

# THE MINDMAP

THIS MINDMAP SHOWS YOU ALL THE MOVING PARTS OF CHRIS MUNCH'S \$100K 'AMPLIFICATION' CAMPAIGNS.

OVER 10 YEARS AGO CHRIS STARTED THE BARE BONES OF THIS STRATEGY TO MAKE HIS FIRST \$2,079+ PER WEEK ONLINE.

SINCE THEN HE'S MASSIVELY REFINED THE METHOD TO BE EVEN MORE POWERFUL.

IT'S NOW PRODUCED MULTIPLE 6 FIGURE CASE STUDIES FOR BOTH HIMSELF AND HIS STUDENTS.

REMEMBER TO JOIN CHRIS ON ONE OF THE LIVE WORKSHOPS DISCOVER HOW TO GET 14 HOURS OF MARKETING DONE FOR YOU IN JUST 6 MINUTES AND MAKE \$2,079/WK PROFIT 'AMPLIFYING' THE PROVEN OFFERS WE'LL GIVE YOU\*

\*OR ANYTHING ELSE YOU WANT TO PROMOTE!



## THE OLD WAY

6 STEPS TO \$2,079+ PER WEEK ONLINE

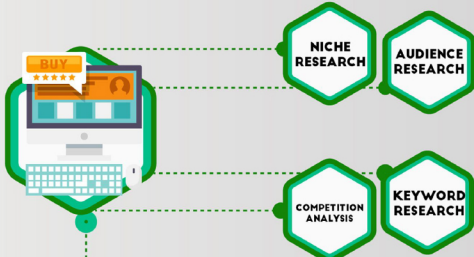
### STEP #1 FIND SOMETHING TO PROMOTE

APPROX. 6 HOURS

HERE, YOU LOOK FOR A LOW COMPETITION PRODUCT OR OFFER TO PROMOTE.

YOU'LL GET PAID AUTOMATIC COMMISSIONS FOR SENDING NEW CUSTOMERS.

ALL YOU HAVE TO DO IS LINK TO THE OFFER & START SENDING TRAFFIC.



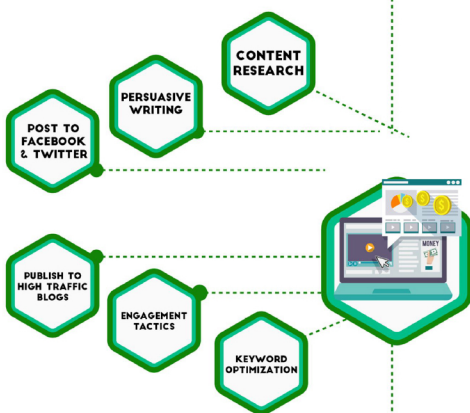
### STEP #2 CREATE AND DISTRIBUTE AN ARTICLE

APPROX. 2 HOURS

THE NEXT STEP IS A WELL-CRAFTED ARTICLE ON HIGH TRAFFIC BLOGS USING CHRIS MUNCH'S PROVEN STRUCTURE.

THE ARTICLE ADVERTISES THE OFFER, USING THE RIGHT WORDS AND LAYOUT TO GET THE BIGGEST IMPACT.

THE ARTICLE ATTRACTS NEW CUSTOMERS.



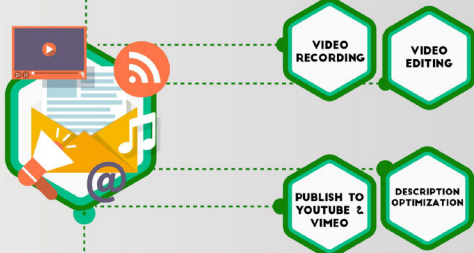
### STEP #3 CREATE & DISTRIBUTE A VIDEO

APPROX. 3 HOURS

THEN IT'S TIME TO CREATE AN ENGAGING VIDEO TO SHOWCASE THE PRODUCT OR SERVICE.

PUBLISHING THE VIDEO TO HIGH TRAFFIC VIDEO SITES LIKE YOUTUBE & VIMEO.

THE SHOWCASE VIDEO ATTRACTS NEW CUSTOMERS.



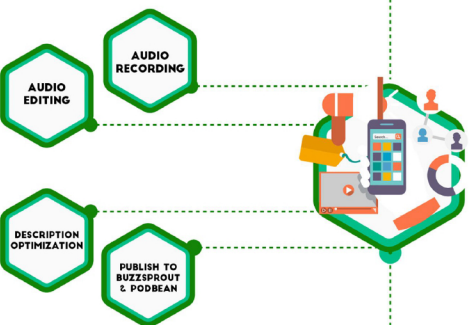
### STEP #4 CREATE & DISTRIBUTE A PODCAST

APPROX. 1 HOUR

NEXT, WE CREATE AN AUDIO PODCAST TO ADVERTISE THE OFFER AND SUBMIT IT TO PODCAST DIRECTORY SITES.

THESE SITES CAN GET YOUR PODCAST HEARD IN ALL KINDS OF PLACES. THE WEB.

THE OFFER PODCAST ATTRACTS NEW CUSTOMERS.



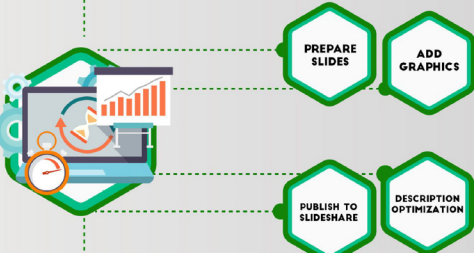
### STEP #5 CREATE & DISTRIBUTE A SLIDE SHOW

APPROX. 1 HOURS

FINALLY, WE CREATE A SLIDE SHOW PRESENTATION ABOUT THE OFFER AND SUBMIT IT TO SLIDESHARE.

THESE SLIDE SHOWS QUICKLY AND EASILY SHOWS INFORMATION AND FEATURES OF THE OFFER.

THE SLIDE SHOW ATTRACTS NEW CUSTOMERS.



### STEP #6 PUBLISH ON BIG NEWS SITES

APPROX. 1 HOUR

WE CREATE ANOTHER ARTICLE AND GET IT PUBLISHED ON HUNDREDS OF MAINSTREAM NEWS SITES.

THESE HOUSEHOLD NAME BRANDS, ALONG WITH GOOGLE NEWS, GIVE HUGE AUTHORITY TO YOUR PROMOTION.

THE NEW ARTICLE ATTRACTS NEW CUSTOMERS.



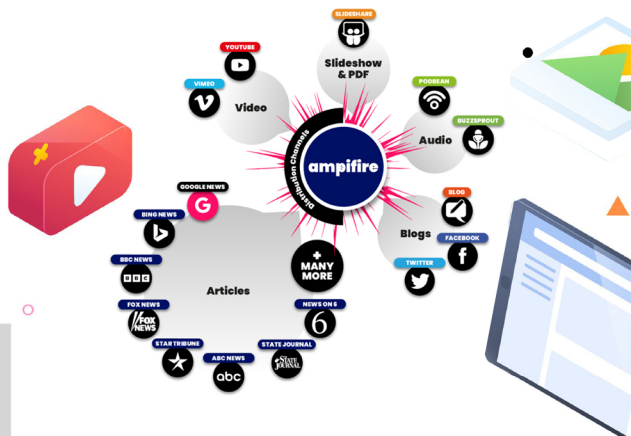
TOTAL TIME:  
14 HOURS

## THE NEW WAY

2 STEPS TO \$2,079+ PER WEEK ONLINE

STEP #1  
SELECT A PROVEN OFFER WE GIVE YOU OR PROMOTE ANYTHING YOU WANT

STEP #2  
LET AMPIFIRE DO THE MARKETING FOR YOU

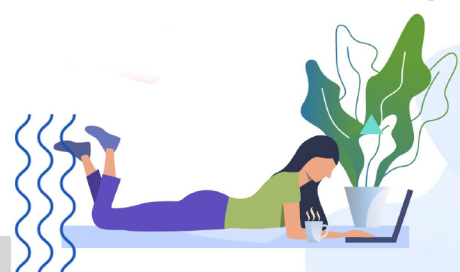


### STEP #3

Select Another Offer To Promote



### STEP #4 Run Another Amp Campaign



### STEP #5 Set Up Some Recurring Profits



### STEP #6 Relax



TOTAL TIME  
6 Minutes

## THE END RESULT OF "AMPLIFICATION"



THAT'S ALL FROM A SINGLE AMPLIFICATION CAMPAIGN!\*

\*WE RECOMMEND DOING AMPLIFICATION CAMPAIGNS ON A CONSISTENT BASIS, TO STACK RESULTS & TRAFFIC EVEN FURTHER

THIS IS INCREDIBLY POWERFUL.

