

Affiliate Programs Windfall

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I want to explain you can create affiliate marketing windfall so it'll help you plan how you're going to attack your own affiliate marketing.

Target Major Product Launches

One affiliate marketing route is to get in on the major product launches. These normally convert very high (because it's new) and pay very high (because the merchant goes 'all out' to launch it). Also, you get less refunds than with ClickBank for instance.

The way you get in on major product launches is you either do one of two things:

- 1) E-mail the marketer and ask for the sign up page for the affiliate program. Make sure you say you have resources such as an e-mail list or website that gets regular traffic (if you do).
- 2) Type into Google "THE NAME OF THE PRODUCT + JV Blog." Usually there is a blog created specifically for joint venture partner affiliates. You can sometimes get "in" on the action like this.

ClickBank

Forget about the low commissions you get from Amazon and other alike affiliate programs.

I believe you're better off selling digital info products from ClickBank.com. They're bigger and far more trusted. I'm sure you've already heard of them or used them before.

The merchants pay up to 75% commissions.

JVZoo

You might also enjoy promoting products that pay directly to your PayPal account upon purchase, like JVZoo.com.

The reason these programs exist is normally two-fold: the internet marketer is making higher sales from the one-time-offer upsell and he's also growing a list of buyers at the same time.

Proven Affiliate Marketing Business Model

The fastest way I know how to start making money affiliate marketing in the internet marketing niche is this (and this is also a way to build a real long-term affiliate marketing business):

- 1) You need something to give away, so write a simple 5 page report on a hot IM subject such as Funnels. You could even simply create a list of affiliate programs in a PDF file if you want. You just want something of value to give away.
- 2) Write a squeeze page and give away the report on it in exchange for e-mail addresses.
- 3) Followup with e-mails to prospects pitching affiliate products.

Focus almost all your time and energy driving quality traffic to you squeeze page and building your list. There are several traffic strategies as well such as through joint venture deals, list rentals, and even PPC. Ultimately, YOU WILL make affiliate commission when you have a list.

Focused Product

Don't try to be like Amazon.com and hustle tons of products on one page.

Here's what will makes you sales:

You want the focus to be on only one affiliate product on one page. You don't promote 30 products on one page and target 10,000 people who would be interested in different products. You won't get any sales this way and you'll waste your efforts and money driving traffic.

Use A Sniper Gun, Not Machine Gun

Believe it or not, there's something psychological going on here.

- If you give a visitor one option (to buy or not to buy), then theoretically, you have a 50/50 chance.

- If you give a visitor several options (to buy or not to buy 30 items), then they will more likely not make a decision to buy.

Promoting 30 items gets too complex. Your visitor's psyche shuts down and he leaves your page.

“Greasing the Slide”

Famous copywriter John Carlton calls this “greasing the slide.” It's where you write a sales message in a way that has no distractions for your prospect. You want to grease your sales message so that your prospect slides smoothly to the order button.

Internet people are click crazy. As soon as there's something for your prospect to click on, he'll click it. He wants to click things right away and he doesn't want to be pressured into buying anything (and that's not good for business).

Let's apply this concept to hustling affiliate products.

Not only do you want to promote one item at a time... Let's say that you have a review site where you review affiliate products.

On a single item's page, you don't even want a navigation bar, no other links, no other products, nothing else that could divert the visitor away from making a yes or no decision for buying your product. Only a copywriter would tell you to do such a thing. But do it and find out it works.

Lay on the pressure. “You either buy this or not. You HAVE to make a yes or no decision. You can't take the easy way out and click something else.” Don't say this, but this is what your page says to your prospect.

This is the way the psyche works. Your prospect doesn't want to think. He would much rather say,

“Nah, I'll click here before I have to think about and consider what this guy is asking me to do. I'll click here and take the easy way out.”

Your prospect doesn't want the pressure of having to decide, but you want your prospect to have a lot of pressure and have to decide yes or no.

This is What You Do

- Promote one product at a time on one page.
- With no distractions, not even a navigation bar or any links. (You want your prospect to be pressured into making a yes or no decision with no other options.)
- Drive a targeted audience to that page

Setting Yourself For Future's Ongoing Commission

One thing you'll learn fast in this business (if you don't already know) is that you have bad weeks, decent weeks, good weeks, and great weeks. In your case, even some customers go cold.

They stop buying for whatever reason. And it's usually unknown, NOT because of the quality of your products. Maybe they don't have the money anymore, maybe they stopped with the subject all together.

What can you do? Well, you've probably noticed gobs of membership sites springing up. You make consistent money each month. The problem with membership sites, however, is that they normally take a lot of work to keep up with! Often you become a slave to your own business. That's the opposite of why you probably got into internet marketing in the first place: freedom.

With recurring commission-based affiliate programs you don't have to keep up with constant content creation. Instead you're getting residual income while others are doing all the work for you. You simply drive traffic to those membership sites on your backend.

Your Own Affiliate Landing Page

Never sends traffic directly to the affiliate program site – have your own landing page. Also, the appearance of your website speaks volumes about the product or service you offer. Imagine an unshaved, shabbily dressed sales representative walking into a meeting - a half hour late - with mustard on his sales proposal. That company just lost a sale.

Have a professional layout design that is pleasing to the eyes. Use bulleted lists (like the one you are now reading) to change your layout.

Change the style to emphasize certain words and phrases in bold and italics and underline. Don't forget to use lots of white space.

Use shaded backgrounds and / or boxes to highlight important information such as testimonials and research.

Headlines should be noticeably larger and centered on your page in order to attract attention. The presentation of your offer is just as important as the offer itself.

You can have the best deal going on the net, but if your site looks like a third grader designed it, no one will take you seriously enough to check out your offer.

Other than this, having your own landing page means you have TOTAL CONTROL of your traffic.

Don't want to go through the hassle of creating your webpage, reports, funnel?

Clone a proven and successful business and be a top affiliate as fast as possible...

**After More Than 5 Years Of Track Record,
We Are Now Releasing The Most Powerful
Enhanced Online Business System Ever...**

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