



Simplified System Breakdown

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The System Flow...

The following document serves to explain the flow of the system in a simplified manner.

This document is not however a checklist, and the steps are not in order of what needs to be done first, second, third etc, please open and read the checklist Google document for order of set-up / task sequence.

#1

Filtered Solo Traffic / 30 - 40% Sales

Solo ad traffic should be filtered to include only vendors / traffic which is proven to include a sales percentage of 30 - 40% minimum.

Vendor feedback should be checked to ensure traffic is still receiving sales recently.

Traffic is sent to your squeeze page →→



#2

Optin / Squeeze (DFY)

Option: Use KOVERT DFY pages (using Share Codes).

See members area for upgrade link

Your Squeeze page is based on your promotion doc.

The job of your squeeze page is to convince solo ad derived visitors to opt-in (subscribe to your list) in order to get full access to your promotion doc.

On average (following this system and using the done for you pages) you can expect to receive 35%+ opt-ins.

Subscribers are added to your list and instantly receive the PDF (promotion doc) via email. They are automatically sent to your (Unique to You) Thank You page →→



#3

Promotion doc (lead magnet)

Option: Use KOVERT DFY promotion docs.

See members area for upgrade link

The lead magnets we use are actually subtle sales pitches inside a PDF (hence promotion docs).

They provide value, such as *how to implement a system manually, and then morph into telling the reader that they can automate, or speed up the process with this software (*example).

The PDF is always sent to the subscribers email address and is not available to download or access on the thank you page.

The reasons for this are as follows:

No distractions on the thank you page.

By prompting the subscriber to go to their email folder, open the email and click the link we are ethically forcing a number of micro commitments which can make the subscriber more likely to read the PDF.

Plus... by ethically forcing them to engage we reduce spam issues for future emails... I.e. our emails are more likely to land in their main folder rather than spam!

Some subscribers will access, and read the PDF, and some readers will purchase through the pitch and your affiliate link embedded inside your PDF →



#4

Thank you page (TYP)

Option: Use KOVERT DFY pages (using Share Codes).

See members area for upgrade link

After opting in (subscribing) the subscriber is sent straight to the thank you / pitch page automatically.

The thank you page doesn't deliver the PDF but instead tells them to go check their email folder for access.

And pitches the product the project is built around (focused on) through your affiliate link.

The thank you page is formatted and written to convert as many visitors as possible. On average *70% of all initial sales are derived from the thank you page.

*Figures based on my own results using the same pages and traffic source included in this system for you to use / video thank you page used.

The video thank you page *(use with or without video)*. The video starts off explaining how they can access the PDF they opted in for and then leads into a full pitch for the product.

Ending with a button below the video with your affiliate link & TID *(tracking ID)* for the thank you page embedded.

KOVERT DFY includes done for you thank you page videos which are ready to use. See KOVERT members area for upgrade link.

The main purpose of the Thank You page is not to deliver, but
instead sell without distraction →→



Around 70% of all initial sales are derived from the TYP



#5

Follow up / Initial campaign

Option: Use KOVERT Done-For-You Campaigns.

See members area for upgrade link

Follow up / Initial campaign means follow up emails sent automatically by your autoresponder.

As soon as someone opts-in to your list the first email is delivered, this is the welcome / delivery email which gives the subscriber instant access to the PDF (via a link in the email).

Followed by 2 additional emails congruent to the lead magnet / PDF (they opted in for) but also pitching the product via your affiliate link (in the emails) using the same hook as used in the promotion doc (PDF), i.e. automate / speed up the process.

The initial campaign (3 emails) works on several levels. As well as simply delivering the PDF they also prime / get the new subscriber to recognise and open your emails, and of course they also pitch and sell the product for you →→



#6

Follow up / mini campaigns

Option: Use KOVERT Done-For-You Campaigns.

See members area for upgrade link

Mini campaigns are product specific.

Follow up mini campaigns consist of 3 emails per campaign all specific to, and pitch one product.

Product specific mini campaigns play out one after another on autopilot (sent via autoresponder and automation).

There are multiple mini campaigns included in KOVERT Done-For-You Campaigns, all of which can be added to the overall autoresponder campaign to generate additional income on autopilot.

All KOVERT mini campaigns are done for you. Alternatively you can create your own mini campaigns for any product you wish and add those into your overall campaign. Creating your own mini campaigns will obviously take some time and effort

but the results will be roughly the same providing the emails you create convert.

See members area for upgrade link

The mini campaigns (3 emails per product) work in the background on autopilot once set up to make more affiliate commissions. I.e. once someone subscribes they will receive automated emails promoting multiple products in 3 email product specific sequences

→→



#6: Optional Big Ticket Campaigns

For full details on my Product Specific
BIG Ticket Campaign System watch the:

Results In 7 Days From Scratch FREE Training

[Click Here](#)

NOTE: You can add in any big ticket product you wish, or use the one we built specifically to work with this system. *All examples referring to Big Ticket relate to our system specific Big Ticket offer.

Big Ticket campaigns pay you 50% commission on \$197 - \$697

Big Ticket campaigns like the mini campaigns slot into your overall campaign and are aimed at pitching and selling higher priced products (much higher commission).

E.G.

Depending on the *launch phase if you use my BIG Ticket offer and system, you will receive **\$98.50 - \$348.50** per sale (less fees).


The Big Ticket campaigns can make you a lot more affiliate commission on autopilot when added to your overall autoresponder campaign →






Example:

For your first run you buy 250 visits from Thomas 'one of my recommended solo sellers' and it costs you \$158

See KOVERT Traffic upgrade (members area) for full details...



Thomas Freeman
online. Time: 18:17



My note: Good optin & very good sales resulting in 3x the amount paid for the solo.

Note: I use Thomas myself - see above.

Conservative results example...

Sure I know Thomas, and I know how his solo's perform (as you can see from my note above), but you don't, so I'll keep this example on the conservative side.

- Initial run - 250 visitors (Actual cost: \$158)
- Opt-ins (subscribers) - 93 (based on 37% opt-in)
- Initial FE sales (Main Product) - 9
- Plus upsell purchases making the total value per customer an average: \$31.00

Product		\$/Sale
+	EMPIRE	<u>\$32.32</u>
+	Wizzard	<u>\$30.72</u>
+	Thrive	<u>\$30.33</u>

You can check average customer value for any product in W+ yourself by checking the number under \$/Sale. The image above shows a few of the products included in this system.

- So 9 customers each spend \$31 on average.
- $9 \times 31 = \$279$
- **Initial profit: \$121**

I.e. 279 minus 158 solo ad cost equals 121 profit.

Initial means within the solo ad send period and up to one day after all visits have been delivered by the solo seller.

After the initial results we can expect more sales as a result of the follow up mini campaigns for the other products, as well as the big ticket.

Over the next 7 -10 days

- 4 Sales at an average \$31 per customer = **\$124**
- 1 Big Ticket Sale = **\$348.50**

Overall profit (including initial and 10 day)

- Initial - \$121
- 10 day - \$472.50
- **Total Profit - \$593.50**

Note: these figures are examples based on my own experience and using the optional product specific big ticket offer. Results vary on each run, you could make less than example figures and you could make a lot more. Big ticket commission is based on 50% of \$697 using the product specific BT offer. Depending on when you read this document the price may be lower or higher.



#6

Reinvest & Repeat

The process works on virtual autopilot once set up, so all you have to do is send in more traffic.

I.e reinvest a percentage of all profit to buy more visits (solo ad visitors).

Buy more visits and make more affiliate commission / sales →→



Example

Using profit percentage reinvestment & rinse, repeat.

In the example given above your overall profit after 10 days is \$593.50 so in order to scale future profit the next step is to reinvest.

Reinvesting a percentage of all profit for bigger results over and over quickly triggers a steep compounding effect.

E.G - Month #1

- *After 10 days your profit is \$593.50*
- *You reinvest 54% = \$320.49 to buy 500 visits (double the last run)*
- *After 10 days your profit from 500 visits is \$1,187*
- *You reinvest 30% = \$474.80 to buy 1500 visits (3x first run)*
- *After 10 days your profit from 1500 visits is \$1,780.50*
- *In 30 days your overall profit is \$2765.71*
- *And possibly 500 - 600 active subscribers*

*You started Month 1 with one solo costing \$158
Now at the beginning of month 2 you have \$2,765.71*

*That works out at \$17.50 for every dollar you spent...
I.e. you put \$1 in and you get \$17.50 out after 30 days...*

That's a 1750% return on your investment!

Month #2

Now if you reinvested 50% of \$2765.71 = \$1,382.86

*And use the same formula / numbers as the month 1 example, at the end of month 2, your investment of \$1,382.86 could now total **\$24,200.***

Month #3

If you reinvested 20% of \$24,200 = \$4,800

*And use the same formula / numbers as the previous examples, at the end of month 3, your investment of \$4800 could now total **\$84,000.***

Of course in reality the numbers will differ with each run, but the principle always remains the same.

*Keep track of all results - **know your numbers** - reinvest a percentage of all profit - scale bigger - and **make more each time!***



Summary

This system is designed, tested and proven to work with MMO oriented products.

**MMO: Make money online*

Although on the face of it this process looks simple (*and it is*) it is the little (not so obvious) details that make it work!

Remember... This is a system I use personally in exactly the same manner as you can now do too.

I.e.

- *I don't use any of my existing lists / subscribers.*
- *I use the same pages I've shown you which you can use yourself with KOVERT DFY.*
- *I use the same campaigns which you can use yourself with KOVERT Campaigns.*
- *And I use exactly the same traffic source (I give you the traffic / solo ad vendors I use personally with KOVERT Traffic).*

This system has been tweaked, tested and tweaked some more over months, and months of personal use, testing and results. Skipping what you might think is inconsequential / unimportant could mean the difference between success and failure... **do NOT skip anything!**

Studying the whole system from start to finish - implementing all of the steps as instructed will ensure you have the best chance of getting results.

Mark Bishop

P.S. Reminder; this document is meant only as a flow / breakdown of the system. In order for the system to work for you as it does for me you must implement the whole system as detailed in the members area.

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