

**How To Make Money
Selling Products Even If You Have
No Product, No Customers... Or No
Money!!**

(Or If You Want To Make More Money On Top Of
The Product Or Service You Already Have!)

By Jeff Paul and Jim Fleck

Part ONE:

Discover How To Make A Pile Of Money, Quick And Easy Using The Secrets Of Joint Ventures...

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Chapter 1

How To Get Immediate Cash Right Now From Joint Ventures (even if you don't have your own customers or product)

1. What if you don't have your own product and you don't have a customer base?

Then it's your job to find a product that someone else could sell. You'd become the matchmaker. Here's the idea: you find a great product that would easily sell to someone else's customer base. You help the both of them get together and you take a nice piece of the profits.

To get things started, you must follow these simple steps:

Think of a JV idea you'd like to broker, then...

- Call people and companies with the products or services you've chosen. Or you can place ads to find them--or do both (I'd do both, it increases your odds).
- Invest some time educating your potential JV's partners on how to participate in JV's.
- Make sure and do your homework. Investigate both the product companies and the companies with the customer bases. You want to make sure they are a great match.
- Convince both of them that they must sign a Non-Disclosure Agreement and the Joint Venture Agreement. Without these, you are sunk. I'd walk away and go find one or two more partners.

The first time you do this it'll be like pulling teeth. Once you get this system down, you can use your past successes to fuel your future deals. What I'm trying to say is that it will be tough at first and then it will get easier.

Chapter 2

What Percentage Of The Profits Should You Take For Putting Together JV Deals?

Standard broker/agent fees are 10%. This goes for most industries except for residential real estate where it is 6%. Commercial real estate commissions usually start at 10%.

If that sounds low, look at it this way: an average deal might produce \$35,000 in profits for both JV parties combined. Your commissions would be \$3,500. All you did is put these two together. You don't do any ongoing work after that, except some educating and to make sure you get your money.

So, if you did that 50 times in one year, you'd make \$175,000 with no product or no customer base. That's not too bad!

The commissions for putting these kinds of deals together are not cut in stone. You've got to use your business savvy to figure out what percentage would work.

And you don't have to take the same percentage on both sides. You can take 20% with one side and 15% with the other. You've got to feel it out.

There is no easier way to make money in this JV business than being a broker. And also doing this over and over again, you will discover what sells and what doesn't.

Another way to do this is to acquire the rights to products that you have already talked to potential JV partners with customer lists about...and then do a licensing deal!

Here's an example. You have no product and want to make money. So you scour around and find out that people who are into golf are nutso, and a hungry, rabid, passionate target market who will spend money, often.

So, you talk to people who have golfer customer lists and discover that a couple of them are hungry for new products to sell to their lists.

Then, you scour around like we've told you to, and find a product owner who can't sell his amazing golf gizmo. You cut a deal with him and license his patent, and then you go right back to the people with customers and cut a deal to sell your new product to their customers! Let's say you do a 50/50 deal with them, and you provide the product to them to ship, "letting" them handle customer service.

Now you can make a nice pile of dough without selling anything or working after the deal is set up, and without needing any infrastructure (people, buildings, phones, equipment, rent, etc.)! You make money sitting around in your underwear if you want!

ANYONE CAN DO THIS EVEN IF YOU HAVE LESS THAN ZERO MONEY TO GET STARTED! YOU DON'T NEED MONEY! YOU JUST NEED TO KNOW HOW THIS WORKS AND GO DO IT!

Chapter 2

How To Do Joint Ventures Online

1. How To Find JV Partners

Start with the people you know:

- Who do you know who has customers that could benefit from your product?
- Who do you know that has a product that could benefit your customers?

Then you have to go after the cold market. How do you do that? I'm going to show you how my students and I have gone after that.

The people you don't know are called, "Cold JV Prospects." It's pretty easy to find them on the Internet. And the reason it's easy is because of all the search engines that are out there. My favorite is www.google.com.

This is how you'd go online to find your "Cold JV Prospects:"

1. Think about the market you are going after. What keywords or phrases would be contained in those prospective markets? Here are the resources we recommend for keyword research:

- Overture Keyword Selector Tool:
<http://inventory.overture.com/d/searchinventory/suggestion/>
Type in a keyword or keyword phrase, and find related words and the number of people who searched for those words during the previous month.
- Wordtracker: <http://www.wordtracker.com/>
Get a free trial account, create a project, click on keyword universe then type in your keyword or keyword phrase
- Google Adwords: <https://adwords.google.com/>
Create an account and use the Tools called Keyword Selector and Traffic Estimator

All of these sites have great Help sections that explain in further detail how to use them.

2. Make a list of your keywords and phrases. Start putting them into Google and see what happens. I'm sure you'll find dozens, even hundreds of potential JV partners. The #1 listing on Google might not be on another search engine at all. Even though Google will have plenty of prospects, you might want to go to some other search engines like Yahoo, MSN, etc.

3. Take a look at the top 15-20 sites and do your research. Find out what they are selling and how they market them. Are they marketing savvy? Do you think they know what they're doing?

Do they maintain an opt-in list; run an affiliate program; sell backend products, recommend other products to their customers, etc? If they are doing all of these things, you'll have an easier time with them than someone who is not. You see, they understand marketing. You'll have to spend lots of time with the non-savvy ones to educate them.

4. The next step is to contact the owner of the site. Most sites list their contact information at the bottom of the page or have a "contact us" page. If a particular site does not have contact information, there still is a way to find out who runs the website. You would use a tool called, "**whois.**" To submit a "whois" query, you would visit, www.dns411.com. and type in the name of the site you are looking for. This website will list names, email addresses and phone numbers, everything you'll need to get hold of the person you want to do business with.

5. If your potential JV partner offers an opt-in newsletter, sign up. Don't contact them immediately. Find out what they are about. Get to know your potential JV partner's personality and how he or she conducts business.

6. If your potential JV partner is selling something that would be beneficial to you, buy it. Take a look at it and determine if it's the quality you are looking for and if it would be good for your customers.

Chapter 3

Lifetime Value Of A Customer

What is it worth to acquire a customer? This is a concept you must discuss with the JV partner who is selling their product or service. Once you do this, you can get him or her to give up most of the profits on this first deal to acquire a customer. And then you can educate them on the backend, where all the money is made.

Now it also depends if you are doing a front-end JV or a backend JV or both. Most companies don't even have a "lifetime value" of a customer because they only make one sale and then ignore their new customer and don't even market to them continuously.

So if they get any future sales, it's more by luck than anything else. You've got to design a business plan to have an ongoing strong effort to get people to buy your product or service from you on a continuing basis so you build a "lifetime value" of a customer.

But in many cases, you are going to have to enter into Joint Ventures in order to maximize that "lifetime value" of a customer because you probably won't have the time, or ability or money, or all of the above to create enough products to sell your customers.

“YOUR CUSTOMERS CAPACITY TO BUY ONGOING PRODUCTS WILL PROBABLY BE GREATER THAN YOUR CAPACITY TO PRODUCE!!!”

Is that a great statement or what? Dan Kennedy taught me this many years ago. It was true then, and is true now. So you'll need to get into JV's so you can help your partners to meet the capacity of their customers to buy. Most companies will not be able to produce all the products or services their customers will want, so that's where you come in.

A good example is my working with the infomercial company that used to sell my "How To Make Money In Your Underwear" product. They sold a front-end product on TV, and a backend product or two. I proposed they sell other products to their customers, and they did a JV with me. I created four other back end products for all those infomercial buyers to buy. Some were sold as an immediate telephone upsell when the TV buyer called in to buy the front end product, and the rest were sold as backend products via outbound telemarketing.

They were so busy with other things; and they did not have the capacity to produce any more products...even though they had the knowledge of how to do it. So they pay me a split of the sales in the form of royalties, and it's worth it, because without me they wouldn't be making the sale of those extra back end products. It's good for them and it's good for me.

Chapter 4

Here Are Some Joint Venture Ideas To Get Your Brain Working

PLEASE NOTE: I have included some examples of people I know of that are making it big with Joint Ventures. I don't give their real names and details of their deals because they don't want me to. I'm sure you can understand that. The names and specifics have been changed, but the ideas and techniques are what's important.

Joint Venture Idea #1: Fitness Club JV

1. The Idea.

Go out and find a local health and fitness center that is receptive to this JV idea. There are so many of them, you are bound to find a few very quickly that will eat up your JV ideas. Make sure they are looking to increase their membership base. Explain up front how you are going to get paid.

Tell them that you want a percentage of what you bring in. As you probably know, fitness clubs charge a monthly fee. So you'd be going after a percentage of that monthly fee. This is a sweet deal because you have money coming in every month depending on how long you put this deal together for.

You'll have to go into the value of gaining a lifetime member (or at least a new member for 3 or 4 years) to convince them. This will be the most difficult part of your presentation.

The gym owner must understand that they are not paying a nickel up front for getting this customer in the door. You must also explain to them that he or she will have most of the same expenses whether they get another body in here exercising or not.

Their rent, electricity, payroll, equipment leases, etc will be the same without adding another member to their roster.

So when you bring in a new member, it's all found money, even if it's half or less than what they are used to. And you must also impress upon them that a busy gym brings in more members just because it's busy.

And also remind them, that you get paid only and only if they get money from a new member. It's not like advertising that doesn't guarantee any return.

And last, you've got to hammer out what the special offer will be to get these people in the door. The club could go with one of these incentives: a one-week free membership; a 25% discount if they sign up for 3 months; two memberships for the price of one, etc. Use your creativity. Look for other incentives with other businesses and it might just fit with this one.

2. Marketing.

Go out and approach local businesses that have customers that would go to the fitness club: martial arts studio, chiropractor, health food store, pharmacy, sporting goods store, etc.

Ask them if they have a list. Some of these won't. You'll have to make up a flyer for them to pass out to their customers as they come in.

Explain to them that you have a way that they can make a steady flow of money from their existing customers not selling them any more of what they have. If they'd like to talk about it, have them sign a Non-Disclosure Agreement and then explain what you have in mind.

So what you are going to do is to give these businesses a portion of your 50%-of-the-membership-fees that you are going to get. You can explain to them that they are going to get money for each member that signs up that is a customer of theirs.

All they will have to do is to send an endorsed letter (that you will write) to all their customers. They could include this with their newsletter or any other mailing they normally do. It will only cost them the paper it's printed on.

And for the rest of them, you could design a flyer (with all the information you get from the health club) that would be specially coded from that business.

3. Protect yourself!

- First and foremost--all parties sign a Joint Venture Agreement. In the contract make sure you, the broker, have the rights to audit the club's books.
- Have the certificates prepared in a way that the new member has to call you to get a claim number to validate their certificate. This will give you a record of which one of your JV partners gets paid.
- Have the club provide you with monthly reports so that you can back up what you have recorded from those who called you.
- And go collect your money every month. Give the gym two days after they have collected the money and go get yours. Tell your JV partners that they will get paid on the 15th of the month. Make sure you follow through and do what you say you are going to do.

You'll have some leverage on getting paid, because if you don't, the fitness club won't only have you on their back, they will have 5 or 6 of their local business buddies climbing all over them for their money.

4. What's the deal?

I'd keep more than half of it. You're doing all the legwork and you came up with the idea. Nothing would have happened without you. So, if you're getting \$25 a month for every new customer you bring in, I'd keep at least \$15 of it if I were you.

Your new JV partners could get an extra two or three hundred a month coming in if they do business with you. That's a lot of money for a small business. That's money they would have never seen if you didn't walk through the door with this idea. They will love you and start calling you the "money man" or "money woman."

Joint Venture Idea #2: Set Up Websites For Businesses

1. The Idea.

There are still lots of companies who don't have websites. I walked into my cigar shop the other day as asked them if they had a website. Sue (not the owner) said that they didn't. I've recently been online buying my cigars and thought that my cigar shop should be on there too.

My cigar shop sells only a few cigars at a time to each of its customers. These cigar websites sell mostly by the box. And my cigar shop could get customers all over the country, as with most businesses who don't have a website.

So you could approach a business without a website and put one together for them start selling their products and others to customers they would normally not reach.

2. Marketing.

Approach companies without websites and Joint Venture with them to build and maintain a website for them. You can charge them an upfront fee to cover your costs of building the website and then split the profits on the rest of it. Find a marketing savvy web designer to help you design the website.

Have an opt-in weekly newsletter or weekly specials. And then you can email all of your customers weekly to let them know of the specials. You might want to sell other products like coffee, wine, or anything you think your customers would buy on your website.

3. Protect yourself!

Get a non-disclosure signed with your potential JV partner before you explain what you want to do. You are going to be bringing lots to the table. This website is going to be designed to sell. They won't know how to do that. They will make a lot more money with you splitting the profits than they would taking 100% on their own.

4. What's the deal?

Remember, you are putting the website together. Without you, they might get around to it. You could do this two ways: First, I'd charge them a large up front fee, which I'd split with the web designer and take a small percentage of the gross sales off of the web site sales, like 3%. Or, I'd charge them my costs and I'd start with 50% of the profits after expenses. I'd set it up as a separate profit center from their business. If it's something as simple as selling cigars, I'd take 50% after all expenses as your split. If I were you, I'd collect the money and then send your JV partner's share to them at the end of every month. You should run the website and have them do all the shipping. So, you'd take the orders, collect the money and then email over the shipping information for the cigar shop to mail it out.

On the second idea, I'd give the web designer cash upfront to cover costs, no more than that. The web designer shouldn't charge you anything for their labor, only costs outside of that. Then, I'd give him or her 10% of the profits after expenses. And be fair about the profits--no trips to the Caribbean or any unusual expenses.

How do you find clients for this idea? Not all companies can benefit from being online. The best kind of companies are the ones who sell to consumers--company's like jewelers, cigar shops, specialty book stores, herbalists, specialty foods, wine dealers, etc.

Next, I would write a FREE Report listing the compelling reasons why someone should have their business online. Tell them:

- How to build an email list of prospects and customers.
- How to generate leads for their offline business.
- How to sell their products and services outside of their local area.
- How they can provide customer service outside of their normal business hours. How their prospects can have an instant catalog of their products and services. How it will build credibility for prospects.
- How they can provide content rich information that will make your customers more loyal to you, etc.

I'd advertise this FREE Report in your local newspapers and business journals. You could offer to talk to Rotary Clubs, Kiwanis Clubs and the Chamber of Commerce. You could offer this FREE Report at these talks. This will generate lots of interest for you. Once you have this process down, you can duplicate it over and over again.

Joint Venture Idea #3: Information Products

1. The idea.

There are so many information products that can be created. It is the easiest way to get a product together and start making money. You don't have to have the knowledge, just know someone who does.

Lets say that you know how to market, but you don't have a product. You meet someone at a party that has some unique knowledge in a niche market. Your new JV partner knows how to teach people how to play the piano in two lessons.

What can you do with that? Lots.

You have to put the product together. We're not going to get into details on this. In fact, my course, "How To Make Money In Your Underwear" can teach you that. Email us at fhbt@instantprofits.com for more information about that course.

So you put this information product together and you call it, "Secrets Of Playing The Piano In Only Two Lessons!" You put together a guidebook, a CD and a DVD on how to do it, and you come up with several back end products as well. As you know, you won't make much on the front end--the back end is where you are going to make your real money.

2. Marketing.

You are the marketing guru. You design the ads, free reports, and whatever else you need to get this info product sold.

Hopefully this works out. You've built a model of what works and you go looking for other similar JV deals.

3. Protect Yourself!

You both sign a Joint Venture Agreement. Make sure and get all the details like expenses, up front money, when you'll distribute the money, etc., in your JV agreement.

4. What's the deal?

The best deal for you would be to pay the teacher a 5% royalty on sales, especially if you don't ask him for money, or any help with the business or customer service, or whatever...except for his knowledge. If he is going to put up money, and be more involved in the day to day business, then you may want to do a 50/50 deal, splitting profits after all your pre-agreed upon definition of acceptable expenses.

Joint Venture Idea #4: How To Get A Slue Of Joint Venture Partners

1. The Idea.

Most “guru’s” think the way to do this is by having thousand of affiliates--it’s not, but it’s close. Do you know how much time and babysitting it takes to run one of these programs? More than you’d want to spend--believe me.

The best way to make money is to recruit JV partners to sell your product/service through an endorsed mailing to their list. Unfortunately for them (fortunately for you), many affiliate program owners have no clue that recruiting JV partners is paramount to the success of their affiliate program. Even fewer of them know how to find and recruit JV partners.

This is where you get going.

2. Marketing.

You’ve gained a lot of knowledge from this guide. You know more about Joint Ventures than 99% of the business owners out there. You could save many affiliate programs that are doomed for failure.

Go to www.associateprograms.com. This site lists thousands of affiliate programs in every industry. You’ll find the affiliate programs you are looking for. Find out who the owner is and ask her if she’d be interested in a risk-free way of making her affiliate program more profitable--way more profitable.

Then you go to your list of website owners willing to do an endorsed mailing to their list and get the word out. You will make thousands and thousands of dollars in sales for your new JV partner and yourself.

3. Protect yourself!

First get everyone to sign a non-disclosure agreement before you spill your guts on your idea. Most of these affiliate owners never heard of an endorsed mailing. So it’s very important for your financial security that you get the non-disclosure signed. Don’t do business with them if they don’t.

And then everybody needs to sign the JV Agreement. Again, you are a professional and this is what professionals do.

4. What’s the deal?

You’re a broker with this deal. I’d get something from both sides. Ten percent from each is not unreasonable. Get more if you can. You should be fair though. Think about the long term.

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Chapter 1

An Introduction To Affiliate, Revenue Sharing, Reseller, Partner, Bounty, Affiliate Programs

You send people to a web site. They buy something, or sign up for something, and you are paid a commission.

Affiliate programs are revenue sharing arrangements set up by companies selling products and services. As a web site owner, you are rewarded for sending customers to the company.

For example, by 2002, Amazon.com, one of the pioneers, had attracted more than 500,000 webmasters giving Amazon.com wonderful publicity in exchange for a small commission on sales.

These pay-per-sale or pay-per-lead programs are usually remarkably easy to join.

After carefully reading the terms and conditions, which vary from program to program, you place a banner ad, small graphic or ordinary text which links from your site or newsletter/e-zine to the vendor. If someone clicks on the link and buys a product or service from the business, you receive a commission.

That's it.

The Goal Of Any Business, Including Your Affiliate Business, Is To Maximize PROFITS

Ask an accountant and he'll tell you PROFIT is simply your INCOME minus your EXPENSES.

As an affiliate of someone else's program there are exactly two ways to increase your commissions:

1. Send more visitors to the vendor's site
2. Make sure more of the people you send buy, signup, or do whatever you're getting paid for.

In other words, if you send 100 visitors to a site and 1% buy, you get paid for that one purchase. $100 \times .01 = 1$. However, if you send 1,000 visitors per day and 5% buy, you get paid for 50 purchases, $1000 \times .05 = 50$. That's fifty times more!

Do you see how to increase your income?

Let's not forget about the expenses though. A lot of businesses get into trouble just trying to increase their profits and decrease their expenses. Minimizing expenses as a priority can hurt your business if you're not willing to spend money or time on a business.

What you do want to do is get the **BEST POSSIBLE** traffic-building and sales-converting results for every **DOLLAR** you spend... and for every **HOUR** you spend on your business.

What are your expenses?

1. **Traffic-building** - Spending money may be optional, but spending time isn't. There are a lot of ways, both offline and on, that you can use to get traffic to your affiliate sponsor's sites. We'll show you ***THE*** most highly **PROFITABLE**, and best ways to that.
2. **Build your own Topic-Based-Site (TBS)** -- one that has a bunch of great info and **Keyword-Loaded-Pages (KLP)** that will get high ranking in the Search Engines **AND** cause high click-throughs (the action of a viewer clicking on something and being redirected to another page or site) to your merchants' sites.

So, in other words for your affiliate Web site to generate traffic it must do two things:

1. **High Ranking at Search Engines.** This will pull traffic to **your** site. It's not generating income yet -- visitors are just looking around.
2. **Get those visitors to click through to your merchants.** Some programs are sold right on your site so your traffic does not actually visit another site. You still have to have them click to generate income though.

It looks like a great site about your topic is the way to go. After all, this is the Internet and it's all about websites.

There are lots of other ways for affiliates to drive targeted traffic to the sponsor's website or your own both offline and on. We'll cover a bunch of them later in this guide.

Chapter 2 The Good Side Of Affiliate Programs

Affiliate programs are really great because you can make a lot of money from them and someone else does all the work; you just promote the program.

So all you have to do is go out and find the right affiliate program to join, and then you just market that product and service.

You just send people to that affiliate site and then the affiliate owner or the product/service owner does all the work.

They do the day-to-day work of taking orders, shipping orders, running credit cards, handling and updating the products, selling additional items, any technical problems that the user might have or that the website might have, all of the support.

The affiliate website or owner of the affiliate program does **ALL** of that work.

All you need to do is market the product or service. You don't have to deal with any of the day-to-day details of the business as mentioned in the prior paragraph. You don't have to deal with the customers; you don't have to deal with the employees, or any of the day-to-day work. You don't have to take any questions from customers; you don't have to run any aspect of the business other than sending traffic to that site. All you have to do is concentrate on marketing.

This is a bonus because it is oftentimes overwhelming to start a new business dealing with just naming the business, the legal paperwork, the employees, the finances, the marketing, and all of the other business, marketing and technical plans that need to be put together to run a business. In this case, all you really have to do is concentrate on marketing the affiliate program; it's someone else's product or service. And you can get started quicker and you can be making money much quicker in an easier fashion.

So this is the only way to go, right?

Why would you want to create your own products?

You can just market someone else's products and services. It's less work, there are less problems, there are less expenses and there is less time wasted, correct? Not always.

Chapter 3

The Bad Part Of Affiliate Programs

As with anything else, there is a good side and a bad side.

So we're going to try to point out both sides and then help you in making a decision based on your own experiences and your own situation as to which route would be best for you.

Now, you have to be careful which affiliate programs you actually join because they can look great on the surface, but once you sign up for them, they can become a very negative drain on your company and your personal time because you can spend a lot of money promoting these products. You can even spend money on marketing, find out that the products are horrible, the support of the affiliate program is horrible, or the affiliate owner just simply doesn't pay.

So what we're going to do is list some criteria that you should follow when trying to decide which affiliate programs you want to join.

Affiliate Program Criteria to Look For:

1. **Make sure that the product or service that you want to promote is a good one.** If you haven't bought it, you should buy it yourself. Read, review or use that product and make sure that it is a good one.

Too often, people recommend products the minute they come out and it turns out that the products are junk.

So, we recommend that you buy and use the product yourself to make sure that it's a valuable product and you should test out the product support and all of the other things that the customers will be utilizing when they buy the product so that you can promote the program honestly and in good conscious.

2. **You want to make sure that the site owner or the affiliate program owner is reputable.** So, send the support area of the site some questions or some emails and see if they reply back to you. One site that we've used boldly states on the site that they will respond within 24 hours, and at last count, we've been waiting three weeks for our response. So we will never promote that particular program.

You have to remember, depending on the way you promote this, your name and credibility may be on the line here. So you want to build an honest, integrity-filled business. So just because it's somebody else's product, it doesn't mean that these aren't going to be your products. Depending on the way you build this business, you may very well be building a large emailing list and writing an ezine, which means these people will

be coming to respect your opinions. So they are going to hold you responsible for the quality of these products and services.

- 3. If you are working in a particular industry and are doing Internet work in that industry and are communicating with people in that industry, then it's probably more useful if you pick products that have to do with your particular area of expertise.** So, if you are into model airplanes, you don't want to be promoting porno sites just because they pay big commissions. You need to be very serious about this because you will lose your credibility. If you continue to promote anything and everything to your list, people will quit reading your emails because they won't see them as valuable. So you want to stick to products and services that have to do with that area of expertise you have, which will continue to build a bond with your customers. They will continue to respect your opinions and allow you to suggest things that they buy, instead of you trying to force things down their throat.
- 4. You want to make sure that you're going to get paid enough for the work you're going to do.** We like to only join programs that are going to pay us at least 45% in commissions.

There's no use joining programs that only pay 5% or 8% unless, of course, the product being sold is a very high-priced product, then that can add up. However, 5% just isn't going to cut it for most of the products being sold on the Internet and it just won't provide you with a large enough income to pay for the work that you're going to put into promoting that product. There are too many other products that you could be promoting, so that would simply be a waste of your time.

So, one way to think about this is the amount of time that you're going to put into promoting a product is usually just the same whether that product is a \$20 product or whether it's a \$2,000 product. You still have to pretty much go through the same steps to promote the product. So, you might as well choose programs that pay something significant.

We're not saying to only pick the ones that pay the absolute most because you're only looking for the maximum dollar. But you do want to pick the ones that are going to pay and make it worth your while to promote them. And then you want to balance that with products that are valuable and reputable.

- 5. If the program is what's called a two-tier affiliate program that seems to pay out a lot, that's something you want to be careful about joining.**

Normally, one tier programs are much more lucrative. The reason is that most affiliates never sell anything or market the product at all. So, it is safe to say that you can expect not to get any of the second tier commissions from any people that sign up through you,

because the majority of them won't do anything. All the money that you're going to make is usually going to come from your efforts, not someone that you introduce into the program.

A two-tier affiliate program simply means that you join, promote the product or service, and you get paid a certain percentage, such as 20%. Then if you find other people that would like to join the program and sell the products, they sign up also, but they sign up under your affiliate ID so that they are in basically what's called your "down line." It's kind of like multi-level marketing, although it usually stops at two-tiers.

The second tier usually doesn't pay as much, so the first tier might pay 20% and the second tier might pay 10%, for a total of 30%. Now this seems like a lot better than say a program that pays 25% because the two-tier one pays 30%. But the fact of the matter is you're usually only going to get paid off your own work, so if both seem to be equal, you may want to join the one that pays out 25% on the first tier, because you are more than likely going to make more money from that.

Lots of these affiliate programs seem to look great on paper, but when it really comes down to it, they just don't seem to work. I'm not saying there's anything wrong with two-tier programs, it's just that statistics have shown that the first tier is usually what you can count on. So, what you want to do is make sure you get a program that's got a great first tier payout, regardless of whether it's got a second tier or not. And if it does have a second tier to it's affiliate program, then just consider it as found money and bonus money.

- 6. Although good ones are hard to find, you may want to look for affiliate programs that pay recurring income.** The reason we say this is because you only have to promote the product or service once. It's usually a product or service where the buyer or customer pays a monthly fee to, for instance, join a membership site where they get into a membership site with a user name and password. Well, if the customer is paying a monthly fee, chances are you get a cut of that monthly fee each and every month so that is called recurring income. And the great thing about it is that you promote it once, and then you get paid every single month. So you want to keep your eye out for affiliate programs that have recurring commissions.

To see a list of affiliate programs that you can join for free, check out the Resources Section of <http://makemoneyinyourunderwear.com>.

Chapter 4

How To Successfully Market Your Affiliate Program

When you get started, go through the list of affiliate programs and just pick a couple, maybe anywhere from one to three affiliate programs. The best way is to just pick one and figure out what you're doing. Once you get it down, then maybe expand up to two or three affiliate programs. If you go with too many in the beginning, you'll be spreading yourself too thin.

So what we're going to do here is give you some bits of information, basically a list of guidelines that you should follow that will improve the commissions you get from these programs. So go through this list and make sure you are doing these things when you are promoting the particular affiliate programs that you join.

The Maximum Affiliate Commissions Checklist.

1. **The very first thing you should think about is getting your own domain name to promote your affiliate programs.** Unless you're going to build an affiliate program around your own website, you should always create a website that will promote your affiliate program.

You don't want to just get one of the free services either. Because what you will do is come off as a cheap, fly-by-night type of company. When you're using free hosting companies or your AOL account, you lose credibility. People think that you're just someone out there fooling around trying to either make a few bucks, or maybe aren't even legitimate and are trying to rip people off, like many unethical people online these days. So credibility is a very big thing on the Internet. You need to try to keep it professional and the way to do this is to have your very own website name.

This is what you want:

<http://www.yourwebsitename.com>.

This is what you don't want:

<http://members.aol.com/~somewhere\yourwebsitename>.

You should look for a good hosting company to charge anywhere between \$15 to \$30 per month, per site (We actually have a hosting company that is a much better deal for you. You can get up to 10 of your sites online for under \$15 per month, tech support and guidance is provided. Click here for full details:

www.instantprofits.net/hosting).

Anything less than that, you may be getting into a situation where it is a cheaper company with poor service and poor upkeep of your website. It's a very important subject, which is getting the right hosting company.

2. **You usually get a bunch of banners to use from your affiliate program.** These are great to put at the top of your pages, but don't rely on these for your sales. It's always better to write up a personal recommendation, almost like an endorsement of the product and then after that just have a link, which is basically a text link showing your affiliate ID that takes them into the affiliate program site where they make the sale. So use the banners, but don't rely on them.
3. **Use text links with endorsements.** This is the absolute best way to promote the affiliate programs.

You simply write a little classified ad like this example:

“If you'd like to learn all the secrets of Instant Profits Marketing that you simply will not learn anywhere else, then become a member of the only place where you'll discover the secrets of the old-time masters. Don't wait. Do this NOW, while this is fresh on your mind...and so you can start reaching your dream of making a fortune TODAY! What have you got to lose? We GUARANTEE your success, and we will give you your money back if you don't think we've delivered the goods. Why not take that next step, and start yourself on a path to the life of your dreams right away? **Click here to find out more.**”

What this ad does is promote your affiliate program. If you can come up with different ads to market to different types of people, then you'll have better response rates and more targeted traffic. This way, you really let them know what they're clicking on.

4. **If you already have customers and subscribers, let them know about this new affiliate program that you're thinking about promoting before you promote it to other people.** See, if you have an ezine list or a customer database, you want to do a special mailing to them so they'll know about it, that it's a really special offer, and that it's your personal recommendation. This is a great way to increase your commissions because you already have a bond with these people.

5. **If an affiliate program is good, then you should get a bunch of different types of ads that you can use like text ads, banner ads, classifieds, articles or full solo mailing ads, and so on.** But what you really want to do is design your own ads, so take what they have and interject your own personality and your own pieces of information so that it really becomes your own. Because other people that promote that affiliate program are going to be using that same ad as you, so it won't be as effective if people see the same ad that they are seeing everywhere else.
6. **Get creative.** Think of all the other ways you can promote the affiliate program. It could be search engines, banner ads, classifieds, running articles in other ezines, free publicity types of things and you can even get really creative and mail out postcards or put magnets on the back of your car.

There are many things you can do. So don't think that just doing one method is going to make you an obscene amount of money. You need to diversify and try many things. Use all of the information in this guide and you'll be successful!

Chapter 5

How To Supercharge Your Commissions In Two Days Or Less

It's clear that the people who benefit most from affiliate programs are the owners of the affiliate programs.

These people own the product or run the company. So our goal in this guide is to help you make more money from those programs versus the company making all the money.

You have to forget about just throwing up a banner somewhere on the Internet and making money. Those days are over and actually weren't even here for most people. So if you're not sure what to do next, let's move ahead and we will show you.

The Five Step Guide To Improving Your Commissions In Two Days Or Less

Step #1 - Get focused.

Begin with getting all of your information together for all of the affiliate programs you're in. Bring together all the statistics, get a notebook and write these things down. Don't just keep them in your email box. Print them out, put them in a three-ring binder. You need to know all the information about all the affiliate programs you belong to and keep them in one location. It will save you a lot of time digging for contact information and affiliate codes when you need them.

You should also know just by clicking your mouse how much is owed you from each of these affiliate programs. So if you keep all of this in a notebook, you'll be able to get to those pieces of information very quickly. If you are organized enough to get them organized in your favorites section of your browser and into a folder into your email software, then so be it. But at the very least, print everything off and keep a notebook.

Step #2 - Focus on just one program and work that program for the next two to three weeks.

In fact, if you are going to apply some of the things we teach you, you need to just pick one program and focus on it for several weeks. The best affiliate programs to focus on first in this situation are ones that have a couple of different products. Also look for programs that track your online sales, notify you when a sale is made, and allow you to track different promotions that you're doing for those products.

Step #3 - Pick just three different advertising methods that you're going to use and two products that you're going to promote to begin with.

So three different methods and two different products. This is very important to focus here and you'll understand why as you continue to read on. Here is a short list of promotion methods to choose from:

- A. Run an ad in another ezine.
- B. Do a product review and post it on your site.
- C. Post a banner on your site.
- D. Run a text link on your site that has some ad copy with it, i.e. a classified.
- E. Send an email to your own customer list if you have one.

Some of these methods will be more effective than others. You'll find out which ones are more effective for you. Just simply pick three and move onto the next step, no matter what three they are.

Step #4 Now, we need to promote each product, so pick the first promotion method you chose and pick the first product.

Then pick the first promotion method you chose and pick the second product. So in other words, we have three promotion methods and two products. So you're going to have 6 ads total.

In each ad we're going to have a code just like in mail order when you put a different department number in the company's address so you can track where the responses are coming from. We need to write a code so that we can track where the response is coming from on our online promotions.

If it's promotional method one, product one, we might call it M1P1, for method 1, program 1 and M2P1 for marketing method two, product 1. So that way you would be using one particular method of promotion, one particular product.

You're going to go through each promotion method and do the exact same thing. It seems like a lot of work, but it's really not. Just do it. Just take one, follow my methods and just do one at a time. Then move on to the next. You'll find out which ones work better than the others. If you already have customers, they will tell you, and then you can get rid of the ones that don't work. We'll show you how to do this tracking in detail later on in this guide.

Step #5 – Figure out the results.

You've written the ads, you've promoted the product using your first marketing method, now what you need to do find out how many impressions you got. In other words, if you put a banner on your page, you can look at your website log statistics, which you can get from your

ISP. This will show you the number of times your ad appeared on that page, or the number of times your page was actually viewed and if your ad comes up each time the page is viewed.

If you happen to send out emails, the impressions would equal the number of emails you sent.

You also need to record clicks. You should be able to do this with your affiliate program software or any tracking software. The tracking software records how many times somebody came and clicked on your link. And then the amount you earned. So again, your affiliate program software should record how many sales you got.

Now in order to do a really good test, you need to try to promote to as many people as you can. I would start with at least 500 people; 1,000 is even better. Otherwise you won't really get enough information or feedback to make a good decision on whether it is working or not.

If you get someone to run your ad in their ezine, ask them if they'll do what's called a "split test". This means they'll send one of your ads out to half of the list, and your other ad to the other half of the list. The method is the same, sending out to an ezine list, the product would be the same, it's just that your code for your ad would be different. That would increase the validity of the test.

And then on the next day, run your second ad. You've run the first ad through for each of the products, now run the second ones.

You should have good results at the end of the day and see which ones are working better. If you compare all the information that you have, you'll now be able to repeat the things that work and get rid of things that don't. You should see which product sells more, which marketing campaign is doing better and which ads that you wrote are the best. This little bit of testing won't give you all the information you need, but it will get you started as an Internet marketer! So, you can start using the ads that work and just run them again and you'll be selling even more.

If you don't track this stuff, you'll never know which ones are doing better and you could be losing money left and right. But if you continue to track these things, before long you're going to have a whole notebook of powerful ads that you can use over and over again.

In the next chapter, we're actually going to teach you about building your own affiliate program the quick and easy way if you have your own products. Up until now, we've taught you secrets, tricks and strategies on promoting somebody else's products through their affiliate program. So, let's move on to the next chapter.

Chapter 6

How To Start Your Own Affiliate Program If You Have Your Own Product

There are several ways you can set up your Affiliate Program and pay your affiliates.

1. **The first is a click-through program.** Anyone who clicks-through on the link is paid a referral or click through fee. It is pretty simple, if an affiliate displays your banner, text link and someone clicks through that link, you pay your affiliate a small fee (usually between \$0.05 to \$1.00 depending on your product, profit margins and back end sales).
2. **The second method is a pay-per-lead program.** The affiliate is paid for each lead they send you. They post a form at their site and for anyone who fills out the form and submits it, you pay a referral fee to the affiliate for that lead. They can also display a banner, text link or button to your site and if someone clicks through and fills out the form or whatever, regardless of what the visitor is asked to do, your affiliates are paid for each lead they send you (or each time a form is submitted).
3. **The third method is a Pay-per-sale program.** The most popular type of Affiliate Program. Basically you are offering your affiliates a portion of the profits on everything that is sold.

The third method is the way I recommend you do an Affiliate Program.

With this kind of program you are guaranteed to make money because you only pay for sales, which are generated. You don't pay for traffic. You're only paying out of money that's coming in!

For example, if you set up a click through program you could potentially bring in 50,000 visitors and even with that level of traffic, you are not guaranteed any sales! What if no one bought? You'd still have to pay for all that traffic!

What if someone writes a software package that can simulate visiting your site and runs up the click count making it look like they're sending tons of traffic to you? It's been done. It's fraudulent, but it's been done.

With a Pay-per-sale model you are guaranteed a profit because you are only paying affiliates when your product is sold. So in the example above, if you brought in the same 50,000 visitors and didn't make any sales, you wouldn't owe any money.

It would indicate a poor conversion problem from visitor to sales, but at least you wouldn't owe any money.

The only negative of having an Affiliate Program for your product is the cost of installing the software to keep track of all your affiliates, traffic, and sales generated.

There are a few other expenses, but they're minor costs (i.e. emailing your affiliates with new ideas for making sales, replying to their emails and mailing out checks.).

Here's an example:

We receive emails every day from affiliates having questions like:

- I don't know what my tracking code is
- I can't find my password to check my stats
- I have a new address for you to mail my check too.
- I never got my check last month
- Etc.

Some are good questions and some are people asking dumb questions because they are too lazy to figure out what they are doing, or they don't even read the email we sent them, or they delete or something like that.

It may not be politically correct to say "dumb" but hey, if it walks like a duck, looks like a duck and quacks like a duck...

I've had people join our affiliate programs and then a month later email us and ask why they didn't get a check yet? Want to know the reason they didn't get a check? They didn't do anything. Nothing. Nada. Zilch. They have not linked to us, they have not sent us any visitors/prospects, nor have they generated any sales. Be prepared to answer very reasonable questions and some ridiculous ones.

As your program grows you'll get more and more emails but by that point you are making enough money where you either don't mind answering them or can hire someone to do it for you.

Alrightee then...Let's get your program set up.

There are three ways of setting up how you keep track of affiliates and sales. We will go through all the advantages and disadvantages of each in detail.

#1 – Set up a “mirror page” or “mirror site.”

Basically you set up a separate page or a separate site, for each affiliate. This can be really time consuming and was about the only way things were done in the old days but there still is almost no cost involved here other than your time.

Here's how it works...

First, you'd set up a page for your 1st affiliate called <http://www.yourdomain.com/person1.html>. Then, as you got more affiliates you'd add pages like <http://www.yourdomain.com/person2.html> and [/person3.html](http://www.yourdomain.com/person3.html), [/person4.html](http://www.yourdomain.com/person4.html) etc.

These would all be identical pages. The only difference between [/person1.html](http://www.yourdomain.com/person1.html) and [/person2.html](http://www.yourdomain.com/person2.html) is that they have different tracking numbers. You would actually put each affiliate's number right in the code for his or her page. It's a hidden field that would only be seen in your logs and in emails you'd get confirming orders. So [/person1.html](http://www.yourdomain.com/person1.html) might have "1" as her affiliate code and [/person2.html](http://www.yourdomain.com/person2.html) might have "2" as his. This allows you to manually track and give your affiliates credit for the sales they make.

We actually still use this method but only for joint ventures where it might be for a couple people, therefore not a lot of work. The problem is its disadvantages of which there are many.

For one product it's OK. But once you get multiple products and have multiple pages at your website it will create nothing but confusion trust me.

Here's an example:

Let's say 100 affiliates sign up (which is pretty easy, we got 100 people to sign up in about 3 days for one of our sites). Let's say you want to change something like the price, or the sales copy, or you want to add a new button your designer created, etc. You have to go to every single webpage and change them all manually. In other words all the pages for all of the 100 affiliates all have to be changed. This is an enormous job if your program is successful at all.

Again, this is how it was done before there was software available to do it for us.

Also, you don't offer your affiliates any way to login and check on how their sales are doing. They can't tell how much they've earned until the end of the month when you send them a check. And when you're doing it manually for tons of sites, it can take days.

You leave them completely in the dark with this method though. Your affiliates don't even know how many visitors they are getting or how many sales they are generating. They can't keep track of their progress and more than likely won't continue on with your program. You're asking them to "trust you" to keep track of the correct visitor and sales numbers since they can't see them. This was the old days. Don't do it this way. I wanted to show you because some people still teach it, and it is a useful way to do things for small joint ventures because it can be set up quickly.

Another negative is if anyone wanted to go from page to page in your site but you wanted to still track the affiliate number it would be very hard to track them page to page. You would almost have to have an entire site for each individual within your main site for every affiliate.

It's totally unrealistic!

Why did I mention this method since it seems like there are only negatives? There is one benefit, it is really cheap for those who have no money and lots of time on their hands. Setting it up only takes your time and no money. It does require you to know HTML. This still might be a negative though because you may do more damage than good as many affiliates will not join because they can't track their stats. But having this system is better than having no system.

#2 – Use an Affiliate Program service.

You can join sites like Commission Junction or Linkshare. They handle all the details as far as tracking your affiliates, tracking the sales, handling the money and basically charge you a healthy percentage of each sale to organize all this and keep track of it. Not to mention a huge signup fee. For example with Commission Junction it costs \$1,295 to get setup plus you have to put up \$3,000 on deposit to pay your affiliates with. It's mostly out for a company just starting out.

We'll assume you don't have the money that American Express, LL Bean or The Franklin Mint has since they are the ones that use option #2.

#3 - Purchase and install your own affiliate software.

This is the route that most people go.

I've seen packages run from \$150 to \$10,000.

However, some of these packages may not include some critical features like:

1. Tracking and displaying stats to their affiliates in real-time
2. Working with shopping carts
3. Having means of tracking off-line orders
4. Tracking visitors who come back and buy at a later date and don't give the affiliate credit for that sale

Generally speaking, most everything out there stinks and is missing a core feature. There are a few exceptions to the rule.

Most of the good software is over \$5,000 bucks and that's probably a significant investment for your small businesses!

Don't worry, we scoured the Internet and found the best programs available. They are all listed at <http://makemoneyinyourunderwear.com>.

The bottom line is that Affiliate Programs are a powerful and really cost effective way to market your products. In fact, I can't think of a better way to market your products or services with such a low risk! It is absolutely fantastic.

Do you want to know how much impact it can have on your business?

I am aware of a couple of clients who started up their affiliate program and then had to stop accepting people because so many people signed up and started promoting their stuff that they couldn't keep up with the orders. Not a bad problem to have eh?!

Chapter 7

6 Secrets to Making Your Affiliate Program Successful!

1) You must have a quality product and fantastic customer service.

Let's not kid ourselves here. Who wants to sell a crappy product or service? You must have a great product, and fantastic customer service. You **MUST** have these before you can develop a successful Affiliate Program.

If you do have a great product or service and fantastic customer service, there are tons of things you can do to make your Affiliate Program a successful one! Let's cover some of them.

2) Use the right affiliate software!

If you choose the wrong one (like we did), it can be a big pain in the rear to switch over at a later date. The right (or wrong) choice can determine where you spend your time (on marketing or on administration).

3) Don't forget to let your affiliates be your customers

A lot of people are adamant about making sure people don't join the affiliate program and then buy through that link. As long as you are going to continue to sell more and more product, who cares if they get a little discount? As long as they buy and become a customer it will likely mean more sales in the future.

This is an old MLM trick where if you get people to sign up as a distributor they get a kickback. So if you are selling something like vitamins and they buy stuff throughout the month, they get a check back at the end of the month. It works great!

Like I said, some Affiliate Program owners say, "You can't buy through your own Affiliate Program" but this is a great way to get new customers. Encourage your affiliates not only to sell your product but to buy from you.

It generates customer loyalty also. They save money by buying from you through their affiliate link. And you send them money when they sell for you. A great way to build customer and affiliate loyalty.

4) Pay excellent commissions

You need to pay out good affiliate commissions as referral fees. The more room you have

or the more profit you have, the more you should be giving to your affiliate. There's only one reason most of your affiliates have joined your program, to make money! The more money they make, the more motivated they will be to market your product or service in a variety of ways. The more money they make, the more work they will do for you.

Most of your real profits are on the backend or through repeat sales. You can give away some of the profit up front as long as you continue to get more purchases down the road. Once you have the customer, if you have quality products and services that are great value, you will generate a lifetime customer from whom you can profit for years. This is why you, as an Affiliate Program owner, can afford to give an affiliate a lot of money. You're not looking at immediate profits... but at the potential of repeat sales or potential back-end sales.

5) Do business with your competitors

We do joint ventures with most of our competitors every day.

You see, many of the people who purchase our information will also purchase our competitors'. So why not work together and both profit from that?

6) You must have a conversion ratio

A good Affiliate Program must have a good visitor to sales conversion ratio. You need to be able to convert visitors into sales in order to keep your sales affiliates happy. If they send thousands of visitors your way and after a month or so realize you are not converting the visitors into sales, they will not be very pleased with the results.

Test everything before you open up the affiliate program to the public.

A great thing about the Internet is that you can test very quickly. So if you have ad copy which isn't doing very well, or a banner which isn't selling well, you can put a new one up and get the results in minutes or hours, depending on how much traffic you have.

With traditional forms of advertising you had to wait weeks or even months to get the ad in, wait for it to come out and then get the results in, in order to tabulate it. It would take months and months to test for one thing.

You can use the techniques in your guide, "The Internet's Best Kept Secret Of Free Online Advertising" to do low cost testing of your website before you open it up to the public.

Chapter 8

15 Affiliate Program Success Strategies

Strategy #1 - Endorse the product to your customer and/or ezine list if you have one.

Send out emails to people who have specifically given you permission to email them.

The fastest way to make sales is to send out email endorsing the product to your existing list.

No spam. Only send emails to those who have given you permission to email them.

Send more than one email. The mistake most people make is they send only ONE email. This is still the number 1 mistake in direct mail also. You must use sequenced repetitive contacts to get maximum response from your list.

Track your click-throughs from your emails to your offers by coding the links and you'll know your numbers. You'll know how many people were interested and clicked from the email to your promotion.

Here is an idea of how an endorsed email would layout:

Dear Customer,

If you'd like to know how to (insert benefit of product), then you'll want to keep reading.

The other day I stumbled across a product that showed me how to (insert benefit). It's called (insert product name)

It simply was AMAZING.

Here are some of the things I found really cool about it:

1. (insert benefit one)
2. (insert benefit two)
3. (insert benefit three)

If you want to check it out for yourself go to the link below:

<http://www.makemoneyinyourunderwear.com/cgi-bin/XXXX>

The reason the letter of endorsement works is credibility. People on your list believe you. They WANT to hear your opinion. If it worked for you or not.

People want to hear your personal experience.

Always remember to talk about the reader, use the word YOU a lot. Try and refrain from talking to much about yourself unless it's relating personal experience with the product. Talk about your experience with the product and how and why it will benefit them.

For example, instead of beginning an email with:

"I've just found the best....", say, "If you've been looking forthat will help you....., then here's something.....".

The point is, use the word you as often as possible. Only talk in terms of what the product can do for your reader.

Here are a few tips on formatting emails:

- Use CAPITAL LETTERS SPARINGLY. THEY ARE HARD TO READ. A FEW CAPS WILL HAVE A BETTER EFFECT.
- Stay believable. Don't overdue the hype. For example, use exclamation points only to make an exceptional point! Don't use them everywhere or they can lose their impact! If you use them all the time, they lose effectiveness!!!! Oh, and only use one exclamation point, not multiple ones like this!!!!!! Except in rare cases.
- Remember the 65-character limit. I usually break my lines at 60 characters to be safe. If you recall from earlier discussions, this is because some email readers will cause line breaks in the middle of sentences that makes the email all jagged and hard to read.

For a recommended program that will convert your lines to any width you specify, go to <http://makemoneyinyourunderwear.com> and check under "Email Marketing".

Strategy #2 – Offer a Free report on a one-page web site and use banner ads to drive traffic there.

Want to do something fast?

1. File a domain name at any of the sites where you can file domains. (See <http://makemoneyinyourunderwear.com>)

2. Create a one-page web site

Your web site should have one page. The home page. That will be a free report. (See <http://makemoneyinyourunderwear.com> for programs to help you make these pages).

Here are examples of free reports you might offer for different types of products:

How To Start Your Own Auto Tune-Up Shop

How To Start Your Own Day Care Center

How To Start Your Own Paper Recycling Business

How To Start Your Own Carpet Cleaning Business

How To Start Your Own House And Apartment Cleaning Service

How To Start Your Own Credit And Debt Counseling Service

How To Raise Money For Starting A Business

Survival Tips For Small Businesses

The title of your free report is extremely important. Spend a lot of time on this. A great way to get ideas for your free reports is to study classified ads in the back of Entrepreneur magazine, or in other people's ezines, and in online classifieds, etc.

3. Offer your free report through banner ads, ads in ezines and as a sig file when you posts in forums.

This strategy is a lot like #1 except your info is at a website instead of all in an email.

Remember these words: FREE REPORT REVEALS...

Those words have been selling products for many years.

Also, read through any copywriting course paying special attention to sections on headlines.

If you're stuck for ideas on free reports, read the cover of Cosmopolitan or the front of the Enquirer or Readers Digest.

Turn your headlines into banners.

Strategy #3 - Use articles to attract search engines.

Write 20 brief articles that target 20-30 key words you want to promote to the search engines. Put all the articles on your web site.

Here's an example. I have a client who sells vitamin supplements. He put up a web site with a number of brief articles on different health aspects of his products. Each article targets one

specific key word he wants to promote to the search engines. You'll notice that the key word is repeated a number of times in each article.

Here are a few of the articles on the site:

Boosting Energy
Losing Fat
Gaining Muscle
Muscle Recover
Joint Repair

Here's the point: if you read these articles, the topic keywords are repeated a number of times in each article. This creates key word density. And it's something a number of search engines use to determine where you are ranked.

These articles actually serve two purposes:

1. Credibility with the reader
2. Search engine bait because you target each article at a few key words.

Here's a tip from the search engine pros: Target words on the engines that are NOT extremely competitive. You do NOT want to try to get listed at the top with a word that has 5 million pages come up on a search. That means you have to compete with 5 million other pages!

You want to compete with 3,000 or 10,000. That makes the task far more realistic.

Strategy #4 - Create a Review site and recommend related programs.

Create a web site that contains reviews of different vitamin supplements for instance.

You write a review of different vitamin supplements and link to those supplement affiliate programs from your home page.

You only want to recommend one or two products in each category. You might recommend two fat burners, two muscle recovery products, etc. If you review and recommend more, you might dilute the impact and viewers might not choose any.

Make the reviews appear as good content, not sales pitches.

Strategy #5 – Capitalize on hot topics and trends.

Read USA Today and listen to the news for HOT topics.

Put up a web site containing mostly links to other web sites and/or some tips you assemble from other web sites. Tie in the product to the hot topic...even if the tie-in isn't 100% logical. Promote the web site with an online press release blast.

You can create these mini-traffic-magnet sites on any topic you think people will be searching on. However, business topics, in general, should logically result in more conversions. You have to take everything into consideration though. A consumer site might draw so much more traffic that it ends up being the most profitable.

I recommend that you put up your own discussion board and chat room on this web site. This will look good on the press release. You can say, "A free discussion forum has been created for those wishing to explore this topic further. A free chat room is also available for discussing the issue with others." The press will like that statement and it increases the probability of your release being published.

Strategy #6 - Give away freebies like e-books, software or free services using banner ads and classifieds.

Just got to <http://makemoneyinyourunderwear.com> and you'll find tons of them. Ebooks have a higher perceived value than free reports. You can distribute many of these for free.

Next is offer a free service on your web site that is related to your business. For example, a web site designer could offer a free meta-tag check or link check.

Use this freebie as a way to get more traffic.

Finally, giving away free software.

Have you ever seen those CD's with shareware and freeware on it?

If you find software related to your product, contact the owner to see if you can offer a free download of it at your site. Or you can link to it from your site.

Go to <http://makemoneyinyourunderwear.com> and search for FREEWARE to find software that doesn't have to be paid for.

Strategy #7 - Use Your Sig Line and Forum Postings To get the word out about your Free Reports, E-books and/or free services.

Email programs allow you to set up what is called a signature file or sig file for short. This sig file is added automatically at the bottom of every email you send.

You can use your sig file to promote your products. All you do is use this line as your sig file: "How to..." and you finish the line. And you have it link to your affiliate URL. Or, you can use most any of the classified ads we talked about before.

Just be sure you don't spam forums, mailing lists or discussion boards with commercial posts. The proper approach is simply to give intelligent answers to the questions other participants ask and list your reseller URL and a brief description.

When you scan down the posts in the forums, you'll see people asking all kinds of questions and requesting resources. You make a helpful post answering their question and then type in your URL and tagline in the place provided. That's it.

The KEY to a post that gets you lots of hits is the subject line. You are always allowed to give your post a title.

Beyond that, all you do is place helpful posts in online forums. You can post brief tips that CONTAIN USEFUL INFORMATION. Do NOT under any circumstances post an ad for a product. Always, always, always post valuable information and then refer to your free report in your SIG line.

I don't care what product you're selling -- computer software, a dating service, or bananas to Eskimos. You can always come up with problem-solving tips for the target audience.

Two money-making methods:

1. Respond intelligently to questions that are asked on the board. Include your url in the space provided. You can do posts like this every day and create a regular income. You can make the rounds to 5-20 forums daily.
2. Create canned posts that are tips and post them. They should contain valuable information and NOT be a pitch for a product.

Strategy #8 - Use The Pay-Per-Click Search Engines.

We're not going to go into great detail here because this topic is covered in your guide, "The Internet's Best Kept Secret Of Free Online Advertising."

For many products, pay-per-click search engines can be very good. The idea is that you decide what you're willing to pay per click through to your web site.

Advertising prices are much cheaper than they used to be, you could really clean up on pay per click. It all comes down to knowing your numbers.

If you know that you make \$1.00 for every visitor that comes to your site, you could bid 0.99 cents per click and make money. Assuming, of course, the traffic was the same quality as your existing traffic.

Google and <http://www.overture.com>. are the most popular of all the pay per clicks.

The way it works is simple. You bid on how much you're willing to pay for a click.

You can find other pay per click search engines by looking for "pay per click" in our resources at <http://makemoneyinyourunderwear.com>

The words you bid on have vastly different conversion ratios. What often happens is that you bid on a word that gives you high clicks and almost no sales. That will screw up your numbers really fast.

You have to track everything and kick out the words that don't produce and sales. If you're willing to do that you'll soon be profitable.

For more about pay per click search engines see the companion guide, "The Internet's Best Kept Secret Of Free Online Advertising." Or go to <http://makemoneyinyourunderwear> for resources on how to learn more about these money-making search engines.

This might be a helpful stat:

43% of all Clicks go to the Number 1
16% to the Number 2 spot
9% to Third Result

If these percentages are true it helps you with your bidding strategy.

There are a lot of helpful tools at Overture and Google such as:

- A spreadsheet where you can bid on your words in mass. Submit a whole bunch of words all at once.
- A page that lets you type in your word and it suggest other words for you to bid on.

Once you know how much you're making from an affiliate program on a dollars-per-click basis, you theoretically should be able to buy lots of traffic and make money.

The only problem here is the fact that different traffic converts differently. You have to track it very closely.

Traffic quality is IMPORTANT!

Never buy a large amount of advertising from any source until you test a small quantity.

Strategy #9 - Use Pop-Ups.

Not everyone likes these. They are the extra browsers that popup when you go to a website. The bottom line though is...they work.

If it pops up when you enter a website, it's called an entrance pop.

If it pops up when you leave or exit a website, it's called an exit pop.

Both can be very effective, but often get blocked by pop-up blockers these days. Other types that are more immune to the blockers are pop-unders and pop-overs, which are ads that slide in after the page loads.

The code that puts these on your web site is called javascript. Javascript is a programming language that does very neat website stuff. You can find all kinds of free javascript resources at <http://makemoneyinyourunderwear.com>.

Don't worry if you've never heard of this before, most of it is easy to use with a little practice.

When to use an entrance pop

The most effective use of an entrance pop is for obtaining opt-ins to your ezine or mailing list if you have one. If you don't, offer people a freebie if they join your mailing list. And promote it with a pop up.

When to use an exit pop

We use it often when someone leaves our site without buying anything. We then make one last attempt to promote one or more products.

Here's how:

1. Pop up multiple browsers. I've seen people use 3 and as many as 10.
2. Pop an entire web site. You can popup an entire "other" web site.
3. Pop a small advertisement. (This is the best method because you can use pop-overs and pop-unders that work even if the user has popup blocking software).

The bottom line, of course, is what makes you money. And you can only know that by testing.

I can tell you this: The most important part of the pop-up, any pop-up, is the headline or text you use. That doesn't mean a powerful graphic won't get attention and increase results. It will.

But text is king.

So if it's between testing text and pictures, go for the text.

How to avoid annoying your repeat customers

One objection to pop-ups is they annoy repeat customers. If you have a site that gets a lot of return visits, you might consider hiring a cgi programmer to "set a cookie" when someone enters your site and verifies that they either signed up for the pop up or it only displays every 5th visit or something like that.

The programmer can then prevent the pop-up from occurring on return visits. If you're new to the web, you don't need to worry about this right now. But if you're an advanced marketer, you understand what I'm saying.

The most common use of this is for an ezine subscription. You can set a cookie when people subscribe so they don't get the subscribe pop-up on their next visit.

If all this talk of cookies is Greek to you, don't fret. You'll pick the lingo up faster than you can imagine. A cookie is a little text file that is placed on the hard drive of someone's computer when they visit a web site. On a return visit, the web site then retrieves the cookie from the hard drive and reads the data on it. This process assists marketers in paying commissions, tracking visits -- and, of course, controlling pop-ups with return visitors.

Don't worry about the cookies. They are set by a particular website and can only be read by that same website.

The other term I just used above is "cgi programmer." Cgi programs are simple little programs that help customize your websites and get them to do certain things. Like interfacing between your shopping cart and your merchant account. You'll become quite familiar with these very quickly as you progress through your Internet education.

<http://makemoneyinyourunderwear.com> lists a web site that contains a number of cgi programs for free and for sale.

Strategy #10 - Create your own product.

This may seem odd me telling you to create your own product to sell someone else's.

This is a list building technique. You sell a product, build a list and then sell them other products that you are an affiliate of.

Why is this a great way to sell products?

1. You get paid 100% on your product
2. You can build your own affiliate sales force to promote YOUR product and have thousands of people selling for you. Offer other people's products and make backend sales.

The biggest reason people don't create their own product is they think they aren't experts and don't know anything. You'll learn how to create your own products in our course "How To Make Money Quick and Easy At Your Kitchen Table While Sitting In Your Underwear." If not, sign up for our ezine at <http://makemoneyinyourunderwear.com> and you'll learn how.

The main thing to know is you don't have to be an expert yourself. You just need to obtain expert information and package it attractively.

Strategy #11 – Check Out Co-registration programs.

Here's a method that few people know about. It's called co-registration or co-reg. If you've ever signed up for something and right there was an opportunity to check a box and sign up for something else, that was a co-reg. You signed up for multiple items.

Here is how to get traffic with it.

1. If you have an ezine, trade co-regs with someone else who has an ezine. So you both get a big boost in registrations.
2. Buy co-reg opt-in names.

Did you know you can buy co-reg opt-in names? It's true.

At <http://makemoneyinyourunderwear.com> we give you resources where you'll find several excellent sites for learning more about what co-reg is and how to use it.

The main thing is to test slowly. Do NOT spend a lot of money buying traffic of any sort until you find out how it converts.

For example:

Let's say you can buy opt-ins to your ezine list for .10 each. And you know from your statistics that your subscribers are worth \$1.20 each within 6 months. Every month take the number of subscribers divided into your income and get your dollar value per subscriber.

Here's how to figure it - Let's say you had 1,000 subscribers last month and you made \$200 that month. Each subscriber is worth 20 cents that month. \$200 divided by 1,000 equals .20. Multiply that by 6 months and it'll give you a rough value of your dollar value per subscriber...assuming that stat holds constant.

In any event, if you know a subscriber is worth \$1.20 over 6 months, then you can afford to pay a dime to a fifteen cents each. Why not 20 cents? Well, chances are the subscribers you buy probably won't convert as well.

Strategy #12 - Produce your own booklet

A product is a big task for many people. It just seems like the task you'll never be able to really do or complete. Or you flat out don't have time to do it. So let me tell you what you can do much easier and quicker.

Just make a booklet that generates leads for you.

In other words, it generates people that are interested in what you have.

Here's the great thing about booklets: It's EASY to get publicity for one that hits the market right.

You can sell your little booklets or give them away. I recommend selling them if you're doing this online.

Strategy #13 – Using an Exit Traffic Strategy

Here's another great way to use those exit pop-ups.

Instead of popping up the associate program you're promoting, you can pop a friend's web site. And know what he or she does? Pop yours in return.

So you both just doubled your traffic -- instantly.

If you have a web site people visit over and over again, then hire a cgi programmer from elance to write a program for you that sets a cookie and only pops people a few times.

Of course, if you do this, you both need to have about the same amount of traffic. And you both need to have the same quality of visitors.

There are also services that allow you to popup other people's websites and each time they pop up you earn a popup from somewhere else.

I've had mixed results with these so test them out small and track your statistics.

Strategy #14 - Use a survey

Have visitors fill out a survey at your website or in a popup and have the results emailed to you. You read the response and send the person back a personal email with your recommendation. Call it a "Ask Jeff Paul" free service.

You talk to your customers or subscribers and they'll tell you what they want.

Send them a survey by email. Pop the survey on your web site. Let people know you care about them and want to hear their thoughts, opinions and desires.

Ask what bugs or annoys them about products in the category you're selling. Once they answer, you'll be closer to being able to match your product to what they want.

Listen to them, find out what they want, then give it to them. This is the basic formula for success...it never fails...never!

You can pop the survey on exit if you want. That way you only survey people who didn't click through and buy.

Here are the kinds of questions you can ask on your survey:

1. What are you looking for with this type of product or service?
2. What problem or problems do you need solved?
3. How much are you willing to spend for help or a solution?
4. What can we do to help you?
5. Which of these is most important to you?
 - a. (text)
 - b. (text)
 - c. (text)
6. Any other comments?

And if you have the resources you can follow up with a phone call, a proven response booster.

You could say:

“Hi. You recently completed our survey at yourdomain.com and I noticed you were having problems with X, if you have a minute I think I have some strategies that can help.

Notice that you use the word "strategies." It's hard to turn down a strategy. If you tell them you have something for them to buy...forget it.

People don't want to be sold a product.

They want to buy results and solutions.

So talk to them about their problems and the results and solutions you can help them with.

Strategy #15 - The lazy person's way to get website traffic.

You have to have traffic coming to your site, that's the bottom line.

Without traffic, no money. With traffic, money.

On the other hand, to get traffic takes either time or money. And both those commodities are in short supply, right?

So what's a person to do?

Is there a cheap method of getting traffic? The answer is a qualified YES!

Well, if you don't have a car this strategy might not work. However, if you do, you might want to give it a try.

Believe it or not, you can put your website name on the side or back of your car with a magnet. You've probably seen Mary Kay distributors do this, small contractors and the like. Why not you? It's a business isn't it?

That's right. I'm talking about putting a magnetic sign on the side of your car. I call it car sign cash. The signs are not expensive and you can get them made in a day or so.

We've given you a resource to get these made at <http://makemoneyinyourunderwear.com>.

Stick that sign on the side of your car and start making sales.

Just think, next time you're stuck in traffic, you'll be making money.

The car sign is like a classified ad. Offering something free works. Or just a benefit-laden domain name like getafreeX.com where x is something valuable.

Of course, this method won't work with all products. Not all audiences can be targeted by driving around.

So sign up for an affiliate program that has broad appeal, slap that sign on your car and enjoy those traffic jams at last! You'll smile all the way to the bank.

Chapter 9

The Final Word

Well, that's it then.

I've given you a ton of ways to market other affiliate programs as well as start one yourself and market it.

Pick just one method and just do it.

If it doesn't work right off the bat, tweak it a little.

If it still doesn't work for you, just say "Next" and try another one. Every method doesn't work for every product or person.

The most important part is to tease your prospects and get them to go after your headline, get them interested in clicking.

Remember, sign up at <http://makemoneyinyourunderwear.com> for a continuous stream of ideas for staying at home and making money at your kitchen table while sitting in your underwear.

Here's to your future success,

Jeff Paul and Jim Fleck