



**\$4,214 Per Month
From Cheat Sheets**

I like this idea because it's brilliant.

It works because it connects the marketer with their list and reinforces the "I care about my subscribers" connection.

It also earns him an extra four grand a month on top of his affiliate commissions, though not in the IM niche - he's in the health, weight loss and running niches, but I don't see a reason why he couldn't transfer into any niche nicely.

Here's how it works:

In addition to selling his own products (a core product, in fact) in each niche, he's also an affiliate marketer.

He promotes several different weight loss products, running products, exercise equipment and the like because he recognizes that most people try each method until they find what resonates with them (and even then, they often continue to buy).

He's been promoting successfully for several years, and sales have been good, but here's how he managed to add another \$4,000 to his profits by **using cheat sheets as bonuses in his affiliate marketing:**

When he chooses a product to promote as an affiliate, he buys it himself (or gets a review copy) and takes the time to go through it, so he knows it well.

Then (and this is the clever part), he creates a "fact sheet" that summarises the entire product in a single PDF file, sometimes even with a flowchart.

Essentially, he creates an "at a glance" guide to the product that simplifies, highlights and gives the buyer an overview of what it's all about.

When he promotes the product, he simply says that he includes his sheet with every purchase.

This technique works on many levels.

The buyer knows that our partner must have read the product to create the cheat sheet, so he knows it's an honest, personal recommendation and not just a "quick promotion for his list".

The buyer also knows that the cheat sheet will help them find the parts they are interested in and give them an overview of the content, so the main product doesn't seem so overwhelming, **which also reduces refunds.**

(How many times have you bought something and then looked in horror at the 11 videos you have to watch to find out what the product contains? The cheat sheet overview is beneficial in such situations).

And because our partner links a generous offer to the cheat sheet (email me if you need anything), he builds trust and relationships with his readers.

It works very well for him, and I see no reason why this idea couldn't transfer to any niche.