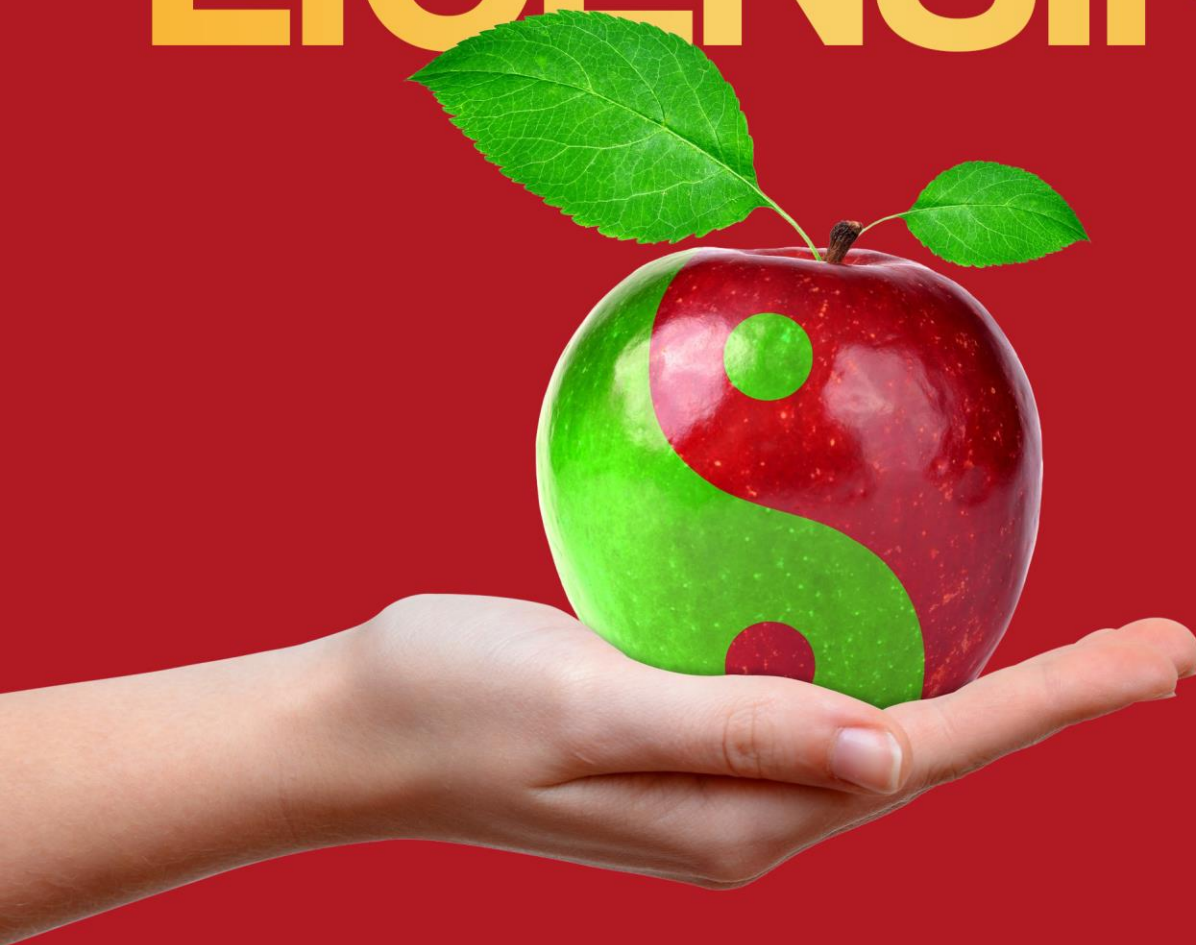


DOUBLE LICENSING



HOW TO USE THE TWO MAJOR FORMS OF LICENSING
TO TURN THE ASSETS YOU ALREADY HAVE INTO MORE PROFIT
THAN YOU MAKE FROM YOUR MAIN BUSINESS

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Section 1

Introduction to Double Licensing

How to use the two major forms of licensing to turn the assets you *already have* into more profit than you make from your main business

If you're like most business owners, the term *licensing* is a black box. A mysterious method of generating sales and profits that only a few experts truly understand.

But let me assure you that nothing could be further from the truth.

Because in actuality, licensing is easy once you understand a few fundamental principles. And in many ways, it's a lot more fun than conventional forms of marketing, because nothing gives you as much leverage for such a small amount of time and effort.

Most importantly, nothing can increase your sales and profits – often massively – like licensing can. And again, with just a small investment of time and effort.

So in this program, I have two main goals:

The first goal is to demystify the licensing process. I'll start by giving you a short summary of the two major forms of licensing. And you'll quickly "get" how easy it really is to implement each of them.

The second goal is to provide you with thorough training on both major forms of licensing. And rather than loading you down with a load of textbook theory, all of this training is based on practical, real-world examples of companies just like yours using licensing to generate substantial sales and profits. Far more sales and profits than they generate with their main business.

So what the heck is "Double Licensing"?

Double Licensing is a more accurate description of the licensing process. Because rather than just one form of licensing, there are actually two major forms – and I'll show you both forms in just a minute.

But before we get to that, the most important point to understand is that both forms of licensing have the ability to turn the assets your *already have* into substantially more sales and profits. Because of this, you have little or no cost and absolutely no risk to use licensing to leverage your existing assets.

The two major forms of licensing are **Licensing OUT** and **Licensing IN**. And here's a quick overview of how each form works.

A quick look at the process of Licensing OUT

Every business has Intellectual Property that could be **Licensed OUT** to other businesses for substantial profits. The types of IP assets I'm talking about include:

- Your existing products and services
- Older products and services you no longer sell
- Systems you've created for operating your business
- Methods you've created for marketing your products or services
- Proprietary methods you've created for improving the use of packaged software to operate your business
- Proprietary methods you've created for improving the use of packaged software to market your products or services
- Plus much more

All of these assets have tremendous value for other businesses. And many of those businesses will find it faster, easier, and substantially less expensive to license these assets from you, rather than developing them on their own.

When you **License OUT** your assets, you gain a number of powerful benefits. You're able to reach a much broader market, grow in markets you otherwise wouldn't have access to, and increase your influence and profits substantially. You also significantly decrease your exposure to changing economic conditions.

When you just sell your own product or service, the loss of a single large account can wreak havoc on your business. It can quickly decimate your profits, cause you to have to cut back on your staff, and create a level of chaos that makes operating your business exceedingly difficult.

On the other hand, when you have hundreds, and possibly even thousands, of businesses licensing your assets from you, even if you lose 25% of all your licensees (which I've never seen happen), your business is still fully operational. So in a very real sense, **Licensing OUT** builds a "profit moat" around your business that both protects you and substantially increases your revenue at the same time.

A quick look at the process of Licensing IN

Licensing IN is used to license products and services from other companies to sell to your subscribers and customers. As you'll see throughout this material, a number of my clients actually make more money by doing this than they make from their main business.

That's because when you sell any product or service, there are *always* dozens of other products or services a customer needs to achieve their complete goal. And by **Licensing IN** many of those products and services, you can multiply your sales many times over, without any additional cost or risk to create those products or services.

When you **License IN** products and services properly, all orders flow through the companies you're licensing from. That means that those companies take all the orders, process all the credit card payments, fulfill the product or service, provide all customer support, and handle all returns and requests for refunds.

All you do is send an email offering your subscribers and customers these products and services. So when you collect your commissions each month, they come in at a full 100% profit margin. And that's a profit margin you can't match with any other form of sales or marketing.

Can both forms of licensing really be used by practically any type of business?

A tremendous benefit of both forms of licensing is that they can be used by nearly any business, regardless of what type of products or services you offer.

In this material, I'm going to show you a wide range of ways to **License OUT** your existing assets. And an equally wide range of ways to **License IN** assets of other businesses that you can sell to your customers and subscribers.

Most or all of these methods apply to practically any business. And I've never seen any business where at least a few ways of both **Licensing OUT** and **Licensing IN** didn't apply. So you can rest assured that many of the licensing methods I'll be sharing with you here will be of substantial value to your business.

In addition, as I mentioned earlier, every example I'll share with you in this material includes exactly how it was applied in real-world situations. And this makes it easy to determine which of the methods are the best fit for your business.

What can you expect when you leverage licensing to grow your own sales?

When I say that you can turn the assets you already have into more profit than you make from your main business, I'm not just theorizing or overstating the value of **Double Licensing**.

Consider just a small selection of the results members of my previous programs have produced. You'll see that some of them are well known, but just as many are not. And the one thing they all have in common is that both forms of licensing were completely new to them.

- Roland Frasier made \$1.3 million in 6 weeks using one of my Licensing IN strategies
- Chris Haddad made \$8,000 from a licensing deal with just a 20-minute phone call – while flat on his back in bed, the first day after a major surgery
- A joint Licensing OUT, Licensing IN deal I did for Frank Kern pulled an additional \$98,000 out of a near-dead list segment of 2,300 people he was about to delete
- Graham McGregor set up a small Licensing OUT deal that paid him \$5,800 for just 2 hours of his time
- Using Licensing OUT, Ramzi Bouchrit brokers import contracts to exporters that produce 7 to 8-figure transactions
- When I spoke at one of the final meetings of War Room, Ryan Deiss told the audience that his first business was built using my Licensing IN strategies and that Digital Marketer *might not exist* without this
- Peter Parks made \$828,000 profit on a single Licensing IN deal
- By doing an exceptional job of Licensing OUT one of his company's assets, Johann Nogueira generates \$1 million annually in sales of his product – but another \$9 million in licensing fees
- Using one of my Licensing IN strategies, Allen McKenna created a simple marketing campaign (no funnels, no paid ads, no Facebook nonsense), that in 7 days grew this client's paid subscriber base by 187% and monthly revenues by over 380%
- With no previous licensing experience, Niraj Naik generates \$3 million in annual revenue – all by using a single Licensing OUT strategy. This is at least triple what he could make by selling the same product rather than licensing it OUT.

- Derek Gehl made \$1 million in the first week of using one of my Licensing IN strategies and a total of \$2.6 million

These results demonstrate the potential of **Double Licensing** to substantially increase the sales and profits of any business in any market.

If you're ready to discover exactly how all of this is done, I'll meet you in the next Section!

Section 2

Licensing OUT

Is your Intellectual Property a lucrative new profit center?

While most business owners focus exclusively on their core business, a number of forward-thinking businesses are cashing in by licensing out their Intellectual Property. In fact, in many cases, they're making more money by licensing their IP than they make through their core business.

In this Section, I'm going to clearly demonstrate exactly how this is done. You'll see how any business – including yours – can generate large, ongoing streams of passive revenue from a variety of IP assets you already have, but often overlook.

And I'll illustrate this with examples of 6 ways to turn your existing IP into an ongoing stream of new profits. All 6 examples are of companies that are actually licensing their IP. So each example gives you a practical, real-world method you can easily duplicate, not some dry, textbook theory.

The over-arching goal of this Section is to quickly get you up to speed on these 6 practical strategies that make it easy for nearly any business to benefit from **Licensing OUT** their assets. Here's how we'll accomplish this in the rest of this Section.

FIRST – To help you determine whether or not licensing your IP is a good fit for your business, I'll give you seven questions that clearly indicate whether it's a "yes" or a "no". These questions can easily be answered in two minutes or less.

SECOND – I'll give you a simple IP inventory process that will help you immediately identify multiple forms of IP you could be licensing, many of which you're currently unaware of. This alone will help you clearly see the substantial profits you could be capitalizing on.

THIRD – I'll share the 6 methods you can use to start **Licensing OUT** your IP immediately. And each method is illustrated by a practical, real-world example that you can easily duplicate.

These three components will give you the knowledge and tools you need to start generating large streams of passive revenue for your business by **Licensing OUT** your IP. Right now, and for years to come.

What exactly is Intellectual Property?

Let's start with an all-important question:

What exactly is Intellectual Property and what types of IP can be converted to new profit centers through the use of licensing?

The answer to this question may surprise you by how broad the range is. To start with, you have products and services that are the core of your business – those that reliably bring in the bulk of your revenue year after year.

In addition, you have products and services that once sold well but are no longer the focus of your business. These all have value to other businesses – and that value is often substantial.

Plus, you have a wide range of systems, training, business processes and technology you've developed for your business – along with all the knowledge and experience it takes to develop them – that also have significant value to other businesses. *This is the area that most businesses overlook and rarely understand the massive value it represents.*

All the assets I just described are Intellectual Property that can be **Licensing OUT** to other businesses. In addition, as I've already mentioned, you can often make more money from licensing out these assets than you make with your core business.

In just a minute, we'll dig into exactly how you do this. But first, let me share a little of my background so you'll understand what qualifies me to speak to you about licensing in the first place.

A quick tour of my experience with licensing Intellectual Property

My own introduction to **Licensing OUT** IP came from the pre-Internet days of working as a marketing consultant with high-tech and financial services companies. These two industries fit well together, because financial service companies were the largest users of mainframe and mini-computers, which I had extensive experience with.

Now, if you aren't familiar with large scale computing systems, almost all hardware is leased and virtually all enterprise level software is licensed rather than purchased. Back in those days of the 1980s, IBM and Xerox dominated the market, with IBM commanding a much greater market share than Xerox. So most of my financial services clients were using IBM systems.

At that time and even today, it was a given that large-scale software systems were licensed rather than purchased. But IBM took that one step further – and that step was a magnificent and highly profitable giant step.

You see, in addition to leasing out their hardware, which is a type of license, IBM also licensed out the accompanying software – of which there were dozens of packages and hundreds of variables within those packages.

So far, this sounds like a standard licensing deal. But here's where it really heated up...

In addition to licensing out their software, IBM also licensed out the *training materials* for using that software. All together, they offered hundreds of courses. In fact, at one time, since they had a publishing arm that printed all their manuals, IBM was the largest publishing house in the world.

However, you could not buy IBM's training programs. They were only available on a licensing basis.

The method IBM used is known as a "seat license", which means you pay a licensing fee for each individual, or "seat", who takes the course. And on average, each course was licensed for \$3,500 per seat. So if you had 8 people watching the same training video in the same room, you were charged \$3,500 *each* for all 8 of those people.

As a marketing consultant, it didn't escape me that this was practically a legal way to print money. Create a training program that can't be purchased anywhere else... send out one set of videos... and charge through the nose for *every* person who accesses those videos. Simple, but brilliant!

Seeing this in action, it quickly and thoroughly struck me that **Licensing OUT** Intellectual Property was the way to go. And to add to this, for my own purposes, using a licensing method where there was a fee plus a recurring share of the revenue for using the same Intellectual Property over and over again was even better.

Based on what I'd seen, I began to experiment with *licensing OUT my services* rather than charging a flat rate.

Rather than selling new marketing campaigns that took considerable time and effort to develop, I took the most successful marketing campaigns I had created for clients, eliminated any personal information that belonged to those clients, and came up with a set of powerful templates that could be quickly customized and **Licensed OUT** to clients in just about any industry.

The promise of getting a proven marketing campaign with guaranteed results rather than pioneering something new that could easily fall flat on its face appealed to hundreds of small businesses. And I was quickly overloaded with more clients than I could handle.

Not only was my development time slashed to the bare minimum, but I was now getting a retainer plus a percentage of the profits to license out my services rather than charging a flat fee – so my profits increased substantially.

However, I *still* wasn't taking full advantage of my Intellectual Property. You see, to take advantage of the full profit potential of these licensable marketing campaigns, I had to ramp things up to yet another level.

Fortunately, that was easy to do. I accomplished this by **Licensing OUT** the use of these marketing campaigns to dozens of other consultants for a five-figure licensing fee plus a share of their profits.

By handing off the day-to-day duties to these licensed consultants, I could take a lot more time off, be rewarded handsomely, and grow my company's reach and reputation far more quickly than I could ever hope to do on my own.

Not a bad combination! And now I was taking full advantage of licensing my Intellectual Property.

My personal experience is just one example of how to fully profit from **Licensing OUT** your Intellectual Property. Now, let's take a look at a couple examples of how other companies are doing this with completely different types of IP.

Example 1 – The \$350 million barbeque

If you're like most people, you have a barbeque grill sitting out on your patio. But is that barbeque worth \$350 million?

It all depends on how you look at it.

You see, most people look at an object and see only the object itself. But one company makes \$350 million EACH year, simply because the owner looked at things a bit differently than everyone else does.

Now, the owner of that company was Henry Ford. Yes, the same Henry Ford who created the assembly line that made the Ford Motor Company so successful.

But what most people don't know is that one of the byproducts of making the wooden parts for the interior of the Model T was a substantial amount of wood scraps. And Henry Ford was eager to find a way to turn these unused assets into new profits.

With a bit of quick research, Ford learned of a process that involved chipping the wood into small pieces, charring the small pieces, and adding a binder to make charcoal briquettes.

Instantly, a new industry was born. Ford co-founded the Kingsford Charcoal Company to make and sell those briquettes. He partnered with a relative, E.G. Kingsford, who located and built the charcoal plant.

The Kingsford Charcoal Company was profitable right from the start and is still going strong today with annual sales of \$350 million. In fact, they still dominate the market, controlling more than 80% of all charcoal sales.

So here's the important take away:

What Intellectual Property do you have (some of which you may consider to be scrap) that you can look at in a new light and make available to other businesses that would gladly pay you top dollar to get access to?

Example 2 – Turning a company's assets into 22 multi-million dollar profit centers

Now, let's fast forward to a more recent example. Springfield ReManufacturing Corp was founded in 1983 when 13 employees of International Harvester purchased the division that rebuilt engines for large vehicles.

At the time of the purchase, the company was on the brink of bankruptcy, losing \$2 million annually on sales of \$26 million. With the purchase price of \$9 million, many financial analysts felt the new owners had made a serious blunder.

However, those new owners were able to turn things around quickly. And a significant factor in that turnaround was a plan to squeeze every penny of profit possible out of their Intellectual Property.

Senior managers at SRC looked at every option available for spinning off as many of their existing products, services and business processes as possible into new sub-companies, all run by their existing staff during their down time. As the core business was stabilized and these new companies quickly became profitable, the turnaround was accomplished in a short time.

Due in large part to this spin off strategy, sales grew by 30% each year. Within just 3 years, the company was extremely profitable and revenue had grown from \$26 million to \$42 million.

By continuing to pursue every opportunity possible to create companies around their existing Intellectual Property of manufacturing processes, IT systems, business systems, business processes, marketing systems, marketing processes and more, SRC has spun off over 22 separate companies and now enjoys sales of \$400 million annually.

While most businesses view their Intellectual Property as having little or no value, SRC relentlessly mined the profits of every existing asset. And today, their spin-off companies generate nearly 10 times as much revenue as their core business!

Is YOUR Intellectual Property worth millions?

These examples demonstrate how companies have been realizing the full profit potential of their Intellectual Property for decades.

But more importantly, what you're probably wondering right now is how valuable is *your own* Intellectual Property? Are you sitting on unclaimed profits that could easily be worth millions to your business?

Fortunately, it's very easy to determine where your business stands on this. I've put together a set of seven questions that will tell you immediately whether or not you stand to benefit by **Licensing OUT** your Intellectual Property to other companies. Take a minute to answer them now:

Question 1: Do you have a product that sells well and could benefit from greater sales reach?

Question 2: Do you offer a service that other service providers could also offer, giving you broader market coverage?

Question 3: Are there additional markets you could be selling into but don't have the staff or budget to cultivate these sales?

Question 4: Have you developed systems or processes that could be used effectively by other companies within your industry or in other industries?

Question 5: Have you developed proprietary software for carrying out any aspect of your business that could be used by other businesses?

Question 6: Do you have marketing methods or materials that could be modified and used effectively by non-competing businesses?

Question 7: Do you have any other processes, systems, formulas or any other form of Intellectual Property that would be of value to other businesses?

If you answered "Yes" to one or more of these questions, then your business is in a position to **Licensing OUT** your Intellectual Property and generate large streams of income, much of which is passive revenue, for many years to come.

Removing the mystery behind how to effectively License OUT your Intellectual Property

So far, I've given you a couple examples of different types of Intellectual Property that companies have turned into millions in profits. And you'll see more examples when we get into the 6 IP licensing methods in a few minutes. But the real question at this point is:

What does all of this mean for you?

What it means is that you can fully capitalize on as many of your own existing products and services, past products and services, and useful systems and technologies as you'd like. And there are many different ways to use licensing to do this.

To help you get started, I've created **4 Core Principles** for effectively **Licensing OUT** your Intellectual Property. Few people even know these principles exist. And understanding them will give you a powerful competitive advantage that only a fraction of companies will ever have.

4 Core Principles of effectively Licensing OUT your Intellectual Property

Core Principle #1 – In order to License OUT your IP, it must have a track record of sales

Let me save you a lot of wasted time and frustration. The myth of coming up with a brilliant idea, jotting it down on a napkin, and licensing it out for millions is just that – a myth.

The number one factor companies that will license your IP look for is how well your IP is selling. If you have no track record of sales, your IP has no value to a licensor. On the other hand, the greater your sales are, the more you can make by **Licensing OUT** your IP.

If you need further proof, just tune in to any episode of Shark Tank. You'll see that the single most important question the Sharks ask of people seeking an investment is...

What are your sales to date?

If the answer to that question is a reasonable number, the guest stands a decent chance of getting an investment. And if the answer is an exceptional number, the Sharks will fight like maniacs to secure a deal!

Core Principle #2 – Don't underestimate the value of your IP

When I help clients **License OUT** their IP, one of the most common mistakes I see is that they actually undervalue it. That's because most people don't understand that the same IP can be **Licensed OUT** in many different ways.

You can do a direct license, sub-license, license by market type, license by geographical areas, license by media type and many more.

Once you understand this, the value of **Licensing OUT** your IP increases enormously. It's not uncommon to make 2 to 3 times more money by **Licensing OUT** your IP than you make in your main business. But the key to this is clearly understanding the full value of your IP.

Core Principle #3 – The benefits you get by Licensing OUT your IP are much more than just increased profits

Most people think about **Licensing OUT** their IP as a good way to add secondary income to their business. And while that's true, **Licensing OUT** your IP is actually much more beneficial than just that.

Licensing OUT gives you what I call "RIP" – Reach, Influence and Profit.

When you **License OUT** your IP, you can extend your **REACH** into the market enormously. With a big partner or many partners using or selling your IP, you can reach a much larger share of your market than you ever would on your own.

When you do reach a much larger share of your market, your **INFLUENCE** also increases. When people start seeing your product or service offered by multiple companies, or by a giant company, it immediately kicks your influence up to a new level.

PROFIT is the most obvious benefit you gain. But here's another important aspect of this.

When other companies sell your IP and take care of all orders, credit card processing, and customer service, the fee plus royalties you make come in at a near 100% profit margin. And that's the kind of profit margin that can't be beat!

Core Principle #4 – The best licensing deals are built on relationships

Nothing kills more licensing deals than a lack of trust. There's always the temptation when you first start to **License OUT** your IP to think that you may get cheated. But in reality, that rarely happens.

Each IP license is really a partnership. And each partner on both sides of the deal wants to be treated with respect.

By all means, you should do your diligence up front to verify that any potential partner is worth doing business with. But once you've done your diligence and decided to move forward with a licensing deal, treat your partner with the same level of respect you'd like in return.

Also, be sure to do whatever you can to support your partners. After all, your partner's success also increases your success. And the better the deal works for both sides, the longer it will last and the more profitable it will be.

The possibilities for Licensing OUT your Intellectual Property are practically unlimited

At this point, I hope you're beginning to see that the possibilities for **Licensing OUT** your Intellectual Property are practically unlimited. And with just minimal effort, you truly can make more money by **Licensing OUT** your IP than you make with your main business.

So let's shift into the "how to" portion of this Section. First, we'll conduct a short, but thorough inventory of all the Intellectual Property you currently have. I promise you'll be pleasantly surprised to discover that you have many forms of IP that you've been overlooking.

Then I'll give you 6 practical ways you can use right now to capitalize on the IP you already have. Using these 6 methods, you'll be able to start generating substantial profits immediately by **Licensing OUT** your IP.

How to take an inventory of all your Intellectual Property

Most companies have far more Intellectual Property than they realize. And you can easily identify all of your IP when you use my simple **Double Licensing IP Inventory Process**. This process consists of the following three steps:

Step 1 –List all the Intellectual Property you currently have

Step 2 –List all the Intellectual Property you'd like to create for operating your own business more effectively

Step 3 – Choose the single best piece of IP to start with for your first licensing project

So let's take a look at how you apply these three steps.

Step 1 – List all the Intellectual Property you currently have

As I've mentioned a number of times, the sheer amount of IP you already have may surprise you. To start with, you have products and services that are the core of your business – those that reliably bring in the bulk of your revenue year after year.

In addition, you have products and services that once sold well but are no longer the focus of your business. These all have value to other businesses – and that value is often substantial.

Plus, you have a wide range of systems, training, business processes and technology you've developed for your business – along with all the knowledge and experience it takes to develop and use them properly – that also have significant value to other businesses.

To identify all these forms of Intellectual Property, we're going to use my **Double Licensing IP Inventory Process**. You'll find a form for this process at the end of this Section.

As you'll see, there are 12 categories of IP that you may have. Not every business will have IP in all 12 categories. But it is highly likely that you'll have multiple pieces of IP in many of these categories. And by filling out this inventory sheet, you should be able to identify at least 5 to 10 types of Intellectual Property you can **License Out** to other businesses.

I want to call particular attention to Categories 4, 6, and 9. These are *unique ways you use other companies' business systems, marketing systems and software packages*. Most people don't realize that the unique methods you've developed for using these types of assets are valuable forms of Intellectual Property.

For example, one of my clients developed a unique process for using packaged software that identifies gym and fitness center owners. This is prospecting software that saves companies considerable time when identifying prospects for services that help gyms and fitness centers.

As with many forms of software, my client's employees found a few of the critical functions of this software to be redundant and cumbersome. In addition, it generated a number of false positives – prospects that did not match the search criteria being used.

So my client developed a way to use the software that bypasses a number of functions, eliminates the redundancy and gets the results they want without any false positives. And this process produces these results much more quickly and effectively.

I'm sure you see what I'm getting at...

This process my client streamlined can now be **Licensed OUT** to hundreds of other companies that use this same software. And it's easy to locate these companies, because like most software, there are a number of user groups dedicated to this software.

So whenever you've developed better ways to use packaged business systems, marketing systems and software, you have a potentially lucrative piece of Intellectual Property.

An earlier example revisited

Earlier in this material, I shared an example of a company called Springfield Remanufacturing Corp that has spun off 22 separate companies based on their proprietary IP. In partnership with their employees (a form of licensing), they offer this IP to companies across many industries.

By creating these spin offs, they grew their sales from \$9 million per year to \$400 million per year. And they make 10 times as much money from their IP as they make from their core business.

Now, you might think that a company that rebuilds blown out engines from large commercial vehicles would have very little Intellectual Property. But just some of their spin off companies they created are built around:

- Materials procurement processes
- Materials processing
- Accounting systems
- Marketing systems
- Management systems
- Human resources processes and systems
- Training methods
- Leadership training
- Information technology systems
- And many more forms of IP

Don't you think that if a company that remanufactures blown out engines can identify 22 different forms of IP to capitalize on, that you can find at least 5 to 10 forms of IP in your own business?

Of course you can!

So take all the time you need to list all the forms of IP you have in any of the 12 categories on the **Double Licensing IP Inventory Sheet**. In just 20 to 30 minutes, you should have a great list of IP to start capitalizing on!

Step 2 – List all the Intellectual Property you'd like to create for operating your own business more effectively

In some ways, this next Step is similar to finding unique ways to use other companies' marketing systems, business systems and software packages. In each of those instances, through the use of one of those assets, you've identified a flaw that makes them more difficult to use.

That's exactly what you're going to do in this step – only you're going to apply it to all the areas of operating your own business. Let me share an example of exactly how this works.

Like many companies that offer training programs, I've used webinars extensively to promote my programs. And also like all those other companies, in the past two to three years, the results I've produced from presenting webinars has tapered off substantially.

For example, across all industries, the standard rate of people who show up for a webinar presentation – even after they've signed up for the webinar and received multiple reminders – hovers around 30%. And the rate of people who stay for the full presentation when they do attend a webinar is dismal, anywhere from 10% to 25%.

Because of this, the majority of your hard work is wasted. And it got me to thinking that there has to be a better way. But after researching various options, nothing had the ability to really move the needle.

So I developed a new webinar/presentation model of my own. The premise I based my model on is that someone who pays to attend a presentation – even a small amount – would be far more likely to show up for that presentation.

In testing this premise, it performed like crazy! Now, with this new method, instead of a paltry 30% of registrants showing up for my event, I was consistently getting a show-up rate of 80%.

To make it even better, a full 90% of the people who attended my event stayed until the end. And they did so without being lured into staying with the promise of a free gift, a “secret” technique that would be revealed at the end, or any other gimmick or shady tactics.

I repeated similar tests 5 or 6 times. And every time, the results were extraordinary compared to the traditional process of presenting webinars. My show-up rates were 80% or higher, my stay rate was 90%, and my sales increased significantly.

But here’s the important twist...

Initially, I began testing alternatives to the conventional webinar process out of frustration with the results that process was producing for my business. And I was focused entirely on producing much stronger show-up rates, stay rates and sales for my own business.

But as soon as this new method, called **The Fully Paid Framework**, performed consistently well after a few tests, I quickly realized that this is IP I can license to hundreds, and perhaps thousands, of companies that rely on webinars to promote their training programs, consulting services and coaching services.

So far, the initial offer to license this new piece of IP has produced excellent results. And I expect it to become my most licensed piece of IP for the next 3 to 5 years.

So for this Step, be sure to examine anything that isn’t working as well as you’d like in your business. Then, create an alternative and test to make sure it works better than what you’re currently using. When it does, you’ve struck licensing gold!

Step 3 – Choose the single best piece of IP to start with for your first licensing project

Now that you’ve listed all the types of Intellectual Property that you have, it’s time to select the single best piece to start **Licensing OUT**. There are two simple steps for doing this.

Step 1 – Quickly go through your list and select the top 3 pieces of your IP that you’re most interested in licensing to other businesses. This should only take you about 5 minutes.

Quickly go through every entry on your IP inventory sheet and select *only* those few pieces of IP that appeal to you the most. Don’t over-think this. Trust your gut and select your top 3 pieces of IP.

Occasionally, you may have to perform two passes to come up with your top 3. For the first pass, try to limit your choices to no more than 5 or 6 pieces of your Intellectual Property.

Then, for the second pass, narrow this list down to just your top 3 pieces of IP.

Step 2 – Use ICE Analysis to determine which single piece of IP to start with. ICE Analysis is a process I learned from my friend, Roland Frasier, that's used to compare the merits of multiple opportunities.

Here's how it works. For each opportunity, you're going to rank it by the three ICE components – Impact, Confidence, and Ease.

Go through each of your top 3 pieces of IP and rate them for all three ICE components, giving each component a rating of 1 to 10, with 10 being the best rating. Then, once you've rated all 3 pieces of IP, add up the ICE scores for each and the single piece with the highest rating is the piece to start with.

Here's an example of what your ICE analysis might produce, using 3 pieces of my own Intellectual Property:

Option 1 – No-cost list building for consultants and coaches

Impact: 8 Confidence: 6 Ease: 9 = 23

Option 2 – The Fully Paid Framework

Impact: 10 Confidence: 9 Ease: 9 = 28

Option 3 – 5 proven marketing campaigns for generating passive revenue

Impact: 8 Confidence: 5 Ease: 5 = 18

How to conduct your ICE Analysis

As you've seen, there are 3 components that you use for ICE Analysis. Let's take a deeper look at how you evaluate each of these 3 components.

Impact. For Impact, you're evaluating how great the Impact will be *on your market*. Or put another way, how high the demand for licensing a particular piece of IP will be in your market.

Obviously, the greater the demand will be for a piece of IP, the higher you'll rate it. And if the Impact score is 5 or lower, that piece of IP is not a good candidate for **Licensing OUT**.

Confidence. How confident are you in your ability to license OUT this piece of IP and train your licensees in the proper way to use it? If a particular piece of IP is difficult to use, requires years of experience to understand, or you can't easily train your licensees to use it properly, it should be given a lower score.

Ease. For this component, you're going to rate each of your pieces of IP on ease to put your IP into a licensable package, ease to market this piece of IP, ease for your licensees to learn, ease for your licensees to use, and ease to maintain strong performance with your licensees. The more it meets all these requirements, the higher your rating will be for Ease.

Once you've completed your ICE Analysis for all 3 pieces of your Intellectual Property, you should have a clear winner. As you can see in my example above, my **Fully Paid Framework** IP has a total score of 28, while the other two pieces of IP are rated at 23 and 18. So it's clear that this piece of IP is my winner.

Now, in case of a tie score between two pieces of IP, which is rare, select the one you feel you would be most committed to making a success over the long haul. When **Licensing OUT** your IP, you'll be working with it for a number of years to come. So selecting the piece you're most committed to is the ideal tie-breaker.

6 ways to turn the IP you already have into ongoing sales and passive revenue

Now that you've identified all the forms of IP that you have and selected the first IP property you'd like to start **Licensing OUT**, let's turn our attention to 6 different ways of doing that.

As you're about to see, all 6 **Licensing OUT** methods are simple, cost little or nothing to implement, and pay tremendous dividends.

Let's dive in!

Licensing OUT Method #1 **The Distribution Network Method**

One of my clients uses **Licensing OUT** to turn his client list into a powerful distribution network.

His core product is software that can be used to target any level of executives, in any industry, in any city in the world. Just plug in the information for these three categories and the software generates an up to date, complete list of the executives you're looking for with a number of forms of contact information, including website URL, phone number, social media accounts, and email address.

Now, this software can obviously be sold to companies in practically any industry. And my client does that.

However, by using a simple form of **Licensing OUT**, my client has extended their reach – and their profits – immensely. And it requires no additional cost or effort on their part to do this.

Here's how they use the **Distribution Network Method** to achieve this. Whenever you want to create a network of other businesses to “distribute” your product or service, the first question to ask is, “Who has a deep level of access to my market?”

In this case, one of the best sources of access to my client's market is ad agencies. That's because ad agencies deal with clients in many industries. And nearly every one of their clients can benefit from using this software.

Understanding this, the first step in creating their **Distribution Network** is that my client sells their software to ad agencies for a fixed price. The agencies benefit directly from being able to use the software to generate leads of highly-qualified prospects in any industry.

But then my client ramps things up to the next level.

Included in that fixed price is a license that allows an ad agency to purchase subscriptions to the software at that same price – and then sell the software to their clients at any price they choose. Most ad agencies mark up the price of the software from 3 to 10 times.

This is very profitable for the ad agencies because all they have to do is send an offer by email to their clients with a payment link. All copy for the email and the offer is provided by my client, so the ad agency doesn't have to create anything at all.

So with just a copy, paste and send, offering this software creates a lucrative new profit center for the ad agency that they wouldn't see without this.

The benefit my client gets is that they are now reaching and selling to a vast audience that would take years of effort and a significant investment to build on their own. Yet they're paying nothing to reach this greatly expanded audience. In fact, they're actually *getting paid* to take new customers!

So how profitable is the **Distribution Network Method** for my client? Before implementing this method of **Licensing OUT** their IP, my client's annual revenue was \$1 million. After implementing it, my client's annual revenue has climbed to \$10 million.

Bottom line, my client makes 10 times more money by **Licensing OUT** their IP than they make from their main business!

Licensing OUT Method #2 **The Mirror Image Method**

This example features one of my clients who is taking advantage of a form of licensing called the **Mirror Image Method**. What this means is simply “mirroring” what someone else is already doing successfully.

Here’s how this method works. One of the licensable properties I offer is a package of pre-done marketing campaigns that consultants can license from my company and then license to their own clients. Each consultant pays a licensing fee for this package, then “mirrors” what I’m doing by **Licensing OUT** the individual marketing campaigns to their clients.

The consultants win because the marketing campaigns have all been proven effective across many different industries, letting them bypass the months or years of development time it would take to create these kinds of campaigns from scratch.

The clients who license and use these marketing campaigns to sell more of their products and services benefit because they pay a fraction of what it would cost to have a campaign designed from scratch. And in most cases, their results are guaranteed, which eliminates all risk on the client’s part.

Now the marketing campaigns themselves give a consultant a powerful tool for quickly generating more business in their practice. But in addition to those campaigns, as part of their license they also receive my proprietary prospecting system for generating qualified prospects to sell the campaigns to. As a result of this complete package, my licensees can expect to generate substantial results quickly.

One of my licensees who had been in the program and “mirroring” my process for just a couple of months reported that by using this two-part process – consisting of my marketing campaigns and my prospecting system for selling them – his first month’s results exceeded his best sales month for the past 20 years.

In fact, he generated so much business so quickly, that he had to temporarily shut down the prospecting system because his sales team had too many leads to adequately handle.

Simply by turning on a pre-done system that he had licensed, my licensee generated an immediate spike in leads of 150%. And when the smoke had cleared, he ended up with a 5-to-1 increase in prospects who were ready to sign a contract on the dotted line.

Key takeaways. There are two important lessons from this example of the **Mirror Image Method**.

FIRST – If you have a duplicatable process that anyone in your industry could “mirror”, this **Licensing OUT** method is ideal for you. And if you can package it with an additional component that improves results even more – like my prospecting system – it’s even more valuable to your licensees.

SECOND – If you want to add a new product or service offering to your business, there’s no need to invest a significant amount of time and money developing it. By using the **Mirror Image Method**, you can license it in ready-to-go form.

Not only does this eliminate any development costs and reduce your time to market to zero, but it’s an excellent way to get paid to determine if a given product or service will sell well to your market.

If it does sell well, you can then develop a version of your own. If it doesn’t, you simply kill the project with very little time or money invested in it.

Licensing OUT Method #3 The Fractional Licensing Method

The **Fractional Licensing Method** is exactly what it sounds like – devoting only a fraction of your business efforts to **Licensing OUT** your IP, while spending the majority of your time concentrating on your core business. Even so, this form of licensing can be quite profitable.

Here's an example that demonstrates how it works. The Internet Marketing Center was founded in 1996 to offer internet marketing tools and training to small businesses. The original founder was Corey Rudl who was visionary in identifying the massive potential of the Internet as a marketing medium long before most businesses were even online.

A few years before Corey tragically passed away in 2005, I sold a division of one of my companies to him. This was a straight sale, but the one "extra" that Corey insisted on was that I throw in a couple consulting hours to give him and his partner, Derek Gehl, an immersion training in the basics of **Licensing OUT** their IP. Mind you, this was done in about two or three hours and it really only scratched the surface of what's available through licensing.

Even so, the results they produced were exceptional. By taking some of the training products from the division they purchased from me and merging those with some of their own training materials, the team at the Internet Marketing Center created a new package that could be **Licensed OUT** to other businesses to sell.

This new package was intended to be used in a small test, due to the fact that they had very little time or staff available to manage this project. However, within the first week alone they collected \$1 million in licensing fees.

Then, by continuing to devote just fraction of their staff's time and effort to this project, they ended up producing a total of \$2.6 million in additional revenue that year. All from a simple **Licensing OUT** method they would not have known about without the introduction I gave them to licensing.

Because their annual sales revenue was around \$6 million, this represented a 43% increase in sales. But again, it didn't require anywhere near 43% of their time, effort or staff to produce this lucrative gain.

That's the power of **Fractional Licensing**. Most importantly, it demonstrates that you don't need to devote a large amount of time or staff to your licensing projects in order for them to deliver impressive results.

Licensing OUT Method #4 The Services Broker Method

The **Services Broker Method** is an extremely flexible licensing strategy. It can be used to quickly create a 6-figure profit center within your own business or to create an entirely new business.

The best way to describe this simple, extremely powerful method is to give you an actual example of it being used. One of my clients was looking to leverage the power of **Licensing OUT** to increase his profits, but he wanted to do this with the least amount of effort possible and the least disruption to his existing business.

This client offers SEO services to small and medium-sized businesses. So I recommended that he offer other services that small businesses could use to improve their web presence.

After all, companies that use SEO services would likely be in the market for other services like web design, Facebook marketing, video marketing and video production, LinkedIn engagement and marketing, funnel building, data analysis tools, email marketing software and much more.

The problem was, my client didn't have expertise in those areas and didn't want to undertake the cost and time necessary to hire staff to develop those services. That's where the **Services Broker Method** came to the rescue.

Instead of developing any of those services on his own, I suggested that he leverage his existing relationships to set up deals with other companies he knows and trusts that already offer those services and recommend those services to his clients. In exchange, he'd receive a commission for every completed project he referred to each vendor.

When you do this (which is essentially **Licensing OUT** your business relationships), not only do you instantly establish a new profit center for your business with no cost or risk on your part, but you are also being of service to your customers in the best way possible.

The fact is that your customers already want many of the associated products or services you'll be bringing to their attention. But just enter any search term for those services into the search engine of your choice and you'll immediately see a huge problem that handcuffs your customers – the overwhelming number of results you're faced with to even attempt to identify a reliable vendor.

For example, as I'm writing this, I've just searched Google using the term "Facebook advertising agency". That search, which I enclosed in quotation marks to limit the results to the fewest possible, returned a whopping 130,000 results!

Now you see the problem your customer faces every time they try to find a reliable vendor for any product or service. The number of results you get from a search are so large, that it's an overwhelming task to try to comb through them all.

So when you step in and recommend a carefully selected vendor, you solve a huge problem for your customers and make a nice commission for doing so. And your customers see you as being of true service to them.

Back to our example, what I recommended to my client was that he start with a service that many of his clients had asked him about. In this case, one of the most requested services was website design and development.

He then visited a number of freelancer sites and viewed the portfolios of website designers. Freelance sites allow a freelancer's customers to rate each project without the freelancer being able to modify or tamper with their ratings. So by choosing only the top rated freelancers and spending a few minutes reviewing their portfolios, you can quickly identify the best of the best.

Next, he emailed a few of his clients asking if they needed web design and development services. He immediately got a response from a client who needed a small development project done for his website.

My client then found the ideal freelance designer who would do the project for \$500 and a deal was struck. Then he charged his customer \$2,000 for the project.

The total time involved for my client to manage the project from start to finish was two hours. So he pocketed \$750 per hour for his efforts.

Next, to expand this even further and make it a 6-figure profit center for his business, my client can run Facebook or LinkedIn campaigns to thousands of other companies offering the same services. Then, as he takes on more business and finds a couple freelancers who are especially organized, he can pay one of them extra to manage all his projects.

By doing this, he'll no longer have to spend any time managing the projects and can now devote that time to landing even more clients. And a new 6-figure profit center will take shape within just a few months.

That's how quickly the **Services Broker Method** can be scaled up. And as you can see, as with most licensing deals, it didn't cost my client a penny to do this and he had no risk whatsoever.

If you think about it, all my client really did was leverage the knowledge he already has about online services to quickly establish a 6-figure profit center. And every smart business owner has some form of industry knowledge they can leverage in a similar way.

Licensing OUT Method #5 The Private Labeling Method

This method features one of my favorite stories of using licensing to add substantial profits to your bottom line with just a touch of creative thinking.

Private Labeling is a method of **Licensing OUT** the use of your product or service to licensees where it is repackaged under their company name and branding. The repackaging can be done by your licensee or by you, whichever is more convenient for you.

This can be done with any product or service. A great example is vitamins and other supplements. Except for large name brands, the majority of vitamins and supplements you see being sold in stores and online are private labeled.

For example, CVS has its own line of vitamins and supplements. *But they don't manufacture any of them.* Instead, they have them manufactured by a large company that Private Labels for hundreds of drug store chains.

The same goes for grocery stores and health food stores that sell their own lines of vitamins and supplements. Those lines are actually manufactured by a large company that specializes in **Private Labeling**.

I've personally **Private Labeled** a number of my training programs for other companies with excellent results. It's an ideal way to increase your reach and sales into markets you wouldn't normally serve.

For example, years ago, I offered a training program on advanced methods of direct marketing. The program started with a live, 3-day immersion training, followed by six months of coaching and support.

At the end of the 3-day training, I offered to private label the training materials used in that program for a fee plus a percentage of all sales. The start-up fee was relatively high, around \$15,000, to make sure people who purchased a license would be serious about following through.

Attendance at this event was limited to just 30 people, to make sure everyone got a deep level of personal support from me and my team. When I made the offer to purchase **Private Label** rights, 14 of the 30 people enrolled in the program purchased those rights.

This included a member who wanted to customize it for the computer software industry. That spurred another sale to a member who wanted to customize it for the computer hardware industry. And others who purchased included a company that offers sales training, a company

that sells replacement parts for large manufacturing companies, a company that specializes in helping other companies in the commercial food supplies industry, and more.

Now, at \$15,000 plus a continuing percentage of sales, I did quite well financially on these deals. And nearly all of the fees and commissions I collected were passive revenue, since the licensees did all the work to market and sell their customized versions of this program.

Here's another example. This is one of my favorites!

One of my clients manufactures CBD infused dog treats that are sold in stores and online. This is more difficult than it might sound, because each treat must weigh a certain amount and have an accurate dosage of CBD.

This means that EVERY batch must have a random sample laboratory tested and certified, so that the treats are in compliance with U.S. standards. In addition, the weight of each biscuit must be nearly identical, both for certification and so owners can feel confident that their pet is getting a specific amount of calories and proper dosage of CBD.

Because of this, many companies in both the CBD market and the pet market don't produce these type of treats. Which opens up an ideal licensing opportunity for my client.

Understanding the problem that other CBD and pet food companies face, my client also uses their recipe and testing facilities to create the exact same dog treats for other companies, which are bagged and labeled with the other companies' branding.

By **Private Labeling** dog treats for a number of pet product companies, my client's company brings in \$60,000 per month in passive revenue from this source that's secondary to their main business. And that \$60,000 is nearly all passive revenue that comes in every month like clockwork, with little more than 15 minutes of maintenance for each account each month.

Do the math and you'll see that this comes to \$720,000 per year for just a minimum of additional effort. Not too shabby for baking dog biscuits!

Licensing OUT Method #6 The Accelerator Method

This final example comes from my own business. Creating a 6 or 7-figure stream of passive revenue can be done much more quickly than you might think when you **Licensing OUT** your Intellectual Property.

This example illustrates in detail how I recently did this with the marketing campaigns I mentioned above, generating a new, 6-figure stream of passive revenue over a period of just three months. And how I accelerated those results even further with just a couple minor tweaks.

Starting in the middle of November I sent out an email introducing a new, master level program for consultants that lets them license my best performing marketing campaigns and my complete prospecting and sales system. This included many campaigns and all the key marketing pieces that I use in my own business and had not shared in any of my other programs.

By carefully screening for only highly qualified applicants and *not* making it available to anyone simply because they could afford it, the members got results quickly. Most are on target to make \$300k or more annually by using this system.

Each licensee pays me a \$14,000 licensing fee that's renewable annually, plus a percentage of their profits. I initially sold a number of licenses right from that first email alone, generating a sizable profit immediately.

Then, in February (just 3 months later), I **accelerated** my results by selling a single master license for that entire operation to another business. I received a six-figure deposit plus an ongoing, double-digit share of the profits they generate.

Plus, the deal is structured in a way that is partially self-liquidating for the buyer. So it's relatively painless and they have a strong incentive to perform at the highest level – meaning more sales for them and higher royalties for me.

So let's get to the bottom line. In just 3 months, by packaging and **Licensing OUT** my IP, I was able to:

- Create a new division of my business from scratch and have it be extremely profitable within the first week of launching it
- Fully prove the model within this 3-month window

- Attract a master licensee to take over the entire operation
- Get a six-figure down payment, plus an ongoing double-digit royalty. Depending on overall sales, this will be worth between \$300k and \$600k per year to me, even though I do very little other than monitor my licensee's progress, spend an hour or two per month collaborating with them, and collect my monthly royalties.
- The final **accelerator** component. Built into the process is a plan for my master licensee and I to sell this division three years from now. My share of that is based on my royalty percentage and is projected to be worth \$2 million to \$4 million.

Wrap Up

I hope you've enjoyed this Section. And that you've started to inventory all the existing IP you already have and selected one of the 6 **Licensing OUT** methods to use to license it.

Why? Because these simple steps can quickly add one or more 6-figure profit centers to your business with **Licensing OUT**.

More importantly, I hope I've achieved my main goal with this Section, which is to expand the way you think about the opportunities available in your business.

In my experience, the vast majority of businesses are sitting on stockpiles of dormant profits. The only thing holding them back from tapping into these profits is the ability to think about their business in a more expansive way that leverages the power of licensing. And a little bit of practical knowledge for implementing that thinking.

You now have a uniquely expansive way to think about your business, your assets, and implementing the 6 licensing methods I've presented here for **Licensing OUT** your IP. So my closing advice is simple:

Dig in and start implementing!

All it takes is completing your IP Inventory, selecting your best IP property to start with, then picking the licensing method that's the best fit for your business and the easiest to implement quickly. When you do this, you have no risk whatsoever, because each licensing method can be implemented with no cost at all.

In return, for just a small amount of effort, you could easily create a new, 6-figure profit center just like the businesses I cited in these examples. Or multiple new, 6-figure profit centers.

So jump in and give it a try. I promise you'll be thrilled with your results!

Double Licensing Inventory Sheet

Most companies have far more **Intellectual Property** than they realize. When I tell new clients that we can easily identify at least 5 to 10 pieces of IP they already have, most don't believe me. But just one glance at the 12 categories of IP I've listed below will let you quickly realize how much IP you currently have that could be licensed to other companies.

INSTRUCTIONS: Fill in as many forms of **Intellectual Property** as you can for all 12 categories below. Do this in two passes. For Pass 1, let your mind roam free and list everything you can possibly come up with. Don't edit or criticize anything here. For Pass 2, review the IP you listed in Pass 1 and eliminate anything that you aren't interested in licensing.

1. All the products/services you have that sell well

2. All past products/services that sold well, but you're no longer selling

3. Business systems you've developed to operate your business more effectively

4. Unique ways you use packaged business systems to operate your business more effectively

5. Marketing systems you've developed to operate your business more effectively

6. Unique ways you use packaged marketing systems to operate your business more effectively

7. Training programs for the effective operation of your business

8. Technology you've developed to operate your business more effectively

9. Unique ways you use packaged technology to operate your business more effectively

10. Any process you've developed for procuring Sections for your business at reduced costs

11. Any process you've developed for procuring services for your business at reduced costs

12. Additional markets you could be selling into if you had more staff

Section 3

Licensing IN

How American Express quietly makes a small fortune with a simple form of licensing

Do you have an American Express account for your business? If you do, then every month you get an email with a subject line something like this:

“Bob, your exclusive business offers are inside”

It’s really a very quiet form of marketing called **Licensing IN** (which I’ll explain in a minute). Completely unobtrusive with no hard sell at all, the entire thing is positioned as being of additional service to you – which it truly is.

Now the first really smart thing Amex does should be obvious, but when I see other companies try this, they really don’t get it. *What Amex does is make sure that all the offers are directly related to things you actually want.*

That’s critical if you want to keep people engaged. Compare this to something like Groupon where you get bombarded with offers, most of which don’t hold any interest for you. So in short order, you learn to ignore Groupon.

That’s not the case with American Express. Instead, all offers are for products or services that you *actually want*. So this month, there’s a nice discount for a popular restaurant in my area, along with discounts for FedEx services, office supplies and a couple other things I use every month.

Now that is being of real service.

The second really smart thing Amex does is what I referred to a minute ago – they use a strategy I call **Licensing IN** to create these offers. You see, Amex doesn’t stock or deliver any of the products or services for these offers. Those are all provided by other companies that they partner with.

Amex is simply a connector of customers who want certain items to vendors who sell those items. Those products and services all come from other companies that have licensed the rights to Amex to offer them to their card holders,

When these offers are sent to its card holders, Amex receives a commission for every sale that’s made. So Amex is in a **Licensing IN** relationship with each vendor whose product or service it offers to its card holders.

This means that Amex doesn’t take any orders, process any credit cards, deliver any goods or deal with customer service for these sales. That’s all done by the vendors they have licensing

agreements with, which means that Amex incurs no costs whatsoever. So nearly all the commissions they collect from these offers are pure profit.

While I can't say exactly how much Amex makes from these offers, I know it's substantial because they've been sending out similar offers every month like clockwork for at least the past 15 years.

I also know how well it works because I regularly use **Licensing IN** with my own business and it's increased my sales by 37% every month. Plus, a member of my mastermind group who uses a more complex version of **Licensing IN** takes in \$800,000 per year in additional income – with almost no hands-on work whatsoever.

Think about it. When you're being of real service to your customers by offering them discounts on products and services they want, not only do you increase your sales, but you also generate a tremendous amount of goodwill that creates exceptional customer loyalty.

And it's even better when you structure it like I described so all you do is send out an email, then sit back and collect your commissions with no other work on your part.

What can you expect when you leverage Licensing IN to grow your own sales?

Now, obviously, you are not American Express and you don't have the vast resources they do. But the good news is that you don't need any of their size or resources to be able to multiply your sales with **Licensing IN**.

For nearly 30 years, I've taught thousands of business owners how to substantially grow their sales by using **Licensing IN**. Many of them actually make more through their licensing deals than they do with their main product or service.

And here's the important point. None of these companies are anywhere near the size of American Express. And they don't come close to having the resources and network of American Express.

Yet they can easily turn each sale they make into 3 to 6 sales – and convert a far greater number of prospects to paying customers – with the simple, 5-step system you're about to discover.

In **Section 1** of this material, I shared some of the results my clients have produced by leveraging the power of **Licensing IN**. Some of the people featured in those results are very well known and many are unknown. But the one thing they all have in common is that **Licensing IN** was completely new to them.

And the news gets even better...

Now, the results all these folks produced are fantastic. But in addition to those results, **Licensing IN** gives you five benefits that are unmatched by any other form of marketing:

- It's a fast and easy way to generate immediate, short-term sales – often increasing your monthly sales by 40% or more for the short time it's used
- It creates reliable, ongoing sales with a simple strategy that turns every sale you make into 3 to 6 sales
- It lets you convert your licensing deals to large, consistent streams of passive income
- You can repeatedly scale this over and over again
- All this is done with no cost and no risk on your part

Now, the way all of this is done is by leveraging the single most valuable asset your business *already has*. An asset you've invested considerable time and money to create and will now be able to capitalize on to its full capacity.

And as I mentioned above, since you've already created this powerful asset, you have no cost and no risk to fully capitalize on it.

I'll take you on a complete tour of all 5 steps of the complete **Licensing IN** system in just a minute, including revealing exactly what this valuable asset is. But first, let's start with some important groundwork...

4 Core Principles of effective Licensing IN

As I mentioned, my simple 5-step system for multiplying your sales by **Licensing IN** leverages the single most valuable asset your business already has.

And in order to use it as effectively and profitably as possible, there are four **Licensing IN Core Principles** that you must understand.

Licensing IN Core Principle #1
**Of all the assets your business has, ONE asset
is far more valuable than all others**

Of all the assets your business has, there's ONE asset that stands head and shoulders over all other assets. ONE asset that no business can survive without. And the more a business has of this asset, the greater their sales will be.

So what is this ONE asset that's extraordinarily more valuable than all others?

Your company's email list

You may have heard the saying, "The money is in the list". And it's absolutely true. But there's even more to this.

A company without a list, or with just a small list, is always going to be struggling. Their sales will be low and their growth will be practically non-existent.

That's why there are so many courses, consultants and agencies that focus entirely on helping companies build their lists. Because list building is the most sought after marketing service.

Because of the immense value of your email list, it's the *only asset* you ever need to work with for multiplying your sales by **Licensing IN**.

And it gets even better. Because the fact is, no business comes even close to fully capitalizing on all the sales embedded in its list. Including your business.

So *everything* we do we do is designed to capitalize on the tremendous reserve of additional sales just sitting there waiting to be made.

Licensing IN Core Principle #2
No sale ever takes place in a vacuum

This next principle goes hand-in-hand with the first principle. You see, when a customer buys a product or service, it's never an isolated sale that stands on its own. It's actually just one piece in the *complete process* of solving the customer's problem or achieving their goal.

There are many steps, both before and after they buy a product, that make up the full **Customer Success Journey** that's required for a customer to achieve their complete goal. And by mapping out their complete journey, you can identify and offer them the *exact products and services* that help them most at each step in that journey.

For example, let's say you decide to start a keto diet. Your first purchase would probably be a book explaining what the keto diet is, why it's beneficial, what foods you can eat and what foods to avoid.

But is that the end of your journey to success with the keto diet?

Of course not!

It's just the beginning. So next, you'll probably buy...

- A keto cookbook
- Vitamins and supplements that are recommended for this diet
- A glucose testing device
- More books that go into greater detail about the keto diet
- A book on intermittent fasting (a very popular trend with keto dieters)
- A pressure cooker, which is a fast way of preparing foods without any loss of vitamins or nutrients
- Specially formulated keto foods and snacks
- New exercise equipment
- New exercise shoes
- New exercise clothes
- Group coaching with a keto certified nutritionist
- Individual coaching with a keto certified nutritionist
- And a lot more!

The list goes on and on!

Now, the important point to recognize here is that all these additional steps in the complete **Customer Success Journey** also kick in the minute someone buys *any product or service*.

Once you realize this, it becomes abundantly clear that any sale is never just a single sale. It's actually the start of a long chain of possible sales that are all based on helping your customers achieve their *complete goal*, not just one small part of that goal.

Licensing IN Core Principle #3
**The single most reliable indicator of what people
will buy more of is their actual buying history**

One of the most popular ways that many experts recommend for creating new products is to ask your customers what they want and then create it. But if you've ever surveyed your customers and created a product based on the results, you know that it either sold poorly or failed completely.

So why does this happen? Especially when people are actually trying to help you when they respond to your survey?

There are three reasons...

FIRST – Many people don't necessarily know what they want. They know what *problem* they want to solve or what *goal* they want to achieve, but they don't know how to get there.

And they're actually looking for *guidance from you*. So they aren't a great source for helping you decide which products or services to sell.

SECOND – When you conduct surveys, many people they tell you what they think you want to hear.

That's just human nature. They actually want to be helpful when they do this. But it means that a lot of your results are highly inaccurate.

THIRD – People rarely give you the full story. They leave out many details but think they're giving you a complete answer.

Just look at the list of products I gave you for the keto diet. There's just no way a survey would ever show you such rich and detailed results.

Because of these three factors, you end up making decisions based on *inaccurate information*. And that's why a product or service that looked so promising ends up falling flat on its face.

Now, with my approach to **Licensing IN**, we use something completely different from asking your customers what they want. Instead of customers' opinions, which are always sketchy, we look at the *history of what these customers and others like them have already bought*.

This research fills in all the gaps, because what people have already bought is always completely accurate.

At the same time, keep in mind that on average, only about 5% of your subscribers are paying customers. So this newly revealed buying history is invaluable for making more sales to the 95% of people on your list who haven't bought anything yet.

Plus, the history of what other people just like your customers have bought gives you an even broader picture of what your customers will buy more of, even if they've already bought your main product. And when used properly, these factors combine to create a massive uptick in your sales and profits.

Licensing IN Core Principle #4
The way you capitalize on customer buying behavior
is by leveraging the power of Licensing IN

So back to the list of keto products I gave you just a minute ago. When you look at it, one thing is glaringly obvious...

You can't possibly create and sell all these products and services on your own

But here's something even more important that few people realize...

*You don't have to create any or all of those products
and services to sell them to your subscribers!*

All you have to do is set up licensing deals with the companies that have already created those products and services to sell them to your subscribers. And when you do this properly, you receive a 40% to 50% commission for every sale you make.

Plus, it gets even better...

When you offer your subscribers other companies' products and services, *the companies with the products you partner with do all the work!* They take all the orders, process all credit card payments, deliver the product or service, and provide all customer service.

Which means that the commissions from these sales that you receive are 100% profit.

Now the way you set up and structure these deals is by using the **Licensing IN** system. This system places you in the middle as the connector between people who want a product or service (your subscribers) and the company who sells it.

And as the connector, you receive a sizable commission for every sale that's made.

A quick overview of all 5 steps of the Licensing IN System

Licensing IN gives you the ability to quickly create a highly profitable flow of new sales by setting up deals with other companies to sell their products and services to your list. This gives you three powerful advantages.

The first advantage is pretty obvious. Offering your subscribers quality products and services that help them achieve their complete goal increases your sales and profits. And it doesn't require investing any time or money to develop those products and services.

The second advantage is that the profit margin on these sales is nearly 100%. That's because the partners you set up deals with take all the orders, do all the credit card processing, fulfill the orders, and provide all customer service. So the commissions you receive are pure profit.

The third advantage is an enormous increase in customer loyalty. This occurs when you recommend a product or service that helps your subscribers take one step further in achieving their complete goal.

If you go back to the list of products and services a person might want once they decide to try the keto diet, there's a huge problem for all of them. Because when you decide to buy any product or service and search for it online, you get *tens of thousands of results*.

Try doing a Google search on "keto diet books" in quotation marks to limit the number of results you get. When I just did this search, it returned 142,000 results!

When faced with that many results, your subscriber's eyes glaze over. Because it's nearly impossible to figure out which books are good and which are junk.

So when you recommend a great book on the keto diet, it eliminates all the frustration and confusion your customer is faced with. And this results in an increased level of appreciation and customer loyalty.

So with these advantages in mind, let's take a look at the complete **Licensing IN System**. There are just five steps to the entire system, which makes it easy for anyone to start creating lucrative licensing deals right away.

Here's a quick overview of all 5 steps. Then I'll take you through each step in detail.

Step 1: Identify the products and services your customers want most

Step 2: Set up licensing deals to sell more of the products you don't offer to your list

Step 3: Use your licensing deals to make immediate short-term sales to your list

Step 4: Use your licensing deals to make ongoing long-term sales to your list

Step 5: Generate large streams of ongoing passive revenue

That's the entire system. And as simple as it is, these five steps can produce an enormous increase in your sales and profits.

With this basic foundation in place, let's move on to how you use all 5 steps to produce massive success with **Licensing IN**.

Step 1

Identify the products and services your customers want most

Remember, whenever a customer buys any product or service, there's always a long list of other complimentary products and services they will eagerly buy. That's because their complete goal can't be fully achieved with just a single product.

So it's your job to understand specifically which products and services your customers want most in order to fully achieve their goal. And the most effective way to do that is to clearly identify which products and services those subscribers are *already buying*.

Why? Because the most accurate predictor of what people will buy more of, is what other people like them have already bought. For the most part, you'll find that these are the products and services of other companies. And since the majority of your subscribers have not yet bought these products, they will sell well when you offer them to your list.

In order to identify as many of these products and services as possible, we use two tools: the **Customer Success Roadmap** and the **Sideways Survey**.

Identifying high-value products and services using the Customer Success Roadmap

The **Customer Success Roadmap** is an informal tool used to identify the first level of products and services your subscribers already buy. Here's how it works.

The **Customer Success Roadmap** recognizes that any time a customer buys a product or service, that purchase *does not* achieve their complete goal. The fact is that there are many steps needed for your customer to achieve their complete goal. And all of these steps can be "mapped" into a logical order that makes up the **Customer Success Roadmap**.

Most importantly, once you realize that a **Customer Success Roadmap** exists for any product or service and you map it out, you now gain multiple "points of entry" to sell far more products and services to your subscribers.

In fact, some of your subscribers may never buy your main product, but they will buy other products or services from you that are on their **Roadmap**. This gives you the ability to multiply your sales many times over.

Plus, some of your subscribers who buy other companies' products and services from you will then be more open to looking at your own product again. And some will then buy your main product, resulting in even more paying customers.

If you need to refresh your memory on how the **Customer Success Roadmap** works, think again of the example I gave you of what happens when someone begins a keto diet.

The first thing they usually do is buy a book on the diet, describing how the keto diet works, what you can eat and what you can't eat.

But that's just the starting point toward achieving their *complete goal*. And the road to that goal has many steps.

Some of these steps include buying: a keto cookbook... strips or devices that measure the ketones you're producing to make sure you're in the proper range of ketosis... supplements that support the diet... exercise programs... exercise equipment... exercise shoes and clothes... new clothes as the weight begins to drop off... meditation and relaxation apps... and many other items.

Make a list of all the products and services your subscribers are likely to buy in order to achieve their complete goal

With the wealth of experience you have in your market, you should be able to create a list of many high-value products and services your subscribers are likely to buy in addition to your own product.

All you have to do is create a list of all the products and services you can think of that help your subscribers achieve their complete goal. These should include products that relate directly to your product – like a keto cookbook. And products that are related indirectly, but are very popular with your subscribers – like a meditation app.

Keep going, adding to the list until you've listed every product or service you're confident your subscribers would be interested in. Once you've completed your list, you have a great start on laying out your **Customer Success Roadmap**.

Use the “Sideways Survey” to determine exactly what your customers are actually buying

The second part of this Step is to find out from your subscribers the exact products and services they want most in order to fully achieve their goal. But remember, conventional surveys don't work very well for this. They are one-dimensional and prone to biased answers.

That's why so many products that are developed based on asking your customers what they want, turn out to be total flops. And that's also why we use a very different tool for this critical research.

The tool you'll be using is an instrument I developed called the **Sideways Survey**. Instead of asking your subscribers what they want, it's designed to measure what they are *actually buying*.

The actual history of what people have recently bought is always a far more accurate identifier of what people will buy more of, rather than what people tell you in conventional surveys. Nothing else even comes close.

Unlike conventional surveys that get predictable, bland answers, the **Sideways Survey** doesn't ask people what they want or what they think of a list of options presented to them. Instead, it uses *just two questions*.

Both questions are written in a social media style. These mimic a common style of questions you see on social media every day.

Because they feel so friendly and familiar, the **Sideways Survey** questions generate a high level of engagement and maximize the number of responses you get. Most importantly, they reveal the *exact products and services* your subscribers are buying right now.

With the results you get from these questions, you'll know exactly what to offer your subscribers to ramp your sales up to the next level.

Creating your Sideways Survey questions

So what exactly does a set of **Sideways Survey** questions and the email you place them in look like? I'll give you an actual example here that I created and use with many of my clients.

In the example below, I've changed the questions to conform to our example of products and services related to the keto diet, which will make it easier to follow. But other than that, this is the actual email I've used with multiple clients.

These questions and the entire email in this example can easily be modeled for your initial **Sideways Surveys**. Then, as you get more experience, you can start crafting others of your own. Just keep in mind that the goal is to identify exactly what your subscribers are already buying and you can't go wrong.

Here's the complete email:

***** Sideways Survey – Start *****

Subject line: Short survey – 2 questions only

Hey...

I've got a quick, 2-question survey for you that's a bit different from the kind of surveys you're used to seeing.

You see, I want to find out what topics are most important to you as you use the keto diet to shed pounds and feel great. This way, I can tailor the content I create and decide which experts to interview based on what you want the most help with.

And here's why I say my approach is a bit different. Most people would take you to a survey form that lists a number of topics and have you check the ones you're most interested in. Things like supplements, ketone monitors, cookbooks, etc.

But here's the thing... while that approach is OK, it can easily miss many of the things you're most interested in. So my survey is a bit different and designed to truly reveal what you want to learn more about.

So here are my two simple questions:

Question 1: What are the keto products you've bought in the past 6 months?

Question 2: What other products like exercise equipment, supplements, workout clothes, and other things that help you reach your goal have you bought in the past 6 months?

Please reply to this email with your answers. Then I'll dig deep and start creating content and interviewing experts on the topics that are most important to you.

Thanks!

Your name

***** Sideways Survey – End *****

The most important component of your Sideways Survey

At the risk of repeating myself, the single most critical component of your **Sideways Survey** is the questions that you ask. Because these questions are what identify exactly what your subscribers are already buying.

So let's take a deeper look at how these two questions are structured. And more importantly, why they produce such accurate results.

Question 1: What are the keto products you've bought in the past 6 months?

Question 2: What other products like exercise equipment, supplements, workout clothes, and other things that help you reach your goal have you bought in the past 6 months?

There are a number of important points about how these questions are structured. First, they don't ask people what they think they would buy. Both questions specifically generate answers about *what people have already bought*.

Second, they're posed in a natural, "social media" manner. You'll frequently see questions posted on social media that ask, "What's the best keto foods to eat for breakfast?" Or, "What exercise program works best when you're on the keto diet?"

These kind of questions always generate a lot of engagement, answers and opinions. And that's exactly what you're looking for.

Also, I rarely ask more than two questions in a **Sideways Survey**. First, you don't want people to rush through their answers. So give them room to think before they answer.

Second, you don't want to take too much of your subscribers' time. People are always happy to answer a couple of questions, but if you give them a list of 5, 10 or more questions, a high percentage of subscribers will bail on you.

Compiling the answers to your Sideways Survey

Now, in case you're wondering if it takes longer to compile the answers you receive by email than it does using a survey form, the answer is yes, it does take longer. But it's well worth the extra time to be able to get such a detail-rich picture of your **Customer's Success Journey**.

With survey form software, the software does most of the compiling of answers for you. The problem is that the answers must be static and one-dimensional for software to compile it accurately.

So that leaves us with two options – compile the answers manually, such as using a Word document or enter the answers into a spread sheet. Of these two options, I greatly favor a simple Word document.

With a Word document, in addition to collecting answers and counts, you can also keep track of important comments. For example, if you're surveying graphics software that your subscribers have recently bought, the answers will often include comments raving about a particular software package.

When you can track comments like these, you can identify items that have strong favorability and loyalty. When this occurs multiple times for a specific product or service, you know that it's a good item to feature in your first promotions. And using a simple Word document gives you the ability to make note of these important occurrences.

Your goal when compiling your answers is simple. Look for those products and services that get the most mentions, giving extra weight to those that are accompanied by great comments. Arrange those products and services by count, with those getting the highest counts at the top and working down, and you have a list of products and services you can't go wrong with.

I recommend building a list of 10 to 20 products and services that many of your subscribers have already bought. Those will keep the sales coming in month after month!

So this method of hand-compiling your answers obviously takes more time than automated compiling. But nothing else can match it in producing a highly productive list of products and services to offer your subscribers.

The bottom line is this – you'll be glad you put in the extra time up front once you see how this deeper level of detailed information easily results in a reliable, consistent stream of substantially more sales.

That's all there is to it! In the next Step, I'll show you how to contact and set up your licensing deals with the companies that create the most popular products and services your subscribers want.

Step 2

Set up licensing deals to sell more of the products and services you don't offer to your list

Now it's time to approach the companies that are on the list you've created and invite them to sell their product or service to your subscribers and customers. There are two parts to this process:

- Find the name and email address of the proper person to contact
- Write and send your invitation

Of the two parts, the first is the most difficult as people no longer post their email addresses online due to all the spam it would attract. At the same time, they do want to sell their products, so the information is available with just a bit of digging.

Using the methods I'm about to describe, you can find everything you need 95% of the time. And most of this can be done in just a few minutes or so.

First things first – finding the right person to contact

There are two methods that work really well for finding the right person to contact. Both are easy to use.

The first method is to visit the company's web site and look at their "About Us" page. This page will nearly always list the company executives. The person you're looking for is the owner, marketing manager, or head of partner sales.

Those people should be listed by name. And the listing will often include an email address.

The second method is to go to the company's LinkedIn page. This will get you a list of all the company's executives the vast majority of the time, usually including their email address. Again, you're looking for the owner, marketing manager or head of partner sales.

If these methods fail, this next method works nearly every time. Simply call the company and ask for the name of the person in charge of partner sales. Once you're given the name, which should be 100% of the time, you can then ask for their email address.

When asking for their email address, be sure to make your request this way, "Thanks. I have some information I'd like to send to Ms. Jackson. Could you give me her email address?"

As I mentioned, this will nearly always get you the person's email address. But instead of getting their email address, you may be directed to use the company's Contact form. Don't do that!

Creative ways to find the correct email address of the person you want to contact

This is the point where a bit more detective work is required. Now, many times you'll get the contact person's direct email address by using the techniques I just showed you. If that's the case, you're good to go. If not, here's what to do next.

Ideally, we're looking for the full, correct email address of the person we want to contact. But you won't always find that. However, you can often figure it out from the standard format used by most companies. Standard formats tend to look like this:

Sue.Smith@ABCBabyDiapers.com

SueSmith@ABCBabyDiapers.com

SSmith@ABCBabyDiapers.com

The key here is that you're looking for a standardized format, because most companies use a single standardized format for the sake of consistency.

So how do you find the standardized format for email addresses that a company uses? There are two excellent sources.

The first place to look is the "News" page on a company's web site. Go to that page and look for the PR person's email address which is often listed. If there's no email address listed for the PR person, start browsing through the press releases posted on this page.

Nearly always, you'll find the PR person's email address in a press release – plus, you can often find other company executives email addresses listed in their press releases. The purpose of a press release is to get the media to contact someone at the company, so listing an email address is almost always included in a press release.

If neither of these methods work, do a Google search on a phrase such as "ABC Baby Diapers annual revenue". This search phrase will return business results and eliminate most or all results that you'd normally get of web sites that sell ABC Baby Diapers, but aren't the actual company.

Look through the results and try to find the name and email address of any executive at the company. Financial reports nearly always carry this information.

IMPORTANT: Remember, the goal in these steps I've just described is to find the *standardized email format* a company uses. So for our purpose here, any email address that you find will work.

Using the standardized email format to calculate the correct email address of the person you want to contact

Once you've found the standardized email format that a company uses, figuring out the correct email address for the person you want to contact should be easy. Here's how it's done. Let's say the person you want to contact is Sue Smith and the email address you found is:

Joe.Jones@ABCBabyDiapers

In this case, it's highly likely that Sue Smith's email address will be:

Sue.Smith@ABCBabyDiapers

For now, this is all we need to move on to the next step. While there is a possibility that the standardized email format you've just created is incorrect, we don't need to worry about that now. If it turns out that this standardized format address is incorrect, I'll show you how to handle that later – and how it leads to getting the correct email address 99% of the time!

Write and send your invitation

Now it's time to write and send the email you'll use to invite the companies on the list you've created to sell their product or service to your client's subscribers. All it takes is a very simple message, built around a statement like this...

At Acme Widgets, we have approximately 30,000 people on our list. These are all people who have bought or shown a serious interest in buying widgets. I'd like to sell your widget fasteners to these folks. Are you interested?

What do you think the answer is going to be? Essentially, what you're offering these companies is *free sales*.

Quite frankly, you'll never find an easier way to close a deal!

When sending out your invitation email, keep it short. Start with a short paragraph introducing yourself and telling your prospective partner what your position is in your company.

Follow that with the paragraph I gave you above. Add in one more paragraph telling your prospect how to contact you, giving them your direct email address and direct phone number, and you're done!

Avoid any hype or sales language. That's because this is a personal communication between you and another person at a company who you would like to do business with.

Think about when you send an email to a friend. As a personal communication, you wouldn't think of blasting your friend with a hype filled sales message. And if the email invitation you're using to invite partners to work with you has even a hint of sales hype, your agreement rate will drop like a heavy stone to the bottom of a pond.

How many invitations you should email at one time?

Even though you've built a list of 10, 20 or more prospective partners, I recommend that you send 3 to 5 invitations at a time. That's because this invitation format produces exceptional results – as high as a 90% agreement rate from the partners you approach. So you don't want to send too many invitations or you could actually end up with more responses than you can handle.

Start by picking the top 3 to 5 products that would sell best to your list. Then send your invitation to the right person from those companies. If you weren't able to find their exact email address using the process I showed you earlier, use their standardized format email address.

The best days to send your emails

The best days to send your emails are Monday, Tuesday, Wednesday and Thursday. Since you're emailing people at their job, it makes no sense to send them email on Saturday or Sunday because they probably won't be at work.

People in business check their business emails regularly. So the first four days of the work week are equally good. However, I strongly recommend against sending your emails on Friday.

Friday is often spent hurrying to catch up with things that need to be completed in order to take the weekend off, so your prospective partners have other things on their mind. Also, many people leave early on Friday and are somewhat distracted thinking about getting away.

Plus, even if your email gets opened by the right person on a Friday, they'll probably make a mental note to contact you the following week. The problem with mental notes, though, is that they are easy to forget.

For all these reasons, plan to send your email on a Monday, Tuesday, Wednesday, or Thursday.

What to do if any of your emails bounce

If you recall from an earlier step, if you weren't able to verify the person's actual email address, I advised you to use the standardized format email address for that person. Now, sometimes a standardized email address will bounce, which means you'll receive a message that the email couldn't be delivered because this is an invalid address.

Fortunately, that's not a serious problem and there is a simple remedy that works 99% of the time.

To review, let's say your contact's name is Sue Smith. You weren't able to find her exact email address, but you were able to find another email address for someone else at that company with the format:

Joe.Jones@ABCBabyDiapers.com

In this case, using the standardized format of firstname.lastname@Company.com it's highly likely that Sue Smith's email address will be:

Sue.Smith@ABCBabyDiapers.com

But you've sent your invitation to this email address and it bounced, indicating that it's an invalid address. But don't worry – here's how to use this information to your advantage and get the exact email address for the person you want to contact.

You simply call the company to verify the email address.

Now, here's the interesting point. As you've already seen, many companies will be reluctant to give you an email address outright. On the other hand, they will nearly always *verify an email address* that is mostly accurate.

Here's how the scenario plays out. When you call the company, your call will be answered by a receptionist. All you do is say,

“This is (your full name) and I’ve been trying to reach Sue Smith but have run into a problem. The email address I have for her is Sue.Smith@ABCBabyDiapers.com, but I received an error message when I sent her an email. Can you confirm that address for me?”

Now, you already know that it isn’t the correct address because the email bounced. However, you aren’t coming across like a cold call and asking, “Who is in charge of partner sales and what is their email address?” because that will rarely get you the results you want.

What you have working in your behalf is the person’s name plus an email address that’s in a format the receptionist recognizes. So most often the receptionist will answer, “I see the problem. Sue’s correct address is SSmith@ABCBabyDiapers.com”.

With that, you have the correct email address you need! Then you re-send your email invitation using this correct address, confident that it will now be delivered.

What to do if you don’t receive a response to your invitation

I rarely send reminders to people I’ve sent my invitation to. That’s because unlike other offers or invitations, people respond very quickly to this invitation. So rather than send follow-ups, I prefer to send invitations to 3 to 5 new prospects a week or two after I’ve sent a batch of invitations.

If you do want to send a follow up email, I recommend that you wait one week, then send an email that looks like this:

Subject: Following up

I sent you the email below about a week ago requesting permission to sell (product name) to my list of subscribers. Please let me know if you’re interested.

Regards,

Your name

Full contact information

>>> Then paste in the original email here

That’s how simple your follow-up is. But again, your success rate should be so high with your initial email, that you may not even want to send follow-ups to those people who don’t respond.

Structuring the licensing deal with your strategic partners

Structuring the licensing deals with your strategic partners is fairly easy. There are just a few points to be aware of and none of them are difficult or should create serious obstacles.

You can find a licensing agreement form by doing a search on Google. I strongly recommend that you pay for an agreement that was written by an attorney, but if you choose to download a free agreement, be sure to have your attorney review and approve it before you use it.

In this Section, I'm going to cover the critical points you should be sure are included in your licensing agreement. However, there are two important points to keep in mind as I do this.

First, I am not an attorney and I am not giving you legal advice. So if you use the recommendations I make here, they should be carefully reviewed by your attorney. The laws pertaining to legal agreements can vary from state to state, and there are certainly many differences between the laws of different countries. So it's just sound business to have your own business attorney fully review any licensing agreement before using it in your own business.

Second, in many cases, you won't be using your own agreement form. You'll use your partner's form instead. That's because companies who have multiple strategic partners don't have the time to be bothered reviewing and approving outside agreements every time they strike a deal. It's far more efficient for them to use a single, standardized form.

So if your partner prefers to use their own agreement form, by all means, go ahead and do that. Just be sure to check the points I'm about to cover to make sure the deal is fair to both sides. And always have your business attorney review any agreement before you sign it.

Important points that should be included in your agreement

Any licensing agreement has three basic components: your responsibilities, your partner's responsibilities and joint responsibilities. To me, this means your agreement should be short and avoid long, complicated clauses, since there isn't anything difficult in listing out all responsibilities.

So let's take a look at all three components.

Your responsibilities

Since you will be sending emails to your list promoting your partner's product or service, you should agree that you will set a mailing schedule and mail on time.

When you do mail, ideally you'll be using the email copy your partner already has to promote the product to their own list. That's because you don't want to write new copy for every product or service you promote. So you should have a clause that you will approve your partner's copy in a timely manner.

Other than these couple points, not much else is required.

Your partner's responsibilities

Your partner's responsibilities are fairly simple. These include that they:

- Take all orders, process and fulfill them, and provide all customer service
- Provide the copy you'll use in your email promotion in a timely manner
- Use a tracking mechanism to accurately account for all your orders
- Appoint a member of their staff to act as your main contact
- Set the commission amount and commission payment schedule

There are only two points here that require further explanation. The first is that your partner uses a tracking mechanism to accurately account for all your orders. Fortunately, this is very easy to do.

All shopping carts have an affiliate code, "source of order" code or both that can be used to accurately track all orders. Your partner's web master can easily set these fields to permanently track all your orders with just a few seconds work.

Also, many shopping carts provide the ability to log in to their dashboard to see only your orders by using the tracking code. Be sure to ask your partner exactly how they will track your orders and whether or not you'll have access to see the order records.

The second point is to clearly state your commission amount and the commission payment schedule. I always ask for a commission of 50% of the profits, for two reasons.

First, this amount is fair to both sides. After all, you are essentially sending your partner new sales at no cost to them.

Second, you can always negotiate down from 50%. However, I strongly recommend that you get a commission of 40% to 50% of the profits. And if a potential partner isn't willing to agree to that, then find another partner for the same type of product or service. Otherwise, it isn't worth the time and good will you bring to the project.

As for payment schedule, I always insist that payments be made on a monthly basis. After all, everyone gets a paycheck at least once per month and your business has bills to pay. So you can reasonably expect to have your commissions paid monthly.

Joint responsibilities

There are just a few points required to cover the joint responsibilities of your business and your partner's business. First, there should be a clause stating that both parties agree to protect the confidential information of each other and not share it with anyone who isn't directly involved in the project.

The second clause should state that an arbitrator will be used to settle any disputes that might arise. Here, I strongly recommend that you include that all arbitration will be held in your home state under the laws governing your state.

Personally, I've never had a partner violate any of my agreements, both in my own business and on licensing projects for my clients. So I've never had the need to go to arbitration. But if the need should ever arise, having the arbitration proceedings take place in your home state will save you a lot of time and money.

Finally, there should be a clause stating the terms under which the agreement can be terminated. I always use, and recommend, that either party can terminate the agreement with 30 days written notice. And that any commissions due to you should be paid promptly in the even of termination.

I believe in making it easy for either party to terminate the agreement, should the need arise. This makes it easy for both partners to wrap things up, appreciate the results you produced, and move on.

Last words on your Agreement

The terms I've covered here should be everything that's critical to a solid agreement that's beneficial for both you and your partner. So I strongly recommend that you keep your licensing agreement straightforward, reasonably short, and written in plain English. It makes no sense to jeopardize a deal with a long, dense agreement full of legal language that makes it difficult to understand.

Also, as I've already mentioned, it's highly likely that your partner will prefer to use their own agreement form. And you can use this material to make sure the critical points I've listed are included in any agreement.

Step 3

Use your licensing deals to make immediate short-term sales to your list

All it takes is one or two strategic partners to start fully capitalizing on your list. There's no reason to wait until you've locked in deals with 5, 10 or more strategic partners.

The way to start making sales immediately is by using **Quick Hit Emails**. Now, the term "quick hit" doesn't refer to the length of the email. Rather, it refers to the fact that you're using this simple, extremely flexible format to start making offers immediately.

Sending a **Quick Hit Email** for a partners' product or service to your list is easy. There are four simple steps to this process. I'll list them here first and then we'll go through each step in detail.

- Step 1 – ALWAYS use your partner's email copy
- Step 2 – ALWAYS include a tracking code to accurately account for the sales you make
- Step 3 – Add a short intro to the copy to personalize it and "make it your own"
- Step 4 – Set up and send your email

At first glance, this may appear to be a bit complicated. But it really couldn't be easier. So let's dig into the details of each step.

Step 1 – ALWAYS use your partner's email copy

One of the key principles that makes the email promotions you send to your list easy to set up and manage is that you always use your partner's email copy to promote their product or service. There are a number of reasons why this makes good sense.

First – you do not want to take on the job of writing email copy. Writing copy is time-consuming work. Your goal is to be promoting other companies' products and services to your list with the least hassle possible, not to be creating time-draining projects for yourself.

Second – a good product or service will have email copy your partner is already using to promote it. Your partner needs email copy to sell their product or service to their own list. So they will already have tested, proven copy ready to use. If not, I'd strongly recommend finding another partner.

Third – your partner has the ability to create better copy for their product or service than you can. Writing your own copy for a partner’s product or service is a total waste of time. It takes a deep understanding of even the simplest product or service to write compelling copy. You do not have that deep understanding – but your partner does.

Trust your partner and use their existing copy. It will make your life easier, save time, and result in far more sales than you’d generate by writing your own copy.

Step 2 – ALWAYS include a tracking code to accurately account for the sales you make

Including a tracking code in every email you send is mandatory. Otherwise, you won’t be able to measure how many sales were made due to your email promotions.

As obvious as including a tracking code may sound, I’ve seen too many companies send out promotions that lacked one. So I want to make doubly sure you understand this critical point.

Without a tracking code that’s dedicated exclusively to your sales, you will not be able to accurately account for how many sales your promotion has made of a partner’s product or service. And that means you stand a strong chance of not getting fully paid your fair share.

Creating a tracking code is a simple clerical function that any web master can do in a minute or so. Every shopping cart (ordering software) on the market includes fields for affiliate tracking codes or source of sale codes.

Make sure this tracking is built into the links your partner includes in the email copy you’ll be using. A link with a proper tracking code should look something like this:

<http://www.LinkToProduct.com/YourTrackingID>

In this link, “LinkToProduct.com” is the url for your partner’s web page with the sales copy for the product or service you’re promoting. “YourTrackingID” embeds a unique tracking code that allows that same web page to be used for many people while accurately tracking all orders.

Step 3 – Add a short intro to the copy to personalize it and “make it your own”

At the risk of repeating myself, let me repeat myself 😊. You will always use your partner’s email copy to promote their product or service. And I’ll give you an example of an entire email in just a minute.

Before we get to that though, this Step of adding a short bit of intro copy is critical to your success. The main copy you'll be using will clearly be from your partner. In fact, you'll specifically point this out to your subscribers.

But in order to make it personal and avoid having your subscribers feel like they're receiving an impersonal mass email blast, you need to add a short introduction. I'll share an example of a complete email used to promote a partner's product in a minute. But here's the first part of that email – the introduction you'll use.

This is an example of the introduction you'd create if you were offering one of my training products to your list.

Hi (first name),

Wow! Excuse my excitement, but I have to share a new program I discovered with you.

With so many people looking for a reliable way to make a 6-figure income, there's a program you should know about that legitimately shows you exactly how to do that. No smoke and mirrors, no "hacks" that will get you banned – just a simple, ingenious method for making substantial profits with little or no start-up costs.

I could go on raving about this, but instead, I've pasted in the actual copy below that my friend, Bob Serling, uses to make this available to his best customers.

Take a look. This truly is eye-opening!

Cheers,

Your name

Including a short introduction like this gives you many valuable benefits. First and foremost, it personalizes your email, making it sound like this is a value-added service you're offering your subscribers, not some cold, impersonal email blast.

Second, it clearly conveys that you endorse the product or service you're promoting. This is a critical piece in making more sales – and helping your subscribers achieve an important step in their complete goal at the same time.

People are bombarded with hundreds and even thousands of options for products and services that they could use. But with so much information to sort through, it's difficult to tell what's good and what's pure garbage.

While this may sound a bit academic, let me break it down into simple terms and you'll see why this gives you a powerful edge you can leverage to quickly build a 6 or 7-figure business.

"Production" simply means creating products or services. To be successful, you must be able to create products or services that people want to buy.

"Distribution" means you must be able to get your products and services in front of the right people in order to sell them.

Here's why licensing levels the playing field for both of these critical functions

FIRST - Up until recently, creating products and services was difficult and time consuming. However, by understanding my Rapid Asset Creation process, you can create high quality products and services in just 2 to 8 hours. I'll show you where to get specific examples of exactly how to do this in just a minute.

SECOND - The most time-consuming and expensive function of any business is finding prospects (traffic) and selling your products or services to them (conversion). But by licensing your products or services to other businesses who ALREADY have lists of prospects and customers, you completely bypass the need to invest a tremendous amount of time and money building a list.

And because most businesses are constantly scrambling to come up with new products and services in order to stay a step ahead of their competitors, licensing your products or services to these businesses couldn't be easier once you understand the process.

So by focusing all your attention on rapidly creating products or services and then licensing them to dozens or hundreds of businesses, you can quickly level the playing field to gain a powerful advantage over competitors of any size.

More details on exactly how to do this

My new program, "The Asset Licensing Blueprint" shows you step-by-step how anyone can use licensing to make a six or seven-figure income. In fact, just by reading the web page that describes this program, you'll pick up a number of ways on exactly how to do this.

Here's just some of what you'll find on this page:

- How to rapidly create assets like information products, business services, software, emails, Facebook ads and more that you can license to dozens or hundreds of companies

Most importantly, make it authentic. Write your introduction exactly the way you would speak if you were describing the product or service to a good friend. Keep it short, simple and authentic and you can't go wrong.

As for the copy your partner has provided, there are two components to keep in mind. The first component is the subject line, which reads: "Why licensing levels the playing field for smart entrepreneurs". This is the actual subject line that I gave all my partners who promoted this product.

While everything else in the introduction block is written by you, I strongly recommend using the subject line your partner has provided with their email copy, which would be the case here. It's worked well for your partner, so there's no sense in tampering with what's working.

I can only think of a small number of times where I've changed the subject line a partner has provided. And most often, that was just a word or two to give it a bit more impact or make it easier to read. But unless you have considerable experience writing copy, I strongly recommend that you don't make any changes to the subject line and use exactly what your partner gives you.

The second component of the email that's essential to double check is your tracking link. You'll want to check to make certain that the tracking code is included in all places where the link appears.

Occasionally I'll find that a partner has included the tracking link in one spot but accidentally put a link with no tracking in another spot. So be sure to double check that all links are in the proper format with your tracking component in place in order to get full credit for all sales that you make for your partner.

Avoid discounting

When you structure your emails the way I've shown you here, there's no need to discount any product or service you offer your subscribers. In my opinion, most companies offer discounts unnecessarily and far too frequently.

Here's why you never need to use a discount as a crutch when you follow my email guidelines. Don't forget that there is so much information available on any type of product or service that your subscribers are confused. And all this information practically paralyzes people, causing them not to buy a product or service that would be very beneficial for them.

For example, right now as I'm writing this, the keto diet I've used in many of these examples is very popular. I just did a Google search on the phrase "keto diet plan" and the results were

astounding. Even though I enclosed the search in quotation marks to narrow the search as much as possible, Google returned 2,170,000 results for this search!

Imagine that your subscribers are searching for any product or service they'd find of value. Regardless of how obscure that product or service is, their search will return thousands, or even millions, of results. And this makes it next to impossible to determine what is good and what is being pitched with phony claims.

So when you step in and apply the knowledge you have of your market to make an educated choice and then offer that to your subscribers, you eliminate a tremendous amount of confusion, creating grateful subscribers who appreciate your recommendation and click the link to buy.

This is why you don't need to discount any product or service that you offer to your subscribers. In addition, when you recommend quality products and services to your list, your subscribers appreciate it even if they don't buy. And that builds deeper customer loyalty. Not a bad side benefit at all!

A final word on Quick Hit Emails

Keep in mind that the purpose of **Quick Hit Emails** is to start making more sales immediately. There's no reason to wait to have many partners lined up and a full calendar of promotions set up for many months in order to start making substantial sales.

Quick Hit Emails give you the ability to make a sizable number of new sales immediately. At the same time, they are only meant to be used temporarily and will soon be replaced with a full calendar of promotions.

And that's exactly what I'll show you how to do next!

Step 4

Use your licensing deals to make long-term sales to your list

Once you've set up six or more licensing deals with strategic partners, the next step is to lock in long-term sales month-in and month-out. And it couldn't be much easier, as it's just a systematic extension of what we just did with your **Quick Hit Emails**.

Also, because each of the three revenue streams fit together (short-term sales, long-term sales, and passive revenue), implementing each of them incorporates much of what you've already done. And that makes it even easier to get each revenue stream up and running in the shortest time possible.

With this in mind, here are the two components to creating a schedule of mailings that produce a reliable flow of new sales every month:

Component #1 – Solo Mailings

Component #2 – Grouped Offers

As you're about to see, all we're really doing in this step is creating a schedule of mailings that build on what you've already done to generate short-term sales. So let's take a look at how this is done.

Component #1 – Solo Mailings

Solo Mailings are identical to what you just saw in the material on **Quick Hit Emails**. They are emails that promote a single product.

Solo Mailings are identical in format and content to **Quick Hit Emails**. The key differences are that:

- **Solo Mailings** are set up on a regular schedule
- They repeat in a specific order

I'm not going to review the content of a **Solo Mailing**, because you already saw that when we stepped through the example of a **Quick Hit Email** a few minutes ago. Each of your **Solo Mailings** will use that exact same format.

Using this proven format makes it easy to set up a full schedule of **Solo Mailings** without much time or effort. Because you're only writing a brief, personalized introduction for each email and then using your partner's copy, getting each email ready can be done in just 10 or 15 minutes.

What's different about this Step is the *systematic scheduling* of your emails that lets you generate a steady flow of new sales and profits every month of the year. So let's dig into that scheduling process now.

Systematically scheduling your long-term emails

The mix I recommend for your long-term emails is two emails every month. The schedule consists of two **Solo Mailings** the first two months, followed by one **Solo Mailing** and one **Grouped Offers** email the third month. Then this cycle starts over.

Two emails per month are easy to schedule without taking away from promotions for your own products. These two emails should be scheduled every other week – either the first and third week of each month or the second and fourth week of each month.

Using this schedule, each of your 3-month cycles will look like this:

Month 1	Month 2	Month 3
Solo Mail	Solo Mail	Solo Mail
Solo Mail	Solo Mail	Grouped Offers

Once you've completed month three, the cycle starts over at the beginning. So it's very easy to implement.

Now, let's take a look at what makes up your **Grouped Offers** email.

Component #2 – Grouped Offers

The **Grouped Offers** email format is an exceptional tool for reliably generating new sales every quarter. As the name suggests, these emails contain a group of offers sent out together to your list.

The structure of a **Grouped Offers** email is simple, making it very easy to create them in just 10 minutes or so. Let's take a look at an actual **Grouped Offers** email now.

Regards,

Your name

>>>>>>>>>> **Grouped Offers email – END** <<<<<<<<<<<<

A review of the Grouped Offers email

The subject line of this email features a straightforward, no-hype benefit. It's just five words and that's all it takes to create a great subject line for a **Grouped Offers** email.

The opening block repeats the benefit from the subject line in a customer-service oriented way, "We're always on the lookout for great tools and resources to help you achieve optimum health".

This is the main benefit people who are on the keto diet are looking for – optimum health. And the fact that you are "always on the lookout for great tools and resources to help you", presents the benefit in a way that demonstrates you have your subscriber's best interest in mind.

Next, there's a list of four products (but this could also be services) that nearly anyone who is on a keto diet would be interested in. Remember, you've already laid out a complete **Customer Success Roadmap** of your subscribers and used the feedback from your **Sideways Survey** to rank which products and services they buy the most of. This makes it easy to put together a short group of 3 to 4 products to feature in your email.

I find that four products or services is the best number to include in your Grouped Offers. It's short enough to be read quickly, which is critical to producing the maximum number of sales.

Studies have proven that too many items offered at once create confusion and actually reduce the number of sales you make. So 3 to 4 products or services is the sweet spot we're looking for.

You'll notice that for each product, the description is about three sentences in length. Each description features a benefit and a link to that product or service.

This is one of the few cases where you actually have to create the copy for your email. But that's easily done by either you or a member of your staff.

Also, you can see that each link takes the reader directly to a strategic partner's sales page and includes a tracking mechanism so all sales are correctly attributed to you.

The email closes with a simple call to action that repeats the overall benefit again, “Be sure to check out these resources today for better health!”

Looking at the schedule I gave you above, you can see that you should schedule in one **Grouped Offers** email every quarter. Be sure to change up the mix of products or services, but at the same time, if certain products and services consistently sell well, you can repeat those many times as people never remember an email they received three months ago.

Improving your long-term sales with a simple analysis

Automating your long-term sales by setting up a quarter’s worth of scheduled emails is an important component of this process. It substantially reduces the time and effort it takes to keep long-term sales coming in like clockwork. This is a truly powerful use of leverage.

However, to increase the volume of sales you make, it’s important to know precisely which products and services sell the best and which under-perform. To do this, I recommend reviewing your sales at the end of each quarterly schedule.

Clearly identify which products and services sell best. These are pure gold and you’ll want to keep promoting them.

At the same time, if certain products or services only produce lukewarm sales, you’ll want to test other products and services to replace them with. It makes no sense to keep promoting a product or service that there’s little interest in.

Not only does promoting a low-interest product reduce the number of sales you make, but it also conveys the message that you may not clearly understand your subscribers’ needs. And that can only harm sales even more.

So be sure to conduct a sales review after each quarterly schedule. It will keep your sales humming at peak levels and make your subscribers appreciate you even more.

Step 5

Generate large streams of ongoing passive revenue

Fewer than 1% of all businesses have any structured plan to create ongoing, passive revenue. Yet if you ask any business owner if they would like to be generating passive revenue, every one of them will enthusiastically answer “Yes!”

So why aren't they generating ongoing passive revenue? Because they don't understand how to do it. And that's really a shame since generating passive revenue is so easy to do.

At the same time, understanding how to consistently generate passive revenue gives you a powerful advantage over your competition. It gives you the ability to be more profitable, hire more and better people, and not have to worry about peaks and valleys in your revenue stream.

With all this going for it, let's dig in and see exactly how it's done!

There are four tools we use to create ongoing, passive revenue. There's a main tool and three supporting tools. These tools are:

- Main Tool – the Resource Center website tab
- Visitors to your website
- A Resource Box in outgoing emails
- A Resource Box in welcome sequence emails

The greatest benefit of using these tools is that once the Main Tool is built, which only takes an hour or so, these tools can all be used over and over again with little or no maintenance needed. So let me show you how to create and leverage each tool. And more importantly, how they generate substantial, ongoing passive revenue week-in and week-out.

Main Tool – the Resource Center website tab

The main tool you'll use for creating ongoing passive revenue is adding a **Resource Center** tab to your website. The **Resource Center** itself contains a list of all the products and services of other companies that you offer to your subscribers.

Each item in the **Resource Center** list contains an image of the product or service, a short description and has either a link that's clickable or the image itself can be clickable. The clickable image or link uses your tracking code and takes the reader directly to the strategic partner's web page for that product or service.

The first step is to have your web master add a tab with the words "Resource Center" to the navigation bar of your website. When that tab is clicked, it opens up a page that has the listings and images of all the products and services you offer.

I recommend having each set of products/services organized by category. Keeping with our keto diet example, you might have categories such as, "Exercise and Fitness", "Mindfulness Tools", "Vitamins and Supplements", "Meal Replacement Bars and Shakes", and so on.

Within each category, you then list all the resources for that particular category. Each tool includes an image, a short description and a link to the strategic partner's website.

Creating the descriptions for each product/service listed in the **Resource Center** is easy. Simply follow the guidelines I gave you for creating the descriptions of the products/services featured in your **Grouped Offers** emails in Section 5.

The pages for your **Resource Center** can easily be created by any web master in an hour or so. And once that's done, your **Resource Center** can be used for years to come, with only minimal updating.

Now, let's see how the three supporting tools are used to turn your **Resource Center** into large streams of ongoing, passive revenue.

Supporting Tool #1 – Visitors to your website

This method is as passive as passive revenue gets! Just having a **Resource Center** on your website makes it available to your subscribers, customers and new visitors every time they come to your site. And that directly results in additional, passive sales.

And here's another important advantage of doing this. Many new visitors and subscribers who have *not* bought your own product or service *will buy* something from your **Resource Center**.

This alone can convert more visitors and subscribers to buyers of your own product or service. And it also turns customers who bought a single product into multi-buyers at the same time!

Now, sales from these visits to your website will never become your main source of revenue. But if you can bring in 50 to 100 extra sales every month, that's passive revenue you've generated at no cost whatsoever with this simple strategy.

Supporting Tool #2 – A Resource Box in outgoing emails

Another tool for generating passive revenue with no additional effort is to include a **Resource Box** in your outgoing emails. This is done by placing a **Resource Box** at the end of your emails that directs your subscribers to your **Resource Center** page.

Simply include a link in the P.S. of every email you send out. The topic of the email doesn't even have to be related to the products or services listed in your **Resource Center**.

All it takes is a short P.S. that says something like:

To see a list of the best products and services for achieving all your keto goals, be sure to check out our Resource Center at (link to your Resource Center).

Some of my clients generate 20% more sales every year with this simple technique alone. And those sales are all hands-off, so it's well worth the minor effort it takes to do this.

Supporting Tool #3 – A Resource Box in welcome sequence emails

Hopefully, you already have a welcome sequence of emails that every new subscriber receives when they join your list. You may even have a welcome sequence for each product or service you sell.

A welcome sequence is a series of follow-up emails that give a new subscriber tips on how to get the most from your lead magnet – or give a buyer tips on how to gain the most benefit from the product or service they bought.

By providing useful information, welcome sequence emails let subscribers and customers know that you have their best interest in mind. So they increase subscriber and customer loyalty and reduce refunds and returns significantly.

But they can also be used very effectively to generate more passive revenue. And the way this is done is identical to how you do it with your outgoing emails.

With each email in your welcome sequence, include a short Resource Box P.S. that reads something like:

To see a list of the best products and services for achieving all your keto goals,

be sure to check out our Resource Center at (link to your Resource Center).

That's all it takes to produce many additional sales that you would never see without this!

A final word on generating passive revenue

As you've just seen, generating passive revenue is easy to do. And you'll be miles ahead of your competition, because it's very rare that any business has even a hint of understanding of how to regularly generate passive revenue.

In addition to that, there are more benefits to generating passive revenue than meets the eye. Here's the valuable array of benefits that result from generating passive revenue for your business.

Benefit #1 – More sales with no effort on a consistent basis. The first benefit is obvious. With the tools I've given you for creating and leveraging a **Resource Center**, you'll be producing additional sales week-in and week-out.

And because there's no work involved other than setting up the **Resource Center** tab and listings on your website, these are the easiest sales you could ever hope to make.

Benefit #2 – A greater level of subscriber and customer loyalty. Remember that any time you search on a product or service for any step in a customer's complete **Customer Success Journey**, there will be hundreds of thousands of results.

Trying to sort through those results to pick the best product or service is a nightmare for your subscribers. So when you recommend a product or service that does the job well, you've eliminated a ton of research time and stress for your subscribers.

Doing this generates a level of customer loyalty that your competitors can't hope to match. And they'll never have a clue as to how you did this.

Benefit #3 – Cash flow "smoothing". Many business experience peaks and valleys in their revenue. This is particularly true if your sales are seasonal.

By adding a **Resource Center** to your website, you generate a steady stream of sales on a regular basis. Most or all of the products and services in your **Resource Center** will not be seasonal. So you generate additional sales every week of the year, smoothing out those peaks and valleys.

Section 4

A few last words...

First, I want to thank you for taking the time to read this material. I hope I overdelivered and exceeded your expectations many times over!

Most of all, I hope I achieved the primary two goals I set for this material in the Introduction Section, which I described as...

- The first goal is to demystify the licensing process
- The second goal is to provide you with thorough training on both major forms of licensing

For the first goal, as you've seen throughout this material, the licensing process is not complicated, does not require years of training, and isn't something that can only be used effectively by people with highly specialized skills.

Just the opposite. Licensing is actually quite easy to learn and benefit from. Like any other marketing process, licensing is a systematic process that can be understood and implemented by anyone. No mystery to it.

For the second goal, I gave you a wealth of tools for both **Licensing OUT** your own Intellectual Property and **Licensing IN** the IP of other companies that you can sell to the customers and subscribers on your email list.

When you use either of these two major forms of licensing, and especially when you use them in concert, you can easily make far more money from licensing your existing assets than you make with your main business. I shared many examples of people who are doing that. And more importantly, you now have the tools and skills you need to do that as well.

So what's left for you to do?

At this point, your next step is to IMPLEMENT what you've learned here. After all, knowledge doesn't amount to much without implementation.

And it's easy to implement what you've learned when you start small. Pick one of the two major forms of licensing to start with. Then create the smallest, most manageable project you can using that form of licensing.

Launch that starter project and measure your results. I can practically guarantee that you'll be surprised by how many more sales and how much more customer loyalty you generate immediately.

Once that's done, build on your success with your next licensing project. And your next... and your next.

Keep adding layers until you've built the exact licensing system you want. Then sit back and enjoy the benefits for years to come!

One last request. Once you've implemented any or all of the strategies I shared in this material, I'd love to hear your results. Please send them over to me at:

bob.serling@LicensingLab.com

Thanks again, and I hope to include you in the near future as one of my case studies!

About Bob Serling



Bob Serling is a 30-year marketing and licensing veteran and the founder of LicensingLab. His innovative take on marketing and licensing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries... and much more.

He's perhaps best known for having pioneered the use of licensing to turn the assets you already have into 6-figure profit centers. Because you're leveraging assets you already have but aren't fully capitalizing on, his strategies let you quickly create new, 6-figure profit centers with no additional cost or risk. Bob's clients find that using licensing this way not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

If you'd like more...

Would you like help creating a strategic licensing plan? Or executing either of the two major forms of licensing?

The best way to start is with a free **IP Licensing Review**, which Bob offers to companies that have annual revenue of \$350,000 or more. To request a complimentary review of your assets that will let you know for certain if Bob's licensing strategies can quickly add a 6-figure profit center to your business, just send an email to:

review@LicensingLab.com