

# Tom Brownsword's Private Notes Mike Filsaime's Traffic Fusion Pre-Sell Videos

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Things change fast around the Internet; so could Traffic Fusion. As a result, I'm certain that I'll update this guide. If you want to be notified when I update this guide, please take a moment to click on the following link to sign up for the updates list:

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Things change fast -- and I know that you want to stay informed; otherwise you would not have downloaded this guide in the first place. So take a moment to let me keep you informed by signing up for updates. Thanks...

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These are my private notes that I took while watching Mike Filsaime's Traffic Fusion videos. You can view the videos by going to the following link and giving your email address:

<https://paydotcom.com/r/63971/FindOutMore/>

NOTE: I don't control this site and the videos may no longer be available. While I have my own personal copies of the videos, they are not mine and I am not allowed to distribute them, so please do not ask me for copies of the videos.

Since these are my private notes, take them with a grain of salt -- and do read the Disclaimer at the start of this document. They really do apply! They are incomplete, some of the sentences are fragmented, there are spelling, grammar, and punctuation errors (I didn't proofread it), etc. -- They are just notes that I took as I went along. But hopefully it will help you as you watch the videos.

Whether you purchase the system or just learn from the videos, here's hoping that this is a useful resource for you.

Tom Brownsword  
Tuesday, September 16, 2008

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Integration Marketing is what this is called.

Traffic Fusion (TF) and Hyper Java (HJ) are a Style (of marketing) and software.

What's the difference between McDonalds and Coca Cola?

The only place you go to buy a Big Mac is a McDonalds. Coca Cola has never had a store specifically for selling Coca Cola; their product is integrated where people are buying similar products. They piggyback off of other sales.

Your competitors are not competitors; they are your future partners.

TF Allows you to easily put your ads on their product thank you page. Or anywhere else, for that matter.

TheTruthAboutAbs.com -- Does a lot of sales. Lots of people see his thank you page that already have his credit card out. The barrier of trust has been broken; they are ready to buy. Offer a special price and 75% commission. It's a lead generator.

Integration Marketing -- Mark Joyner. Tellman Knudsen and Michael Rasmussen do this.

KEY = You gotta have a product (and you should; if you don't, get one).

Mike F. uses this as the primary way of getting traffic to his business.

Five points from the presentation (may not be on the videos; the videos are obviously edited):

1. What Traffic Fusion Is.
2. Where to use the Traffic Fusion Method in your marketing.
3. The 5 keys to making an absolute fortune with Traffic Fusion.
4. Turbo charged back end driven integration.
5. The Traffic Fusion flow.

It puts your product in their funnel and hits them when resistance is low and trust is high (right after they have already purchased a product).

Again, all you need is a product (and a partner or three...!).

It works on other people's order pages as upsells. You can, if you want, simply license the product to them (Gentlemen's agreement -- although Hyper Java will handle this, removing the burden from your partner of having to deal with selling and distributing your product). If you give a check box for a complimentary product at about 50% off, around 30% of the people will buy.

If there's a place that people are looking -- a place that people put their eyeballs -- you should put an ad there. Behind the batter at baseball games, placemats at restaurants, logos below the score on televised football games...

Can also use this on thank you pages for opt-ins. Think of it as being put on "success" pages.

Can also put these ads on logout pages (like PayPal does). Mike does this on his sites.

Here's where Traffic Fusion works:

- \* Other people's order pages (up sells)
  - \* Other people's thank you pages
  - \* Other people's success pages (i.e. autoresponder signups)
  - \* Other people's logout pages (ask those membership site owners!)
  - \* Other people's websites
  - \* Other people's autoresponder follow ups. You can simply add your emails to their series. Doesn't need to be limited to products; can also be added to prospect lists and the like.
  - \* Exit pops. Login pages (or "Resources" / "Member Specials") for other people's membership sites.
- Co-reg.

Keys To Successful Integration:

- \* Keep accurate metrics (so that other marketers will know what to expect). Know what each impression is worth to your partner.
- \* Only JV with those who market to the same target market. Diet and exercise works; diet and Forex doesn't.
- \* Pay a higher than usual affiliate commission. What you are getting is a paid customer.

- \* Pay out on backend sales as well as the primary offer.
- \* Offer special prices to JV customers that are lower than the general public.

Send 'em a personal email the first time they make a sale (and send the person the check from the first sale that same day). Marketers are lazy; if they know that they are making money, chances are good that they will continue to run your ad. (Hmmm... If you're NOT lazy, just what could you accomplish? I'm lazy...)

He also pre-writes the emails for autoresponders, blog posts, and all of the ads.

### Seeking Out JV Partners

- \* Identify Competitors
- \* Approach JV partners
- \* When asked to promote, ask for Traffic Fusion rather than email promo back. Offer to mail for people in exchange for an ad on their thank you page.
- \* Easy plug and play integration (no hoops)

You want people to get in the habit of saying "yes" (the encyclopedia close); if you can get your ad in there when people are already used to saying "yes"... :)

Hyper Java is about making this process as easy as possible.

### Mistakes Mike Made Early On:

- \* Tried to make entire offer on the Thank You page. The only thing that makes this work is a Product and a Partner with customers. He took three of his products and told his partners that it had to be on a paid thank you page and had to be sold for more than \$47. He never captured leads and the ad was very small (you remember this one; it had the Butterfly Marketing Manuscript in the package). He didn't use a pre-sell page; he sent people directly to PayPal to pay.
- \* Sent buyers right to the checkout.
- \* Never captured leads.
- \* Never used a pre-sell page to entice offer.
- \* Did not use video.
- \* Used static ads (not dynamic). If he got better ads, he had to contact all partners to ask them to replace it.
- \* Did not use continuity. Best to get people on a continuity program (with caution, of course). Once you get people to commit to buying, it's very easy to get them into a continuity program.
- \* Did not use a call center.

### Huge Changes He Made

- \* Created a huge ad to entice people to click on the ad. The ad was designed to get people to click on it (make sure that it opens in a new window or you'll cause support nightmares for the partner).
- \* Went to a site with video and a long-form sales letter.
- \* Gave away something for free to capture a lead (he gave away one of the free products, then offered the other two at a discount. Either way he had the lead.)
- \* Got name, email, full postal address, and phone number. Phone number for call center and address for direct mail (gets attention better and avoids the distractions people face when they are using their

computer.). People reading mail are in a completely different frame of mind and have better conversion rates (if done right).

- \* How to collect phone number and address for a digital product? You have no justification, so instead of sending people to a download page, send the download page to Kunaki and ask people to pay S/H.

- \* Dynamic ads. He can choose his ads at any time.

- \* Created links for follow up emails that led directly to the ad (instead of the thank you page).

- \* Used clearly stated forced continuity.

- \* Used multiple upsells / downsells. The videos for the upsells / downsells took almost 20 minutes to watch (two upsells with a downsell for each); may have been over-doing it.

- \* Used advanced 1 click up-sell technology). It kept their information stored in the session and allowed them to add the offer to their order. Increases sales by 35-40%. Don't make it a true one-click upsell; when the customer clicks the "Buy" button, have a popup appear that says, "Processing...". It's a dummy page with a countdown and a "Cancel" button. Once the countdown finishes, redirect and add the product to the order.

- \* 30 Day follow up from the call center. Conversions will be 2-3 times better if you can get them to call you.

- \* Email and postal mail follow up. This is where you get people to call you ("free consultation") because people will call when it's good for them.

- \* Do as much for them as possible. Add the code to their thank you pages, add the messages to their autoresponder... As long as they trust you with their passwords (or just change the passwords after they add the stuff).

- \* Sign up people ahead of time so that they don't have to do it.

- \* Provide stats, thank you phone calls (and the check), and emails at the initial stage. Let them know how they are doing; encourage them.

Advanced Technology (Hyper Java apparently does all of this):

- \* Use an ad management system (like Hyper Java... : ) )

- \* Proper affiliate tracking and payout.

- \* Use expiring ads on pages. Urgency sells (just make sure it's real and not fake).

- \* Use count down timers on ads.

- \* Split test ads. Headline or no headline? Graphic or link to click?

- \* Test price.

- \* Track impressions / sales / conversion by JV. Ads displayed, sales, conversions by partner.

- \* Make sure ads are still active with JV partners. If they pull your ad, then take appropriate action. (I'd add to keep track of all of these offers some how).

- \* Allow links to be used to show ads in email follow ups, i.e. link directly to the ad on your server (but with credit for the partner).

Here are his numbers (for his subscription newsletter). Point here is to know your numbers...

- \* 16 orders per day (3.5 months average for people to stay in a continuity program).

- \* Each order was for \$29.95 = \$1677 per day (at average stick rate for continuity programs).

- \* 6 at \$19.97 x 3.5 = \$419 per day (back end offer)

- \* Other Back end offers: 19% conversion at \$36 per lead, or 16 x \$36 = \$576 per day

- \* Call center: Average \$50 per lead, or 16 x \$50 = \$800 per day.

- \* Total per day = \$3472

- \* \$217 per lead for a free giveaway!

- \* Total per year = \$1.26 million simply by giving away a product on other people's thank you pages.

- \* Based on under 50 active partners in less than one year
- \* Adding new partners every week
- \* Set up and forget. Set up, drop one line of code, and profit for years to come.

## THE SOFTWARE ITSELF (video 3)

Quick recap of what he's discussed thus far:

- \* Assumes you've seen the two previous videos (or read my notes...)
- \* This is for somebody who has a product to sell.
- \* You want to find buyers for your products (not just prospects).
- \* Seek out a JV partner who is already successfully selling a product in your market (can be a competitor or somebody with a complementary product).
- \* You want to offer your product to his paid customers, offer them a discount, and share profits with the partner.
- \* You want to share future profits (back-end) with the JV partner.

Your partner is doing all the work to get traffic to their product (Pay Per Click (PPC), affiliates, SEO, split testing, tracking, using technology such as one click upsells and chat lines, etc.).

Sequence:

- \* Sale is made by partner and is sent to the thank you page (for product download).
- \* You put your ad, for a special offer, below the download link. Offer a discount to the customers and a higher than average commission to his customers.
- \* Some of them click on the ad, visit your sales letter, and purchase your offer (or take advantage of your giveaway with an upsell on the back-end; see earlier notes for more on this).
- \* With Traffic Fusion / Hyper Java, all the partner has to do is add one line of code to their web server. No signup, etc.

Why Are These The Best Customers?

- \* These are not just customers; they are two-time buyers (they purchased the original products plus yours).
- \* Your buyers are two time buyers and are twice as likely to buy again, compared to one time buyers.
- \* You are getting the best kind of buyers in the world.
- \* You are not paying any kind of out of pocket expense for this (except for the cost of Traffic Fusion and Hyper Java, of course!).
- \* How do you make this process "set and forget"?

Before we go there, let's look at your current situation...

- \* You have (or will have) a \$47 product (ebook, info product, gadget, software, etc.). A good one (Traffic Fusion will help you get traffic).
- \* You are having a hard time finding traffic.
- \* Your sales page is not that good or as good as it is going to get (or you don't have the money to hire a

copywriter).

- \* You do not have the money for PPC or are already getting maximum traffic already from PPC and your keywords (not that many people search for your keywords).

- \* You are not that good at SEO (search engine optimization) -- or you are, but you are just not getting that much traffic.

- \* "And now you want to try Traffic Fusion"

Here's an Income Possibility (and based on the results Mike shared in the videos, these numbers seem to be reasonable):

- \* You find a partner that sells four ebooks a day and put your ad on their "Thank You" page.

- \* You offer your \$47 product to her buyers for \$37.

- \* 33% of her buyers take your special.

- \* In 30 days, you will have made 40 sales at \$37 = \$1480 (the product has paid for itself) (and, of course, you still have that customer for even more back-end sales).

- \* You spend the next 90 days (aggressively, hyper focused) looking for a total of 10 JV partners with about the same level of traffic (and presumably sales).

- \* Now you have 10 Traffic Fusion streams making you  $\$1480 \times 10 = \$14,800$  a month.

- \* Over \$175,000 per year.

- \* This does not take into account your back end sales process.

- \* Why not set your goals on 100 JV partners and bring in a million per year? It can be done (and remember Mike's case study; he does it using this method).

- \* If you have a product...

- \* Find partners (breaks at live events are great opportunities to find them. My Live Events book?). (You can also get a good book on getting JV partners and learn more. I have a few...).

The Hyper Java Software Itself (some of the features from the video):

You need two things when making an ad: Design of the ad and a Thank You page. He's using his Butterfly Marketing Manuscript as an example (on a site offering audio software).

The ad has a variable that is replaced with the name of the person whose page the ad will appear on. He also made his price a variable so he can change it.

After they buy your product, you'll need a thank you page. Hyper Java allows you to deliver a session based thank you page so that it's only good when a person returns from the payment processor, i.e. ClickBank.

In the software, he clicks on "Create New Campaign" (Butterfly Manuscript is the name) and enters a Description.

Any payment processor can be used with this. PayDotCom, ClickBank, and PayPal are built-in. He uses PayPal in the video and enters a PayPal Product Name, Price, and Percentage (what you want to pay the affiliate / JV partner). You can also override the default PayPal email address entered into the Hyper Java software.

You can put a customer Thank You Page URL -- or use a HyperJava Thank You page (it needs to be created). See notes on that below.

You can also put in Related Offers, i.e. the full Butterfly Marketing package after they buy the Butterfly Marketing Manuscript. Using this, you put in your partner's affiliate ID and product ID (depending on the payment processor) and the system will drop their cookie when the follow-up offer is made.

You can also rotate ads for split testing, different borders, fonts, text, etc. Can create two different ads and see which performs better.

Once you create a Campaign, you need to create an Ad. You'll be taken to a screen where you can create an HTML ad. You can copy and paste an ad that you have already made (just remember that it should look good on THEIR web page; might want to make it fit in a Johnson Box).

You then need to create a Thank You Page for that Campaign. Similar setup to the Ad page; you can copy and paste HTML code.

NOTE: You don't need to do this if your payment processor already has this stuff built in.

You can also edit a Campaign.

If you use a Hyper Java thank you page, the link can't be passed around because it won't work on other computers.

Widgets (more will be added later and the ones that are there will improve). Once you create a widget, you'll get a tag that you can place in the HTML code where you want it to appear. You can style the tags however you wish (bold, italic, font style, etc.).

\* Countdown -- allows you to expire offers after a set amount of time.

\* More coming.

You can also add affiliates (you do it; they don't need to sign up). You'll need:

- \* Name
- \* Email
- \* Company
- \* User name
- \* Password (I guess they can log in to change settings)
- \* PayPal email (for paying the partner / affiliate)
- \* PayDotCom ID
- \* ClickBank ID
- \* Address
- \* Tax ID
- \* Country

(You can always enter "bad" info for the required fields and ask them to log in to set it right... But there are legal requirements; you'll need the right info).

I presume that you can add affiliates to campaigns?

Affiliates CAN log in; they'll see the Campaigns that they can participate in and can get the necessary code (either for an email or for adding to a Thank You page).

(So you can change the ads in the background and the affiliate / partner doesn't need to change anything... neat concept -- but it could be abused. Imagine changing an offer from an article writing ebook to a porn site! Off comes the code...).

NOTE: In the video, the Tag for the Countdown widget didn't work right. It's because he put spaces in the widget name; need to use underscores instead.

Don't forget to add a link to the payment processor to your ad! :)

There are also stats that show how many impressions (over time), sales, unique impressions... Makes tracking and proof easy.

There was also a call with Tellman Knudson on Monday, September 15. I don't have it yet and won't really review it...

That's it!

Thanks,  
Tom

P.S. -- Did you find these notes helpful? Then sign up for my blog announcement list so that you don't miss future offerings. I tend to treat my subscribers nice...

What do my subscribers get?

- \* Notifications of most blog posts (I don't announce the ones I think are unimportant).
- \* The occasional newsletter.
- \* Time limited specials on all new product releases (usually 24-72 hours) at a price the rest of the world will never see.
- \* Direct access to me via email (obviously, I reserve the right to pull this in the future if necessary...!).
- \* Other "stuff and offers" that I think are exceptional that may be of interest to you.

You can sign up for my list from my main blog page at:

<http://TomBrownsword.com/news>

Best regards,  
Tom