



# 5 Days to 12K

**“How We Took First  
Place and \$3000 in  
a Big-Name Launch  
Contest with a  
Smaller List!”**

David Perdew / NAMS, Inc.

## Discover the MyNAMS Insiders Club!

With our 14-Day \$1 Trial, you have absolutely nothing to lose and everything to gain. Discover the most exciting online business training community available today. With support from your member peers, and the NAMS team, you'll get all the training and tools you need to get your business up fast!

Learn more

To discover exactly what it takes to be successful as an Affiliate Marketer, check out the [Endless Affiliate Profits checklists](#) by clicking the image below. For one low – very low – investment, you'll have an easy path to affiliate cash.

**Without the Tactics Contained in  
Endless Affiliate Profits  
It Wouldn't Have Happened!**

Grab your copy here:  
**NAMS.ws/endless**



## Copyright Notice

Copyright © 2017 NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This book is intended to provide general information. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This book does not provide complete information on the subject matter covered. This book is not intended to address specific requirements, either for an individual or an organization. This book is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional. Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this book.

## Table of Contents

.....	1
<b>Introduction: Why this report? .....</b>	<b>6</b>
Is there a strategy behind the report? .....	7
How should you use this report?.....	8
Want more? .....	9
<b>“How We Took First Place and \$3000 in a Big-Name Launch Contest with a Smaller List!” .....</b>	<b>10</b>
<b>Step-by-step process to be at the top of a contest leaderboard, win thousands in cash, AND be proud of the product you sold?.....</b>	<b>10</b>
We’re at an all-time high in the number of product launches, and an all-time low in the quality of products.....	10
<b>Quickly, I’ll dig into the evaluation process .....</b>	<b>12</b>
Does it solve an immediate problem?.....	12
Is it a good product?.....	12
Are the folks behind the product people that I want to partner with for a long time? .....	14
Does the product enhance my relationship with my community or jeopardize it? .....	15
Is it evergreen? .....	16
<b>The evaluation is really important, but did that really help us win 1st place and \$3,000 prize money?.....</b>	<b>17</b>
<b>What was the strategy behind the contest? .....</b>	<b>17</b>
The Goal:.....	18
The Timeline: .....	18
The Result: .....	19
The Tactics: .....	20
<b>So, let’s get into the details .....</b>	<b>20</b>
Pre-Launch:.....	20
Day 1: .....	20
Day 2: .....	23
Day 3: .....	26
Day 4: .....	29
Day 5: .....	29
Day 6: .....	31
<b>The final result was pretty awesome and a lot of fun... ..</b>	<b>33</b>
<b>And the final point is about the brand... ..</b>	<b>34</b>
<b>Page Left Blank for YOUR Notes:.....</b>	<b>37</b>

**Page Left Blank for YOUR Notes:**

## Introduction: Why this report?

*It's not like we haven't won contests before.*

In fact, over the last 2 years since getting serious about promoting products on JVZoo, WarriorPlus and other launches, we've earned \$20,000 to \$30,000 just in contest prizes. So, obviously we're doing something right.

Hey there, I'm David Perdew, the founder and CEO of NAMS, Inc. That's my smiling face over there. I have lots to smile about today because of my online business, but I don't really want to talk about that.



Today, I want to tell you why this report is maybe the best thing you've purchase in a REALLY long time.

It's real results, with proof. We reveal our strategy, the process, the thinking, and the step-by-step tactics we used to win \$3000 first place in an affiliate contest, plus nearly \$9000 in commissions.

***But there's a lot more behind that simple win.***

In April of 2016 with NAMS14, we stopped doing something that was VERY successful for the NAMS, Inc. company. That was our NAMS Workshop. We had a great reputation for teaching online business strategies and tactics, but it was just a small part of our business in revenue, and huge part of our revenue, effort and risk.

After I stopped the workshop, I went to an event and someone said, *"I thought you went out of business..."*

***We had a brand problem.***

So, getting on leaderboards became a strategy for building the brand as a real player in the online world, increasing our list size with buyers, and getting my name out there personally as well as being the behind-the-scenes NAMS guy.

And frankly, we got pretty good at getting on those leaderboards.

This report is about how we do it. We follow this process every time we're successful. Deviate from it and we're usually way off track.

So, you paid very little for this 40-page report chocked full of high-end training. Why?

### **Is there a strategy behind the report?**

You know there has to be one right?

We teach.

The NAMS brand is all about teaching. [The MyNAMS Insiders Club](#) is probably the best kept secret on the internet. We have an amazing community, and provide incredible Team, Training and Tools.

Members of that community count it as their "home" on the net. And they never leave, which I LOVE.

So, that's the first thing. We want you to become a MyNAMS Insider too with the [14-Day \\$1 trial](#). And we want you to join us every week for our Insiders Mastermind live video call where we talk about what's working for us, what works for you, and how to build your business using proven strategies and techniques.

[You can check it out here](#). And I wouldn't worry too much about "What you get..." in the Insiders Club. It's more training and tools than you'll ever need. And we can't possibly do it justice. Just do the [14-Day \\$1 trial](#) and look around.

Seriously, that's my main goal with this report. Prove to you that we know how to teach students to be successful.

## How should you use this report?

Start from the beginning.

We walk you through the entire process from product selection to relationship building to daily activities to promote an affiliate product effectively.

You'll get the complete evaluation process.

Then, how to develop a winning contest strategy.

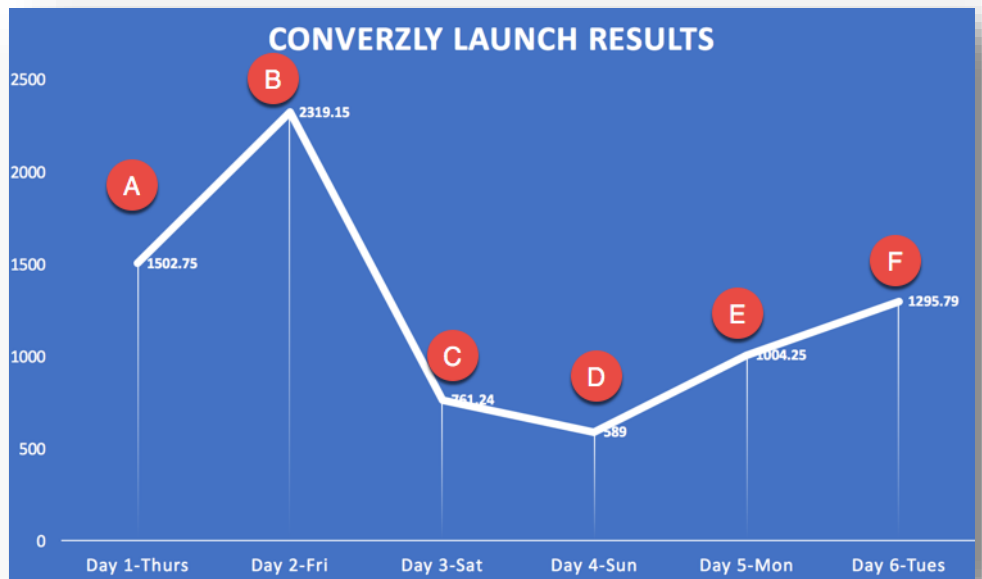
Get busy with the daily activities to ensure your success including monitoring and communicating with both the product owners and your prospects in ways that serve everyone.

*Finally, the predictable process.*

You won't see this directly in the report, so we'll address it here.

Every launch has a predictable flow. Sometimes, the first couple of days are higher, or the final day is much higher.

**But the general curve shape is the same.**



A successful launch starts with a bang (A and B).

There's ALWAYS a lull in the middle of the launch (C and D) even though really good product launchers can flatten out the dip by offering a mid-promotion incentive of some sort.



And there is ALWAYS a big pickup on the final day or two of a launch if the product is good (E and F) and there is substantial scarcity baked into the final moments of the launch.

Sometimes, a launch will start out with a whimper and have to be resuscitated because of technical issues, competition, or other factors. But it doesn't mean it's dead. If those factors can be resolved, you can still have a great launch experience (as an affiliate).

But the key to knowing the predictability of every promotion is that you may want to quit when sales are slow.

That's usually a huge mistake, because the bulk of the sales are yet to happen. Those usually happen in the final 24 hours.

Whether you're an affiliate or a product owner, you MUST understand and USE the product launch predictability curve to your advantage.

This one thing helped us win this contest.

Read on to find out why.

### **Want more?**

And if you'd like to tell us what you thought of this report, please send a note / review to [support@namssupport.com](mailto:support@namssupport.com).

If you do that, I'll send you a zip file with the exact 13 emails we used over the course of this promotion.

Thanks.

David

# **“How We Took First Place and \$3000 in a Big-Name Launch Contest with a Smaller List!”**



**Step-by-step process to be at the top of a contest leaderboard, win thousands in cash, AND be proud of the product you sold?**



**We're at an all-time high in the number of product launches, and an all-time low in the quality of products.**

*From the desk of: David Perdew*

*With a near epidemic of copycat product launches, and an impenetrable maze of product support, it's nearly impossible for customers to get satisfaction from today's product launches...*

[Converzly Launch Case Study – Presented by MyNAMS.com](#)

First, let's be very clear. How other marketers do things is not my concern, nor do I expect that mine is the only system that works. It works for me and in this specific instance, with this specific product, it worked VERY well.

Whether you've been at the top of a contest leaderboard, I hope you find value by gaining a little insight into our strategy to win this particular contest AND earn nearly \$12,000 in 5 days.

Before encouraging my online family to buy any product, I have consistently trained the NAMS community to be VERY careful about who they follow online and what they purchase. A good question to ask as a rule of thumb is:



*If the product or tool doesn't solve an immediate problem, or that you will implement in the next 24 hours, do you really need it?*



That's also the criteria I use for determining whether to promote products to my community. That and a few others:

1. Does it solve an immediate problem?
2. Is it a good product?
3. Are the folks behind the product people that I want to partner with for a long time?
4. Does the product enhance my relationship with my community or jeopardize it?
5. Is it evergreen?

I noticed a product ([Converzly](#) page building software) a couple of weeks before it launched on JVZoo. I find most of the solutions we recommend in our own JV launch Facebook group called [Epic JV](#). (Click to join.)

That's where product owners post about their launches from JVZoo, WarriorPlus, ClickBank and others.

## **Quickly, I'll dig into the evaluation process**

### **Does it solve an immediate problem?**

Is it a situation that causes many in my community to struggle, and does this solution make their life a little easier?

**The Problem:** My community members need to build beautiful landing pages, sales pages, squeeze pages, 404 pages and more very fast using templates with the basic sales page structure without monthly fees or expensive hosting.

In other words, avoid technology infrastructure and copywriting excuses to focus on selling quickly.

**The Solution:** [Converzly](#) was designed to get people's pages up and running fast which means being able to sell their products or build their list FAST.

I liked the concept. **Check.**

### **Is it a good product?**

Only twice in my 13 years of selling products online have I recommended products that were stinkers, and both were because I didn't do my due diligence. That's incredibly embarrassing and costly to me, both in money and reputation.

I was very interested in this because it wasn't just a page builder. It built native HTML pages that could be downloaded to your site or added to your WordPress

installation, was hosted on Converzly's servers, and used a new tool to build avatars and sales copy called the Copy Engine that was part of the solution.

In other words, you could build targeted web pages with basic sales copy from scratch using existing templates. Pretty nice...

At a launch price of \$197, I thought it was reasonable – if it performed well.



Simon  
Harries

So, I reached out to Simon Harries whom I'd never met.

Even though I knew his partner, Justin Burns, and had shared a meal with him at an event last year, I wanted to make sure Simon was a NAMS kind of guy.



Justin  
Burns

I already knew Justin was. I told Simon I needed to buy the product prior to recommending it. He provided a demo version at no charge.

(I didn't buy it until several days into the launch. That was a mistake, but I'll get to that later...)

I was impressed, but I immediately found 3 bugs.

Simon and Justin got on a call with me, took the information, and forwarded it to their developers. Good sign! Responsive support. And they had a development team behind them to handle issues.

The product passed my review with some reservations. Being a software developer myself, I told Simon I couldn't promote a \$197 product until those bugs were resolved.

He told me they were dropping the price to the launch-open-only price of \$ 47 for beta launch.

I COULD promote it at that price as a beta project with the promise of bug fixes and continued support.

## Are the folks behind the product people that I want to partner with for a long time?

One thing I learned running the NAMS Workshops was that if you don't partner with good people first, nothing else matters. I am exceptionally proud of the relationships I've built both in the instructor group in NAMS, but also with the NAMS community.

Lots of people see our relationships as assets they can leverage. They want a little piece of that. Sometimes, they want to do a hit and run – get in, get the money, get out.

If that's their purpose, the drawbridge goes up, we fill the moat with burning oil, and man the ramparts. ***Keep the charlatans out!***

*Protect my community!*

I knew Justin would make a great partner. Simon is the marketing guy. We needed to vet him to make sure he fit into the NAMS Community.

So, I had a LOT of conversations with Simon, and I liked how we were building the relationship because he was so helpful.

Then, after the launch, some of the buyers in my [Insiders Club](#) had questions and concerns. They ALWAYS get special attention.

I invited Simon to come in and answer those concerns directly. Immediately, he started contributing not only valuable info about [Converzly](#), but answering other marketing questions and being a real part of the community.



Yep, I was impressed.

Do I want to partner with them a long time? **Check.**

### **Does the product enhance my relationship with my community or jeopardize it?**

People tell me **ALL THE TIME** I'm doing too much for my community.

I give them too much training, too many tools, too much of my time – just too much of everything...

And nowhere else can they find a [weekly live video mastermind](#) led by me with their peers for the cost of our membership.

But these people are not just names on a list to me. I get to know these folks. We become friends. When someone joins the [Insiders Club](#), I check out their social media feeds. I want to know who they are, where they are and what they do.

The quicker I get to know them, the faster they trust me and the longer I can serve them.

That's why product promotions are a part of the relationship. We keep our eyes open for really good productivity tools for our community. But I have to know what they want.

*Here's how this works in real life:*

If I invite you to dinner several times, but serve you spinach at each meal even though you've told me you hate spinach, you'll eventually stop coming over.

But if I offer you a choice of great food and drink, and you choose what you want without pressure, you'll be back at every opportunity, because satisfied!

If I have fresh fish, I'm going to offer that first so you know about it. The fish won't be fresh tomorrow, and there's a time very soon when it's not fresh at all.

But it's still your choice. I may tell you how great the fish tastes a couple of times, but if you want the hot dogs instead, so be it.

**The moral:** Don't force it. Make sure you offer good tools with great deals because the deal will go away eventually. The community starts looking to you for guidance because you have your pulse on the "*freshest fish*" 😊

Does it enhance my relationship with my community? **Check.**

### **Is it evergreen?**

One of my deal breakers is when folks try to get me to sell something that may not be around long.

I don't like fads, or the deal of the day.

I don't like blinking lights that serve no purpose.

I DO like processes, training and tools that always work because **they've ALWAYS worked**. In a social media world where change is constant, that's a fine line to walk. Sometimes, you miss out on a future trend by being too cautious.

The web is here. It's going to stay.

**Sales pages** will continue to work.

**Sales copy** continues to be structured in much the same way.

**Conversions** continue to be predictable and trackable.

**Software tools** continue to help us do things more efficiently and will always be helpful if they're maintained to evolved with changing needs, but the processes will remain.

[Converzly](#) addressed evergreen problems and did it well: ***Building sales pages with sales copy quicker.***

Evergreen? **Check.**





## **The evaluation is really important, but did that really help us win 1st place and \$3,000 prize money?**

Actually, it was essential.

Because of my evaluation, I could wholeheartedly get behind this launch and not get distracted by anything else. That turned out to be a **MAJOR reason** why we won the 5.5-day contest.



**Evaluation, commitment, planning and execution** are incredibly important to being successful and getting on leaderboards.

The importance of being on leaderboards in your niche, even if it's in the honorable mentions, can't be over-emphasized.

You're building a brand. Your company has a brand and you have a brand. The more visible both are in the marketplace, the more successful you'll be.

Leaderboards are a great way to get more visibility to your brand.



## **What was the strategy behind the contest?**

There are four elements in our strategy:

1. The Goal
2. The Timeline
3. The Result
4. The Tactics

And each of those come with their own set of obstacles.

For example, what if your goal is too easy to achieve? Can you adjust it?

What if you have conflicts on the timeline? This happens frequently.

You see what I'm getting at here. Just because you have a good plan doesn't mean it won't all go up in smoke. ***The only way to win at anything is to adapt when a plan no longer resembles your original intent.***

### **The Goal:**

Frankly, my goal on day 1 was to finish in the money – placing in the top 10 on the leaderboard, but not much other than that. I thought the competition might be too stiff, and our list too small to really threaten the Big Boys.

Then, after our first promotion, our conversions were 20 percent straight to the sales page. Our community really liked this product. I had to change my goal.

### **The Timeline:**

With a 5-day launch or longer, you run the risk of people – prospects and promoters - tiring of the same promotion. Without list segmentation, I knew that not many people would be committed to the entire promotion, especially when you consider the other big launches coming out during that 5.5 days.

We segment our list heavily and that's a real advantage. More about that later.

## The Result:

There's an ancient philosophy that says that we must set goals, but not focus on the results. I'm not a philosopher, but I do believe that goals and results are connected and can be monitored. We have a hybrid approach.

Still as you can see in the chart, we experienced some pretty amazing (and strange) results. We'll dig into that more.



These numbers in the chart, by the way, represent commissions. Double those numbers for gross sales.

There are much bigger launches with better results, but this one is a nice example of what to expect in a \$100k to \$200k launch in the marketplace today.

## The Tactics:

The devil's in the details, they say. And when it comes to competing in a launch, and winning, every detail becomes a decision point. You have to be ready to adapt with every micro-opportunity.



## So, let's get into the details

### Pre-Launch:

Two weeks before the [Converzly](#) launch, I told Jen, our operations manager, that this looked like a really good software for building web pages.

I reached out to Simon, as I said earlier, to get early access to evaluate the software, and was impressed, but with some reservations about a couple of bugs.

We committed to testing our community with the launch.

### Day 1:

Jen brought up a good point.

*"What about Beaver Builder?"* she asked.

We use and love Beaver Builder as our page builder.

In fact, we love it so much that we bought the white label license and two of the extension packs for our [Insiders Club members](#).



*We provide the entire Beaver Builder package as part of our membership – the value of that purchase is actually more than the cost of the membership.*



But our Insiders represent less than 3 percent of our entire community.

And [Converzly](#) offered a few advantages even for Insiders, like us, who use and are committed to Beaver Builder.

So, we addressed that objection with our Insiders directly in the private Facebook group by describing situations where it would be useful, especially for creating fast pages with the avatar and copy engine.




Not knowing what to expect, we launched to our community with a bit of urgency because the price was going up after 24 hours from the launch-day price of \$47.

Our community gave us great feedback (with their purchases) that this was a hot product. Our 20 percent conversions on the first day told us this test was going to produce good results.

At the end of that first day, we landed on the leaderboard in position 3. That got

Leaderboard	
Position	Name
#1	Sam B & Sam R
#2	Luke Maguire
#3	David Perdew
#4	Chris H & Chris J
#5	Ian Del Carmen
#6	Victory Akpomedaye
#7	Mike From Maine
#8	Ben Martin
#9	Memeplex Limited
#10	Robert Bettencourt



my attention, especially when I looked at the other names on the board.

Sam Bakker, Luke Maguire, Chris Hitman, Ian Del Carmen, Mike from Maine, and Ben Martin are all regular names on JVZoo leaderboards.

I haven't done too badly myself in the past 2 years, but these guys were the A-Team if you're doing a launch. And I do launches, so I wanted to get noticed.

My commitment level to stay on the board went way up. I assumed I would not be able to overtake Sam Bakker or Luke Maguire though.

My goal going into the launch was to get on the leaderboard and stay in the top 10. All of a sudden, my goal changed because I saw the possibility of getting into the top 3.

**NOTE:** At this point, it's not about the money, but the recognition and building my personal brand and the NAMS brand in this space.

## Day 2:

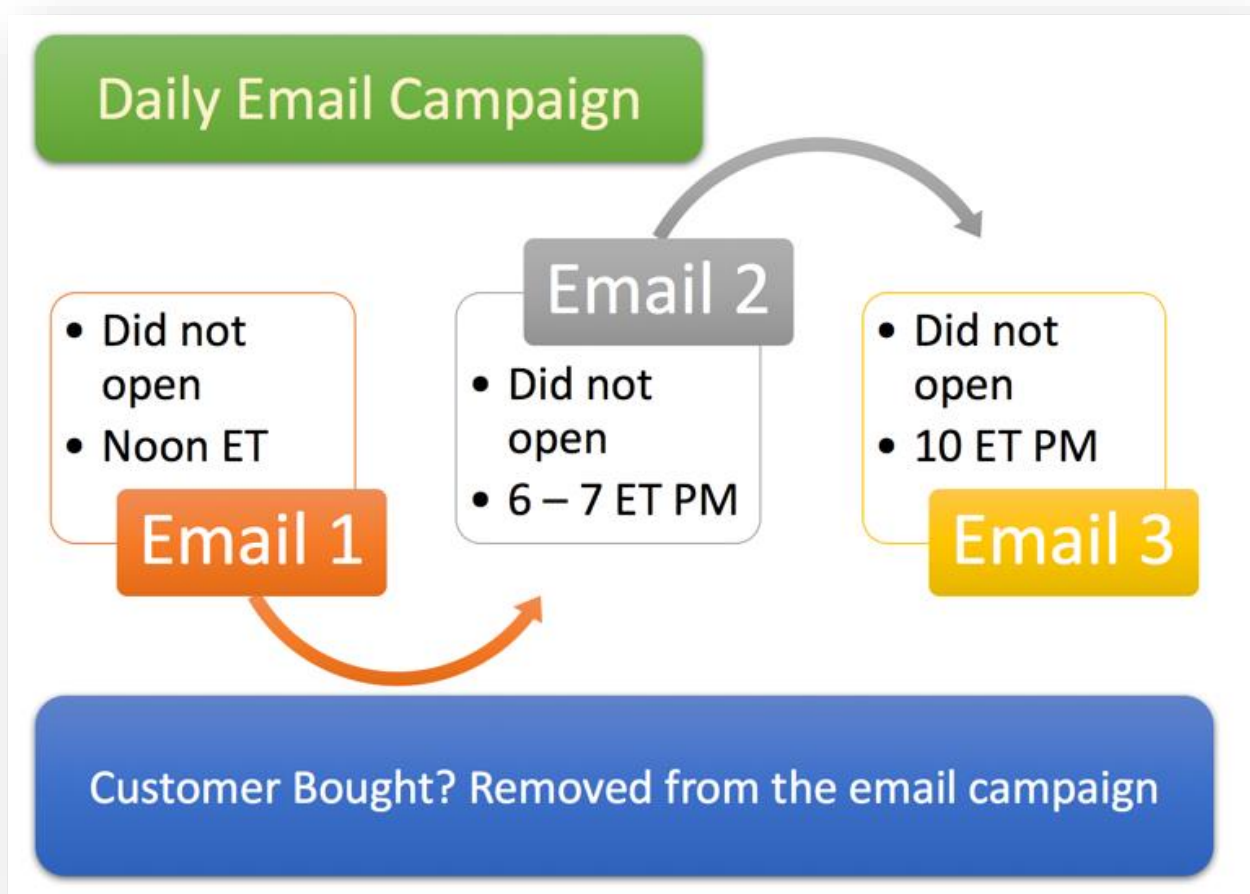
Jen and I huddled on Friday to come up with a more complete mailing strategy.

My job was to write the 5-day email series. Her job was to mail 2 to 3 times a day, but only to the people who didn't open the previous email of the day.

It's one of our best affiliate profits tactics that has earned us big money many times.

So, if a reader didn't open, they had a lot of email from us until they did. See the process diagram below.





Of course, the important part in all this is:

1. Do **NOT** completely **overwhelm** the list with 30 or 40 emails over the course of the launch **UNLESS** they don't open.
2. Do **NOT** email again after they have **purchased** the product. Since that's not automated, Jen had to download the list each day and tag in our Infusionsoft system.

More about email tricks in a few minutes...

In addition, we shifted strategy to send people to our [bridge page](#) instead of directly to the sales page.



## Love ClickFunnels or LeadPages, but Hate the Monthly or Annual Fees? Watch This!

Don't hesitate though! They've dropped the price 85% today only with NO RECURRING FEES!

Get over to Converzly NOW to Take Advantage of the 85% Launch Discount AND NO RECURRING Fees... Don't wait! It may be gone already...

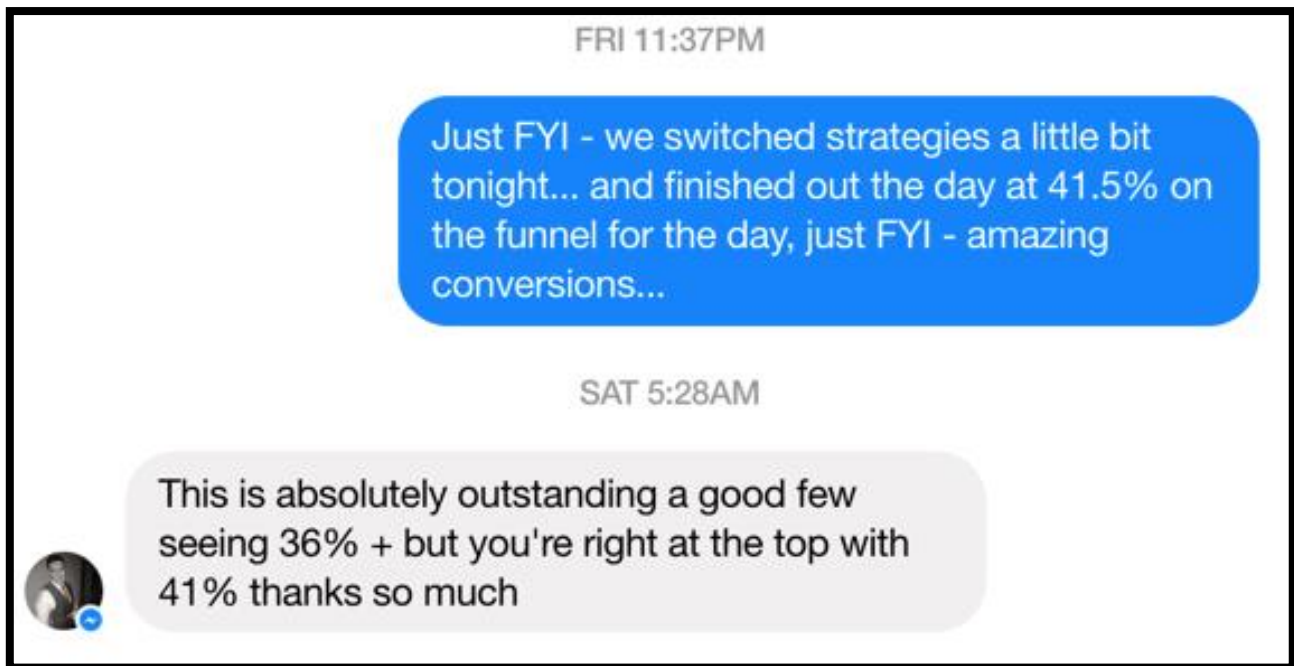


What's a [bridge page](#)?

It's a short video from me endorsing the product, then handing off the sales process on the sales page with a warm handshake.

This does three things:

1. **Sends only those people interested** in the product to the sales page with a micro-commitment on the "Continue" button...
2. **Builds a good, personal relationship** my folks as I personally tell them something specific and useful about the product...
3. **Helps our conversions** go through the roof (product owners notice that!)



More than once, I've had product owners ask me how I'm getting such great conversions. This is the answer.

***Create a bridge page. Warm people up. Send only the people who are interested to the sales page.***

And it really worked like gangbusters on Day 2.

***Our conversions on the funnel was 41.5 percent.***

### **Day 3:**

We woke up on Day 3 in top spot!

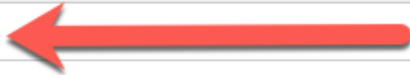
I also noticed there were 5 teams out of 10 places on the board. That was a new and bigger concern. When you go up against teams of big players, it's hard to win.



*In fact, I believe teams are really unfair and kill the chances of most smaller, single players to win on big launches UNLESS they follow a clear strategy. It should be outlawed. Of course, that will never happen.*



So, my advice to smaller promoters: *Find a partner.*

Leaderboard	
Position	Name
#1	David Perdw 
#2	Sam B & Sam R
#3	Luke Maguire
#4	Victory Akpomedaye & Daniel Adetunji
#5	Mark Hess and Michael Thomas
#6	Ben Martin
#7	Mike From Maine
#8	Mike & KEv
#9	Ian Del Carmen
#10	Gary & Rash

My friend Matt Bacak told me privately after the promotion that he thought I had no chance to win against these teams of promoters.

So that had become the major goal with three attributes:

[Converzly Launch Case Study – Presented by MyNAMS.com](#)

1. **Win** the contest with **NO bonuses**
2. Prove that a **single player** with a **smaller list** could still do it
3. Prove that a **stronger relationship** with your community will beat hit and run promotions every time

Our strategy changed completely too.

First, I had to figure out why we jumped into first.

We had planned to lay off the promotion on the weekend for a couple of days, but noticed an opportunity and a challenge.



[Converzly](#) had been #1 on the Top Sellers board at JVZoo on Thursday and part of Friday, but VideoBuilder App had launched with a HUGE open.

The did about \$300k in the first day.

That product launch included a huge contest with daily prizes, fast-action prizes, final leaderboard prizes and special bonus prizes. It was crazy...

And a lot of the people on [Converzly](#) launch bailed to promote that product for the bigger money prizes.

But we saw an opportunity and committed even harder to [Converzly](#).

Top Sellers Today	
Rank	Product
#1	VideoBuilder App
#2	Converzly
#3	Viddyzo Template Club
#4	[PLR] Payment Defender - Prevent Your Paypal From Being Shut Down!
#5	Daily IM
#6	SmartVideo Upgrade - Templates
#7	Builderall Internet Marketing Platform - Special Promo
#8	DropMock Scene Creator - Monthly Members Club
#9	#Gifzign Club
#10	Co Embed

**Lesson: When others Zig, you Zag!**

## Day 4:

This was our chance to build a bigger lead and overwhelm the competition.

Then, Simon and Justin introduced a \$500 weekend bonus, so we chased that but not quite as hard as we should have. We learned a lesson here.

*Don't Get Cocky!*

**Tiffany Lambert**, who was not on the leaderboard until Saturday, did a live webinar demo to push [Converzly](#) and she crushed it beating us for the \$500 prize by one \$24 sale. (Very smart Tiffany 😊 )



Seemingly, she came out of nowhere to snatch that prize out of our hands. But of course, in reality, she had a great strategy for a single goal. Nicely done.

We still had built our lead over the rest of the group.

But I knew we couldn't get complacent. That the \$3000 first place prize would still draw a lot of attention especially in the final two days.

## Day 5:

I had been communicating with Simon at all hours of the day and night, but I began pinging him regularly to get contest standing updates.

We kept pushing hard because full-funnel sales, someone who purchased all three products in the sales process, totaling about \$350 in commissions, could make a huge difference. And people could still jump up quickly on the board, by promoting the funnel, not just the front-end product.

Guess what we'd been doing? Front-end product only promotions.

We had not promoted the upsells very hard. In fact, in my [Insiders group](#), people began asking about those two OTOs.

- Monthly or Annual Template Club
- Email Force software for creating massive number of emails from the avatar creation

Frankly, I hadn't paid much attention to those products. So, I started digging into them.

So did Jen.

And she got a little giddy when she saw Email Force, sending me this note:

*"I really was excited about Email Force because over 75% of our revenue comes from email marketing.*

*AND it's really time consuming but it brings major ROI for our business.*

*With something this vital to our bottom line, it's not something we're going to hire out.*

*Since we're doing email ourselves, anything that can give us a little help to reduce the time-consuming tasks is something I'm interested in.*

*Sometimes, I know exactly what I want to talk about in our emails and sometimes I'm just staring at a blank screen, so having a tool at my fingertips that's going to help me generate mass numbers of quality email copy with all the right Call TO Actions is awesome.*

*Two years ago I had to create a 365 email series. I wish I had this then. I could have saved myself about 4 months of writing copy!"*



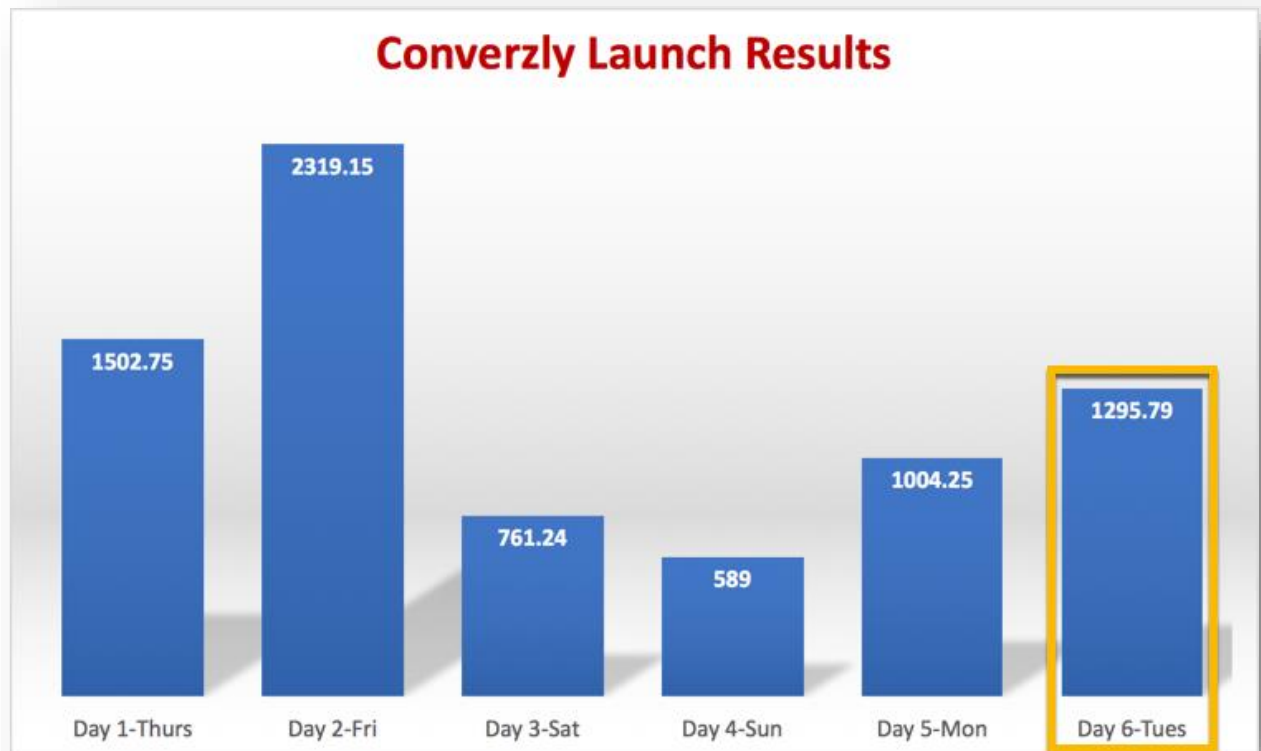
*BOOM! We had another angle for higher-ticket sales beyond the front-end, and higher commissions.*

**This is REALLY IMPORTANT:** Because Jen had been tagging buyers, we sent out a special email to them about the OTOs, and generated a bunch of sales of the OTOs to the previous front-end buyers with additional, bigger commissions.

With 24 hours to go in the launch, we'd built a substantial lead.

### Day 6:

Communication with Simon became really important for two reasons:



- Every day there was a price increase and it gave us an opportunity to **add scarcity** to the emails we were sending out. So, we needed to know about their pricing and promotion schedule ahead of time.



- I needed something special from Simon, and just by asking, we got a special promo code “**namsspecial**” giving buyers a \$5 discount.

Like the smart marketer he is, Simon manipulated the heck out of me - *in a good way*.

I’m a little competitive (understatement!) so he kept tweaking me with the progress of the contest to let me know people were

right behind me.

I’m sure, if I know how this works...and I do, that he was saying to Sam Bakker and Luke Maguire, *“David’s not that far ahead. You can catch him with a small push...”*

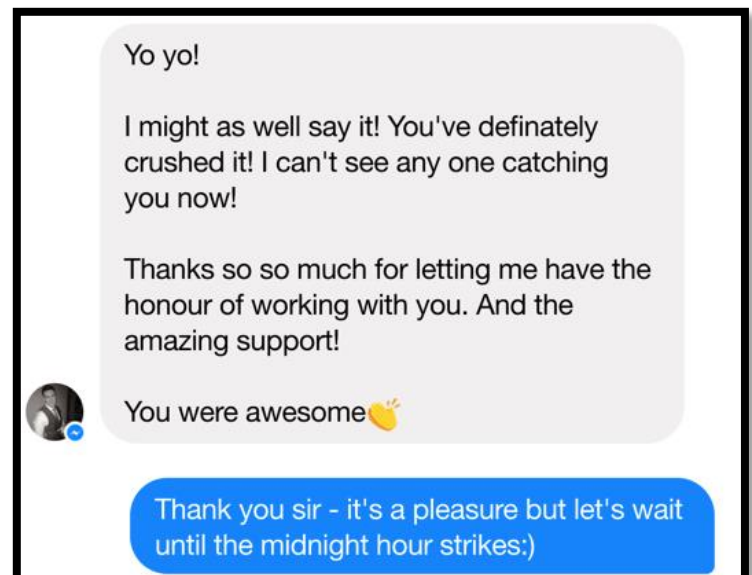
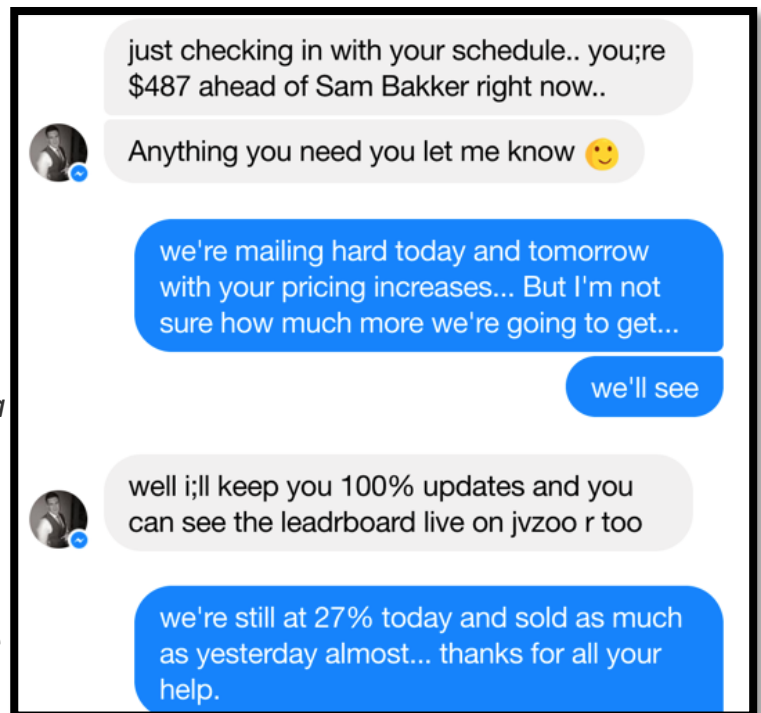
On the final day, we mailed 4 times.

First, everyone on our list got it.

The second and third emails were only to the un-opens.

And the final email was to everyone on the list again.

***We continued to update our buyers list so they didn’t get mailed again. I think we had 3 updates that day.***





About an hour before the contest close, I got the note above from Simon.



## The final result was pretty awesome and a lot of fun...

Our revised goals were:

1. Win the contest with **NO bonuses**
2. Prove a **single player** with a smaller list could still do it
3. Prove that a **stronger relationship** with your community will beat hit and run promotions

We achieved those goals.

Notice on the final leaderboard, we were at the top of the board with **5 teams of promoters**.

And ALL of them had much **bigger lists**, and more familiar with leaderboards.

With nearly \$9,000 in commissions and the \$3,000 prize, we did almost \$12,000 in 5 ½ days.

**Justin Burns**  
July 26 at 9:23am · 🌐

The Converzly launch is a wrap and we couldn't have done it without our amazing affiliates. We did over 2,000 plus sales in 5 days. Huge shoutout to our supporting affiliates who made this a success.

We're turning this one evergreen. But wait until you see version 2.0.

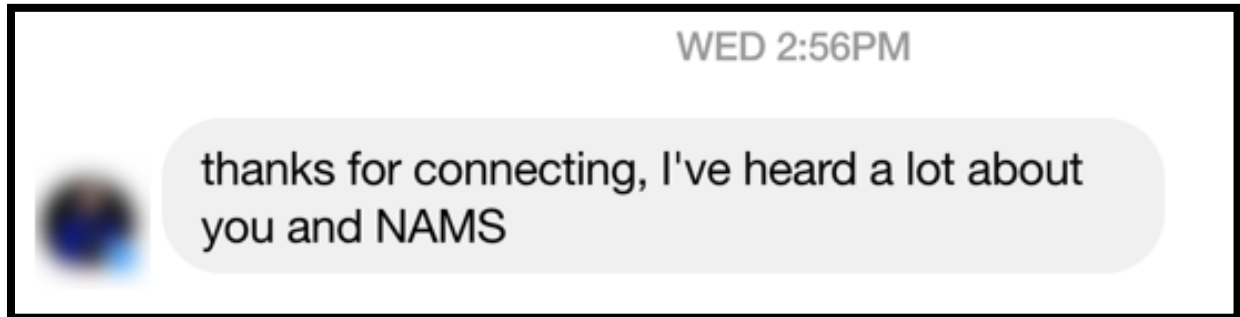
Thanks again to everyone for the support...

1. [David Perdew](#) - Bought the heat and took the top spot. Appreciate you, man...
2. [Sam Bakker & Sam Robinson](#) - As usual the Sams came through and bought the heat.
3. [@Alice Seba & Ron Douglas](#) - EliteWritersLab .. Ron and Alice are good friends and appreciate you both. Ron is in my inbox right now asking is his money lol..
4. [Ben Martin](#) - Killer promo... You came out swinging and appreciate you for your support
5. [Akpomedaye O. Victory & Daniel Adetunji](#) - Killer combo here. Thanks so much for the support amazing close again.. You have some a O. Victory, Daniel Adetunji - Killer combo here. Thanks so much for the support amazing close again..
6. [Mark Hess and Michael Thomas](#) - Legends even though I owe M like \$50 bucks for my Golden State Warriors bet lol.
7. [Luke Maguire](#) - My Aussie brotha from another motha. Thanks bro for bringing the heat.
8. [Tiffany Rae Lambertt](#) - Thank you for hopping on and getting on the leaderboard.
9. [Mike McKay & @Kym Byrne](#) - What a promo.. Great hustle.. the both.. Thanks so much.
10. [Mike From Maine AKA Michael R. Thomas](#) - The Legend that is.. thanks so much for the love and support .. still making sales now 😊

Small potatoes to some, but we had a lot of fun and came away with a nice chunk of cash. And then, my Facebook messenger was “ringing off the hook.”

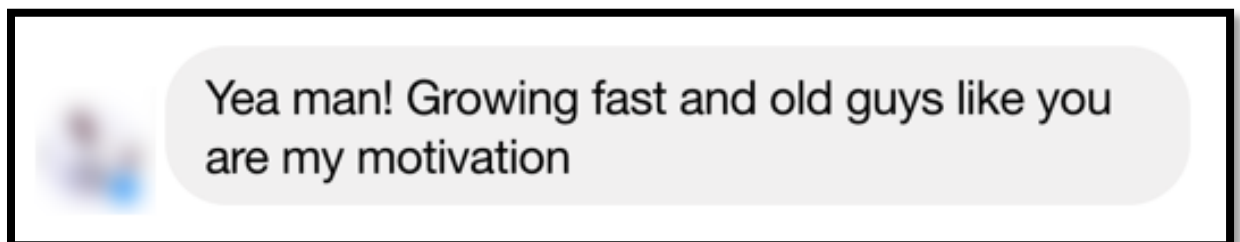


## And the final point is about the brand...



That’s really what I wanted: ***Build the brand, personally and for the business.*** I got a gazillion friend requests from big-time promoters I’d wanted to connect with for over a year. Huge payoff right there for our effort.

And then I got messages like this (*I took it in the spirit it was intended*), but what people don’t know is that ‘old guys’ like me have experience.



And when challenged, we’re going to kick your butt 😊.

This was fun...

To discover exactly what it takes to be successful as an Affiliate Marketer, check out the [Endless Affiliate Profits](#) checklists by clicking the image below. For one low – very low – investment, you'll have an easy path to affiliate cash.

**Without the Tactics Contained in  
Endless Affiliate Profits  
It Wouldn't Have Happened!**

Grab your copy here:  
**NAMS.ws/endless**



# Discover the MyNAMS Insiders Club!

With our 14-Day \$1 Trial, you have absolutely nothing to lose and everything to gain. Discover the most exciting online business training community available today. With support from your member peers, and the NAMS team, you'll get all the training and tools you need to get your business up fast!

[Learn more](#)

 **Jean R Lanoue**



**Jean R Lanoue** I can't wait until it's time for our call. I look forward to this call every week. I've belonged to masterminds in the past and it sometimes felt like a chore to get on the call. Not this one! This call I wait for all week.

Like · Reply ·  1 · 3 hrs



**Cathy Chapman** As always, great call. If you missed the call, you will especially want to watch the part about how NAMS makes money with free reports and other lead gen!

Like · Reply ·   3 · 1 hr



**Charlinda Byrd** · 13:20 I've been in the Insiders Club for 3 weeks now and Wow! There already is a market difference in me and my business! The weekly calls are perfect for checking in, learning and in a way it's an invitation for me to keep me accountable for the change and growth I'm looking to have in my business. The Club is home to a lot of topical courses, information and tools that I've just glimpsed and I can't wait to delve into them once I've completed this month's List Building Challenge and finished Camp Clarity - which in itself is a phenomenal gift! Joining the Insiders Club has been a great choice and I look forward to not recognizing my business as it is now.

Like · Reply · Message · July 11 at 11:06am

[Converzly Launch Case Study – Presented by MyNAMS.com](#)

**Page Left Blank for YOUR Notes:**