places because they built these pieces as time went on and so it's like, "Oh we have iTunes", "Oh well now we need to have iTunes in the cloud", "Oh well now we need to do this," but I have heard, Yes! That they have put a team together and they're working on it now who knows how long it's going to take them but they're going to unify all of their online services so that there is no iCloud, iTunes, backup, match this, do that. Yes, so that's nice.

**Ray:** Just to continue in this vain of not being Apple fan boys completely. I'll say a couple more things about the topic of what Apple is [sic] not getting right. I think that we're beginning to see the absence of Steve Jobs.

**Speaker 2:** Yes, I think that we're starting to see it.

**Ray:** Because their product lines are fragmented, there's three different MacBook Pros and then there's the MacBook and there's a-

**Together:** MacBook air.

**Speaker 2:** It's like, "what?" and I just [crosstalk].

**Ray:** If Steve were here he would be—

**Speaker 2:** Put the kibosh on.

**Ray:** He would have fired a bunch of people by now [laughs].

**Speaker 2:** He would have dropped a bunch of computers in a fish tank.

**Ray:** Yes and said.

**Speaker 2:** "Make them smaller."

**Ray:** "Because bubbles coming out that means there's space in there."

**Together:** "Make it smaller."

**Ray:** That's one complaint I have. I worry about Apple reverting to things that will not be good for them and then the other two things I wanted to mention is the Microsoft Surface Studio looks actually cool.

**Speaker 2:** Yes but even a non-Apple fan boy. I also said this is like, "Hey Apple, I mean, Microsoft's new products are cool but I feel like we've seen them somewhere before."

**Ray:** Well, yes that's true.

**Speaker 2:** Because the studio looks very similar to an iMac.

**Ray:** But, then we must remember that Apple stole the operating system for the Macintosh from Xerox.

**Speaker 2:** From Xerox yes, that's true.

**Ray:** Just-- it happens.

**Speaker 2:** It happens.

**Ray:** Then finally, the Motorola has a new phone that there-- I just saw a TV ad for it. I don't know much about it but it revived that whole, "Hello Moto"-

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**Speaker 2:** Oh really?

**Ray:** --ad campaign and it does some cool things it's got a look a clip-on back plate so you can clip-on like a phone. You can clip-on a printer. You can clip-on all these different accessories they have for-

**Speaker 2:** Oh weird.

**Ray:** It's weird but looks interesting and cool. Anyway, on with the show.

**Speaker 3:** Now our feature presentation.

**Ray:** Why won't you promote my product? I can't succeed if you don't help me. You promised not in so many words but you implied it when you said I could succeed.

**Speaker 2:** Actually you said the opposite.

**Ray:** But I want you to promote.

**Speaker 2:** But I wanted you to promote so I didn't hear that

**Ray:** Because that's how life works. Okay, so maybe most people are not like that although we have encountered a few people like that. You may wonder, why won't people control my products? If you approach us, I'll just tell you right now. If you approach us using an e-mail or you talk to Timmy and you say, "I have a great product and I'm wondering if Ray could promote it." The answer will be no.

**Speaker 2:** No.

**Ray:** It's not because I don't like you. It's not because your product's not great. There are some legitimate reasons and this is not just about me. It's-- I run into this so often into this so often. People-- they idolize. They love somebody that they have bought their product online and they follow their podcast or their YouTube channel and they feel like they know this person, and so when they meet them at an event they're super excited and they think, "You're my hero, I feel like I know you, and I wonder if you could help me out and promote my thing" and they get a no and then they get upset, because they feel like it's personal. It's not personal.

There are at least seven problems that occur that stop us from promoting your product, and this is true for just about anybody in the space so if you're wondering why people won't promote you. Here are seven reasons why. Number one, want to get this out of the way right up front. It's because you slimed me. If you're at an event and you're there to network, I'm doing air quotes now, "network" and you approaches, "Hi Sean. My name is Ray. Here's my business card, I have a great opportunity I would like to let you listen and know about. When did you mail it for me?"

**Speaker 2:** Yes.

**Ray:** Eww! That's just slimy and I have been approached like that almost exactly like that, more times than I can count. These are people who maybe come from an old-

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school sales background and they feel that's the way the aggressive like sales many way [sic] to do this. That's one reason people will not promote for you because if you're like that with them how are you going to be with your customers on their list.

**Speaker 2:** Right, yes.

**Ray:** Reason number two, I'll let you take this one.

**Speaker 2:** I don't know you.

**Ray:** We've never met before.

**Speaker 2:** Yes, we never met before. I don't know you. I don't know what you stand for. I don't know what your principles are. I don't know you.

**Ray:** It's-- this is an overused metaphor but it's like if you were going to a singles event at your church and you wanted to meet somebody and you walked up. You saw a person that you're interested in. You walked up to them and you said, "Hey, can we get married and have kids?"

**Speaker 2:** Yes, right.

**Ray:** That's probably not a good approach.

**Speaker 2:** Yes.

**Ray:** You probably need to go out for coffee first. You get to know one another so if I don't know you I'm not going to promote your products because there's [sic] too many questions that are unanswered.

**Speaker 2:** Yes, we have to protect our list. We care about our list so we're not just going to-- we're not going to treat you with that little respect.

**Ray:** Yes, so that leads to a reason number three. Your problem number three that stops me from promoting your product and that is that your offer just doesn't fit my list. If my readers expect to hear from me about copywriting and marketing and building a business and those types of things and you come to me with a hat that has blinking lights on it that you can put any message on it, you want to.

**Speaker 2:** Right.

**Ray:** It's a billboard hat. I'm not going to email my list about that now because my readers don't want a billboard hat.

**Speaker 2:** Or even a different example of-- you could have an amazing product on how to do landscape architecture and create the yard that you've always wanted for a low-- but it could be amazing but also fit the list.

**Ray:** Yes and I've had a couple of clients who worked with me as private clients in the past who were upset because I wouldn't email my list. They would say to me, "Well, you aggressively promoted Michael High at its best year ever or you

aggressively promoted product launch formula why won't you promote this like that" and I have to say, "Well, a product on landscape architecture or a product on how to have a business."

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**Speaker 1** : As a hotdog vendor, it doesn't fit my list. It's a good product but it's not for my people.

**Speaker 2** : If we inundate our list with things that aren't right for them or again, that shows a disrespect and a lack of care for our list because we're not speaking to their needs and we're basically just pimping our email list.

**Speaker 1** : Yes and we were not going to do that.

**Speaker 2** : We're not pimps, we don't believe in that.

**Speaker 1** : Problem number four. My promotion calendar is booked up. Now I know that some people think this is just an excuse but this is a fact. We are booked pretty much through the at least the end of 2017 and this actually ties together with problem number five which my promotion calendar has fewer availabilities. I think this is true for many people in this business space that we're in. We've all learned that it's not respectful to our readers and our customers to inundate them with offers that don't fit their situation and that are not helpful. We're not helping people if we send them one offer after because they need to actually do some work. Implement the things they are learning.

**Speaker 2** : We don't want to create product junkies.

**Speaker 1** : No, that's not good for anybody. Many people in the industry have greatly limited the number of promotions we will do in a year. That includes in our own promotions. That means our calendar, it has fewer availabilities and it's booked further out in advance. Those are really good reasons why. It doesn't matter what you have, if you come to us and say can you promote for me in 2017. The answer is most likely going to be no. Problem number six. cheapskate. No, what's a better way to say this?

**Speaker 2** : Your commissions are too low.

**Speaker 1** : Yes, like a 10% commission? Something like that?

**Speaker 2** : That doesn't entice me. It's not-

**Speaker 1** : You think about if a person has a readership of a 100,000 people and they're gonna sell maybe 10% of their list to your product. The commission is \$10. What is that? It's probably a bad example because the numbers are too big. The point is, if I have a person who's giving me an affiliate commission of a \$1,000 dollars on the product and I have another person who has a similar product and they're giving me a \$150 commission, whose products am I going to promote? It's just simple Math, it's just business.

**Speaker 2** : And on top of that, too. Going back to the respecting your listing, there's a relational costs in doing a promotion.

**Speaker 1** : Explain that, say more about that.

**Speaker 2** : People are going to unsubscribe because they don't want promotional emails and that's fine, we now that. Honestly, we probably don't want a lot of those some of those people anyway. But we don't want to burn out the list. They feel like the only thing they're getting from us is promotions. When I know that when we talk about promoting people, A, we have to find- it this tight for the people? Is this helpful? Then B, you might just call it, well what do we get out of it? Are you commissions are too low? But what really means is, we're going to lose email subscribers. We need to make sure that it's worth it to us to do that.

**Speaker 1** : That is worth the trade, absolutely. You need to think about this, if you're just getting started or you haven't had other people promote for you yet, you will. You need to think about these things ahead of time because you're going to be faced with the same problem. Then problem number seven, you probably knew we were going to say this. [laugh] You want us to promote but-

**Speaker 2** : Your coffee sucks.

**Speaker 1** : Your coffee's awful and you probably have no conversion data.

**Speaker 2** : Yes, that's a big thing, too.

**Speaker 1** : I got a great product. How many people out of a thousand people buy it? A little, your sales copy sucks. Well, I couldn't afford to hire you. [laughs] You want to look at my copy and help me out? [laughs] No.

**Speaker 2** : No. I get paid a lot of money for that.

**Speaker 1** : If we were at a cocktail party and I was a heart surgeon, would you ask, "Hey, I got a atrial fibrillation. You want to fix that for me for free?" "Right now? Well, let's clear off the coffee table." No. "There's knives in the kitchen". Okay, now it's sounding more interesting. [laugh] "Nobody will forget this party. They'll be talking about it for years with their therapist". [laugh] Okay, so those are the problems. Those are the reasons why I won't promote your product or why many people that you want to promote, the people who you perceived as having the big gigantic list won't promote your product. What are the solutions to the seven problems. Problem number one was you slimed me?

**Speaker 2** : I love it . It's basically just the opposite. [laugh] It's just is undo all seven points.

**Speaker 1** : The solution is don't slime me. [laugh] They'll slime people. That's pretty easy. I don't think we need to explain it.

**Speaker 2** : No, I don't think that we need to. People don't like to be used, don't use them.

**Speaker 1** : Problem number two is I don't know you so the solution to that is, get to know me.

**Speaker 2** : Get to know him.

**Speaker 1** : You got to build relationships and this takes time and proximity. It also takes investment on your part getting to know the other person, I'll use Jeff Walker as an example because this is the best example I have in my arsenal. I bought Jeff Walker's personalized formula when he first released it. The first version in 2005 and I've bought every upgrade since it. I've been the most in his live events and over time, we've gotten to know one another. This year he just promoted our copy writing course. For many years, I never asked him to promote anything. I was just building a relationship and it wasn't--also I want to say this, don't do this out of a manipulative like I'm going to do this. I'm going to fake you out and make you think I care about you as a person.

**Speaker 2** : That you'll mail for me.

**Speaker 1** : I don't know for you, but I can feel that. Problem number three is that your offer doesn't fit my list. Solution?

**Speaker 2** : Make sure the offer fits the list or only as people to promote for whom your offer fits their list.

**Speaker 1** : How would I know that?

**Speaker 2** : Know the person's list? Which basically means subscribe to their email list.

**Speaker 1** : Read their emails.

**Speaker 2** : Know what they're about.

**Speaker 1** : Probably buy their products, go to their live events.

**Speaker 2** : This goes back to point to building relationships.

**Speaker 1** : Yes and I just want to say for the record, I've built relationships with lots of people over the years that they never mailed for me. I've never mailed for them but they're still friends. It's not about doing it so that they'll do something for you. You build the relationships and the ones that naturally are good fit will blossom.

**Speaker 2** : I just add more season to that. Danny Silk at one point said something similar while he's talking about this subject. He said you got to build true relationship but you also have to bring something to the table. You can't just like want to leech off of them like build relationship and take.

**Speaker 1** : Yes, because that will get you the reaction that people see you coming and they wince and they go the other way.

**Speaker 2 :** Yes. A lot of people, they'll look up to the people in their markets like the Michael Hyatt's and the Jeff Walkers' and look up to him like if I could be friends with them and they could promote for me.

**Speaker 1 :** That's the wrong mindset. The mindset is well, I may not be as well-known as them but I have something just as valuable. You need to think yourself as a peer and okay, how can I help me and how can I help them. It's just going to take time. You may never get to the rank three actually, know these people but you can't think of yourself. You got to put yourself in the mindset of okay, what value can I bring in to them and what value can they bring to me like you got to bring something to the table. I will tell you, I will give you this strategy. If you really want to get on somebody's radar, if they have a training product or program, buy the program and become their star student. If you do that, then they will notice you. They will pay attention. The way you do it is by achieving the things that their course or their training was designed to help you achieve-

**Speaker 2 :** By doing what their course said to do.

**Speaker 1 :** I mean people who take copy writing academy and they write copy and they make a bunch of money. They write to us and say I made a bunch of money. Man, thank you. I made \$40,000 using your copy writing techniques. We know those people. We know their names, we know their businesses-

**Speaker 2 :** They get to our attention.

**Speaker 1 :** We pay attention to them, so-

**Speaker 2 :** I mean, the prime example would be John Neese.

**Speaker 1 :** Oh, that guy is amazing.

**Speaker 2 :** Yes, came out of nowhere.

**Speaker 1 :** He's a major force now. That's one way to get noticed, to get on people's radar. Okay so, number four and five problems were tied together. My promotion calendar is booked and my promotion calendar has fewer availabilities. The o get around this problem is first pay attention to the frequency of the promotions people are doing. Which again means you have to be subscribed-

**Speaker 2 :** To their list.

**Speaker 1 :** Pay attention to it. If they tell you they're booked

**Speaker 1:** Just accept that. Don't try to find a way to warm your way around it. That just feels weird. Then, if you really want to get one of the few availabilities that I have, we probably need to be friends.

**Speaker 2:** Yes, that relationship part.

**Speaker 1:** You need to have a killer offer, and the timing needs to be right, and it needs to fit my list and you still need to have good conversion data and good copy,

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all the other pieces have to be in place. Just because we are friends doesn't mean I'm going to mail your crappy offer to my list. Problem number six was what?

**Speaker 2:** Major commission's too low. The solution is, be more generous. Hey, what a concept. When people make a lot of money off of your product then they are inspired to sell more of your product.

**Speaker 1:** I want to talk about something that is sometimes brought up, people find out that if you're promoting a \$2000 product you may get a 50% commission so you get a thousand dollar commission and so one of the objections to that whole system that's brought up is well, if you didn't pay that commission only have to pay a \$1000 not really true happen to be in a business that can have super high margins but if we were in any other business, marketing in any other way, we would have super narrow margins. We don't price products based on commission rates. We price them based on value. If we pay 50 or 40% commission then that's our choice, because we have the margin to be able to do that whereas in other business we'd have cost of products-

**Together:** Manufacturers.

**Speaker 1:** -so don't get that confused. Then problem number seven is your sales page in your copy stinks and you have no conversion data.

**Speaker 2:** The solution is.

**Speaker 1:** Have a great sales page.

**Speaker 2:** Of good copy.

**Speaker 1:** Have conversion data and proof to back it up.

**Speaker 2:** Even if you can't, even if you've never done a launch before or a summit or something, you need-- if you've never done this is your first one, you are going to someone, you need to say "look, I've never done a launch before, but on average my list, my open rates are blank, my click rates are blank" because at least that's something.

**Speaker 1:** What's helpful is if you really want to go the extra mile and make this make an impression on people, get on the zoom call with them and make a screen share and say "let me log into my infusion soft account and I'll show you what we've seen" and you may feel like, "My gosh, I don't want to reveal that information." Why not, what's the big deal? Just take screenshots if you don't want to do a live-

**Speaker 2:** Well, if you want people to see your balances and sales and stuff like that.

**Speaker 1:** -but show them that the data that you have is accurate. If you do this things, you will get more people interested in promoting for you, overall our advice is, first and foremost develop a great reputation for treating JV Partners or affiliates well. You want people raving about you and saying "Wow, those guys are generous, they pay on time, my checks always right, they have great offers at my least loves,

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they do great follow-up and customer service, always feels good about promoting their stuff to my list” You develop that reputation and then you have people knocking on your door saying “can I promote for you?”, which is a cool situation to be.

**Speaker 2:** Totally. Alright, well if you found the show helpful and you’d like to get into the hands of other people please subscribe the show on iTunes using the apple podcast app give us a rating plus a review, and we’ll mention you some time.

**Speaker 1:** Maybe next week.

**Speaker 2:** Maybe next week. Also if you get the transcript for the show and the show notes, go to [rayedwards.com/258](http://rayedwards.com/258), and do have a quote work note?

**Speaker 1:** I do. Bruce Lee said, “The successful warrior is the average man with laser- like focus.” That’s Bruce Lee.

**Speaker 2:** Nice.

**Speaker 1:** He’s cool.

**Speaker 2:** Yes.

**Speaker 1:** Looking at you Chris Tucker. Until next time my prayer is, that you prosper and that you are in good health, even as your soul prospers. See you next week.

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**[00:35:05] [END OF AUDIO]**