

# The Water Wheel Strategy!

## The Blueprint!



## American Payday Services

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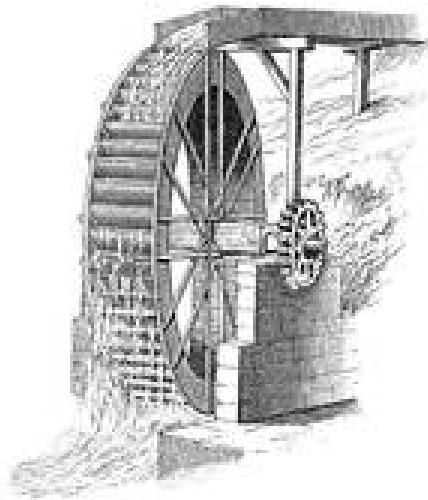
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### Four Principles Used at APS!

- 1) The Contact
- 2) Leverage
- 3) Feeder
- 4) Explosive Residual Factor

This material is helpful for referring perspective. We will be concerned in this training with **#1** above, **Contacts**. Why I call it the **Water Wheel Strategy** will become clear shortly as you read this. We will deal with ads and ways to do them, and how to create a flow that causes you to pay for them. Some of the biggest producers online use these techniques and principles.

*A Traditional Water Wheel*



## Water Wheel Thinking

You may have seen a water wheel. They seem to run perpetually. A stream keeps them running if the stream does not dry up. But the condensation of vapor goes back to clouds which brings rain which fills lakes and dams and causes streams to run again. So, water because of God's wonderful Creation is in endless supply and mankind has learned how to harness the water supply. Once the water wheel gets turning, the water that flows over it keeps it running. Your ads are like water wheels, and your cash expense money is like the stream water. Your product commissions are like the clouds and rain, causing a new and fresh supply of expense cash which turns the wheel of your ads, creating more commissions which brings in more expense money. The perpetual cycle of production can grow and be worked cleverly to increase for you, until soon you are spending \$200 a day in expense money, but that is 20% of your earnings that day. You are earning \$1000 daily because of your understanding of the water wheel system and the fact that you expanded it by supplying more cash to the ads. Are you seeing this?

This is a technique that you can use for life in any project you are working. But since our project pays you in PayPal cash routinely and quickly, you are in a perfect place to get your water wheel going. Let's see this with solo ads.

## Solo Ads

**Buy Solo Ads**

**Sales**

## Deduct 20% for ads

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Imagine the **Solo Ads** being the top of the wheel or at 12:00 on an imaginary clock. Then, see the word **Sales** to the right at 3:00 PM being the turning of the wheel to the clockwise motion. Next, the **Deduct 20%** is next clockwise, at 6:00 PM and lastly, **Buy Solo Ads** is the last at 9:00 PM O'clock. I know this is really oversimplified, but bear with me on it. As long as the stream does not dry up, the wheel will turn. Take a long break, you'll dry up the wheel. Make a big mistake or bad decision, the wheel will dry up. The stream is an "**income stream**." You must take care to make hay while the Sun shines, and realize every product has a season online, but in its season, our strategy here can produce well and get you established over many months, maybe a few years and have a very profitable run.

## The Water Wheel and Solo Ads!

You need to run solo ads in my opinion as it is the #1 way to get to real buyers, at their contact email addresses. Here are solo ad locations and some ideas on running solo ads.

<http://themfngroup.com/soloads.pdf>

I have explained the water wheel. I have showed you my formula, deduct 20% from earnings to run more ads. I have given you my favorite places to advertise solo ads. Now I will just throw out some random tips and concepts.

- 1) Once you get an ad running, do not wait for it to end before you schedule another one. Give yourself good coverage. Short of ad cash? Consider spending up to 50% of your commissions to get the water wheel turning, because once the ads and sales get flowing, you can taper the 50% back to 20%. Who knows? Maybe one day, 10% will keep your ads running profitably.
- 2) A stale ad does not mean a stale product. You need to crave good ad copy. I will always try to supply some, but changing up your ads is a way to keep sales flowing. Until a few million have bought into **APS**, it will sell. The same with any firm. That could take 5 years or even 10 years.
- 3) You have not understood marketing unless you are solving someone's problem. The headline, "**How to Get Cash Flow for Christmas**" or "**Earn Daily PayPal Cash**" solves about 96% of the peoples' problem who are marketing online.
- 4) Having the word "Free" or Free Report" or "Free Blueprint" in your subject lines is worth thousands of dollars. But email software is designed to filter out the word Free. That is why I always use symbols. Having that word with symbols is better than being neat. It goes like this: Fr;ee or .Free. or 'Free- or anything you can think of that looks OK but still thwarts the software's filtering effect.
- 5) At times, the same ad will work, you only need to work into it a new headline.
- 6) Your Water Wheel management is more important than even your product or service or opportunity as this is what can make you a super-affiliate.

This is our technique for now, but this will grow. Try to read the PDF links in this writing too. There is much more about the **Water Wheel** at this link:

<http://themfngroup.com/soloads.pdf>

Also see the **Water Wheel System** addressed in the last section of this e-book:

<http://themfngroup.com/freereport812.pdf>

Watch for more to be added soon!

Greg Nichols

