**VIDEO 1: The Surprising Truth About Affiliate Marketing**

So you wanna be an affiliate…

Looks easy enough, right? Seems like all you have to do is pick a product to promote, find an eager group of buyers, slap up a banner ad… and you’re in business.

Um, no.

Everything I just said about affiliate marketing is completely wrong. For starters, you don’t pick a product first. Instead, you start by picking a niche. Basically you find the money stream and then put yourself in front of it.

Secondly, slapping banner ads up isn’t going to get you anywhere. Oh sure, you might get a few clicks here and there. But as the saying goes… even a broken clock is right twice a day.

So listen…

I want you to scrub your brain of everything you’ve heard about affiliate marketing. Because if you’ve started dabbling with it and you’re not making money, then someone probably fed you some bad information. That’s not your fault.

But we need to get rid of that misinformation. I wish I had one of those Men in Black doohickies that would just erase the bad affiliate marketing info that’s lurking in your brain. Unfortunately I don’t have one, so I need to ask you to watch this video with an open mind… okay?

The first thing I want you to know is that an affiliate marketer wears a whole lotta hats. I’m not talking about fedoras, cowboy hats or those silly crocheted beer-can hats. I’m talking about business hats.

Let me explain…

* First off, you’re a marketer. That means you’ll quickly become adept at social media marketing, joint ventures, search engine optimization, media buys, guest blogging and all sorts of other ways to drive targeted traffic.
* You’ll also wear a filtering hat. This means you sort through potential affiliate products to find the best solutions for your audience.
* You’ll also wear a bit of a mind-reading hat. Okay, you won’t actually be mind-reading, but you will do some market research to get inside your prospects’ heads. Once you do this, then you can pick products they’re anxious to buy, and write sales copy that gets them pulling out their wallets.
* You’ll also need to don your writing hat. That’s because you’ll be writing sales copy, newsletters, blog posts and other types of content.
* Sometimes you’ll wear a bit of a tech hat. Sure, you can outsource your tech jobs like maintaining your website, but a lot of affiliates prefer to just learn how to do it themselves. And really, with tools like WordPress it’s not that hard.

The next hat you wear is one as a relationship expert. And that brings us to the next important point you need to know…

A lot of affiliate marketers think the key to making sales is to add value to an offer, meaning you offer a special bonus to those who buy through your affiliate link. Sure, that’s part of a good strategy.

But here’s the #1 secret that super affiliates know which gets people lining up around the block to buy from them…

People buy from those they know, like and trust.

Think about your own purchases and you’ll know it’s true. If you’ve spent a little more money for a product because you preferred to buy from someone you know, like and trust … then you know exactly what I’m talking about.

Maybe you bought the name brand headache medicine because you don’t trust the generic. Same ingredients, same effect… and even though the name-brand cost a bit more, you still bought it.

Same goes for shoes, clothing, food, laundry detergent, cars, smart phones, books and everything else you buy. I’m sure there are plenty of times you’ve spent a bit more because you wanted to buy from a company or individual that you knew, liked and trusted.

Your prospects are the same way – they don’t necessarily buy something from you because you dangle an enticing bonus in their face. They buy because they know, like and trust you. You’ve engaged them and you’ve built a relationship with them.

So now you see why you need to wear a relationship hat. While it’s possible to approach cold prospects and sell a few who-zee-whats-its here and there, you’ll do much better if you build a list, engage that list, build a relationship with the subscribers and then promote solutions that you know will really help these folks.

And that brings us to the final point…

What sort of niche should be you be targeting?

Here’s a key – find a niche of rabid buyers who’re likely to buy several products from you. Find people who are super passionate about some topic or hobby.

Take the example of bodybuilders. Serious bodybuilders buy a ton of stuff. They purchase books and instructional videos on how to do their sport and how to compete. They purchase bodybuilding supplements. They buy all sorts of weights, benches and machines. They buy lifting gloves, lifting hooks and back supports. They buy heating pads to soothe sore muscles. They buy a ton of healthy food.

I could go on and on. Point is, the serious bodybuilders are a wildly rabid market who buy a lot of information, and they purchase a wide range of expensive products, mid range products, and consumable products.

Here’s another example of a burgeoning market…

The vaping / e-cigarette market.

Vaping isn’t something people just do – it practically becomes a lifestyle for the rabid folks. So they purchase multiple devices, dozens of c-cigarette liquids, t-shirts, spare parts and guides. Then these vapers also go to meet-ups, conferences and expos. They’re a rabid audience because they’re engaged, they have money, and they’re snapping up every new thing that hits the market.

You see what I’m saying? This is the sort of market you want to go after. So take a few minutes and think about what sorts of rabid, passionate markets are all around you – because one of them could be your ticket to affiliate success.

**VIDEO 2: How to Uncover the Hottest Markets Around**

Some affiliates look for products first, and then they look for people to sell these products too. That’s backwards. What you want to do is find an eager, cash-paying audience FIRST, and then simply offer whatever it is they’re already buying.

It’s a much easier way to become a successful affiliate.

So what you need to do is start by brainstorming and then researching markets to uncover the goldmines. That’s what you’ll find out how to do in this video…

Okay, so start by just creating a big list of possible markets for yourself. These might be markets that you’re personally interested in, such as markets related to your own problems or hobbies.

For example – do you golf? Do you like dogs? Do you want to lose weight? Do you do any bodybuilding? Do you restore old cars? Do you write novels? Do you crochet beer-can hats and sell them at the county fair?

Whatever it is that has sparked your own interest, write it down.

Next up, write down the interests, problems and hobbies of your friends, family and coworkers. Does Uncle George like dressing in drag and going out on Friday nights? Does your coworker always talk about hydroponic gardening? Is your friend obsessed with tattoos?

These are the sorts of things to add to your list.

Next up, pay attention to the world around you. Read the news. Eavesdrop on people. Watch reality TV. Talk to hip teenagers to see what’s happening. You can get plenty of ideas for potential markets by just opening your eyes and ears to what’s going on all around you.

Okay, here’s another idea – this is a way to discover markets and niches you never even knew existed…

Go to your favorite keyword tool – could be Google’s free keyword tool, or WordTracker or MarketSamurai or whatever you like. Then enter in general keywords like…

“how to”

“secrets of”

“tips for”

“get rid of”

“eliminate”

“get more”

“articles”

“books”

“information”

“buy”

“purchase”

See what I’m saying?

When you plop one of those phrases into a keyword tool, you’ll get all sorts of crazy things that people are looking for in the search engines.

You can also do this using Google’s autofill feature. Just start typing something like “how to” in Google’s search box, and it will automatically guess what you want to search for based on what others have searched for.

For example, enter in the vague search “how to,” and Google will spit out all sorts of possibilities such as: how to boil an egg, how to kiss, how to tie a tie, how to write a cover letter, how to knit … and many more.

Sure, some of the ideas you’ll get will be absolutely worthless to you. But you’ll also be turned onto some very good market possibilities, like those who’re wanting to learn how to lose weight, write a cover letter or write a novel.

So your next step is to separate the wheat from the chaff. What you want to do is figure out which of these ideas on your list are actually profitable. And the way you do this is by snooping around a bit online.

First, go to Google and run a keyword search for the market, like “golf” or “weight loss” or “drag queen.” Then take this same keyword search and run it through a big marketplace or two, like Amazon.com.

What you’re looking for is evidence that there is a big, hungry market that’s willing and able to buy related products and services. So put on your Sherlock Holm’s hat, and let me tell you how to spot and recognize this evidence…

First, you’re looking for evidence that the market is buying products and services. For example, if you run a search in Amazon for “weight loss,” you’ll get over two hundred thousand hits. Check out some of these weight loss products, and you’ll see that many of them are bestsellers on Amazon.

Together, these bits of evidence become a big blinking neon sign that you’re dealing with a huge, hungry market… (and no pun intended!)

Now do another search, such as one for “mousetrap cars,” and you’ll come up with just 87 products. That’s tiny – not exactly proof that there’s a huge market just clamoring to buy mousetrap cars, kits, parts or guides. So that’s the kind of market you’d cross off your list, because you want a market that’s rabidly passionate and willing to buy a lot of products.

The second thing you’re looking for evidence that the marketers are willing to spend money to advertise to their niche. That’s a big sign that the market or niche is profitable, because smart marketers don’t flush money down the toilet.

So look at the sponsored ads on Google when you run a search – are there plenty of them? Look at the sponsored ads on Amazon. Look on eBay. Check out classified ads in the back of related publications. See if related websites are filling their ad spots.

In short, follow the money.

Go back to the example of weight loss – you’re gonna see advertisers spending gobs of money online, on TV, in print and everywhere else to reach their market. That’s a sign of a profitable market.

Now run a search in Google for mousetrap cars – at the time I’m making this video for you, not a single paid ad shows up alongside the regular search results. That’s a sign of a small market or a tightwad market… either way, not something you want to jump into.

Okay, so now it’s your turn. Go do your market research. Find out which markets have eager audiences that are buying products and services. You can even use Google Trends to see if a particular market is gaining in popularity over time.

Do this and you’ll create a short list of markets that look super profitable. Pick one… and you’ll be one step closer to becoming a successful affiliate.

**VIDEO 3: How to Find a Golden Needle in a Big Pile of Hay**

Once you’ve found a profitable market, then you need to find out what these folks are already buying.

You see, this isn’t a time for you to reinvent the wheel. Don’t go looking for some obscure solution and then cross your fingers that your market will like it.

Instead, what you’re looking for are popular products that your market is *already* buying. Because the best way to figure out what people will buy tomorrow is to look at what they’re buying today.

That’s what you’ll find out how to do in this video, plus you’ll find out how to pick the very best solutions for your market. In other words, you’re going to discover how to find an uber profitable golden needle in a pile of affiliate marketing hay.

Okay, so the first thing you need to do is find affiliate offers to promote to your audience. What you want to do is a bit of market research. Hit up Amazon, toss your keywords into the search box… and see what comes up.

Here you’re looking for two things:

1. First, you’re looking for bestsellers.
2. Second, you’re looking for types of products with a lot of competition.

When you find those two things, then you know you have a product on your hands that your market is already buying.

For example, if you were working in a weight loss market, you might notice that there are a whole lot of products about low-carb diets, PLUS some of these low-carb diet products are bestsellers in their category. That tells you that people are buying low-carb products, so this is something you might want to promote to your audience too.

You can browse other marketplaces to get a feel for what is selling, including affiliate marketplaces. For example, check out JVZoo.com and Clickbank.com. These sites will tell you what affiliate offers are popular in your niche.

Now if you haven’t figured it out, these are also good places to start when you’re looking for specific products to promote.

Another way to find products to promote is to hit up Google and search for what you know is a popular product or solution, followed by words like “affiliate” or “affiliate program.”

For example, if you’re hopping on the beer-making bandwagon, then search for something like “beer making affiliate” or “home brewing affiliate” or even “beer making associate program.”

This should turn up plenty of opportunities for you across a wide variety of companies. Just be sure your market is already buying these types of products.

Some affiliates look at the price of a prospective affiliate product, look at the commission rate, and then pick the product that will stuff the biggest wads of money into their pocket.

Except for one problem…

They start promoting the product and it doesn’t sell. Or it sells like crazy, but then they get oodles of refund requests. Or maybe they’re even doing okay and selling products people love… but when affiliate payday comes, their PayPal account is as empty as a politician’s promise.

Yep, you got it… sometimes vendors cheat affiliates.

So let’s make sure this doesn’t happen to you. Let me share with you several tips for finding a good affiliate offer that’s going to get your PayPal account humming hallelujah.

I’m going to assume you’ve already found a popular product – and you know your market is already buying this type of product. So let’s go from there…

* Okay, first things first – when you find something that looks good, job #1 is to make sure it actually IS a good product. This means using the product, reading it, watching it, consuming it.

Then ask yourself: is this solution something you’d recommend to your mother or your best friend?

If you’re thinking “oh heck no” … then don’t promote it as an affiliate, or you’ll soon see your own reputation sink faster than a bowling ball in a swimming pool.

You can also read reviews to be sure that people in the market are satisfied with the product. Just take these reviews with a grain of salt, because something they’re created by biased affiliates and shills, and sometimes they’re created by competitors who are out to destroy the product.

* The second thing you want to look at is the commission rate and the overall price of offer. In other words – how much money are you gonna make every time you send a paying customer the vendor’s way? Make sure it’s worth your while.
* Next, have a look at the conversions rate. Now, not every vendor shares this information. If you don’t see this data, you can ask. If the vendor doesn’t provide it, then take a look at the sales letter. Do you think it will convert? Truth is, a low conversion rate isn’t a total deal-breaker because you can overcome it by doing some solid pre-selling… but a solid conversion rate just makes your job a whole lot easier.
* Next, have a look at the sales process. Do you see any weird commission leaks, like does the vendor send the buyer off to payment options that won’t give you affiliate credit? Or does the vendor do something sneaky like insert ads and links for other products, which again you won’t get credit for? Point is, go through the sales process very carefully yourself to make sure there is nothing shady going on.
* Finally, the last thing you want to do is a bit of research. Hit up Google and search the product name as well as the vendor’s name. Sure, you may find a few disgruntled customers with complaints. Very big company does. But what you’re looking for is a pattern of legitimate complaints signaling that something is wrong with the product or the vendor. I’m talking things like not offering refunds, poor customer service, not paying affiliates… stuff like that.

So there you have it – once you do the research you just learned about, you should be able to uncover the very best affiliate products and services in your niche.

Before I leave this topic, let me say one more thing – be sure to pick several good offers to promote, because you’re not going to make a living as an affiliate promoting just one or two offers. Instead, you should be setting up a sales funnel with a wide variety of offers to promote to your prospects.

Okay? So go ahead and start your research, which will put you one step closer to becoming the king of affiliates in your niche…

**VIDEO 4: Hooking the Hungry Fish With Juicy Bait**

You’re making the steps towards becoming an affiliate. At this point you’ve chosen a niche and picked out several products to promote to this hungry niche.

So what’s next?

Put the banner ads down and step away. Tuck that media buy into your pocket if it links to the affiliate offer. And don’t even think about buying pay per click ads if you’re going to send your visitors directly to the vendor’s page. Big mistake.

You see, you’re not going to send visitors directly to the sales letter at all… at least not at first. Because why send all your traffic to the vendor and you get nothing except maybe two or three sales for every 100 visitors? That totally stinks.

Instead, what you’re going to do is send every last bit of traffic to YOUR lead page. That’s right, you’re going to build a list. You’re going to build relationships with your subscribers. You’re going to engage these readers.

End result? Your subscribers are going to be hot leads who buy whatever you send their way, because they know, like and trust you.

But here’s the thing…

You can’t just toss up an opt-in form and expect your prospects to swarm all over it like ravenous ants on a lollipop.

Instead, what you need to do is lay down some juicy bait. And the way you do this is by offering an irresistible lead magnet – this is a high-demand product that you offer to your prospects in exchange for their email address.

Now there are a whole lot of different products you can offer, including ebooks, reports, software, videos, audios, access to membership sites, multi-part ecourses, mind maps, worksheets, and other tools and resources. Basically, anything you can offer instant access to once someone has joined your list.

But heads up…

Don’t make the mistake of just tossing some old rehashed junk product up and expecting to build a big list. Instead, you need to offer something your prospects really want.

So what’s the secret of creating a hot, in-demand lead magnet product? Simple – figure out what they’re already buying, and then give them something similar for free. You can bet if people are buying it, they’ll snap up your free offer like crazy.

You’ve probably already done your market research, so you know what the top selling products are in your niche. You don’t even need to create a full product that directly competes with these products or anything – you just need to create something on the same topic, like a report, short video or something else. That way you know your free lead magnet product will be in demand.

The other thing you want to keep in mind is that your free lead magnet product should be directly related to the main affiliate product you’re selling. In fact, it should be so related that people who use your free product should naturally want to buy the affiliate offer. The freebie should naturally lead to the paid product.

Let me give you an example…

Let’s suppose you’re selling a weight loss course. Here are three different ideas for lead magnet products you can create to bait your prospects:

First idea is to create a report that covers one important aspect of weight loss, such as good nutrition. Anyone who wants to learn more about this topic will need to purchase the product you’re promoting.

The second idea is to offer a free meal-planning tool. This might be a little app that counts calories and keeps track of meals. Anyone who’s using your app will do better if they follow the diet plan you’re promoting.

Still another idea is offer a printable sheet that lists calories in popular restaurant foods. This becomes a handy pocket guide for people to print out and take with them when they dine out.

So you can see those are three different examples of lead magnets, but in all cases they are desirable products that naturally lead to the paid product. Better yet, the app and the printable calorie guide are also something that people will refer to frequently – and that’s a good thing, because then they’ll see your calls to action and affiliate links on a regular basis.

Now let me make a quick note here…

Don’t use your direct affiliate link in your lead magnet product. If the affiliate program disappears, if the vendor moves the affiliate program to another platform, if the product is retired, or if you just decide to stop promoting that particular product… well then you’d have thousands of lead magnet products floating around with dead or incorrect affiliate links inside.

Bad move.

Instead, what you want to do is use a redirect link through your own domain. So when people click on your web link, it redirects to the affiliate offer. But if you ever decide to promote something else or if the affiliate link dies, you can simply change the redirect link in on your own domain in just a few seconds… and you’ll be back in business.

So there you have it…

One of the keys to building a big list is to lay down some juicy bait for your prospects. This lead magnet product should be desirable, valuable, something that your prospects will refer to often, and something that is naturally leads people to buying the affiliate offer.

If you get this much done, you’re halfway to creating a big, responsive list. So take a few minutes right now and figure out what type of lead magnet you can create that will get prospects scrambling to join your list.

**VIDEO 5: The Nuts and Bolts of Assembling Your Lead Magnet Page**

One of the steps on the path to you becoming a successful affiliate is to build a mailing list, which means you need to create a good lead-magnet product as bait, and then advertise this enticing freebie on your lead-magnet page.

The good news about putting together a lead magnet page is that it’s not as hard as assembling Ikea furniture. The instructions aren’t going to be in some incoherent mix of Swedish and English, you don’t need weird tools, and you won’t have any spare parts left over.

Good deal, right? So let’s jump right into the process…

**The first thing you need is a website**. This means you need to get a domain name and then get the domain name hosted with a web host. You can use a registrar like NameCheap.com and a web host like HostGator.com. Check the online documentation for both of these sites and you’ll get videos and text instructions for getting your domain set up with your webhost.

**The second thing you need is a way to manage your email list**. There are plenty of scripts you can install and host on your own site, but those take a bit of tech know-how. Plus you’ll need to spend time managing your database and making sure your emails land in your subscriber’s inboxes.

An easier way to handle this task is to use a trusted third-party Email Service Provider like Aweber, GetResponse, iContact or similar. The cool thing about these providers is that they provide lots of instructions on how to set up your list and get your opt-in form on your lead-magnet page… so you shouldn’t have any trouble setting it up, even if you consider yourself a bit of a technophobe.

**Next, you need a lead-magnet page where you can drop your opt-in form**. The good news is that you don’t need to hire some high-priced, latte-drinking web designer to create this page for you. You don’t need to know a lick of code. You don’t need to know a thing about web design.

All you need to do is get your hands on a cool little web app called Landing Page Monkey, which automatically creates gorgeous lead-magnet pages for you. You can even add background videos to your page, which creates a modern, polished look that’s sure to impress your visitors and boost your conversion rate. Check out the resources section on this website for more information about Landing Page Monkey.

**In addition to your opt-in form, the other thing you need to put on this lead-magnet page is a bit of compelling sales copy** that gives people a really good reason to join your list.

Basically, you need to offer up your free lead-magnet product on a silver platter with an awesome-sauce headline and a couple bullet points. This copy should really drive home the benefits of the free product and why people should subscribe now to get their hands on it.

Let me give you an example of an intriguing headline…

“Free Report Reveals a Weird Trick to Get Rid of Belly Fat – Without Exercise or Hunger Pangs!”

See how that works? It arouses curiosity while serving up some intriguing benefits. You could add a handful of similar bullet points below the headline to further entice your prospects.

For example, you might have a line like, “Discover which magic fat-burning herb is sitting in your cupboard right now!”

Another example, “Find out which food you need to drop from your diet today to get rid of love handles!”

After you’ve presented these benefits, then put a call to action like, “Click here to get your free report.”

Seriously, you need to take people by the hand and tell them exactly what you want them to do, which is to join your list to claim their free lead magnet product. You’ll get a higher conversion rate when you specifically tell folks what to do, rather than just assuming they’ll know what to do.

Now, when people join your list, they’ll get access to the lead magnet product – but they should also get started on an autoresponder series of at least five emails. This email series should share some good niche-relevant tips… and it should also promote one main affiliate offer, as well as secondary affiliate offers later in the email series.

Let’s go back to the weight loss example. If you’re sending out a series of five follow up emails, you might share five quick tips for shedding the fat. Give people some good information, something they haven’t read in a million other places. Give them something they can take action on right away and start seeing some results.

In other words, build your subscriber’s trust. Build a relationship with them. Show them you can solve their problems.

Of course just tossing off a few tips won’t solve their problems, which is why you need to offer up other solutions – these are your affiliate links to paid products.

For example, you might send your list three low-fat and low-calorie smoothie recipes for them to try… and then promote a recipe book full of diet smoothies.

Or maybe you send your subscribers an example weekly meal plan, and then promote some meal planning software.

You get the idea? Offer good tips in your mailings, and then link to good solutions with your affiliate link.

So now it’s time for you to take action. Plan out your email series and start setting up your lead page. Be sure to check out the resources on this site for tools that will help you get set up in a snap.

**VIDEO 6: What Top Affiliates Do Differently With Their Blogs**

Most affiliates set up a blog to advertise some of their wares. However, there are a few little tricks that separate the top affiliates from everyone else – and you’re going to learn more about these tricks in this video.

So first up, if you don’t already have a blog, then you need to install one on your site. The good news is this is a fairly easy task. Even those among us who aren’t super geeks can do this. So feel free to put your pocket protector away and take off your horn-rimmed glasses, because your geeky super powers aren’t needed today.

What you need to do to set up your blog is use WordPress, which is totally free. The best and most secure way to set up this blogging platform is to go to WordPress.org, download the files, and then follow their detailed instructions about how to upload and install these files on your site. You’ll find plenty of documentation as well as a support forum if you have any questions about this process.

If your web host uses cPanel or a similar dashboard, you may have noticed an option to install WordPress automatically with just a few clicks of your mouse. Yes, this option is fast and easy. However, WordPress experts agree that your installation will be much more secure if you download the files off of WordPress.org and install them yourself.

Once you get set up, you can then change your theme – which is your overall design -- if the default theme doesn’t work for you. You can find thousands of free themes on WordPress.org, or you can use a trusted premium theme provider like Studio Press or Elegant Themes. Again, WordPress.org has complete documentation on their site showing you how to change themes with just a couple clicks in your WordPress dashboard.

Okay… sit back and relax, because I’m done with the tech talk. Now let’s get to the good stuff. If this video was a box of Cracker Jacks, then what’s coming up would be the fun toy inside…

That’s because you’re now going to discover what the super affiliates do differently with their blogs.

First off, one of the things the top affiliates do is they make sure their email lists and blog work in tandem. One way to do this is to send out a “teaser” email, with a link to the blog to read the rest of an article.

Let me tell you why…

Have you ever received a big envelope from the sweepstakes company Publisher’s Clearing House or something similar? When you open these envelopes, all sorts of pieces of paper fall out. This is completely intentional.

One of the creative directors from Publishing Clearing House admitted to me that they don’t send single-page letters, because people won’t even read them before tossing them. Instead, Publisher’s Clearing House sends an envelope full of intriguing pieces of paper of different sizes, because this completely engages the recipient as they start sifting through this stuff to see what all is in the envelope.

Next thing you know, the recipient is reading this piece… and then that piece… and soon they’re completely hooked and looking at everything.

So what you need to do is steal a page from the Publisher’s Clearing House playbook. If you just send an email to someone, that’s like sending a single letter. But if you send a teaser and get people to click through to your blog, then you have a chance to engage them, hook them, and reel them in with multiple content pieces – just like Publisher’s Clearing House.

Think about it…

When someone lands on your blog to read your newsletter, your goal is to get them to click through and buy the product you’re recommending. But if they don’t do that, you can use a pop up window or other strategy to redirect them to another related offer.

So instead of just having one shot to sell something via an email newsletter, you send readers to your blog and put multiple offers in front of them if they don’t bite on the first one.

The second thing the top affiliates do differently is they focus on engaging their audience and building a relationship with them. That’s because people buy from those they know, like and trust. If you can secure these feelings in your prospects, then you can sell them anything.

The key here is to think “infotainment.” This is where you offer information while entertaining your readers.

You see, no one likes to read information that feels like it’s coming out of a college textbook. No one likes to watch videos that make the view feel like they’re listening to the monotone “mwah mwah mwah” teachers on the Charlie Brown cartoons.

People aren’t content to just learn something – they want to be entertained. So spice up your content with jokes, some light-hearted stories and a conversational style. You should maintain this sort of entertaining style whether you’re writing a tips article, doing a product review, or interviewing a vendor.

If you want an example of how this all works, then check out BestBonusBlog.com. This blog belongs to Simon and Jeremy, who are two of the top affiliates in the internet marketing field. If you want to see how their emails and blog work together to create a lot of sales, then be sure to sign up for their newsletter to get a peek behind the curtain of a massively successful affiliate machine.

Now here’s another tip that comes from the top affiliates: pick a responsive design theme for your blog. This means that your blog will automatically resize and display properly across all devices, including phones, tablets, laptops and desktops. This provides maximum readability, which makes it more likely your visitors will stick around and read everything.

So that gives you a pretty good overview of what the top affiliates do differently with their blogs. Now before I let you go, I encourage you to check out the resources on this website to learn more about tools that will help you build your affiliate business.

For example, Catcha Monkey is a clever web app that redirects your exit visitors to other offers. Another good web app is Popup Monkey, which creates beautiful pop up windows on the fly – again, this is a great way to put other offers in front of your visitors.

Check out those resources – you’ll be glad you did.

**VIDEO 7: How the Super Affiliates Make More Sales Than Everyone Else**

Ever notice how the super affiliates make it look so easy to win all the affiliate contests, pull down huge sales numbers and pocket big commission checks?

And have you ever wished you could do the same thing?

Well you’re in luck, because in this video I’ll share with you some of the tips and tricks the super affiliates use that separate them from the average affiliate who’s just scraping by.

You may not want to hear all of this because some of it doesn’t sound all that sexy… but never mind that, because the money you’ll make when you put this stuff into play makes up for it. You’ll love the feeling of being a powerful, respected and successful affiliate in your niche – I guarantee it.

Okay, so here’s the first thing…

The top affiliates engage their audiences and build relationships with them.

I know – if you’ve watched some of our other videos, then you’ve heard me say this before. But I’m saying it again because it is so important. It may just be the #1 key that separates the super affiliates from the super *broke* affiliates.

Think about it for a moment and you’ll see it’s true.

If some complete stranger walks up to you on the street and asks you for twenty bucks, it’s very unlikely you’re going to just hand the money over.

Now imagine a good friend asks for twenty bucks. Whatcha going to do? That’s right, you’re going to hand the twenty bucks over without question… and that’s because you know, like and trust your friend.

I’m not saying you need to become best buds with all your subscribers and readers, but you do need to build that familiarity, liking and trust.

You do this by not holding back. Give your readers solid, actionable tips that will really help them. This builds liking and trust.

Delivering this information in a friendly, fun and conversational style also gives you an edge in the “liking” department. You’ll also be more likable if you treat your subscribers and readers like human beings by empathizing with their problems and helping them out, rather than treating them like cash machines who exist to pay your grocery bills.

The second way to build trust is by only recommending GOOD products. Don’t recommend snake oil just because you think you can make a fast buck. That fast buck you make today will create a loss of hundreds or even thousands of dollars per customer – because once you’ve lost their trust, then you’ve lost their future business too.

Then you need to build familiarity. This is easy – you just need to keep yourself in front of your audience. Blog regularly. Send newsletters at least weekly if not more often. Brand yourself, create top of mind awareness, and transform yourself into the “go to” person for your niche’s problems.

So, bottom line – the super affiliates know how important it is for people to know, like and trust them, which is why they spend so much time building good relationships with their prospects.

Another thing many of the top affiliates do to sell more products is that they add value to the affiliate offers. This means they offer free bonus products to anyone who buys through their link.

If a prospect likes two affiliates and one of them offers a bonus product, which affiliate do you think the prospect will buy from? That’s right – with all else being equal, smart customers want the most bang for their buck, so they buy from the affiliate who’s offering them some extra swag.

You can offer free ebooks, videos, access to membership sites, mind maps, worksheets, spreadsheets, infographics, software and more. To see an example of how two top affiliates boost their conversion rates by offering bonuses to buyers, check out BestBonusBlog.com.

The third thing the top affiliates do to boost their conversion rates is they pre-sell offers. In other words, they get prospects in a buying mood before they drop their affiliate link. They do this by offering product reviews and even direct promotions that tout the benefits of the product.

This tactic boosts your conversion rate no matter what kind of sales letter is behind your affiliate link. But you’ll find it especially helpful if the sales letter totally blows chunks. Some people create great products, but their sales copy sucks. You can overcome this by pre-selling your prospects so they’re ready to hit the order button as soon as they land on the sales page.

Now before I let you go, let me share with you a little tool the super affiliates use – it’s called Attention Monkey, and it’s a web app that almost magically lets you put attention or notification bars on OTHER people’s websites. That means you can overlay a notification bar on a vendor’s sales page.

This notification bar can remind your prospects of your bonus product … or you can use it to emphasize the product’s benefits… and you provide a strong call to action.

This gives you an unfair advantage over other affiliates, who’re struggling to close sales. You’re gonna feel like you’re cheating, but it’s a legal way to start pocketing bigger commission checks.

So be sure to have a look at the resource section on this website for more information about Attention Monkey. I think you’re really gonna love this tool, because it’s a super slick way to close more sales.

**VIDEO 8: The Secrets of the Ugly Guys Who Date Super Models**

Have you ever seen an ugly guy with a beautiful woman? It always makes you wonder how that happened.

You know what the secret is? This guy has a way with words. He can attract and seduce any woman he wants, because he knows how to get their attention and get them hanging on his every word.

The reason I tell you this is because people who know how to wield their words pretty much rule the world. Hitler didn’t get people following his commands because of his funky mustache – he did it by establishing his authority and crafting speeches that wormed their way into peoples’ heads.

Marketers, politicians, parents, teenagers… even your friend who seems to always twist your arm into doing what he wants know how to use words to engage and persuade people. And once you learn how to wield this power for yourself, you’ll see a nice boost to your niche influence and the size of your commission checks.

So what I want to share with you in this video are the secrets of writing newsletters, blog posts, and sales copy that hooks your reader, keeps them hanging on your every word, and gets them clicking on your affiliate links.

***The first tip is to know your audience***.

You can’t persuade anyone to do anything if you don’t know what makes them tick. So spend some time researching your audience. Join online forums, social media groups and blog discussions to eavesdrop on their conversations. Find out about their fears, their hopes, their problems and what they really want.

Be sure to also pay attention to their demographics, like whether your niche is full of males or females, what their average age range is, where they live and so on.

Here’s why this is important…

Let’s imagine you assume you’re talking to 18 year old guys and you call them “dude” or “bro” in your newsletter. But then you find out your market is actually full of 40 year old soccer moms. Tell you what, the use of the word “dude” won’t exactly win you friends and influence people.

Let’s further imagine this is a weight-loss newsletter, and you start telling these soccer moms how losing weight will give get them “ripped” and get them lots of dates with all the gorgeous “babes” on the beach.

Think you’re gonna sell a boatload of products when you call soccer moms “dude” and tell them they’ll land dates with hot babes?

Not a chance.

This is why it’s so important for you to know your audience. Know what they want, know what motivates them, know what pulls their emotional strings… and you’ll have them eating out of the palm of your hand.

**The next thing you need to learn how to do is write good copy**. This starts with crafting good headlines for articles and subject lines for emails. These headlines should present a big benefit and arouse curiosity whenever possible. That’s because a headline is designed to get attention—and if it doesn’t get attention, then no one is going to read whatever else you have to say.

Let’s go back to the weight loss example. A pretty boring subject line would be something like, “*weight loss tips*.”

Big yawn. Snooze fest. You just lost 95% of your audience.

Now check out the difference if your subject line says something like this, “*Discover the #1 way to get rid of belly fat…(see inside)…*”

Much better. It gives a benefit and arouses curiosity.

To get a feel for how to write a curiosity arousing headline, I suggest you get yourself over to any of the popular sites known for writing great hooks, like Cracked.com or UpWorthy.com.

**The third thing you need to learn how to do is write engaging content**.

Now we’re moving past the headline or subject line and into the article, product review, or other content.

No matter what you’re writing, your goal is to engage the reader. A really good way to do this is to find their emotional buttons and start pushing them.

There are lots of different ways you can do this. Let me share with you one proven method: tell a story.

A good story that engages your readers’ senses will sweep them away and get them 100% focused on your content piece. If you want to know how to spin a good tale, look to the masters, like your favorite authors. You can even go to Amazon and use the “look inside” feature to read the first few pages of popular novels. You’ll quickly see how a writer draws readers into another world.

Of course you’re not spinning a fiction tale necessarily – perhaps you’re sharing an inspirational true story of how someone just like the reader overcame his problems. But you still need to craft a story that gets people hanging on your every word.

You also need to tap into emotions. Make your reader FEEL something. If you’re writing a sales piece, then make them feel the frustration and pain of their problem. Then you can offer them hope and relief by presenting the solution that will make them feel good and happy again.

**Finally, let me offer one last tip: tell your readers what you want them to do, and give them a good reason to do it.**

When you tell readers what to do – such as clicking on your affiliate link to purchase a product – that’s your call to action.

But if you want to make your call to action even more effective, then give prospects a good reason to click right now. Don’t even give them the option of putting it off, because they will… and then they’ll forget. And you lose the sale. (Ouch!)

One way to get people to take action is by creating a sense of urgency, such as by telling prospects about a limited time discount, or even a limited-time bonus you’re offering.

Oh – and one more thing before I wrap up this video and let you go…

Do you want to make this sense of urgency almost unbearable so that your prospects just have to buy? Then insert a countdown clock on your blog which ticks away the seconds until the offer expires. There’s a web app called Countdown Monkey that creates these countdown clocks for you. Check out the resources section on this site for more information – I think you’ll like what this tool does for you.

**VIDEO 9: An Astonishing Way to Get Vendors to Send Traffic to You**

Let me ask you a question…

Would you rather have one entry into a sweepstakes, or one thousand entries into a sweepstakes?

Assuming there are some sweet prizes, it’s a no brainer that you’d rather have more entries for a contest drawing. The more entries you have, the more likely it is you’ll win. It’s just a numbers game.

Listen, affiliate marketing is pretty much a numbers game too. And the calculations are just as simple – the more traffic you get in front of your offers, the more likely it is you’ll generate big commission checks and a comfortable living.

Now, in just a couple minutes I’ll start sharing with you some traffic tips. But first I want to remind you of something important…

It’s really unlikely that you’ll make a comfortable living promoting just one affiliate product. That’s about as likely as you getting hit by lightning this afternoon.

So here’s what the super affiliates do…

They create a sales funnel, and they never send their visitors directly to a sales page without first trying to get them on a mailing list.

You see, one of the advantages vendors have over affiliates is that the vendor gets to build the customer list. A list of proven buyers is one of your most valuable assets.

But hey, listen up – there’s absolutely no reason why you can’t build list too. In fact, that’s exactly what smart affiliates do. The cool thing is that many of these prospects will go on to be customers – and if you’ve set up a system where you deliver bonuses to customers who buy through your links, then you can segment your list into prospects and customers. Just like that, you have a customer list too.

Okay, so a moment ago I mentioned a sales funnel. This sales funnel usually starts with a freebie – that’s your lead magnet product that you use to entice people to join your list.

Here’s an important point – focus on getting prospects onto your mailing list FIRST. That means you send all your traffic to YOUR website, not the vendors. You want prospects to join your list… and then you’ll send them on over to the vendor’s sales page.

Got it?

So what you’ll need to do is set up a sales funnel, which is where you promote related products… preferably more expensive products, too.

For example, maybe you promote an entry-level product like a $10 ebook. Then you can promote a $100 video course. Maybe you’ll promote a $500 piece of equipment or software. Then you promote a $1000 workshop.

You get the idea. Instead of trying to get rich by pocketing $5 or $10 commissions, you promote lots of other related products and services to your lists so that you can start pocketing the bigger commissions, like $50, $100, $500 and so on.

So you see how this all works. You send traffic to your lead magnet page, your prospects opt in, and then you promote a variety of related and in-demand products to these prospects.

Now that brings us to the question – how do you get traffic?

You get traffic in the same way as you get to any other web page. I’m talking about social media, search engine optimization, pay per click marketing, viral campaigns, joint ventures and so on.

So let me share with you now one really cool way to get a lot of traffic…

You ask the vendor to do a free webinar interview with you.

Here’s how it works…

First, you approach the vendor about doing the interview. Tell you what, you’re more likely to get a “yes” if you’ve already proven yourself as an affiliate. So get some sales under your belt and make this vendor some money before you request an interview – this trips the reciprocity trigger in your vendor, as he’ll feel a bit obligated to help you out.

Be sure to tout the benefits for the vendor – namely, the webinar will focus on selling one of his main products, so he’ll get some great exposure and make sales.

Next, you need to promote the webinar. So blog about it, tell your newsletter readers about it, shout it from the rooftops on social media – do everything you can to get traffic.

Now here’s the cool part…

You should encourage the vendor to advertise the webinar as well. Probably 95% of vendors will, just because they have a little ego involved in being spotlighted in your interview. But they also want to make sales, so they’ll usually do a lot of promotions for you.

Next, have people register for your webinar by joining your list. So right off the bat you’re making sure to get all these hot prospects on your mailing list so you can follow up with them repeatedly.

Next, you send out a thank-you email to those who register, along with your affiliate link for the vendor’s product. You can tell your subscribers that buying this product is “homework” which will help them prepare for the webinar.

When the webinar day rolls around, you send out a reminder to your list along with link to where the webinar takes place.

Next… you do the webinar. Just interview the vendor on the same topic as his product. So if his main product is all about organic gardening, then you should be asking your guests for tips on how to build raised flower beds and get rid of aphids.

At the end of the interview you then spend a few minutes talking about the product. By this point, your guest should have wowed your audience, so they’ll be interested in buying. You’ll share your affiliate link and maybe a bonus if webinar registrants buy now through your link. This should generate some quick sales.

Now you have a webinar recording, which you can give to your guest to use as he pleases, plus you can use it too… maybe even as a lead magnet product. You do the webinar once, and you keep making sales from it again and again for many months to come.

Imagine if you will do this with a dozen different guests. You can bet your traffic numbers, subscribers AND sales will go through the roof.

So take a few minutes right now and start drawing up a prospective webinar guest list – I think you’ll love how much traffic this powerful strategy delivers to your virtual doorstep!

**VIDEO 10: How to Get More Eyeballs in Front of Your Affiliate Offers**

Once you get all the pieces of your affiliate business in place, then you need to send traffic to a lead magnet page so you can start building a list.

A lot of people want you to think getting traffic is some hoo-doo voo-doo magic. It’s not. It’s all about using multiple channels to advertise so that you reach as deeply into your market as possible.

So put on your advertising hat for a moment and let’s go over some of these traffic methods…

***The first method to bring visitors to your virtual doorstep is to do some guest blogging***.

This is where you persuade other blog owners to post your content on their popular blogs.

Now, you’ll see a lot of blogs that actively solicit content, so feel free to follow their submission guidelines carefully and submit articles.

But don’t let a lack of a welcome mat prevent you from submitting content to a blog owner. You can knock on their virtual door and specifically ask them to post your content on their blog. They get free content. They’ll also get some free traffic if you offer to tell your newsletter readers, blog visitors and social media followers about the article.

The other important point about guest blogging is to use your byline wisely. Don’t use it to talk about you. Instead, your byline should talk about your readers – specifically, their problems and how you can solve them. In other words, your byline should be a short attention-getting, curiosity-arousing advertisement that gets people clicking through to your lead page.

***The second way to bring in more traffic is to tap into social media***.

You can start by setting up profiles on major social media, such as Facebook, Twitter and Google +.

Secondly, encourage your existing blog readers and newsletter subscribers to follow you on social media.

Next, drum up some social media followers by doing co-endorsements with other people in your niche. This means you approach other marketers and offer to tell your followers about their Facebook page or other social media if they return the favor to you.

Yep… it’s an “I’ll scratch your back if you scratch mine” kind of deal, and it’s a pretty darn effective way to get more followers or even drive prospects directly to your lead magnet page.

Next, you want your Facebook or other social media followers to help you get some new followers. You do this by posting viral content, like memes or cool quotes, and then telling people to like and share the content. When they do, you’ll naturally build your fan base.

Another way to tap into the viral aspect of social media is to specifically bribe people to share your content. You can put away the roll of $100 bills, because you’re not bribing corrupt government officials.

Instead, all you have to do is offer something interesting to your prospects, like a free video if they share your link on their Facebook, Twitter or Google+ accounts.

This is super easy to do if you use Social Share Monkey, which is a web app that unlocks a free gift once someone has shared your content. Check the resources section on this website to learn more about this tool.

***The third way to get more traffic to your lead page is to buy it***.

Facebook has a nice paid advertising platform where you can select your demographics so you’re pulling a really targeted audience.

Google AdWords is another option. Just be sure to target narrow keywords so that you are fairly confident that your visitors are interested in what you’re selling.

For example, a keyword phrase like “tips for losing weight after 40” tells you what the person wants and how old they are – that’s good information, and it’s probably a good keyword to bid on when you’re using pay per click marketing to promote weight loss stuff.

Finally, you can also purchase banner ads on relevant sites, like forums dedicated to your niche. You might even spend a few bucks testing out big sites like Reddit’s advertising platform, because it’s a cheap way to get your ad in front of a lot of people.

So now let me share a few tips for optimizing your ad campaigns…

First, start small, especially if you’re buying ads. That means get your ad in front of a small audience first. If the ad works, then dig in your advertising piggy bank and plunk some more cash down on a bigger ad buy.

Secondly: Test your ad campaigns. This means tracking your ads and traffic sources to see which ones are bringing home the bacon for you.

Once you understand what works, you can do more of the same. And when you know what doesn’t work, you can ditch it by the roadside and drive away.

Finally, make affiliate marketing easier on yourself by taking advantage of some of the tools and resources available to you.

A moment ago I mentioned Social Share Monkey, which will help you kick start your viral campaigns.

You might also use Catcha Monkey, which is a web app that redirects your visitors to other pages and offers on your site. This is a great way to optimize your existing traffic so that you can make more money from every prospect who enters your site.

You can learn more about these tools, plus get your hands on some other good tools as well as some advanced training information by checking out the resource section of this website. Go ahead and do that right now, because these tools and resources will give you a big edge over your affiliate competition.