

# “\$4,214 Per Month From Cheat Sheets”

Gabriel De Florio

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Type of book: FREE

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### Author

Gabriel De Florio is an online marketer, writer, producer, blogger and I.M. expert since 2008. In this report information is published that the self-styled gurus release *only for payment*.

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# “\$4,214 Per Month From Cheat Sheets”

## Story

I love this and it's very clever...

It works because it connects the marketer in question with his list and reinforces the 'I care about my subscribers' bond.

It also makes him an extra four grand a month on top of his affiliate commissions, although not in the IM niche - he's in the health, weight loss and running niches but I

can't see a reason it won't transfer into any niche nicely.

### Here's how it works.

As well as selling his own products (one core product actually) in each niche he's also an affiliate marketer.

So he promotes multiple different weight loss products, running products, exercise equipment and similar because he recognises **that just like the make money online niche, people try every method until they find what resonates with them** (and even then they often keep buying).

## “\$4,214 Per Month From *Cheat Sheets*”

He’s promoted successfully for a number of years and sales were fine, *but here’s how he’s managed to add another \$4k to his bottom line using **cheat sheets** in his affiliate marketing:*

When he selects 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 bit) **he creates a ‘cheat sheet’ that summarises the whole product into one PDF**, sometimes even including a flowchart.

In essence he creates an ‘at a glance’ guide to the product that simplifies, outlines and gives the buyer a snapshot of what’s involved.

And then when he promotes the product *he simply says that he’ll **include his own personal cheat sheet in with every purchase.***

Now this works on a number of levels...

## “\$4,214 Per Month From *Cheat Sheets*”

The buyer knows that our affiliate must have actually *read* the product in order to product the cheat sheet so he knows it's a genuine and personal recommendation not just seem throwaway 'quick promo to his list'.

The buyer *also* knows that the cheat sheet will be a great help in finding the parts that interest him or her, and will allow him to get an overview of what's involved and so the main product doesn't seem quite so overwhelming - this also cuts down refunds.

(How many times have you bought something and then stared in dismay at the 11 videos you need to watch to find out what the product involves? *The Cheat Sheet overview is a huge help in situations like this*)

And finally because our affiliate includes an **offer of help** in with the cheat sheet ("email me if you need anything") he builds trust and rapport with his readers.

## **“\$4,214 Per Month From *Cheat Sheets*”**

It's working really well for him and I can't see any reason why it wouldn't transfer to any niche...

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*- Gabriel De Florio*