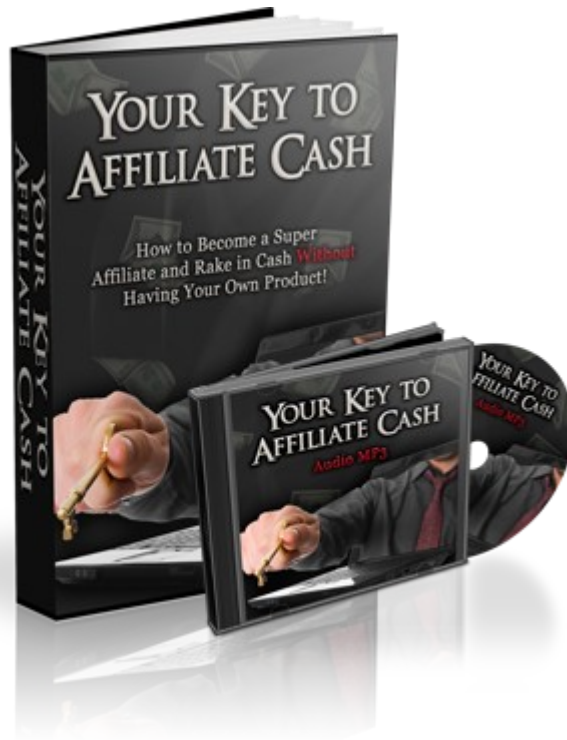


Your Key to Affiliate Cash



Your Key to Affiliate Cash

How to Become a Super Affiliate and Rake in Cash
Without Having Your Own Product!

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That said, it IS possible to make money online. Thousands of people are doing it every day, and we hope that this report can help you join those ranks!

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Introduction

Many Internet marketers started through affiliate marketing. Consider this – you can start making money without creating a product, without dealing with support nightmares and even without a website. And you can get started immediately.

You get paid by bringing buyers to sellers. When they buy, you get a “piece of the action” called a commission. So, if a prospect buys a \$50 product, and the product pays 50% commission, you will make \$25.

In other words, you are like a commission-only salesperson except that you don't have to do all the selling or much selling at all. You don't have to take any “orders” and you don't have to meet prospects “face-to-face.” All you have to do is simply introduce interested people to the product and it all happens online.

Considering that you can advertise on the Internet often for free or very inexpensively, it may be the perfect place to start or expand your efforts in creating an online income and an Internet business. With no floors to sweep, no insurance to pay and advertising that can work for you 24 hours a day, it can easily become a fairly passive income.

Chapter 1

How to Become an Affiliate

The larger and more well known affiliate networks include Clickbank, PayDotCom and e-Junkie. You can also discover affiliate programs for individual companies by looking down at the bottom of their product page where they will often have a link that says “affiliates”, “associates” or “partners”. Click on that and you will find out what they require to become an affiliate.

Some companies have “open” affiliate programs –which means they will take just about anyone who signs up and others have what are called “closed” affiliate programs and are more restrictive in who they allow to promote their products.

Whatever you do, be sure to read the “terms of service”, because affiliate programs often have restrictions (usually quite reasonable) on how you promote their programs – and violating those restrictions can get you thrown out. For example, most programs will throw you out if they feel that you are sending out “Unsolicited Commercial Email” (UCE) or what is commonly known as SPAM.

For promoting CPA Offers, there are tons of companies. Most CPA companies are not completely open and have an application process. But if you show yourself to be serious and can convince them that you will bring them traffic, you should be accepted. When you go to a CPA network site, you want to look for “publisher application”.

Chapter 2

Finding Buyers

Finding products to sell is a small fraction of the Affiliate Marketing Plan. The “meat” of affiliate marketing is finding buyers.

In general, there are two really great types of buyers. The first group is called “desperate buyers”. They have a problem and they need a solution quickly. For example, people who are in pain or facing a financial crisis such as an impending foreclosure. These people have a credit card hot in their hands searching earnestly for a solution.

The second group is “passionate (or rabid) buyers”. These are people who buy everything on a particular topic. Maybe it's golf or baseball, Harry Potter or food and cooking. These can also be people who buy anything put out by a particular manufacturer such as Beanie Babies. These are groups of folks with a common interest we call “niches.”

So where do we find these rabid buyers? Well, there are a number of places to look but first of all, it's best to keep your eyes and ears open where your friends and family are concerned; what can they simply not live without? Also the media – what is Oprah talking about?

One way to find hot buyers is to look at what are hot sellers. This actually can kill two birds with one stone as not only can you find hot markets, you can find the products that are popular. For example, nearly all marketplaces such as eBay, Amazon and Clickbank will have a list of hot products. Let's say you're looking for a product with hot buyers over at Clickbank. If you look under the “Health & Fitness Category” you will see products which are listed in Clickbank's definition of “popularity.” Currently, the top two products are “The Diet Solution Program” and “Truth About Abs”.

Chapter 3

Finding Products

Whilst eBay and Amazon both have affiliate programs, Clickbank is very, very popular with Internet Marketers. One of the appeals of Clickbank products is that they are digital products, meaning they are great for impulse buys. Buyers can get immediate satisfaction from their purchase because they can download and start using the product straight away.

There's also another way that we can make money that is similar to affiliate marketing and that is the world of CPA, or "cost per action" offers. What does this mean? It means that you can actually get paid for bringing prospects to interested parties. They don't have to buy anything but those parties know how much they will make off of every person they convert into a buyer and they know how many prospects they can convert into buyers. They then know how much they can pay you to go find prospects to bring to them.

One of the most common of these offers you've probably seen is Video Professor. Those offers you see for ringtones are often CPA offers. Some of these sites will pay you if the person signs up for their offer right on down to paying you for people who simply enter their zip code.

Chapter 4

Creating Promotional Videos

Videos have come a long way online and are now starting to show up in just about every promotion you see, and for good reason - they produce big sales and you can certainly use them to promote your affiliate products with great success.

A great idea is to create a video of the actual members area or the product itself. To do this you can use a screen capture video with a program like www.camtasia.com. Camtasia is only one screen capture program so do some research to see which would be best for you. There are others much cheaper but with less features.

When it comes to video editing, make sure you check your own computer to see if you already have some video editing software installed. A lot of computers come with video editing software now for home movies and you can use this exact same software to edit your screen capture marketing videos.

Once you get some screen capture software, create a "Here is what you can have in minutes" video. You could call it a "tour of our product". You can then add this video to your affiliate product promotion. Here are the steps for producing a video review:

Step 1 : Start up the screen cam software, and welcome the viewer to the product tour video. This can be a simple greeting where you introduce yourself as a user of the product and give a quick introduction to what will be in the actual video.

Step 2 : Login to the members area where the product will be downloaded or if the product is an actual downloadable file like a .PDF report/ebook, just open the file.

Step 3 : Talk about everything that is received when the buyer purchases the product and show them the download page. Discuss the features of the product and any bonuses. Showing the order process and how it works is also a good idea as a lot of people are still

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a little scared to give their credit card number over the Internet when purchasing products as they do not want their credit card to get stolen by some hacker and are also concerned with the people they are ordering from scamming them. So if you show how easy and safe the order process is, this can help sales by reassuring customers that they will not get scammed out of their money and that the product is safe to buy.

Step 4 : If the product is a book, show them the chapters while reading some of it. This is a big part of the review process as it shows the viewer that the product is real, how it is presented and they get a quick taste of exactly what is inside. You can go by each chapter to show them the headlines/titles of the product. This can produce big sales as it really taps into people's instant gratification trigger button. Basically you are saying "You can be reading this right now!"

You should however get permission from the owner of the product before you show the inside of their product to the public, but this shouldn't be a problem. Just explain what you are doing and let them know that the viewers of the video would only be able to read a few pages in the video and that you aren't showing the whole entire book and you will blur out the download page links. It is also a good idea to send the video to the product creator for their approval.

This also works the same way if you are promoting a software program. Show how the programs works, the features, etc. Showing the guarantee of the product to make sure the visitor knows that if he is not happy with the product, he can get a full no questions asked refund is also a great idea.

Step 5 : Thank the viewer for watching the video and remind them that they can have this product within minutes from now.

You can also build a list with your video by asking people to subscribe to receive a video tour of the product for free together with some bonuses. Once they have subscribed, you send them the video of the product you are promoting together with the bonuses you have promised them.

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If you go to Google.com and search for a heavily promoted affiliate product you will see lots of people have set up web pages and use Google.com's Adwords program to advertise it. They use ads that say things like "XYZ Product Reviews" or "Don't Buy XYZ Product Until You Read This". They are using these ads to generate traffic to their page which then links to the actual product through their affiliate link so that they get credit for the sale. This is a simple tactic that people have used for years.

Another idea is to say "Get an Insider's View of XYZ Product". This ad would link to your page which then has your video automatically start. The video shows the product chapter by chapter, the download area and order process, etc. You could even get them to subscribe to your list first before they can get the "Insider's View" video and this helps to build your list and allows you to market the product to your prospective buyer.

Something else you can do with this video is to submit it to the video directories like Youtube.com and Google video. Make sure to link back to your site in the description area to generate traffic back to your site. This can be a quick and easy traffic generator. Search engines love video and if you do this idea you will have one to submit to the video web sites.

One more thing you will definitely want to mention in your video is if you have included any of your own bonuses if they order the affiliate product. Something like "If you order XYZ report, I will throw in my own ABC report as a bonus, but only if you are one of the next 50 orders" etc. This of course will also add value to the product you are promoting and easily boost sales. Generally the better the bonus, the more sales, but do not overshadow or devalue the main product you are promoting with your bonus.

Chapter 5

Building a List

Another great idea is to use a squeeze page to capture subscribers. All you need with your squeeze page to make this work is about a 40% conversion, meaning for every 100 people that go to your site, 40 will subscribe to your list.

When somebody subscribes, they are taken to either a product of yours (best option) or if you do not have one, you will be an affiliate for somebody else's product and promote that. Your product or affiliate product needs to convert at about 1% (1-2% is the industry average and easily obtained) to make this strategy work. The whole point is to build up a big list so that you can make money promoting other people's products for years to come and you can set this up as many times as you want and in any market. Here is the formula to get this to work properly.

Let's say that once you have your squeeze page set up, it converts at 40%. So every 100 visitors that come to your site, you get 40 subscribers.

So if you spend \$15 on PayPerClick, advertising your squeeze page at \$0.05 per click, once you have exhausted your \$15, you will have received 300 visitors to your squeeze page and 40% will subscribe. This means that 120 people will be redirected to the sales letter of whatever affiliate product you are promoting.

So you go to clickbank.com and find a product that has to do with the PPC keywords that you bid \$0.05 on and that clickbank.com product cost \$37 and pays you 50% commission as an affiliate. This is just an example of course, you may find one that you like that is better. As mentioned before, lots of clickbank.com products that you can promote are now paying 60-70% which is a fantastic commission!

So, back to our visitors - 120 people will subscribe and be redirected through your affiliate link to a product that costs \$37.

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All that affiliate site needs to do is sell at 1%, that's it! Some will sell at 2-4% which is where you want to be, but 1% is all you really need. The higher the sales ratio for the product you are promoting, the more subscribers you will be able to generate.

So out of the 120 people that subscribed to your list and saw the affiliate product's sales letter, one of them buys, making you \$18.50 in commission. You just made back the initial \$15 you put in and made \$3.50 in profit, not to mention the 120 subscribers that you just got for free.

Now, the way to really make this work is that when you setup your squeeze page, you set up an autoresponder that they are subscribing to. This is where even more affiliate profits will show up.

Your squeeze page has to give something away for free for maximum conversion. A free report or a free 5 day series by email, etc which gives a reason for your website visitors to subscribe to your list. Although it isn't 100% necessary to give something away for free, you can get them to subscribe just by using good copy that gets them curious.

The way to make this very profitable is in your follow up messages. This is where you can setup a whole years worth of follow ups. For example, let's say you have 50 follow ups promoting 25 different affiliate programs that are all selling products that are related to the keywords you bid on with the PPC campaigns- two follow up emails for each affiliate program.

This is 'set it and forget it' at its best. Once you have this setup and working to where your first product that you promote when people subscribe to your list is paying for your PPC advertising, all of your subscribers are basically free and anything that your list makes by promoting those affiliate programs is pure profit and automatically generated. You don't even have to answer customer emails or do any support.

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The best way of doing this is to find five affiliate programs and set up about two months worth of autoresponder messages in each. Then one day a week, check your Pay Per Click listings to make sure they are still running and add more money to them if needed. Then find another five affiliate programs to promote and add follow up messages for those five.

After a few weeks, your whole system is completely done and no more work is required, except for the few minutes per week it takes to login to your PPC account and make sure your ads are running.

So you could have 20 or more of these sites building lists for you and promoting affiliate programs for you all on auto-pilot.

Once you have a list, or a few lists built up, you can send broadcast messages to these lists and really see the traffic flow to wherever you want to send them, either a new product, an affiliate program or your own product, if you have one. You can also cross promote, do joint ventures to your list or run subscriber specials. Once you have your list built up, the income opportunities are enormous. This is still one of the easiest ways to generate multiple income streams, build your list and generate traffic all on autopilot.

Another great idea is to use low cost reports to build your list and promote either products as an affiliate or your own products. For example, instead of a squeeze page that is simply there to generate a subscriber, you could sell a report for \$1-\$7.

So where do you get the short reports to sell? Private label of course!

What you can do is get all kinds of private label reports, articles and ebooks on one topic, read them all, take out the best stuff from each private label item and make one "best of" report. So this means you get the best information from various different sources as opposed to one source where some of it is good information, and some of it is bland,

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outdated or rehashed. This way, you do not have to write anything, you just copy and paste most of it into one great report!

Finding PLR products to make your “best of” report will come quite easy as they are literally everywhere. Just go to google.com and type in "private label ebooks", "private label resell rights", etc and look for private label ebooks, reports and articles that come with sales letters. If they come with sales letters, then you do the same when writing your sales letter by making a “best of” sales letter to sell your report.

The best places to go are memberships that give you two new ebooks per month with salesletters plus you usually get access to all of the previous months products. Just go to Google.com and do a search.

You could even do this with just one PLR book. Let's say you just want to create a 20-30 page report and you have the private label rights to a 100 page ebook. You can edit it down to a “best of” 25 page report by cutting out the 75 least helpful pages and this way, your customer gets just the guts, the best parts of that 100 page book. You then set your report up using the sales letter provided, advertise it using PPC and build your list for big affiliate profits!

I know this kind of takes away from the whole appeal of affiliate marketing because this is selling your own product, when affiliate marketing is about selling somebody else's but you have to remember that if you truly do not want to sell your own, you can still use the squeeze page idea to give something away for free and not sell anything of your own. Either strategy works and should not be dismissed.

Chapter 6

Teleseminars

Teleseminars can generate big affiliate sales for you if you can get the owner of the product on the phone for an interview. However, you can also do teleseminars yourself as long as you can give good content which is the whole point of this strategy.

Too many teleseminars these days are just crap content and sales pitches wrapped into one. The ones that make big money are the ones that give good solid content for 90% of the call, and then have the last 10% talk about the product they are offering, which of course goes directly along with the content they just gave.

It is much easier to make this work when you can interview the creator of the product. Some will agree to this, some will not.

There isn't any one foolproof way to do this as some people are just good salesmen and can get people on the phone and sell hundreds of products, whereas others can't. The main thing about any kind of teleseminar is giving good quality content and not trying to push a product in their faces. Here are some great tips:

If you are doing the call alone, then come up with a passionate speech about how you had XYZ problem and how bad it was and then how the product you are promoting solved the problem for you. Don't be afraid to get a friend on the phone to help you along or to even ask you questions. Listening to a teleseminar with two people is much better than just one as it balances things out and almost always produces more sales.

Try to get an interview with the creator of the product so he can talk about some ideas in the product itself. This will be a much better sales generator for you.

Other than that, it's all about promoting the teleseminar which is as easy as telling your list and/or previous customers about a free teleseminar that will teach them all about the

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product in question. Just give good content in the seminar for free and your sales ratio will be high.

Chapter 7

Generating More Traffic

The easiest way to make more affiliate profits is to simply generate more traffic.

Using Pay Per Click traffic for promoting affiliate products means that you can control exactly how much money is going out and once you figure out how many visitors it takes to make a sale with whatever you are promoting, then you will know exactly how much money will come in.

Pay Per Click (PPC) does not mean Google Adwords. Adwords is just the most popular form of PPC advertising, but it is definitely not the only one. On that note, PPC search engine advertising is also not the only form of PPC.

You can pay per click on a variety of different advertising vehicles including banner ads, text ads, flash ads, email ads, etc., so don't limit yourself to just Google Adwords or just search engines. If you want to find more sources where you can use pay per click advertising, just go to Google.com and do a search.

Before you do any PPC advertising (or any advertising for that matter), you need a good tracking system to track your results. If you are doing search engine PPC, you need to know which keywords are producing sales and which aren't. This will help fine tune your marketing system.

So what works in PPC advertising? Well, the truth is, 90% of the money you make from PPC ads will come from 10% of your keywords, the same keywords that produce results for you in the organic search most of the time. Be very specific. "Golf" is going to be way too expensive, but "Golf swing instruction" may be much cheaper per click and will certainly produce more sales if you are selling golf instruction.

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This isn't really rocket science, it has just been made to be more difficult than it really is. The fact is, if you want to get big traffic from PPC keyword ads, then you will be spending some big money as the more competitive keywords are going to cost more, so your sales ratio will have to pick up the slack.

For the more competitive keywords that cost between \$0.50 to \$2.00, just try to break even with your initial product while building a list.

Most people just look at trying to make a bunch of money with their 50% commission of one \$27 product that converts at 1% and are finding it incredibly hard, especially with highly competitive advertising vehicles like Google Adwords. However, if you just look at breaking even on the first sale, it becomes so much easier. In fact, marketing in general becomes so much easier when the initial sale doesn't have to produce a profit.

For example, you are doing the "Insider's View" video idea with a PPC advertising campaign. You set it up to where they have to subscribe to your list for the inside view video. You build your list this way by just breaking even on all of the sales that are generated from that video.

For the very competitive words that generate a lot of traffic, you just need to break even. For the words that aren't competitive, don't cost too much per click and don't generate as much traffic are the ones that can make you money up front. The problem is, they are not searched for as often and don't bring in the clicks that the more expensive ones do.

It is also very important to be on the front page when you are advertising via search engine PPC. This not only generates the most traffic but also the more hungry visitors who seem to buy much more often. So whenever possible, get on the front page, spend the extra money to test it out and see how profitable it is for you.

You might just be breaking even on the initial product, but your follow ups may make you a fortune. Getting the most out of each visitor is what marketing is all about. The

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more you get out of each visitor, the easier it is to generate tons of traffic to your web site because you can then spend more. If for example your web site generates \$3 per unique visitor, you could spend \$2 per click and still make money.

The biggest search engine PPC advertising vehicles are Google Adwords, Yahoo Search Marketing and MSN Ad Center.

Chapter 8

Have a 'To-Do' List

It is a good idea to set specific days to do certain tasks that will build traffic. For example, on Mondays and Thursdays, check all PPC advertising and tweak the campaigns to make them profitable.

Go to the discussion forums that are in your market at the end of every day after your to-do list is completed, and make relevant posts about the topic and leave your link in your signature file. Don't spend too much time at the forums, just get in and get out. Pick a day each week to brainstorm new ideas to generate traffic.

Whenever you find something that works well and are done with all of your testing or experimenting with that concept, then you can outsource it and move on to finding other traffic generation methods that work well for your business.

Conclusion

The good thing about affiliate marketing is that it doesn't take much time at all to do everything – basically, all you need to do is send traffic and get paid. You shouldn't however expect *instantaneous* results. Affiliate marketing takes a decent degree of practice before you reach the top level but as with everything in life, you need to take action.

You can use any one or more of the tactics in this book – combine, mix and match and observe your results in your affiliate earnings.

All the best in your affiliate marketing journey and to earning an avalanche of affiliate checks!