

LAB REPORT:

GET SALES WITHOUT ADS

W/ TYLER WAGNER

- STOP USING PAID ADS
- HOW TO MAKE OTHERS SELL FOR YOU
- EXACT OUTREACH SCRIPT(S)

EPISODE 001

SCALE IT / LAB





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DITCH PAID ADS AND UNLOCK MILLIONS THROUGH REFERRALS

Tired of pouring money into Facebook and Google ads with little to show for it? Learn why partnerships are the secret sauce to scaling any business.

In this Scale It Lab Report, 8-figure entrepreneur Tyler Wagner reveals why the Infinite Partnership System allowed him to ditch paid ads and instead generate millions through referrals.

You'll discover:

- The 3 core reasons paid ads fail most businesses
- A step-by-step system for securing high-value partnerships
- How to leverage partnerships to get 6+ referrals from a single prospect
- The exact scripts and tools Tyler used to land 40,000+ partners



THE UNCONVENTIONAL RISE OF TYLER WAGNER

Tyler Wagner is a remarkable individual whose unconventional journey has taken him from college dropout to bestselling author and sought-after public speaker. Tyler's story is one of resilience, determination, and the power of pursuing one's passions against all odds. In the following bullet points, we will explore the key milestones and achievements that have shaped Tyler's inspiring career:



Tyler Wagner is a nonconformist who **dropped out of college** but never lost his entrepreneurial spirit.



At the age of 19, Tyler became a **bestselling author**.



With 13 years of experience and **over 4,000 clients**, Tyler is now a sought-after public speaker.



Tyler's journey is an inspiration for aspiring authors seeking guidance and anyone who loves an **underdog tale**.



His story showcases how drive and determination can help individuals **achieve their goals**, despite unconventional paths.



WHY PAID ADS FAIL?

We've all heard the stories.

An entrepreneur launches a Facebook ad campaign and overnight they're making \$10k per day in profit. Their business scales exponentially thanks to the power of paid advertising.



But that success story represents less than 1% of advertisers.

The reality is most businesses pour tons of money into Facebook and Google ads with little ROI to show for it.

Why do most paid advertising campaigns fail? Tyler Wagner revealed 3 major flaws:

1. Most people don't know how to create effective ads in the first place. They might generate clicks, but those clicks don't convert to sales.
2. When the ads are turned off, the sales stop. There's no longevity.
3. They cannot compete with the targeting and optimization of big tech companies.



THE ONE THING TYLER DID TO CREATE HIS 8-FIGURE EMPIRE

For years, Tyler experienced the same frustrations with paid advertising. He knew there had to be a **better way to consistently generate leads and sales** for his writing and publishing agency.

Rather than trying to outspend his competition on ads, Tyler decided to *stop competing* altogether.

He realized that instead of trying to sell directly to potential customers, he could partner with the people who were already selling to those potential customers.

A black and white photograph of two men in business suits high-fiving in a meeting room. They are smiling and looking at each other. In the background, there are windows and a table with coffee cups.

THIS PARTNERSHIP-FOCUSED APPROACH BECAME THE FOUNDATION FOR HIS **INFINITE PARTNERSHIP SYSTEM**.

TYLER WAGNER'S WINNING STRATEGY

Tyler Wagner is the founder of Authors Unite, an agency that specializes in writing, editing, publishing, and marketing books.

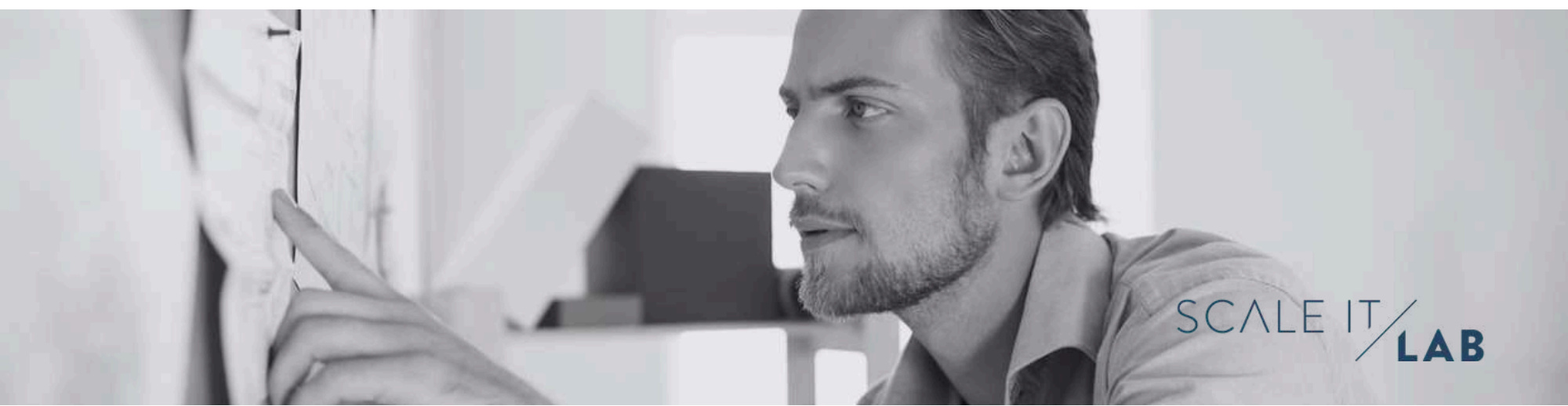
Rather than chasing individual author clients through paid ads, Tyler decided to build partnerships with publishers, editors, ghostwriters, and other author-service providers.

Here are the key steps Tyler used to secure lucrative partnerships:

IDENTIFYING TOP POTENTIAL PARTNERS

Tyler carefully identified partners within the book publishing space who offered complementary services to his target audience.

Since Tyler's main offering was making authors guaranteed bestsellers, he reached out to companies that are in the same niche as him but are offering services that complement what he's offering.



HERE ARE SOME OF TYLER'S POTENTIAL PARTNER EXAMPLES



Book Publishers: They publish hundreds of books every month, and Tyler can offer them bestseller status once their books go live.



Book Editors: Like publishers, they can offer Tyler's services once their manuscripts have been turned to books.



PR Companies: You know what they say about books... It's the new 'calling card'. More so if you reach bestseller status. It's what everyone will talk about. Companies who are getting the services of PR companies for their branding can offer Tyler's services once they are published.





HOW ABOUT FOR OTHER INDUSTRIES?

Let's say you own a small business that sells personal health insurance. Who could you partner up with or leverage their current existing customer relationships to sell your offerings?

Complementary businesses for a health insurance company can help create synergies and offer additional services or products to their customers. Here's a list of complementary businesses:



Healthcare Providers: Partnering with hospitals, clinics, and healthcare practitioners can enhance the value of health insurance by providing a network of trusted healthcare professionals.



Pharmacies: An insurance company can collaborate with pharmacies to offer prescription drug discounts or mail-order pharmacy services to policyholders.



Wellness and Fitness Centers: Partnering with gyms, fitness centers, and wellness programs can encourage policyholders to maintain a healthy lifestyle, reducing overall healthcare costs.



Telemedicine Services: Telehealth services can be integrated to provide policyholders with quick and convenient access to healthcare professionals for non-emergency medical consultations.



Pharmaceutical Companies: Collaborations with pharmaceutical companies can lead to cost-effective prescription drug options for policyholders.



Nutrition and Dietary Services: Offering access to nutritionists and dietitians can help policyholders make healthier choices and prevent chronic health conditions.



Mental Health Services: Partnering with mental health clinics and therapists can offer policyholders access to mental health support and counseling.



Senior Care Services: For policies targeting older adults, partnerships with senior care facilities, home healthcare providers, and assisted living facilities can be valuable.



Dental and Vision Care Providers: Many health insurance plans do not cover dental and vision care extensively, so partnerships with dental and vision clinics can provide added value.



Pharmacy Benefit Managers (PBMs): Collaborating with PBMs can help streamline prescription drug coverage and control costs for policyholders.



Financial Services and Health Savings Accounts (HSAs): Collaborating with financial institutions to provide HSAs or flexible spending accounts (FSAs) can help policyholders manage healthcare expenses.



Travel Insurance Providers: If your health insurance covers international travel, partnering with travel insurance companies can offer comprehensive coverage to policyholders.



Legal and Insurance Consultation Services: Providing access to legal and insurance experts can assist policyholders in understanding their rights, options, and potential claims.



Pharmaceutical Benefits Consulting: Collaborating with consulting firms that specialize in optimizing pharmaceutical benefits can help control prescription drug costs for policyholders.



Employee Wellness Programs: Partnering with businesses to offer employee wellness programs can lead to group health insurance policies and encourage healthier workplaces.



LAB EXERCISE 1 OF 5



Identify at least 10 potential partners that serve the same target audience as you but offer complementary services. What processes could you put in place to regularly brainstorm and evaluate new partnership opportunities?

Example: Create a spreadsheet to track potential partners and their offerings. Set aside dedicated time each month to research and reach out to new prospects. Establish criteria for evaluating the viability and value of each partnership.

LAB EXERCISE 2 OF 5



What criteria can you use to evaluate whether a potential partner already works with those customers in a complementary way? Consider factors such as their product offerings, target market, and customer reviews. How can you determine if their services enhance or conflict with your own?

Example: Analyze their website and marketing materials to understand their target customer and unique value proposition. Read customer reviews to gauge satisfaction levels and identify any gaps or overlaps with your own offerings.

LAB EXERCISE 3 OF 5



At what stages might it be most strategic for you to partner with other companies servicing your customers? How could you build partnerships across the entire customer lifecycle, from initial awareness to post-purchase support and loyalty programs?

Example: Consider partnering with companies that excel at lead generation and customer acquisition to expand your reach. Collaborate with firms that provide complementary products or services to enhance the customer experience and increase lifetime value.

LAB EXERCISE 4 OF 5



What strategies can you employ to make your offering irresistible for potential partners to present to their current customer base? Could it involve offering referral bonuses, or perhaps actively driving business their way? Think creatively about how you can structure a win-win partnership.

Example: Offer an exclusive discount or enhanced service for customers referred by your partners. Reciprocate by featuring your partners' offerings in your own marketing materials and client communications. Collaborate on joint webinars or case studies showcasing the value of your combined solutions.

LAB EXERCISE 5 OF 5



BONUS: Sketch out a long-term relationship blueprint for a key partnership. While locating them was straightforward, your objective is to cultivate a mutually beneficial partnership that thrives for years to come. What steps can you take to build trust, align goals, and continuously deliver value to both your partner and your shared customers?

Example: Begin with a pilot project to demonstrate the potential of your partnership. Establish regular communication and data sharing to track progress and identify areas for improvement. Co-create a roadmap for expanding your collaboration and set shared targets for revenue growth and customer satisfaction. Celebrate milestones together and continue to innovate your joint offering to stay ahead of the competition.

PROVEN TOOLS YOU CAN USE TO FIND YOUR MILLION DOLLAR CONNECTIONS

Use Email Scraping Tools

Tyler's team used tools to gather contact information, ensuring they could reach out effectively.

Here are some of the tools you can use to get their information:



These aren't even top-secret tools. It's readily available on the internet, which even you have access to.

The way these lead generation tools work is that you must subscribe to their plans based on how many leads you need.

Some of these sites offer a hard cap of 100 email lookups per month, but some have generous plans for up to 50,000 monthly searches.

	Free	Starter	Growth	Business
<input type="checkbox"/> Pay yearly and save 30%				
	\$0 \$0/month	\$49 \$49/month	\$149 \$149/month	\$499 \$499/month
Unlimited seats. Upgrade or downgrade at anytime.	Get started	Get started	Get started	Get started
Email searches & verifications				
Monthly searches ⓘ	25	500	5,000	50,000
Additional searches		+\$10.00 per 100 credits	+\$3.00 per 100 credits	+\$1.50 per 100 credits
Monthly verifications ⓘ	50	1,000	10,000	100,000
Additional verifications		+\$5.00 per 100 credits	+\$1.50 per 100 credits	+\$0.75 per 100 credits
Domain Search ⓘ				
Access to full results	×	✓	✓	✓
CSV exports ⓘ	×	✓	✓	✓

If you use lead generation in your business, then better opt for the yearly plan so you can save more money in return.

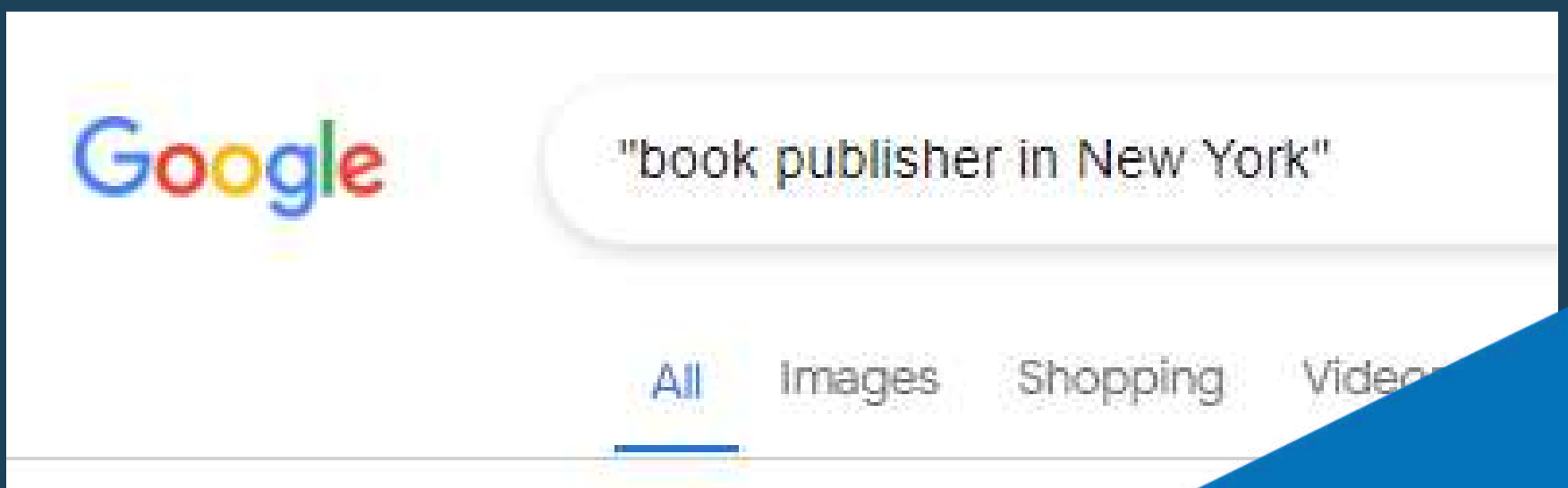
There are tons of lead generation sites and tools out there outside of the five that we have suggested, so do more research, and make sure their plans fit your business needs (and budget!).

DON'T FORGET GOOD OLD GOOGLE SEARCH

Never forget the power of Google search! There are a lot of search terms and techniques you can do on Google so you can get better search results.

One technique is putting quotations in your search terms so you will only get the websites that have the exact terms you've typed in.

Here is an example of a search using the terms book publisher. You can even key in the locations if you are looking for a particular business in a certain area ("book publisher in New York").



LAB EXERCISE 1 OF 3



How could you evaluate the ROI of investing in paid scraping tools versus using free methods like Google searches? What criteria should guide how you prioritize spending on tech tools versus manual outreach? Consider factors such as the time saved, the quality of leads generated, and the conversion rates of each approach.

Example: Track the time spent on manual searches and compare it to the cost of a paid tool. Analyze the quality of leads generated from each method by measuring their engagement and conversion rates. Prioritize tools that automate repetitive tasks and free up your time for higher-value activities like personalized outreach and relationship building.

LAB EXERCISE 2 OF 3



If you have never done outreach in the past, what other Google search techniques or tools could you experiment with? How could you systematize your process to turn search into an ongoing lead generation method? Think about leveraging advanced search operators, alerts, and specialized databases to uncover valuable contacts and insights.

Example: Use search operators like "site:" to find contact information on specific websites or "filetype:" to uncover relevant documents like press releases or case studies. Set up Google Alerts for key terms related to your industry or target accounts to stay informed about new opportunities. Create a checklist or flowchart to standardize your search process and ensure consistency in your outreach efforts.

LAB EXERCISE 3 OF 3



How can you estimate the volume of contacts you need to support your outreach efforts each month? What key inputs or assumptions would factor into calculating an ideal monthly search limit based on your business needs? Consider variables such as your sales cycle length, conversion rates, and revenue targets.

Example: Analyze your past outreach efforts to determine your average conversion rate from initial contact to closed deal. Work backward from your revenue targets to estimate how many deals you need to close each month, and how many contacts you need to reach out to in order to generate those opportunities. Factor in additional contacts to account for churn and unresponsive leads. Use these inputs to set a monthly search limit that aligns with your business goals and team capacity.

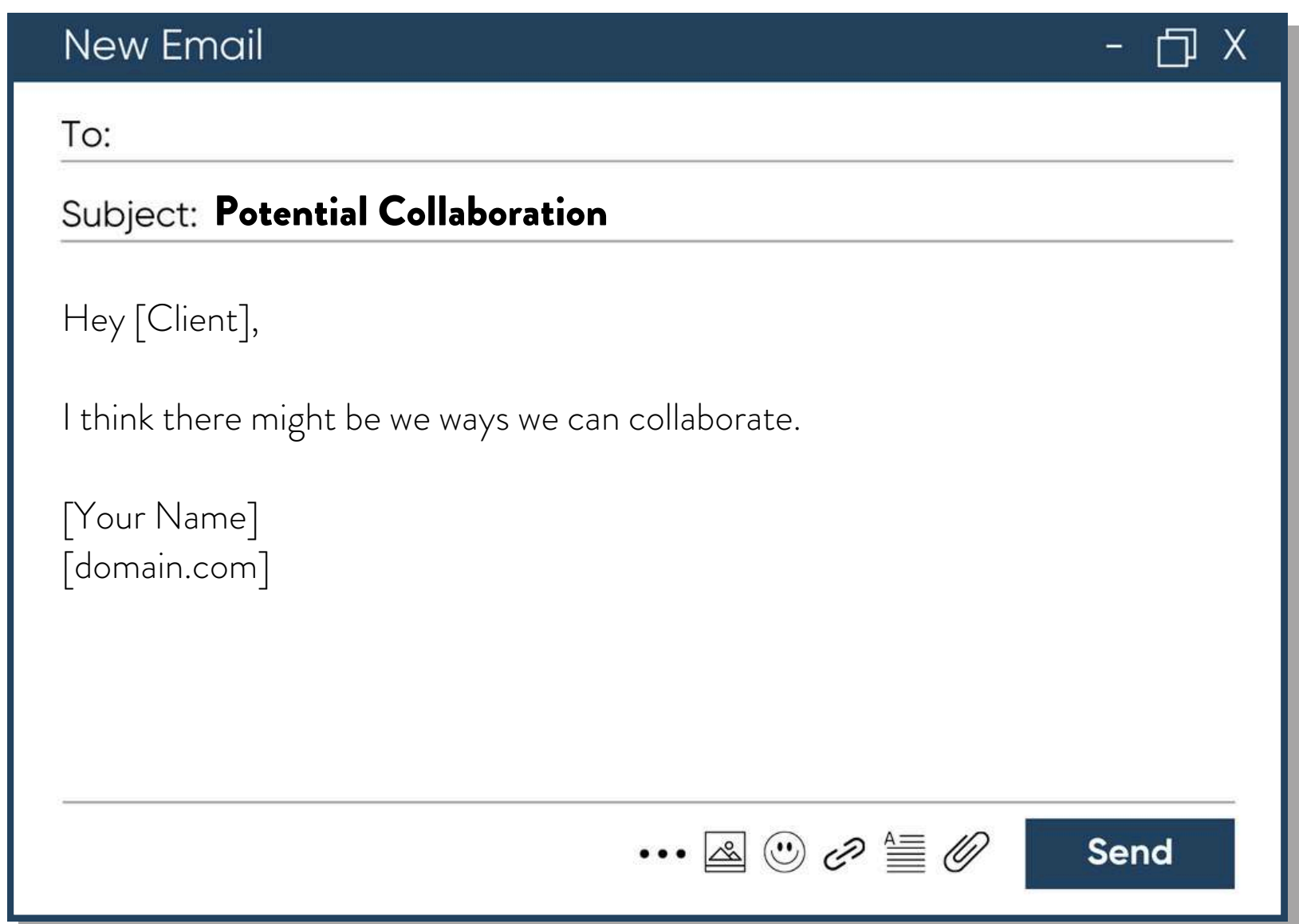
STEALING TYLER'S 8-FIGURE SCRIPT (THE EXACT THING TO WRITE)

Tyler's outreach messages were designed to trigger curiosity and the reciprocity instinct, encouraging partners to learn more and respond.

When was the last time you've read a long message from a stranger in your inbox, no matter how good it was?

Always remember that the people you are contacting are fellow CEOs/founders of small to medium businesses. We're talking about businesses that have less than 10 to 50 employees yet are trying to conquer the world. So, yes, expect them to be very busy. They won't have the luxury of sitting down and reading your entire email full of praises and explanations of why they should be partnering with you.

The best way to pique their curiosity and make them respond—and apparently, save their time—is to send a very simple email.



The image shows a screenshot of a 'New Email' window. The window title is 'New Email' and it has standard window controls (minimize, maximize, close) in the top right corner. The email content is as follows:

To: _____

Subject: **Potential Collaboration**

Hey [Client],

I think there might be we ways we can collaborate.

[Your Name]
[domain.com]

At the bottom of the window, there is a toolbar with icons for: a menu (three dots), a profile picture, a smiley face, a link, a list, and a paperclip. To the right of the toolbar is a dark blue 'Send' button.

LAB EXERCISE 1 OF 3



As you are reaching out to potential partners, what other compelling short messages can you try beyond Tyler's emphasis on 'testing the waters' with your templates? What techniques or formulas could you use to spark interest and intrigue? Consider leveraging curiosity, urgency, or social proof to capture their attention.

Example: Experiment with subject lines that ask thought-provoking questions or hint at exclusive insights you can share. Use the PAS (Problem-Agitate-Solve) formula to highlight a relevant challenge, emphasize the consequences of inaction, and position your partnership as the solution. Incorporate testimonials or case studies to demonstrate the value you've created for similar partners.

LAB EXERCISE 2 OF 3



How can you communicate the value of partnering with you in a clear, concise way? What key pieces of information should you include to show potential partners what's in it for them? Think about highlighting the unique benefits of your offering and the potential impact on their business goals.

Example: Clearly articulate how your product or service complements their existing offerings and enhances their value proposition to customers. Share specific metrics or examples of how your partnership can help them increase revenue, reduce costs, or improve customer satisfaction. Emphasize the exclusivity or time-sensitivity of your proposal to create a sense of urgency and FOMO (fear of missing out).

LAB EXERCISE 3 OF 3



How can you develop your own set of templates tailored to different targets? What key elements would you need in templates for initial outreach versus follow-up messages? How could you A/B test different templates to optimize your response rates and conversion rates? Consider the unique needs and preferences of each segment of your target audience.

Example: Create separate templates for cold outreach versus warm leads or referrals. In your initial outreach, focus on building rapport, establishing credibility, and piquing their interest in learning more. In follow-up messages, provide additional details about your offer and include a clear call-to-action to schedule a meeting or sign up for a trial. Test different subject lines, messaging angles, and calls-to-action to see what resonates best with each target segment. Use tools like Mixmax or Yesware to track your open rates, click-through rates, and reply rates for each template variation.

YOU NEED TO REACH OUT TO AT LEAST 100 PEOPLE A DAY FOR THE NEXT 90 DAYS—WITHOUT FAILURE!

Ok, you might not like this part, but it truly is Tyler's proven path.

Execute, Execute, Execute, Execute, Execute, and then Execute more!

Over the years, digital marketers recognized that social media can be a powerful tool to deliver your message directly to customers.

Social media companies have figured out as well that their channels are being used to market B2C. The result? Some of them tweaked their platforms so that only those who are paying for 'premium' can reach out to more customers.

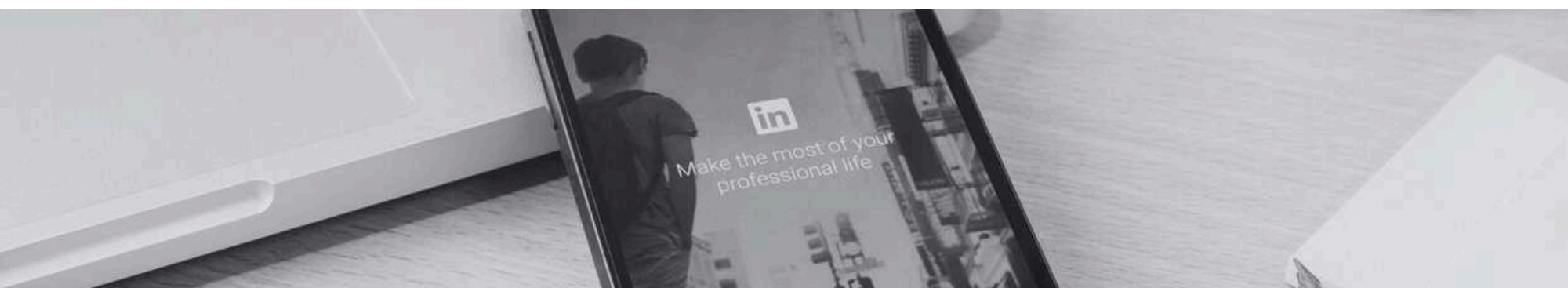
Good examples of this are LinkedIn and Twitter.



For **LinkedIn**, you can opt for their LinkedIn Sales Navigator so you can do some advanced searches, and if you run out of InMail credits, you can always buy more (not exceeding 150 per month, so send those messages wisely!).



For **X** (formerly Twitter), you can opt for their Twitter Blue service and be able to post longer tweets, therefore, be able to communicate more with your potential followers.



GOODBYE SOCIAL MEDIA, HELLO WEBSITE CONTACT FORMS

Tyler's team found that social media wasn't working well for reaching out to potential partners anymore. So, they decided to use **website contact forms** and send emails instead. This gave them more opportunities to start conversations and connect with the right people.

To do this, they searched on Google for websites that matched what they were looking for. Then, they went to each website and used the contact form to send a message directly to the owners or representatives.

Sending messages this way is easy, cheap, and helps them avoid the distractions of social media. It also allows them to have real, one-on-one conversations with potential partners. This method proved to be very effective for Tyler's team. They were able to reach more people and build stronger relationships with potential partners.

As a result, their business grew and they were able to achieve their goals more quickly.

Contact Us

Fill out the form and a member from our sales team will get back to you within 24 hours, or scroll down for more ways to get in touch.

Contact Business Solutions Sales
Already a customer or need help with a billing issue? [Contact Support](#)

NORTH AMERICA SALES
+1800 708 8749

EUROPE / ASIA / AUSTRALIA / PACIFIC SALES
Fill out your details to be contacted.

First Name
First Name

Last Name
Last Name

Email
you@yoursite.com

Phone
Phone

Company Name
Company Name

Industry
Select an Industry

Annual Revenue
Select Revenue

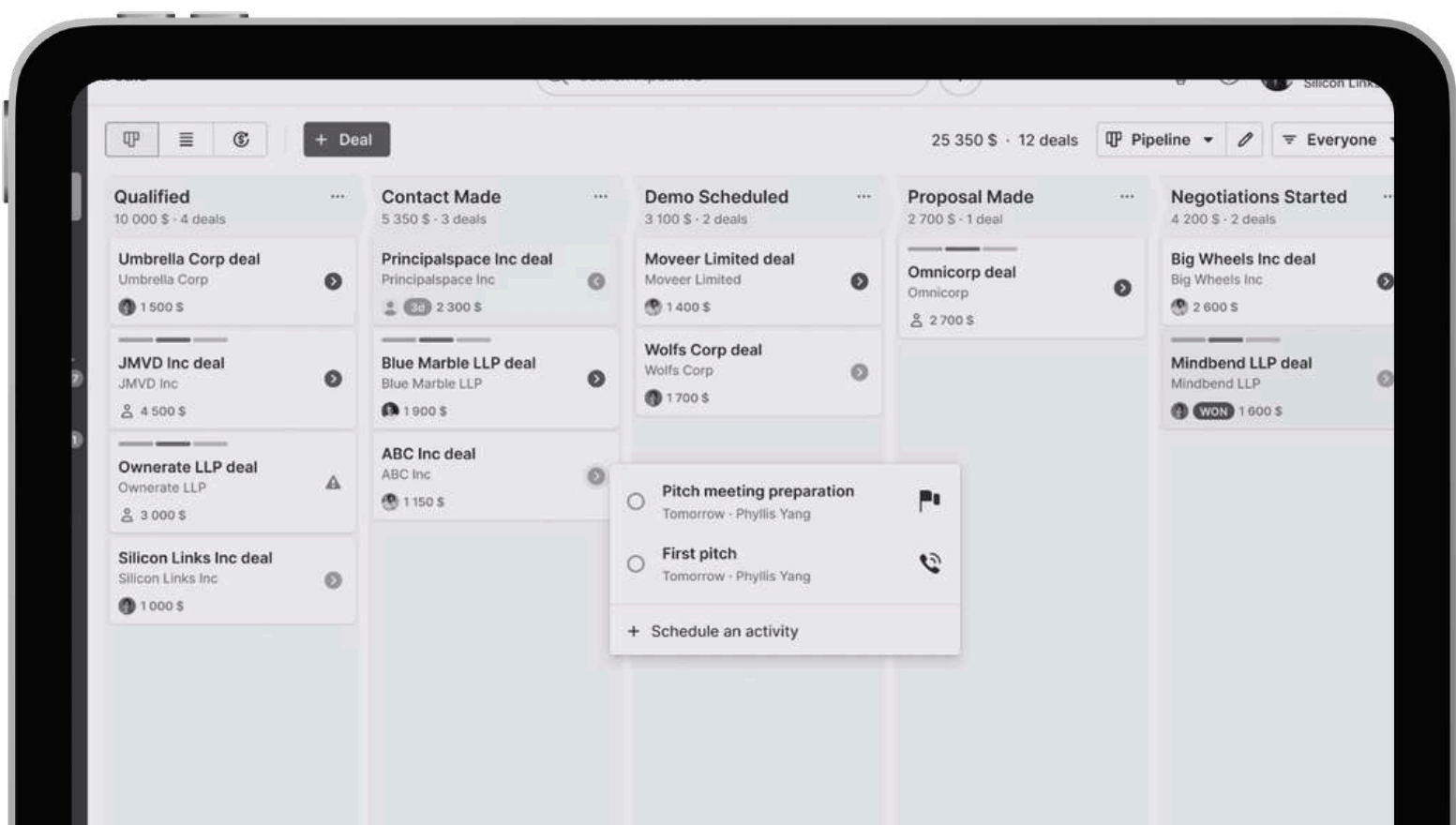
Country
Select a Country

Yes, I would like to receive news and offers from ACTIVE via email

Yes, I agree to receive phone calls from ACTIVE

HOW TYLER NURTURES LONG-TERM PARTNERSHIP SO THEY KEEP SELLING FOR HIM

Each company that they reach out to is also being entered in their CRM for tracking purposes. Tyler is using Pipedrive to make sure partners get value long-term.



He meticulously logs every interaction, noting key details about each company's needs, goals, and progress. This allows him to provide personalized attention and tailored solutions to each partner. By leveraging Pipedrive's features, Tyler can set reminders, schedule follow-ups, and monitor the health of each partnership. His diligent use of the CRM ensures that no partner falls through the cracks and that every relationship is nurtured for mutual success. The CRM also helps Tyler identify upsell and cross-sell opportunities, further enhancing the value provided to partners.

LAB EXERCISE 1 OF 3



We've discussed the power of contact forms and how social media platforms are limiting organic reach, prompting a shift to contacting businesses directly. How could you evaluate whether to invest in social media ads or focus more on direct outreach to potential partners? What criteria should guide how you allocate your marketing resources? Consider factors such as your target audience's preferences, the cost per acquisition, and the lifetime value of each partnership.

Example: Analyze the engagement and conversion rates of your previous social media campaigns to determine their effectiveness in reaching potential partners. Compare the costs and returns of social media advertising versus the time and resources required for direct outreach. Prioritize the channels that align best with your target partners' communication preferences and offer the highest ROI in terms of partnership value and longevity.

LAB EXERCISE 2 OF 3



As someone who is probably new to partnerships, what processes or systems could you implement to scale your direct outreach efforts? How could you optimize website research, contact data capture, follow-ups, and more? Think about leveraging automation tools and templates to streamline your workflow and ensure consistent, personalized communication.

Example: Use tools like Hunter.io or Clearbit to quickly find contact information for key decision-makers at your target companies. Create a centralized database or spreadsheet to track your outreach efforts and partnership pipeline. Set up email templates and sequences in your CRM or outreach platform to automate initial contact and follow-ups while still allowing for personalization. Establish a regular schedule for researching and reaching out to new potential partners, as well as nurturing existing relationships.

LAB EXERCISE 3 OF 3



How could you leverage CRM features to nurture relationships with partners long-term? What custom fields or workflows could you set up to sustain promising partnerships and gain referrals? How might you configure dashboards to monitor key partnership KPIs? Consider the unique needs and preferences of each partner and how you can tailor your communication and collaboration accordingly.

Example: Create custom fields in your CRM to track each partner's preferences, goals, and communication style. Set up workflows to trigger personalized check-ins, share relevant updates or resources, and celebrate milestones or successes together. Configure dashboards to monitor key metrics such as referral volume, revenue generated, and partner satisfaction scores. Use this data to identify your most valuable partners and prioritize your efforts accordingly. Regularly solicit feedback and ideas from your partners to continuously improve your collaboration and find new opportunities to grow together.

PRIORITIZE PARTNERSHIPS OVER QUICK SALES FOR THE LONG RUN

Once they have booked the call with you, what do you do?

Instead of immediately promoting your services right away, take the time to understand your potential partners' businesses. You cannot go, *"Hi, my name is Bob. I have a company that makes people bestsellers, and we can do this and that..."*

Look into your network and seek ways to refer clients to them, building trust and goodwill.



You must go in every call with the intent of forming a formidable business partnership for years to come, and it must benefit both parties mutually.

Here is a good example:

Tyler, who is in the bestseller business, has just made Adam, an author/entrepreneur, a Wall Street Journal bestseller. Adam has a friend named Sam, who is also an entrepreneur, and would like to have his book written and published. Since Tyler doesn't write and publish books, he can refer Sam to a partner who offers these types of services. Once Sam is a published author, he can then go back to Tyler to have his book rank as a bestseller.

Now, if you need more help on how to do your first call, here are some tips that Tyler shared:

- Research them before the call so you can personalize your intro
- Schedule shorter intro calls (15-20 minutes) to start
- Have a few specific ways you think you could collaborate in mind
- Don't sell! Focus on building the relationship first.
- End by suggesting you connect again in a few weeks



LAB EXERCISE 1 OF 3



We've talked about the importance of a partnership-focused approach on calls versus immediately promoting. How can you prepare for calls to demonstrate value rather than pitch your services? What kind of open-ended questions could you ask to learn about their needs first? Consider doing thorough research on their business and industry to identify potential pain points and opportunities for collaboration.

Example: Before each call, review your potential partner's website, blog, and social media presence to gain insights into their target audience, unique value proposition, and current offerings. Prepare a list of open-ended questions that encourage them to share their goals, challenges, and vision for the future. For example, you could ask, "What are your top priorities for growing your business this year?" or "What are the biggest obstacles your customers face, and how are you currently addressing them?" Use their responses to identify areas where your expertise or resources could provide value and complement their efforts.

LAB EXERCISE 2 OF 3



How can you actively connect the dots between your network contacts to facilitate referral partnerships? What processes could help you track opportunities for mutual introductions? Think about ways to systematically review your network and identify connections that could benefit from knowing each other.

Example: Create a spreadsheet or use a CRM tool to categorize your contacts by industry, expertise, and target audience. Regularly review this database to identify potential matches and make introductions via email or social media. Set up alerts or reminders to follow up on these introductions and gather feedback on their value. Establish a habit of asking your partners and clients if there's anyone else they'd like to be connected with, and actively look for ways to facilitate those connections as a value-add to your relationships.

LAB EXERCISE 3 OF 3





How can you further optimize your pre-call preparation to start relationships strong? What tools could you leverage to organize what you learn and draft value-focused talking points? Consider creating a checklist or template to ensure you cover all the essential elements of a successful partnership exploration call.

Example: Use a tool like Evernote or Notion to create a centralized hub for your call preparation notes and insights. Develop a template that includes sections for the company background, key contacts, potential partnership angles, and customized talking points. Integrate this template with your calendar or meeting scheduling tool to automatically populate relevant information and ensure you're fully prepared for each conversation. Leverage AI-powered tools like Gong or Chorus to analyze your previous calls and identify patterns or areas for improvement in your communication style and value proposition.

CLOSING DEALS WITH TRUST AND SOCIAL PROOF

Tyler's sales outreach starts with the simple email message that we discussed above. However, it doesn't stop there. After the initial contact, Tyler's team continues to nurture the lead with a series of carefully crafted follow-up emails.

New Email
-  

To: _____

Subject: **Virtual Coffee with [Name]**

Hi [Client],

Our virtual coffee is tomorrow at [Time] on [Date], and I am really looking forward to speaking with you!






Before our meeting, I have [here](#) various testimonials from some of the campaigns that we did recently.

Would love to share it with you so you can see how our campaigns made a difference for them.

Watch it here!

Talk soon!

[Name]
[Company]

...






Send

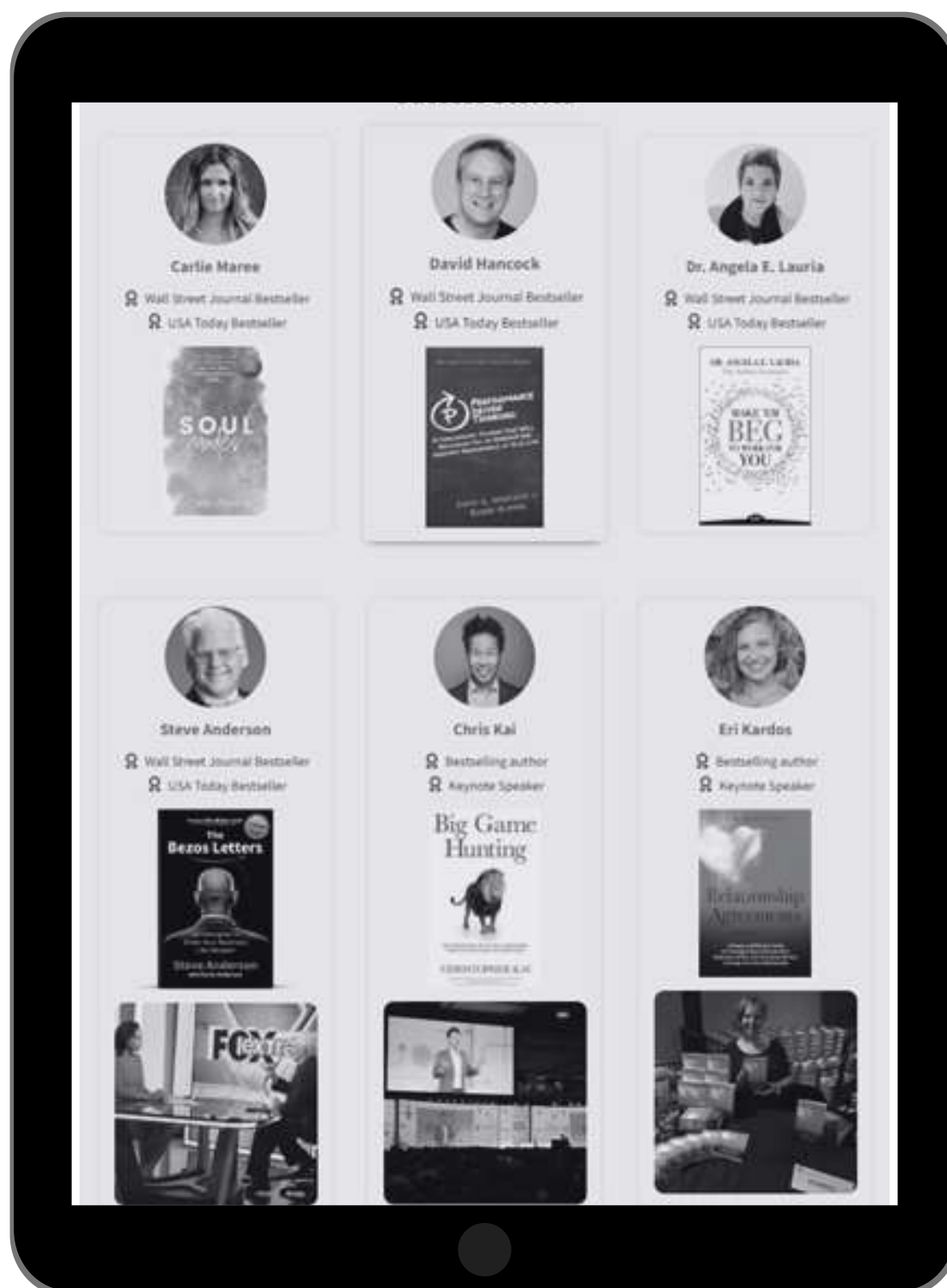
Beneath the simple initial outreach that they get from Tyler's team, are a couple of other emails being sent out to them after they have booked the call on his calendar. These emails are designed to keep the prospect engaged and excited about the upcoming call.

The succeeding emails must be tactical. Tyler has set up his Calendly email to send out email reminders that contain **links to testimonial videos from people he has worked with.** These videos serve as powerful social proof, showcasing the success stories of Tyler's past clients.

BOOSTING SALES WITH PRE-CALL VIDEO TESTIMONIALS

By **strategically placing these testimonials** in the email reminders, Tyler aims to build trust and credibility with the prospect before the call even takes place. The videos also help to reinforce the value that Tyler's services can provide, increasing the likelihood of a successful sales conversation.

The “here” in his email is then linked to his website. Prospects were exposed to Tyler's website full of video testimonials and case studies before calls, establishing trust and making the sales process smoother.



LAB EXERCISE 1 OF 3



We've mentioned how crucial sending reminder emails with testimonial videos is to build trust before calls. What kind of reminder sequence could you create to establish credibility with potential partners? How might you adapt your messaging depending on where they are in the sales process? Consider leveraging social proof and tailored value propositions to move them closer to a partnership.

Example: Create a three-part reminder sequence that begins with a brief introduction to your company and its unique value proposition. Include a short video testimonial from a satisfied partner in a similar industry to establish credibility. In the second email, share a relevant case study or success story that showcases the tangible results you've achieved for partners. Close with a personalized message reiterating the specific ways you could help them reach their goals and an invitation to schedule a call. Adapt the messaging to focus on building awareness and interest for colder leads, and on addressing objections and securing commitments for warmer prospects.

LAB EXERCISE 2 OF 3



Tyler links his reminder emails to his website with video testimonials. What mediums might resonate most with your targets - video, written stories, or data sheets? How can you tailor and segment your outreach content for maximum relevance? Think about your ideal partners' preferences and what type of content would be most valuable and persuasive to them.

Example: Conduct market research or survey your existing partners to understand their content preferences and consumption habits. Segment your target partners based on factors like industry, company size, or partnership type, and create customized content for each group. For example, data-driven case studies might resonate more with enterprise-level partners, while founder story videos could be more compelling for startups. Use your CRM or email marketing platform to dynamically populate reminder emails with the most relevant content based on each recipient's segment and stage in the partnership journey.

LAB EXERCISE 3 OF 3



Exposing prospects to testimonials made the sales process smoother. How might you quantify the impact of reminder sequences on sales conversions? What key metrics could you track to optimize the sequencing and messaging for top performance? Consider setting up experiments to test different variables and measure their effect on your desired outcomes.

Example: Track metrics such as open rates, click-through rates, reply rates, and booking rates for each step in your reminder sequence. Use a tool like Google Analytics or UTM parameters to measure the traffic and conversions driven by each email. Compare the performance of sequences with and without testimonials, or with different types of social proof, to determine which elements have the greatest impact. Continuously monitor and analyze these metrics to identify opportunities for optimization, such as adjusting the timing, frequency, or content of your emails based on engagement patterns. Consider running A/B tests to experiment with different subject lines, calls-to-action, or value propositions and refine your approach based on data-driven insights.

BUILDING YOUR ARMY THAT SELLS FOR YOU

As you can imagine, the process of finding contact forms and sending hundreds of personalized outreach messages is extremely time intensive.

Rather than burn himself out trying to do all the outreach himself, Tyler hired an army of talented virtual assistants.

He now has over 100 VAs executing this system across various niches and industries. It took significant time and money invested upfront to train his VAs, but now it runs like clockwork.

And because so much of the outreach happens via website contact forms, there are no limits. He can reach 10K or even 100K potential partners if desired.



6 PROVEN WAYS TO CLOSE REFERRAL PARTNERS

If done right, most partners will jump at the opportunity to monetize their existing audience by referring clients to you.

Closing partnerships is all about conveying value and building trust. Here are 6 proven tactics:



Lead With Value: You need to show how happy clients could become powerful evangelists for their business, driving more growth through reviews, referrals, and word-of-mouth.

Example: Explain that your white-glove onboarding and 5-star service delights clients. And satisfied clients drive growth for both companies. One of your cleaning partners saw a 32% increase in sales in the first year of your collaboration because raving client referrals amplified their reach.



Make it Effortless: A common barrier is partners worrying that referral follow-up and support might create more work for them. You need to explain that you handle all onboarding, fulfillment, and client support when they send prospects your way. All they must do is make warm introductions.

Example: Tell them that from the moment they hit “send” on a referral email, you take over communicating with that lead to schedule a call, close them into a paying customer, and ensure their success.



Offer Industry Best Commission Rates: Most prospective partners will compare your offering against others in the industry. You need to commit to compensate them at rates well above the industry average to incentivize active referrals.

Example: Explain that while most commission rates fall around 8-12% in your field, you will happily offer partners at least 15-20% commissions because you want to reward them for their trust and collaboration.



Share Success Stories: Social proof is crucial. Back up your promises by showcasing client case studies and testimonials from people referred by existing partners. Seeing that results speak for themselves motivates new partners to start referring.

Example: Tell them about Susan who was referred by a catering partner 2 years ago. She increased annual revenue by 65% thanks to your services. Susan now refers all vendors in her network to collaborate with you, cueing exponential growth.





Promise Top-Tier Service: You need to assure prospective partners that every lead they send your way will receive white-glove treatment and over-the-top value. This builds confidence that their reputation stays protected when recommending you. Describe how your executive-level onboarding experience feels like an intensive retreat. Explain that they can sleep soundly at night knowing anyone they refer works directly with your CEO. Highlight the fact that you have a proven track record of delivering exceptional results, which has earned you a stellar reputation in the industry. By conveying your unwavering dedication to delivering top-tier service, you instill a sense of trust and confidence in your prospective partners, making them more likely to recommend you to their network.



Check-In Regularly: Once secured, you need to check-in with partners at least once a quarter to ask if they have any prospects to refer over. Look for ways you can collaborate on lead generation initiatives as well. Consistent communication results in top-of-mind awareness that reminds them to send prospects your way.

Example: Offer to co-host a webinar with them or contribute a guest article highlighting their offering to your email list. These partnerships breed referrals.



HOW TYLER'S AGENCY SERVES THOUSANDS WHILE HE WORKS MINIMAL HOURS

While certainly a simple framework on the surface, properly executing all facets of Tyler's IPS system is no small feat.

But the payoff? **Massive.**

Here is a look at some of Tyler's incredible results:



40,000+ Affiliate Partners



6+ Million Books Sold for Authors



8-Figure Annual Revenues



Cash-Positive Business Funded Through Referrals



Featured on Forbes, HuffPost, ThriveGlobal and more



Tyler Now Works Just 1 Day Per Week

Tyler is now able to work minimal hours while his agency serves thousands of customers. He attributes this success primarily to the leverage created through referral partnerships.

His proven IPS system puts relationships and trust - not paid ads - at the forefront to drive exponential business growth.

YOUR 3-STEP ACTION PLAN TOWARD AN 8-FIGURE PARTNERSHIP

The more win-win relationships you cultivate within your space, the less likely any competitor will ever catch you.

You create true competitive differentiation through collaboration.

If you're committed to moving from paid ads to partnership-driven lead generation, here are 3 next steps:



Make a List: Compile a list of 100-500 potential partners who could provide referred leads. Research individuals, businesses, and organizations that align with your values and target audience. Consider the unique value you can offer each potential partner and how a collaboration could benefit both parties.



Test Templates: Draft outreach messages to send to potential partners, using Tyler's templates as guidance. Personalize each message, highlighting the specific reasons why a partnership would be mutually beneficial. Test different approaches and refine your messaging based on the responses you receive.



Block Time: Schedule 2-3 hours per week to execute the system consistently, either by yourself or by delegating it to a VA. Treat this time as a non-negotiable appointment with your business's future. Use these dedicated hours to reach out to potential partners, follow up on leads, and nurture existing relationships. Over time, you'll see the cumulative effect of your efforts as your partnership network grows.

THE UNCOMMON APPROACH TO UNBELIEVABLE EARNINGS

While certainly unconventional, Tyler made it clear that these partnership-driven tactics are the future of lead generation. He believes that in an increasingly competitive and crowded market, building genuine relationships and leveraging the power of referrals is the key to sustainable growth.

Paid ads just can't offer the same trust and community-building as collaborations can. While ads may generate short-term leads, they often fail to create the lasting connections and loyalty that partnerships can foster.

So instead of creating yet another Facebook ad that will get lost in the noise, reach out to those already selling to your dream clients. Identify the businesses and individuals who have already earned the trust and respect of your target audience, and explore ways to work together.



Show them how supporting each other can help both businesses thrive. Demonstrate the value you can bring to their audience, and highlight the potential for mutual growth and success. By approaching potential partners with a genuine desire to create win-win situations, you'll be more likely to form lasting and fruitful collaborations.

The only bad partnership is no partnership at all. It's time to start collaborating over competing. Embrace the mindset that there is plenty of opportunity to go around, and that by working together, you can achieve far more than you ever could alone. Start building your network of partners today, and watch your business grow in ways you never thought possible.

IF YOU WANT TO LEARN MORE, YOU CAN REACH OUT TO TYLER VIA HIS WEBSITE AND SOCIAL MEDIA ACCOUNTS:



<https://authorsunite.com>



<https://www.linkedin.com/in/tylerbwagner>



<https://www.instagram.com/tylerbwagner/>



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