

\$6643 Affiliate Payday with no list, no ads and no money...

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ALEX GOAD

BLUEPRINT

(Non-Member version)

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Introduction

Welcome to this short report. The methods in this report are based upon the works of Chris McNeeny, namely his brilliant Affiliate Project X. (I always give credit, where credit is due.)

His ebooks contain many solid pieces of advice and strategies to follow. I chose to apply, and have done very well with, his Leech and Pre-sell methods from Affiliate Project X. But I have greatly expanded upon them since, and this report will present my expanded methodology.

Before I get into the meat of the matter however, I want to make a distinction between affiliate "levels" - so that you know where you are situated on this spectrum and thus, what you should aim for next.

- 1. Clueless:** Just found out what affiliate marketing is.
- 2. Newbie:** Has a Clickbank account but has never promoted a product.
- 3. Beginner:** Has placed affiliate links on her site or bought PPC ads with little or no success.
- 4. Still Green:** Has made a couple of sales from PPC traffic but is not building a list or using an effective pre-sell.
- 5. Intermediate:** Is using a pre-sell or building a list and has good keyword skills.
- 6. Moderately Advanced:** Uses effective pre-sells and builds a list whenever possible.
- 7. Advanced:** Same as above but implements necessary elements for thorough testing of results and makes necessary changes to maximize ROI.
- 8. Expert:** Same as above but uses sophisticated bidding tactics and bid management software to be on top of the game.
- 9. Guru:** Same as above but uses these tactics in the scheme of larger promotional endeavors including content based sites and Search Engine Optimization.

No matter where you are on the continuum, this brief report will shorten the learning curve necessary to achieve level 6 success. It is not unrealistic for a level 6 affiliate marketer to make 100-200k per year...

The methods discussed within this report, allow me to achieve an ROI of between 100% and 1000%, while promoting various Clickbank Products entirely from AdWords PPC traffic, all the while building a solid opt-in list for future profits.

Every step is important - and every word is weighed and calculated.

I have kept this voluntarily short, so that you focus on what really works. These simple methods are ready to be applied and can have you earning profits in less than 24 hours.

With the templates you received with this package, it is entirely possible for you to launch a campaign in 3 to 4 hours, and maybe even less when you get the hang of it.

Each campaign should bring in an average of \$50-100 per week, in largely residual income. Particularly strong product launches and high traffic niches (such as Internet Marketing), can bring higher returns.

A quick calculation allows you to see, that if you launch 4 such campaigns per week and your average earnings are \$75, you would be adding to your income stream \$300 weekly.

That means a residual income of \$1200 per week, by the end of the first month. This is absolutely attainable to you, if you follow the methods in this guide.

Without further ado, let us begin.

Product Selection

You will need to select products that are relatively popular. 50 searches on the brand name per day on Google, is an acceptable minimum for these tactics to work.

You also need to keep your eyes on the Clickbank Marketplace, for indications that a product converts well. Gravity above 40 is an almost certain clue, that the product's sales letter is converting at a decent rate.

Remember that you will be Pre-Selling a product, meaning you will be responsible for people spending their money. It means you have a responsibility towards your customers, and this is especially true in internet marketing where your name and reputation are often worth money in and of themselves.

Choose your products wisely, make your recommendations heartfelt, and be certain you actually drew value from the products you recommend. This will not only make your pre-sells convert better, it will also help you build your long term goodwill and have you sleeping better at night. Owning the product and benefiting from it, is crucial for the next phase of the project: creating your bonus.

Creating your Bonus

One of the single most important elements of a pre-sell, is your ability to incentivize (make more attractive) the offer on your page. You must bribe the prospect into buying via your link.

Much of your profits will come from bidding on product titles. These clicks are expensive and they come from prospects that are in a well calculated phase of the buying process.

Specifically, these prospects have heard about the product and most probably read the sales letter. They have a strong buying impulse that only needs to be fanned.

Imagine that the customer arriving on your pre-sell page, is holding this interior dialog:

"- I really want to buy this Product: the website convinced me.

- But I've been convinced many times before and that didn't make the product either good or useful and I don't want to have the nasty feeling I've been taken for a fool and bought another piece of junk."

So they search on the product title looking for some genuine-sounding, positive and negative comments, on the product. Based on these

comments, they will re-evaluate their buying impulse - and either decide to go for it or leave it alone.

If they decide to go for it, they will have 3 options:

1. Buy the product from your site because they clicked on your link and the bonus and review convinced them.
2. Buy through their affiliate link to save some money. (Thus, the importance of a strong bonus)
3. Keep on searching Google with the idea of buying the product from the affiliate that makes the most attractive bonus offer. (Confirming the importance of your bonus!)

Creating a bonus is neither as easy nor as hard as it seems.

Your first bonus will be your most difficult, but do not fret. Most bonuses can be reused and the process gets easier as you go along.

Your first campaigns may be a little rough around the edges, but the important thing is to ride it through. There are mounds of money waiting to be made and only small changes in the way of you reaping them.

Your bonus should be focused, on the point you found most important in the product. One that you use yourself and are able to offer extra insight into.

This could be a short guide, a training video, or an addition such as graphics, scripts or templates.

Spend the right amount of time creating your bonus. You will be well rewarded for it.

If money is not an issue for you, do not hesitate to outsource your bonus creation. You can hire reliable companies to build a solid bonus for you, costing between \$50 and \$500 depending on the life expectancy of the product, the amount of the commission you will be collecting, and the fact that this bonus can be used in pre-sells for several different products.

A bonus does not need to be huge and flashy. It needs to be valuable to the person buying the product you are pushing.

You should be 100% convinced that your customers have made the right choice, by purchasing from you. You should know for a fact, that the short report or templates or video, will help them far above the rest of the buyers, who got another bonus or none at all...

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Now that your bonus is ready, it's time to build your landing pages. You will build 2 different ones, which will be quickly and simply achieved using the templates included with this package.

Building Two Landing Pages

You will now build 2 landing pages for the campaign, something easily achieved with the templates included with this package.

The first page will be your squeeze page, and the second your pre-sell. These can be hosted on your main domain, or you can buy a new domain name that contains the product title for each campaign. The latter is preferable and should be done whenever possible.

Squeeze page

Squeeze pages generally work best, when they are short and fit completely above the fold.

As with everything in marketing, testing is the only sure way to find out what will work best for a specific campaign. Split testing is beyond the scope of this report - so I will leave it at that.

The crucial elements of a successful squeeze page are:

- A powerful attention grabbing headline
- A brief situation note: who you are, what this is about, why it's capitially important to the prospect
- A benefit list of 5 to 10 of the strongest benefits the opt-in provides
- Something Free: a short report will do
- A strong and clear call to action

The object is simply to grab attention, and create a sign up to your newsletter or auto-responder sequence.

When the visitor enters their email and name, the "submit" must redirect them to a sales page, that could be either yours or an affiliate site.

This serves to immediately monetize your signups, who will later be monetized again through auto-responder sequences and email broadcasts.

Pre-sell page

The traffic this page receives, is already warm to the idea of buying the product. They need a confirmation and a push, to make them pull out their credit card.

The title must give them a doubt about the confirmation. Is this product worthy of their cash?

The review must start, with a brief captivating story of how you bought the product. You go on to detail different features and benefits of owning the product.

Next, you address the doubt you created in the headline about the product's validity. To do this, you select exactly the feature around which your bonus is built, then demonstrate how the bonus resolves the shortcoming of the product.

The page needs to be clean and crisp, visually appealing, and contain all the elements you will find on the template included with this package.

Remember, you want to make the customer feel as though they should buy from you - or not at all. Your bonus should be exciting, desirable and **scarce**. For the latter, use limited numbers and time limits.

Follow the template and you will succeed. These are the exact templates I use to make up to 10 times my AdWords spend, **while building an opt-in list**.

Designing Your Sales Funnel

Squeeze page Traffic

Cheaper, more generic traffic, goes to the squeeze page. Upon submitting their information, they are either redirected to your pre-sell or to the vendor's site directly. This is a simple test to perform and an easy way to squeeze more profits out of your campaign, by simply modifying one factor: the post-opt-in landing page.

For the email sequence, I generally start with one or two queued-up messages in my autoresponder. Sometimes I use none in the beginning, because I want to let the campaign run for a while and get at least 100 subscribers, before spending time writing follow-up messages.

Once the campaign proves that it is profitable enough to be invested in for the long term, I will add messages.

Note that your first message also contains the bonus you promised upon sign-up. A very convincing bonus and one that will create sales for you, is one that goes in depth about one of the methods or features of the product you are pushing, and states its benefits and how one can enjoy them.

The report has links to your pre-sell and re-directs the reader for a second exposure of your site and the affiliate page, thus augmenting your chance of making the sale.

The traffic you are sending to the squeeze page should be cheap: around \$0.10-0.20 is a good bet. This traffic is not very qualified and would not convert that well to a direct offer. The squeeze page weeds out many of the non-buyers and thus, creates a more focused list that you can then market to as detailed above.

Keywords for this landing page are more generic, and utilize both the Search Network and the Content Network.

In contrast, for the Pre-sell traffic, you will want to bid less on Content Network bids. My setting is generally less than half what I am willing to pay for a Search Network click.

Pre-sell page Traffic

Pre-Sell traffic is composed almost entirely of clicks for the title of the product. This traffic is scarce and expensive, but laser targeted.

These are the hottest prospects. They are rearing to buy. All they need is confirmation that their buying decision is the right decision, plus the extra push afforded by your bonus.

Dividing traffic this way is the perfect compromise.

You do not build your opt-in list from title clicks, because there is too much money to be made / lost there.

At the same time, you make extra sales from the opt-in subscribers - plus build a list that is targeted around a niche you are familiar with, own a solid bonus for, and will likely have further success promoting various complimentary products to.

Remember to always add your pre-sell buyers to one of your lists. They are overwhelmingly likely to buy from you again, in the not too distant future.

Aka, they are worth their weight in gold, don't leave it on the table!

Conclusion

There are many pieces of the process that can be improved. Most of them involve testing.

Other considerations come to mind also, such as the following:

Depending on the age and knowledge level of your prospects, your pre-sell should be more hyped or less hyped. The same is true for colors, font sizes and illustrations.

The less educated your prospects are, the more hype, color and large fonts they can absorb. The more educated prospects, will appreciate a more down to earth, low-key letter type review - without glaring red fonts and extra bells and whistles.

My final recommendation is to **get started right away** and test your results. The process has been amply defined in this little guide.

Focus your energies on one method until it works.

This is an excellent place to start. **A tried, proven and documented one.**

There is really nothing more to it.

Put these tactics to work for you today, and you will be making job-killing commissions within the next 2 months.

I invite you to join me on my blog (www.netfrontiermarketing.com) and leave your comments or questions there. I will be glad to assist you on your quest for affiliate profits.

Thank you for reading,

Alex Goad

P.S. This is the light version of this report. There is a lot more good stuff where this sample came from. You can get it all if you choose to become a player with money the next time we open (assuming there is enough room).

<http://www.playerswithmoney.com>

Appendix: Template Instructions

The templates included as a bonus in this package, are ready for use. All you need to do is change wordings and product names, to reflect your campaign.

Depending on how different the product you are selling is from the generic text provided, you will also want to make slight changes, something that should be mostly intuitive and reflect your style.

To get started, open the template of your choice in an Html editor. You will not need PHP, since the only PHP part of the template is a small script that displays today's date on the page.

The editor I use is Dreamweaver. You may use any editor of your choice and should not have any difficulties.

If you do use Dreamweaver, you will want to make a copy of the template of your choice and rename this folder according to the campaign you are working on. You will then define this folder as the site root.

By doing this, you will see all CSS effects and images directly in your code/design panel.

The files you need to modify are:

- 1) Pre.php or Pre.html and Pre.css are the main files of the pre-sell. The .html is where you change the text and the .css is where you change the font and sizes of the text.
- 2) Pre-follow.html and Pre-follow.css are for your squeeze page. The same guidelines as item 1) apply.
- 3) When your copied folder is defined as a site and you see the design before uploading, you will notice images on the page. These images are generic and must be replaced by the images specific to your campaigns. Images are intuitive and you should have no trouble guessing which images you need to use.
- 4) Once you have completed your modifications, all you need to do is upload the pages to your site and you are ready to start receiving traffic.