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AFFILIATE SECRETS

We're going to go through affiliate marketing, and I'm also going to spend a little bit of time talking to you about virtual real estate, which is just a fancy pants way of saying how to make money by selling stuff on your website.

Let's start right away, no dilly-dallying, with affiliate marketing.

The first thing to say about affiliate marketing is it's comparatively easy. It's a great place to get started. If you're scared about creating your own products, which I know a lot of people are, then affiliate marketing is a great place to start.

It's a good place to learn a lot of the internet marketing tactics and strategies that I've been sharing with you before you start applying them in way that's slightly less easy, which is when you start selling your own products.

It's a good place to kind of learn, like a playground of learning, and it can be really easy because you don't have to worry about a product, you don't have to create a product, you don't have to worry about demonstrating proof or anything like that, because that's all down to the product owner.

You don't have to worry about delivery or customer support or any of that stuff, because they're going to take care of all that. All you're really doing is acting as the middle man or middle woman or middle person and sending traffic from wherever it originates over to the affiliate website, so it's a really cool thing to do.

And it's a cool thing to do whether you're just starting out or whether you've got other stuff on the go as well. It's not something you sort of want to graduate from and getting to something else. You should really always be doing affiliate marketing. It's a very easy way to make money.

Affiliate marketing really is about three things. I want you to jot these things down.

IT'S ABOUT MONEY

The first thing it's about is the money, obviously. It's an easy way to make money, as I said, because you're just kind of sending traffic and people buy stuff and you get paid.

IT'S ABOUT YOUR LIST

The second thing it's about is the list. Now it's not just your list I'm talking about, but it's the list that you can build up. You're going to be building up a list of prospects of people who want to hear about you. You're going to be building up a list of customers, but you can also build up a list of people that have bought affiliate products from you.

I touched on this briefly in the last Live Wealth Session, that you can offer people bonuses when you're promoting an affiliate product, and actually get them on a list in order to claim that bonus. By doing that, you can start segmenting your list, dividing it up and actually having separate different lists.

This would all be under one GetResponse account. You could have a list of people interested in getting information, here's a list of people that have bought this type of affiliate product or claimed a bonus, etc, so it becomes very, very powerful, very, very quickly.

Obviously the bigger the list you have, the bigger the commissions you get, the better your relationships with the sellers of the product, and the better terms that you can sometimes get from these sellers in terms of the commissions that you get and when you get paid.

IT'S ABOUT RELATIONSHIPS

So it's about the money, it's about the list, and the other thing that affiliate marketing is about is the relationships. It's about your relationship with the product seller, the actual product owner.

You'll see how this turns out as we go through this Wealth Session. The better that relationship is with the owner of the product, the more scope there is for you to make money.

If you're not in contact with the product owner and you don't know them or you've never emailed them or spoken to them or you've never met them, there's really a limit on how far you can take affiliate marketing.

It really comes into its own when you actually make that leap and connect and contact the product owner. All kinds of cool stuff starts to happen when you do that. You don't need to physically meet them in person. You don't even need to speak to them over the phone. It can just be a simple email.

When you reach out to them, what starts to happen is you get inside information that other affiliates don't have, other affiliates that aren't even aware that they should be doing this or have never thought to do it, or are too scared to do it or whatever. You're going to be different from them, and that's what this is about.

That's why I've only taken a select small group of people into this. If I took hundreds or thousands of people into this program, a lot of this stuff wouldn't work. It's about being different, about separating yourself from what everybody else is doing.

When you get in touch with the product owner, that's exactly what you're doing, because you've reached out to them. You say things like, "What works best for you? How do you sell your product? What are some of your top affiliates and what are they doing to make sales? What would you say would be a good bonus for me to create with this product? How can I promote this product? What makes people buy this product from your experience?"

This is all valuable stuff that you cannot get your hands on this information unless you contact the product owner. And not only do you get that information which puts you ahead of the competition and is going to make you a lot more sales and make your life a lot easier, you also build that relationship with the product owner.

You develop that close relationship, which means when they're coming out with a new product, perhaps they'll contact you first or they'll give you a better commission, or they might promote your product if you ever create your own product.

It's like conventional business in this sense, that you really do have to focus on building your network, building the relationships that you're working towards.

IT'S ABOUT ATTENTION

The final thing that affiliate marketing is about – I know I said it's about three things, but I've added a fourth here – and that is getting attention.

This applies really for every form of marketing. You've got to get attention. You've got to stand out from the crowd and do something that's going to make people sit up and actually take notice of your marketing message. I'm going to show you and explain to you how you can do that.

STIR UP PAIN AND CREATE DESIRE

Let's move on to the next section and talk about pain. It's not really an enticing-sounding section, but it really is extremely important to get this down.

The idea here is really that people will not do anything unless they're in some amount of pain. You probably notice yourself. If you've got to a position where you've moved your house or you have to buy a new car or something like that, or maybe you've got to a position where you have to quit your job – you would never do that, you'd never really get to that point unless you're going through so much pain and discomfort that you just think, "That's it, I've had enough," and you make the leap.

Now why is this important? Well, you need to either find people that are at that position in their internet marketing – they’ve got problems and challenges that are that painful that they’re ready to find a solution – or you’ve got to coax it out of people and make them aware.

Kind of shine a light on that area of their life and say, “Look, you might think things are going okay and you’re kind of ticking over here, but really if you’re honest with yourself, there’s a bit of a problem going on here.”

It’s this idea that all of us, every single one of us, everything we do is driven by what we call the pleasure/pain matrix, the idea that we’d do anything to avoid pain and to get pleasure.

It’s a little bit simplistic. There are obviously other things in play there, but in a nutshell that’s really a lot of what marketing is based on. It’s explained to people that, “Look, you’re in pain just now, but if you get this you’re going to experience pleasure.”

What you need to do is really emphasize that in your marketing, particularly when you’re doing affiliate marketing.

To begin with, it’s a little bit of an alien concept to get your head around, particularly if you’re marketing a traffic product, for example. You might think, “How do I tap into the pain of that? How do I stir up the pain and get through to people and explain to them how painful their current situation is?”

You just have to kind of put yourself in their shoes, or imagine what it’s like to be what they’re like, and really paint a picture. It’s all about using stories, as I’ve said, and painting pictures in their mind of what their situation really is like, or what it would be like if they didn’t stop.

With this traffic example, you could say, “Look, are you embarrassed, checking your statistics every day only to see that yet again you got 0 hits, or is it awkward when your partner asks you, ‘Why haven’t you got any traffic to your website yet? Why haven’t you made any sales?’

“Do you dread checking your website statistics every day because you know that there will only have been five visitors in the past month?” and stuff like that.

If you just talk about traffic, it’s like, “Yeah, it’s traffic. Who cares?” But when you put it like that, when you put it in a personal way, when you paint a picture and tell a story almost, it starts to resonate with people. When you do that it creates a desire for the solution.

We’re not creating this pain or stirring up this pain just for the sake of it. We’re not sadists here. We’re doing it because it helps people, because you’ve got their best interests at heart, remember.

You're doing this to help people, and the only way they're going to make that jump over to a better life and to get the solution is if they realize how painful their current existence is, so that's what you're facilitating, if you like, which is kind of a fancy pants way of saying making it happen. So it's about creating that desire.

Now you can see this all over the place. Hopefully now I've started to turn on some of these light bulbs for you and you're starting to recognize some of these things in, for example, adverts, TV ads, radio ads, and magazine ads.

You'll see it in things like razors. I mean I could speak to you for hours – and probably bore the pants off you – about men's razors. You see these things and they're always coming out with something brand new, and they make you feel like if you're not getting that thing, you're just totally losing out. They kind of stir up that pain.

The latest thing is like four blades, or maybe they've even gone to five blades plus a battery in a razor, and this battery does kind of micro-vibrations. It's total nonsense, isn't it, but we buy into it because we think we're being left out. Or imagine the embarrassment of only having three blades on your razor.

Another example is the washing powder stuff. Washing powder has been washing powder for years, and yet every few months a brand new formula comes out, and a new dishwasher tablet comes out. Now it will clean this, it will clean your dishwasher, it will actually cook the food for you, and it will even semi-digest it before depositing it....anyway, you get the idea.

What marketers do is they create a desire for the solution by stirring up the pain. That dishwasher example is a great one. You've seen those ads. They show you the grime in the dishwasher and you think, "Oh my gosh, it's disgusting. I can never even imagine having a dirty dishwasher. I've got to buy those things, because otherwise I'm going to be basically eating garbage." So they stir up pain, and by doing that they create a desire for the product.

You do the same things with your affiliate promotions. It takes a little bit of thought to get the angle right, depending on what it is that you're actually promoting.

FINDING THE BEST PRODUCTS

Let's talk about finding the best products. I'll move on later on this session to talk a little bit more about how you put the promotions together to add value, and some of the techniques that I personally use to maximize the money from all the campaigns that I put out.

But first, before you can even start promoting and sending people to affiliate offers, you need to know what it is that you're going to sell. It's kind of important. So how do you choose the best products to promote?

You can find courses on this that will go on for days and days on how to choose the best products. As far as I'm concerned, you should not really be spending any amount of time on this at all if possible. You should be spending less than an hour on selecting a product. It doesn't take that long. It really should not take you that long.

As a rule of thumb, you should never sell something that you're not personally prepared to buy yourself, so don't go recommending just any old thing just because you think it's going to pay well if you've not used it, or it's not something you're familiar with. Otherwise, you've instantly lost integrity.

All it takes is one person to email back and say, "What do you know about this?" "Well, I don't really know," and that's it. You've lost that credibility.

To begin with, when you're starting from a standing start, you need to be checking out the products that you're promoting, ideally buying them and getting inside them. I'll explain in a moment why you need to get inside them.

So don't sell what you're not prepared to buy yourself, because otherwise you're just kind of going against your own personal beliefs. You're saying, "You go and buy this. It's good enough for you, but it's not good enough for me, so I'm not personally going to buy it."

To find the best products – like I said, don't spend too much time on this – but look at what other people are doing. That's one of the easiest ways to make a lot of decisions in this business, is just to look at what other people are doing. What are other people promoting?

If you see two, three, or four people that you trust and respect in the internet marketing industry, if they're promoting something, then you should promote it really. As long as you've checked it out and you think it's a great product as well, that's all it takes to find a great product.

You don't have to go off and do tons of research about the traffic and how much it pays and all that stuff. You can if you want, but the quicker you make decisions in this business, the quicker you're going to get to the money – whether it's a little bit of money initially because maybe it wasn't quite the right product, but at least then you're on the road. It's better to get started making some money rather than poring over it and over-analyzing it to death.

So you can look at what other people are doing. Look at what other people are promoting.

A good way is to promote what you like. Look at the products that you've bought or the type of products that you've bought. If they worked for you or you enjoyed them or you got benefit from them in some way, then there would be a great starting point for you to recommend.

Not only can you vouch for them, you can say, "Look, I know this product is great. I've personally used it," and you've also got experience and a ready-made story for the promotion. You can say, "This is what I went through. This is what it was like to use." That right there is a great starting point for you to work out what you can start promoting.

You might want to look back at things you've bought in the past that have worked for you, that you've enjoyed, that you thought were good products, and go and see if they've got an affiliate program and see if you can ride on the back of that.

A good starting point for digital products is JVZoo.com. Go there. There's a huge marketplace with thousands and thousands of digital products in just about every area you can imagine.

You can get lost in there, so be careful. Don't spend too long in there, but it is a good place if you're looking for digital products, and you can go into the internet marketing section and go in there.

To my mind, if you're doing that, it is a good method, but you're starting from the beginning. What I always look for in this business is somebody who's already been there and done it.

Why bother going off and saying, "Right, I'm going to work out how to build a house. I've never built a house before. I'm going to build my own bricks. I'm going to actually build my own kiln. I'm going to fire my own bricks. I'm going to make my own cement by creating my own sand by rubbing rocks together..."

It's just ridiculous. You get the idea. You're better off to find somebody who's already done something or is doing something and just kind of model or copy what they're doing.

I want to be clear. I'm not saying copy content or copy their wording or copy their promotions or anything like that, but look at the style in which they're promoting. Look at the products that they're promoting.

If they're already established and they're making money, chances are they're making good decisions, so why should you go off and start the whole thing from the beginning and just say, "Okay, let me start with a blank page." Just look at some of these guys and do what they do.

It sounds obvious, but it works. I do it all the time even now. Even now I look at what other people are promoting and say, "Yeah, that looks good. I'll jump on board. I'll copy these guys and do a promotion for this as well." It really does work.

If you've already got a list of followers behind you, then you've got to make sure that you find a product to suit them, rather than finding a product and trying to force it upon them. That goes back to this idea of asking your list what they want.

When you do start out with this, you'll be going out to the products. You'll be finding the product owners and approaching them and saying, "Can I promote your stuff?" You'll be signing up for their affiliate program.

But as you kind of build this up and your list starts growing and you start getting more traffic and more traction in the industry, you'll see that people start coming to you. People will say, "Please can you promote this?"

That's the way that it's got for me right now. I just can't promote any more stuff because I get too many requests every single day. People say, "Can you promote this? Can you promote this? Can you promote this?"

It's a bit of a draw on my time, because then I have to respond to these people or at least get somebody else to respond to them. But it's a fortunate position to be in to be able to pick and choose stuff.

As I say, right now I'm totally slammed and just don't have any slots. I just can't take on any new stuff, and that will ultimately happen to you as well as you grow your list and grow your reputation.

Let's move on to the next section, which is the two types of affiliates.

TWO TYPES OF AFFILIATES

There are really two different types of affiliate marketers out there. There's the hard-working and low-earning affiliates on the one hand, and then on the other hand there's the easy-working and high-earning.

Do you want to work hard and earn low, or do you want to work less and earn high? It's pretty obvious, right?

The difference is in the list – and I don't just mean they've got a list, it's in the fact that they're building a list.

The affiliate marketers that work hard and earn comparatively low are those guys that are just taking traffic and sending it on. They're just sending it

onwards, from wherever it came, over to the product owner's website. They're getting a commission and that's it.

You might think that's the whole point of affiliate marketing, but it's really not. It's one point of it, but what you don't want to be doing is just growing the list of the product owner, if you think about it. You want to be growing your own list, as well as making commissions, and that's really the trick here with affiliate marketing. This is something that hardly anybody tells you and hardly anybody talks about.

I'm not just sending traffic from the source over to the product owner, but sending it via your list – getting them on your list either before they buy the affiliate product, or after they buy the product when they claim your bonus.

So as you're promoting other people's stuff, you're also growing your own asset, because assets in this game are extremely important. If you just did kind of basic affiliate marketing – that's the hard-working low-earning way of just sending traffic to a product owner and getting a commission – after a year you've got no assets.

If, for example, that product is discontinued, you've got no assets after that year. Now you might have some cash left over from the commissions if you've not gone off and bought yourself a PS3 Lamborghini, but you've got no assets – whereas if you take the alternative approach, and saying, "Rather than just sending people to the product owner's website, I'm going to get them on my list. I'm going to give them a freebie. I'm going to give them a carrot and get them on my list, and then I'm going to promote offers to them," in that way you're actually building an asset.

After a year of doing it in that particular way, you've got an asset there. You've got something you can monetize again and again and again, even if that product owner drops off the face of the planet. You've still got that asset there which you can use and monetize again and again.

That's really what I'm trying to drill into you here, is to get away from the opportunity mindset of, "Oh, let's jump on this and make a little bit of money right now."

That's okay, but I want you to get set up here with something that's permanent, something that's recurring, something that's coming in every day from now till forever, not something that's just going to kind of disappear as soon as the product owner stops selling his product.

Let's move on to the next part here then, which is how to promote affiliate offers.

HOW TO PROMOTE AFFILIATE OFFERS

How do you actually do this? How do you get the message out there? What are the mechanisms or the means, the ways and means that you can promote other people's products and actually start making money?

I'm going to give you the ways that you can do this, or the platforms, if you like, that you can use to do this. I'm then going to explain some of the different styles of promotion, how you can then maximize the money that you're making. Then I'm going to move on to how to blast onto the scene as an all-powerful super affiliate. I'll give you some of my own personal secret methods that I use.

We'll then look at the affiliate cash process, which is that separate process map which you should have downloaded from the members area underneath the mind map for this Wealth Session. There's a separate process map.

We'll then look at some pro tips that professional affiliate marketers use, and then I'm going to move on to the virtual real estate section, how to make money from your site content, and then finally we'll wrap up with some case studies. So that's what we've got coming in this Wealth Session.

Let's continue then with the platforms of how to actually promote affiliate offers.

Just before I get started on this one, just in case you think I've kind of skirted over how to find the best products, I just want to emphasize that it's easy. It really is. You do not want to be spending a lot of time on that at all.

Look at what other people are doing. Yes, you can have a scan around ClickBank. Look at the products that you've bought in the past that you've enjoyed, and just go off and find their affiliate program.

Almost all these sites now will have an affiliate program that you either find via ClickBank.com or you can just go to the website itself and a lot of them will have a link saying "Affiliates click here" or "Make money and sign up to our affiliate program." You can get the link that you need to send over somebody else's website.

If you're totally new and a total greenhorn at this, let me just give you a 20-second guideline.

What happens is you sign up to their affiliate program and they give you a unique link. When you put that link on your website and somebody clicks on it, you get paid if they buy that product.

It's all tracked and recorded and measured so that both you and the product owner know what's happening. If somebody does buy that product after clicking on your affiliate link, you will get paid a commission. That's in essence how it works.

So how do you do this and how does it work?

Web pages

You can obviously do it on web pages, on the actual raw content pages, whether it's articles you've got or reviews or you've got things like that. You can simply refer them from there.

I'm going to explain to you how you build up these promotions and how you build up these campaigns in a minute. I'm just kind of brain dumping here some of the methods you can use.

Blogs

You can also do it on blogs, if you've got your own free blog. You can go over to www.Wordpress.org and get yourself a free blog. It's free to set up, it's easy to use, and you can get a blog set up and start creating content, and you can put affiliate links on there.

Videos

You can do videos, and we're going to be talking about how to create videos in one of the Traffic Wealth sessions later on this program.

Audios

I've already explained to you how you can create audios. You can create audios to promote affiliate products.

PDFs

You can create a PDF all about an affiliate product. This is a pretty good idea in its own right, actually. Let's take the traffic example. That's pretty easy. Pretty much everybody wants traffic.

If you were to say, "Look, I'm promoting a traffic product," you'd find a traffic product based on what other people are promoting, or what you've seen that you enjoy or what you like yourself.

You sign up to their affiliate program, and then what you can do is you could create a free PDF all about traffic, based on what you know, what you've learned, a little bit of research you do and just getting a few snippets from other people's articles and stuff like that – not the exact content, but the ideas – and you could create a report.

Then throughout that report you could sprinkle affiliate links to the product that you're promoting, and then basically just get that report out there. Put it out there. Distribute it on your website, on your blog, and get people downloading it.

They'll download the free content, they'll click on the links, and they'll go off and buy the products, so that is a real easy way to get started in affiliate marketing, and you're also delivering a lot of value at the same time.

Emails

You can send emails, of course, to promote affiliate stuff.

Ads

You can do ads on Google or Yahoo or the ad networks and just do these little adverts where people can click on them. They're going to click on your affiliate link and go directly through to the website.

Really, it's just a case of sticking to what you know and what you like, and trying to do something slightly different.

Now I am going to give you the specifics on this and the step-by-step stuff with this. I really wanted to throw those ideas out there so you can realize that affiliate marketing is not all about just putting a blog up. It's not all about just putting some links on a page. There's a lot more to it than that. There's a lot more ways of making money with this than you think.

Let's move on to one of the specific methods then.

REVIEW SITES

One of these is the review site, which is going through a lot of a rebirth right now. It seems to be very, very popular at the moment. A review site is where you would take a group of products and review them on a themed website.

To use the traffic example, you could review traffic-related products. You could set up a website and say, "This is all about traffic. I'm going to help you get traffic and give you a few tips. I'm also going to review the top three, four, or five traffic products in the marketplace."

What you do is you have a look at each of these products. You buy one or two of them, and you review them or you have a look at other people's reviews and see what they genuinely like. You put those reviews up and you put the affiliate links then to each of the programs, so it looks like you're saying, "This one's better."

You rank them out of five stars – some of them get five, some get four, some get three – and people will generally migrate towards the one that gets the most stars, but you've still got affiliate links for all of them set up, so that no matter which one people buy, you're going to get paid for it. The review site is a very good way to make affiliate cash.

You could also, as I said, put the free report there and combine it with that. The more pages you have on that site, the easier it's going to be for you to get found in the search engines.

If you've got one page for this product, one page for another product, a main page that reviews all the products, maybe some general information on traffic, some links to other traffic resources and that kind of stuff – all that's really going to help you.

It doesn't really take that long to put it together. We're not talking about thousands and thousands of words here. Just put a little bit of information on each product and a link, and you can be up and running pretty quickly.

If you tightly theme it, rather than going wide and just saying, "This is a website about internet marketing," which is huge, you specialize in and zero in. You say, "I'm going to do it on traffic. I'm going to do it on list building. I'm going to do it on affiliate marketing," and zero in on one particular area. Make your website about that.

Then every time you create a little bit of content for that, you increase your chances of getting traffic from the search engines, and you're going to attract targeted traffic and hopefully start building your list through that site as well.

Let's move on to the next section, which is adding value.

ADDING VALUE

When you're doing your affiliate promotions, it's all important to add value to what you're doing. Unfortunately, you can't anymore just whack up a site and put a link through to the product and expect people to buy it.

There are too many people doing that, just kind of hoping against hope that that's actually going to work, and it's no longer enough. The market's got wise to it, the market's kind of world weary now, so you've got to add value. There are so many ways that you can do that.

Add bonuses

The first kind of main way is actually using bonuses, creating something. So if you're creating your traffic product, why not create a bonus of your own. Create a little audio using the techniques I already mentioned in another Live Wealth session, or create a free PDF report, or something that's highly targeted and relevant to somebody that's buying that product. What would they want that's going to work in conjunction with that particular product?

I put a survey out to my own list about what would make people buy from me as opposed to any other affiliate. I gave them a list of options. I said a bonus, a product, a walkthrough video, a fast start guide once they actually buy the product – I asked them a whole bunch of things.

I said, "What's the #1 thing that would make you buy from my list as opposed to any other?"

Add product walkthroughs

Now you can take the results. They're not specific to me. These are general results, and it went out to tens of thousands of people and the results came back. You might think, "I know where this is going. The #1 result was obviously a bonus."

Actually it wasn't. The #1 thing that people said they wanted more than anything else was a walkthrough of the product, to actually see what it was like beforehand.

That's why I said earlier on that you've got to buy the product ideally that you're promoting, because you can then either create a little video, you can take notes on it, or you could take some screenshots inside the product so you get to show people exactly what it's like.

There are so many products out there and so many people trying to promote stuff, that if you do this it really sets you apart from everyone else. Very, very few people actually take the time to do that and show people inside the product.

Like I said, I sent this survey to tens of thousands of people, and that came back as the #1 thing that would make them buy from me was a product walkthrough before they bought the product.

I think bonuses came out #2, and #3 was a fast start guide for once they'd actually bought the product.

There's nothing to stop you from doing all three of these in combination and multiplying the value that you're giving, and obviously you'd multiply your conversion rate.

Think about it. Let's just take John Reese's product when it came out, *Traffic Secrets*. It was a huge product, a lot of people were promoting it, and 99% of people probably just mailed it. They sent it out to, "Go buy this," or they put it on their website and said, "Go buy this."

Some people maybe created a bonus. They said, "Everybody wants a bonus," so they create some sort of bonus and said, "If you buy through my link, I'll give you this bonus."

However, a few people – I wasn't one, by the way; I'm not claiming that I did this. I didn't do it for that product, though I have done it for some products – a few people did do product walkthrough videos. John Reese did send out some copies of *Traffic Secrets 2.0* and some people did a walkthrough, saying "This is what it looks like. I've gone inside." Those guys would have made the lion's share of the commissions.

You can imagine, if you were to go do any type of promotion for a product, most people are just going to send a link.

A tiny percentage might include a bonus, but if you include a bonus and you did a product walkthrough to actually show people what the product's like before they buy it, and you did a fast start guide – even just a one-page PDF that says, "These are the top 10 things you need to do first as soon as you buy this product and you get in there" – that is going to put you in the 0.1% of affiliates in terms of how much value you're giving.

When a prospect is looking at all the different options out there – which they do, particularly for the bigger launches; they'll look at what's out there and see what all the bonus offers are – if they see, "This guy's just sending a link. Nothing

there. This person's sending a bonus, looks okay. But this guy is giving a bonus and he's giving a fast start guide once I get in there, and he's giving me a product walkthrough video so I can actually see what I'm buying before I even part with the cash," that's going to get you a lot of sales.

Don't underestimate these tactics, because these can double, triple, even quadruple the earnings that you're making from affiliate promotions.

And you don't need to be in on a launch to do this. It doesn't need to be a product launch you do this on, one of these big launches where everybody's promoting the same thing and everybody's talking about it.

It doesn't need to be that. This can be for something that's evergreen. If you've got a product that's been out a few months even, this is still going to work just as well because most of the affiliates out there will have forgotten about it or just got their standard links up on their website. Large list owners will have moved on to the latest thing, so they're not going to be promoting it.

So if you get out there and get some traffic for it and say, "Okay, if you're looking to buy this product, don't just go ahead and buy it anywhere else, because I'll give you a bonus, I'll give you a fast start guide, and I'm giving you a product walkthrough," instantly you're going to get some traction there. You're going to get some sales coming your way. That's a few ways of adding value.

Something else you can do that's less work but still valuable is just doing a little bit of fact finding about the product, digging a little bit deeper, either buying it and having a look at it, or just checking out reviews about what other people have said.

You say, "Okay, this is what it looks like. I've gone through and this is some of the stuff I like, this is some of the stuff I don't like." Again, this idea of perception is everything.

When you're adding bonuses together, don't just say, "I've got a bonus," or "If you buy it through my link I'll send you something," create a package, a special exclusive bonus offer, because that's what it is.

Don't under-sell yourself. If you've gone out of your way to create something unique here like a mind map, a PDF, a report, an audio, a little video, whatever it is, you have created something exclusive.

Add scarcity

What you could do is actually limit it as well. You could say, "Anybody who buys this product through my link below gets the exclusive bonus pack" and then you give it a name, whatever it is – Multiply Your Traffic Overnight or How to Dominate in Traffic – whatever it is, make it relate to the product – but you limit it. It's only for the first 50 people or 75 people.

Then you do a cut-off so that when you reach that number of sales you cut it off. You can put something else out, put a new value item out there.

Really what I'm saying is if you're worried about not making enough money as an affiliate, or you've already started to promote as an affiliate and you're not making enough sales, it's probably because you really need to spend a little bit more time adding value to the proposition.

It's no longer enough to just promote a product and hope that people will buy it. You've got to be adding your own two cents to the equation, if you like, adding your own value, your own items to the actual mix.

Add your own experiences

A final thing that you can do on this value front is you can add your own experiences, of course. You can add mistakes and stories about how you used the product, or how you came across the product perhaps. If it's one you've already tried yourself, then you could share with people what you went through.

"This is the situation I was at before. This is what it's like to use, and these are my results after."

Add comparisons

You could even give kind of comparisons of prices. This is kind of a small thing that can apply to when you're selling your own product as well. Particularly if it's a high ticket item, anything over like \$100 or \$150, from that point upwards, then you might want to use a price comparison chart.

"You could go off and spend this money on this over here, but it really wouldn't be worth it. You'd be wasting your time, whereas with this product you're getting all this."

These are little tips and tricks that you can use to get more action and more money from your affiliate promotions.

Let's move on to the next section.

HOW TO BLAST ONTO THE SCENE AS AN ALL-POWERFUL SUPER AFFILIATE, USING SOME OF MY WELL-GUARDED SECRET STEALTH METHODS

Bonus page method

The first one I want to talk to you about is the bonus page. I've spoken a little already about using a bonus, but this is even more powerful.

What you need to do here is create a separate page that talks about your bonus. It's actually dedicated to your bonus offer, whatever it is, for your affiliate product. You can do this whether you're sending it out to a list or whether you're promoting on your own website or a blog. You can still use this principle.

What you do is you create the bonus page and, as per usual, you make sure the headline is powerful and it draws people in – something along the lines of, "How

to claim 1 of just 25 exclusive limited bonuses” or “How to power up your traffic even more by getting this free bonus when you purchase XYZ” – that type of thing, using some of the words I’ve mentioned to you earlier in the previous Wealth Session.

So you have the headline, and then underneath the headline you can either just launch into the description of what the bonus is, or you could have an audio introduction message to explain what the bonus is, or even a video. Then you’d list the main benefits of the product itself.

It’s really, really important to do this anyway, even if you don’t create this bonus page and fast responders page strategy. Before you promote an affiliate product, once you’re looking at it, you really need to draw out the main benefits of the product. This is pretty much what I do. I’ve narrowed it down to a fine art. I can do everything I’m about to tell you in about 10 minutes for any product.

If somebody says, “Will you promote this?” if I kind of know the person, I know it’s going to be a good product anyway, but I still need to obviously understand it and get to grips with it.

The first thing I’ll do is look at the sales letter for the product. I’ll look at the headline, skim down it, look at some of the bullet points, obviously look at how much it is, look and get a feel for what it is, and then pick out some of the benefits.

What is it going to do? Is it going to make my life easier? Is it going to get me traffic in 24 hours? Is it going to make me the #1 super affiliate? Is it going to get me top ranking on Google? What is it actually going to do? What are the main benefits? Pull those out.

Don’t always, incidentally, take it as read that what the owner is telling you are the main benefits, because sometimes as a product owner you’re actually too close to the product to market it really, really well. You’re so close to it that maybe there’s something you missed out on that’s actually a really killer benefit that you don’t know.

Sometimes the product owner will give you ready-made tools that you can use to promote stuff. Don't just take those as read and assume that's the way things are. Go and look from your own point of view, because you'll have your own perspective. You also know what your list may be interested in more than other stuff, and you might pick up on benefits that nobody else notices.

And incidentally, you use those benefits in the emails if you're blasting out, on your blog, and all this promotional copy that you use for this on Google ads, on your blog, or in articles, you want to be referring to those benefits.

So back to the bonus page. You've got the headline from the bonus page. You then talk about very quickly what the product itself is. At this stage you've still got to sell the product. You're not just selling the bonus. People ultimately initially want to buy the product, and then you're kind of tipping them over the edge by saying, "I know you want the product, but I'm going to make it a no-brainer by giving you this bonus."

So you introduce the product, talk about the benefits, and you might want to include an image of the product as well, which can really help, and just keep it short and keep it succinct. Use little bullet points and short paragraphs.

Then once you've done that, then talk about the bonus. Say, "Here's how to claim your exclusive limited bonus," and then give the name of it, "Ultimate Extreme Traffic Methods," or whatever it is that you're giving.

Then try and do the same for the bonus. You list the benefits of the bonus, and make this a lot shorter. When somebody's looking at the page, this page is probably going to be about 1-2 screens long, and you really only want your bonus part to be about 1/3. Two thirds are going to be about the product, and the last third will be about your bonus.

In the last third you'll talk about your bonus, and get an image for it if you can. You can go to www.DesignOutpost.com and these guys will create images for you, anything that you want. You maybe give them some links of stuff that you like the looks of, and tell them to create an image like that.

Give them the name of your bonus and they'll create a really cool looking image, whether it's a report or a CD if it's an audio, or a video, like a DVD case – they can do a lot for you from sort of \$50 to \$100. You'll get a really, really sweet-looking image that you can use time and time again, and maybe even use it as a product if you end up selling the product or whatever.

Get an image for the bonus if you can. It doesn't matter if you can't, but if you can it's good.

Then right at the end you explain how to claim the bonus. You walk them through it. You've got a number of steps. If you want people to do anything, you should always number the steps.

Step 1. Click here. (That would be your affiliate link.)

Step 2. Buy the product, and make sure when you buy the product that you see my affiliate ID in a certain place. (It depends on how the product's being sold, but sometimes when you go and buy a product it will tell you who the affiliate is that you've been recommended by. If it does that, then you need to make sure and tell your people that you're sending there to look out for that.)

Step 3. Put your name and email address in this form to claim your bonus.

Now without a doubt you will probably get some people that submit their name and email address without buying through your link. What you've got to be careful of in that case is that you're not just giving it to everybody. You've got to manually verify it and make sure that you have actually got credit for that sale.

That in essence is the bonus page system. What you would do there is you would promote that separately, so you'd promote it either by mail, if you've got a mailing list, or you would promote that from your blog, or if you've got a website with content on it. You would then direct people to that bonus page offer rather than directly to the affiliate website offer.

The hole punch method

Let's talk about the hole punch method. This is the idea that you take a product and you punch holes in it, and then you sell the gap to fill the holes. It's very, very simple.

You find a product that you like, using the criteria that I've already mentioned, that you want to promote. Then you find something wrong with it. Now you don't find something dramatically wrong with it. If something is totally dramatically wrong with it, then you really shouldn't be promoting it.

But you find something that niggles, or something that's maybe missing from it, or some way that it falls just a little bit short. Sometimes you might have to be a little bit creative with this. You might have to think outside the box, but actually do that.

What you do is you then say, "Okay look, I've gone through this product and it's great. However, it doesn't talk about XYZ." In that case, what you're doing is saying, "In order to get that, there's a missing component to this product that I'm going to give you as a bonus."

Let me give you an example. What you could say if you're promoting a product that's just in written format, say it's an ebook, you can say, "It's a great ebook. It really, really works. I've got a lot of information out of this that really helped me, but I don't know about you, but I like to see stuff. I just like something visual. So what I've done is I've created a bonus for you that is video," and that would be your bonus. It would plug the holes that you kind of shot in the product.

It's maybe a hole that's not perceived by people, but when you position it in that way, they think, "That's right, I do like to see stuff," and you present that kind of solution.

That's the hole punch method. You can use it using all kinds of techniques. It doesn't need to be videos as the solution. You can say, "Look, I've gone through this product. It's really, really good. It talks all about traffic, but it doesn't talk about how to get traffic to Twitter, which is really important. It's one of the most

important traffic methods. So I've created a bonus that tells you about Twitter traffic."

You just go off and do a little bit of research for 20-30 minutes on how does Twitter work, how do you get traffic with Twitter – just read a couple of articles, that's all it takes – and then you create a bonus on Twitter traffic, and that plugs the perceived hole in that product.

So that's the hole punch method, and it works really, really well. It can be used in conjunction with the bonus page method.

Product Walkthrough

The product walkthrough I've already explained to you. One thing I didn't mention about that is when you're going through that and explaining the product and showing people through that, you've really got to show them what the product is, but also hold a little bit back. Don't reveal everything.

For one thing, you could get into hot water with the product owner, but the other thing is you want people to still be curious. If you're doing it, you might want to use words like "censor" – "I'm going through here, but I'm going to have to censor this bit, because I don't want to show you this. This is top secret. There's some really cool stuff in this section, but I can't even go in there. I'm not allowed to go in there," – and that type of stuff.

You don't want to give everything away, because then you're removing all sense of wonderment and curiosity that people have about the product.

Using story

The infomercial approach is very powerful if you've got your own personal story about using it – what things were like before you used it, what the process was like during when you used it, and what happened afterwards.

Anything that you can connect with your own personal experience is really going to help you sell a lot of products. If you've got no personal experience with using the product, then you need to get some. You don't need to have results, you just need to have experience.

You can say, "I went in and I found it easy to set up. I found it really useful and got to this section, and this stuff was really cool and it was easy to use. The support was really good."

You don't need to say, "I used it and made a million pounds." Nobody's looking for that. They just want to know that they're not going to look like an idiot and they're buying something that's worthwhile.

AFFILIATE CASH PROCESS

Let's move into the Affiliate Cash Process. This is where I'm actually going to outline separately the entire sort of process for putting a promotion together – what you need to do, in what order, what happens, and how this whole thing fits together.

You can download the process map for this from the members area underneath Live Wealth Session #3. It's called Affiliate Cash Process Flowchart. You should have that in front of you right now. If you don't, you can take notes and grab it later.

We've gone through a couple of these things already, but I just want to go through it in order so you know exactly what's happening.

Select the product

The first thing is to select the product based on what people want, what works, and what's selling well.

First communication: Scene Setter

Then the first contact you want to put out to people – whether it's to your list or whether it's out to your website or your blog – is the Scene Setter. This is where you talk about the problem. What is the main problem?

Don't talk about the product, talk about the issue. So if we're talking about a traffic product, right here you'd say, "Ah, it sucks when you don't get traffic. Getting no traffic totally sucks. It's a nightmare because nothing happens. You don't make any sales. You don't have anybody on your list. You don't make any affiliate money. The whole thing sucks."

You introduce the problem of this particular aspect of internet marketing. What happens if you don't get this right? What is life like? That's the Scene Setter.

Second communication: Introduce the story

You then move on to introducing the story. It needs to be a story. You can put some of your own personal experience in there, put in humor, spike people's curiosity, and always give reasons why – why you're actually talking about this product, why you found this product, why you bought this product yourself in the first place, why this product leapt out to you, why you even needed to get this product in the first place.

With the traffic thing you could say, "I was really struggling for traffic. I'd set up this blog and it wasn't getting any traffic. I set up this affiliate offer and it wasn't getting any traffic, so I started scouting around. I saw a few people recommending this product. I knew I had to get something, because I just wasn't getting any traffic."

When people read that, they can relate to it. They think, "That's exactly where I am."

You can say, "I went off and did a lot of research. I've tried out some other products. A whole bunch of products didn't work. They were rubbish. I saw

people didn't like a lot of the products, but it was this product that kept coming back time and time again. A lot of people were saying it was really good, so I went and bought it, and this is what happened."

So that's introducing story.

So you've set the scene with your first communication, in the second communication you've introduced the story and you've introduced the product.

Third communication: Reveal the bonus

The third communication is revealing the bonus. This is where you use the separate bonus page. You draw up like a mini sales letter extolling the benefits of the product and the benefits of your bonus, and you send traffic directly there.

What you want to do with that is limit the units on that. Say, "I'm only giving this bonus away to the first 25 people" and/or "It's only available until such and such a time on such and such a date." What that does is it makes people take action.

Remember we spoke earlier about people don't move until they're in some sort of pain and they don't realize how bad the situation is. By putting that time factor in there and the scarcity of units – there's only so many units left – that forces people to think, "I'm going to have to go and get this."

It gets them to actually make that leap and help themselves and get that situation where they are in a better situation with their traffic and their business, or whatever it is you're recommending to them. That's the third communication.

Fourth communication: Product walkthrough

The fourth piece of communication should be the Product Walkthrough, where you show them some of the stuff inside the product. You hide a little bit, you hold some back. You've got to be totally honest here about some of the flaws, but show them how to get started with the product.

Buyers – Segment your list

Then we're up and running and live with it, so you've got the bonus page in place. You've sent out these communications, it's on your website or blog or with your mailing list or whatever – what you then do is you see who buys.

If people buy, they're going to get on your list. They're going to get on that buyer's list, because they've requested the bonus. If they do that, what you want to try and do is take them off your main list. You can do this with Get Response. You set up what's called an automation rule, and you say, "If subscribed to bonus buyer's list, remove from normal list."

What that means is you can keep emailing your normal list saying, "Go and check this out. You've not checked this out yet," whilst not frustrating people who have already bought, because they should technically be off that list. That works really, really well.

I try to do that for my promotions. It doesn't always work because of the number of lists I've got. I've probably got about 100 separate lists, the way I've segmented it all, and it's very difficult to set up all these rules for all these promotions, but I do try and do it the best I can.

On the "when to promote and when to stop" thing, if you're making sales for an affiliate promotion, keep promoting. That's the kind of general rule. Keep promoting. As long as you're making sales, then you want to make sure you keep pushing out.

Yeah, it comes to a time when you don't want to keep slamming it down people's throats, and whenever you do put out another communication – whether it's via email or on your blog or on your website – that you're adding value. You're adding something new, giving new information.

If you're running out of things to say about the product, it's probably time to end it, or at least create something else. Add another bonus or do another product walkthrough or review something else that's going to give you an excuse to put some new content out to talk about.

So that's the Affiliate Cash Process.

PRO TIPS FROM PRO AFFILIATES

Let me now touch on some tips that the pro affiliates use to multiply the money they make from their affiliate promotions.

One of the things that you really need to think about is doing multiple products, which sounds obvious, but when you're getting started it's easy to get drawn into thinking, "Let me just focus on this one product," particularly when it starts making money.

You think, "Oh, this is great!" and you kind of gear up and you get really drawn into this one product. It is good to do that. As I've told you before, you really should be focusing on one thing at a time.

However, once something is up and running and it's making money, it's probably about time to start thinking about the next promotion. Yes, you still want to be doing some work on the existing one, but if you just do one thing, then it becomes potentially problematic.

If that product owner disappears and the product stops being sold, then you're up the creek without a paddle. You've got to get into the habit of having multiple promotions running.

As you get more proficient at this, what you'll find happens is you'll have some promotions are evergreen, they're ongoing and making sales for you hopefully

on a daily basis, and then you've got other promotions that you do on a particular week.

You'll say, "This week I'll dedicate to this promotion," and you do it for that week, and then it becomes one of the evergreen ones. It's just there on your website. Occasionally people find it, occasionally they'll buy it, and then you move on to the next week. So make sure you're setting up multiple promotions like this.

This also means, of course, that you should have and you will have multiple seller relationships. You want to not only branch out and promote different products, but also promote different people's products.

Some people have a lot of products. Don't just think that different products from the same person is actually enough, because one person can get wiped off the face of the planet. Nobody's invincible. Things do happen, and if that business goes down or something goes wrong, and you're promoting all that person's products, then instantly you've lost all your affiliate income and all the work and time you've put into it.

You want to spread your weight. Don't put your eggs all in one basket.

Finally, I just want to tell you about this campaign I had. I had a \$400/day campaign running for a particular product. It was doing really well. I was promoting it from AdWords, even though I'm totally rubbish at AdWords – this is going back awhile now.

People clicked on the Adwords, they went over, and they saw a video. This was in the days when you could just show a video direct from AdWords – I don't think you can get away with that anymore – and the video walked through a product, and it did look pretty much like what I've explained to you so far in this Wealth Session.

It offered a bonus, did a little bit of a product walkthrough, explained the benefits of the product, the benefits of the bonus, and I think I put a limit on there as well, a date you had to move by in order to get invited to this bonus.

It was going great. I did \$400/day and it was going great. I didn't expand. \$400/day back then – and even now – I thought, "That's plenty. Let me go off and I'll go and do something else," but I didn't start a campaign for another product.

Anyway, one day I went back into my affiliate account and I was like, "Oh crap!" All the \$400/day had stopped a few days prior, and I realized this guy had stopped selling the product. He totally pulled it from the market. He might have told me, and just like that, that income got stopped dead.

It's a powerful lesson for you to know that if you get something that works, if you get a system for you that works, get one set up and then set up the next one, and then continue improving.

Also, as you start building these campaigns, you've got different products you're promoting, make sure that you can track what you're doing on an ongoing basis so you can see what's working, what's not working – even at a very, very basic level, so you can see, "Is this one making me any money at all? Is it making a little bit of money? Is this one making a lot of money?" – so you can know what to get rid of and what to drop by the wayside.

You don't want to be spending your time on stuff that's just never, never going to work. There's a balance between saying, "Do I want to spend just a little bit more time on this to get it to a position where it's profitable, or should I just totally bin it?"

It's a judgment call on that, but if you spend weeks and weeks on something that's made no sales, the chances are you need to bin it.

Finally then on the professional tips is this idea that you've got to excite people, you've got to educate them, enthuse them, and entice them to buy your affiliate product by using some of the tactics I've already mentioned.

Let's move on here and we'll go on to the case studies.

CASE STUDIES

The first one I want to talk to you about is an affiliate promotion I did for John Reese's Traffic Secrets. Now I mentioned John Reese and his Traffic Secrets earlier, but this was for his re-launch for *Traffic Secrets 2.0*.

With this product, it was a well-known product and a well-known product owner. When these big guys bring out products, it represents a big opportunity for you, because what it means is that there's a lot of noise about the product.

There's a lot of traffic floating about, there's a lot of people on Google trying to find information about the product, and there's an existing high level of credibility for that person.

With these big-name gurus you don't need to do a lot of explaining. "Oh, this is the guy, this is who he is, this is who she is, this is how she got started, this is why you should trust them."

With these big-name gurus you don't need to do that. All that's already done, so if you can ride on the coattails of one of these big product launches when these big guys come out with a product. A lot of the work is already done for you.

So you've got existing credibility, and everyone else is just doing straight promos. They assume the same thing. They just go, "Oh well, I don't need to explain who John Reese is. I don't need to really say anything about Traffic Secrets, because everybody knows 2.0. Everybody's heard of Traffic Secrets, or most people have heard of it. I'm just going to do a straight promotion," and some people whack a bonus together.

I decided to do something different, because I wanted to stand out. There were a lot of people promoting. I think it was a \$1,000 product and you got \$450 commission, something like that, and there were a lot of people promoting.

I thought, “Well, what I should maybe do is do something different that’s going to stand out.” So what I did is I took this humor angle. What I’ve done on the mind map is I put a link for you. I just need to double check this. I’m not 100% certain that the link works. Let me just check – oh, yes it does actually.

So yeah, you’ll see in the mind map under the Case Study, if you view it at 400%, that there’s a link to view the original video that John Reese put out. It’s the link on YouTube. If the link doesn’t work, you can just copy the link and paste it into the address bar.

What I did is I took the original video that John Reese did, and I did a spoof version of it. I made a spoof version of the video and put it out to my list. It was something a little bit funny. I imitated or did an impersonation of John Reese and did a spoof version of his video. I whacked it up on YouTube, and then I mailed it out to my list, and it went really, really well.

Now something else I did on this promotion was I actually bought a domain name. This is another kind of insider tactic that you might not realize you can do, to buy a domain name for your affiliate promotion.

I wouldn’t recommend doing it every single time, but in some circumstances – particularly for products that are evergreen and going to be regularly on sale and promotable indefinitely – it can sometimes be a good idea to get a domain name.

The domain name I got for this was TrafficStupid.com. Now in a moment that’s going to forward somewhere else, because I’m now running that as a separate campaign, but back then it forwarded to John Reese’s *Traffic Secrets 2.0*.

The idea was that I did a spoof video and I said, “It’s all about the traffic, stupid,” and I kept saying traffic stupid, traffic stupid. Then in the video that’s on YouTube, it’s got the URL in the video and it says TrafficStupid.com.

As a result of that promotion, I made over \$30,000 profit from that. And that video on YouTube has got about 8,600 views. You might think, “That’s to be expected, because you mailed it out to your list.”

Well, back then my list wasn't as big as it is now, and back then I was probably getting around 3,000 clicks at most when I mailed out a promotion. Even when you've got a lot of people on your list, not everybody will click through. As I said earlier, that is still a highly responsive list to get 3,000 clicks.

I can't remember off the top of my head how many people actually clicked through from my list, but even so, we're probably looking at least at 5,000 people who weren't on my list have seen that video, and a lot of those obviously then went on and clicked on the link, TrafficStupid.com, and went ahead and saw the John Reese product, and some of them bought it.

That's a different way to do an affiliate promotion, and some different tactics there that you can also use.

The final case study is kind of the other end of the spectrum. That one was a little bit different. I was using video, I was buying a domain name – this one is more of a basic text promotion, where all I did was just send three emails and made it very, very basic, because that's all I had time to do, to be honest. This was a promotion that I had to have written before I went away on vacation.

The launch was coming up. It was for Jeremy Gislason. He said, "Look, I've got this launch coming up," he'd given me a lot of notice, and I was really going to town and going to create a bonus page and do a lot of things I've explained to you in this session, but I had to go on vacation.

I had a vacation coming up and I just didn't have the time to do it, so all I had time to do was pre-schedule three email blasts, just straight email blasts.

I put them into the autoresponder and said, "Okay, send this one on this day, this one on this day," because that's what else you can do in an autoresponder. You can make sure they go out in a sequenced thing.

You can blast them live, like right now, and you can also schedule them into the future. You can say, "Please send this one on this day to everybody," so that's

what I did. I set up three different emails to go out on three different days, and it was all done and pre-scheduled before I went on vacation.

The first one was to get attention and set the scene. It was talking about the market, talking about a specific area, what the problem was, why it's such an issue, and how frustrating it was.

The second email talked about the fact the product was live. "The product's live now! Go get it. Go, go, go!" and the benefits of the product.

Then the third one was, "Look, the product's being pulled from the market. It's going to be gone soon," and was all about scarcity.

Those three emails – just basic text emails, no bonus page, no video, no domain, no fancy pants stuff – I got in the top 10 of the leader board, and it was a really, really big launch, and made me at least \$15,000 profit from that promotion.

So yes, I had a list to do that, but what I'm trying to say is I've given you on this Live Wealth Session pretty much every single affiliate marketing tactic and strategy that I know, and they're all easy to implement.

I've explained to you exactly what you need to do, and right there I did \$15,000 profit without using anything.

So yes, I had a list, but if you just have a small list, or even if you're getting a little bit of traffic to your website, if you apply the tactics that I've mentioned – the bonus page idea, the hole punch method, this idea of doing a product walkthrough, of getting people to request the bonus, using scarcity, limiting the number, limiting the time, adding value, making sure that you give people a getting started guide, what they do first, what they do once they get in there, using story in the marketing with before, during, and after, using your own personal experiences – doing all this stuff –

If you do all that, you're going to make sales. You're going to stand head and shoulders above every other affiliate out there.