Case Study: \$22k per Day as a Clickbank Super-Affiliate

(without a product or an email list of your own)

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Hosted by: Jay Boyer

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Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package) IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST

Full Disclosure: About Jay's Case Study

In the interest of full disclosure, please note before we get started: Jay has personal experience with the system that Gerry and Rob will be describing on this training. Jay's not always able to do this with the business models that he brings to your attention every week, but he was so intrigued after chatting with Gerry and Rob about the success that they and their students were having with this remarkable system that he purchased their Rise Academy program himself last year. After that, he started his own case study in February, went through the video training, implemented the course, and generated over \$14,685.00 in Clickbank commissions in 5 short weeks. Here's a screenshot of Jay's earnings from this case study (note: he promoted a single Clickbank product in the health & wellness niche):

Week Ending			Gross Sales
2016-	03-15 (c	urrent week)	\$6,717.39
2016-	03-08		\$3,763.28
2016-	03-01		\$2,210.05
2016-02-23			\$1,026.28
2016-02-16			\$968.02
)ate		Gross	Trend
	SALES S	NAPSHO	
Non	Mar 14	\$187.31	
Sun	Mar 13	\$1,965.72	
Sat	Mar 12	\$1,656.65	
ri	Mar 11	\$845.61	
Гhu	Mar 10	\$1,561.12	
Ved	Mar 09	\$500.98	
ue	Mar 08	\$579.97	
Non	Mar 07	\$808.98	
Sun	Mar 06	\$470.39	
Sat	Mar 05	\$544.46	
ri	Mar 04	\$848.62	
ħu	Mar 03	\$157.84	
Ved	Mar 02	\$353.02	-
_	Mar 01	\$214.76	
ue			

Introduction



Gerry Gramer and Rob Jones are happy to share this material with you today. As you can tell by the title in the screenshot above, you are about to learn "How to Make up to \$22,337.54 Per Day without a Product or List". Before you begin to read over the rest of this material, please pay special attention to the important note to follow:

"Gerry first shared this method with a small group of people at an exclusive, live, in-person training in San Diego. Attendees shelled out \$5,000 to attend. Sixty percent of the attendees made money within 3 weeks, including a 72-year old retired teacher who didn't even have a Facebook account before. For the last 8 months, he's been pulling in \$500/day, and he barely even understands the system. He just follows the steps. So please don't take this training lightly. We recommend you approach this session just as seriously AS IF you just paid \$5,000 to attend."

When you've paid more for something, you tend to be more committed. So, looking at it this way will help you to achieve the right mindset. Now that's this has been stated, let's begin. It's likely that you know what a super affiliate is, as opposed to an affiliate, but if you don't, here's the difference. A super affiliate is an affiliate who:

- Top 1% of affiliates
- Sell other people's products
- No creating products
- No customer support
- No creating sales pages, etc.
- Drive traffic, get paid (that's it)

The screenshot below provides a breakdown of Gerry's Simple "No Product Funnel". As you can see, this is dead simple, only requiring three steps, and it is responsible for making Gerry the #1 affiliate on Clickbank several times over. Furthermore, it allows him to rake in upwards of \$100k per week.



You are about to be given some very powerful information. It is very possible to use this method for evil. Gerry says that he sees people scamming people and lying to them, and he wants you to promise that if he shares his methods, you won't use it this way. At the same time, this technique is not for the timid. It's important to note that Rob and Gerry do market aggressively.

<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u></u> *IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST* Rob and Gerry only promote good quality products that help people, but they do market aggressively. That means that their ad accounts do get cancelled, sometimes, but that's okay, and you'll soon find out why. They do what's been proven to work really, really well. What these men do is try to follow their code of ethics and do the best that they can, and they don't worry about much else. One of Rob and Gerry's favorite quotes is as follows:

"It takes extreme, extraordinary measures to compel people to act in a way that is contrary to the way they normally act (do nothing, decide on nothing, buy nothing)."

- Dan Kennedy

In other words, they market aggressively to get people to start taking action, and it works. "If that doesn't sound like your particular brand of vodka... no hard feelings." That, by the way, is a quote from Ocean 11, which is another one of their favorite quotes. Before the training begins, they also ask that you read the following disclaimer:

- You are NOT Going to Make \$22,227.45 per day...
- We're not legally allowed to make income promises
- Your success will depend on your own work ethic, risk, tolerance, level of commitment and ability to follow instructions
- What we can promise is we'll show you EXACTLY how we do it

If you are reading this right now, you probably know a little bit about Gerry. He has been on the cutting edge of making money online for quite some time. Back in the day, he even pioneered a money making method that was so edgy, yet so profitable, that the government actually made it illegal. At the time, it was totally legal though. His lawyer even ended up writing out a certified letter saying that it was. Gerry did speak to some of the best attorneys out there make sure that it was legal before he started using that method. It's just that a legal precedent hadn't been set at that point.

A couple of years ago, Gerry and Rob partnered up. They ended up having a #1 product on all of Clickbank (out of 10,000+ products), and they kept this placement for over two months. For the past 18 months, Gerry has shifted almost all of his focus to a new method of his own. He says that it's just so much less work and so much more money that it just make sense to keep using it above all else.

Gerry was pretty happy with what he was doing before. He was working with some great people and creating software. He thinks that he's probably produced 20 or 30 different

software products over the years. He says that he still loves software, but he began to realize that he didn't love it as much as he thought. He enjoyed the process of working with programmers, and he was making good money, of course. He also enjoyed working with his partners and his customers, but he admits that there was a lot of work that went into it.

The truth is that Gerry still has lots of software product ideas sitting on the shelf, but he hasn't done anything with them lately because this kind of thing just takes so much time. After they did their ClickBank product launch, one of the customers mentioned that they were making money off of some ads. They were making money doing affiliate marketing, and it drew his interest. He already knew that there was big money to be made in this, but he didn't know how it all worked at the time.

The person that they had talked to was making about a hundred dollars a day. Gerry and a friend of his jumped in and tried to help this person take his business to the next level. They revamped his ads and his funnel for him, and all of the sudden he started making about \$500 a day. Eventually, Gerry decided that this was something that he wanted to start getting involved in. "It was just too easy," he said, "We went from \$100 a day to \$500 a day in about a week or something."

Gerry said that he and a friend of his started running the same funnel, and within a very short period of time, they were making \$1,000 a day. He says that it was almost overnight that he began making in excess of \$20,000 a day. It was such a fast ride that it truly blew his mind. He says that the distinction between someone that makes almost no money with affiliate marketing and someone that is crushing it is very small. You can move things so quickly from one point to the next that he just couldn't believe it.

He spends a good amount of time working on the pages, checking stats, and so on, but one big advantage is not having to deal with customers, and inventory, and all of that. No offense to any of their customers, but it does take a lot of work to deal with people's problems and things like that. With this system, they can just tweak their system and let the money flow in.

What We're Going To

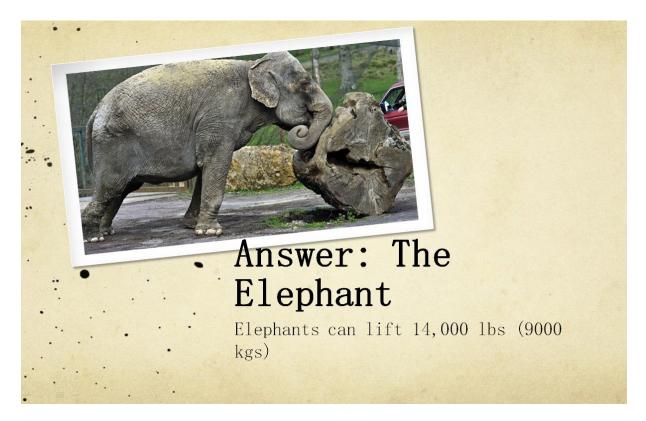
Cover:

- Your First Big Speedbump You Have To Overcome (possibly the biggest)
- The Biggest Mistake Most New Affiliates Make
- The "No Product Funnel" Explained
- The 3 Critical Keys To Success
- 5 Roadblocks That Separate Small Time Affiliates From Super Affiliates
- A Few Of Our Next-Level Secret Weapons

Again, Gerry has products of his own, and he knows all that it takes to maintain a business like that. With this method, you pretty much just get paid. It made Gerry think to himself, "What have I been doing all this time?" Gerry also realized just how simple it is to get started with something like this. He says that this took his breath away. In any case, they are going to show you how to get started using their system today. Specifically, this lesson is going to cover the following:

- Your First Big Speed Bump You Have to Overcome (possibly the biggest)
- The Biggest Mistake Most New Affiliates Make
- The "No Product Funnel" Explained
- The 3 Critical Keys to Success
- 5 Roadblocks that Separate Small Tima Affiliates from Super Affiliates
- A Few Next-Level Secret Weapons

The First Big Speedbump

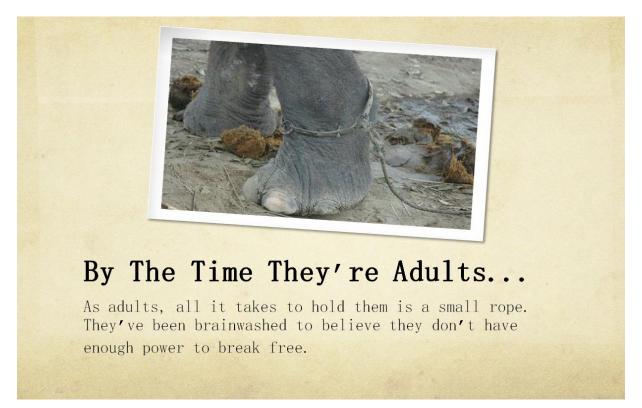


The strongest living inland creature is the elephant. An elephant can lift 14,000 lbs (9000 kgs). Just to put this into perspective, that means an elephant could lift the entire 2015 New York Jets NFL team. That's the entire roster, consisting of nearly 60 players. That gives you an idea of how strong an elephant is.

Here's the thing. Elephants that are held in captivity, for performances in the circus and so on, are a whole different matter. They are chained up from birth, and they learn not to stray from the post that they are tied to. By the time they are adults, they have essentially been brainwashed to believe that they don't have enough power to break free. So, it really only takes a small rope to hold them. This same is kind of true for humans. Many of us have been brainwashed to think that they don't have the power to break free from our circumstances and that big things aren't possible.

It's pretty shocking to think that the strongest animal to walk the earth can be held in captivity by a tiny rope, but it's absolutely true. Just based on a simple, limiting belief, they are unable to

break free. When it comes to affiliate marketing, achieving BIG results is no more complicated than achieving small results. But, it's like that rope. Unless you realize how simple it is to break through and give it a try, you'll never find out the truth.



Back before they broke the 4-minute mile, doctors thought that it would make your heart explode to do this. After the first person did, a lot of other people were able to accomplish this. So, that's another example of how beliefs can be limiting. Gerry says that when he first got into affiliate marketing, he was part of a small group of others that were doing it. At the time, they were all making about \$500 a day. According to Gerry, he started spending a few thousand dollars a day, and they were all very nervous about it, even though it wasn't their money he was spending.

When the other members of this group saw what Gerry was doing, they started doing the same. Pretty soon, every member of the group was crushing it. One of the guys started spending \$10,000 or even \$20,000 a day, and this "snapped the little rope that was around all of our ankles," Gerry states. "Each one of us pushed the others to the next level, and each time we'd have these new epiphanies, realizing that the only thing stopping us is our own fear and our own anxieties, from taking the next step. You know, stepping up to the next rung, and realizing that there's very little resistance to going to that next rung. It's just believing that there's nothing in your way."

As previously stated, achieving big results in affiliate marketing is no more complicated than achieving small results. It takes the exact same amount of effort, and it's all in your mind that there's any difference. The processes don't vary. So, it's just a matter of turning up the dial, once you have something that's working.



The #1 Mistake Most New Affiliates Make

Prior to starting out in affiliate marketing, Gerry would have probably advised that you think small. He'd say that you don't want to mess with the big niches because there's too much competition. Small niches are the low hanging fruit in most cases. When you're first starting out, you're not prepared to be a big player yet. So, it's really best that you come in and just go after these little pockets of easy money.

Most people know that the three big niches are health, wealth, and relationships. An example of a product in the health niche would be a weight loss product, and one in the wealth niche would be a product to help you make money online. A product in the relationship niche might be one about dating. These are the big, broad niches that span across almost everyone on the

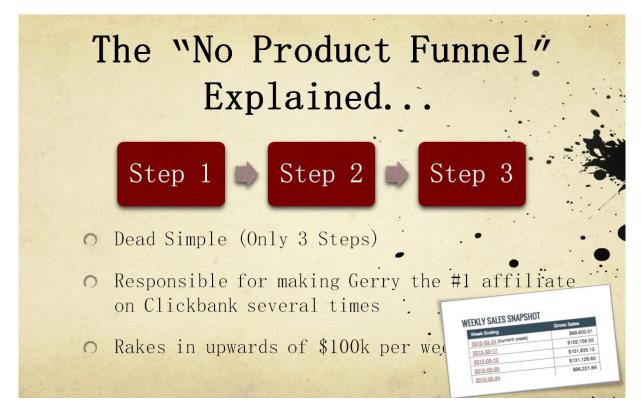
<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u></u> *IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST* planet. For instance, 95% of the women in the world would love to lose a few pounds, and they are willing to dish out money to do it. Guys would like to get more attention from women, so they are willing to spend money on that. These niches are based within the basic human needs that people have, which is why they sell so well, but they also are very competitive.

At the same time, what's really stopping you from going after the big niches? It does come down to one's mindset. Soon after he started, Gerry realized that paid traffic is much simpler than he thought. It's not really a matter of money. In other words, you don't really have to have more money than these big companies to compete with them. You can scale from \$1,000, to \$2,000, and even to \$100,000. Gerry has a friend that is doing anywhere from \$50,000 to \$100,000 a day right now, but at the beginning he wasn't doing much at all. To make that much money, however, you have to go after the big niches.

Just to serve as an example, a lot of people are running T-shirt campaigns on Facebook right now. They might start out, targeting smaller niches, like T-shirts with a specific breed of dog on them or something like that. This is good for people who are just starting out because they are able to have some quick, yet small wins. It's not long before they have problems, though. Since their audience size is so small, they can't scale up very well. This causes a treadmill effect, where it seems like you always have to start over.

The beauty of targeting big niches is that you don't have to worry about saturation because you're fishing in a much bigger pond. In fact, it's like you're fishing in the ocean as opposed to a pond. When you are going after these bigger niches, you can scale up to an almost unlimited amount. So, while targeting smaller niches might bring you quicker results while starting out, targeting big niches is the key to scaling up the way that Gerry has been able to do.

The "No Product Funnel"



The "No Product Funnel" is what was responsible for making Gerry the #1 affiliate in ClickBank several times over, and again, he's been making over \$100,000 a week. It's unbelievably simple, and this is demonstrated in the screenshot above. First, you have a Facebook ad, and then you have a pre-sell page, and then finally, there's the offer. That's the entire "No Product Funnel". There are some things that you have to know to make it work, but this is the general overview.

Step 1: Facebook Ads

The goal of the Facebook ads is to grab attention and get people to click. It's already been explained that to do what Gerry has been able to do, you have to target big niches. Since you're targeting broad audiences, it's fairly easy to get people to click, as long as you're able to get their attention with your ad.

One thing that you have to understand about Facebook is that people are in a social mindset when they see your ad. When you are on Facebook, you probably think that you ignore these

<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u></u> *IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST* ads, and therefore, believe that everyone else does too. However, this isn't really the case. It's likely that you do click on the ads that convey the messages that you are most interested in, and this is the case with most people.



Step 2: The Presell Page

The presell page is probably the most essential piece to this funnel. This helps to transition people from a social mindset to a buyers mindset. Gerry believes that this is critical, and if you aren't using a pre-sell page, you're probably leaving tons of money on the table. He says that he didn't realize how vital this is when he first started. Your presell page is going to subtly shift the visitor's mind from thinking social to thinking about the particular problem that they have.

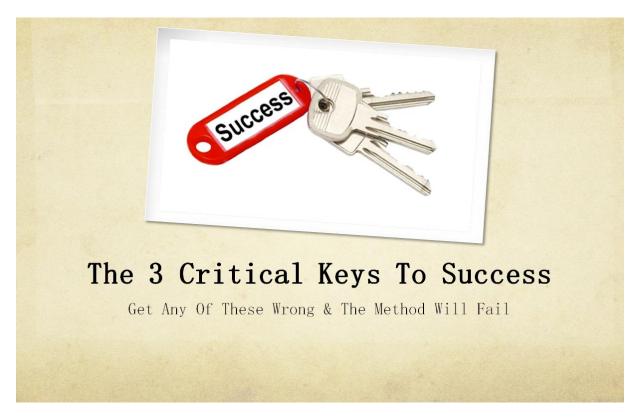
Step 3: The Offer

Then, after you have them in that mindset, you can transition them into a full-on "solve my problem" mode, which is also "buy mode". If you don't have this type of system in place, Gerry says that he doesn't see how you can make any real progress. But, then again, he's never tried to just send people directly to an offer because this works so well.

You've probably been taught in the past that the fewer clicks you can make a visitor take, the more likely they are to take you up on an offer. That's true in some cases, but this is a bit

<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u></u> IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST different. If you spend time transitioning their mindset, you're going to make more money, according to Gerry and Rob.

The 3 Critical Keys to Success



There are 3 critical keys to success, and if you get any of these wrong this method will fail. They are:

Key #1: Only Promote Offers that Convert Like Crazy

You have to kind of know what makes a great offer before you can find one. For this to work, your offer has to be one in which you can target a broad audience. So, it needs to be in the health, wealth, or relationship niches, which solve some of those core human needs. It's pretty easy to find these types of offers; they are everywhere. It should also be one that can convert well, even with just cold traffic.

Secondly, the person who has created the offer should have it set up the affiliate to make money. The best vendors don't really care about making money on the front-end. They are going to pay something like 90% on front-end sales. This may seem impossible, but this is what Gerry's vendors really do. The reason is that if you're crushing it and sending them hundreds of sales per day, they are making way more money on the back end. You're basically sending them a free customer, and that customer might be worth \$100 or \$150 to them.

Let's say that the vendor makes \$149 off of the front-end of an offer, and they are willing to pay \$120 or \$130 of that to you. They don't care. They got paid \$10, and they acquired a new customer. You're the one that did all of the work to send that customer to them, and they know that customers will continue to buy from them.

Let's face it, this is a science. If you have 100 customers, you know how much you are going to make off of each customer on the back end. That's what these vendors are banking on when they set up their front-end offer. A good vendor also knows that they want to make things profitable for you so that you never want to stop sending them customers.

Key #2: High Click Through Rates (CTR) Equals Cheap Clicks

You may not realize it, but when you get higher click through rates, you end up getting cheaper clicks, or a low cost per click (CPC). Rob says that this was a bit of an epiphany for him because he didn't really understand how the ad networks worked. Even if you are doing cost-per-click, it's all basically cost-per-impression for the network. They do the math behind the scenes, and the number of impressions ends up determining the cost. What that comes down to is that if you get way more clicks, your clicks are going to be cheaper.



Key #3: Images are THE key to getting a high CTR (low CPC)

Look at the screenshot above. You can see that the first ad listed has a click through rate of 18.80%, it has gotten over 42,000 clicks, and the CPC is \$0.13. Then, there's another that has gotten a 8.67%, 1,019 clicks, and the CPC is \$0.11. The third has gotten a 15.44% CTR, over 37,000 clicks, and a CPC of \$0.08. This is an insane volume, and the reason why these clicks are so cheap are because of the images being used.

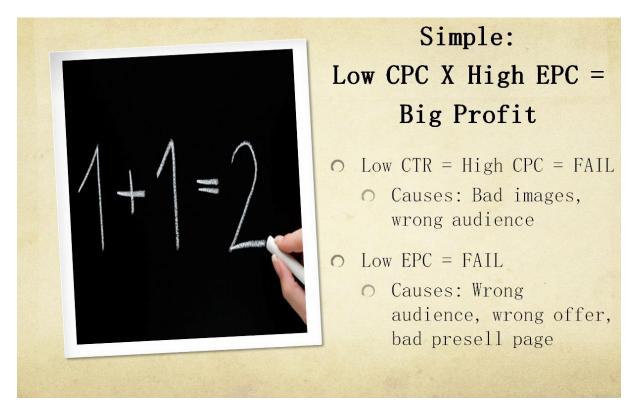
If you can get 100 clicks out of 1,000 impressions, that is huge. Gerry estimates that 80% click through ratio of your ads depends almost solely on your image. Of course, you also need to have ad copy that reinforces your ad and sets the stage for the landing page, or the presell page, but the image is the most important aspect of your ad. There are images that work, and there are images that don't work. Then, there are images that just explode. That's where you'll see your 10-15% click through ratios.

A lot of work went into testing ads when Gerry first started out, and he says that they stumbled across one specific image that just blew up. They got about a 10% CTR when this happened. They spent weeks, maybe even months, trying to figure out what was so special about this one image. In time, they discovered a few more. Eventually, they figured out that there were similarities between the images that were working well.

According to Gerry, there are several different types of images that do much better, and if you can hone in on what those special aspects of an image area, you'll be able to spot the right ones to use quickly. Gerry and his friends actually have a system that they use to choose the best possible images for their ads, and that's why it's so easy for him to get great CTRs nowadays. He says that he never gets less than a 5% now. In fact, he throws out images now that get him less than a 5%. He shoots for 12% every single time, and he even starts to get a little depressed if he gets less than an 8%.

Most people would probably think that Gerry is crazy for throwing away an image that made him 5%, but he knows what he's doing. He knows exactly what he's looking for. This is probably the biggest difference between super affiliates like Gerry and the average guy out there, banging his head against the wall, trying to use Facebook ads.

The 5 Roadblocks (and How to Avoid Them)



To reiterate what's been covered, the formula to follow is:

The right big audience + high CTR images/ads + proven presell pages + the right high converting offer = SUCCESS

Hopefully, by now you are beginning to see just how simple it can be to start profiting from your ads and begin scaling things up. You are probably even asking the question, "If it's so simple, then why isn't everyone doing it?" After all, this method consists of three simple steps. Well, in actuality, there's a number of reasons why people aren't as successful as Gerry, and these will be covered one by one. They are:

Roadblock #1: Bad Math

The formula that you want to follow is very simple. You want a low cost per click, but low earnings per click. In other words, you want to pay as little as you can for your clicks, but you want to make as much as you can. Buy Low + Sell High = Big Profits.

If you have a low clickthrough ratio, then you're going to have a low cost per click. If that occurs, your ads will fail. Some of the causes for this are bad images and targeting the wrong audience, as stated in the screenshot above. Lower earnings per click (EPC) will cause your ads to fail as well. This is often the result of targeting the wrong audience and/or the wrong offer. You may also have a bad pre-sell page that's not presenting the offer optimally.

Again, you have to have a presell page that effectively agitates the problem at hand and shifts the mindset of the viewer from a social mindset to a buyer's mindset. Generally, people will have a low click through rate and a high CPC, or they will have a low EPC. Either of these things will lead to failure.



Roadblock #2: Low Payouts

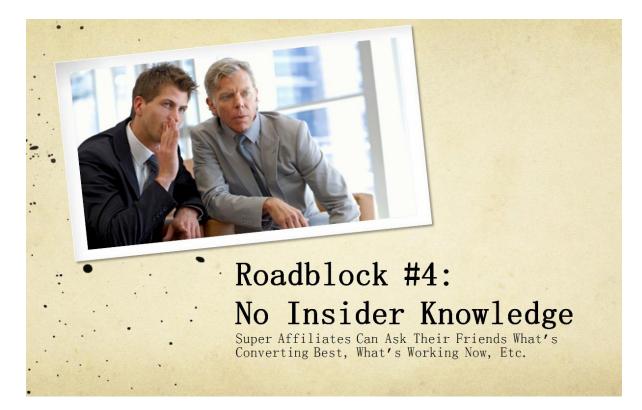
As previously mentioned, there are certain vendors that will work with you if you having a lot of success. They will also do things like bump up your payouts. For example, they may bump up a 50% commission to as much as 90% or more. So, when you can drive traffic and make sales very effective, you get higher payouts, which ties back in with Roadblock #1. If you get a higher payout, you're getting a higher EPC. Being able to make more money off of each click gives you a massive advantage.

Roadblock #3: Low Cash Flow

Normal affiliates get paid every two to three weeks. Super affiliates get special deals. For example, the CEO of ClickBank recently called Gerry and told him that they want to give special payouts to their top affiliates because they are trying to compete with the CPA networks that will payout daily. When you are able to send \$50,000 or \$100,000 a day, the CPA are willing to pay you daily. ClickBank pays their super affiliates every three days.

Let's say that you only have about \$2,100 to spend on ads over the next three weeks. That's \$100 a day. You might be thinking, "How can I compete when I can't invest any more money than that?" The thing is that in a couple of months you will. Remember, the first guy that Gerry was working with was only making \$100 a day. Now he is making about \$40,000 a day, and it's only been about a year since he started. So, you don't have to make that much money today, but you need to start scaling up. The more money you make, the faster these platforms will payout. Then, the more money you have on hand, the better you can do.

You start getting your high CTR and your images, and this bumps you up. The next thing you know, you're making several thousand dollars a day, and you begin to get noticed. All of the sudden these vendors want to pay you 90% instead of 70%, and then ClickBank wants to start paying you every 3 days. That all comes together, and you find that all of the resistance is now out of the way. With all of the roadblocks out of the way, things become super-easy. Super affiliates get paid faster, and they don't run into the same cash flow issues that your standard affiliate would.



Roadblock #4: No Insider Knowledge

One of the benefits of being a super affiliate is that you tend to have super affiliate friends. Super affiliates can ask their friends things like what's converting the best, what's working now, and so on. If you ran into an issue, like something was going on with your ad, the first thing that you would probably do is talk to some of the other affiliates out there so that you can try to figure out what's happening. Gerry says, "There are two things that I'm always doing. One is I'm always networking with my circle of other affiliates that are sort of crushing it. Somehow we just sort of gravitate together. And then, the other thing is I'm sort of testing out new offers."

The best way to find the best offers is through talking with your friends. Gerry says that someone in his circle always knows what the very best offer currently is. They also know what pre-sell copy is working the best, and things like that. You could call it insider knowledge, but it's really just sharing information because they want to be able to reciprocate later on. You might tell them something they don't know today, and they might tell you something that you won't know next week. This is important because things change pretty fast online.

Roadblock #5: Account Shutdowns

If an affiliate's account gets closed, that's usually the end. They pick up and leave. That's not how super affiliates work. That's because a lot of the time regular affiliates just give up when their account gets shut down. They come in, and suddenly they start making \$1,000 or so a day, but then their accounts get shut down, they pack their bags, and they're gone. Gerry thinks that this is really sad because it's not that difficult to overcome this problem. People think it's so hard for some reason, but it's not. It's easy to set up a new account. You just have to know what you're doing.

This could probably also be considered insider information. If you went out and tried to figure this stuff out on your own, it would probably be very confusing and difficult. You wouldn't know what to do if something like this happened to you. You might even try to go on a forum and try to find answers about how to set up a new account, you'd probably get bad advice from people. If you know what you're doing, however, you can have your account shut down one day and have your account back up and running the next.

Let's Recap



You've learned how limiting beliefs can hold you back, and you've learned that getting big results in affiliate marketing isn't really that much different than getting small results. Therefore, if you can get rid of those limiting beliefs and just go for the big wins, it's just as simple as going for the small wins.

You've learned why you should be targeting big niches instead of small niches. This keeps you from having to start back at Square #1 every few months. You don't have to worry about saturation this way, and you can continue to scale up. Plus, if you're aiming for a big win and you fail, your failure could still be a pretty decent win. Not a lot of people think this way, but it's would be very beneficial if you could start to do so.

The 3 Keys to Success were also covered. They are:

- Key # 1: Only Promote the Top Performing Offers (And the Best Vendors)
- Key #2: High Click Through Rates Equal Cheap Clicks

• Key #3: Images Are The Key to High Click Through Rates (And Cheap Clicks)

You also learned about five advantages super affiliates have over regular affiliates:

- Advantage #1: Super affiliates make the math work in their favor
- Advantage #2: High Payouts
- Advantage #3: Cash flow
- Advantage #4: Insider Knowledge
- Advantage #5: Dealing with Account Shutdowns

Hopefully, this all makes sense to you. You may feel a little overwhelmed, and you may be thinking, "Okay, I get the basic premise. I understand the individual things that I need to do, but it still seems like a lot." If that's how you feel, that's okay. Gerry and Rob have set up a program that lines out exactly how to do all of this. In fact, you can work with them to learn how to do this yourself.

Introducing Rise Academy - Overnight Superaffiliate Program



Rob and Gerry put together the Overnight Superaffiliate Program in order to help people who want to be more successful, or get a great start, in affiliate marketing. If you join today, you're going to receive:

- 6 Weeks of Live Coaching
- Everything from A-Z
- Which offers to Promote
- Crafting Ads that Convert
- Presell Pages that Work
- High CTR Image File & Checklist

Gerry has only taught this system once before, but he charged \$5,000 for this training. Sixty percent of the people who attended went on to make money within 3 weeks. This wasn't just a couple of hundred dollars a day either. On average, they were making about \$2,000 a day, at

<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u></u> *IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST* the very least. They were telling the other students about this too, but for one reason or another, those people just couldn't take action. This kind of frustrated Gerry because, honestly, some people were just getting in their own way.

There were also some people in the group at first because they were overcomplicating it. Gerry commented on this by saying, "Yeah. They were trying to reinvent the wheel, and I said, 'Hey, listen. I've already showed you exactly what to do. So, have you done exactly what I showed you?'" People would often reply with, "Well, not exactly. I was trying to do it this way for my niche." Gerry would get on the phone with them after that and show them how to fix things, and they couldn't believe that it was really that simple.

You're going to be taught everything from A-Z. That's the full system from start to finish. You'll get an inside look at what exactly what to do, including what offers to promote and how to craft ads that convert. You're going to be able to look over their shoulder as they go through everything that you need to set up.

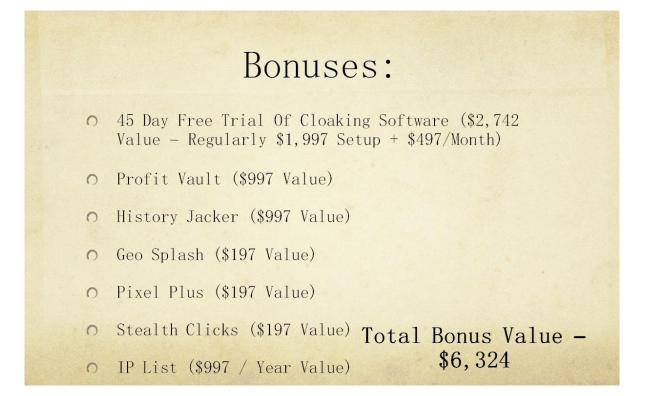
In addition, you'll get to see which pre-sell pages work and which don't. Gerry has discovered a handful of pages that work really well. Of course, what you use will depend on your niche, but once you get into the system, it will be easy to figure out which type of pre-sell page would work best for what you're promoting. After that, creating a pre-sell page for yourself will be very easy because you can just base yours off of what has already been done successfully in the past.

As part of this package, you're also going to receive a high CTR image file and a checklist. This is very valuable; a lot of work, time, and testing went into this. You can go out and test 1,000 images for yourself, if you like. By investing enough money and time, you might be able to figure out what works the best. Wouldn't it be wiser just to look at the image file that Gerry has already compiled, see the types of images that convert, and use the same checklist Gerry uses when he is choosing images? That way, you can be confident that your ads will get better click through rates from the beginning, and you won't have to continually test stuff that's just not going to work.

Gerry and Rob have been approached by people who want to drive traffic to this offer, and it's been decided that they are going to sell this package, to cold traffic, for \$6,997. Rob says that he actually wanted to sell it for more than this, but Gerry wanted to give their existing customers a deal. Again, the last time they sold this training, people paid \$5,000 for it, and the success rates these folks had with it was amazingly high. Rob says, "I think most gurus out there are lucky to have 10% of people even try out their product, let alone have a 60% success rate. They are lucky to have 30%, even consume their product."

This is a real value. Rob and Gerry will be selling this for \$6,997. However, since you are a customer on Gerry and Rob's lists, you have the chance to purchase this incredible system for just \$1,997. That's phenomenal when you consider that you are going to learn exactly how Gerry's making \$100,000+ per week. You're going to be able to see right inside what he's doing, and he'll be able to critique what you're doing. In fact, these men are going to hold your hand and show you exactly how you can do this too.

Also, if you act now, they are going to share some insider "secret weapons" that they use. You'll get these as bonuses if you sign up for this special offer. The bonuses are:



60 Day Free Trial of Cloaking Software (\$2,742 Value – Regularly \$1,997 Setup + \$497/Month)

Gerry spent over \$100,000 to create this software. This is actually a whole suite of ad tools that these men have developed in-house, specifically for their group. If you don't exactly know what cloaking is, just know that there may come a time when you're not going to be able to get your ads approved and when your ad accounts end up getting shut down when you find a winning offer. You're going to get frustrated, and you're going to start looking for a solution. If you have this, you won't have to worry because you'll already have the solution. That's the non-technical explanation, anyway.

People that know a little bit about cloaking may have some concerns related to this. Gerry has been very successful, and he's here to tell you that cloaking is a game-changing solution. He

<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u></u> IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST also wants you to know that it's not something to worry about or fear. He states, "This is an amazing technology that makes it possible for affiliates to run completely non-compliant offers. So, when some network says, 'We don't really allow Garcinia,' or 'We don't really allow dating offers on our platform,' we can say, 'Oh, don't you?' Because we have this software that's going to help us get pretty much anything we want approved."

This software, alone, ranges anywhere between \$2,000 and \$20,000, and then there's usually a monthly, on-going fee that ranges from \$500 to \$1,000 per month. It may be even more, depending on how much traffic you're sending. Gerry will be selling this software for \$1,997, and then there will be a \$497 a month fee for it. If you try to go out there and buy any software like this, you will be paying around that much.

Gerry is willing to give the software to you, and for 60 days, you're going to be able to use it absolutely free. You can try it out, and after that, there will be an on-going monthly charge. By that time, you should be making plenty of money to cover any of these expenses and way more. You should think of this as a non-cost product because it's going to pay for itself. If you decide within that 60 day trial that it's not for you, then you can cancel, and you won't be rebilled.

This really is a next-level type of thing. When you are doing small volumes, you don't really need it. In fact, you won't need it at all when you are running a lot of compliant offers, but you may get to a point where you can double your income by running a non-compliant offer. This may be an offer that's ethical and you feel good about it, and yet, you can run into platforms that refuse to let you run that offer. Gerry believes that as long as you aren't hurting anyone and you're providing value, why shouldn't you be able to run an offer. That's his personal filter. He thinks that he is helping people solve a core problem that they have, then it's his job to bring the core product to that audience.

Profit Vault (\$997 Value)

This solves another next-level problem. So, you won't need this on Day 1 either. There is a story of how this software came to be. Gerry says that he started immolating someone's ad funnel. He made several hundred thousand dollars off of this, and later on, he noticed some coding. Well, Gerry has a friend who is a coder, so he asked for him to look at it. The guy discovered that someone was using this code to steal about 30% of Gerry's affiliate earnings. Gerry estimates that he lost \$50,000 - \$100,000 in the 45 days prior to discovering this. You see, the original person that created the landing page had put this code in, and it was so stealthy hidden that Gerry didn't even know it was there.

Gerry couldn't even be mad since the funnel had made him so much money. He was more amazed by what the code was able to do. He had a coder build out a system that was far more elaborate than what the original code was able to do. By the way, you should know that once you hit a certain volume, your funnels and such become targets for people. They will want to just rip off what you're doing. That's just part of the game. They will come in and copy your funnel, and they will become your competition.

Basically, if someone steals your funnel, Profit Vault is going to allow you to make money off of their funnel. You can make 10%, 15%, 30%, or really, whatever you want. Gerry says that he usually runs his at around 30% because that's what the other person had done to him. This works very well, he says. If people are making about 500%, which means they are spending \$1 to make \$5, then the person running the funnel won't even know.

Most people don't realize how cut-throat things get when you get into a seriously high volume. Gerry says that people steal his pages all the time, but they are actually making him more money. There are two things that Profit Vault does, essentially. First, it builds and elaborate case. So, if you wish to build a case against someone, you'll have a full report, with IP addresses, that you can hand off to an attorney.

Gerry says that he doesn't do this very much because he likes that he can get free traffic off of his competition this way. These other people may be making \$100,000 a month off of what they stole, but they are also sending \$30,000 a month back to Gerry without realizing it. There's just a sense of power and control, he says, that comes with being able to use Profit Vault. He's never seen a product like this before, and he says that he's never had a product that has made him so much money as his cloaking software and Profit Vault.

History Jacker (\$997 Value)

Gerry says that they run into a lot of mobile offers. About a year ago, they found that these work much better for them. They get a higher CTR and a lower CPC this way. They were making more money overall this way, but at the same time, they were losing money because on mobile you can't really serve an exit pop-up and other things like that. You can do a 10-20% lift on your on your offers if you know how to run a good exit offer, but you can't do this on mobile. That's why Gerry and his team developed a proprietary system that is 100% effective across every mobile device.

You can just plug in any offer that you want when someone exits out if you have History Jacker. This works on desktop as well as mobile. If you were to try to do these pop-ups on exit with mobile, you'd find that this is something that you don't ever want to try to do again. This is another \$997 value.

Geo Splash (\$197 Value)

In short, every single tool that's built into this system allows you to get a lift. Geo Splash allows you to geo-customize your landing page. So, if you are targeting a specific country or city, it's going to plug in information that's relative to that location. This, of course, will give your sales quite a boost.

Pixel Plus (\$197 Value)

This is what Gerry refers to as a "convenience tool". With this software, you will be able to create your own tracking pixels. You know, traffic is everything when it comes to running your ads, but it gets kind of frustrating when you have to create new pixels all the time. When you set up a tracking pixel and you send it out your vendor and ask them to place it on a page. This allows you to create one Pixel Plus, and this allows you to manage your pixels all from one central control panel. It's just a time saver.

Stealth Clicks (\$197 Value)

This is actually a secret bonus that you will get when you sign up, but Gerry didn't want to reveal what it does to everyone.

IP List (\$997/Year Value)

You could end up spending \$1,000, or more, a year on your IP list. This is something that the team is giving you for free. If you've ever done any cloaking yourself, then you know that the IP list is essential. What you have is the IPs of every platform out there. So, it's not just sites like Facebook; it's also Google, MSN, Yahoo, Bing, and all of these other, smaller ad networks. You are probably familiar with most of these, but there are probably some that you are not familiar with as well. This is a list of every IP of every major ad network, and they can also add any smaller ad network, if you find something you want added in there.

All of this takes a lot of time, energy, and effort as well as a lot of know-how. Gerry says that he's been cloaking for over 10 years now, but he says that he's learned way more about cloaking in the last year than ever before, from building this tool. He says that the changes in technology that have happened over the past year blows his mind, and he knows that this cloaker is, by far, the most advanced cloaking system that he's ever run across. He thinks it's from all the experience that he, himself, has poured into it, plus he has the help of one of the greatest coders that he has ever worked with. This coder has been working solely on this product.

People who know about cloaking are probably really excited about this, while those that don't are probably feeling a little overwhelmed. If you are feeling this way, don't worry. These are advanced level tools that you are being given for free, but you don't necessarily have to use them if you don't want to. In other words, these are tools that you can take a look at using when you feel you are ready if you really want to take things to the next level. As you can see, the value of these bonuses adds up to \$6,324.

If you're ready to get started with this powerful business model and start creating big affiliate paydays day after day, you must hurry. That's because Gerry and Rob will be closing the doors to new Rise Academy members at midnight Sunday, PST so they can focus on helping their students get off to a fast start with this system.

Click here to get started right now: http://getriseacademy.com/jay

How to Access Jay's Exclusive \$1,750 Bonus

As Jay mentioned, he was so intrigued about this system when he first heard about it earlier this year that he created a case study based upon Rob and Gerry's training. And that's exactly what he did in February, when he jumped into the Rise Academy, studies the training videos, and implemented this simple system. Jay generated almost \$15,000 in commissions in just 5 week with that single campaign. That case study is the basis of this extremely valuable bonus package that Jay has assembled for all new Rise Academy members that join this weekend. Here's what you're going to be getting in Jay's exclusive \$1,750 bonus:



Bonus #1: Live Facebook Advertising Training (with Jay's own "Facebook Guy")

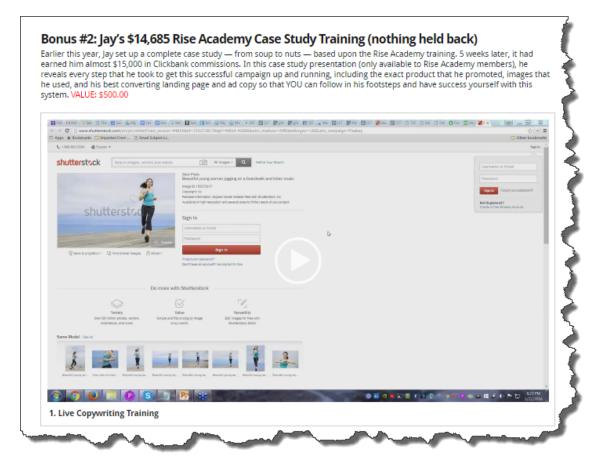
If you're new to Facebook advertising, don't worry because we've recorded an exclusive live training for all Rise Academy members with Facebook Advertising Expert David Schloss (who runs all of Jay's Facebook ad campaigns). In this special training, David shows you how to set up Facebook ad account, use the power editor, create and submit your first ad, and many other aspects re: the process of getting your first Facebook ad up and running and making you money!

VALUE: \$500.00

Bonus #2: Jay's \$14,685 Rise Academy Case Study Training (nothing held back)

In this case study presentation (only available to Rise Academy members), Jay reveals every step that he took to get this successful campaign up and running, including the exact product that he promoted, images that he used, and his best converting landing page and ad copy so that YOU can follow in his footsteps and have success yourself with this system.

VALUE: \$500.00



<u>Click Here to Access Rise Academy (and grab Jay's \$1,750 Bonus Package)</u> *IMPORTANT: This offer will disappear on Monday, May 29th @ midnight PST*

Bonus #3: "Done For You" Landing Page Setup (from Jay's Tech Guy)

The third component of Jay's bonus is probably the biggest thing he's ever given away. Jay knows what it's like to be technically un-inclined. That's why he has a full staff to take care of the more technical aspects of his business for him, and he's going to offer their assistance to you as well. If you are having trouble with the presell page that you have, you'll be able to grab one of the templates that have already been set up for you. It's a basic html template, but if you don't even know how to set that up, you can rest easy because a member of Jay's team will set it up for you.

Jay's tech guy, Blaine Moore, is an html whiz. He's going to set up your page so that you won't have to worry about this at all. If you have trouble hosting the page, a member of Jay's team can help you out with that as well. Basically, you'll have three or four hours, if you need this, with Blaine's assistance. He will do it for you on Jay's dime. That's because Jay wants you to be able to get off to the fastest start possible. He wants you to be one of those star students that Gerry and Rob brag about.

VALUE: \$750.00

Remember, 60% of Gerry's students, many of whom have never done this kind of thing before, started making money with this system in just three weeks. That's because they joined the training and started taking massive action. Get inside, get access to the six modules of training, and get access to Jay, David, and Blaine, if not Rob and Gerry as well. All of these experts are here to help you get started today.

If you're wondering, "Can I really do this," think about all the success Rob and Gerry's students have had. You are going to be able to jump into the very same system and have success with it in three short weeks like they have, but only if you take the next step and follow along the training. You have to click the link, get inside, and give yourself the chance to succeed. Let this be the year that things finally change for you. If you really want change, it needs to start with a proven system such as this.

Jay says he wants you to look back on 2016 as the year that things began to turn around for you, and that's what Rob and Gerry want for you as well. Just follow the training step-by-step because this system works. The rewards of having this type of business are great, but you have to to take the next step, and the door is wide open. These guys will be there to help you get

across the finish line, but you have to take action now before they close the doors to new students.

Click here right now to reserve your spot in Rise Academy (while it's still available): http://getriseacademy.com/jay

Questions & Answers

Will this work in my country?

If you can run ads on Facebook in your country, this program will work for you. The software will also work in any country as well. If ClickBank allows you to open an account with them, then you can run any offer on there. As far as running traffic, you can run traffic on Facebook to pretty much any country. Gerry is going to show you which countries tend to outperform. He says that he's never run into an issue where anyone from another country has run into any issues at all.

Another thing to take note of is that you don't have to be in the US to advertise to the US, you don't have to be in the UK to advertise in the UK, and so on. Wherever you are, you can advertise to wherever the money is for what you're promoting. This is especially true for promoting ClickBank products. When it comes to CPA networks, they are usually worried about the traffic source, not where you are at. For example, on a CPA network, there might be an offer that's specifically for one region. Still, you can advertise from wherever you're located, but you would just target the specified region.

Do I get lifetime access?

Yes, you get lifetime access to the training, including all future updates and live trainings. The software suite is a little different. It usually costs \$1,997 upfront, but that's going to be waved for you when you sign up today. After the free trial, it will be \$497 a month after 45 days. You can cancel at any time, and it's a simple one-click cancellation process. *Please not that you do not need this software for this system to work for you (in fact, Jay didn't use the software at all in his case study).*

You said this would work for newbies, but what if I'm an advanced marketer?

Gerry says that if you're making more than \$100,000 a day, then he will come and pay you money to learn from you. If you are making less than that, however, you are probably going to get immense value out of this.

Are there any upsells related to this offer?

The only upsell would be the software that you will be charged for after your 60-day trial is up. If you don't want this, just cancel it within the first 60 days.

What other tools will I need (i.e. auto-responders, hosting, etc.)?

Gerry admits that he pays for extra services because there's a lot of things that he doesn't want to have to do himself. What you will need to do this is some money for ad spend, and Gerry actually recommends having a credit card, or a series of credit cards.

One of Gerry's students started out making a few hundred dollars a day, but the funnels were crushing for him, so he really needed to invest more. Gerry asked him if he had any more cash, and he didn't, and then Gerry asked him if he had any credit. The guy did have good credit, so he went out and got 4 or 5 different cards. Well, he ended up making \$65,000 in his first 45 days just by leveraging credit.

It is recommended that you have some money to spend if you are going to pursue this. This can be as little as \$50 or \$100 a day, but keep in mind, the more that you spend, the more you can scale. If you don't spend that much money, you can still scale, but it will take you a lot longer. A budget of \$20 a day would work, but Gerry really advises that you spend at least \$100 a day for the first couple of weeks. You don't have to start with that much money, and you don't have to limit yourself to that either.

You do have to have a server, but a simple shared server is fine. You just need to be able to upload a web page. You're going to own your web page, and you're going to own that web page on your own server. You are going to need a domain name, and in fact, you're probably going to end up with a few domain names over the next year. Then, of course, you are probably going to need a Facebook account and money to run ads. When it comes to tracking, built-in tracking is available through the software. You could use some third-party tracking software, but there's cheap and even free services for that, depending on what you want to use.

Is there a payment plan available for this?

Yes, Rob and Gerry have just added a 2-pay option to make it easy for you to invest in this program. Here's that special link: <u>http://getriseacademy.com/jay/?2p=1</u> Rob and Gerry have

also set up a Paypal payment option called "Bill Me Later" that you may want to use. This would allow you to pay the full price today, and then you wouldn't have any payments over the next six months. Then, you just sart paying it back after that six months is over.

Does Ad Cloaker do split testing?

Gerry and his team have been using their own script, but they are working on an internal split tester. In fact, they've already been mapping it out. Gerry says that his goal is to eliminate the need for any third-party tools, whatsoever. According to him, they've been working on this for about 11 months now, and his developer has been working full time on this. So, there are a lot of things happening behind the scenes for Gerry and Rob.

Can I use this to sell my own product or service?

Yes. Gerry just uses his system to promote high ticket items and go into other things that will make him a lot of money, so that's what he primarily teaches in the training. Still, if you have a business on your own, like your own store or something, you could definitely apply what you learn in the training to something like that. Now, Gerry does warn that there's certain things that you shouldn't waste your time doing, so how effective this stuff will be, kind of depends on what you're promoting. That being said, if you have a good product, there are very few things that can't be sold through Facebook.

Gerry also encourages you to leverage other people's knowledge. If you were going to go after the #1 product on ClickBank, for example, whoever created that product is going to be way better than you at creating the funnel and the marketing processes that are going to make you rich. So, why would you try to do it yourself? You shouldn't, unless you're just an absolute whiz at creating products. In any case, if you have your own product and you want to get into this for that, Gerry says that he believes that, in most cases, you'll be able to acquire the skills needed to successfully market it through this training.

How many percent of the sales are net profits?

Gerry says that if he gets less than a 50% ROI (return on investment), he'll probably drop that offer. In other words, if he spends less than \$100, and he doesn't make more than \$150, he probably won't move forward with the offer at hand. If he doesn't completely drop it, he'll try

to figure out a different ad funnel or something. Gerry's goal is to get a 100% ROI or better. That means if he spends \$100, he'll make \$200. That's what he goes for, at least. Sometimes he can make a 300-400% ROI, and he's even made as much as 800%. He recommends that you try for at least a 100% ROI as well. That's a pretty good goal to shoot for.

Can I use this to build an email list?

Rob and Gerry don't use this to build an email list at all. First of all, it's not necessary. You'll make more money on the front end if you don't build a list. Gerry has a big email list that he never mails because it just takes up too much of his time. He's always trying to figure out how to make the most money while doing the smallest amount of work. Really, he just wants to spend as much time as he can with his family. He also likes to travel and spend time on the beach. He says, "I have important fun to have," which he can't do if he has to write out a bunch of emails. Plus, this just isn't the kind of thing that he loves doing. He'd rather spend 15 minutes setting up tomorrow's ad.

It's painful for him to write emails, but he understands that this might come natural to others, and you might not want to leave any money on the table. After this course is over, you don't have to. You can run email campaigns to your heart's content, but he recommends that during this course, you simply follow the model that they have put together for you.

Furthermore, if you are already having success online, then you can use a lot of the concepts taught in the training to improve upon what you are already doing. On the other hand, if you are just getting started, it's best that you just do what's already been proven to work. Gerry also wants to make it clear that he's not knocking email marketing either. He knows that he's leaving money behind when it comes to this, but that's a choice that he's made. He doesn't want to discourage you from doing so, but at the same time, he wants you to learn his system effectively first.

How much time will I have to invest, daily, to be successful with this system?

The training sessions are typically around 2-3 hours long. That's because it dives deep into the psychology of what's being done. It's important that you understand why people buy and why they do the things that they do in the way that they do them. This is pretty fun to learn, actually, and it's very eye-opening.

Rob recommends setting aside two or three hours a week, all six weeks, in order to go through this training. You also will want to set aside an hour or two a week to do your homework and start implementing this stuff. Some of it might even take you a little bit less that that, but they want you to give yourself plenty of time. It's not terribly difficult to do this stuff, and once you really get into using the system, it probably won't take much of your time up at all each day.

Gerry has been able to spend weeks investing no more than 5 minutes a day into his systems, but there are also times when he has spent hours at the computer, watching his affiliate commissions come in. So, that you don't get the wrong idea, following the system does take work, but hopefully, over time you'll be able to make it a lifestyle business that makes you money and doesn't take up all of your time.

What is the refund policy for this offer?

There is a 30-day money-back guarantee on this program...however, if you're already thinking of requesting a refund at this point, Jay recommends that you *do not invest in this course*. That's because he doesn't want you to have that in the back of your mind as an "out" as you review this training. Instead be prepared to fully commit to this, implement the system, and create results. That's the #1 way to acheive success with this or any other business model.

How much success is reasonable to expect in the first 45 of this training?

Of course, Rob and Gerry can't make any claims or guarantees that you will make money at all with this system, much less in a limited amount of time. However, they can say that it is 100% possible because they have students that have been able to do so. In fact, Gerry says that he had a student come to him just the other day to show his appreciation. This student is starting to make \$6,000 per day now.

How long did it take that 72-year-old retired teacher to recoup his investment?

He wasn't a student. He was a family friend of Gerry's that was struggling financially. So, Rob and Gerry took him under their wings and showed him what to do. It took him no time at all. They guess that he probably doesn't even understand how he's doing it now. He didn't even have a Facebook account when he got started. This guy isn't pushing the envelope either. In other words, he's not trying to make more and more money. He's very happy with what he's doing right now. So, he's just running the same ad over and over, and even though it has been months and months since he started, it's just continuously humming along.

If you think about it, if you were to make just \$500 a day, that's \$180,000 a year. This older gentleman was doing this within a week or two. It really didn't take him very long at all. Hopefully, you can see that a system like this could change everything for you. Rob, Gerry, and Jay are all in it for you. That's why they have offered this incredible deal. Jay also once to assure you once more that this is one of the best trainings out there, and he hopes that you look back on this a year from now and you see this as the best investment that you've ever made.

You now have all the information that you need in order to decide whether this program is for you, or not. If the answer is "yes," now is the time to take action and make your investment in Rob and Gerry's program, because this special offer will not be available after midnight Sunday (Pacific time).

Click here right now to secure your spot in Rise Academy while it's still available this weekend: http://getriseacademy.com/jay