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# Scaling Up for Success

[caption id="attachment\_161" align="alignleft" width="300" caption="Find What Works Then Do More Of



The Same"]

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Ray Kroc, the founder of McDonalds and the guy who put franchising on the map started out selling milk shake machines to restaurants.

Massive success came when he invented a way to leverage the time and money of other people (franchisees) to open store after store after store. In other words, the secret to Ray Kroc's unfathomable success was his skill in scaling up.

### **Affiliate Marketing Guru Secrets Revealed**

Name any affiliate marketing guru off the top of your head and I can guarantee if you looked close behind the curtain you would find the secret to their success was in finding a model that worked to produce a profit and they simply did more of the same.

For example...

### **Brad Callan Quick Study**

Brad Callan has made millions online and is a pretty well-know "guru". He started out like every other affiliate marketer - by selling other people's products.

**Then he created a product**, put it into the Clickbank market place and began his meteoritic rise to the top of the food chain.

Today he offers 3 Info Products, 7 software products including [Keyword Elite](#), [SEO Elite](#), [Affiliate Elite](#) and [Article Submitter](#). Plus he also manages 4 Membership sites. Now what's interesting to notice about Brad's success model is the fact he has focused on creating TOOLS that make it easier for budding entrepreneurs to leverage their time and resources. (By the way, I own and use all of the above to build out my own affiliate marketing business so Brad's got a nice chunk of money from me over the years.)

The part most people miss is that Brad didn't make millions selling ONE product, he made millions by scaling up, by adding more and more products to his online empire. And in the process has found more and more affiliates to sell his products for him... he has created more and more customers who know, like and trust him and who will continue to buy even more products... each product has added a number of prospects to his email subscriber

list... and his success opens the door to even more opportunities.

Today he benefits from ALL of that... but he started at the beginning and simply scaled up.

Massive overnight success - it just took a few years!

## **Ten Methods of Scaling Up Your Business**

1. If you are an affiliate marketer - promote more products.
2. Add more follow up messages to your autoresponder account
3. If you want more traffic to your web sites - build more pages and promote them
4. If you want to make more sales - add an affiliate program and pay a generous commission
5. If you are a network marketer in seek of leads - create more lead generation sites
6. If you need immediate cash, create a product... then another and another
7. Charge higher prices
8. Create a continuity program or sell only those products or services that pay a monthly commission
9. Outsource mundane tasks to free up your time to do more important things
10. Use software to leverage your time and results

Think leverage. Think time savings. Think scale. If one effort produces \$40 a month, scale up to repeat the process 100 more times. If one product is bringing in 2k a month and you are doing all the selling, create another product and encourage affiliates to do the selling for you. If you make face-to-face presentations that work - scale up by cutting a DVD and distributing on a mass scale.

PS - Leaders ALWAYS reveal themselves so make a comment or share an idea or success.