



*presents*

# **25 Ways To Become a Super Affiliate**

**(and increase your online profits!)**

By

**Kit Elliott**

**WARNING: Following These Steps Could Change Your Income Forever!  
USE AT YOUR OWN RISK!!!**

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Enjoy!

**Hot Tip:** If you would like to learn how to turn “viral reports” into your 24/7 “Digital Sales Machine” then be sure to read the [last page](#).

Published By:  Kit Elliott • [The Residual Income Guy](#)



## **The Affiliate Secret**

Here's what most online marketers and most newbies do:

Find an affiliate program, grab their affiliate links, and plaster those links all over the Internet.

Then they wait for their big payday.

Sometimes a little money trickles in. Sometimes the affiliates do really well and make a decent living wage.

And then there are the affiliates who pull in such BIG paychecks that they have their accountant's eyes bulging out in shock.

### **What's the secret?**

There is NOT any one secret that turns mediocre marketers into super affiliates.

Rather –



**It's a combination of little steps and tricks the marketer Uses to get bigger commissions sell more products and virtually spank all his or her affiliate competition into surrendering.**

Okay, maybe nothing that dramatic. 😊

But, the truth remains: it's the "little things" --- often simple changes --- that can produce big-time results for affiliates.

What you're about to discover are the 25 tricks the super affiliates use every day to pull down the big bucks.

And now you can use these tricks too, *starting today*, to quickly and easily generate more income from affiliate marketing.

**Let's get started...**

## **UNADVERTISED BONUS**

One of the methods of increasing your affiliate commissions is to **increase your traffic**. Another method is to **create your own offer to sell and promote affiliate programs on the "backend"** (in the product itself, on the download page, in follow-up emails, etc.) I've included a **24-page bonus report** at the close of this course which will teach you how to do both of these things! It's entitled, **"How To Get Massive Traffic And Sales With Your Own 3-Day Firesale"**. It sells for \$27.00 on its own, but is yours free with my compliments.

# **1. Look for Larger Profit-Per-Transaction Offers to Promote**

It takes about as much effort to find a new customer and persuade them to buy a \$10 product as it does to find and persuade a customer to buy a product that's \$100, \$500 or even more.

I say "about" because you may find that certain lower-priced products have a higher conversion rate.

Example: Let's suppose you've found various products with 50% commissions. Now consider these figures:

- A \$20 product (\$10 commission) converts at 5%. That means that for every 100 people who see the product, five buy... and that puts \$50 in your pocket.
- A \$100 product (\$50 commission) converts at 3%. That means for every 100 targeted visitors who see the product, three buy... and that puts \$150 in your pocket.
- A \$500 product converts at a scant 1%. For every 100 targeted visitors, one person buys... and you put a fast \$250 into your pocket.

See what I mean?

Do you realize the magnitude of this simple change in WHAT you promote?

***Example three from above is 500% more profit for you than example one for the exact same amount of traffic!***

That should get you excited! 😊

And it should also get you thinking about WHAT you're promoting. Is it really your best option?

It may seem exciting to pull in multiple orders per day. But if you look at the "bottom line" figures, you may find that certain products put more money in your pocket with the same number of visitors.

**That means you need to look for products with higher commission rates as well as looking for products with higher ticket prices.**

In other words, as a general rule "75% commission" is better than "50% commission" and a product that produces "\$250" commission per transaction is better than one that produces "\$50" commission per transaction.

And if you can find a high-converting, high-ticket product with a high commission rate, hire an accountant because you'll soon have more money than you know what to do with! 😊

**The point is the same:** your time investment is constant. The amount of money you make for your effort doesn't have to be.

Regardless of the sales volume, your activity will remain the same...

- You'll spend the same amount of time generating traffic.
- You'll spend the same amount of time building lists.
- You'll spend the same amount of time creating presell content.
- You'll spend the same amount of time writing articles, posting blog comments, interacting at forums and all of the "marketing" stuff you do.

You'll just make more money – on average – promoting affiliate programs that offer higher profit-per-transaction numbers.

## **2. Seek Out Recurring Billing Offers to Promote**

If you want to make a lot of money with affiliate marketing, then you need to sell more products and more expensive products to your **existing customers**.

That's because ***it's easier to persuade an existing customer*** to buy something else (as opposed to finding a brand-spanking-new customer and persuading him or her to buy something for the very first time).

Now here's a ridiculously easy way to make those backend sales:

### ***Promote recurring billing products.***

Just as the name suggests, recurring billing (also called "continuity") are those sales that happen automatically. The customer is charged automatically – typically on a weekly or monthly basis – and the product or service is delivered as long as the customer doesn't cancel.

It's easy for the merchant, the customer and the affiliate.

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SIDEBAR: You probably have several recurring billing contracts lined up both personally and for business. Common examples include your cell phone contract, your web hosing, your monthly payments for an autoresponder, any monthly membership sites that you've joined, etc.  
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Here's the beauty of recurring billing products:

**All you have to do is find and persuade the customer once... yet you get paid month after month for as long as the customer remains a member.**

That's an easy, passive affiliate income for you!

Here are three ways to find these passive-income opportunities:

- 1. Go to the [ClickBank.com](http://ClickBank.com) marketplace** and look for products that have a value higher than \$0 in the "future \$" category. Those are your recurring billing products.
- 2. Search in Google for your niche keywords**, a search term like "affiliate program" plus other search terms like "recurring billing," "membership site," "passive income" or similar.
- 3. Seek out known recurring billing opportunities in your niche.**

Example: If you're selling products in the Internet marketing field, then you already know that most mailing list managers, PLR sites, web hosts and similar offer recurring billing. So you can go directly to the main product or service providers in your niche to check for an affiliate program with recurring commissions.

Tip: Read the affiliate TOS (terms of service) and affiliate agreements carefully. While some vendors offer recurring billing to the customers, they may only pay the affiliates a one-time flat fee for the referral. You're looking for programs that pay month after month for as long as the customer remains a customer.

Again, it's all about "numbers".

Which of these is best...

⇒ Promoting Affiliate Offer A which sells for \$24.00 and earns you a 50% commission? Or, all things being equal...

⇒ Promoting Affiliate Offer B which sells for \$24.00 PER MONTH and earns you a 50% commission PER MONTH for as long as the referred customer remains active?

Doesn't take a rocket scientist to figure out "B" stands for "Better"! ☺

**THE ULTIMATE MIX:** And when you find a "sweet" setup that offers both (A one-time offer that backends a recurring offer), that's a huge neon sign flashing the message "Promote This One!"

EXAMPLE: [Jeff Gardner's Free Advertising Academy](#) is a recurring membership site and if the reader buys the membership, the original referring affiliate earns 50% MONTHLY commission on the "back" end.

## **3. Offer Time-Limited or Number-Limited Incentives**

You probably already know that one quick and easy way to beat your competing affiliates is to add value to the products and services you promote.

So while your affiliates are just promoting the offer as-is, you're giving your customers a valuable freebie if they buy from you.

Example: Let's suppose you're selling a diet book. You can offer a free diet recipe book to anyone who buys from your link. And you can bet more people will buy from your link simply because they get more bang for their buck.

But here's the problem: More affiliates are catching onto this little trick. And consumers are beginning to realize that they can go "bonus shopping" to find the best deal.

The solution?

**Kick your potential customers into immediate action by offering them a time-limited or number-limited bonus.**

Such as:

- **A time-limited bonus ends at a certain time** – in fifteen minutes, an hour, at midnight, 24 hours from now, etc. The shorter time the consumer has to claim the bonus, the greater the sense of urgency.
- **A number-limited bonus means the first X number of people who act now get the bonus.** This technique is particularly powerful when you provide constant updates showing how many bonuses are left. For example: *"Hurry, just 50 47 33 25 18 bonuses left!"*

Tip: Usually this is a manual process, meaning that your customers send you a receipt and you send them the bonus. You can automate this process by setting up an autoresponder in your email client that kicks back a download link to the bonus to all customers.

Here's how it works...

You create a special email address just for sending bonuses. When an email comes into this address, your email client checks that it contains certain words that are usually found on the receipt. If the incoming email matches your pre-set criteria, your autoresponder sends the download link. If it doesn't match the criteria, nothing happens (perhaps because the email is a question rather than a forwarded receipt).

So what should you offer as a bonus? Here are five ideas:

1. An ebook or special report that compliments the main product. You can even use private label rights material to create this bonus.
2. Access to a free teleseminar. (*Hint: Ask the product owner to be your guest!*) You'll also have the recorded call to offer as a bonus to future customers.
3. A video that compliments the main product.
4. Software or other tools that compliment the main product. For example, you could offer a calorie counter as a bonus to a diet product.
5. If you're an expert in the subject, offer a free email or telephone consultation.

There are lots of options available at your disposal. The important thing is this: you offer an incentive for those ordering through your link.

*Firstly, it allows you to create some "urgency" by setting either a numerical or time limit.*

*Secondly, it allows you to offer something more than your competitors.*

Bottom line: it's gonna increase your affiliate commissions!

And that is, after all, why you're here. ☺

Want me to give you a GREAT hint on how to really make this strategy work like crazy? Here it is...

***Create a special report to give away, register a domain for it, write a salesletter for it and instead of creating an order link, make it exclusively available for those who order through your affiliate link.***

In other words, you dramatically increase the "perceived value" of the report. It has it's own domain. It has a full salesletter that describes it and creates interest in it. Only it's not available for sale at any price.

You've made the reader "want" it, but force them to order a product through your affiliate link in order to get it.

## **4. Capture the Opt-In First**

Remember earlier when I said it's easier to sell to an existing customer than it is to a first-time customer?

Here's something else:

It's easier to sell to a "warm" customer than a cold customer.

And one way to warm-up and pre-sell your customers is keeping in frequent contact with them using a newsletter list.

**Consider this**: Imagine you're directly promoting your affiliate link. If you're pulling a 2% conversion rate on a particular product, that means you're selling 2 products for every 100 targeted visitors.

What a waste!

You have 98 targeted visitors just slipping through your fingers, never to be heard from again.

Ouch! That's gonna leave a mark.

**So instead of sending your targeted visitors to the merchant's page, you instead send all your visitors to your squeeze page.**

Instead of making a couple sales here and there, you're now building a list – and you're building relationships.

Since people buy from those they know, like and trust, your conversion rates will explode.

Plus now you're NOT wasting visitors.

If your squeeze page is persuasive enough, your freebie attractive enough and your visitors are highly targeted, you could be getting 25%, 35%, or even more of these visitors onto your mailing list!

**Now instead of getting one shot to sell one product to them, you can promote as many products (and make as many sales!) as you'd like.**

You can do this over and over for as long as your subscribers stay on your list. And you'll make a lot more money with this list than if you let 98% or 99% of your visitors wander away!

One of the things that I highly recommend you do in order to really get people to join your list is to...

***Disclose Highly Desirable "Results"***

The idea here is to inform the visitor to your opt-in page that in your special report or mini-course (I.E. Your list offer), you'll be revealing exactly how you achieved some desirable result - with the implication that they can duplicate your method if not your success.

*"Here's how I did XYZ in XYZ with XYZ".*

One of my favorite examples for this is my friend John Reese. If you visit his AuctionSecrets.com site you'll notice a list offer midway through his salesletter. Here's what John says...

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----- Begin John's Opt-In Offer -----

As you've probably already read, I actually made over \$38,000 in PROFIT from one single auction on eBay. And I know exactly what you're thinking!

"He must have sold a car or some kind of real estate..."

If you thought that you'd be wrong!

What's even more amazing about that one auction is that it was something that I bought for \$100. Yep, 100 bucks. Not a bad profit, eh? I think that's something like over 300,000% return. I'd say that was a "good" investment.

You can learn EXACTLY how I made the \$38,450.27 PROFIT in my FREE...

5-Day Email Mini-Course, "The eBay Home Business Explosion!"

----- End John's Opt-In Offer -----

Now, I ask you, if you're even remotely interested in selling on eBay, could you possibly resist joining his list to find out how he did it? Of course not. It's irresistible. And that's the point.

You want to inform the visitors to your opt-in page that you'll be revealing some specific information on tremendous results you've achieved. And hint at some "amazing" aspect of your results. Look at John's copy, not only did he mention that he made \$38,450.27 on ONE auction, but he also stated that he did it with something he bought for only \$100. Now there is a built-in curiosity factor. Not only do I want to know "how" he did it, but I also want to know "what" he sold to do it!

***See how compelling this is?***

Disclosure of tremendous results + hint of an amazing aspect = irresistible urge to join your list!

**Note:** People are inherently lazy and want something for nothing or something very easy. (Listen, I point to myself as well on this - it's just a fact of life, all things being equal, we'd like things done with as little effort as possible.) If you

can point to a shortcut you have figured out, an idea or tool for automating a process, a way to avoid a troublesome mistake or the ability to get someone else to do it for you, you'll have a very powerful motivating factor for getting people to subscribe to your list.

## **5. Negotiate a Higher Commission Percentage**

You've found a great product that your subscribers and visitors love. You're getting a good conversion rate. And you've made a lot of money for both you and the vendor.

Here's a quick and easy way to make even more money:

**Ask for a "raise" from the vendor.  
In other words, negotiate a higher commission percentage.**

Now here's the key to successful negotiations: You need to have a bargaining chip.

If you're just some affiliate walking in off the virtual street and asking for a higher commission rate, the vendor will probably blow you off.

But *you* are NOT an average affiliate.

You have a proven track record with this vendor's product. He can look at your past sales and see how much money he'll lose if you walk away. And so he may just decide to give you that higher commission rate.

Bam, just like that, you're making MORE money. Sweet.

Here's an email template you can swipe and tweak...

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SUBJECT:  
[Vendor's Name], quick question about [name of affiliate  
program]...  
  
Dear Mr. / Ms. _____,
```

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[Your Name] here, thanking you for the most recent commission check I received in the amount of [\$XXXX]. I always appreciate your timely payments.

There's another reason I'm writing to you today. Namely, because I'd like you to consider offering me your "preferred partners" commission rate of XX%.

Here's why: For the last three months I've delivered to you an average of XX new customers and \$xxxx in profits - and that number is growing. I think you'll agree that offering the preferred partners rate is a good investment for you, especially when you consider your backend profits.

Hit reply or call me right now at XXX-XXX-XXXX to discuss this. I look forward to hearing from you!

Sincerely,

[Your Name]

P.S. My affiliate username is [enter name/id number]. Please check the stats for yourself and get back to me at your earliest convenience.

Thanks again!

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To be sure, some people will not offer you a higher commission, but some will. And let's say there are 10 "offers" out there in your chosen market that all are worthy of your attention as an affiliate. You ask each of the owners for an increase in commission percentage and you actively focus your efforts on whoever says "yes".

Tip: Some vendors will give you a higher commission rate across the board, especially if you have a proven record of sales. So you may get a special link so every sale you make from now on is worth more money.

If you don't have a proven track record (yet) you may consider asking for a special commission rate when you reach a certain sales level each month (e.g., after you sell so many products). Some vendors may give you the bonus

across all sales, while others may only give you the bonus commission on each sale you make above a pre-set number.

## **6. Drive More Traffic to Your Affiliate and Squeeze Page Links**

Originally I was going to leave this one out of the report simply because it's obvious. However, the report would be incomplete without it, because one valid way to increase your affiliate commissions is to increase your traffic.

Let me be blunt: Affiliate marketing is a numbers game.

If you want to make more money, you're going to have to massage one of the numbers. We've talked about a number of tips to increase your numbers, such as by massaging the conversion rate (by building a list and relationships first), and boosting your commission rate.

Now here's another number that's easy to manipulate: Namely, by –

### **Increasing the number of targeted visitors who see your offer.**

Makes sense, right?

If you're making \$100 for every 100 visitors, then an easy way to make more money is to get your links in front of more people.

If 500 see your link this month, you make \$500. If 5000 see it, you make \$5000. And so on.

There are dozens of ways to drum up more traffic, including (but not limited to):

- Using content marketing such as article marketing, blogging, etc.
- Working with joint venture partners.

- Taking advantage of media marketing, including social networking, social bookmarking, and submitting your content to sites like [Squidoo.com](http://Squidoo.com) and [YouTube.com](http://YouTube.com).
- Creating and distributing free reports, free videos and other viral pieces.
- Getting traffic from the PPC search engines as well as the organic search engines.
- Distributing press releases.
- Building your mailing list.
- Blogging.

And so on.

More traffic = more commissions. End of story.

## **7. Join Two-Tier Affiliate Programs and Recruit Others**

With a typical one-tier affiliate program, you get paid a commission for every product you sell.

**With a two-tier affiliate program, you get paid a commission for every product you sell PLUS you get paid a smaller commission for every product someone in your downline sells!**

Here's how it works...

You promote your affiliate links as usual to make money selling the product. But you also go out and recruit other affiliates into the program (and they become part of your downline).

It's a nifty way for you to make a passive income – and you're essentially making money on the back of your competing affiliates!

Tip: To find two-tier affiliate programs, run a search in Google for your niche keywords alongside terms like "two tier affiliate program" or "multi-tier affiliate program."

Ideally you'll want to look for affiliate programs that give a generous commission to the top tier and a significantly smaller commission on the second tier. For example, the second tier may only have a commission rate of 5% or 10%.

The reason you're looking for a smaller second-tier commission is so that you're not recruiting affiliates who have a primary goal of recruiting other affiliates. No one makes any money if everyone focuses on recruiting people and no one is actually selling the product!

Instead, you want people to focus on selling the product - and the way to do that is choose programs that pay 40%, 50% or more on first-tier sales.

Or, you can join a two-tier affiliate program that is "closed" and only available to customers / members. That way, those you refer to the program MUST join through your affiliate link and get others to likewise BUY (getting you a second tier commission) when THEIR referrals join.

Either way, you're getting paid on work others are doing! Next month, a new 2 tier affiliate program launches at <http://www.zcreditcards.com> .. Would you like to get in at the beginning before the launch so you can recruit all the new affiliates to it? Makes sense... The 2 Tier Affiliate Programs are hot for recruiting during the first three years (before everyone knows about it!)

## **8. Write eZine Articles That Specifically Promote an Offer**

Writing and submitting ezine articles is a great way to drive targeted traffic to your site. And best of all, each of your articles can draw in traffic for weeks, months and even years after it first goes live online.

Most article marketers create informative yet generic articles, which they use to drive traffic to any number of affiliate links or even their own squeeze page.

But here's the thing:

**Sometimes your prospects need to be lead by the hand  
and shown the exact solution to their problem.**

If he spends even five minutes researching, he'll see an overwhelming number of solutions to his problems.

Sometimes even the same article may recommend multiple solutions. It's confusing.

That's where your specific article comes in.

**You take the position of a strong leader, take your prospect by the hand,  
and confidently lead him to the best solution.**

He doesn't even have to think about it because you're showing him what product to choose.

That's one possibility.

Sometimes, however, your prospects are also looking for specific information about specific products. They may be on the verge of making the buying decision, but they need confirmation from someone else.

Your product-specific article can serve as that confirmation... which means you pocket a quick commission!

Tip: There are plenty of places to submit your articles online. One of the best places is [EzineArticles.com](http://EzineArticles.com). Other directories include [IdeaMarketers.com](http://IdeaMarketers.com), [Buzzle.com](http://Buzzle.com), [GoArticles.com](http://GoArticles.com), and [ArticleCity.com](http://ArticleCity.com). If you have more than one article, then set up a [Squidoo.com](http://Squidoo.com) lens or a [HubPages.com](http://HubPages.com) hub.

Let me give you three examples to show you what I mean:

Example #1: You create an article titled "How I Improved My Golf Score In 30 Seconds!" Then the article gives the reader tips and tricks for improving the golfer's stance and swing. It ends by talking about how the biggest improvements came when you used Brand XYZ golf clubs.

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Note: Naturally, DON'T use an example like this if the clubs don't actually improve your game.

Example #2: You create a "how to" article that gives people the secrets of growing big, tasty tomatoes. The article takes the reader through all the steps of planting, nurturing and harvesting. The money-maker? Your article explicitly recommends the reader buy "Tomato Tree" plants in order to get good results (and you provide your affiliate link, of course).

Example #3: You create an article that provides useful but incomplete information about how to save a faltering marriage, "Seven Ways to Save a Marriage." The article gives the reader a good starting point, but she'll need to purchase the "Save a Marriage" book through your affiliate link to get all the information.

You get the idea.

And this can literally work for any market and niche. In other words, it can work for you. ☺

## **9. Write Case Studies Showing How You've Achieved Results Using the Product**

People are looking for social proof.

They want to see that other people have used and enjoyed the product.

But here's the thing – most of the social proof your prospects see is absolutely lame. They'll see a review for a diet book that says, "*Fast read! I love this stuff!*" They'll excitedly read one affiliate's opinion on an affiliate marketing book only to find it says, "*WOW! This is truly amazing! I know I'll make a gazillion dollars with these tips!*"

Your prospects AREN'T looking for a thriller (otherwise they'd be reading Steven King). They aren't looking for theory. Instead –

**They [your prospects] are looking for real proof that the product/service does what it's advertised to do.**

That's where your case study comes in.

Instead of just writing a review that reads like an 8<sup>th</sup> grade book report, you use the product and report your results. And you back up your case study with other forms of proof whenever possible, such as before and after pictures, videos, screenshots, etc.

Examples:

- If you're creating a case study for a weight loss book, give a week-by-week account of exactly how much weight you lost, the strengths of the product and the product flaws. Be sure to post before and after pictures and measurements.
- If you're creating a case-study for a dog training book, video tape yourself training your dog using the method. Then edit the tape to show how well it works (without giving away the product's secret).

Remember, the more specific your case study, the more credible it will be – and the more money you'll make in affiliate commissions!

## **10. Pick the Right Offer to Promote**

Vendors and affiliate managers are going to work hard to get you on their virtual team of sales people. The sales copy on some of the affiliate pages will be nearly irresistible, promising big commissions and loads of sales. They'll have you thinking about buying a new sports car or going on an exotic vacation with all your commissions... and this before you even join the affiliate program!

**What you need to do is cut through the hype to find the very best offers to promote.**

Doing so will not only put more money in your pocket, it will also lighten your workload and protect your reputation.

Here's what to look for:

- **Good support.** Send an email to the affiliate manager (or call them if they have phone support). Is there someone on the other end promptly and courteously answering inquiries? If so, that's a good sign.
- **Proven track record.** Spend a few minutes with your friend Google to dig up everything you can on the product and the vendor. You're looking for someone who has a good history and a solid reputation.
- **Training materials.** Even if you're an expert affiliate marketer, take a peek inside the affiliate program area to see if they provide training materials for affiliates. If so, that's a sign that they care about their affiliates and your success.
- **Pre-sell content.** Look for affiliate programs that provide emails, solo ads, classified ads, banner ads, articles, reports and other pre-sell content you can use.
- **High conversion rate.** You can ask the vendor for the conversion rate. But the only way to know for sure is to test it for yourself.

Tip: A PPC campaign is a fast and easy way to test a new product's conversion rate.

- **High commissions.** If you're selling physical products or services, you can't expect commission rates much over 10% or so. But if you're selling digital products, then look for commission rates of at least 50%.
- **Backend commissions.** Some products offer one-time-offers or other upsells. Check to see that you get credit for those, too.
- **No sales leaks.** Finally, make sure the sales page and the vendor's sales process doesn't have any sales leaks. For example, make sure the sales page doesn't have an alternative payment method (such as phone or through a different payment processor) that would cut out your commission if the customer uses it.

Drop by Google.com and do a little research. Ask around at your favorite forum for recommendations on top affiliate program offers.

## **11. Create an Asset That Promotes Multiple Related Offers**

A couple tips back I suggested that you write ezine articles to promote specific products. Now here's another idea:

### **Create ezine articles, videos, reports or other assets that promote multiple related products.**

Example #1: Let's suppose you're promoting gardening products. You might create a short report all about the best gardening tools and how to use them, along with links to the products. This particular report might include links to gardening gloves, a trowel and a watering can.

Example #2: Or take the example of an Internet marketing report. You might create a guide for beginning marketers that tells them how to choose a domain name, how to choose a web host, how to change the domain's nameservers to point to the host, and how to get an autoresponder up and running fast. Naturally, you'd use affiliate links to point to the domain name registrar, web host and autoresponder service.

Remember, you do NOT want to promote multiple similar products in these reports or articles. (You can do that in a product comparison.) Instead, promote multiple *related* products, all of which the readers needs to follow the "how to" instructions you laid out in your content.

!

## **12. Develop Your Own Ads and Content**

Think about this from your customer's perspective.

If she's on a lot of mailing lists, and/or if she's doing some product research, she's bound to run into many affiliates who are all promoting the same product.

Problem is, she's going to run into the same ads over and over. And if she's on multiple mailing lists, she's going to get the exact same email repeatedly.

Eventually she's going to develop ad blindness for all these similar ads. And when she sees that same email coming into her inbox, she'll delete it.

Do you see the problem?

**If you use the same ads and content as everyone else – AND if you're not one of the first your prospect encounters – she won't be buying from you.**

That's why you need to develop your own ads and content.

→ *Truth be told, some people get downright angry when they see the same ads coming in from multiple affiliates ... and they'll even unsubscribe from your list and stop visiting your blog if they are one of these people who get offended!*

If the affiliate vendor provides pre-sell content, you can use it as a base for your own materials.

Here's how:

**Tip #1: Rewrite the email subject line.** Your subscribers will decide whether to open your email (or not) based largely on your subject line. If you use the same subject as all the other affiliates, your email will get deleted without getting opened.

Likewise, if you're posting a sales letter on your blog, change that headline (as the headline is the most-read part of a sales letter, and thus will be most recognizable to your prospects).

Example:

Original subject: Saving money in a recession...

New subject line: Who Else Wants to Sock Away a Lot of Money This Year?

**Tip #2: Personalize the greeting.** Most sales materials start with "Dear Friend" or similar. If you're sending the pre-sell materials to your email list,

then personalize this greeting (e.g., “Dear [FirstName]”). If you’re posting the letter on your blog or elsewhere, then make the greeting more targeted, such as “Dear Sunday School Teacher” or “Dear Dallas Cowboys Fan.”

**Tip #3: Change the opener.** Here’s where you can really write from the heart and make this ad your own. If you’ve had experience with the problem – or if you know someone who has – tell the story (which will help the reader identify with you). Or you can use the opener as a product review. Either way, make it your own... in your own voice.

**Tip #4: Tweak the bullet points.** The bullet points are where you lay out the benefits of the product. Tweak them to make them yours (in much the same way you tweaked the headline/subject line), while retaining the overall benefit.

**Tip #5: Change the P.S.** Right after headline, the P.S. is often the most-read part of a sales letter. Tweaks yours to create urgency and/or to reiterate the main benefit.

Example: P.S. If you hurry you can still grab your membership for a fraction of what others are paying. Click here to get started..

**Another option:** You can instantly separate yourself from the other affiliates by writing your own ads.

Note: When you write your own ads, they’re in your voice. They’re from the heart. They include your opinions, case study results and perceptions. And that means more sales.

## **13. Track Your Campaigns and Tweak Your Ads**

Imagine making more money without driving more traffic or promoting more products. Easy, right? And yet hardly anyone does it.

That’s because most marketers just skip over the whole idea of testing and tracking.

Here's how it works...

You pit two ads or two parts of your marketing campaigns (such as your pay per click keywords) against each other to see which one performs the best.

**You drop the loser and tweak the winner  
to see if you can make it even better.**

The key is that you can only change ONE element of your ads, sales letters or campaigns, while holding all other variables constant.

It's the only way to know for sure what caused the change in your conversion rate.

Tip: The exception here is if you use multivariate statistical testing. But since that's for advanced users, you can just stick with simple split-testing.

Here are two examples:

- If you're testing ad headlines, then the ONLY difference between your two ads should be the headline. The body copy, links, traffic sources and everything else should be the same.
- If you're testing your Google AdWords keywords, then the ONLY difference should be the keywords. The ads and landing pages should be exactly the same.

How do you do this? It's easy when you have the right tools.

You can use a split-testing script (also called an A/B script), feed the two versions of your ads or sales letter into the software, and then analyze the data after 30-50 actions (actions means sales, opt-ins, or whatever it is you want people to do).

[Google Analytics](#) provides a powerful yet free tracking service – [Google Website Optimizer](#). You may also consider a paid script or service such as those available at [eBizMastermind.com](#).

Once you've chosen a tracking script or service, here are a few things you may consider testing:

- If you've written your own sales letter or you have "pre-sell" sales letters, then first and foremost test the headlines. You

can also test the subheadlines, opening paragraph, the P.S., the call to action and the guarantee.

- Test the headlines, body copy and call to action on all classified ads and similar.
- If you're using PPC marketing, test the keywords, ads and landing pages.
- If you're doing email marketing, test your email subject lines as well as the other elements in the body of the email.
- Test your traffic sources to see which give you the best results.
- Test your affiliate links to see if you do better with a cloaked or uncloaked link. (More on this later.)
- If you're placing classified ads, ezine ads and similar, test the days you place the ads (as well as the publications themselves).

## **14. Negotiate a Special Deal for Your Contacts**

Allow me to let you in a little secret:

**Your subscribers want to feel special.**

**And if you can make them feel special, you'll pocket more money  
(and have a warm, fuzzy feeling inside.) Period.**

Now you take that little psychological trigger and add it to the fact that people also like to get the most bang for their buck. (Which is why we've talked about adding value to offers.)

Feeling special + Adding Value = Big Commissions (and fierce customer loyalty)!

You can accomplish both at once simply by negotiating a special deal through the vendor.

Example: You may get a special discount or bonus package through the vendor that's only available to your customers. And then you need to be sure your customers know this deal is an exclusive deal just for them (which is when they start feeling special).

Tip: The vendor sets this up on his end and gives you a special affiliate link to promote. Just as with negotiating a higher commission rate, it's best to come to the bargaining table with a bargaining chip. If you've proven yourself as a valuable affiliate to this vendor with your other promotions, he'll likely be eager to work with you.

Here's an email template you can swipe and tweak:

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Subject: [Vendor's Name], my subscribers want to be your customers...

Dear [Vendor's Name],

[Your Name] here from [name of your blog/website]. I'm interested in promoting your [product name] offer - and I know how to send at least X# of new customers to you. But I need your help..

You see, my [type of niche] subscribers routinely buy from me because I offer the best discounts and bonus packages in the niche. I've already lined up a bonus to give them when they order [name of product]. Now what I'm asking from you is to extend a limited-time discount to my subscribers.

It's a win-win-win situation. My subscribers become your supremely satisfied customers. And you'll have one of your biggest sales days since my subscribers will scramble to get their hands on this offer.

Hit reply or call me at [your phone number] right now so we can discuss the easiest way to do this. Thanks in advance!

Sincerely,

[Your Name]

P.S. The last time I made an offer like this to my subscribers, I ended up getting a 9% conversion rate. Your product and sales page are better, so I'm sure you'll enjoy an even bigger response rate!  
-----

**Here's an added bonus:** If you tell your subscribers that this special deal is "just for them," they often share the link with others. And that means even more sales for you!

## **15. Stick With It and Build Momentum**

I see it all the time.

New affiliates on forums and blogs say things like, "*I've been at this for two weeks and I haven't made a dime. I quit!*" And then they run off and chase the next bright and shiny thing that catches their eye.

Listen, affiliate marketing success doesn't happen overnight. I know you've seen the ads from folks who claim you can make truckloads of money almost instantly, but that's rare.

**Instead, you need to build your business the good old-fashioned way:  
Patiently and consistently.**

It takes time to build momentum.

It takes time to find and research good products.

It takes time and patience to build up your marketing campaigns to the point where you're seeing results.

Example: Let's suppose you're using article marketing. And let's suppose you have a handful of articles out there that are pulling in 25 visitors per day for you. If you're dealing with a 1% conversion rate, you may go many days without seeing a sale.

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But if you keep writing and submitting articles, your traffic will grow over time - and so will your mailing list AND your bank account. Then start adding other marketing methods, and you'll see your income grow even more!

Think of your new affiliate marketing business like a seed.

You've planted it. You're watering it. Eventually it will sprout (that's the glorious day when you get your first sale). And then one day it will start growing (that's when you start pulling in regular sales). But if you shove it in a dark closet and stop watering that little seed, it doesn't have a shot at sprouting or growing.

**Bottom line:** Give it time.

How does this translate into an increase in commissions? Two critical ways...

- 1) You actually see commissions in the first place!** *Instead of quitting before you get any commissions (it happens all the time), if you stick to it you'll see those initial results from your marketing efforts in the form of referral sales. But, not only that...*
- 2) You'll get bigger long-term results!** *Affiliate marketing is like popcorn. It starts out with a few pops. In time as you continue providing "heat" (IE You continue to market!) you begin hearing "pop pop" and soon there is a lot of "pop pop pop pop" as sales start to multiply.*

## **16. Create Piggyback Reports and Get Others to Distribute Them**

You're an affiliate marketer. That means you're used to getting paid to promote other people's products.

**But what if you could get paid to have OTHER people promote your affiliate links for you?**

Talk about double dipping. You'd sign up in about two seconds, right?

And that's the whole concept behind piggyback reports. Here's how it works...

You find a hot product, especially an expensive one that's still in the pre-launch phase. I'm talking about one of those \$500 or \$1000 home study courses that gets everyone in the niche buzzing.

Now here's the thing...

Everyone is talking about. People are just about drooling over the product. And yet not everyone is going to buy the product on launch day.

That's where you come in.

You create a short report on the same topic and price it for cheap, somewhere in the range of \$20 to \$50. (You're aiming your report at the same overall market, but at a slightly different segment.) And because everyone is already talking about the topic, this puppy will practically sell itself.

Next, you recruit a team of affiliates to sell your report for you.

You'll want to offer a generous commission – at least 50%, but you can and should consider offering more. That's because your report includes affiliate links to the home study course...and YOU will be earning affiliate commissions for it!

So the more people who buy and read your report, the more money you make!

**VARIATION**: You can offer resale rights licenses to this report and let other people sell it to their lists for 100% of the profit ... they get a lot of sales and you get your affiliate link embedded in the report for all of their customers to see! More on this later.

## **17. Start a 30 Day Free Training Program to Promote Offers**

This little tip benefits you in two profitable ways:

1. Since you're delivering your course via autoresponder, you get to build a mailing list – and you get to start building a solid business relationship with your subscribers. That means more commissions in the not-too-distant future.

2. You get to start pocketing commissions almost immediately since you're recommending products throughout your 30-day course.

Earlier I gave you an example of how to write an article or short report that includes affiliate links to products and services. You're doing exactly the same thing here, except that you're breaking up your content into shorter daily lessons.

Let's go back to the example of teaching a new online marketer how to set up his business. Instead of spilling the beans in one report, your 30-day course might look something like this:

**Day 1:** Choose a domain name (include tips on choosing a domain name, plus an affiliate link to a domain name registrar).

**Day 2:** Choose a web host (include tips on choosing a good host, tell the reader how to change over their domain nameservers and include an affiliate link to a web host).

**Day 3:** Getting the autoresponder set up (include tips about how to choose an autoresponder, include an affiliate link to your recommended service, and teach readers how to create the initial message series).

**Day 4:** Write your squeeze page (include tips for writing good sales copy, plus include an affiliate link to a copywriting ebook where they can learn more about how to write good copy).

And so on. You're providing valuable step-by-step content every day... and yet you also get a chance to earn commissions every day, too!

Here are three other examples to get you thinking about what kind of course you can offer in your niche...

Example #1: "30 Days to Better-Behaved Kids"

Example #2: "How to Drop a Dress Size in Just 30 Days"

Example #3: "How to Find Your Soul Mate in 30 Days (or Less)!"

Every step of the way --- every day of the way --- you give them an action step to complete which includes the option of purchasing an item on some days and a MANDATORY item to be purchased on other days.

Affiliate commissions will follow!

## **18. Become an Affiliate Broker**

Way back in Tip #7 you discovered that you could boost your affiliate income by joining two-tier affiliate programs. Doing so allows you to make money even without selling products.

Now imagine this...

### **How much money would you make if you were the ONLY person on the top tier?**

Imagine if every other affiliate was in your downline, meaning you got a commission whenever someone made a sale. Can you say easy money?

Good news: That's exactly what it's like when you become an affiliate broker!

Here's how it works...

If you have a lot of connections with affiliates and other marketers in your niche (or if you're willing to build those relationships), you can promote yourself as the "go to" guy or gal for marketers looking to build a big team of affiliates fast.

You offer to introduce product owners to your contact list of affiliate marketer. In exchange, you get 25% to 50% of total profits for the sales your "downline" makes.

The exact percentage you pull down depends on the product owner, of course.

However, it also depends on exactly what you're bringing to the bargaining table. If you simply help the product owner build his list of affiliates, expect to commissions on the lower end.

***But if you go the extra mile, such as managing an affiliate contest or motivating and organizing the affiliates during pre-launch, you can expect to grab a bigger share of the profits.***

Either way, you're making good money... and you don't even need to sell the product!

## **19. Minimize Theft by Cloaking Links**

Sometimes when you're promoting a product, other affiliates will recognize your affiliate link and replace your affiliate ID with their own.

Then when they buy the product, they get the commission – and you get a big, fat NOTHING. Sad but true.

But here's something else...

Sometimes it's not the affiliates swiping your commission. Sometimes it's the prospects, because they cut off your affiliate ID at the end of a link so that they bypass your link and go straight to the vendor's page.

Maybe they think they'll get a better deal that way. Maybe they hate the thought of someone making money just because they clicked on a link. Or maybe they think aliens will abduct them if they click on your link. (Ok, I made that last one up – but you tell me why prospective customers chop off affiliate links!)

**Anyway you slice it, you're losing money.  
And that's why you need to start hiding your affiliate links.**

One of the easiest ways to do it is to purchase a new domain and make the index page of that domain forward to your affiliate link.

You can also just use one of your existing domains, create a new page on that domain, and redirect that page to your affiliate link.

Either way, it's called a "meta refresh". And all you have to do to make it work is to copy and paste this little piece of code into the head of the HTML page:

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---

```
<META http-equiv="refresh"
content="0;url=http://www.yourafflink.com">
```

(Just be sure to replace "www.yourafflink.com" with your actual affiliate link.)

If you'd rather use a third-party service for essentially the same function, try [TinyUrl.com](http://TinyUrl.com). However, [www.Bit.ly](http://www.Bit.ly) offers the same service with TRACKING for free.

**Here's another bonus:** If you're promoting an affiliate program that closes down, you want have dead links floating all over the Internet (in ebooks, reports, videos, articles, blog posts, etc).

Simply change all your redirect links to point to a different (but similar) product. And just like that, you save thousands of dollars in commissions!

Sometimes increases mean minimizing decreases. In this case, you can earn more affiliate commissions by minimizing the loss of commissions through theft and bypasses.

## **20. Create a Licensing Product**

Back in Tip #16 you discovered how to capitalize on someone else's buzz by creating a piggyback report.

In addition, you found out that you can actually get others to distribute your report (and affiliate links) – and you get paid to do it – when you recruit your own team of affiliates.

Now here's yet another way to get paid while having others distribute your links: Sell your report with resell rights, master resell rights or even restricted private label rights (PLR). That way –

**You get a nice chunk of money upfront selling licenses, plus you get a backend income from all your affiliate links floating around in cyberspace.**

Here's what those terms mean:

- **Resell Rights (RR) means that the person who owns the rights can sell the product itself to end users (customers/readers) only.**

The marketer does NOT have the right to pass the resell rights on to anyone else.

These books hold their value better because only a limited number of people will ever have the right to sell them. As such, you can generally charge more for the licensing rights, because people can only obtain these rights through you.

- **Master Resell Rights (MRR) means that anyone who buys the book can use it for the personal pleasure, PLUS they can resell it to others.** So anyone who buys it has the opportunity to make money with it. While these books don't hold their value, this model is beneficial to you (the product creator) because you'll have more people buying and selling your product.
- **Private Label Rights (PLR) products are those that can be edited as well as resold by those who buy licenses.** Since you want to keep your affiliate links intact, you'll want to restrict what others can change in the book.

### **It gets even better for two-tier programs!**

This model works particularly well when you're promoting affiliate products with a two-tier affiliate program.

Instead of keeping your affiliate links intact, you can make the resell rights more attractive by allowing license holders to rebrand the book using their own affiliate links.

**Here's the catch:** They have to join the affiliate program through your link. And that means you'll get a commission every time one of your license holders makes a sale!

Or, here's another idea –

Even if it's a "one-tier" affiliate program, you can still let others put their affiliate program into the product you are licensing. Just be sure to include an advertisement for you blog in a prominent place and require the licensee to keep it intact when they distribute.

You've got instant promotion for your blog going everywhere that product goes!

## **21. Send Out Flyers to Your eBay® Customers**

If you're selling anything on eBay® – even information products – then you need to ship it to your customers.

**And that gives you an opportunity to include flyers  
(with product ads and affiliate links) in all your shipments.**

If you're not currently selling anything on eBay®, DON'T skip this advice. That's because *online auctions are a great way to build a customer list.*

Tip: What makes this tip so powerful is that you're getting your affiliate links in front of proven buyers – and you're doing it in a way that's not so easy to ignore.

You see, people get tons of emails every day. Their spam filters won't let your emails land in their inboxes. And even if your email does slip through, the sheer volume of other email in your prospect's inbox means there's a chance your email won't get read.

The solution: Find other ways to reach your prospects and customers to improve your chances of getting your marketing messages read. Postal mail is one way to do exactly that.

You don't even need to make a profit on the front end, because the goal is to make money on the backend with your flyers.

For example:

- You sell tools needed to clean ancient Roman coins. In the shipment you include a discount coupon for a bag of un-cleaned Roman coins.
- You sell "consumable" items like dog treats. You include a flyer that shows the customer where to buy more when she runs out.

Tip: If you make your package insert useful, the customer is more likely to hang onto it. For example, include a

refrigerator magnet with a calendar (that's useful) as well as your website URL.

- You sell a "Beginner's Guide to Internet Marketing" ebook, which you ship on a CD. You include an ad on the CD as well as a flyer in the package that points customers towards related materials, such as a search engine optimization course, a copywriting course, etc.

## **22. Spend More Money on Advertising to Produce Greater Results**

Do you consider paid advertising an expense or an investment?

Chances are, if you consider it an investment, then you already have a healthy ad budget and you're not afraid to use it. But many affiliate marketers see advertising as an expense.

A black hole that swallows money. Something that just shrinks the bank account.

Guess what? It's NOT.

**If you're choosing your advertising venues carefully – and if you're tracking and testing your ads – then advertising is an investment.**

You may find a return of \$1.25 for every dollar you put into advertising. Or maybe you'll make \$2 for every dollar. Or \$5 for every dollar you put into ads. And those figures are better than the paltry interest rates you get at the local bank.

So where should you spend your ad dollars?

Again, you need to track and test to find out what works best for you. But some of the best venues include pay per click (PPC) marketing, classified ads, and ezine ads.

## **23. Start a Co-op Partnership**

You may look around at all the other affiliates in your niche and assume that those folks are your competition.

For the most part, they are. But they don't have to be – not when you join forces with them for mutual gain. And one way to do that is by forming a co-operative partnership.

There are plenty of ways you can join forces with your fellow affiliates. Here's one of my favorite ways...

Pull together a group of three or four other affiliates in the same niche. Together, write a report on a niche topic.

Example: Each of you can write one chapter. Then promote four or five different products in the report. Each affiliate gets one link in the report.

**Now the key to making this strategy work is that each affiliate must also agree to promote the report.**

All affiliates can distribute this report free of charge to their subscribers, customers, blog readers and other visitors.

You may even pool your money to create an ad budget to distribute this report through paid advertising venues such as pay per click (PPC) marketing like Google AdWords, paid press release distribution, classified ads, etc.

Simple.

And yet everyone gets a far bigger return as compared to the relatively small amount of money and effort they put into the project.

Of course you DON'T need to limit yourself to doing reports:

- You can do videos that you post on YouTube.
- You can create live teleseminars and give your subscribers access. Then you can record the call and make it available for download to those who didn't get in on the live conference.
- You can create free (or even paid) weekend workshops where each of you take the stage for an hour or two. Then you sell your products in the back of the room. You may also pass out flyers with your affiliate links.

And of course you don't even need to do big projects like this. You can do simple things like exchange articles and post each others' articles on your respective blogs.

Point is, you can all make more money if you're cooperating rather than competing.

## **24. Be More Productive**

Do you want to make more money in LESS time? (Who doesn't, right?)

**Then listen up – you need to learn how to be more productive.**

Think about the time you spend online "working." Is it 100% productive? Or do you find yourself checking your email, watching YouTube videos, browsing forums and engaging in other distractions. And worse yet, do you always find a way to rationalize away these distractions as part of your business?

You need to put a STOP to these time-wasting distractions.

You may find that if you put forth 100% effort during the time you spend at your computer, you could pull in more money in just a fraction of the time. Here are three tips to help you do exactly that:

- 1) Create weekly and daily to-do lists.** The best way to keep on track is to create weekly and daily to-do lists. Then commit to staying focused on your work until you've crossed everything off your daily to-do list.
- 2) Cut out distractions.** If you have a problem with checking your email, browsing forums, etc., then close those unnecessary windows while you work. If you're doing something that doesn't require you to be online, grab your laptop and go someplace where you can't get online.
- 3) Concentrate for a set amount of time.** Set a timer or alarm for 20 or 30 minutes and work straight through until the timer/alarm goes off. Don't check your email, don't get coffee, don't pet the dog. Just work. Then take a five minute break. Rinse and repeat until you're done with the day's to-do list.

You may not realize this, but as a general rule those who are the top affiliates are those who are the most productive affiliates.

It's true.

Instead of "wasting" time on activities that truly don't enrich your life (and certainly don't help build your business) stay on track with simple scheduling and planning strategies.

You'll find that you get a lot more marketing of your affiliate link done than ever before. And the proof will be in the size of your commission checks.

## **25. Know Your Audience**

Your subscribers are hungry for certain products and services. And when you advertise those products and services in a certain way, it's like flipping a money switch that gives you almost unbelievable conversion rates – and commissions.

In short:

**The easiest way to boost your affiliate income is to place yourself squarely in front of the money.**

Once you've figured out types of products, services and offers appeal to your subscribers, you can feed them similar offers, content and triggers.

See, here's the thing: Some affiliate marketers try to give their subscribers what they need. But if your subscribers don't also WANT the product or service, they won't buy it. Period.

So don't even bother giving them what they need.

**Instead, give them what they want.**

**And once you discover which products and services they want with a rabid passion, deliver more of the same.**

Tip: Testing and tracking is the only way to know for sure which offers and products your subscribers respond to best. For example, you can split your list in half and send the exact same

email to both lists - with the only difference being that you're sending the groups to different (but similar) products.

Aside from directly testing offers, the other ways to find out what your subscribers want includes eavesdropping on niche forums, reading product reviews, finding out what the bestsellers are on [ClickBank.com](http://ClickBank.com) and elsewhere, etc. You can also come right out and ask your readers what they want (i.e., survey them).

Here are five questions to ask your subscribers and prospects:

1. What frustrates you the most about [niche problem]?

Example: What frustrates you the most about housetraining your dog?

2. What [niche topic] questions would you most like to see answered?

Example: What French cooking questions would you most like to see answered?

3. What would your ideal [type of product] do/look like?

Example: What would your ideal membership script do - what functions would it include?

4. What [type/niche] products have you purchased in the past three months?

Note: Here you may provide a list of hot products in your niche, along with an option to write in the ones they've purchased that you didn't list. Ideally, you'll also want to include follow up questions asking them what they thought about these products. You can then promote the products that your subscribers like, while finding other products to promote that are improvements over those products your subscribers didn't like.

5. Which products have you recently considered purchasing?

Example: What organic gardening books have you recently considered purchasing?

**Note:** As a follow-up question you may ask them why they haven't purchased the product (even though they've thought about it). Knowing why they didn't purchase will help you improve your promotions.

The important thing is to know your subscribers, customers and site visitors.

If they hate ice cream, it's pointless to keep promoting ice cream. But, if you find that they love chocolate cake you can keep offering them chocolate cake over and over again with confidence that they'll continue buying.

Obviously, I'm speaking illustratively. But the point is the same: you increase affiliate commissions by promoting things you're network WANTS.

## **BONUS #26. Build a Solid Reputation Within Your Community**

Imagine this...

Some guy runs up to you on the street corner, grabs you by your shirt collar, presses a DVD into your hand and says, *"You MUST buy this DVD. Right now! You can't live another moment without it!"*

Would you buy it?

Probably not. Heck, you'd probably hustle yourself away from this weirdo just as fast as your little legs will carry you.

Now here's Scenario #2...

You're walking along the same street. Someone calls your name... and you're happy to see a friend coming up behind you. He presses a DVD into your hand and says, *"You would LOVE this DVD."* Then he explains why.

Now would you consider buying the DVD? You bet you would! And that's because someone you know, like and trust just recommended it to you.

Your business relationships are no different.

**People buy from those they know, like and trust...**

**and they ignore the desperate-sounding marketers  
who are running all over the place screaming about products.**

Customers ignore the marketers who care more about themselves than they care about their customers. And they ignore anyone who seems more concerned about making money than solving problems.

That means you need to start building relationships – and trust – online.

Your newsletter will help you do that with your subscribers. But you can also interact with your prospects and customers elsewhere online, such as on your blog, on niche forums, and on social media sites like [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com) and similar.

Show your prospects and customers you care about them. When you recommend a product, recommend a GOOD solution (not just the one that pays you the biggest commissions). Be honest in your reviews.

When you do all that, trust grows. And so do your affiliate paychecks.

## **BONUS #27. Outsource It All**

Your time is money. And so every moment you spend slaving away in front of your computer is a drain of several dollars on your bank account.

**That means that if you get someone else to do the heavy lifting for you,  
then you'll not only have more free time... you'll also have more money!**

Yes, I know – this requires a mindset change. You can't look at yourself as an employee any longer. You can't trade your time for dollars. You can't spend hours working on something that a professional could do for you faster and cheaper.

Consider this...

Let's suppose you need to create a free report. You're not a fast writer (maybe not even a very good one), so you know it will take you about 25 hours to write the report.

Now let's suppose you can farm out this same report to a ghostwriter for \$200. Is it worth it? You bet it is!

If it takes you 25 hours to write the same report, then you're basically saying your time is worth LESS than \$8 an hour. If you really think your time is worth eight bucks an hour, then you can do just as well working at the corner convenience store.

See what I mean?

Your time is worth more. And so when you outsource this report – or any other task – it frees you up to focus on what's important. You can be the *Idea-Maker-In-Chief*. You can figure out your marketing strategy.

You can just spend all your time thinking, planning, strategizing – and let someone else do the actual work.

You can let someone else:

- Create and update your blog.
- Write your ads and other sales materials.
- Create your autoresponder series.
- Design your site and graphics.
- Handle your article marketing, social media marketing, list building and every other part of your sales machine.
- Drive traffic to your site if you want!

**In short:** You can let someone else do the work while you collect all the money. It's one of the easiest ways to give yourself an instant affiliate payraise.

Here are some of the best places to find your freelancer:

- [Elance.com](http://Elance.com) (good general outsourcing site).
- [RentACoder.com](http://RentACoder.com) (particularly good when you need a programmer).
- [GetAFreelancer.com](http://GetAFreelancer.com) (another good general outsourcing site to find everything from an accountant to a writer).

## **Conclusion**

Congratulations – you just learned 27 quick and easy ways to boost your affiliate income!

Now you might already be using many of these tricks and tips. And you might already be planning which of the others you're going to start applying to your business.

**Decide which ones you'll start  
apply immediately... as in today.**

Then decide which ones you'll apply tomorrow, the day after and so on.

There's just one thing left for you to do – **get started**.

Choose a tip, apply it... and watch your income grow starting as early as today!

Onwards and Upwards,

Kit Elliott  
Publisher, [SuperAffiliate.com](http://SuperAffiliate.com)

P.S. Read the following page for some important information about your affiliate marketing.

P.P.S. Your unadvertised bonus report, "How To Get Massive Traffic And Sales With Your Own 3-Day Firesale" is immediately following the announcement on the next page.

## **BONUS REPORT**

### **“How To Get Massive Traffic And Sales With Your Own 3-Day Firesale”**

## **Introduction**

Just imagine making more money in a mere 72 hours than you made in the last six months... or even the last year. Go ahead, take a moment and let that idea sink in.

Now imagine this:

**Not only do you make this massive sum of money,  
but you also build a huge customer list as a result.**

That means your mortgage is paid for and maybe your kids' college education too. You're set.

Lovely dream, isn't it?

Here's the thing – this isn't just a “pie in the sky” fantasy.

**This is something YOU can make come true.**

And right now you're looking at the exact step-by-step blueprint that's going to teach you exactly how to do it!

As you may know, C4 is a military explosive that is more powerful than TNT; and with the help of the **C4 Firesale System™** you can easily explode your firesale profits.

Before we jump into the system, let's get a quick overview of how it works.

Let's start with a quick definition of “firesale” for the purpose of this discussion:

**DEFINED: "Firesale"**

A limited time sale where a package of goods is offered at an extremely discounted rate.

Introducing the **C4 Firesale System™** – an easy four-step system that shows you exactly how to put together a firesale package, recruit an effective team of launch partners, and launch the package beyond your wildest expectations! And here's a brief look at the **C4 Firesale System™** that you're about to discover.

- #1 - COLLECT a Package of In-Demand Products
- #2 - CRAFT a High-Response Sales Page
- #3 - CONTACT and Recruit Launch Partners
- #4 - CREATE a Buzz-Building Marketing Campaign

Now let's get down to the nuts and bolts of how you can put this system to work for you...

## **#1: COLLECT a Package of In-Demand Products**

I'm assuming you've already chosen a niche, and now you just need to find products for that niche.

Sidebar: Since many people who read this report will run firesales in the Internet marketing niche, at times in this ebook I'll make references to selling to the Internet marketing market. However, do note that you can run a successful firesale in ANY niche. Indeed, prospects in other niches may be even more receptive to them, since firesales aren't as common outside of our Internet marketing circles.

Here are answers to your top questions...

## **What sort of products should you add to your package?**

The answer is simple – add the same types of in-demand products that you'd sell individually.

See, some people sell “junk” in their firesales. Don't do that. Instead, sell high quality products... and be sure to add a few unique products that buyers can't find anywhere else.

If you don't know what sort of products your market wants, then do some research. Specifically, find out what they're ALREADY buying – and then sell something similar. And remember, you're not limited to just ebooks – you can sell software, audios, videos and anything else your market wants.

Quick Tip: If you're selling to the Internet marketing crowd, then you have the luxury of providing a variety of products. They may include marketing products for education purposes, marketing products with resell, master resell or private label rights (PLR), and other niche products that come with some sort of PLR or resell rights.

## **How many products should you add to your package... and how much should you charge?**

If people in your niche have had firesales in the past, then research them to see how many products they included and for what price.

Generally, however, you'll want a somewhat large package that starts at a very low (but ever increasing) price. For example, you may have a package of 50 products for \$50 (\$1 a piece) that goes up \$10 a day.

At the end of the sale, you can either end the offer completely, or charge the full value (which may be worth hundreds if not thousands if someone purchased the products individually).

## **Where do you get these products to add to your package?**

As mentioned previously, you'll want to have at least a handful of products that your customers can't find anywhere else. And that means you'll need to create this handful (or have them created for you by a reliable freelancer).

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Quick Tip: As a good rule of thumb, make about 25% of your package completely unique products. So if you have 50 products, 12 of them should be unique. At the very least, they should be rewritten PLR (private label rights) products.

To fill in the rest of the package, you can hunt for resell rights products, master resell rights products and private label rights products online. Simply enter your niche keywords (like "Internet marketing") followed by words like "resell rights" or "PLR." For example: "Internet marketing PLR."

Quick Tip: Check the [Warrior Special Offers Forum](#). You can also inquire on the main discussion forum if anyone is offering products in your niche with resell rights.

Once you have your package, it's time to craft a persuasive sales letter...

## **#2: CRAFT a High-Response Sales Page**

Now that you know what product to include and how much you're going to charge, you need to create a sales letter that convinces your prospects to get out their credit cards and order right now.

Quick Tip: If you're absolutely new to creating sales letters, you may consider hiring a professional copywriter to write your letter. At the very least, do consider having a professional critique your letter.

Fortunately, there's a simple formula you can apply when creating your sales letter. You may have already heard of it before: AIDA.

AIDA stands for:

A - Attention  
I - Interest  
D - Desire  
A - Action

You need all four of those elements in your sales letter. Here's how to do it...

### **A - Attention**

One of the most important parts of your sales letter is the headline – and that’s because the headline’s job is to get your prospect’s attention.

If the headline doesn’t do its job, then the rest of your sales letter might as well not even exist because it won’t get read... and you won’t get any sales.

Think of your headline as a “mini ad” for your sales letter. To that end, your headline should make a big promise, such as by telling the reader the biggest benefit she’ll receive if she keeps reading.

You can also inject curiosity into your headline (so that the prospect needs to keep reading to satisfy her curiosity).

The way to do that is to promise a big benefit, but don’t tell the reader HOW she’ll receive that big benefit.

For example, consider these two headlines, each promoting green tea:

“Drink One Cup of This Green Tea Each Day to Lose Weight!”

OR

“Here’s How to Lose Weight Without Dieting, Without Pills, and Without Exercise!”

While both of these headlines could be effective, note that the second one arouses curiosity. It delivers the big promise – but doesn’t tell the prospect how she’ll get that benefit. So she needs to read on to find out.

## **I - Interest**

Once you’ve “hooked” your prospect with a good headline, you need to start reeling her in – and to do that, you need to hold her interest. Here is the “3S Strategy” to help you do exactly that:

- **START with a good opener.** Because you made a big promise or even aroused curiosity in the headline, your opener needs to be the payoff. If your first few paragraphs don’t “pay out,” the reader may stop reading.

But that doesn't mean you show all your cards at this point. On the contrary, you can arouse further curiosity. One way to do that is by telling a story in your opener, stopping right before the end of the story, and letting the reader know you'll tell them the ending "in just a bit."

People hate unfinished stories, and will often keep reading just to find out what happens. (Of course, your story must be engaging, the reader should identify with the story, and it should be directly relevant to whatever you're selling.)

- **SHOW genuine empathy.** Your prospects have been searching high and low for someone who really understands their problems... and cares about them. So far, all they've found are marketers who want to take their money and leave them with unsolved problems.

This is your chance to show you're different. If you can get inside your prospect's head, then you already know how much her problems trouble her – and all you have to do is show that you genuinely care. Show her that you identify with her and that she can identify with you.

Quick Tip: You can't fake this. You need to genuinely care and empathize with your prospects. If you genuinely do, then don't be afraid to show it.

- **STIR UP emotion.** Finally, you need to make your reader feel something. If she feels something, then she'll keep her eyeballs glued to your letter.

Later on, you'll have her imagine how good it will feel to use your products. But for right now, you need to "agitate" her by reminding her of how her problem makes her feel. Ask her to imagine the pain, sadness, embarrassment or other negative feelings.

For example: "I know what it's like to keep a hand hovering by your mouth when meeting new people, simply because you're embarrassed about your teeth..."

**Bottom line:** You need to hold her interest in continuing to read your letter... while also starting to spark her interest in the solution you're offering.

## **D - Desire**

You have your prospect's interest – now it's time to start stoking her desire for your product. And to do that, you need to make your case that your firesale is the BEST solution to her problems.

Here's a simple four-step process to get your prospects drooling over their keyboards, desperately wanting your firesale package:

**1) List the products' benefits.** Your products have a lot of features... but what your prospects are primarily concerned about is how these products will benefit them. To that end, you should create a bulleted list of product benefits that create excitement and even curiosity about your products.

Let me give you an example of a feature versus a benefit. The feature of your firesale package is that it includes five never-before-seen resell rights ebooks. The benefit to the buyer is that she can make easy money with these products because the market isn't saturated.

**2) Offer proof.** Your prospects really want to believe you. They do. But they also think marketers are prone to exaggeration. And at the very least, they know you're biased.

That's why you need to offer proof of your claims. One of these best forms of proof is "social proof," where neutral third parties share their testimonials.

Quick Tip: If you have a lot of testimonials, then post the strongest ones in prominent places on your sales page. Your strongest testimonials are those where people not just liked the ebook (e.g., "great book!"), but they could detail HOW the product helped them (e.g., "I love ten pounds using the tips in Chapter 5!").

You may also offer up any other sort evidence that proves your case, such as before and after pictures, videos, screenshots, etc.

**3) Reverse risk.** Your prospects are skeptical. They're worried that maybe the products aren't really what you make them out to be. But you

can ease their minds by reversing (indeed, eliminating) the risk – and you do that by offer a strong (and long) guarantee policy.

Sometimes beginning marketers feel like a guarantee policy is just an open invitation for buyers to ask for refunds. It's not. Because the people who want refunds will get them one way or another anyway – either by attempting to bully you, or by going to their bank and doing a chargeback (which means you get hit by a big fee).

Indeed, you'll actually make MORE money when you offer a guarantee policy, because your conversion rate will increase!

**4) Prod the imagination.** Remember earlier when we talked about stirring your prospect's emotions about her problem? Now that you've made your case, you need to stir her emotions about the solution – and you do that by asking her to imagine how it will feel to receive your product's benefits.

Example: Here's something you might say for a firesale aimed at Internet marketers: *"You don't have any competition -- just imagine how much money you'll make with these brand new reseller products! Imagine your wife's surprise when you get her that ring she's been eyeing..."*

You've made your case, listed the benefits, listed proof and evoked emotion. Now you got your prospect thinking she can't live another day without your firesale package. It's time to close the deal...

## **A - Action**

Imagine a gentleman who's about to ask a woman to marry him...

He takes her to a fancy restaurant and they sip champagne. Then, when the moment is just right, he drops to one knee and shows the woman the most breathtaking diamond she's ever seen. She already knows she'll say yes. But then suddenly the gentleman jumps up and leaves the room without uttering a single word.

Silly, right?

But that's a good analogy to what many marketers do on their sales pages. Namely, they whip their prospects into a buying frenzy... and then leave these prospects hanging, a bit unsure of what to do next.

You see, you can easily skyrocket your conversion rate by doing one simple thing: Putting out a strong call to action to your prospects.

**DEFINED: "Call to Action"**

A call to action is just what it sounds like. This is where you clearly and specifically tell your prospects what you want them to do next. In the case of your firesale, you might say something like:

"Take out your credit card right now and click the "buy" button to claim your package!"

Calling your prospect to action will improve your conversion rate. But you'll do even better if you give your prospects a reason to act right now.

That is, you need to create a strong sense of urgency. And one way to do that is by creating a fear of loss.

Fortunately, a firesale has a natural sense of urgency built right in:

1. There's urgency because the firesale only lasts for three days.
2. There's urgency because the price goes up either every day, by a few pennies after every sale, or by fractions of a penny every second.

Quick Tip: Those last two can be accomplished using a firesale script that shows the price rising steadily.)

All you have to do is remind your prospects of this fierce urgency when you call them to action.

Now you know the AIDA (attention, interest, desire, action) formula. You can snap these elements into your typical sales letter format, which includes:

- A headline and sub-headline. (Also benefit-driven sub-headlines throughout the copy to draw the skimmer's eyes back into the copy.)
- A salutation that speaks directly to the market (e.g., "Dear Internet marketer").
- A good opener that hooks the readers and evokes emotion.
- A list of benefits (use a bulleted list to draw the eye to them).
- Testimonials.
- Proof.
- A guarantee.
- A strong call to action.
- A "P.S." at the end that reiterates a main benefit and/or creates a sense of urgency.

Once you put your letter together, you should have a few pros review it for you to make sure it's as good as it can be. Then it's time to start recruiting partners to help you promote your firesale...

## **#3: CONTACT and Recruit Launch Partners**

Let's step back a moment to look at the big picture so you know where we're heading. Basically, your promotion is going to rest on the following two foundations:

1. Your launch partners.
2. Your ability to create anticipation and a pre-launch buzz.

In this section you'll discover how to find, contact and recruit affiliates who'll help you build your pre-launch buzz and send a stampede of eager buyers to your firesale the moment in launches. In the next section, you'll find out how to whip your prospects into a pre-launch frenzy.

Let's get to it...

### **Step 1: Finding effective launch partners.**

Finding your potential launch partners is easy. Look in these places:

- Google your market's keywords to see who holds the top organic search engine rankings. Also, see who's buying pay per click (AdWords) ads.
- Search your niche forums for influential marketers.
- Read your niche blogs to find influential marketers with busy blogs.
- Read your niche newsletters to find partner with a newsletter platform.
- Search Clickbank.com in your niche category to see who the top sellers are.
- Search places like Amazon.com, Lulu.com and elsewhere to see who's authored books in your niche.
- Ask your current partners to recommend other affiliates.
- Ask your customers whose products, blogs, sites and forums they enjoy.
- Run a search for your competitors' products to find out who's promoting those products - and ask these affiliates to become your affiliate.

### **Step 2: Craft an irresistible offer.**

If you're selling to other Internet marketers, then you've probably noticed that this market sees plenty of firesales. And that means your potential partners have seen plenty of "promote my firesale offers." That's why your offer needs to stand out.

Quick Tip: Even if you're not selling to Internet marketers, keep in mind that your potential launch partners get plenty of similar offers every week.

Here's how to craft an irresistible offer...

- **Give your partners (and their customers) perks not available anywhere else.** First, do a little research. Find out what other marketers with similar offers have given their launch partners in the past.

Specifically, look at: the commission percentage; specialized landing pages; specific perks for customers (such as semi-exclusive bonuses and/or discounts), etc. Once you find out what everyone else offers, you offer something just a bit better.

You'll also want to limit your initial number of partners to your very best affiliates – that way they get the benefit of being the first to introduce the package to the market, which means a better chance at more sales for them. (However, you'll want to open up the affiliate program to everyone soon after launch.)

- **Run an affiliate contest.** In addition to the perks mentioned above, you should also consider offering an affiliate contest with cash prizes (and other prizes of interest to your partners). Be sure to keep an affiliate leader board updated, so that your affiliates can see who's ahead – and how many sales they need to overtake the winner.

You'll also want to offer random prizes for everyone who sells at least one product.

Example: Each affiliate may get one entry for the first product they sell, and another entry for every five they sell after that.

That way, even those who know they can't win the affiliate contest will be motivated to promote.

- ✦ **Create a compelling proposal.** Finally, you need to create an affiliate proposal to send to your potential partners to convince them to promote your firesale.

This isn't just a casual letter you send to potential partners. Instead, you should treat this as a sales letter – because that's exactly what it is. You're "selling" these potential launch partners on promoting your firesale. As such, all copywriting rules apply. See the previous section for tips on how to craft a persuasive sales letter.

### **Step 3: Contact and recruit your potential partners.**

Once you've created a list of potential partners and crafted an irresistible proposal, it's time to start contacting them.

You have a few options here. Namely, you can choose to email them, call them (if their phone number is listed on their site), or send a postcard or letter via postal mail (which can sometimes attract more attention).

Quick Tip: Want to cut through the noise and get your potential partner's attention, fast? Then send a "PM" (private message) through a forum that you both regularly contribute on.

While all of these methods will work with some degree of success on "cold" prospects (e.g., potential partners who don't know you), you'll do better if you first develop relationships with these potential partners. At the very least, you should seek to get noticed (and have your name recognized) by these marketers.

Consider this...

A stranger walks up to you on the street and asks you if you'll take him to the airport.

Do you?

Probably not. You don't know this guy.

Now what if he's one of your friends making the same request – do you take your friend to the airport? Of course (provided you're able to do so). You wouldn't hesitate.

Finally, what would you say if an acquaintance (or a friend of a friend) asked for the same favor? Chances are, you'd seriously consider it. And whether you ultimately say yes or no, the fact is you'd consider it because this person isn't a stranger.

And the same goes for your potential partners:

- If they have no idea who you are, they might trash your proposal without even reading it.
- On the flip side: If you're already good friends with a potential launch partner, they'll say yes to your request... without hesitation.
- Finally, if they at least recognize your name, your email will get opened – and that increases your chance of them saying "yes" to you.

Bottom line: develop relationships first whenever possible. If it's not possible, then get noticed by becoming visible in your niche.

For example:

- Post on the popular forums and blogs.
- Write and submit articles to article directories.
- Start your own blog.
- Sell your own products in the niche.
- Become a "super affiliate" in your niche.
- Publish your own newsletter.

Do that, and you easily increase your chances of getting more "yes" replies.

Quick Tip: Your partners are busy. You should be contacting them about a month to six weeks before you want them to start with the pre-launch marketing. That means you should be contacting potential partners about two months before your launch date.

At this point you have your package of products, you've created a killer sales letter, and you've contacted and recruited your marketing partners. Now it's time to create the marketing campaign that's going to serve as the rocket fuel for your firesale!

## **#4: CREATE a Buzz-Building Marketing Campaign**

There are plenty of ways to launch a firesale. The best way, however, is to spend the few weeks leading up to the launch building your list of prospects, building anticipation among these prospects, and getting your niche "buzzing" about your sale.

Here's how it works, step-by-step:

1. You and your affiliates give away an "edgy" (viral) product to build your list and get people talking. (About three weeks before launch.)
2. You drip more free content out to your new prospect list. As you drip content, you start dropping hints about the upcoming launch.
3. You hold a pre-launch event like a contest about one week before launch. (This gets your prospects to start paying attention to your emails.)
4. In the final week, you really start building anticipation by telling more and more about what's coming. By the time the launch is 24-48 hours away, you want many of your prospects to already have decided that they're going to buy.

You'll learn how to do all of that and more in this section. But first, you need to start by preparing for your eventual crush of visitors...

### **Step 1: Prepare for the deluge.**

If you do everything right, you're going to experience a huge stampede of visitors (and sales). If you're not ready for this stampede, it can overwhelm you.

Here's what you need to do about three weeks before your launch date:

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- ➔ Making sure you have enough bandwidth on your hosting plan to handle a large number of visitors. (Or making sure your server is ready.)
- ➔ Talking to your payment processor representative to let them know you're expecting a lot of payments on your launch date. This lessens the chance of them freezing your account on launch day.

Quick Tip: Call your payment processor again in the week leading up to the launch just to make sure they have, indeed, noted in your account that you're expecting a deluge of sales.

- ➔ Make backup plans for everything – your host, your payment processor, and your autoresponder. Assume they'll all go down during your launch, and have a backup host, payment processor and autoresponder ready to go if needed.
- ➔ Set up a help desk to handle customer inquiries, and take on more staff if needed to answer questions.

Note: Don't depend on email for customer service inquiries. That's because it's too easy for email to get lost or trapped in spam filters. Even if your email account doesn't have a spam filter, your customer's account probably does. And people don't always think to check their spam folders.

So what happens? They don't get your reply to their inquiry. They grow angry. They assume you're just ignoring them. And you lose the sale.

If you use a Help Desk, then a lost email doesn't mean a lost sale – because the customer can always visit the Help Desk to get your reply.

- ➔ Create your sales page, download page and other necessary web pages. Insert your payment links, download links, affiliate sign up links and mailing list forms. Then double check that all the links and forms work.
- ➔ Set up your affiliate program (and double check that the payment buttons work with your affiliate links). Then create and load up marketing

materials for your affiliates to use. You may include solo emails, articles or blog posts, banner ads and other graphics, short reports (more on this later), etc.

Quick Tip: Two of the most popular payment processor services with affiliate tracking include ClickBank.com.

- ➔ Create an autoresponder series for your prospects and customers. Again, double check that all links work.

Just a bit later we'll talk about what types of messages you'll be sending. Keep in mind that you'll want to create some free content that you'll "drip" over the course of a few weeks to help build the pre-launch anticipation.

Quick Tip: Your first email to your new customers should encourage them to become affiliates for the firesale.

- ➔ Set up a mailing list and a blog for your marketing partners. This helps you keep in touch with them over the next few weeks, as you'll need to remind them to send out the pre-launch marketing materials.

The blog can serve as a backup communication method, and it can also be used to post the results of the affiliate contest.

## **Step 2: Create and Release a Viral Freebie.**

Your next step is to create a freebie that you'll use to help build your pre-launch list. You should create this freebie well before your launch, so that you and your affiliates can start giving it away approximately two to two and a half weeks before the launch.

Note: Your freebie should be available on your website in exchange for an email address and a first name, which puts people on your prospect mailing list. Your affiliates can send their traffic to your site using their affiliate links. That way, these prospects are "cookied" (tracked in the affiliate system), which means your affiliate will get credit for any of these prospects eventually buy the firesale package.

Another thing you can do is create and offer a "rebrandable" report for your affiliates. This is a report that includes a

link to the firesale home page. Each person who wishes to give away the report can "rebrand" the document with his or her own affiliate link.

Before the firesale, the rebrandable report should work to get people to join your list to get the viral freebie. After the sale has started, your firesale home page will have the sales letter on it, so the report can also "presell" the package.

If you create a rebrandable report, be sure to make it available to all your affiliates. You'll also want to promote it in other ways, such as by linking to it in your forum signature, blogging about it, posting it on our Web 2.0 sites (like Facebook, Twitter, MySpace, and Squidoo), using social bookmarking services to bookmark it, etc.

Now that we've mentioned the phrase "viral freebie" few times, it's time we define what we mean by this term...

**DEFINED: "Viral Freebie"**

A free product used to build anticipation and buzz in the market.

A viral freebie could be come in any format, such as a downloadable ebook, a short report, a video, an audio recording, access to a free teleseminar or webcast, software, spreadsheets, a tool bar or any other sort of tools or resources that your market wants.

Quick Tip: That last line is key - it MUST be something your market wants. You won't get the viral effect if no one cares about your freebie.

You also need to release something directly relevant to what you're offering in your firesale. As an example: if you're offering resell rights products to Internet marketer, then ideally your freebie should come with resell rights and/or it should educate people about how to cash in on resell rights.

Now, because plenty of marketers offer freebies all the time, you need to rise above the "noise" in your market. That means your product must REALLY stand out from the other freebies:

- One way to do that is to give away something extremely valuable that everyone else is charging for. Doing so will get customers “buzzing” (which is what you want).
- Another way to get your freebie noticed is to make it edgy and controversial. You may even make it slightly offensive. This works best with a video, audio, controversial seminar or ebook.

Again, you should get this freebie out to the market about two weeks before your launch. Inform your affiliates well in advance what date you’d like them to start sending traffic to your page.

Then once you get people onto your mailing list, it’s time for you and your affiliates to start ratcheting up the excitement...

### **Step 3: Start Building Anticipation**

You have a list full of prospects, and more joining all the time. Now what you need to do is start dripping more free content along with mixing your marketing message into these emails.

Quick Tip: Think of your pre-launch as an event. You want people on your list to start anticipating your email messages, which will be a mix of continued free content (edgy and controversial, if possible) and marketing messages. And eventually, you want people to anticipate your product launch itself.

At first, you don’t tell too much. Think of yourself as a poker player, holding your cards close to your vest.

Instead, you drop a hint here and there when the launch is still about one and a half to two weeks away. You tell people to write the launch date and time on their calendar, because “something big is coming.” You just don’t tell them what you’re talking about. You continue to drip free content via the newsletter.

About a week before the launch you can start your other events, like a contest. Regardless of what sort of contest or games you run at this time, you should have all contestants post on your blog, because these posts serve as

social proof. You may have games, where anyone can win prizes (like discount coupons for the firesale package).

Quick Tip: One of the best types of pre-launch contests you can run is one in which the entrants sell themselves on your firesale package. For example, each entrant must write 300 words on the top three benefits they'll receive when they purchase the package.

The overall winner gets the package for free. Everyone else gets a limited-time coupon with an extra discount. This is one contest where the "runners up" become customers!

In the final five or so days before your launch, you start steadily releasing more and more information about the firesale. You tell people in every email you send about how the package will benefit them. You should release daily emails that tell a little bit more about the package – that way, about 24-48 hours before launch you'll have many prospects who've already decided they're buying.

Now there's just two final pieces you need to snap into your pre-launch emails to make this really work:

- You need to stress the urgency of buying immediately. Since this is a firesale, the price will go up – let your prospects know this.
- You need to build curiosity about the package. Don't reveal every product. Indeed, mention that there are some "never before seen" gems in the package – and merely HINT about them (and their benefits) without coming right out and directly telling people what these products are.

Your most curiosity-arousing email should hit your prospects' inboxes about 36 hours before the launch.

You should send one more message the night before launch (generally about 12 hours before the launch time) to remind prospects that the sale starts "in the morning."

Finally, remember that you need to keep your affiliates updated throughout this final week. And even though you should have a lot of "cookied" prospects

on your list due to the initial viral freebie promotion, your affiliates should also be sending emails to build anticipation in the final week – and right up until the night before.

Quick Tip: Use a “countdown clock” script on your firesale home page that counts down the days, hours and minutes until your sale launches. That way, every time someone visits the page to join your mailing list, they’ll see the timer. You can then periodically remind people to check out the page to see how much time until launch. Doing so helps build excitement.

#### **Step 4: Launch!**

Today is launch day. You should check through your links and pages one more time several hours before you actually launch. You should also email your marketing partners to remind them to promote the launch.

Then, about a minute or two before the launch, replace the “countdown” page with your actual sales page.

Quick Tip: Have one or two friends standing by with the sales page, your website FTP information, your autoresponder login information and the email you want to send to prospects. That way, if something would happen like your power would go out or your Internet connection goes down, you can call them and they can upload your page and email your prospects.

Next, email your prospects and to remind them the sale has started. Keep the message short and sweet – a line or two and a link is all that’s needed. You needn’t “sell” them too hard in this message, because you’ve been persuading them all week!

After the launch, it’s time for you to sit back and watch your PayPal account grow to a small fortune!

This is a very exciting day – and it will continue to be exciting for the next three days!

But while you’re popping champagne corks and celebrating, don’t forget there are a few more things you need to do:

**WARNING: Following These Steps Could Change Your Income Forever!  
USE AT YOUR OWN RISK!!!**

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- If you're manually adjusting the price changes (as opposed to having a script do it), then you'll need to raise the price on the second and third day of the firesale.
- About six hours before you raise the price, email your prospect list to remind them they have a short amount of time to get the package before the price increases. (This is your "fear of loss" urgency tactic.)
- Answer all your customer service inquiries as quickly as possible. If you can't answer them within a couple hours, then hire assistants to help you.
- Stay in contact with your affiliates throughout the launch to keep them motivated and informed of price changes.
- Encourage your customers to become affiliates.
- Promote your sale in other ways, such as by blogging about it, talking about it on forums (or in your forum signature lines), posting YouTube videos about it, purchasing AdWords ads, submitting press releases to PRWeb.com, etc.
- And enjoy your success - you DESERVE it!

## **Conclusion:**

# **Your Firesale Fortune Awaits!**

Congratulations!

Now that you know how the **C4 Firesale System™** works, you immediately put it to work for you!

Let's quickly recap the **C4 Firesale System™**:

- #1 - COLLECT a Package of In-Demand Products
- #2 - CRAFT a High-Response Sales Page
- #3 - CONTACT and Recruit Launch Partners

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#4 - CREATE a Buzz-Building Marketing Campaign

If you use this system exactly as described, it's very possible that you could make more money in those three days than you made all of last year. It's true -

**Many marketers have used firesales to pull in massive amounts of money.**

No doubt you've heard about a few of the six figure firesales!

If the firesale experts can make over \$100,000 with this system, there's nothing stopping you from doing the same. But think of it this way - even if you make 50% of the money the experts make, you could still pull in a cool \$50,000... in just 72 hours!

But it won't happen by itself. And it won't happen if you merely "wish" you could make a fortune with your firesale.

It will ONLY happen if you really desire it, if you commit to carrying out the system, AND if you get started immediately by taking action.

So get to it!

It's time for you to take the first step, which means you need to start collecting a package of products to sell. And you can start right now.

Questions? Comments? Feedback!

Leave a comment on my super blog.. <http://www.SuperAffiliate.com>

Published By:  Kit Elliott • [The Residual Income Guy](http://www.SuperAffiliate.com)



Onwards and Upwards,  
Kit Elliott

[Click Here to Download Other Free Reports](#)

# **“How To Make This Report Your 24/7 “Residual Sales Machine!”**

*Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...*

Would you like to get paid a recurring commission when you share this report with others?

If so, then all you have to do is rebrand this special report with your zCredit Cards Affiliate ID before sharing it with others. That's it. You can then post it to your blog, share it on Facebook and Twitter, or even use it to build your list.

## **And here's the BEST part...**

Your readers will also receive “giveaway rights” to this report. Which means, if they give it away *without* rebranding it ( *and some will* ) you'll get paid commissions on ALL of their referred sales as well. Example: Let's say “Stephanie” downloads your report, but *does not* rebrand it with her ID. She then shares YOUR branded version with Bill who joins – guess what? **YOU just got paid... Cha-ching! AND with the zCreditCards Affiliate Program - you get paid a “RESIDUAL” off any new signups and any new affiliates. They even pay you a matching bonus of what your “referring affiliates” do..**

Get excited! Because you're about to unleash your own “residual sales machine” that cranks out commissions for you 24/7 ( *even while you sleep!* )

## **Here's what to do next...**

➔ **Step 1:** Join zCreditCards by getting your free Affiliate account at [this link](#)

➔ **Step 2:** After you get your free Affiliate account, you'll be able to “rebrand” this report with your zCreditCards Affiliate ID.

Click [THIS LINK](#) to rebrand this report with your zCreditCards link.

➔ **Step 3:** Start sharing your new report with others and GET PAID!