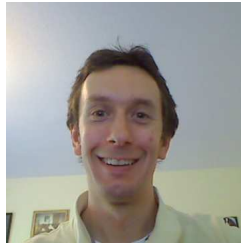


# MICHAEL CHENEY'S THE GOLDEN THREAD™

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## “The Nuclear Bunker Affiliate: Creates Cash Explosion of \$13,101 in Just 5 Days”



**With Michael Cheney & Alex Jeffreys (on the right!)**

**Michael:** I'm joined on the line today with someone I'm calling The Nuclear Bunker Affiliate. So who is the Nuclear Bunker Affiliate and why am I calling him this? Is he actually selling nuclear weapons? No, probably not.

I'm calling him the Nuclear Bunker Affiliate, and he doesn't even know this, because of two reasons. Nuclear, because he's probably smaller than some of the big gurus out there, but he's actually packing an atomic punch. He's punching way above his weight, so he's got this kind of explosive nuclear technique of being an affiliate that we're going to dive into on this call.

I'm calling him the Nuclear Bunker Affiliate because he's actually underground. He's doing a lot of this really stealthily. He's using a lot of these tactics kind of underground, and as I say he's been having massive, massive results.

We're going to get into that, so let me introduce him and hand you over to Alex Jeffreys. Alex, welcome to the call.

**Alex:** Thank you very much, Michael. Awesome to be on the call with you. Thank you for the kind introduction. It's been some exciting times.

**Michael:** Yes, it's been great to see what you did with the Cash Cannon that we'll go into. I think probably the best place to start is just if we maybe dive into the Cash Cannon that you used.

When I first saw you using it I could see that right away it was going to be really successful for you. Do you maybe want to explain what was your objective for using the Cash Cannon that you did?

**Alex:** Definitely. Obviously, first of all, Michael, it's to make money. I'm here to make money, so I used that Cash Cannon to make money.

It's a good thing just to watch the people in the marketplace, like Michael Cheney. It's good to always watch you and what you're doing. Basically I saw you using one of these Cash Cannons.

You were telling me the money you're making and I was like, "Oh my god, this phenomenal amount of money from a simple Cash Cannon."

So I basically watched what you did and I kind of modelled it. It was for an affiliate promotion, that's what I did the Cash Cannon for. Basically I did it a little bit different to what you did with your latest Cash Cannon.

I was kind of using mine to build the buzz with the customers and actually get them to confirm to buy from me, because I did it for a pre-launch for John Reese's *Traffic Secrets* competition.

Basically instead of just sending them straight to the sales page, I used this as a pre-buzz. I obviously had a hook on the end of it, as you've seen, at the end of the video.

**Michael:** Yeah, it works. Obviously I know it's worked really well. Let's just share with people listening then and get into the details. We'll look at the exciting cash thing right up front,

and then we'll go and explain why this worked so well for you.

What were the results of it? How well did you actually do with it?

**Alex:** We did about \$13,000 in sales. Unbelievable. I think I walked away with about \$6,600 in commissions, my own profit, from that simple, simple system that I followed.

Michael, I've got to be honest. I would have never used the system if I wasn't following what you were doing, so basically I just modelled what you're doing.

It was my best promotion to date. I've done some good promotions, but to make \$13,000+ in a matter of 24 or 48 hours I think is just unreal.

**Michael:** Yeah, as my mum would say, "It's better than a poke in the face with a sharp stick."

I want to be upfront with people on this. Maybe I'll do another call on this where I'm not upfront and I just totally lie through my teeth, but I'd just like to be upfront and say you didn't know at that stage that it was called a Cash Cannon, and when we get into the Golden Thread strands that you used, you didn't know about that.

Even when I started putting these things out, the terminology wasn't there. I hadn't fully formed the picture of it, but what we're saying, as we'll get into this and look at the details of it, is that it is a system.

The way I like to think of it is a recipe. There's ingredients and certain things you've got to do in a certain order. If you get them in the wrong order or you don't have all the ingredients, it doesn't work.

**Alex:** Exactly. Let me then quickly say something, Michael. You've used this strategy a number of times in the past. About five months ago I did a promotion one of your products. I used a Cash Cannon. Again, back then I didn't know what it was, but I didn't use all the strategies I used in this one and I only made about \$4,000.

So even though it was successful, the reason for my major success this time with my latest Cash Cannon was because I'd modelled your latest one that obviously made

you in the hundreds of thousands. So I was still hit and miss, following you, but I still made a great success.

I know we've spoken over the phone and you've gone through my video with a fine-tooth comb. My next Cash Cannon is just going to be huge.

**Michael:** I know, and that's the exciting thing because I've kind of built this up over time, as you say, looking at other people and what's worked for them and creating some of these strategies and the system myself.

Now it has become, as you say, this all-powerful thing. When you get them all lined up and you know what they are, you're not just kind of guessing at why something works, because I've done that and I'm sure you've done it as well in the past.

You throw something out there and you think, "Why did that work?" You don't really understand it, but now that we've actually got this thing down and we've broken it down into components, it's reusable. It's something you can use again and again and again.

Let's kind of get deeper into it then. What were some of the components that you used in the Cash Cannon itself? What did it look like and what was the length of it and stuff like that?

**Alex:** With my Cash Cannons, the point of them is to give value to people, to educate people so they understand how I'm making money online, showing people part of my business, how I'm making money online, and showing them the different factors of what I'm doing online.

Then I'm giving them so much value that towards the end of the Cash Cannon they're ready to pay me money. Basically it was just 30-40 minutes and it took people through this series or the different strands of the Golden Thread.

I took people and just showed them step-by-step exactly what I'm doing. It's basically an educational product I'm giving them, so if they walk away and don't buy from me they still have value.

We know that we've given so much value that a certain percent is going to buy. It really shocked me to see how

much money I made from it. We didn't use any sales page, just one of the Cash Cannons.

I sent it to my list and literally at the end of the video people were emailing me to reserve a spot. I was telling them, "You can't buy now, but the only way you can buy is emailing me and telling me that you want a spot. When it's opened, you can have a spot."

People were just PayPal'ing me money to reserve a spot. They weren't just sending an email. I was getting this money and I thought, "Wow!"

The next day when it opened, I had all these people lined up ready to buy from me. I could email them in person and say, "Hey, you ready to buy?" and all these people were throwing money into my account. It was just unreal!

What I did was basically screen shots of me with people. It doesn't take a lot for people do either. It was very basic stuff and a system, like you said.

There's an order that you need to do it to tell a story. I think you've just mastered that now and you've got it down to a science with your Cash Cannons.

**Michael:** That's what I've put together for people who are obviously going to go and get it. I guess this is where you get the sales bit. I am going to be creating these templates. People are going to get the ready-made script that they read out and fill in the blanks to just make it really easy to get these things done.

I think what you kind of emphasized there is you can use them for all kinds of different things. Initially people were just saying, "Oh, a Cash Cannon is just for selling your own product," but as you've demonstrated you can use it to sell affiliate products, you can use it to warm people up during a pre-launch phase and get them ready and get the anticipation built up, you can obviously use them to get prospects on your list, you can use them to get more affiliates to promote for you, and stuff like that.

There really is a massive scope, all using Cash Cannons.

Let's get a bit more into the guts of this thing. Let's explore some of these Golden Thread strands that you actually used.

I think probably the Cash Cannon I used just before you did that one that I think you drew a few ideas from I think was that one that I think did over \$800,000 for me. Even just saying it now is just insane.

There was no kind of launch, no build-up, nothing like that, just a Cash Cannon. There was no sales letter, just a Cash Cannon there.

**Alex:** Well, think about it, Michael. Think of the success you had when you came online. You were very successful and you blew into the internet marketing niche in 2006 with your *AdSense Videos*.

You had \$250,000 in a week in sales, and you're very proud to say that you did over \$600,000 to date. For anybody, those are remarkable figures.

But this Cash Cannon, this simple thing that you've put out, in a matter of weeks it did over \$800,000! That in its own made me just run around my house saying, "What is going on? The market's changed. Michael Cheney has got it!"

It's very exciting, my friend. That kind of money to anybody is a lot of money.

**Michael:** Yeah, I'll send you some of the money later for all the compliments. I appreciate it. [laughing]

**Alex:** Anyone listening to this, this is some really serious stuff. I stumbled across it by accident many times, but now when Michael's explained to me when he's going to go through in these Golden Thread elements, I mean this a simple science. It's the science of what he's about to explain.

So go through it, Mike. I'm very excited to be learning this myself.

**Michael:** Again I'll put on the old openness hat here and just say – I mean you know before we jumped on this call that I went through your Cash Cannon, totally went through it two or three times. What was it, like 45 minutes long?

I was just thinking, "Oh yeah, that's that one. That's that one." There were so many of these things that I was recognizing that I kind of use myself, and obviously some of the ones that you developed yourself as well. There were a whole bunch of them.

When I first sent them to you, I can't remember what you said now but you looked and thought, "I didn't even know I was using some of this stuff."

I think that's the cool thing about it. As you said, some people stumble on it accidentally and don't really realize what they're doing or why it's working.

But what I've tried to do is collect all these techniques, develop new techniques, and put them all together in a system.

Some of the ones that I want to go through on this call – and obviously I don't want to give everything away, because this is a lot of the cool training that's going to be in the Golden Thread six-week module program – but one of the main ones that I started using is what's called the Fairy Tale Factor.

The Fairy Tale Factor, as the name suggests, is what is the "happily ever after" for the customer? What would be a fairy tale ending?

What did you do for that? How did you kind of convey that in the Cash Cannon?

**Alex:** Definitely, that's a good one. When you said Fairy Tale Factor I was laughing, but it's so right. What I was looking to do with people is make sure that I give them something that I needed when I started out. What was my problem when I started out? Why was I failing so much when I started out?

It's basically that we need that "business in a box" as people call it. There's so many rubbish things out there. I really wanted to give somebody that push-button thing so they could just literally plug and play and make money. I wanted it to be a real valuable push-button business.

That's what I did. I created a product for them and I gave them that push-button money-making machine so they could live happily ever after. I give them their own product.

**Michael:** That's the thing. Some people kind of struggle with this. You'll see some people online and they use the Fairy Tale Factor, but they don't deliver.

They say, “Yeah, push the button and you’ll make a lot of money” and you get it and it doesn’t work or it just doesn’t deliver what they say.

Then on the other side of the coin you’ve got some people that don’t even use the Fairy Tale Factor. They’re not selling the Fairy Tale Factor. They’re just selling a bit of software or a widget or an e-book and they’re not thinking about the customer. What is the happily ever after for the customer?

But you’ve got to do both. That’s obviously what you’ve done. You’ve positioned the Fairy Tale Factor and said, “Look, the Fairy Tale Factor for you is something simple that you just follow it through. Do a couple steps and you make money.”

That’s the Fairy Tale Factor, but you didn’t just leave it there and give them an e-book that says go off and do like 1,000 bazillion things for the rest of your life. You actually gave them that solution.

One of the other things, and this is a really important strand from the Golden Thread and one of my personal favourites, is the Robin Hood Principle.

The Robin Hood Principle is where you position yourself as one of the people, a man or a person of the people, on their level. You’re not sort of up high in your ivory tower where you’re speaking down to people. You’re not trying to say that you’re better than them or that you know more than them. You’re just like them.

The other thing about the Robin Hood Principle is that you also have like a common enemy, like Robin Hood who was fighting against the sheriff. It’s the same thing. You’re fighting for the people and you’re fighting against the common enemy.

You used that in your Cash Cannon, so what do you think? I’m putting you a bit on the spot.

**Alex:** Yes, and this is very important for people listening to the call. I’m not pitching my site, but my blog is [www.MarketingWithYou.com](http://www.MarketingWithYou.com). That’s what I call my blog. It’s marketing *with* you and not *to* you.

What I’ve seen, and I’m trying to get in sync with the market, but I’m one of them. I’ve been there. I’ve struggled

and I'm failing forwards and I'm carving a path out for you.

That's the kind of Robin Hood approach. Andrew Fox told me that. Always be the authority, though. Even though you're getting in with the crowd and really getting in with your marketplace, always make sure they know they're looking up to you.

I love how you call it the Robin Hood Principle. I told them, "I'm very bad at technical stuff. I don't know how to do all this tech stuff. I don't like it, you know that. I just know how to sell the products."

I basically got the product created for them. I took all the technical stuff out, so I did all the learning for them. I give them my product, a hot-selling product about list building, and I give it to them.

So yeah, it was as if I was giving to the poor. It was my best product I've created. I actually give it to them as a bonus and they could actually sell it. I was giving them the riches straightaway.

It really worked. I know you say the Fairy Tale Factor of Robin Hood, and that really explains it to the listeners. I mean, Michael, you've taught me a lot through listening, so I'm very excited for the possibilities of the actual money I'm going to make now.

**Michael:** Yeah, I think the emphasis there is that in your Cash Cannon you were mentioning stuff about how you just started out and how you know how difficult it is to create a product, and here you were giving them this thing they could use right away basically.

As you say, you were positioning yourself as an expert, but you weren't doing it in a way that was "I'm better than you" or "I'm more advanced than you."

You were just kind of saying, "Look, I've been through what you've been through. We're in this together. We're all on the same side fighting against the difficulty and all the information overload that's out there."

The next one I want to look at is this idea of the Magic Wand. Now the Magic Wand is basically the solution to the Fairy Tale Factor, so these two go hand in hand.

The Fairy Tale Factor is what people want, but the Magic Wand is actually what they're going to get to create what they want.

You've sold them the Fairy Tale Factor, but they want this push-button thing that's very simple and they make money, and then the Magic Wand is, okay, what is that? You've actually got to deliver.

What was your Magic Wand? How did you piece it together? What did you give them? It blew my mind, and every time you kept adding stuff up. So what was the Magic Wand? What did you use in your Cash Cannon?

**Alex:** What I wanted to do was keep my bonus very in sync with the product I was selling. I was doing this as an affiliate. I was using my Cash Cannon as an affiliate.

I was selling somebody else's product at the end of my Cash Cannon, so the whole way through the 45 minutes I was recording this, I was letting people understand where I've been, the success I've seen from my own information products.

That's what I did. I showed people the lifestyle I'd been living. I showed people my accounts and my income. I showed them the vacations.

Basically I'm working from home. You're in your home office right now. We've got no boss, we've got no job. I've just come here and jumped on the phone with you. I've got no worries for the rest of the day.

I like people to understand that. They relate with me, and then what I did with this Magic Wand then was I took all the tech stuff out for them.

I basically said about the product, "If you buy that you can obviously use it to drive the traffic, and then you can use my bonus as your own product. You keep 100% commissions of this product."

"The affiliate product and my product together goes hand in hand. I'm going to do everything for you, from the front end, from setting it up, to the back end. I'm going to take all the tech stuff out. I'm going to give you everything."

Basically it was one of the best plug and play systems I've ever seen. I would have bought it myself. That's when I was ready to present it to the marketplace.

**Michael:** I know. I lost count of the times you said, "I'd definitely buy this myself." I was looking at it thinking, "So would I." It was just insane the amount of stuff you were adding on.

**Alex:** And the thing was, it wasn't about adding on anything. It was being consistent with the offer, and that's important. Then people will really buy that.

I thought I did a good job, but because I've gone through these things like the Fairy Tale Factor, Robin Hood Principle, the Magic Wand – imagine I go through the whole course with you now. I really, really believe that I could do \$100,000+ for my next one. That to me is a dream come true, Mike. It's unreal. I'm very excited about this opportunity.

**Michael:** Let's move on to the next one then. It's important what you said there, so let me just go over that quickly. It's not a case of just loading a whole bunch of stuff in just for the sake of it.

What you did is you very carefully positioned the Fairy Tale Factor and knew what is the happily ever after for the customer, and then you gave them this Magic Wand that would enable that to become true.

You only gave them stuff that fitted that, and also fitted the product that you were promoting. If any of those were out of alignment, it's like the railway tracks. If one of the tracks aren't aligned then the train is going to go off the rail, so you have to get all those in alignment –

- The Fairy Tale Factor, what dream that you're selling
- The Magic Wand, the solution, what you're going to give them that was going to make this fairy tale come true for them,
- And the product that you're actually promoting, which was obviously all about getting traffic.

You married those three together really, really well, which I think is one of the key reasons why you did as much money as you actually did from this.

One of the next ones, and this is really important, and it was cool to see you do this – again, you probably weren't aware that you were doing it at the time, I don't know if it was a conscious thing or not, maybe you could tell us that – but I call it the Rapunzel Strategy.

Rapunzel is one of these fairy tale characters. She lets her hair down out the castle window and the prince climbs up and rescues her, and that's got nothing to do with hair dressing at all. It doesn't mean that you put on a blond wig, which is the kind of image that I want to quickly get out of my head.

All it means is that you're climbing up somebody else's kind of existing credibility. You're getting up to a position of authority by using somebody that's already there and already established.

What did you do for this? How did you use the Rapunzel Strategy to build more credibility?

**Alex:** I've heard people call it "success by association." What I did inside the Cash Cannon is I showed a screen shot of me and Mike Filsaime. I went to an event and I was hanging out with Mike, and I told a story about how John Reese walked into the building and everyone circled John.

I just told the story and I was showing screen shots from when I was taking pictures with my camera, and I just took them through the story.

I explained, "Here's me and John. He gave me a little whisper of the product he was coming out with soon and I was so excited about it," and it's true. I was there literally jumping up and down, but he was telling me, and it just gives the story.

So as you call it the Rapunzel Strategy, I just used social proof with these gurus out there and the people whose products I was actually promoting as an affiliate to show I've met this person, I've kind of got behind the scenes with this and I know what I'm talking about. I'm not just trying to sell it to you. I really believe that this is the product for you.

**Michael:** That did a couple things for you. You used this credibility cascade, obviously like for John Reese and Mike Filsaime. These guys have got a lot of credibility in the marketplace.

You got a cascade down from that by associating with them and having pictures next to them.

The other thing I think it did for you is it just kind of demonstrates to people that this wasn't just any old product promotion. You weren't just pumping this out just for the sake of it.

You actually met the guy whose product it was. Even if people that were watching your Cash Cannon and going through it had never heard of John Reese, that photograph still has massive value for you because it shows that you've met the product owner. It doesn't matter who he is. That's an additional credibility bonus for you.

It just kind of shows that yes, you have met the product owner and ultimately you've got their best interest at heart when you're promoting this thing. You're not just promoting any old thing just for the sake of it.

You've met the guy, you know he's genuine, you know the product is great, and that's why you want to share it with other people.

**Alex:** Definitely.

**Michael:** Cool, let's move on then. I've got two or three more I want to go over. I might chuck in a couple of surprise ones if we've got time here.

The next one is the Three Kings. Now the Three Kings are all about how they give gifts, so it's all about giving, giving, giving.

How did you use the Three Kings in the Cash Cannon? I know we touched on that a little bit, but tell us more on how you used that.

**Alex:** Let me take you back a second. What I did is I used the Cash Cannon as well. When I was creating the bonus, *List Building with Alex*, to give away with the affiliate product, I actually did a Cash Cannon showing people me building a product.

There was no reason for me to sell it to them. It kind of warmed them up that this product was going to be the best out there, and I really did that.

What I did with them when I did the bonus and I did a Cash Cannon then for the affiliate product, people were like, “Whoa, that’s that product he told us about before.” I kept it in sync.

So basically, like you say, I’d give a lot of information to my members. Like I told you in the story, I’ve given them the story. Even if people didn’t buy, they’ve taken value away so they’ll open up my next email and look at my next Cash Cannon and they might be the buyers.

I kept it limited. I wasn’t going to try and sell this to everybody. I only wanted to sell a certain number of them, and that was going to make me a lot of money, as you saw.

I just basically give value. I made sure that the bonuses that were part of this were of value, were consistent, and were going to help people. I didn’t want to just make money from people. That’s not my aim, Mike.

We speak a lot about it’s about giving value. If you give, give, give to people, people will be reciprocal and want to pay you. It’s built into human nature.

That’s what it was. It was just about giving to people. Even if they didn’t buy from me, I wasn’t shoving it down their neck, but people bought because of that reason, because of the approach. Obviously there was still a sales pitch in there and I made money. You can see it. It worked very well.

Yeah, it’s just about giving first and then taking money. Obviously it’s in a strategic manner.

**Michael:** It was just crazy to me. You see some of these bonus offers when people start doing stuff. What was the value you put on it?

**Alex:** I put a \$89,000 value on this bonus.

**Michael:** That’s insane! I think you mentioned it right up front at the beginning of the Cash Cannon. I thought, “I’m going to have to see this.”

But as you went through it, you just broke it down and said, “This is worth this. If you go and buy this it would cost this.”

**Alex:** And the thing is, it's not just the product. Remember, we're selling information, so information you can say is no value, but to the end user it is valuable if it can make them money.

I showed proof how I can make this kind of money with my information products. I can show proof how to do it step by step, and then give them their own plug and play system.

It is of that value, because all you need to do is drive the traffic to it.

**Michael:** I think that's the key as well, reflecting what we said earlier on, that you were giving them everything but you were relying on, as you say, that they needed to send traffic. That's obviously where the actual main product you were promoting tied in and it really fit together like the last piece of the jigsaw.

Let's move on to the next one then. We'll keep the pace going here. The next one is the Hole Punch. I really like this one. It works really well in a lot of different areas.

The idea behind the Hole Punch is you take an existing concept or an existing method of doing something and you just punch holes in it.

You punch a lot of holes in it and say, "That doesn't work. That's no good. That's too difficult. It's missing this. It's missing that," and then you actually sell the solutions to plug those holes. That's called the Hole Punch.

How did you use this? You used this one really well. Again, as I've mentioned, I don't know if you were aware of it when you were doing it.

**Alex:** I was very aware of it, Michael, because it was one of your Cash Cannons that I actually studied very closely. I would have used this myself, what you call the Hole Punch, but I wouldn't have used it to the greater detail until I watched your Cash Cannon. I would have just forgotten about some of these things.

For instance, like graphics, I spent \$500 on the graphics just to give away to people. Some people would only try and do a \$29 graphic package or something, but sometimes graphics really helps make sales.

I wanted to explain to people, and I showed the proof, “Here’s how much I spent for graphics. You need a sales letter, too, for your product. Check this – I’m going to give you the sales letter with my name on it. I’m going to give it to you with my proof on it. Basically it’s as if it’s my sales letter, but when people buy you get the money.”

So I was giving them every single piece of the puzzle and they could then use me as the Rapunzel Strategy, so they’re using my success to make money themselves.

I broke it down for them. I would never, ever, ever, ever have done it in such a good or detailed way until I watched your Cash Cannon, so I thank you because obviously that helped me make a lot more money. It helped me give a lot more value to the customer.

**Michael:** Cool. What you were saying with this thing was basically you were giving a lot of value and giving a lot of information even if people didn’t buy this thing.

You were just saying, “Look, here’s how I make money online,” and you kind of walked them through it. Throughout the Cash Cannon you were saying, “This is how it works. It’s pretty straightforward. You’ve got to get a product, sell a product, get people to that page, and make money.”

And that’s pretty much all there is to it. Yeah, there are obviously certain levels within that, but then you kind of said, “Let’s just take a step back. I’ve said that you need a product,” and then you started using this Hole Punch thing.

You said, “Well, yeah you do need a product, and you’re going to need graphics. You’re going to need the sales letter. You’re going to need the technical know-how to put it all together,” and it’s almost like saying, “This is what you need to do, but actually it’s very difficult to do it. The idea is simple, but to actually do it is not easy.” That’s something I got from you. You’re always saying it’s simple but it’s not easy.

That was how you really used the Hole Punch really, really well. You told them they need a product to sell as their own. You basically said to them, “Go and do it. This is what you need to do to make money, but you are going to need graphics, you obviously need a sales letter, you

also need technical knowledge, and you are going to need XYZ.”

Then you said, “Well, if you don’t want to go and do all that, if you don’t want to spend all the money doing all that...”

**Alex:** Yeah, “Oh, by the way, here’s one ready-made for you.”

**Michael:** Exactly, so it was a brilliant, brilliant example of using it. Cool.

Let’s zip on then to the next one, which is the Time Machine. This actually sounds a lot more fancy than it really is.

The Time Machine is just a way of fast forwarding to the future and showing people what is going to happen in the future – what might happen to them and what their life might be like when they buy this product.

Could you explain how you did that in your Cash Cannon?

**Alex:** Definitely. When I built my first product, Mike, it took me I think seven months from the time I started my product to launch it. It took me that amount of time because there were so many things I had to learn, and it can be tedious because we’re learning. There’s no easy way to learn all of this.

My second product then took me like four months, and I explained this to people. It does take time because you’re learning.

Now I can knock products out in 30 days and they’re to the quality of my first product. So I was basically telling people, “Listen, you’re going to have to go through the list. Here’s all the steps you need to take, but it’s going to take you a long time, and of course you have to buy a sales letter and buy graphics. It’s going to cost you a lot of money. I’m going to give you my own product.”

This product I wasn’t selling. I could have launched this product and made a lot of money with it. I actually give it to them and I said, “Look, you can basically piggyback off my name. Here’s the sales letter. You sell it for \$97. There’s the Buy It Now button. Use the affiliate product to drive traffic to it. You’re going to make money. You’re

going to be the one making all the money off my name, and you can live the lifestyle that I'm living."

We go on vacations all the time, Mike. You know that. I show people these pictures of vacation. I show the lifestyle that we're living because I've bought into that internet lifestyle and that's the kind of lifestyle I want to live now.

Everything I'm doing is very true, very sincere to people, and people understand that and that's why they buy from me. I've gone through the hard work. I've failed forward myself and now they're following me. They're following me down my path.

I think people just want to give you money to continue on the next path with you. I think people are going to be very successful with this bonus that I give them, and that was the aim from the very beginning.

"How can I give these people value?" and not "How can I make a lot of money from this affiliate competition?"

**Michael:** I think one of the best things that you did on the Time Machine thing that I really liked was this idea of the earning thing. You kind of set up a Time Machine, like a fast-forward. "This is what you could earn to begin with. This is what you could earn six months down the line."

You actually walked them through and used your own figures.

**Alex:** Yeah, I showed how my one product made \$89,000 in my first year. That one product did \$89,000. That was with my name on it, the product I created, the whole sales bit.

So why couldn't somebody else do that with my name on my next product? I've already got the credibility in the market. My first product made \$89,000. Why can't my third product make \$189,000 for these people?

So I give them that. What I told them is they only have to make five sales to actually cover the cost to buy the affiliate product. I think it was \$500 or something for the sale, so they only had to make five sales with my product and they were home free.

They had their own product and their own traffic generation system going to this product. Then I showed

them in my own figures I could make five sales in a single day. It just made sense to people to buy it.

Like I say, I would have bought it. It was just a no-brainer. That's what it was.

**Michael:** You used so many of these Golden Thread strands here, that as I say we've probably only touched on about a quarter of the ones that I saw you using.

What I want to emphasize, and I don't know if you want to chip in on this, is obviously you were making a big play in your Cash Cannon of your experience and your proof.

I know a lot of people listening to this are probably going, "Oh gee, I haven't made any money online yet. I've not made thousands. I haven't got this proof."

What I want to say is the strands that we've gone through here, you can use these to sell any affiliate product. You don't have to have any proof. Let me just go through them again real quick and show you how you can do it.

The Fairy Tale Factor is just what is the happily ever after for your customer? You don't need to have any proof or experience to do that. You just have to realize who it is you're selling to and what they actually want. You can do it in any market.

The Robin Hood Principle is being just like them, speaking on their level, and it's totally easy. Anybody can do that. You don't need any proof or credentials. In fact, it's probably easier if you don't have proof or credentials just to demonstrate that you're on their level.

The Magic Wand, giving them the solution, think about it. The product that you're promoting can be the Magic Wand. You did that. You were actually using your bonus as the Magic Wand to their Fairy Tale Factor. The Magic Wand you were giving them was your bonus.

For people listening, if you want to do your own affiliate promotion for something and you don't have a bonus, don't want to create a bonus, or you don't know how to do that, the Magic Wand, the actual solution to get them to their happily ever after, is the product itself. You just kind of explain that in more detail.

The Rapunzel Strategy is getting photos alongside people to get credibility or get this credibility cascade going. If you think, “Well, I never get to events, and I never see the product owner,” you can obviously contact the product owner and try to get some sort of testimonial from them or email from them, just to demonstrate that you’re communicating with them, or you can use some of the stuff off the actual sales letter. Get permission from the product owner and use their proof.

Rather than try to sell yourself or sell your bonus in the Cash Cannon, just sell the actual product. “Look at all the proof this guy’s got. Look at all the people he knows. He’s rubbing shoulders with these guys,” and use the Rapunzel Strategy in that way.

The Three Kings. Alex, you obviously went and did all this massive huge bonus package. But for other people, if they don’t want to do that, then they can just look to the product and see what do you get with the product.

If the product is worth promoting, it’s going to be giving, giving, giving anyway, so you can just spend a little bit of time on that.

The Hole Punch – anybody can use that. You don’t need any kind of established name for yourself or any kind of proof or experience or anything like that.

You’re basically sort of looking at what we said before. You see an existing method and you punch holes in it. You then say, “Look, the solution is buying this product.”

Then lastly, the Time Machine, is fast forwarding to where people will be once they buy it. Again you just refer to the product’s sales letter, or if you’ve got any promotion tools that come with that product, just refer to that.

It doesn’t matter if you’ve never sold anything and never made any money online before. It doesn’t matter what market you’re in. You can use all these Golden Thread strands in your Cash Cannon to have really, really big results.

What do you think about that, Alex? I know it’s a different approach, what I’ve just described to what you use, but would you say that’s fair enough from your standpoint, that people could use this who haven’t got any experience?

**Alex:** Most definitely, Mike. Just using the strands you talked about, and I know there's a lot more strands because you've gone over them with me on the phone, but just using them in a way of explaining to people value, because what the Cash Cannon can do is capture people's attention.

You want to get people to watch the Cash Cannon. You capture them, they come on board, they start watching, and you're giving them value.

You're using all of these strategies, the Golden Thread strands, and basically you capture people's attention all the way through.

It doesn't need to be off your own back. It doesn't need to be your value or your bonuses, like you say. Along with the ones that Michael's covered, I'm sure a lot of the other ones can just be talking about the product you're promoting, and it will definitely flow and you'll make money.

It's a very simple system, but you need the steps. There are lots of steps that Michael's going to teach us. But yeah, you can definitely do it without giving a lot of value to yourself. Just explain the value of the product to the people.

**Michael:** Yeah, that's the key thing. I know this is obviously one of the case studies and it's my favourite case study because it's you – I'll just say that to everybody – but I'm trying to get cases together from people in all different markets.

We've got internet marketing, we've got some in the baby market, we've got some in all kind of weird and wonderful markets.

We've got people from the U.K., we've got people from the States, we've got people from Switzerland, we've got people from different places in Europe.

We've got teenagers, we've got people in their 20's, we've got people in their 30's and 40's – just every age group, geography, and every kind of market or niche.

I've tried to get cases for different markets, so if you're listening to this one don't think, "Oh, it's only going to work in certain markets."

No, it works in any market, any niche, any product. That's the idea. These are universal principles that will work across the board.

**Alex:** It's very exciting to realize the potential of this outside the internet marketing niche. What these Cash Cannons do is you go out and you show people value. You say, "Check this! 40 minutes of content." You're giving people this value. People are taking value away from it.

It depends on how many people you put through this Cash Cannon. A percentage of them are going to buy from you.

So outside the internet marketing niche, people aren't expecting to be sold to. Once you catch them in the Cash Cannon and you take them through all these different strands you're talking about, people want to buy. People do buy.

**Michael:** It's been spoken about a lot that a lot of these principles or methods, when you go outside the internet marketing niche, they work even better. It's not that they don't work in internet marketing. There's a whole bunch of money to be made in internet marketing.

All these guys are saying, "Go and try these weird niches." I don't see them leaving internet marketing, so internet marketing is still the #1 niche as far as I'm concerned, but going into other ones there's certainly a lot of money to be made because these guys have maybe never ever seen a video. Think about that. They may have never even seen a video before, and then they jump on this Cash Cannon.

They go through and they see your 10 minutes of going through the benefits and the Rapunzel Strategy and Robin Hood and the Fairy Tale Factor and all that stuff.

They get drawn in and they're just going to buy. It's as simple as that.

**Alex:** Their credit cards are out. People like to spend their money, as long as they understand the value of the product they're going to buy. That's what's so great about these Cash Cannons. You can relay that value so quickly to people and show people behind the scenes of different things.

You know that with the whole product. It's definitely that I'll tell everyone on this call. I'm very, very excited about to possibly make \$800,000 with one of these Cash Cannons. That is just out of this world!

Even if it was \$8,000. If you just made \$8,000, how impressive is that?

**Michael:** One of the reasons why these work, and obviously there's all these different strategies that I have in there, but one of the reasons why these Cash Cannons work so well is it condenses the information.

People have got to go through it, haven't they? It isn't like if you give them a sales letter or a review on a website with all these different words. Very few people read all that. Who's got the time to actually read all that.

If you stick it all in a video, they get drawn in. This is really what the Golden Thread is all about. We've touched on that a little bit on this call, but it's about being unique, about actually putting your personality into what you do and selling stuff as you.

Ultimately, people buy from people. I always use this analogy. If you go into a shop and you see a product that you want to buy, you think it's a really good product, and then you go up to the cash desk and the person working there insults you or says, "You've got a really ugly face" or something, you're probably not going to buy the product.

So the product can be great, but if you don't like the person, if there's not a personal connection there, you're not going to buy it. I don't care if it's a Rolex or a Ferrari or whatever. You're not going to do it if you don't actually make that connection with a person.

That's what these Cash Cannons do. It's kind of a pet peeve of mine that there's a lot of people saying, "This is a ready-made thing. Just go and use this, go and use this thing."

But everyone's using the same things. What the Golden Thread is about is combining something that's push-button, i.e. these Cash Cannons, but also injecting them with your own kind of uniqueness.

We've all got to stand out. For example, if you put your thing out and if it was just somebody doing a voice over and it didn't have any of your personal photographs about your vacation, it didn't have a picture of you sitting in your home office or whatever, it would have probably 5% of the effectiveness, if that. It's you that people buy into.

No offense to you, I know you won't take it, but it's not just you that can do this. It's not just me that can do this.

**Alex:** Yeah, that's the thing, Michael. Why can I do this? Why am I a special person? I'm not. All I've done is follow a proven system.

Throughout my whole internet marketing business, all I'm doing is following proven things. These Cash Cannons are something I've been watching you do. For a long time you've been obviously making these. You've upped the ante and you've got it to a science now I believe. You've got it to a serious science now where you're making big, big change with these.

Anyone listening to this call could follow side by side with me and follow Michael. He's been failing forward for us and we're following his path.

The good thing is it's a very simple process. It's a very, very simple process, but the problem it's not easy to do. I say that all the time, but Michael is making it easy for us to do.

I tell you, I cannot wait to get my hands on this, Mike. You know that. I'm very excited, because the potential of the money that we can use – and I know you're making it very push-button for all us – so I'm just extremely excited. You know that I'm so looking forward to this Golden Thread.

**Michael:** Cool, so let's kind of wrap this up then. Obviously this is the point where we pretend to like each other and say thank you and all that.

No, seriously though, thanks for taking the time and sharing what you've gone through and what you did with your Cash Cannon.

It's been a great help to me to fill in some of the gaps, because obviously I've seen the thing and I was

wondering, “What was he thinking on that bit?” so thank you for coming on the call. It’s been cool.

**Alex:** Yeah, thank you for putting this together for all of us.

**Michael:** If anybody wants to go and check you out and do all that sort of stuff, what’s the website address they can go to?

**Alex:** You can find me at [www.MichaelCheney.com](http://www.MichaelCheney.com). [laughing]

**Michael:** The roles have just reversed here. [laughing] I’m sure I haven’t got a Welsh accent. Do you not want to give your website address out?

**Alex:** Sure, it’s [www.MarketWithYou.com](http://www.MarketWithYou.com). That’s where I’m at. Understand that I market with people. It’s very easy for anybody listening to this call to get into the internet marketing niche, if you want to get into this niche, and make money.

All you need to do is follow a proven system. Don’t follow the hype. Don’t follow all the fads. See where people are making money, they’re showing proof of that money, and there’s obviously a simple formula there.

That’s what I’m doing. I’m following Michael’s simple formula. So watch out for my Cash Cannons because I believe I’m really going to hit six figures with some of these soon.

Just hurry and get this thing launched, okay? I want to get through it. [laughing]

I look forward to speaking to you soon. Good luck with it. Any more help you need, give me a call and I’m very excited, my friend. Good luck.

**Michael:** Excellent. What I might do is I might invite questions on this particular call and I’ll send everybody your way just so you can answer them all.

**Alex:** No problems. I’m going to be watching this product roll-out very closely. I’m obviously going to be promoting it with all my heart.

Hey everybody, come and buy from my affiliate link. I’m going to be giving you the best bonus ever.

No, really, I'm going to be watching this very closely. I'm going to be there to support you and help people grow, because you know, Michael, you've helped me a lot. That's why I've been reciprocal to you and making you lots of money back, because Michael helped me last year when I wasn't making so much.

He was helping me. He was helping and supporting me. Now I've grown and I want to support Michael, and that's what I'm going to be doing. With this launch I will be there. If people need my support, yeah, I will be there to help you, okay guys?

**Michael:** One last thing, actually. Let's do this totally whacked in reverse order. I forgot to do this when we got on because I was so keen to dive into this call.

How long have you been online?

**Alex:** I've been online since 2004. I was shown some things back then. Basically I set up an import business with eBay. I went through bringing in a bunch of stuff from China. I went through this big thing, which was a headache, Mike.

I was having to get all these big motorbikes in a storage place and all that. It was crazy. So I went back into information marketing.

I launched my first information marketing seminar in April 2006, and since then I launched my first product in November 2006. Since then I launched my second product in November 2007, and since then it's just been crazy. It's been a whirlwind and you've seen me growing.

**Michael:** I always tell people I've been online since 1995, which I have. I was building websites, but in terms of making money and seriously doing anything, for me probably only about two years.

Would you say the same for you? Probably about two years or maybe less?

**Alex:** No, definitely not two years. I remember when you blew into the marketplace. I looked up to you as a guru and said, "How can this guy make so much money so quickly?" and all of that.

But what people need to understand, and it's great that you've done this call, is you can't just jump into this and make money. You need to learn what needs to be done first, then you need to practice doing it, then you can do it. It's not as if you can just rush into it and make the money.

I really recommend everyone listening to this call should jump on board with Michael with his coaching. I think you're a brilliant coach, Mike. You've helped me an awful lot.

I think you're going to be following this proven system. You're going to see the mistakes Michael made and he's going to take you step-by-step so you don't have to make that failing, but you still have to learn it yourself.

You do have to learn this. You have to learn it yourself. Nobody can give it to you. You have to learn it, but once you've learned it you can use it over and over and over.

So I would say, Mike, really I made six figures last year, so I made \$112,000 last year, but that was gross. I made about \$50,000 profit.

**Michael:** I don't know if you want to share this, but what do you think of this year?

**Alex:** Oh, a quarter of a million dollars. I'm going to do over \$150,000 profit this year.

**Michael:** Awesome. There's a couple of reasons I wanted to get you to say it. One is just to put you out there and say, "Look, this guy is doing really well," but also to try to emphasize to people that you've not been doing this for years and years, have you.

At the same time I'm not saying you started yesterday and now you're making \$250,000.

**Alex:** The thing is, Mike, the only reason I've been successful is because I'm following successful people like yourself. You know that since way back when I've been trying to chase you, get a hold of you, and follow you, haven't I, because I know you're a successful business person. I know you understand this a lot better than I do. You've got a simple formula.

The first year was great. \$50,000 was phenomenal to me, Mike. I'm going to admit I worked very hard to make that money because I was learning all the time. Everything I was doing, I was doing for the first time, learning these different things.

Now this year I've got it more to a science. I know I've got to do this and that and I know all the things that are going to come into that, so this year I've worked a lot less and I've already done \$50,000 profit and we're only seven months into the year, and most of my money comes from the latter part of the year. I've got big things going on in the later part of the year.

So I've just been relaxing, Mike, and just organizing my business. I really, really, really tell people you've got to have a coach. You need to have a mentor. You need support from people.

If you're out there trying it on your own, you don't know what's working, you don't know what's not working.

**Michael:** I like to think of it like the mice that scientists do tests on, where they've got this maze and they put this mouse in it and it goes down a certain way. When it gets to a dead end it gets this massive electric shock, not enough to kill it, but it kind of limps a little bit and it has to make its way back.

That's what you're doing, isn't it. When you very, very first start out, you are a blind mouse going through this maze and just getting electric shocks every day, every hour.

"Oh, that's a mistake. Oh, I shouldn't have done that. I've lost money. I've wasted time."

But what you're saying is you've just got to follow people who have already been through that maze, and not that they've finished it. I mean no one ever finishes the maze. Everyone's always learning.

I used to think, "Oh, if only I could get to the level where I'm as successful as...." originally it used to be the late Corey Rudl. "Catch Corey" used to be one of my phrases.

But it never happens because those guys are always growing and they're always moving forward. You eventually get to where they were, but you'll never catch them unless they stagnate or whatever.

It's the same thing. I've been trying to get people to realize that it's about seeing what's out there, seeing who's successful, and basically jumping on their back and saying, "Show me the way."

**Alex:** Right. How many times have I been after you, emailing you, or phoning you and just really trying to work out what you're doing to be so successful.

Everything that you launch, I'm always a customer of yours. I always follow what you're doing. I always like to see the business model.

When I do coaching calls for people, if I do a bonus coaching call for somebody and they get on the phone with me, it's amazing how much I can teach them in 30 minutes.

They say, "Wow, it's been three years and I've never had that much information as in that 30-minute period you've given me."

I'm not saying to people, "Go and launch this e-book. Go and try this and that." I'm giving people the core basics of what they need to do, that system, and then all the money comes from there.

**Michael:** Yeah. Well, we better call it a day. Thanks again for coming on and spending some time with us. It's been cool. Keep in touch and let me know how your Cash Cannons go.

I don't know exactly when I'm going to be putting this recording out, but you said you might be using a Cash Cannon to promote the Golden Thread, is that right?

**Alex:** Yes, I'm definitely thinking of what I can do to promote the Golden Thread. I know this stuff works very well, so I want to be very in sync with it and promote it, of course using a Cash Cannon to show people the potential within the Cash Cannons.

After you've rolled this launch out, let's maybe interview me again and see how much money I made using a Cash Cannon to sell your Cash Cannon. That's pretty cool, huh?

**Michael:** [laughing] Sounds cool. Alright, I'll catch up with you later.

**Alex:** Thank you very much. Take care. Bye.

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