

The Nuclear Bunker Affiliate \$13101 in 5 Days



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What Happened

- Objective was to sell a high ticket affiliate product
- The results - \$13101 sales in 5 days
- Massive demand created by the Cash Cannon
- Large storytelling element
- Multiple Profit Strands used
- All these methods can be used in any market starting from scratch
- Fast way of relaying value and building trust

The Cash Cannon

- No text on that screen
- Pure Video with condensed information
- Photos, white board and marker
- Screen shots and screen capture
- Showing massive value
- Using multiple Profit Strands from The Golden Thread
- Enables high build-up of trust with personal touch

The Golden Thread "Profit Strands"

- The Fairy Tale Factor** - push button, make money
 - What people really want
- The Robin Hood Principle** - just like you, "I don't know anything about tech", creating product is hard - I know, I've been there... "hot selling niche, hot selling product"
 - Person of the people
 - Common Enemy
 - At their level
- The Magic Wand** - "Ready made money machine", "Plug n Play", lifestyle (vacations, work from home, no boss, no job), taken all tech stuff out from you, you keep 100% of all profits, ready-written emails for the product, affiliate promotion emails for autoresponder, sell just 5 and you are in profit already
 - The Solution People Get
 - What Makes Their Dream Come True
- Rapunzel Strategy** - showing photo alongside Mike Filsaime and John Reese leading to Credibility Cascade
 - Climbing up the credibility of established figures
 - The Credibility Cascade
 - Aligning yourself with authority figures
 - Even separate photos side by side leads to association in people's minds
 - Pin-point top leaders on your marketplace
- The Three Kings** - giving first, List Building With Alex, masses amount of bonuses over \$99840
 - Adding value consistent with what people want
 - Remaining relevant with additional parts being added
 - Only give people stuff that fits the Fairy Tale Factor and The Magic Wand
 - Give First, Receive Second
 - Value even for people that don't buy from your promotion
 - They get value by learning from the free info you are giving away
 - The massive value backed up by proof of what each element is worth
- The Hole Punch** - getting your own product is hard, you need gfx, you need a salesletter, you need proof, you need techie knowledge.
 - Punch holes in something and then sell the solution to plug the holes
 - Show people the harsh reality of their current situation
 - Tap into their biggest fears and problems they are facing and then ANSWER them
 - Show them how difficult something is and then illustrate how EASY your solution is
 - Show people what the future will be like when they have your product / offer
- The Time Machine** - fast forward to what they will get WHEN they buy the product, show them your lifestyle (that will be theirs) and your earnings, you forecast what they would earn with this
 - Get prospects to think about their new life
 - Discuss potential future earnings and what their day to day routine might be like
 - Get prospects to start imagining themselves owning your product / offer