

MICHAEL CHENEY'S THE GOLDEN THREAD™

“Army Recruit Hitting The Big Money Target: \$80,719 In a Few Days”



With Michael Cheney & Matt Haslem

Michael: We're on the line today with the Army Recruit, who's hitting the big money target. This guy has only been online about two years in terms of doing anything dangerous, and pretty recently he made \$80,719 in just a few days.

I'm very excited to be joined by this guy. He's been using a lot of the strands from the Golden Thread that we're going to talk through, and he's also had a very successful Cash Cannon, so we're going to go through that on this call and pick his brain.

Let me introduce and welcome to the call, Matt Haslem.

Matt: Hey Michael, how's it going? Thanks for having me.

Michael: It's very early in the morning for me over here. I'm kind of wiping the sleep out of my eyes. I should explain you're over in Australia, so it's a bit of a time difference.

Matt: Yeah, I should be knocking off work by now, but I'm staying back for you.

Michael: It's kind of weird that when we speak I'm just kind of getting started for the day and you're normally tucking yourself in to go to bed. It's quite bizarre. I still find it weird getting my head around that.

Enough of the geography stuff. A couple things before we get started, because I'm interested about this and I know other people will be as well.

What is your kind of background in the Army situation, because I know you've sent me some photographs and stuff with you in the full gear and the night gear and all. What's your role? How much can you actually share with us without risk of being taken in by the Australian government?

Matt: I'm not actually sure how much I can share. I'm in the Army part time. Basically every Tuesday night I'm there, and then every month we go away for like a weekend. Then there's other roles we can do as well, like I've got my hand up at the moment to go overseas and stuff like that.

Michael: That's pretty intense. You were saying about one time when you went through all the training and stuff they put you through just to get in all the initiation of whatever. It sounded pretty extreme. You said you went days without sleep or something.

Matt: Yeah, big sleep deprivation. The only time I've ever come close to that was during my launch, and I still don't think that was as bad.

Michael: Especially when you compare the two. I call it "launch rings," when you get these rings under your eyes that only seem to happen when you're trying to launch a product because you're putting so many hours in. You're not really sleeping that much.

Let's dive right into it then. Let's talk about this Cash Cannon that you have. What was your objective with this Cash Cannon, because I know there are different methods and reasons why people can use it, but what were you using your Cash Cannon for?

Matt: This was actually the pre-launch of my software. We hadn't launched yet, and basically I just wanted to get as many people to see this video that I made, as many people

as possible as an opt-in, so that we could hit them all at once when it came time to launch it.

Michael: Right, so it was basically trying to get a list together and creating that sort of excitement and anticipation and that sort of thing, right?

Matt: Yeah, that's it.

Michael: That's cool. I've spoken to you before about different Cash Cannons, and I think most people have seen that they're just used to sell your own product and that's pretty much it, but this is what I'm trying to get over to people that there are really what I call four money geysers which basically spurt out cash.

Those four geysers are obviously opt-ins (so getting prospects), doing promotions of other people's products, selling your own product, and then actually getting JV partners and affiliates as the four money geysers that you can use, Cash Cannons to generate money, and obviously you've gone in this instance for the one to get prospects on board.

Also towards the end hopefully we'll have a little bit of time to talk about how you did with JVs and affiliates.

As I like to do on these calls, I'll just be totally open and transparent and say I was kind of working with you on your launch. I can't even remember how we got started on that, but we did a kind of trade, didn't we. I was kind of consulting for you for the two or three weeks when you were actually putting this product together.

Matt: Yeah, exactly. To get you on board I interviewed you for the back-end product, and then I kind of twisted your arm to get you on board to actually help me.

Michael: Yeah, I remember, we did an interview. That's right.

Matt: I think PayPal was involved, if I remember.

Michael: Oh yeah. That slipped my mind. That's right, because I basically said, "This is what my time's worth," and you were kind enough to PayPal me, and obviously it really paid dividends because I ended up giving you this sort of consultancy on the launch and stuff.

With this Cash Cannon, what I was trying to say is we didn't know at that stage that it was called a Cash Cannon or that you were using Golden Thread elements or strands.

Since then obviously I've pieced all these pieces of the puzzle together and now it is the Golden Thread and these are Cash Cannons.

Back then, just to be clear, we didn't know what they were called. We weren't calling them anything, but a lot of the principles were being used.

Obviously it went really, really well for you. I could see the moment I saw it that it was going to do really well for you, that Cash Cannon to get prospects on your list.

Have you got any figures or anything about exactly how well it did for you?

Matt: In reference to opt-ins, we had 3,422 opt-ins before launch, with an opt-in rate of 45%.

Michael: Wow, that is awesome! 45%? If anyone's listening and now sure of how good that is, let me tell you, that is awesome! I don't think I've ever seen an opt-in rate that high. I'm not just saying that. That's outstanding, particularly on that volume of opt-ins as well.

On an opt-in page if I can get 30% or 40% at an absolute stretch, that is sort of a dream opt-in page. I always look at that and think, "There's nothing else I can do to improve that," but 45% is just insane. You must be happy with that, right?

Matt: Yeah, definitely. With the launch and with using that Cash Cannon and getting as many opt-ins as possible. A lot of people send a lot of traffic to their site or get all the JVs on board and get all that traffic before they even know their conversion rates.

That's just leaving a lot of opt-ins on the table and you end up burning a lot of JVs that way if you don't know your conversions before actually getting them on board.

Michael: I noticed that throughout your launch. You were always giving proof and giving statistics on exactly how things were performing and, as you say, testing things out so that you were giving it to JV partners.

We'll come onto the JV partner stuff, because I know a lot of people are always asking me about how do you get joint venture partners and how do you get people to promote your stuff, so we'll definitely spend some time on that.

Let's have a little bit of a closer look then at this Cash Cannon and some of the Golden Thread elements and Golden Thread strands that you actually used on it.

I'll just go through some of these. These are some of the ones that I noticed when I actually went through your opt-in Cash Cannon again yesterday in preparation for this call.

I think the first one that kind of struck me – and you maybe want to say something about this – but I call this one the Wave Rider.

The Wave Rider is pretty much in the vein of Frank Kern kind of surfing along or whatever. It's spotting a big wave before it comes towards you and being ready to actually ride that wave.

I think you did that. You tapped into that in a couple ways. I'm putting you on the spot here, but what do you think I'm getting at by this Wave Rider? Can you think what you did with the Cash Cannon to use this Wave Rider principle?

Matt: There may be two things you're talking about. It's either the actual software itself and what that was based around, or using the video to get the opt-ins.

Michael: Yeah, it's probably two or three things actually. The one I was thinking of was the social marketing kind of wave that even now is still really big.

MySpace hits the news. Facebook is on the news regularly on TV. It's no longer this website or eBay. Now it's kind of MySpace and Facebook and how often people are using it at work and companies that are putting in legal stuff to stop people wasting time.

It's kind of a big news thing right now, and I think that is certainly a big wave that you tapped into.

You said the software you're giving away, a small

component of it, includes similar technology that MySpace and Facebook used to grow their list.

I saw that and I thought, “That’s awesome,” because everyone’s heard of MySpace. Everyone’s heard of Facebook. So that was one of the waves.

The other wave that I think you were using with this Wave Rider principle was just this idea of the software generally.

A lot of people have been saying to use tell-a-friend script, use this viral marketing element, so these two things that people have probably heard of and been exposed to quite a lot before, you kind of tapped in on that demand and that kind of awareness out there.

It works really well, this Wave Rider principle. There’s so many other ways you can use it. If you see like a big product coming out, you can use the Wave Rider principle there to obviously either promote that product and join the buzz and excitement that’s already in the marketplace, or to bring out a related or sort of complementary product.

When John Reese came out with his Traffic Secrets 2.0, I released my own product around that period, I think shortly before he actually launched, and used it as this Wave Rider idea.

I said, “Look, this is totally related. You can see everyone’s talking about John Reese and how to get traffic. Everybody really wants this stuff,” and I sold a product that other people could sell, so it was a ready-made product about traffic.

I said, “Look, traffic’s in hot demand. Everyone’s going to buy this John Reese thing. Everybody’s promoting it because people want to know about traffic, so here you go. Here’s a ready-made product for you that will help people get traffic. You can sell it.”

That again is another example of the Wave Rider principle, and you used that really well in your Cash Cannon with the MySpace reference and the Facebook thing. We’ll come back to that in a moment as well.

One of the other strands I saw you using, and this really just shows me that you know what you’re talking about

and you are a really good marketer, even though as I said at the beginning you've only been doing this for about two years, is using this Fairy Tale Factor, which is simply the case of saying, "What is the happy ever after for the customer? What is their dream scenario in this particular area?"

How did you use that? What was the Fairy Tale Factor for your customers?

Matt: The software was aimed at building their lists, really putting that into overdrive and getting it built fast as opposed to just slowly building it, and also making money off the list. That's what everyone wants the list for, to make money.

Michael: Yeah, it was really clear looking at the Cash Cannon that you had that it was really cool because you used a lot of visual stuff, like animation and stuff like that to kind of get across exactly how this thing worked, but also what they were going to get.

I think certainly everybody's saying "The money's in the list," but the money is in the relationship with the list, so again a lot of people will know that, but you were saying the Fairy Tale Factor for them is a very large list very quickly that's going to make you a lot of money.

Moving on to the next strand, which is the Magic Wand. If the Fairy Tale Factor is what they want, the Magic Wand is what they get, how they're actually going to get this fairy tale to come true.

What was this Magic Wand? How did you actually position it? What was it you were giving them?

Matt: Basically we talked about how the software, once installed on their website, would take any traffic that they currently had and it would use that traffic, leverage that traffic, to build more traffic and grow their list.

Basically it was using something they already had, whether they had a little bit of traffic or a lot of traffic on their current website, and use that to exponentially grow their list building, their traffic, and their sales.

Michael: Yeah, as you say it's starting from the little seed that they were already getting. I don't want to sort of steal your thunder on this. Do you want to just explain how it works

for people who aren't aware of how MySpace and Facebook do this?

The first time I saw it, it totally blew me away. How exactly does it work? What's the principle when somebody lands on a site?

Matt: To tell you the truth, when I first saw it on MySpace and Facebook I didn't even realize it. It took me awhile. Once I signed up to Facebook, then I kind of saw, because I'd seen what Mike Filsaime and a few others were doing with their viral friend generators.

Basically you come to the page after you've opted in, and it says, "Do you want to tell your friends about this website as well?" You normally incentivize that, so they can fill in their friend's first name and their friend's email address and it will send out an email to them.

But what MySpace and Facebook were doing is they were actually incorporating an email address importer.

Basically the person could come along and instead of manually typing in all their friends' names and their friends' email addresses, because it's hard to remember all your friends' email addresses, they could come along and import straight out either their Hotmail, their Gmail, their Yahoo, their AOL, or their contacts straight onto that page and then just click a button and send the email straight out to them.

Michael: The first time I even knew about this was probably on your Cash Cannon. I'll be totally honest with you. I've used MySpace and Facebook before, so I didn't even know it existed either.

It's just awesome, isn't it. It's like a one-click or a two-click thing. Somebody comes on. They click a button and it imports all their friends' email addresses, like you say. It just removes all the need for people to manually punch stuff in.

We'll come onto some of the problems if you like with existing methods, but that was the Magic Wand. It's a really great one because you can demonstrate it's already been used by the likes of MySpace and Facebook.

It really was push button. It was a bit of software and it

was exactly what people wanted to have as their happily ever after.

Moving on to the next strand then, called the Court Jester, which kind of obviously means using humour and stuff like that.

I really like your Cash Cannon because it had a serious point – and this was throughout all the materials that you did with it when you were releasing this product – but you also used humour quite a lot.

What did you use in the Cash Cannon would you say to apply this Court Jester idea?

Matt: First we showed what the old version of the tell-a-friend forms would do. We basically played on how bad of a concept it could be, how people could type in the wrong email addresses, and how they can't remember their friends' email addresses and all that kind of stuff.

Then we played that directly against what the new version of a tell-a-friend form could do and how much more powerful it was.

We had grungy cool music for the new style, and for the old style we originally had the Benny Hill music. We actually got contacted by someone saying it was copyrighted or something, so we ended up finding some music that was kind of similar. It had the same effect.

Michael: For anyone listening who doesn't know who Benny Hill is, it's probably just as well. He's a British comic and he's most famous for basically chasing scantily-clad women around through speeded-up footage with this funny music playing.

That was pretty much all I remember about the program. I did watch it when I was a child, so maybe I didn't fully understand the connotations of it.

Yeah, it was cool the way you did that. You started watching this video and, as you say, it basically takes the mickey [? 19:21] out of some of the existing ways that people do tell-a-friend.

As you said, you can put in rubbish email addresses. I think you put in daffy@daffyduck.com or whatever, just to show people, "Look, people can make this stuff up to try

to get the bonus from you, or they're telling you that they're telling their friends, but really they're just putting in Daffy Duck and Mickey Mouse."

So you really sort of used humour really well to show people that, "Look, right now this doesn't really work as well as you think it does."

Then you go into this cool guitar music that kicked in when you were showing them how your push-button software works, and the fact that there's no room for error. It's really quick and it's actually importing the real email addresses, so that worked really, really well.

I guess this ties in with the next one as well, which is the Hole Punch, which is one of my favourite Golden Thread strands. That's where you go out to an existing method or an existing tool or something like that and you just punch holes in it.

You say, "Well, you might have thought it was good, but...bang. There's a hole in it. I'm afraid it doesn't work quite so well. Or bang, there's another hole. People aren't really using it." Then obviously you sell them the solution that fills those holes and those gaps.

You did that really well in the Cash Cannon, as we've said, by demonstrating what the existing method was like and why there were gaps in it.

The next one that we'll go onto is the Time Machine, which is simply fast forwarding to the future and showing people what's going to happen in the future, what it's actually going to be like to use the product.

Do you want to just say a bit briefly on how you did that?

Matt: Basically we showed the exponential growth in that video and how once a couple people were told, how they told so many more, and how your list could grow so fast just in that short period of time.

In the video when we were showing the comparison, on the first one we just showed four people getting told with the manual tell-a-friend, and then we showed the new style of tell-a-friend.

Just with one click of the button 160 people were told. Out of that 160 people, so many are actually going to

come to your website, so people could see graphically how exponentially their website was going to grow.

Michael: Yeah, there's a couple things I think you did really well on that. Obviously you showed them the software in action. It was almost like you were sitting there and kind of imagining that you were using it yourself or you were watching somebody use it on your site.

I think the other great thing you did that obviously worked really well for you and helped to get that opt-in rate up is that representation that you did.

You said, "Okay, if the first person just tells maybe 20 friends or something like that, and then each of those maybe tells 20 friends..." you sort of represented that and showed that.

Basically from just that one screen, I remember you took like five seconds to show all that, you could see as you were watching that that, "Wow, this just has massive potential. You can end up with like thousands of people coming to your site from just an initial 10 or 20 or whatever."

It was totally realistic because of this software.

Matt: Right, and then we also backed that up as well with the graphs that we got off Alexa.com with MySpace and Facebook, showing their growth over time.

Michael: Yeah, this is another strand of the Golden Thread that you've used really for massive, massive effect throughout the entire release of the product. That was this Rapunzel Strategy.

I'll kind of explain, if people have not heard of this one yet. The Rapunzel Strategy is this character from the fairy story who lets her hair down out the castle window and the prince kind of climbs up it.

The idea with this one is that you're actually climbing up the existing credibility or established brand of somebody else or something else.

You were obviously doing that really, really well and aligning yourself with MySpace and Facebook. You were totally clear about it.

You weren't saying, "Look, your site is going to be MySpace overnight," or "Your site is going to be Facebook overnight," but you did use that and say, "You can have a similar speed of growth. You're starting out a lot smaller, but you can have a similar speed of growth by using this same software or the same principles that they used to grow their list."

That worked really well throughout your launch. You did a case study on that as well during the pre-launch period.

Matt: Yeah, on Facebook. I think I called it "The Billion Dollar Case Study." That just talked about Facebook's growth and how they were using this certain technology and how our new software was also going to use that technology, so people could use that on their own websites as well.

Michael: That was another Cash Cannon really that you did there. That was again building up the momentum and getting people ready and building up that anticipation.

I've gone through that one again as well a few times. I think that's the one where you used a picture of a bike or something. Was it that one? Like the bad-ass dude?

Matt: Yeah, I remember that.

Michael: It was like, "This is not me. I'm not a bad-ass dude, but this product is bad-ass." It was pretty cool, and you used the cool sound effects and stuff.

So you were using that Court Jester thing all throughout is what I'm trying to say, that particular strand. You were using that throughout the launch and I think that really worked for you. It wasn't like a hard sell. You weren't saying, "Buy this! Buy this! Buy this!"

You were just having a bit of fun and just saying, "Look, this is awesome. It really works. It worked for MySpace. It worked for Facebook," using the Rapunzel Strategy, and then just putting in a bit of fun.

You said, "It's a fun thing to do. It's kind of cool and fun," so I think combined all these things really, really helped you.

Let's just recap on that. You got over 3,000 people on your list over what sort of period do you think?

Matt: Pre-launch wasn't long. It was about nine days or something like that.

Michael: So in a little over a week you got 3,000 people joining your list, which is awesome in anybody's book.

Let's move on to the joint venture thing and getting joint venture partners. Was it three calls I did with you? I can't remember now, but quite a lot of that was focused on I was trying to help you with getting joint venture partners, getting more people on board, and making sure people would promote and stuff.

As I say, I don't want to take credit for all of this, but hopefully you'd agree that I did help you a little bit make more money on this.

Matt: That's for sure.

Michael: Let me kind of throw it over to you and then I'll kind of chip in. What were some of the Golden Thread elements that you used do you think to get more partners on board and to educate the partners and stuff like that?

Matt: At the start, as you know, I interviewed people for that back-end product. Then because people were actually involved in the product, I was able to ask them if they wanted to be involved to promote it.

Then once I got a couple of them on board, then I started posting who we've got on board. I was saying, "Yeah, we've got Michael Cheney on board," and stuff like that.

Then from there I was able to land I think Harris Fellman, and then I went to Brian Edmondson and said, "We've got Harris Fellman on board," and then he jumped on board.

So once you really get the ball rolling just on a couple of them, you're able to really ramp it up.

Mike Filsaime actually got on board because of that first Cash Cannon. When he saw that first video he contacted me and he said, "Look, I've seen that video. To be honest with you, my programmers are actually working on something like this for Viral Friend Generator at the moment. We can either sit back and watch you launch, or we can try and ramp things up on our side and come in and actually try and crush you," which I definitely didn't

want, and then he said, “or we can work out some way to promote this and get you on board with us.”

I was like, “Well, yeah, the third option sounds best.” Then I sent my programmers and they helped integrate stuff with his software, and that landed him.

Once we had Mike Filsaime landed, it was pretty easy. Everyone else was virtually smaller than him, so they were jumping on board once they saw he was on board.

Michael: Yeah, it really, really does work, this kind of credibility cascade as I call it. You get somebody on board, and then as you say it’s like a domino effect and people follow.

I’ve seen this in all areas, not just releasing products, but getting press releases for example. If you submit a press release and say, “We’ve already been featured in XYZ publication,” they’ll just use it. Nine times out of ten they’ll just use it.

If they go to your site and see that you’ve already been featured in a local magazine and local newspaper, then the national newspaper will think, “Well, if it passed their criteria, then it must be good enough so we’ll publish it.”

It just builds and snowballs and snowballs because of this credibility cascade. It really works well for you.

I think what you did brilliantly is get people involved in the product, actually getting them inside, becoming part of the product. That’s something that people have started to catch onto more and realize that if you get people becoming part of the product so they feel like they’ve got some sort of ownership, then it makes sense for them to promote it, or it certainly makes it a lot easier for them to build up their own kind of Golden Thread, if you like, around that promotion because they’ve got that story. They’ve got that connection to the product.

It’s not just, “Here you go. I’m promoting something else. This just landed in my in-box” type of thing.

You definitely used the Rapunzel Strategy again with positioning yourself next to these marketers who were coming on board.

It was pretty cool what you did on the page when you were recruiting joint venture partners, about actually

featuring the marketers. How did you do that, in terms of putting them on there?

On that page, there was something that you did. I'm putting you on the spot here to see if you know what I'm talking about.

How did you do that on the joint venture page, to put them on there and show all these different marketers?

Matt: Are we talking about that scroll board thing I had and it was going through all their pictures?

Michael: Yeah. There were a couple things you had. You had that...

Matt: We also had that leader board that was jumping up and down with their names.

Michael: Yeah, it was cool because you didn't just have the page set up with, "This is who's on board" or whatever. You had basically like a scrolling thing, like a slide show type thing, of all the marketers.

They weren't on board already, were they. You didn't say, "Look, these guys are on board," but I think you said something like, "Who's going to win the top prizes?" and you scrolled through pretty much every marketer on the planet with a photograph.

Then you had this leader board that would kind of randomly change and say, "Who's going to win the top prize? Will it be Michael Cheney? Will it be Mike Filsaime?"

I think a lot of people saw that, because you told me that some of the emails were like, "Oh, have you got all those guys on board?" which is what they thought. You weren't saying that. You weren't openly saying that.

It was just, "Look, these are the people who could win prizes in the joint venture competition." I think that was a really excellent strategy that you used there.

That kind of leads us on to the next one actually, the next strand, which is the Excalibur Effect. This one obviously comes from the days of King Arthur, when you've got the sword, Excalibur, stuck in the rock and it kind of becomes like this big challenge that only one person, or at

least a very few people, can actually take that sword from the rock and be crowned king.

The Excalibur Effect is really powerful for getting people to take action and actually move forward and promote for you, for example. So what were some of the things you did to use that Excalibur Effect?

Matt: I've had a lot of people contact me lately asking me can they promote or can they try and help me get JVs on board. They're asking what's in it for the JVs and they're like, "Oh, we're going to give them 40% or 30%," or just something ridiculous.

With my first launch, I think I went with 75%, and then with the re-launch I was doing something like 63% commissions. Basically I was just giving them more than what I would be earning off each sale. That really gets them interested in promoting.

We did have that big back-end as well. I think it was \$2,000 on the back-end, so that also got a lot of big JVs on board as well because they saw it was a high-ticket item and the amount they could actually earn off that. That's one factor.

Also on top of that we had prizes going to try and incentivize them more to promote. Once they got promoting, we were continuing to update this leader board we had on the back end. They could get in and see where they're coming in and how many they've sold or whatever.

They'd virtually start fighting their way up and trying to beat whoever's above them. It becomes like an ego thing.

Michael: Yeah, that's it. It's kind of strange. You kind of think, "Well, is it that easy to use this Excalibur Effect?" What we're trying to create with this is, as you say, this sense of competition and kind of in-fighting between people to be the one, if you like, who gets to pull that sword from the rock and be crowned king.

It's just a case of giving prizes and having that leader board. Sometimes you don't even need to give prizes. It's more about who's #1.

I've had, and I'm sure you've had as well, people emailing me saying, "Give me an update. How many sales am I

away from beating this guy?” and they’re not really bothered about the prizes.

Matt: Exactly. I think with my first launch I made the mistake of going too serious with the prizes. I had first prize \$3,000 and they were all money prizes.

Then the second launch I said, “I’m going to take a different approach from that,” and just kept up that Court Jester thread, about making everything funny and stuff. We had first prize as a pole dancing kit.

Michael: Right, it was all sexy prizes, wasn’t it.

Matt: Exactly. We had all these gimmicky little fun prizes in there and saved a lot of money with the prizes. People actually wanted to get those prizes more than the money prizes.

Michael: Right. Most of the top marketers, if they’re going to make the leader board, don’t really need a whole bunch of money.

Like you’re saying, if you go, “Here you go. Here’s some more money,” yeah, they obviously appreciate it and value it, but sometimes it’s cooler to give them a gadget or something totally off the wall like you did with the pole dancing kit.

And what was it you had – it was totally insane....

Matt: A remote-control UFO thing, and a three-man water bottle launcher.

Michael: [laughing] It was like these two guys lying on the ground – no, one guy stood up holding onto this massive catapult, and then there’s two guys behind him about 3 meters away pulling back this massive bungi thing that’s got this little water bottle in it.

I think you put, “Great for firing in the park. It’ll probably land in a different park.” It looked like it would probably fire about two miles or something. It was definitely cool.

Matt: And all those prizes, I didn’t have them at my house, either. After the launch when all the winners had been worked out and stuff, I just jumped on Amazon and just added in different addresses and sent them. It was quite easy.

Michael: It was a great idea. Putting those cool prizes in and putting like a little spin on it and having that leader board and all that stuff, it really did use that Excalibur Effect really well, and obviously it paid off for you.

That's cool. Let's move on to the next Golden Thread strand that you used to get joint venture partners on board. Really this one is more not so much getting them on board maybe, but getting them to promote, getting them inside.

Once they've signed up, that's half the battle. You can have a lot of people sign up and say, "Yeah, I'm interested" and put their hand up and say, "I'm interested in promoting," but then when it comes down to the crunch, will they actually mail out. That's really all that matters.

This strand is the Three Kings, obviously from the Biblical story. The idea is it's all about giving. You give, give, give like the three kings and then it will come back to you in spades.

Can you maybe just explain some of the stuff that you did for joint venture partners? I know we've covered a little bit of it already, but what are some of the other things you did to give value to them?

Matt: We did a couple of webinars. On that we talked about what the software would do and how we're going to be paying out the commissions and all that kind of stuff.

Then we gave them the software as well so they could go ahead and start using it on their websites. I think that's actually how we got Joel Christopher on board. Apparently he's a really hard marketer to land. He said, "I've been using your software and I like it and I want to promote it."

Michael: Cool. You basically were just going above and beyond every step of the way. Kind of a worse-case thing that some people do to try to get partners on board, as you've said, they offer really rubbish crap commission rates. They give them a link where they've got to make their own link, and that's it. They don't do anything else.

Then you've got people in between that give pretty good commission, maybe 50-60%, and create a little bit of copy

for them to see, ready-written stuff that the partners can mail out, and it's the middle ground.

But you just went ballistic with it. You had all this stuff ready-written. You gave them the product, which I think when it's actually software is a brave thing to do. These guys could have gone off and duplicated it.

I mean obviously the bigger affiliates were more established, but when you start giving it to some of the more unknown affiliates it can be a little bit risky.

But you gave them access to the product, and you obviously gave them this ridiculous commission amount, 75%.

There was the back-end, this higher priced product that you had on the other end. You were giving them all these prizes, and all this stuff that was already made.

You basically just levelled the ground with this carpet bombing approach. As a joint venture partner coming into your launch, there's nothing else they could have wanted.

I've got everything I need. I know exactly what it's about. I know you've tested it. You've got all the conversion rates on the opt-in. You've tested the sales page. You know how well it's going to convert.

He's got all these cool prizes. I'm getting this really high commission. I'm getting commission on the back end, if anybody buys this additional product. He's got all these tools already made for me. He's doing webinars to actually explain how the product works.

I mean it's just incredible the amount of stuff you did.

Matt: I think the promo tools are very important as well, having all those things ready to go so they don't have to sit there and write out their emails and stuff.

The good ones will sit down and write out emails for you, but most of the people just want to cut and paste something that they can throw into their broadcast and send out an email.

Michael: That's it. As you say, for the smaller affiliates that maybe don't have a large list yet and haven't gotten their head around email marketing, then yeah, they're probably just

going to use the ready-made thing, copy and paste and hit Send.

They're not going to generate thousands and thousands on their own, but together they can sometimes generate maybe a third of the money you make. It can be from the smaller so-called unknown affiliates.

As you said, it's definitely important to have all the ready-written stuff ready to give to people so they can promote your product.

Even for the bigger joint venture partners with the lists in the tens of thousands or hundreds of thousands, giving them the ready-made stuff, as you said, they're unlikely to use it, but it gives them a starting point, which I think is important. Rather than just giving them a link, it at least gives them an angle.

What I like to do as well is give people a series of bullet points of the main benefits and features of the product, so it's not really a ready-written thing. They can't just copy and paste it, but it's like a bag of benefits.

They can just dip their hand in and pull out a group of these benefits and just chuck them into the email as part of their email. It's removing a lot of the work for them, so it's obviously going to make it a lot easier for them to promote.

There was something else you did as well that was not mentioned here, or at least I think you did. I know you were speaking about doing it when I was helping you with this, which was the offline stuff with joint venture partners. How did that go?

Matt: It ended up I sent out I think 200+ postcards in the end. I think you would have got one. I just sent them out to everyone's address that I could find. I did a Who Is search on all the big marketers and stuff.

I think I even ended up sending a couple out to Jeff Walker, and he had a launch virtually the same week, so there was no way he was going to promote this.

I think I even said something on my blog when I sent those out to him, and then when he decided he was going to delay because his launch was going to be virtually right on top of mine, he moved his off by about a week.

So I said, “Oh, have we scared him off?” [laughing]

Michael: Yeah, I remember seeing that.

Matt: I doubt we did, but it was good to write about.

Michael: Yeah, it was a good angle again. It was again using the Rapunzel Strategy and saying, “Look, he probably didn’t move because of us, but he might have. Who knows?”

At the same time you’re aligning yourself with Jeff and saying, “Okay, he’s got a launch, I’ve got a launch. Here’s his picture on my blog.”

That makes it a subconscious link in people’s mind that, “Okay, Matt Haslem is doing something similar to Jeff at the same level.” You certainly benefit again from that credibility cascade kind of coming down.

Let’s move on to our last Golden Thread strand that you used, that we can talk about anyway on this call. I don’t want to give away the crown family jewels or something. I want to keep some stuff back for the Golden Thread training program.

The last one I want to go through is this Robin Hood Principle, which again is one of my favourite ones. It’s this idea that you’re a man of the people. You’re on their level. You’re just one of them.

You’re not up somewhere in an ivory tower. You’re not sort of speaking down to them or saying you’re some sort of super-guru expert or whatever. You’re just one of them.

The other element to this Robin Hood Principle is that you have like this approach that you’re just helping them out. Possibly you’ve got like a common enemy like Robin Hood always had, the sheriff that he was always fighting against, and the sheriff was oppressing the people. The Robin Hood Principle is all about those things.

What did you do in terms of this for the joint venture partners? I know you did a lot of this, using the Robin Hood Principle. We didn’t even speak about that, but you did use that a lot to prospect for potential buyers. You used that in the way that you were communicating.

But how did you use it for the joint venture partners?

Matt: To get the smaller JVs on board, we talked about how we had extra prizes for the non-gurus – whoever gets the 500th sale, whoever gets the most sales if they're an unheard-of person in the internet marketing community, and stuff like that. We'd also have prizes for them.

Then on our re-launch we actually started using the software that we've created on our actual launch, so if someone was to come along and promote our product using one of our special viral affiliate links that we'd set up, not only would it be sending out to their list and all their friends from their list, who tell their friends, and it gets passed on, that's all going to go viral and that's all going to be tracked under their own affiliate ID.

Michael: I remember you doing that. That's just an awesome, awesome idea. I'll have you go over that again just now, because that is killer.

What you're saying is say I mail for you today and promoted it with this special link that you've created. What happened is all the people that I mailed to, when they go and visit the site, obviously if they buy I get the commission.

But what you're saying is if they visit the site, so I send an email out to my list, people see it, they go and visit the site – if they then tell friends, using your tell-a-friend software, what you're saying is their friends who get that email, if they then visit and buy, I would also get credit on that. Is that right?

Matt: Exactly. It wasn't really about how many friends they had. They didn't have to be a huge marketer, just as long as the few friends that they did know knew a lot of other friends, and their friends knew friends.

Michael: Cool. How did that go? Were you able to track that, how many people took you up on that and what the results were? Any ideas on how that went?

Matt: We ended up actually having two links. They could either send them straight to the sales page, which most people you'd think would want to do, so I'm pretty sure most people did do that as well.

Then we also did have a few people that sent out using a special viral affiliate link that we had. For the few people

who actually did use the viral affiliate link, we ended up getting more sales from that than the normal affiliate link, so it definitely did have some power in there.

Michael: Yeah, definitely, excellent. Let's kind of wrap it up then. We're kind of getting close to approaching the hour mark, so you'll probably be needing to go to bed at some point.

Matt: A Nintendo night again. [laughing]

Michael: Oh, it's another Nintendo night? I Skyped you and I think you said you were up to a '64 party. I thought, "That's a little bit specific." I mean I've heard of 70's parties and 80's parties, but a '64 party?

I thought, "That's a bit specific. Let's all dress up specifically for the year 1964," but then you explained it to me that it was all about a retro gaming night.

So let's just kind of sum up on this. Using the Cash Cannon and some of the Golden Thread strands that we've gone through, what was the total amount that you made from this?

Matt: The first launch was something just over \$80,000. I'm not sure about the second launch, about the same as well.

We had sales coming from the launch, but then also from the list that we built we had sales coming in off affiliate products that we were promoting, like we had Jeff Walker's *Product Launch Formula* come up and we promoted that as well. That was like another \$10,000.

Then we've got residual incomes coming in off of them as well, so just from growing that initial list it was about \$80,000.

Michael: Wow, that's awesome. Cool!

Thanks for your time. Thanks for joining us on the call. I really appreciate it, and I appreciate you being so open and honest and sharing everything with us.

One last thing – if anybody wants to come and check you out, what's the best website for them to go to?

Matt: Just www.MattHaslem.com.

Michael: Awesome. Thanks a lot. Keep in touch and we'll speak soon, I'm sure. Thanks again for sharing everything with us. I'll let you now go off and practice on your Nintendo 64.

Matt: Ok, thanks Michael. Bye.

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