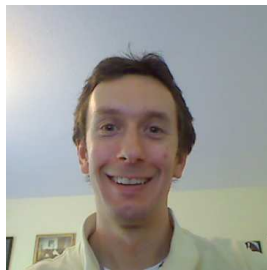


MICHAEL CHENEY'S THE GOLDEN THREAD™

“Mom Making \$1,041.80 per Month From One Hands-Free Web Page”



With Michael Cheney & Shannon Lueck

Michael: Hi, it's Michael Cheney here and I'm joined today by a very special guest. This is the case study of the mom who's making \$1,000 per month with one hands-free web page.

It really is a phenomenal result and we're going to dive into the case study on this call and explain exactly how it's working, and show you that yes, really, it is \$1,000 and it's as hands-free as you can get online.

Welcome to the call, Shannon Lueck.

Mom: Thank you, Michael.

Michael: It's great to have you here. I know people are going to really be kind of curious about this. I anticipate it being one of the most popular case studies.

Obviously we've got a lot of case studies lined up, some dealing in tens of thousands and even one dealing with a figure over \$100,000, but I think the reason yours is going to be so popular is because it's been so kind of push

button it seems, at least from people looking from the outside in.

Before we go into the nuts and bolts of how you did this, do you want to just kind of recap on how it went and what kind of results did you get with this?

Mom: I got amazing results. I'm still in shock after running the numbers to see that I had this little website that I've had for a little while.

Sure, it was bringing in a little bit of money for me here and there, but nothing steady, and all of a sudden it's now more than 300% higher and it's just amazing to me how much better the conversion rate is.

Michael: I'll be honest with you as well, I was surprised exactly how well it worked. I knew it was going to work, but the figures are just insane. You were emailing me just the other day and you just couldn't believe it. I think even now you're having trouble letting the figures actually sink in.

Let's just kind of open up here. What was this site? Did you have a list? What was actually going on behind this site?

Mom: I had nothing. I had set the site up like I said a few months back. When I first set it up I did a small amount of promoting. I didn't even create any articles to submit to articles sites or anything like that.

It was some basic 3-way link building and some link exchanges and that's all I did to promote this, and a little bit of social bookmarking and that's it.

I had done that months before we even got talking about this Cash Cannon, and I was getting a steady amount of traffic and everything.

In my opinion, I always felt like the conversion was decent for an affiliate product, but in this niche it's hard to get people to buy and also I wasn't getting the amount of traffic I really needed to be making any type of income that was life changing.

Michael: Yeah, you were making the odd sale here and there, which is obviously fair play to you. A lot of people struggle to even make that first sale, so you were making the

occasional sale, but as you say it just wasn't quite what you'd expected or what you wanted.

I think one of the big things about his for me and for people listening to this is the fact that you did so little with this site.

I don't want to encourage that and say, "Look, you can do this and totally just sit on your backside and not do anything."

I wouldn't encourage that, and we'll come onto this later that if you had started putting just a little bit of effort and more work on it then it could really explode your results, but what you're saying is really you just did a little bit of promotion on the site and that kind of got a base level of traffic just trickling through every day.

But before you had the Cash Cannon, it just wasn't really working. It wasn't generating the number of sales that you wanted.

Mom: No, nowhere near. Like I said it was enough so that it allowed our family to maybe have that spending cash, which I know is huge to a lot of people, and we were happy with that.

Hey, we can actually go out to eat tonight. We can actually go buy something or do something. That was cool every month to have that spending cash.

But hey, this is a lot more fun! I can cover the house payment now.

Michael: I can totally hear it in your voice. It's really cool as well because it takes me back to when I first started to see things happen with one of my first Cash Cannons.

As you say, your mind just kind of opens up. Your horizon of what you expect and what you can imagine can be possible online, and even for your life, you just think, "Wow, I've suddenly actually seen the light almost and realized this is huge. This is really huge."

I think the other thing as well about what you did here is, as you say, you didn't have a list. You didn't even have your own product. You didn't have any affiliates or anything like that, which is really important.

I know there are programs out there and people out there saying you can make all this money but you need your own product, or you need affiliates, or you need joint venture partners, or you need a mailing list already.

It's okay saying that because yes, that's true that you can make money if you have all those things, but if you're just starting out it's chicken and egg.

How do you get a list if you don't have a product? How do you sell a product if you don't have joint venture partners? How do you get joint venture partners if you don't have a list? It just kind of goes on and on. This is a way for people to break that cycle I think.

Let's get a little more into the market and the video that everybody will have seen. I explained that this was the baby niche.

We don't obviously want to give too much away, but can you maybe just describe a little bit about the baby market for people who don't know. What's it like to operate in as a market?

Mom: The baby market can be tough, and I can attest because I'm a mother myself. I'm even one of them that says, "I'm going online to look for free information. I want free help. I don't have a lot of spending money. I've got babies."

A lot of the times in that baby market you definitely get a lot more people who are just looking for information, and that can work great for these big sites that just give out tons and tons of free information and they sell advertising on their site or something, but we're talking about a one-page non-information site really, just a sales site to sell an affiliate product.

In my niche that's huge. I'm one of those people. That's not what you're going online to look at when you're looking at anything in the baby market.

Michael: Yeah, as you say it's not like the internet marketing niche or the home business market where people are going on to look for opportunities and invest money to make money. It's just not like that.

People are going on there just to find answers really, ideally for free. Again, for you to have done this in this

difficult market is again just amazing, on top of the actual results that you're having as well.

For me it's kind of bizarre. It's kind of like the dream case study. I know that when people have seen the video on the home page they maybe thought, "He's just kind of made this up."

You did very little with the site. It's just one web page, no affiliates, no list, no products of your own, a really tough market, and then you're making this \$1,000 a month.

As I said, I was personally totally surprised that it did that well myself. I wish I could say with honesty that yes, I totally knew it was going to make you \$1,000 a month. I knew it would work, but not that well.

Let me get into a bit more detail then on how you did this. We kind of worked a little bit together on it, but do you maybe just want to explain how this kind of thing got off the ground and how it started out?

Mom: After talking and establishing that we were going to set up a case study, you were in the process of making a product so you were recording the step-by-step videos to teach me how to do it.

I simply followed those videos. I didn't veer away from them at all. I just followed those videos and it was very step by step.

I just uploaded it and it didn't take hardly any time at all really to just follow those steps and upload everything to the site. Again, I just kind of let it go.

Michael: It was really cool actually for me to see it kind of be born. It started out as a concept in my mind, and obviously I've been using these Cash Cannons for a long time and I've seen other people using them, but this is the first time I'd actually created what I knew was going to be used in a different way and something that I would actually hand over.

I should explain. Let's just be totally transparent here. This wasn't something that I recorded for you, was it? What I did, just to explain to the people listening, is I created a script that you read out and then you just filled in blanks and put in your name and the name of the product and a couple things and that was about it.

Mom: It's a complete fill-in-the-blanks, literally using that script and then filling in with your presentation, giving your pictures and everything – between those two things it's a matter of 15-20 minutes. It's very step-by-step and very easy.

Michael: I guess also what I'm trying to get across as well is that this is the most difficult way to do it as well because in The Golden Thread, when I finally release it – I was telling you about this just before we jumped on the call – I will be giving all the buyers ready-made Cash Cannons that are already set up to sell specific affiliate products.

It won't even be case of filling in the blanks. It will just be a matter of taking them and just activating them. It will be that easy.

What we did here is really just fill in the blanks and that was it. As you say, it took you maybe 20 minutes to do that and upload it, and that was really it, just following the step-by-step videos.

How are you feeling about it now? I know we've spoken about this a little bit before, but where do you kind of see it going from here?

Mom: It's huge. Like I said, we've kind of mentioned that I've been online for a few years. I've tried everything and nothing has gotten me to that point that I can say, "Wow, this could actually change my life. This could actually change how we live and what we do."

Now I'm saying, "Cool. This is so easy." I've always kind of gotten overwhelmed in the past because I know how I can increase my income, but it's going to take a lot of work and a lot of time, so you work on it a little bit and you get discouraged, then you move on to a different avenue. You go from place to place to place.

I really see this now. I can see this works. It's easy to do, and I can set up these Cash Cannons and just start setting up another one and another one. It'll be easy to do. It just keeps increasing your income and it's increasing your list.

You get your list going, and it's amazing to me to think that, "Oh, in the next few months I could be making that

income I've always dreamed of," and it's been so easy after I've spent years of not making it.

Michael: As you said, this is just \$1,000 per month with one web page. I remember the first time you said it, you said, "I've got another web page over here that's in a totally different niche and I could do the same thing."

I've obviously been going behind the scenes and I've tracked down some of your pages and I see you've already got Cash Cannons up in these different niches, and it just blows your mind.

Maybe not every niche is going to bring in \$1,000 a month or every web page is going to bring in \$1,000 a month, but if you put ten out there, chances are that maybe five might be \$1,000 a month. That's really feasible.

I think that one of the really exciting things about this is that you've not really done that much. I don't want to detract from the time you did put into it, to getting those links and so on, but it's a revelation to me that you've not even put any articles out there. That's just incredible.

I think from the statistics that you've shared with me, and we can maybe touch on those in a moment, but I think that's the other key thing is that they just convert so well that you don't need tons of traffic to actually make a lot of money.

We're not talking about tiny fractions of a percent, or 1%. They convert really well when you get any amount of traffic to them.

Mom: Exactly, and again I've got to stress that we're in a market that it's amazing me that this has worked as well as it has.

To get even into a couple other markets instead that are still maybe not the internet marketing niche but are maybe bigger markets where people buy more things, you're going to have more traffic and you're going to be able to make even a little bit more.

It's just amazing to me that, like you said, I could set up ten of these and a couple I could actually blow right out of the park, and a few of them maybe just adding to that income month after month.

Michael: Yeah, exactly. I think you hit the nail on the head there. If you go into the more “popular” markets like internet marketing or business opportunities or things like that, you’re certainly going to get more traffic, but it might be offset by people being more familiar with using videos or using the Cash Cannon type of idea.

I think particularly if you do go into these more obscure kind of smaller niches where people have maybe never even seen a video – it sounds bizarre, but there are still people online that have maybe only seen a few videos ever online. They’re not used to the concept. They’ve maybe seen them on YouTube, but they’ve never seen them in a marketing area.

When you start using the actual Cash Cannons that have got these psychological triggers in there that make people buy, that’s when the magic happens, if you like.

Just looking here at some of the stats you sent me. It’s just amazing. 12% of people that clicked on the link actually went and bought, is that right?

Mom: Yeah, 12.5% of people who clicked on the link actually bought the product. I’m just blown away by that number. That’s huge.

Michael: It is! It’s ridiculously huge. Even if that was in some sort of biz opp type franchise business, or somebody offering an amazing kind of business opportunity, even then I just wouldn’t expect that high of a percentage.

We’re talking about the baby niche where people, as you said, don’t have a lot of money, aren’t going out of their way to spend money online, they’re really just looking for information.

It really is amazing. I’m very excited to obviously keep in touch with you and see how it goes in these different niches.

The other opportunity for you, of course, is using the existing pages you’ve got. Have you got any idea on how you might expand on that and improve on just that one web page that you’ve got?

Mom: I’m definitely going to take some time on this site and get that traffic up there. I’m creating some other pages to draw some interest in on some key words and phrases

that are more popular in this niche, to get that traffic up there. I might even go all out and post an article or two.
[laughing]

Michael: [laughing] Don't bust a gut doing that.

I think that's about it. This is a shorter case study but we're not leaving anything out here. This is pretty straightforward. It really was as easy as it sounds.

I created the script for Shannon. I had it all written out. She just filled in the blanks, put the Cash Cannon online, and that was it. It really was that simple.

She said she was getting a little bit of traffic from a little bit of work she'd done months before, but we're not talking thousands of people, are we? I worked it out from the figures you'd given me and I think it was like 20-21 visits a day that you're getting to this site?

Mom: Yeah, it's hardly anything at all. It's very low. Low 20's on average.

Michael: Excellent. Thanks for your time, Sharon. I really appreciate you coming on the call and sharing your story. I know you're going to be an inspiration for a lot of people listening to this.

I would just emphasize again that anybody can do this. I know it's kind of a cliché now, "Oh, anybody can do this," but you don't need a list, you don't need joint venture partners, you don't need affiliates, you don't even need your own product.

You just need to find something that you want to sell that somebody else has already created and then get one of these Cash Cannons that's got these triggers in it and it will sell automatically for you.

That's the other thing. We haven't talked about that, but you don't have to do anything with that site now, right? You could just leave it and then month after month it's going to pay you \$1,000 a month.

Mom: I absolutely could. I don't want to. I'm too excited about it now, but yeah, literally I could just leave it as it is and go on my day and just play with my kids all day, but I'm a little too excited. When they take naps I work on the site.

Michael: That's the strange thing. It's kind of one of those things like everybody always says, "What would you do if you were making an extra \$1,000 a month or \$2,000?" and everybody says, "Oh, I'd just take a step back."

But when that starts to happen and you actually see that money coming in, nobody says, "Actually, that's enough." Nobody says, "I really don't want \$2,000 extra per month. I'll draw the line at \$1,000 or \$2,000. Please don't give me the \$5,000 a month."

People don't work like that. It's great to see that you'll be driving forward with it.

Finally, I'm sure people would be really curious to find out a little bit more about you, so have you got a website address you want to give people? Obviously you might not want to give away the one in the baby niche.

Mom: It's very easy. All they've got to do is type in my name, www.ShannonLueck.com, so it's that easy.

Michael: Excellent! Thanks again and good luck with your baby web page and all the other pages you're going to be creating now using the Cash Cannons.

We'll keep in touch and I'll speak to you soon.

Mom: Sounds good. Thank you so much, Michael.

Michael: My pleasure. All the best.

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