

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

Affiliate Opportunity: Chandler Bolt's Self-Publishing School

How does a nobody with average grades in English publish multiple bestselling books? By following a system. That system is Chandler Bolt's Self-Publishing School, which teaches the methods that Chandler himself has used to publish bestsellers despite being a C-student in English. And it's a great affiliate opportunity.



I'm excited about Chandler's launch for 4 reasons:

1. The course is solid. I never recommend promoting anything you don't believe in wholeheartedly. And this is something I believe in 100%. I've been through the course (and...hint, hint, will be using it soon for my upcoming book!) and it is one of the best organized, in-depth courses in all of internet marketing.
2. It has proven results. A lot of times what worked for the teacher doesn't work for the students, usually because the course creator sucks as a teacher or the course doesn't teach enough. That is the not the case with SPS. The course has produced dozens of bestselling authors across almost every imaginable niche, many of whom had never published more than a few blog posts.
3. The launch PLC is phenomenal. Good pre-launch content in a launch toes the line between giving away enough to whet the audience's appetite and giving away too much. I've found that the most successful people aren't afraid to give away too much. Chandler's PLC is the type you can be proud to promote, because even if your tribe never buys a thing, they will learn a ton.
4. Chandler. I first met Chandler nearly three years ago through a mutual friend. I've been blessed over the past few years to spend a lot of time with him and now to call him a friend.

He even got Tara and I backstage to see our favorite band, NEEDTODREAM (his brother is Seth Bolt, the bassist). So yeah, he's pretty much awesome. :)

[button href="https://xe172.isrefer.com/go/SPSAP/matt7267/" primary="true" centered="true" newwindow="true"]SIGN-UP AS AN AFFILIATE FOR SPS NOW[/button]



My wife Tara and me backstage with Chandler and Seth Bolt

About the Course

81% of Americans say they want to write a book. *Less than 1% do.*

Let that sink in for a minute...

We're not talking about doing something outlandish like becoming an astronaut or a professional athlete. We're talking about something that anyone is capable of doing.

And yet...99 out of 100 people who say they *want* to do it don't actually do it. That is ridiculous.

Enter Self-Publishing School.

SPS is the go-to course for anyone looking to publish a book, without all the hassle of working with a traditional publisher.

The reality is that for the majority of prospective authors, finding a publisher and working with them is a barrier, not a help. It's usually not worth the effort. It often ends up being more expensive with no upside in results.

That's why SPS is so powerful. It eliminates barriers and helps you get published.

One of the cool ways they do that is with this contract from day one:

CONTRACT WITH MYSELF

I hereby commit to giving this program my all. I commit to work hard, take action & be accountable to my fellow members inside the community.

By signing below, I am making a commitment of 1 hour/day of focused work so that I can write and launch a Best Selling book in the next 3 months.

The course is insanely detailed, walking an aspiring author from nothing written to published author. It shows students how to write and finish their book, then shows them how to market and sell their books.

Many students have gone on to be bestselling authors (though, I should point out this is certainly not a promise).

Target Audience

SPS is for that 80% who say they want to write a book but never do. That's a pretty large audience, but it's true.

Chandler's course has students who've written books about:

- online marketing
- religion
- finances
- productivity
- health and fitness
- music
- travel
- memoirs
- sports
- career advancement
- dating and relationships
- ...and so many more topics

It literally can be used by anyone.

[callout]Click here to view all of our favorite affiliate opportunities posts.[/callout]

What's Inside the Course?

The course is broken into six phases, plus a phase on self-published hard copy books and audiobooks, the bonuses, and resources.



Phase 1: Positioning and Outlining

Most people in the *Self Publishing School* community don't have a clue where to start. Phase 1 helps them get clarity on their WHY – their purpose for writing the book. And it will show them how to position the book to get the most sales.

The question many people ask before buying is: *Will Self-Publishing School help me if I don't even know what I want to write about?*

Yep. Chandler covers that, too.

Phase 2: Rapid Writing

AKA – How to write your book fast.

Part 9 of this phase is particularly useful if you've ever suffered from writer's block (and who hasn't?).

Phase 3: Editing Made Easy

In this phase, Chandler shows you how to outsource this boring part of the process (at least most of it) without costing a fortune.

Phase 4: Pain-free Publishing

The book is ready...now what?

This is where most first-time authors get stuck. This is the heart of the secret sauce in *Self-Publishing School*. If the course started here, honestly it would still be worth more than the asking price. They cover *all* the bases here.

Some of the things Chandler covers here (there's a lot more, but this gives you a taste):

- How to format for Kindle
- How to hire someone to format your book
- How to upload your book the right way
- The step-by-step guide to finishing and self-publishing your book

Phase 5: Launching Your Self-Published Book

Chandler literally shares his blueprint here. His proven blueprint.

Chandler and his team break it into three phases:

Building Buzz: 2-3 weeks

Pre-Launch Week: 1 week

Launch Week: 1 week

Chandler covers:

- The step-by-step method that he uses to launch #1 self-published books
- Social media marketing
- Kindle Consumer Psychology
- How to write an author bio
- How to reach out to influencers (networking)
- How to optimize your book listing
- How to get reviews early on
- And SOOOO much more here

Phase 6: Maintaining book sales

So you launched the book...now what?

This is all about keeping sales up long-term.

[callout]Want to feature your launch like Chandler?
Click here to submit your launch or affiliate program.[/callout]

Commissions, Price Points and Prizes

Commission: 40% + 2nd tier commissions

Price Point: \$997 and \$1997 courses

I've promoted it in the past myself and it converted extremely well. This will be Chandler's 5th launch of SPS. The sales funnel is absolutely solid.

Prizes: Chandler always has amazing prizes. The top optin prize is a 14 Day Alaskan Cruise (Balcony Suite) PLUS Airfare.



The top sales prize for this launch is a Smart Car. Right on down to all kinds of other prizes. You name it, you can win it!

Important Dates

It all begins on **February 6th** with the first video AND PDF book giveaway. Here's the rest of the calendar:

Feb 9: PLC 2

Feb 12: PLC 3/Cart Open

Feb 15/16: Webinar

Feb 19th: Cart Close + 4 Hr AMA

AFFILIATE CALENDAR FOR FEBRUARY 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
5	6 PLC 1 <small>(VIDEO AND PERIOD CLIPSHOW)</small>	7	8	9 VIDEO #2	10	11
12	13 = CART OPEN = VIDEO #3	14	15 WEBINAR(S)	16 WEBINAR(S)	17	18
19 CART CLOSE + 4 HR AMA	20	21	22	23	24	25
26	27	28	1	2	3	4

If you have anyone in your audience who wants to write a book, this launch is for you.

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