

The Tom Woods 7-Figure Franchise Battle Plan

You've just invested in a program I myself purchased in February 2017. It's done really well for me, and I'd like to see you have good results as well.

There's so much material that you can easily get overwhelmed. That's why I decided to write out this battle plan, broken down into sections according to your knowledge and experience level.

This battle plan also includes a great many valuable bonuses – more and more as we go along.

Internet marketing can be a highly lucrative niche. It's more lucrative for me even than the education niche in which I have concentrated most of my efforts (e.g., Liberty Classroom and the Ron Paul Curriculum).

You are helping capitalists become more effective capitalists. That's honorable.

The products in this niche are varied. Some are information products, that can teach everything from Facebook ads to affiliate marketing, from Search Engine Optimization (SEO) to YouTube ads. They can teach how to write effective advertising copy. They can be plugins or apps that create video sales letters, explainer or doodle videos, and a wide variety of other things that can help people turn website visitors into sales.

It's an excellent niche for many reasons, as Michael explains in his materials. There's a huge number of people out there interested in learning how to earn an income online, or how to increase conversions on offers they already have.

Products in this niche are often available only for a limited time, or have some other form of scarcity (price increases after a certain date, disappearing bonuses after a certain date, etc.). Scarcity, and the fear of missing out, make selling Internet marketing products

easier than other products, where people can wind up sitting on the fence forever.

As you begin to explore this world, you will gain an understanding of how potentially lucrative it is. You'll note the commission structures and in particular the JV prizes. (JV means "joint venture," which really just means "affiliate," though "JV partner" often suggests particularly successful affiliates.) I have seen a couple of products for which the prize for the top seller is \$100,000. When there are prizes associated with a launch, they are usually awarded at least to the top three sellers, and often to the top five and even top ten.

I've never won a \$100,000 prize, but I've won a lot of prizes. When I saw what was possible in this niche, I became determined to do what it took to get a piece of it. I hope you will be similarly motivated.

That's really what this boils down to. If you apply yourself and learn everything you can, you are entering a niche in which you can do extremely well. You will not be a millionaire ten minutes from now. But if you can at least reach the intermediate stage of the battle plan you are now reading, and work hard on what I recommend there, you will thank me.

In what follows, I lay out a strategy for making the most of the 7-Figure Franchise and to guide you through this niche.

I am also including a whole bunch of bonuses to make sure you have absolutely all the knowledge you'll need to build a profitable online presence. You are going to be impressed by how much free stuff I'm giving you, I feel sure.

And now, to my suggested order:

The Plan for Novices

First things first: follow the directions to sign up for an account at JVZoo and get your affiliate link for The Commission Machine. These are steps 1 through 3 inside the Franchise. Then you can start driving traffic to that link.

That really is the name of the game. Get people into that Commission Machine funnel. I personally think The Commission Machine is Michael's best product – it's incredible how much training he packs into it.

Once people opt in, they get added to Michael's automated email list, where they'll receive upwards of 200 promotional emails over the following eight to nine weeks. You keep 100% commissions on anything they order during those weeks. All you have to do is bring the traffic, and Michael does the work of trying to convert that traffic into sales for you. And if anyone in that email sequence purchases the Franchise itself, you earn a \$1000 commission.

Follow Michael's Facebook plan, laid out in session #2 of the 7-Figure Seminar, which you'll find inside the 7-Figure Franchise members area. Build up your following, engage with that following, and gradually monetize it according to Michael's recommendations.

You may prefer other traffic methods. That's fine. But Michael's Facebook strategy is relatively low-hanging fruit, in the sense that it's not difficult to do and doesn't require a lot of experience.

In particular, when pursuing the Facebook strategy I would recommend adding Rob Reece and Jeff Sollee as friends (after you've added Michael Cheney himself). The two of them are newbies who have had fairly good success so far without much of an email list. It can't hurt to keep an eye on them. Same goes for Cody Meredith, one of my listeners, whom Michael congratulated publicly not long ago for earning a high-ticket commission through the Franchise. Also Tim Verdouw, who's built himself up from nothing and has been doing quite well.

In fact, Rob Reece (who, like you, is a beginner at this) is about to release an information product about precisely how he monetizes his social media presence with the kind of products Michael creates and promotes. (Rob may not be the most elegant writer, but he includes “#TaxationIsTheft” in his eBook at one point, and that's certainly a welcome sight.) He is releasing a report called Social Cash Machine on May 14, 2018. On or after that date, contact me at bonuses@tomwoods.com and I will buy that product for you. His strategy, which builds on Michael's, definitely works.

If you want to take a more direct approach to the \$1000 commissions, watch the training video on how to use the evergreen 7-Figure Franchise webinar. That webinar is an overview of the Franchise that's available on demand, and you can link to it with your affiliate cookie embedded, so that if anyone watches it and buys the Franchise, you earn a \$1000 commission.

Sending people to the webinar works better than just sending them to the 7-Figure Franchise sales page, because the webinar gives them a full walkthrough at a good pace. (Also, don't forget: when you send people into the Commission Machine funnel, Michael is going to pitch the Franchise to them for you.)

Meanwhile, go through the material in The Commission Machine yourself. This will familiarize you with some of the basics of Internet marketing: the kinds of products that are being released and promoted, how to find out about those products, how to promote them effectively, Michael's model for affiliate campaigns, etc.

Once you've done that, go through the entire 7-Figure seminar. Michael charged about \$1500 for each attendee at that live event in Scotland, and he capped attendance at just the first 25 people to sign up. That's almost what you paid for the entire Franchise. So this is valuable stuff. You will come out the other side of this with a real understanding of this industry, and what is possible. It will motivate you to move on to the next level.

Some of what is taught in that 7-Figure seminar is too advanced for you right now. Not that you won't understand it, but it's too early for you to be considering more challenging activities like product creation. Still, watch it anyway. You will benefit from having a bird's-eye view of everything that's involved in crushing it, as they say, in this industry.

You should also start going through Michael's traffic training, as well as my own: as the first of my bonuses, I'm offering you a 60-video traffic course called [Effective Traffic Methods](#).

Just as an example (I realize making videos may be the last thing you'd ever want to do), I would take a look at [the YouTube channel of a marketer known as Mike from Maine](#) (a nickname he picked up in college). Mike does interviews with product creators, and is open with his audience that he has an affiliate relationship with the product being discussed. He doesn't sit there and lob softballs at his guests, though; he has good, helpful conversations.

The reason I bring this up is: see for yourself how many views his videos get. Not very many. You'll see some recent ones with fewer than 200 views. Once in a while, with a really popular product people are searching for, he'll exceed 1000. But 200-300 views are not overwhelming numbers. That's by no means an impossible goal to pursue.

And with just those numbers, Mike is able to rack up a very significant five-figure monthly income. (He provides all his earnings stats on his site.) Anyone searching for reviews of a specific Internet marketing product is a hot prospect, and you don't need a stadium full of those to pull in decent commissions. Now it's true: Mike also has an email list. But (1) his email open rate is only around 7% or at most 10%, I would guess; and (2) most of his emails just send people to his videos anyway.

So this is a traffic source worth experimenting with. Do a review video for YouTube of a new Internet marketing product. Put the name of the product in the video title; that helps you in the search results. Put your affiliate link in the video description. Use a program like Screencast-O-Matic to make the videos; it's free for videos up to 15 minutes. If you want longer screencast videos I think the Pro membership is something like \$25 per year.

If it's a product likely to generate buzz, that buzz alone can generate you some organic traffic. Then, of course, you can share the video on social media, or a blog or website if you have one, or whatever.

The Intermediate Level

As with anything, the more effort you put in to the Franchise, the better your results will be. If I were you, I'd now start building an email list. That's how most Internet marketers make their money. Build a list, and then mail offers to that list.

Michael lays out the basics of list building in List Building Black Ops, and then discusses how you can write to that list effectively in Email Black Ops. Study these programs.

Read and consume everything you can about building an email list. It will pay immense dividends, and is worth every second of the time you spend on it. You will thank me profusely someday. But read and study to make sure you're spending that time wisely.

I have some additional free bonuses for you on building your list.

The first is an eBook called [*30 Days to a Bigger Email List*](#).

For the technical side of email marketing, which is not covered in the Franchise materials, I have an excellent bonus course for you: [*Manage Your Email List With Aweber*](#).

My own strategy with the Franchise is this: when people join my email list, they're automatically sent a 7-day sequence promoting the Commission Machine before being dumped into my main list. That gets them into the funnel, and that's where I start earning commissions from Michael's products.

I made this change in my email strategy (I used to just add people to my list and that was that) when I realized how well Michael's funnel performed. I wanted every new person to be exposed to it.

(Incidentally, for this particular trick – adding people to an automated sequence and then dumping them into a main list – I needed to buy a product called Aweber Pro Tools.)

As you build a list, you'll want to know what to send to that list. Michael's promos can certainly be sent to your list. I don't use them because I have my own email persona, and his emails don't sound like me. But that's up to you.

In The Commission Machine, Michael shows you where to find affiliate offers you may want to promote to your list.

As for how to write to your list, what to say, etc., his Email Black Ops program will help a lot. I also recommend joining Ben Settle's email list and just reading his free emails. Watch how he does email, and learn: BenSettle.com

The Plan for World Domination

This is when you start creating a product of your own. In his interview with me (Tom Woods Show episode #1002), Michael urged you not to make product creation the first thing you do online. But Michael himself has his own products, as do all the major names in the industry. There must be a reason for that.

When you reach this stage, therefore, consider doing likewise.

And by the time you reach this stage, you will know more than almost anyone about these topics, and will indeed be in a position to create a product if you choose.

I have several courses for you on how to do this. Personally, I think it's easier to start with

an information product: i.e., how to do X.

First course: [Your First Info Product](#).

Second course: [Info Product Success Workshop](#).

Charles Harper, who's an excellent product creator, developed a course from the evening presentations he makes to his followers. It's called [Info Product Traffic: Traffic Methods for New Internet Marketers](#). Maybe go through this one first? You can't go wrong either way.

To my mind, the primary benefit of creating your own product is not so much the money you'll earn, but the quality leads you'll add to your email list. Everyone who buys your product winds up on your list.

Not only are you building your list, but you're building your list with buyers. These aren't just freebie seekers or fence-sitters. These people have shown that they buy. So even if you have a small list by the standards of the major Internet marketers, if your list is full of buyers it will be valuable to you out of proportion to its numbers.

Your product should include a sales funnel (the idea of the sales funnel is discussed in the 7FF materials), so I'm including this course: [Your First Sales Funnel](#).

You will want to make sure your product launch has maximum effect, so I'm including this course: [Your First Product Launch](#).

I also have a free course on how to prepare a product for sale on JVZoo, the premier Internet marketing platform, and how to recruit affiliates to bring in sales for you. This sounds extremely advanced to you right now, as well it should, but there will come a day when you will need and want this course, so here it is: [How to Sell Your Own Products on JVZoo](#).

One more thing: it's also possible to create a software product, even if you know nothing about programming. You can buy white-label rights to the source code of some software, or of a WordPress plugin, etc., and rebrand it and sell it as your own (that's what "white label" means), keeping all the money for yourself. Many marketers do precisely this. You just need to know where to look to find it.

Unfortunately, I can't give this one to you for free because it's not my product and I don't own the rights to it, but if you're interested in this method, I recommend Profit Windfall by Patric Chan, an excellent and highly ethical marketer. It's only about \$10, but filled with actionable information. [Click here](#) to get it.

If your product is halfway decent and is a good fit for my list, I would be glad to promote it to my readers, which will certainly help build your email list.

Now this is definitely an advanced, ninja-style principle, but: once you've learned about how to set up a good sales funnel and your product is ready to launch, be sure not to forget the back end.

That is: you sell an inexpensive item on the front end: a \$7 eBook, a \$19.95 video course, whatever. But on the so-called “back end” you promote the Franchise evergreen webinar to these customers. Anyone who buys products like an eBook or a video course in this niche will be interested in what is taught in that webinar, so they are a natural fit for that kind of back-end promotion.

There's a well-known affiliate marketer named Ben Martin who actually paid \$20,000 for direct coaching from Michael. Ben is now extremely successful.

But here's something you may not figure out on your own: when Ben launches a product, he gives all the money away to his affiliates. 100% of the front-end product and 100% of all the upsells. He doesn't keep any of the money for himself.

So how does he earn anything from his product launches? His profit comes *entirely* from the back end: he promotes the Franchise to his new buyers. (He also benefits from the growth in his email list from all the customers of his new product.)

The ball is now in your court. You have the raw materials and the training. You have resources that thousands of novices would kill for.

Remember, this is a marathon, not a sprint. People don't make six figures overnight. It took even Michael a lot of work to get where he is today.

But the potential is there. The harder you work, the better your results will be. I'm sure Michael thinks his work has been worth it – he now pulls in seven figures a year while

working only five hours a day, taking weekends off, and taking multiple vacations every year.

If you were to ask me where the greatest online earning potential is, I would tell you Internet marketing, without a doubt.

You could try a niche like pets, or health, or whatever, and if you did things just right you could certainly do well. I personally think it's much easier to make a go of Internet marketing as a niche, and that's what Michael's work is all about.

Learn, learn, learn. Make this your spare-time project. Get to know other people in this niche on Facebook, and learn from them.

I wish you all the best!