

£3000 Goal as Team Humanity Affiliate Road map
A Cause-and-Effect Journey in Health Niche Marketing

STAGE 8

Post-purchase customer loyalty

Effect: Target becomes a repeat customer

Roadblocks: forgotten customer because of no post-purchase engagement

Cause/Solution:

Send post customer email sequence with other products

“Welcome aboard”

“Congratulations on your purchase you are now a valued member of the Team Humanity Community” creating a sense of belonging hitting both pains and desires at the same time
“ but your journey doesn’t end here”

Reward repeat and bulk purchases

Personalise these e-mails

STAGE 7

Target becomes a customer

Effect: CTA- BUY ££££ ALEX JONES HEALTH PRODUCTS

STAGE 6

Creating captivating content throughout the process

Effect: Target receives my offer eg free E-book or Discount and decides to purchase the product.

Roadblocks: Objection to the price of the product

Lack of urgency

Unclear product value

Cause/Solutions: Limited-time offers creating urgency with discounts

Or bonuses ending soon

Bundle offers

Highlight product uniqueness

Free Trial ?????

Address all of these concerns on their journey

STAGE 5

From Target To Customer

Effect: The Target receives my email sequence, learning more about the product(s)

Roadblocks: Spammy vibes, too heavy sales tone, boring content

Cause/Solutions: Send targeted emails based on the specific audience and their interests, do heavy Research, provide valuable, educational content that fits their pains and desires and gently introduce the product as a solution, highlight the benefits without being too heavy on sales tone

STAGE 4 OPT-IN PAGE

Effect: The user engages with my lead magnet eg Download your free guide to Desired Health Goal ?? Triggering curiosity and perceived value around achieving their health goal Target enters an e-mail address.

Roadblocks: Poor copy lead magnet, complicated opt-in form to keep it as little amount of clicks as possible, privacy concerns??????

Cause/Solutions: make the Lead magnet offer relate to the target audience's pains and desires RESEARCH. Simple one-click opt-in form with benefits highlighted "Becoming a member of the team humanity community" benefits of the product amplify pains and desires. Emphasize privacy and data security as well.

STAGE 3: Landing page Build trust and value

Effect: User clicks being directed to my landing page

Roadblocks: Unclear value of the the product, lack of social proof, boring same old same old sales copy

Cause/Solutions: Create a headline focusing on the benefits make it catchy blunt and as short as possible.

Find testimonials for the product

Create a visually appealing layout, check top competitor's copy, and make sure it is mobile phone friendly and has good quality graphics

STAGE 2 Sparking curiosity on social media

Effect: Target sees my ad stand out amongst the normal crap on social media

Roadblocks; blending in with the rest of the tat on social media, non-specific targeting, and boring visuals

Cause/Solutions: Research targets demographics and interests, creates eye-catching visuals with high-quality videos and images, and showcases real testimonials reiterating the product's benefits. Tease problem, hint solution create curiosity eg "tired of low energy" Not achieving your short and long-term goals"

STAGE 1

Initial contact with the client

Effect: find out whether it is possible to collaborate or affiliate with Alex Jones Products

Roadblocks: They say no to me

Cause/Solutions: go to them with a draft copy for the sort of demographic that would already have seen the products on Infowars and a copy for the demographic who might object to Alex Jones

Convince them I can provide, The Username and profile need to be professional to instill trust and my subject lines need to Grab their attention.