

# Mom Making \$1041.80 per Month From One Hands-Free Web Page



## YOUR ACTIONS

- Carve out a nice niche for yourself
  - Discover the hottest-selling and most popular products in that market
  - Find a hot market
- Be yourself in your marketing
  - Consider what you are passionate about
  - Be transparent open and honest in your communications
  - Don't try to be something you're not
  - You are unique - play with that
- The Fable
  - Backstory
  - Background
  - Myth Building
  - History
- The Emperor's New Clothes
  - Transparency
  - Openness and Honesty
- The Fairy Tale Factor
  - What is the customers "Happily ever after?"
  - What is their #1 goal and aspiration
  - You're just like them - they do it too
  - You have a common enemy
  - Robin Hood
  - Fighting for the good side
- The Magic Wand
  - what if?
  - instant gratification
- The Time Machine
  - Show them what their future looks like
  - Explain your future to them to show you're in this for the long haul
  - Paint the picture of where they will be
  - Infer their future by showing your present
  - Showing them inside the product they are going to buy
  - Giving free samples of product so they can see in advance
  - "When you buy this you are going to get..."

Here's a SAMPLE for you of the Psychological Triggers you can use in your Cash Cannons

## CASH CANNONS

- You can use them to sell affiliate products
  - You can use them to build your own list automatically
- You can use them to sell your own products (if you have one)
- You can use them to get affiliates or joint venture partners on board
- In-built Powerful Psychological Triggers That Make People Buy From You
- Anyone can do this (I know it's a cliché but it really is the case)
- You can just leave them alone and watch them churning out the cash

## THE BIG OPPORTUNITY

- This will change Shannon's life
- Better than trying different things and getting frustrated
  - Easy to do
- Can replicate them in different markets and niches
- She could be making the high income she's always dreamed of in a few weeks
- Totally copiable and repeatable in ANY marketing and ANY niche
- Roll this out into bigger and more lucrative markets to see even bigger and better results
- Could be making \$1000 per month from each of the pages she sets up
- Smaller obscure niches can be really effective as people not used to seeing these psychological triggers
- Even improvements on the ONE existing web page will boost the profit coming in
- She might even go all out and post and article or two!

You can now POST your comments or questions about this Case Study on the blog; <http://www.GoldenThreadSite.com/blog/shannon/>

## RESULTS

- \$1041.80 per month
- Making enough to cover her house payment - hands-free
- No list required
- No product of her own
- No affiliates needed
- No joint venture partners were used
- This was just ONE single web page
- Hadn't touched the page in months
- Hands-free, automatic passive income
- Huge leap in conversion rate when Cash Cannon implemented
- No articles to promote the site
  - Little bit of link building done
  - Little bit of bookmarking on social sites
  - This was all done months ago
  - Trickle of traffic was all that was needed - just around 20 people a day
- Very little traffic generation done
- Horizon of expectation and possibilities massively expanded
- As easy and as push-button as it gets
- 12.5% of people that clicked went ahead and bought the product!

## MARKET

- This market has always been historically difficult to make money in
- The baby niche is known for people going into it looking for FREE information and not buy information products
- Tough market, people go online for free help and buyers in this market don't have a lot of spending money
- Okay for big sites sell advertising on their sites
- Shannon only has ONE PAGE and not a whole bunch of information content - it's literally just one page selling an affiliate product
- Not like the business opportunity or internet marketing market where people are readily looking to spend money

## HOW THIS WAS DONE

- Shannon chosen as a Case Study
- I was creating step by step videos for Cash Cannons training
- Shannon just followed the videos and step by step uploaded the Cash Cannon and let it go
- Ready-made elements that Shannon used to just fill in the blanks and had the thing up and running in 20 minutes
- Complete fill in the blanks process
- Even the fill in the blanks version is the "difficult" way to do this!
- When The Golden Thread is released all buyers will get READY-MADE Cash Cannons that are already up and running