**VIDEO 1: Inside the Mind of a Super Affiliate**

If you ask average affiliates what separates the super affiliates from everyone else, they’ll tell you things like “big lists” or “good connections” or “lots of traffic.” You might have a few wiseacres doing a good impression of Captain Obvious by saying, “big commission checks” separate the average affiliates from the super affiliates.

Sure, all those things are true. But the thing is, every single super affiliate on the planet started at zero. They didn’t have a single person on their mailing list until they started building their list. They didn’t have a lick of traffic until they started driving this traffic. They didn’t have good connections in the niche or anything else until they created or built those assets.

Point is, the biggest super affiliates in your niche were once like you. They started with nothing, just like you. No list, no traffic, no commission checks. But something happened along the way that gave them an edge.

So you wanna know the *real* secret of what separates the super affiliates from everyone else?

It’s this: they have the right mindset. And that makes all the difference in the world.

The good news is that if you don’t have this mindset, you can work on it. So let me share with you a peek inside the minds of the super affiliates.

**Factor #1 – Super affiliates treat their business like a business, not a hobby.**

There’s an old saying: “If you treat your business like a hobby, it will pay you like a hobby.” In other words, you’ll get paid bupkis if you just fiddle around and treat your business with anything less than the seriousness it deserves.

One of the problems with folks who treat their businesses like a hobby is that they’re afraid of failing. So as long as they pretend their business is just something fun they like to do in their spare time, then they never have to face the fear of failure. After all, a hobby is just for fun – you can’t “fail” at it.

Another problem with folks who treat their businesses like a hobby is that they’re afraid of what others might say. They don’t want to be judged. They listen to the naysayers who say things like, “When are you going to quit playing around and get a real job?”

It’s especially hard when these sorts of comments come from people close to you, like a spouse, family or friends.

If this sounds familiar, then I have one thing to say: stop living your life based on the opinions and approval of others. Life is short. This is your life. Do what you want, and forget about what anyone else has to say about it.

**The second factor that separates the super affiliates from the average affiliates is that super affiliates are well aware of the many hats they wear.**

Your average affiliate goes into the business thinking he’s a marketer. And so he pours all this time, energy and money into being a marketer… and then wonders why the commission checks aren’t reflecting all his hard work.

A super affiliate know he’s a marketer, but he’s also aware of all the other roles he needs to embrace in order to be successful. A super affiliate is a lead-builder, a sales person, a researcher, a trusted advisor, an authority figure and sometimes even just a good friend.

Super affiliates may also be entertainers, storytellers and darn good copywriters. This is how they hook their prospects and keep them hanging on their every word.

Top affiliates may also be project managers and human resource managers if they do any outsourcing.

Super affiliates are also really good at seeing the big picture. Instead of getting tunnel vision by focusing on one aspect – such as promoting a certain product – they see how this one aspect fits into their overall business plan.

And that brings us to the next point…

**The third factor that separates super affiliates from mediocre affiliates is that top affiliates have a plan.**

What I’m talking about here is a specific, solid and well-thought out plan.

You see, saying something like “I plan to make more money” is NOT a plan.

Saying, “I plan to be the king of affiliates and have all others bow down before me” is NOT a plan.

Saying, “I plan to make gobs of money and then roll around in it naked every week” is also NOT a plan. It might make for an interesting video on YouTube, but it’s not a plan.

When I’m talking about a plan, I’m referring to a business plan. This is where you sit down and actually figure out your exact goals and the exact steps you need to accomplish these goals.

Your business plan will look at your strengths and weaknesses. Your business plan will look at your competitor’s strengths and weaknesses. Your business plan will figure out exactly how much time and money you’ll need to find your prospects, get them on your list, and start closing sales.

**The fourth factor that separates the super affiliates from everyone else is that they know the real secrets of making sales.**

An average affiliate takes up a churn and burn model, where they fill their blog with ads and blast out promos constantly to their newsletter list. They burn through prospects pretty fast, all the while telling themselves that anyone who didn’t buy wasn’t a “real” prospect anyway.

Super affiliates know that good leads are worth their weight in gold. They know that high conversion rates don’t come solely from promoting good products with high-response sales letters. They know the high conversion rates aren’t based solely on “adding value” to an offer by giving away bonus products.

Sure, all of these things help. But super affiliates know the real secret to cashing in big time is to build a list of subscribers who know, like and trust you.

So forget about your churn and burn models or your “scorched earth” business plan. Focus on building an engaged, responsive audience… and you’ll know what it’s like to be the top affiliate in your entire niche, the one whom all the vendors flock to whenever they’re releasing a new product.

**The fifth factor that separates the super affiliates from everyone else is that super affiliates focus on helping their customers FIRST.**

If you focus on your own needs, then you’re going to be promoting some crappy products just because you know you can make a quick buck with them.

But if that’s your plan for becoming a super affiliate, then I suggest you get a sleazy suit, slick back your hair, and start doing that uber creepy thing where you point at people, wink and click your tongue like the stereotypical snake oil salesman.

Oh, and you might also get on good terms with your parents, because your lack of income will probably have you crashing in their basement for the foreseeable future.

If you want to get ahead, then I suggest you put your prospects and customers needs first. Don’t look at them like cash machines. Don’t look at them as the people who will pay for your next vacation or video game. Don’t get desperate when the electric bill is due and look to them to bail you out.

Yeah, I know – your affiliate marketing DOES pay the bills. I get that. But what you’ll find is that your affiliate business will make even more money if you focus on the needs of your prospects and customers FIRST.

So ask yourself, “What is the best way for me to help these folks solve their problems?” Because as Zig Ziglar said, paraphrased, when you help people get what they want, then you’ll get what you want too.

Or here’s another way to think of it – money is just a measure of how much you’ve helped others. So do everything you can to solve their problems, and you might be surprised to find your bank account overflowing.

So that’s it for this time. I want you to really think about these mindset factors and other traits, and honestly assess whether you believe them and possess them. If not, get to work on changing that, because your financial situation won’t change until you change the way you view your affiliate business.

**VIDEO 2: The Surprising Truth About What Really Works**

Many affiliates, especially those who’re new to the game, are looking for that “magic bullet” that will give them an edge, crush the competition, and help them close more sales.

Okay, let’s cut to the chase – there is no single “magic bullet” that will get you everything you want. It’s a combination of a lot of factors that will turn you into a successful affiliate. But as long as we’re on the subject, there is one thing that nearly all top affiliates do… and this thing is something the bottom affiliates almost never do.

What is that thing? It’s testing and tracking to find out what really works with your audience.

Now if you know anything about testing and tracking, then you know it’s all about figuring out what parts of your marketing campaign work the best, which parts need a little tweak, and which ones you should kick to the curb.

In short, you’re gonna start analyzing the numbers, including traffic numbers and conversion rates.

I know, you probably never thought you’d have to use math and statistics out in the real world once you finished with that last class back in high school or college, but I think you’ll be happy to make an exception here. That’s because tracking and testing can add a significant chunk of cash to your revenue.

Consider this…

Let’s imagine you’re pulling a 2% conversion rate with a product review you post on your blog, meaning two people buy for every 100 people who see your offer.

Now let’s suppose this is a product with a $50 commission, so when those two people buy, you make $100. So you’re making one hundred bucks for every 100 people who see the offer.

Not bad.

But imagine if you did a little testing and tracking to get more people clicking on the blog post, and more people clicking on your affiliate link. Imagine you doubled your conversion rate to 4% -- just like that, you also double your income… because now you’d be making $200 for every 100 folks who saw your promo.

So you can see why testing and tracking is worth it, because it can add a whole lot more money to your revenue with relatively little effort.

All right, so as an affiliate there are plenty of things you can test. Let me name some of them for you:

* You can test the parts of your lead page – such as the headline, benefit statements, call to action and overall design of the page – to see which factors get more people joining your mailing list.
* You can test different lead-magnet products to see which freebies create a bigger response.
* You can rotate affiliate offers in your autoresponder series to see which ones produce the best results for you.
* You can test to see if Coke or Pepsi tastes better. Just kidding… I was just testing *you* to see if you were paying attention.
* You can test the subject lines of emails you send out to your leads.
* You can test the other parts of the email, such as your opener, the benefit statements, the call to action and the P.S.
* You can test your ad campaigns – for example, if you’re doing pay per click marketing, then you’d test to see which keywords worked best, you’d test your ad headline, and you’d test the body of the ad.
* You can also test other advertising components, such as ad venues, graphics and sales copy.
* You might test posts you make on Facebook, Twitter or other social media to see which ones get the most clicks and results.
* You may even test things like what day of the week people are more likely to open your emails.
* You can also test a train that’s leaving Chicago going 55 miles per hour with a 5 mile hour headwind, and see when it will meet the train leaving Los Angeles whose conductor is wearing a purple hat and eating a Krispy Kreme donut… you know I’m kidding, right? Just seeing if you’re paying attention again.

All right, so you have all these things to test. That brings us to the next question – how the heck do you track and test them?

Well, what you need is a tool that does the all the work for you. In many cases, you’ll find these testing tools built into the other tools you’re already using.

First off, if you’re using a well-known third-party email service provider like Get Response or Aweber to manage your mailing lists, then those tools have built-in analytics that will give you information about how many people are opening your emails and clicking on your links.

When it comes to your landing pages, you can use a web app like Landing Page Monkey, which creates professional pages quickly as well as gathers useful data such as impressions and your conversion rate.

Certain advertising platforms also give you built-in analytics, such as Google AdWords’ pay per click advertising. This will help you sort out what keywords and ads work best.

Now if you’re testing something where you’re not using one of these tools, then you can use Google Analytics, or the open source alternative at Piwik.org.

So let me go over a few quick guidelines before I set you loose to start testing your campaigns…

**First off, be sure to test just ONE element of your campaigns or ads at a time.**

There is an exception to this rule, and that’s if you’re using multivariate analysis. However, if the words “multivariate analysis” made you feel like hyperventilating and breathing deeply into a paper bag, then we can safely assume this isn’t something you want to try right now. In that case, keep it simple by testing just one element at a time.

Let me explain what I mean…

The idea here is that if you just test one element of your campaign while holding all other variables the same, then you can be fairly confident that the one element you’re testing is the thing that created the difference in conversion rates.

Let me give you a silly example to explain this…

Let’s suppose you’re out on a Saturday night looking to hook up. So you purchase a new shirt, you splash on a new cologne or perfume, and you make a conscious effort to put on your “sexy voice.” Then you go to a club you’ve never been to before.

So suddenly you find yourself nearly trampled by beautiful people who’re looking to give you their phone numbers. You’re happy. But let me ask you – why is everyone flocking to you like moths to a flame?

Is it your new shirt? Is it the new cologne or perfume? Is it your sexy voice? Is it the new club? Or maybe this is the first time you left the house in three months without food stuck in your front teeth?

You can see what I mean – you have no idea what made you so popular. If you wanted to figure it out, you’d need to systematically test each of those elements separately.

It works the same way with your marketing.

Let’s say you want to test an email. If you change the product you’re promoting AND the call to action in your email, then you won’t have any idea what caused the change. That’s why you just test one thing at a time.

**The second guideline to follow is to get about 30-50 actions before analyzing the data.**

By “actions,” I’m talking about people performing the specific action you want them to take, such as joining a newsletter list, clicking on a link, opening an email or purchasing a product.

If you want to be super geeky about it, you can whip out your abacus and crunch a few numbers to determine the exact number of actions you need to get before you can be statistically confident in your results. However, a good rule of thumb is 30-50 actions.

I’m glad you’re still hanging with me now that we’re at the end of this video, because that tells me you’re going to take testing and tracking seriously enough to start doing it ASAP.

So that’s exactly what I suggest you do. If you already have an autoresponder series set up, then start rotating products in the series to see which ones work best. Fiddle with your subject lines. Sharpen your calls to action.

Same goes for your landing pages. Tweak those headlines, sharpen the benefits, create some urgency with your calls to action.

So get on that right away, because I think you’ll like what testing and tracking does for your bottom line.

**VIDEO 3: Recruiting Vendors to Slide Money Into Your Pocket**

When you think of the typical affiliate-vendor relationship, you think of vendors paying the affiliates to share their assets. You drive the traffic, you pre-sell the audience, you create an extra incentive like a bonus, then you pocket a commission when people buy through your link. The vendor provides the product, the sales letter, fulfillment and customer service.

Now let’s turn that model on its head for a minute…

Imagine if the vendors helped you drive the traffic… and you still enjoyed a nice split of the profit.

Sounds good, right? So good that you’re probably already whipping out your magnifying glass to read the fine print.

But good news is that there is no trickery going on here. Instead, you just need to think outside the typical affiliate mindset and come up with ways to get the vendor to help you make more money.

It’s no secret that vendors are really eager to help affiliates, especially affiliates who have a good track record. That’s why they provide things like email swipes and other creatives, so it is super easy for you to promote their products.

But let’s step beyond basic affiliate tools and think about how else the vendor can help you.

**One idea is to recruit the vendor to do an interview or even a webinar with you.** For example, you set yourself up on a Google Hangout, ask the vendor for some juicy secrets related to the niche, and then promote the vendor’s product using your affiliate link.

The key to this strategy is that the vendor will usually advertise the webinar to his subscribers, social media followers and blog readers. That means you’ll get a lot of free traffic this way. And when someone buys from the either the live webinar or the recordings, you get a nice commission.

Let me share two tips before we leave this idea…

*The first tip is to be sure the vendor is prepared for the webinar*. If the vendor does a lot of webinars or interviews, then this should be a walk in the park.

However, if the vendor is new to this sort of stuff, then your job is to make sure he’s comfortable. This doesn’t mean you need to set him up with a silk pillow, a fruity drink with an umbrella in it. and someone fanning him during the webinar. That would be a nice touch, but it’s not necessary.

Instead, you just need to make sure the vendor feels prepared, such as by creating a list of possible questions or topics ahead of time so the vendor knows what sorts of things you might ask.

A word of warning, though – don’t turn this into a scripted interview, or it will end up being awkward and robotic. Give the vendor a general idea of what to expect, but neither one of you should be reading from a script.

*The second tip is to be sure you have people register for the webinar so that you can build a mailing list from these efforts*.

Be sure to segment this list so you know these subscribers came from a specific interview. That way, in the future when you promote this vendor, you can offer this list a special bonus or something similar since they’re already warm leads for this offer.

Okay, so moving on…

**Another way to get the vendor sending you traffic is to create a lead magnet for him or her.**

In other words, you create a free report, book, software, video, infographic, mind map or other downloadable tool or resource. This freebie should be focused on promoting the vendor’s offer using your affiliate link. Then you give this lead magnet to the vendor to offer to his subscribers, blog readers and social media followers.

**Still another way to get the vendor sending traffic your way is to create a bonus product for him or her.**

This is a bonus product that’s designed specifically to complement or enhance the vendor’s product.

For example, if the vendor is selling a golfing guide, then you might create a video illustrating specific golf grips.

Or if the vendor is selling a weight-loss product, you might offer a calorie-counting app.

The point is, you create something specifically for the vendor to give away to his customers. This bonus product should work to drive people to your lead magnet page. The cool thing is that every subscriber you get from this tactic is a known buyer, so you’re building a very valuable list.

**Another way to get a vendor sending traffic to you is to do some guest blogging.**

If the vendor has a blog, then you can offer him or her free content for that blog. Ideally, any content you offer should be exclusive or semi-exclusive content, perhaps just appearing on your blog and the vendor’s blog. But the way to make this work is to focus your article on a topic based around the vendor’s product. Then within the article you can drop your affiliate link. It’s a win-win idea, because both you and the vendor make money.

**Still another way to get a vendor sending you some traffic is to ask him to write an article for your blog.**

Alternatively, you can ask the vendor to do an text based interview, where all questions are asked and answered via email. You can then edit this interview and post it on your blog, along with your affiliate link to the vendor’s product.

The reason this works so well is because many vendors will promote their articles or interviews on their own blog, on their social media platforms and/or to their newsletter subscribers.

Big hint: You up the chances of the vendor promoting the content by specifically asking him to promote it. That’s right, just ask. Tell him the benefits of promoting – namely, that he’ll make money and add a new customer to his list whenever someone buys from the links in the article or the interview.

So there you have it – five different ways you can get the vendor to send traffic to you and help you promote his products. If you’ve never tried these ideas out before, I think you’ll be surprised out how well they work. That’s why I suggest you get started ASAP by emailing, Skyping or otherwise getting in touch with your favorite vendor to land an interview or offer some free content. I think you’ll both like the results.

**VIDEO 4: Negotiating to Get Super Affiliate Perks**

Let me share with you a little secret…

You don’t need to be the top affiliate in your niche in order to start getting some pretty sweet perks. You just need to ask for them.

This is just the way life works…

The guy who has the guts to ask out beautiful women is the one who gets the dates with super models.

The employee who asks the boss for a raise is the one who gets the promotion.

And the affiliate who asks for the special perks is the one who gets the bigger commissions and other sweet deals.

Okay, so it’s true you probably can’t just waltz off the street as a total stranger and start demanding perks from vendors. They’ll laugh you right off the phone or out of their email inbox.

However, if you’ve proven yourself as a serious affiliate and shown that you can put money in the vendor’s pocket, then you can bet they’ll be willing to negotiate perks for you.

End result for you? You get to make more money with the same amount of effort. You also get the opportunity to reward your blog readers, newsletter subscribers and social media followers for their loyalty.

So what kind of perks will you get? Well, if you’re a top affiliate for a casino, you might get financial incentives, get a limo ride from the airport, and a penthouse suite in the hotel. But for the rest of us who promote stuff like books and software, your perks will be more along the lines of the financial rewards.

Let me run down some of the perks you may ask for…

***First, you might ask for a personalized sales page***. The reason for this is because it can help you boost your overall conversion rate.

At a minimum, the sales page may greet your visitors by saying something like, “Here’s a special offer for friends of John Doe.” And yeah – of course in this example you’d swap your name in for the “John Doe” placeholder.

That’s one way to do it.

Another way to do it is to ask the vendor to upload a sales page you create. This is something you might request if the vendor’s sales page totally sucks wads and doesn’t convert. Of course you wouldn’t phrase it that way to the vendor… rather, you’d just politely request a special landing page.

One note though – some affiliate platforms, like Clickbank, allow you to link directly to an order form. This means you can write your own sales letter and then link to the order form. So there is no reason to ask a vendor for a personalized page if you’re dealing with an affiliate platform that allows you to link to an order form.

Now let’s suppose you’re dealing with an affiliate platform where you can’t do any direct linking…

If the vendor won’t grant your request for a special or personalized landing page, there is a sneaky way to get around it – use the web app Attention Monkey.

Attention Monkey lets you overlay a notification bar right on top of the sales page, which is where you can add some personalization, offer a bonus, emphasize the benefits of the product or do whatever else it takes to get a good response rate.

Check the resources section on this website for more information about the Attention Monkey app.

***The second thing you can ask for is a super affiliate commission rate***. This is where the perks start getting pretty good.

See, affiliate marketing is set up a bit like a fancy nightclub. You got the bouncer at the door deciding who gets to come in. If you get past the affiliate bouncer, that’s awesome – but you’re still only gonna be pulling the commission rate offered to everyone else.

On digital products, that’s something around 50%. With physical products, that may be as low as 5%.

Once you get into this main part of the nightclub, then you’ll catch these glimpses of patrons getting ushered into secret rooms. If you get a peek inside before the door slams shut in your face, you’ll see free drinks, chocolate covered strawberries, powerful people and beautiful women.

Same thing happens in affiliate marketing. The top affiliates get ushered into secret

rooms where vendors give them huge commission rates. If the public commission rate on a digital product is 50%, then the super affiliates may be getting 60%, 75% or even more.

Tell you what, you belong in this secret room. And all you have to do to get ushered in is show the vendor you can make some sales… and then ASK the vendor to bump up your commission rate. If the vendor doesn’t want to risk losing you, he’ll probably negotiate with you.

***The third thing you can ask for are bonuses for meeting sales goals***. This perk is a good way to negotiate with vendors to secure a super affiliate commission rate for yourself. Simply talk to the vendor about sales tiers – as you meet each goal, your commission rate bumps up.

For example, you start at a 50% commission rate. When you meet a certain sales goal, you get 55% commission. When you meet the next milestone, you get 60% commissions… and so on. The more sales you generate, the higher your commission rate.

The vendor is happy because he only bumps your commission rate when you perform, and you’re happy because you’re making more money with the same amount of effort. It’s a great way to prove to a vendor just how invaluable you are to his team, because the vendor doesn’t have to risk much.

***Another perk you can request is to have first dibs on promoting an offer***. Many vendors let their top affiliates promote a new offer a few days before the affiliate program is opened up to the public. Once you prove yourself, you’re likely to start getting these invitations – but if not, then be sure to ask for them.

***Still another thing you can request is exclusive discount for your customers.*** Here’s a nifty way to reward your loyal subscribers, followers and other fans – simply arrange to get a special discount from the vendor.

If the vendor is set up with an affiliate system where they can give you a coupon code or special link to track your sales and offer the discount, that’s perfect. That’s because many of your customers will share this link on social media and elsewhere, especially if the discount truly is exclusive.

In fact, you can encourage your prospects to share the link like crazy by giving them a special bonus if they share it, like a free video, ebook or app. There’s a tool called Social Share Monkey which makes this really easy, because this app unlocks a bonus once your prospect has shared the link on Facebook, Twitter and/or Google+.

Check the resources section on this site for more information about Social Share Monkey.

***The sixth perk you can request is a special bonus for your customers***. This might be something like access to a membership site, a free report, a free seat at a webinar, a free ebook or something else.

Not every vendor has the ability or desire to create free bonuses for all their top affiliates, but if you prove your mettle as a profitable affiliate, there’s a good chance the vendor will at least consider doing this for you just to keep you on the team.

One last tip—you can make this even easier on the vendor by suggesting a specific bonus. If the vendor has a lot of other products on the market, then you may suggest that your customers get access to one of these products as a bonus. That way the vendor doesn’t have to spend extra time creating the bonus – he or she just needs to set up a special download page for your customers.

***Yet another perk you may consider requesting is a bonus for introducing other affiliates***. If you’re pretty well-connected in your niche, then you may want to talk to a vendor about you playing the role of affiliate or joint venture broker. You can ask for a straight up bonus for these introductions, or you can see if the vendor will set up a two-tier affiliate program so that you make a commission every time one of the affiliates you introduced to the program makes a sale.

Okay, so that gives you a pretty good idea of some of the types of perks you can request. Of course this isn’t an exhaustive list. You might ask for other perks, like instant commissions or being paid in a different way than is offered to everyone else.

One word of warning, though – don’t turn into a diva. It’s okay to make requests, but don’t be like a prima donna pushing your weight around and pretending to be more important than you are. Vendors talk with each other, and you may just find yourself bounced out of affiliate programs if you start getting demanding or acting entitled.

Instead, just ask for perks when you know you’ve deserved them. Make it a win-win, and the vendor will be happy to accommodate you. And you’ll be happy to make more money and get more respect.

**VIDEO 5: The Secret for Overcoming Bad Sales Pages**

As an affiliate, you get to control many of the factors which affect your business.

You get to control what you sell. You get to control how you sell it. You get to control where you get your traffic.

But there’s one thing you can’t control, and it’s been known to drive a few affiliates batty.

What is that thing? It’s the vendor’s sales page.

See, you can come across the best product in the world. I mean this product could practically be the cure for cancer. But then you read the sales page and it looks like a schizophrenic wrote it when he was off his meds – total, irrelevant word salad. This is the kind of sales letter that couldn’t sell hair gel to Justin Bieber.

When you see a sales letter like this, you might just be tempted to completely pass over the product. But remember, your first priority is to offer your prospects the very best solution for their problems. So if this product with the word-salad sales letter truly is an excellent product, then you’ll need to find a way to overcome the poor conversions rate.

That’s what you’re going to learn how to do in this video. Let’s get started…

**The first way to overcome a poor sales letter is to build a strong relationship with your subscribers, blog readers and social media followers**. What you need to do is build a responsive list and following so that subscribers will listen to you when you tell them to buy something. In fact, when you have a strong relationship with your subscribers, you can even outright tell them to ignore the sales page and just scroll down to the order form. If they trust you – and if you’ve already told them all about the product – then they’ll do it.

Elsewhere in some of our other training videos I’ve shared in-depth guidelines and tips for building this sort of strong relationship and engaging the audience, so I won’t get into that in this video. So let’s move onto the next point…

**The second step in overcoming a poor sales letter is to warm your audience up before you send them to the sales letter**.

Truth is, you should be doing this even if the sales letter is awesome. The idea here is to present the benefits of the product and work your audience up into a buying frenzy. When they click on your affiliate link, they should already have their credit cards halfway out of their wallets.

There are a couple different ways to do this. However, the BEST way to warm up your audience is to send a series of emails about the product.

There are a few reasons for doing this…

*First, not everyone will see every email or blog post you make.* So if you depend on just one email to sell a product, a good chunk of your prospects won’t buy simply because they never even saw the email.

*The second reason to send out an email or blog series is because some people need to develop a little familiarity with the product before they’re ready to jump on the buy button*. Your series of emails builds familiarity as well as desire for the product.

An email or blog series also gives you a chance to hit all the “hot buttons” – you never know what type of promo a particular subscriber will respond to, so you up your chances of finding the sweet spot across all your prospects when you send out different types of promos.

*The third reason for sending out an email series is because some of your prospects are just slow, like the guy whose wife has to tell him 27 times to take out the garbage*. In other words, sometimes you need to “nag” your prospects a bit to get them to take action. Sometimes you need to poke ‘em with cattle prod to get them to take action. This is why you should create a strong sense of urgency, such as by offering a limited-time bonus or discount for those who buy as soon as possible.

So what sort of emails or blog posts should you create for this series? Well, here are a few ideas:

* The first way to warm up your audience is to send out a direct-response promo. In other words, you send out a mini-sales letter to your prospects. This mini sales letter should hit all the main benefits of the product, mention any bonuses that are offered, and include a strong call to action at the end.

You can also send out direct-response promos that highlight the main benefit of the product, and then remind prospects that an offer (such as a introductory discount) is ending soon.

* Another way to warm up your audience is to send out a product review. This is where you use the product, and then share the strengths AND weaknesses of the product…

And yes, you should share the product flaws as well. Doing so will build trust with your prospects, which increases your conversion rate. What’s more, sharing the product flaws also gives you a chance to overcome these objections and close the sale.

* Another way to warm up the audience is by sending out a “proof” email. Your prospects think you and the vendor are making pretty big claims, so if you can back up these claims with proof you’ll help close the sale. This can be as simple as sharing testimonials, a case study, or perhaps some “before” and “after” photos. If these materials belong to the vendor, just be sure to get permission to copy them into an email or blog post.

So, the bottom line is that there are a lot of different ways to presell the product, and ideally you should send out at least three or more emails or blog posts in a series to warm up your audience.

Now let’s go to the next point…

**Another trick for overcoming a poor sales letter is to write your own sales copy and then link direct to the order form**.

If you’ve got some mad copy skills, then this is a great way to overcome a poor sales letter. All you have to do is paste your own sales letter on your website, and then link directly to the vendor’s order form. In other words, you completely bypass the vendor’s crappy sales letter. Not only that, but since you control the sales copy, you also get to test your own letter to improve the conversion rate.

Let me share a couple quick notes with you…

First, not every affiliate platform offers this feature. You’ll need to check with the vendor’s third-party or self-hosted affiliate system to see if direct linking is allowed.

Secondly, not every vendor approves of this. That’s because many vendors want to capture their exit traffic onto a mailing list, and they feel slighted if you bypass their site entirely and go directly to the order form. You don’t want to develop a bad relationship with a vendor if at all possible, so it’s a good idea to talk to the vendor first before direct linking.

Keep in mind here that you hold the cards. If you’re making sales for the vendor, then he can either agree to let you direct link and keep sending him customers and sales… or he risks losing you as an affiliate entirely. That’s something to consider if the vendor gives you any grief about this.

One final note and a heads up – just wanted to let you know darkness and evil exists in the world, so be sure you’re working with vendors you trust.

You see, sometimes you may create your own awesome sales letter, and a vendor takes note that it’s working a bazillion times better than his own crappy sales letter. Next thing you know, the vendor has quote, unquote “borrowed” your letter for his own use.

Real nice, eh?

That’s just something to keep an eye out for.

And now the last point, which is a good last-ditch method if the affiliate system doesn’t let you link directly to the order form…

**Still another method to overcome a poor sales letter is to overlay a notification bar on top of the vendor’s sales letter.**

I know, this sounds totally sneaky, but it’s completely legal. If the vendor’s site accepts iframes, then you can overlay a notification bar which hits the main benefits of the product and creates a call to action.

If this sounds like a whole lotta technical mumbo jumbo to you, relax – you don’t need to touch a line of code. All you need to do is use Attention Monkey, which creates these notification bars quickly and easily with just a couple clicks of your mouse.

So now you know how to overcome poor sales pages so that you can start rocking your conversion rate and closing more sales. So let me leave you with one last bit of advice -- check out the resource section on this site for more information about the Attention Monkey app. Be sure to take a peek at the demo to see it in action, because I think you’ll agree it’s pretty darn clever.

**VIDEO 6: How to Put the Magnet in Your Lead Magnet**

Do you remember playing with magnets when you were a kid?

I’m sure almost every kid who’s ever played with magnets still remembers the delight in playing with two magnets that repelled each other. You hovered one magnet over the other, and the loose magnet rockets away from the magnet in your hand. If you had magnets with their opposite poles facing each other, the little buggers attracted each other with force.

Seemed like magic…

The cool thing is that you can use this sort of magic in your affiliate marketing. You can create a lead product that attracts your prospects to you with the white-hot intensity of two opposite magnets. This is called a lead-magnet product.

Seems easy enough, right?

And yet all over the world there are marketers who’re getting this simple step completely wrong. Instead of creating lead-magnet products, they seem to be creating products and landing pages that repel their prospects and send them scurrying off into the hinterland, never to be seen again.

That’s a totally lethal mistake. Truly, this mistake could break your business. Because if you can’t capture your leads onto a mailing list, then you’ll have a hard time building a strong relationship with them and getting your offers in front of them.

So let’s help you avoid this business-killing mistake. Just come along as I share with you tips and tricks for putting the magnet into your lead magnet product and landing page.

**The first tip is to be sure you have a professional landing page**.

Every once in a while you’ll hear people claim you could write your sales letter on a piece of toilet paper, and people would read it as long as the message was good. Of course the people who are saying that have sites designed by web designers who haven’t updated their skills since 1995.

Sure, good sales copy is important, and we’ll get to that in just a minute. But a polished landing page is just as important.

Just take a look around your niche, and I’m sure you’ll see you have a whole lot of competition from other affiliates and even vendors. Everyone wants to get the prospects on their list. And yet prospects don’t want to join every list under the sun.

Tell you what, your prospects are just looking for reason to NOT join your list. All it takes is one amateurish or unprofessional looking landing page, and they’ll assume you’re unprofessional or even an amateur. It’s not fair, but that’s the way the world works.

The good news is you don’t need to sink your life savings into hiring some fancy pants web designer who thinks he’s God’s gift to affiliate marketers. All you need to do is get your hands on a little web app called Landing Page Monkey, which generates beautiful, responsive lead pages for you with just a couple clicks of your mouse. Check the resource section on this site for more information about this slick app.

**The second tip for attracting prospects is to provide some strong copy on your landing page**.

You don’t need to provide a lot of copy – you just need to be sure you grab your prospects’ attention, and then give them a darn good reason to join your mailing list.

You can accomplish this with a strong headline that presents your lead-magnet’s biggest benefits, along with another few lines or bullets that present a handful of the product’s other strong benefits. Be sure to end with a call to action, where you specifically tell prospects what to do next to get their hands on the free lead magnet.

So here’s what to do – write your headline and then a small list of other benefits. Arouse curiosity if possible. For example, you might have a headline like, “Free Report Reveals the #1 Way to Save $105 on Your Electric Bill This Year…”

Then ask yourself – does this lead page give prospects a strong and compelling reason to join your list? If not, go back to the drawing board. Or you might even consider hiring a professional copywriter do this step for you, because as I’ve already mentioned, it’s important you get this step right.

**The third tip for attracting prospects is to be sure you have something they really want**.

You can’t just toss up some resell rights product that your prospects have already seen on a million other websites. Then you’re no better than that weird old woman we all know who offers everyone those odd hard candies that have been out of production since 1960.

Do your market research to find out what people really want. Check out marketplaces like Amazon, Clickbank and JvZoo to find out what products are hot and selling like crazy. If your market is already shelling out cash to buy a certain type of product, then you know they’ll snap it up if you give it away for free.

Then create a product that’s directly related to the main product you’re selling. Which brings us to the next point…

**The fourth tip for attracting prospects is to create a lead-magnet product that works as a sales tool**.

You lead magnet product exists to attract people to your site and get them on your mailing list. But a good lead magnet also works as a sales tool. A good sales tool has these two characteristics:

*First, ideally your lead magnet should be something that people use or refer to frequently*. A list of resources, a checklist, a mindmap, software or some other tool or resource works well because people will use it often –and that means they’ll see your calls to action often as well.

*Secondly, your product should naturally lead prospects to wanting to buy the main product you’re promoting*…

For example, a free search engine optimization WordPress plugin would naturally lead to people wanting to buy a course on search engine optimization, as they would get more benefit out of the plugin.

Another example: people who opt into your list to get a report about how to set up a website will naturally purchase necessary items through your affiliate links, such as a domain name and web hosting.

One more example: if you’re selling a physical product like barbecue grills and other supplies, then creating a free grilling recipe book gives you an opportunity to recommend “must have” supplies that will turn the reader into a master griller. Readers will naturally want to buy the affiliate products you’re recommending if they’re convinced it will make their meals and backyard entertaining better and more fun.

Okay, so that’s how you create a lead-magnet that attracts rather than repels your audience. If you haven’t already created your lead magnet or landing page, I suggest you jump on that today. If you’ve already done this but the product or page could be a bit more polished, than take the time to do it because your business depends on it.

And again, be sure to check out the resources on this site for more information about Landing Page Monkey, which will level the playing field between you and those multimillion dollar companies with the high priced web designers.

**VIDEO 7: Give Your Prospects More Bang for Their Buck**

It would be cool if all of your prospects declared their undying love for you and only you. But the truth is, your prospects aren’t all that into the idea of marketing monogamy. They find it rather boring, much the way a skydiving thrill seeker finds the Merry-Go-Round a bit on the dull side.

Sure, your prospects joined your mailing list, and you’re seeing them buy from your links here and there. They may even send you an occasional note, reply to your blog posts, or post on your Facebook wall about how awesome you are. It’s good for the ego – but kind words alone don’t pay the bills.

See, here’s the thing…

Your prospects are looking out for their own interests. That’s natural. That’s fine. But this means you need to be on your toes, because they could run off into the sunset hand-in-hand with your competitors.

Let’s imagine for a moment that all else is equal between you and your nearest competitor. Both of you have developed a relationship with a particular prospect. The prospect knows, likes and trusts both of you. If you both tossed an affiliate link in front of this prospect, she’s probably just going to buy from whatever link gets dropped in front of her first.

I don’t know about you, but racing to be the first to get an affiliate link in front of your prospects just sounds exhausting. Plus there are all sorts of technical glitches that could screw up this strategy anyway, like an email service provider going down right when a new product is launching.

The good news is there is a way to overcome this…

And all you have to do is train your subscribers and other prospects to wait on their purchase until they see what sort of bonus product you’re offering if they buy through your affiliate link.

You’re probably quite familiar with this strategy of “adding value” to an affiliate offer. You can use it to boost your conversion rate even with cold prospects who perhaps stumble on a product review on your blog. That’s because people like getting more bang for their buck.

However, it’s also a super slick way to get more of your long-time subscribers and other prospects to buy from YOUR link on newly launched products, because they know you’re going to offer them an incredible deal that they can’t get anywhere else.

You see, here’s a little secret…

Some affiliates create bonus offers which are so attractive that their prospects buy the product almost entirely for the reason that they want to get their hands on the bonus offer.

Now, you might be wondering why an affiliate would do this – if their product is so amazing, why don’t they just sell it directly?

A lot of affiliates don’t want to mess with stuff like that. They don’t want to deal with customer service inquiries, and refunds, and fulfillment and all that other tedium. They’d rather just blast their promo out to their newsletter lists, and then go back to enjoying their leisure time.

So all of this leads to the question – what makes a good bonus product to offer to those who buy something through your affiliate link? Let me share with you a few characteristics…

***First, the bonus product should compliment or enhance the main offer***.

You won’t do yourself any favors if you offer a barely related product as a bonus. If this bonus product is going to boost sales for you, it needs to be directly related to the vendor’s product – and, better yet, it should somehow work with the vendor’s product.

One example of this if you offer free installation to anyone who purchases a piece of software through you. If the software comes with a big commission and installation only takes a few minutes, then this is a pretty easy bonus for you to deliver.

Most times, however, you’ll probably offer a downloadable product so that the process is automated and you don’t have to lift a finger. For example, if someone purchases an affiliate offer through your link such as a bodybuilding guide, then you might offer a free in-depth report about bodybuilding supplements.

One more example: if you’re promoting a product about how to write a thriller novel, then you might offer a book full of thriller plotlines and outlines. You might even give free access to a tool that converts a word document into a Kindle-compatible format for those who intend to sell on Amazon.

***The second set of characteristics that makes a bonus product produce more sales is if the product is valuable and desirable***.

Some affiliates think if they stack a bonus package with enough products, then prospects won’t be able to resist.

Bzzt, wrong. No matter what you’re offering, you better make darn sure it’s something your prospects want, which you can determine by doing some market research. And you better make sure it’s valuable, otherwise your prospects won’t view your bonus as any sort of incentive. A crappy bonus may even get prospects fleeing from you the way underage drinkers flee the cops during a keg party.

If you want a good example of a couple affiliate marketers who know how to produce valuable, desirable bonuses, then check out BestBonusBlog.com. That will give you some good ideas of what works.

***The third factor that makes for a good bonus product is a professional presentation***.

Just because it’s a free bonus doesn’t mean you put up a shoddy, unprofessional presentation. Instead, be sure to get good graphics where applicable, and get the product itself formatted properly. If you’re selling software, make sure you have a polished user interface.

You see, everyone says “Don’t judge a book by its cover,” but your prospects will do exactly that. So make a good impression by giving them something that looks as good as it works.

***The fourth factor that makes a good bonus product is that it should continue working as a sales tool for you***.

Now this factor won’t boost your conversion rate when you’re selling affiliate products. However, this factor works to your benefit AFTER the sale, as it serves as a subtle sales tool if giving away products as bonuses.

There’s a good chance that not everyone who claims your bonus is already on your mailing list. These prospects may have seen your offer on your blog, on your Facebook page, on Twitter or even from an email forwarded by a friend. So the first thing your bonus needs to do is direct the reader or user to your lead-magnet page so they can join your mailing list.

Secondly, you bonus product may include links to other offers.

For example, if your bonus product is a low-calorie cookbook, then you might link to some other good cookbooks for dieters, like a book of smoothie recipes.

Another example: if your bonus product is about building a mailing list, then you’d naturally include affiliate links for your favorite third party email service provider.

So, the bottom line is that your bonus offer should be highly attractive to your prospects – maybe even something so good that they’ll order the affiliate product just to get their hands on your juicy bonus.

Here’s one final bonus tip…

If you’ve created a product that really seems in high demand and it does a good job of creating backend income or more subscribers for you, then you might consider approaching the vendor and offering them the giveaway rights to this bonus.

That’s right, you let the vendor give this bonus away to EVERYONE who purchases the product. The vendor loves it because they get valuable content to offer to their customers for free. Customers love it. And you’ll love it too, because now you’re getting a stream of proven buyers clicking on your other affiliate links inside the product and joining your mailing list.

Pretty slick, right?

So, to wrap this up…

Take a look at what you’re doing now – are you adding value to your offers? If so, are you offering bonus products or services that are like catnip to a cat? If not, time to whip up something a little more enticing. You’ll be glad you took the time to do this once you see how it affects your commission checks.

**VIDEO 8: Affiliate Marketing Like a Boss**

There are a lot of pieces you need to snap into place in order to create a successful affiliate business.

You need to do things like create an irresistible lead magnet and landing page, and then drive highly targeted traffic to this page to build your list. Then you need to put the right offers at the right prices in front of your subscribers. You might even toss in a bonus to persuade people to buy a product through your affiliate link.

So far, so good.

If you just do those things, you’ll make some money. Probably not a lot – probably not enough to impress anyone or make it worth your while to hire a tax accountant – but at least you’ll cover your business expenses and have a few bucks left over.

I’m guessing you’re not content to scrape by. And that’s why you’ll want to pay attention to this video, because now I’m going to start sharing with you some of the secrets that really separate the super affiliates from everyone else.

So listen up…

One key that makes the super affiliate different is that they know it’s important to position themselves as an authority in the niche.

That’s because your prospects don’t want to follow just any ol’ person in the niche – they want to follow an expert who’s also an authority.

So what’s the difference?

Respect.

An expert knows a lot of stuff, but that doesn’t mean anyone cares. If you’re just an expert, you might end up being the blowhard “know it all” in the niche. People will start harboring fantasies of taking you into the bathroom and giving you a swirly. Know what I’m saying?

Don’t be that guy.

When you’re an authority in the niche, then you command respect. People listen to you. People follow you. People talk positively about you on social media.

Have you ever watched South Park? If so, then you know all about Cartman bashing people’s knees with a police baton while yelling, “Respect my authoritah!”

Okay, I’ll let you in on a little secret… that’s not the way to build authority in your niche. And it sure as heck isn’t a good way to get any respect. Probably about the only thing you’d get is a night in jail.

So how do you become an authority? All you have to do is follow the tips and guidelines I’m about to share with you…

**The first way to build authority in your niche is to simply show your authority**.

You could tell people you’re an authority all day long until you’re blue in the face and you pass out from exhaustion, but a big chunk of people won’t believe a word of it. And really, the people who are yelling the loudest about being an “authority” or even an expert in the niche are usually the ones who’re trying on the whole “fake it till you make it” shtick.

So what do you do instead? Simple – you *show* them that you’re an authority, and they can’t argue with you. It’s pretty hard to argue with the irrefutable proof sitting right in front of their noses.

So forget about writing your average-Joe-Blow 400 to 600 word ho-hum articles for your blog. You need to put something extraordinary out there. Show people how you can help them. Give them strategies they’ve never seen before. Share with them insights and tips they never knew… because YOU invented them. Blow their mind.

In other words, share information that produces great results. People can’t argue with results. If you deliver the goods, you’ll be well on your way to establishing yourself as an authority.

**A second way to build authority is to flash your credentials**.

People really don’t care all that much about you… primarily they care about themselves, and they care about you to extent that you can help them. So you don’t want to drone on and on about your credentials every chance you get, but you do want to put them out there and make them know.

If you have a boatload of experience, or you’ve earned some related degrees, or even if you’ve won some awards in your niche, let people know. The “About” page on your blog is a good place to flash these credentials.

Another good way to flash your credentials is to share them on social media as you earn them. For example, if you just got named as the featured speaker at a prestigious event… or maybe you picked up a respected award in the field… then post a photo of you participating in the event and let your followers know what it’s all about.

Yeah, some might accuse you of “humble-bragging” on social media – but if you don’t tell your followers about your impressive credentials, who will? No one. It’s up to you.

**Another way to build authority is to prove that you can get results.**

In other words, you use a little social proof to get people’s heads nodding at you in that appreciative, respectful way.

Ideally, what you want to happen is let OTHER people talk about you and how you got them great results. If the buzz is loud enough, your prospects will find out. But you can also help the process along by re-tweeting, sharing, or reblogging praise from others.

Want to bring the buzz to a deafening roar? Then create a contest where people seek to get results based on the methods you teach.

One good example of this is BodyForLife.com, which is a 12-week body transformation challenge that’s based on a specific diet and exercise program, which was created by Bill Phillips and sponsored by EAS sports nutrition.

The site is full of amazing transformation stories. People go to other forums, blogs and social media groups to share their own Body for Life transformation Stories. Phillips doesn’t have to say a word about his own authority, because there are thousands of people sharing their success stories all over the net.

And you know what? You can bet Phillips sells tons of his transformation guides, and EAS sells gobs of their whey protein and other supplements. Selling with authority and proven results works like crazy.

**Okay, so the fourth way to build your authority is to associate yourself with other experts and authorities**.

The idea here is to borrow some credibility from other influential people. You need to work your way up into their networks, and then work with these folks so that others see you as being in the top tier or thought-leaders in your market.

You’ve probably already mentally categorized and ranked other marketers in your niche. You have the no-names and “no one cares” at the bottom. You have mid-level marketers after that. Then you have the top tier – this is the group you want to align yourself with.

So get involved in your niche. Go to conferences and start developing real relationships with the movers and shakers. Get on social media and do the same thing. Attend the Google Hangouts and webinars that these folks are attending.

Here’s an insider tip – don’t be the guy or gal who approaches the influencers in your niche and hits them up with a joint venture proposal right away. That’s totally lame. And totally forgettable, because you’ll blend in with all the other plebs who’re trying to do the same thing.

Instead, approach people on a personal level. If you find out both you and Joe Marketer love deep sea fishing, then connect on that common ground and swap fishing stories.

Think about it – at the end of the day, who is this influential marketer going to remember… the stranger who talked business with him the whole time, or the one who made a personal connection and showed interest in him as a person? That’s right, he’s gonna remember the one who swapped the fishing the stories with him.

Another thing you can do is get noticed in your niche. If you make a nice chunk of change for a particular vendor, you can bet that vendor will notice. If you start winning affiliate contests, you can bet *everyone* will notice. Then once you get noticed, it’s a whole lot easier to start working your way into the upper tiers of your niche. Makes sense, right?

So let me summarize this whole strategy…

Don’t just be the expert in your niche – be an AUTHORITY. Write and talk with confidence. Align yourself with other authorities. Show people know what the heck you’re talking about.

Pretty soon people will start flocking to you. Soon you’ll be the name on everyone’s lips, Twitter accounts and Facebook wall. You’ll command respect where ever you go. And when you talk, people will listen. When you recommend a product, people will buy it.

That’s a pretty darn good reason to start building authority right away, isn’t it?

**VIDEO 9: The Real Secret of Big Commission Checks**

If you’ve studied affiliate marketing for any amount of time, then you’ve probably notice that most courses focus on teaching you how to pick a hungry niche, get ‘em on a list, and then give them what they want.

That simple advice will go a long way in helping you become a good affiliate. It’s solid advice. But there’s one thing that many courses and many affiliates overlook…

And that’s the relationship and level of engagement you have with your prospects.

Now I’ve said elsewhere that positioning yourself as an authority is important. However, the second psychological component that triggers sales is based on how much your prospects LIKE you.

You’ve heard people buy from those they know, like and trust… and that’s absolutely true. Sometimes they even choose to follow people based solely on liking, even if that person otherwise wouldn’t be their first choice as an expert or leader.

Take politics as an example. Political consultants spend a lot of time and energy transforming their candidates into likable people.

You see, it doesn’t matter if the candidate has the best policy ideas, is a strong leader, and has the management skills needed to be effective. If the candidate isn’t likeable, there’s a good chance he or she won’t be elected.

So suddenly you see candidates dressed in jean and work shirts with their sleeves rolled up. You see photos of them drinking a beer with the locals, or playing some sport. You might even see them volunteering at a charitable organization. And all of these things are done for photo ops, to humanize the candidate and make people like him or her.

Point is, this stuff is important. And once you really take it to heart, you’re going to see your affiliate checks grow.

Let me give you a couple real life examples of people who cashed in on their likability and the engagement they have with their audience…

Take Oprah Winfrey as an example. Whenever she announced her new pick for her book club, the author of that pick become a bestseller overnight. Likewise, anyone who sold a product that ended up on Oprah’s “My Favorites” list was assured of making a huge bundle of cash, because Oprah’s recommendation moved products like crazy.

Now we have Mark Zuckerberg doing something similar. He launched a book club in 2015, and right off the bat his very first pick went temporarily out of stock on Amazon because of high demand. Like Oprah, Zuckerberg’s influence can generate gobs of sales on any product he recommends.

One more example… when the Duchess of Cambridge Kate Middleton wears a particular dress or hat out in public, that clothing style sells out and the designer becomes famous overnight. She doesn’t even have to recommend it. All she has to do is wear it or carry it, and she creates a flurry of sales.

Now here’s a little mindset tweak I want you to consider…

A lot of people who become familiar with an influencer like Oprah start thinking about how they can get Oprah or Zuckerberg or some influencer in their niche to recommend their website or products to these influencers’ massive audiences.

Imagine Zuckerberg posting your link on his Facebook wall. Imagine what would happen if Oprah tweeted your link to her tens of millions of followers.

That would be cool, right?

For sure.

But let’s turn this idea on its head…

Imagine instead if YOU were the Oprah or Zuckerberg of your niche.

That’s right, YOU’RE the one with the engaged audience. You’re the one everyone seeks out because you can turn products into bestsellers with just one tweet. You’re the one with all the power and respect.

Instead of seeking out influencers to lift your business up, now you’re the one whose star power lifts everyone else up when you choose to do so.

If that sounds good to you, then listen up as I share with you a few tips for creating this sort of awesome power for yourself…

**First, you need to build familiarity**. That’s because liking and familiarity go hand in hand. A good way to do this is to use multichannel marketing so that you’re everywhere your prospects visit in your niche. You’ll also want to publish your newsletter and post to your blog at least weekly. Keep yourself in front of your audience to build familiarity, and liking will be a natural end result.

**Second, you need to give people access to you**. People can’t really like you if you hide yourself behind corporate logos. Don’t be afraid to post your photo online, use your real name, post videos of you talking about something, and interact with people on social media. You can even share your passions, hobbies and other tidbits from your personal life with people.

Take a look at Virgin founder Richard Branson. He makes himself available and even shows vulnerability by sharing some of his mistakes. Same with Oprah, as she revealed her past which was colored with pain, poverty and abuse. Or look at entrepreneur Mark Cuban, who’s blog is very personable. Another good example is Seth Godin, who doles out marketing advice on his blog.

These people are worth millions and even billions of dollars, and yet they are accessible, and at times even vulnerable to their audiences. It may just be this accessibility and vulnerability that helps cement their likability.

**The third tip for helping build an engaged audience is that you need to create a brand and then build brand recognition**.

The point here is that you need to put out a consistent message, and building a brand will help you do this. Otherwise, you’ll have a hard time getting that likability factor if you seem scattered and unpredictable.

Secondly, a good brand is built on emotion. When people look at your brand, they feel something. This is an important part of the sales process, which is why a familiar brand can help with engagement and sales.

Third, a good brand builds trust. And as you already know, people buy from those they know, like and trust.

**Another good way to build an engaged audience is to make people feel like they belong.**

Psychologists know that people like to belong. In fact, this is a deeply ingrained part of our psyche. Going back thousands of years, we all needed our tribes to survive. If you didn’t belong to a tribe, you’d probably die in the jaws of a hungry bear or at the hands of an angry tribe after you made a joke about the chief’s mama.

Today we still deeply crave a feeling of belonging. Take a look at what’s going on around the world – kids who’re bullied commit suicide. That’s because they feel like they don’t belong.

I don’t care what you’re selling, you can tap into this desire to belong by creating a group based on your brand, where your prospects and customers feel special simply because they belong to this group.

Sports fans are a good example of this. They even dress themselves up and advertise that they belong to a particular group, such as their favorite basketball, rugby or football team.

Another example of this are brands like Chevy, Ford and Ferrari, where enthusiasts are very passionate about their car, to the extent that they wear clothing advertising the brands.

Other examples include religious organizations, political affiliations, and those who’re members of a hobbyist group. Just look at gamers – they have an entire culture. Or look at people who smoke e-cigarettes – they do meet ups just to get together to talk about their hobby. Another example is the science fiction fan who lives and breathes sci-fi all year long, but especially during conventions.

So here’s the point…

Don’t sit around and wait for your prospects and customers to organize themselves into groups, or you might be old and gray before it happens. Instead, encourage them to organize by providing an online spot for them to get together, such as your website or a Facebook group.

Let them know how special they are to belong to this group.

Give them an identity, such as a special name for them.

For example, Oprah refers to the spiritual segment of her audience as Supersoulers. Another example is the marketing forum called the “Warrior Forum,” where members are referred to as Warriors.

Another thing you can do is create traditions or cultivate a culture based on belonging to this group. For example, you might use some jargon known only to your members. Knowing this jargon makes people feel special and gives them that sense of belonging they crave.

**Finally, one last tip for engaging your audience is to entertain them with funny, unique, controversial, conversational, or otherwise entertaining content**.

This is where authority and liking come together to create great results.

If you have authority in your niche, then people will check your blog often to see what’s new. Now if you entertain your audience, then people are more likely to like you. And when they like you, there’s a better chance they’ll buy something from you… even if they really didn’t intend to buy something or if they didn’t even want to buy something.

Have you ever had someone you really liked, a good friend, talk you into buying something? Maybe they talked you into going out for dinner with them, going to a movie you weren’t all that thrilled about or even joining a gym with them.

In some cases you may not have wanted these things for yourself, but when someone you really like talks to you about them, you listen. And when you listen, you can be persuaded.

Same with your audience. If they like you and respect you, they’ll listen to you. If you entertain them with engaging content, they’ll hang on your every word.

Together, these factors make it a whole lot easier for you to persuade folks to buy your thingamajigs and who-zee-whats-its.

Now here’s the clincher…

If you’ve created a culture and a sense of belonging among your prospects and customers, then they’ll buy your recommendations just to continue feeling like they belong.

Take a look at Apple as an example of this. Some people who purchase Apple products purchase them to the exclusion of any other brand. There is a cool, hip culture of belonging associated with Apple. So every time Apple puts out a new product, people snap it up because they want to belong to this culture of Apple fans.

See the power here? Create belonging, create liking, build respect… and you can become the powerful Oprah or Mark Zuckerberg of your niche.

I’ll let you go now so you can ponder this for awhile, because these simple ideas you just learned about are game changers.

**VIDEO 10: Squeezing Every Last Drop of Value Out of Your Assets**

I don’t know about your family, but my mom taught me not to waste anything.

We always had to flatten the toothpaste tube and squeeze every last glob of gel out of it before we could throw it away. We ate what was on your plate. We made good use of any shoes or clothing we bought. And you can bet we got every drop out of the milk carton before we threw it away.

Turns out mom’s advice works really well for those who want to build a thriving affiliate business.

Nah, I’m not saying you’re going to become the big dog in your niche just because you drink all your milk.

What I’m saying is that if you adopt an attitude to not waste a single resource, then you’re going to find your business growing a whole lot faster than you ever dreamed possible.

**So let’s start by talking about the big resource you don’t want to waste: traffic.**

Every day you get traffic hitting your site… and every day, the vast majority of this traffic clicks the back button and disappears into the ether, never to be seen again.

So the first thing you need to do to avoid wasting any of your traffic is to capture as many of these folks on your mailing list as possible. Because if you let them leave your site without joining your list, then you may be kissing hundreds of dollars goodbye.

Let’s say someone comes to your blog to read an article. Then they hit the back button after they’ve finished reading. Boom, just like that, they’re gone.

But that’s only if you don’t capture your exiting traffic. How about when they hit the back button, you put a super-irresistible lead magnet in front of their noses? That’s the best way to squeeze every last bit of value out of your traffic.

There’s a good tool called Catcha Monkey that makes this simple, because it lets you direct your exit traffic to any page you want. So if someone is reading a post on your blog about the mating habits of pygmy monkeys, then when they hit the back button you can toss up an offer for a free video on the same topic.

Pretty slick, right? Check the resource section on this site for more information about how Catcha Monkey works and how you can use it to build your list fast.

The second way to avoid wasting any traffic is to test and track your advertising campaigns so that you know what really works. Then you won’t be throwing good money after bad, or wasting time on ad venues that don’t bring targeted traffic to you.

I’ve talked a bit about how to test and track your campaigns elsewhere, so I’m not going to overlap by talking about that topic in this video.

Now the third way to avoid wasting your traffic is to get your existing traffic to send you even more traffic. That’s because any traffic generated by your existing prospects and customers will be warm, easy-to-close traffic.

So how do you get your existing prospects and customers to send their friends to you?

One method to get traffic from your existing visitors is to offer incentives if they tell their friends about your site. A super easy way to do this is by using Social Share Monkey, which gives lets you unlock a special gift for anyone who shares your content on Facebook, Twitter or Google+. This easy-to-use web app is a great tool for kick starting a viral campaign.

Another idea is to start a viral contest, where your visitors get an entry into the contest for every task they perform, which may include tasks like joining your list or posting about the contest on Facebook. Rafflecopter is a good tool to run this sort of multiple-entry viral contest.

Finally, you might also start a rewards program, where your customers get points every time they purchase products through your link. They can then exchange these points for products, gift certificates or discounts on products.

So that gives you a good idea of how to avoid wasting any traffic. Now the next point…

**The second resource you don’t want to waste are your joint venture partners, which includes vendors**. A good joint venture partner can send you lots of new traffic, help you build your mailing list or even give you some pretty sweet vendor perks. Don’t waste these valuable relationships by taking them for granted, or you could miss out on a lot of valuable traffic and other benefits.

Some of the most powerful ways to get warm leads flowing to your site are through joint ventures with influential people in your niche. I’m talking about things like:

* Swapping endorsements in your respective newsletters.
* Doing webinars together.
* Creating lead magnets together.
* Guest blogging for each other.
* Sharing each other’s content on social media…

… and so many other ways you can work together for mutual benefit.

That’s why these relationships are so important, and why you need to be sure to nurture these relationships using the two tips I’m about to share with you…

First tip, stay in touch with your partners even if you’re not working together at the moment. This is a business where it’s easy to fall into the “out of sight, out of mind” trap, so keep yourself in front of partners to keep the relationship fresh.

Second tip, be sure that any joint ventures you do with a partner end up being a good experience for them. If you do screw something up, take responsibility immediately, apologize, and fix it. You want to leave your partners with a good impression so that they’re likely to work with you in the future, and so that you have a good reputation in your niche.

And that brings us to the next point…

**The third asset you don’t want to waste is your good reputation**.

As mentioned, you don’t want to waste it when it comes to joint venture partners. But you also don’t want to waste it when it comes to your prospects. This means you need to take seriously your #1 job, which is to solve your prospects’ problems, and don’t even think about recommending a product to them that you wouldn’t recommend to your best friend.

Not to sound like a broken record, but people buy from those they know, like and trust. All it takes is you promoting a shoddy product just ONCE, and all the trust you built up will come crashing down around you like a house of cards.

Your reputation is what makes so many traffic tactics work so well. For example, some people will read your guest articles on blogs just because you created a snazzy title. But there’s also a chunk of folks who’ll recognize your name and read your article because they’ve heard you’re the “go to” guy or gal in the niche.

Same goes for things like webinars. Run a webinar as a lead generator, and people will show up because they’ve been hearing your name around the web.

Create a clever meme, infographic, or video and launch it on social media, and people will go crazy sharing it because they know, like and trust you. Take a look at Oprah’s Twitter account or George Takei’s Facebook Page for examples of people with good reputations who get a lot of viral traffic.

So you get the idea … whether it’s your traffic, your partners, your reputation or any of your other assets, don’t waste them. Don’t let them grow cold due to neglect. Which reminds me… have you mailed your list, wrote an article for your blog or posted on social media yet today?

**VIDEO 11: The Secrets of Movin’ on Up**

I have the theme song from that old TV show “The Jefferson’s” in my head right now. It’s called “Movin’ on UP.”

Have you ever heard that song? It’s all about an upwardly mobile family that moves to a “deluxe apartment in the sky” because they “finally got a piece of the pie.”

That’s what I want you to do.

I want you to think of yourself as upwardly mobile, because your affiliate business can do that for you. I want you to get your fair share of the pie.

You see, a lot of affiliate marketers start bringing in a little cash, maybe just enough to cover their bills, and then they stop trying. It’s like they decided they were only worth $30,000 a year, or $50,000 a year, or some other arbitrary number.

But there is no arbitrary limit on what you can make with your affiliate marketing business. There is no boss telling you that you are only worth X number of dollars a year. YOU’RE the boss, so you get to decide how much you’re worth. If you want to make more so you’re more comfortable in life, you can do it.

Make a plan, get serious, and do it.

So let me share with you a few tips for movin’ on up…

***First, think big even if you’re starting small***.

Some affiliates develop a touch of nearsightedness, in that they can only see what’s right in front of their nose, and everything else in the distance looks blurry.

If you want to be a successful affiliate, then you need to always be considering how what you do today will affect what you do in the future. In other words, look at the big picture.

You see, a lot of affiliates start small. Maybe they don’t have the financial resources to launch their business properly. Maybe they don’t have the time. Maybe they don’t have the time or the money.

That’s okay if you’re starting small, but you need to be thinking big. Don’t get comfortable with small lists, small amounts of traffic or small commission checks. Make a business and marketing plan for how you’re going to get from where you are today to where you want to be.

In other words, every “small” thing you do should be a step towards your larger goal.

Let me give you an example…

Let’s say you’re going to take out a banner ad on a niche site. This isn’t the time to blow your whole advertising budget. Instead, you start small by paying for a small number of impressions, such as 1000. Then you carefully test the banner itself along with the ad venue.

If it works, then you invest more money. If it keeps working, then you keep investing and reinvesting back into this ad campaign. Then you start diversifying into other ad venues with your newfound profits. You start small, but think big.

And this brings us to the second point…

***The second bit of advice for growing your business is to reinvest back into your business***.

A lot of affiliates quit their day jobs at the first signs of success, which means that their affiliate income needs to pay all their bills.

So what happens? The affiliate isn’t left with a whole lot of money to reinvest back into the business. The business grows slowly. It stagnates. And the affiliate wonders when he’ll be able to quit scraping by so he can enjoy the finer things in life.

Here’s the secret: if you want your business to grow quickly, then you need to reinvest back into your business.

Yes, this may mean you need to keep your day job for a while. That way, your day job can pay your mortgage and grocery bill, while you reinvest every dollar of business profit right back into your business.

Sure, eventually you will quit your day job. But the smart affiliate marketers know their business will grow faster as long as they keep reinvesting back into it. You may reinvest 100% of your profits at first, and then 75%, and then 50% or some other number… but the point is, make a commitment to reinvesting a certain percentage every month.

Of course this also means you need to be smart about what you are investing in. Don’t just throw money around, like buying software, courses or tools you don’t really need. Just because your friendly neighborhood tax account tells you the purchase is a tax-deductible business expense doesn’t mean it’s a *good* purchase.

So how do you know if something is a good purchase?

Look at your business plan. If a tool, course or resource supports some aspect of your business plan, then it’s usually a good purchase.

If you’re buying the tool just because it looked so shiny and you swear it called your name, then that may not be the best financial move. And you may want to check yourself into a loony bin if you really thought the tool talked to you. But that’s a discussion you should be having with your psychiatrist, so let’s move on…

Advertising is always a good purchase, but only if you track and test your results to be sure you are indeed getting good results.

Necessary tools like an autoresponder and a domain name are good purchases.

Necessary “how to” courses are good purchases, as long as they fit in with your business plan. In other words, buying a book about how to weave baskets underwater isn’t a good purchase.

Investing in outsourcing is also a good idea, as it frees up your time to focus on other important aspects of your business. For example, you don’t need to create the lead magnets yourself… you can hire a pro to do them for you.

So you get the idea… always reinvest back in your business, but be smart about it.

Which brings me to the last point…

**Look for shortcuts and tools that can make it easier for you to grow your business**.

Outsourcing is one way to grow your business more quickly. Using tools is another.

For example, most all of us use autoresponders to build our lists, because it would be a huge pain in the backside to manually add people to a list, manually send emails to them, manually remove them from a list and so on. With an autoresponder through a good email service provider, you don’t have to do any of this, because the software does it for you.

That’s a pretty obvious example. And yet while most marketers would never think of managing an email list by hand, they waste a lot of time doing other things by hand… like designing a landing page.

Worse yet, some of these tasks require a big learning curve, so you’ll find yourself with your nose in a book trying to learn some complicated code. It’s frustrating. And it can eat up days or even weeks of your time… this is time you could be using much more productively, such as by generating traffic, tweaking a lead page or developing a relationship with your joint venture partners.

Listen, there are tools that can do a lot of your day to day tasks for you. There are tools that can give you an edge over your competitor. If you want to grow your business fast, then don’t waste time trying to do everything yourself – instead, see if there is a tool that can do it for you.

To find out what types of tools I use, check out the resource section on this website. There you’ll find the exact tools I use every day in my business, like Landing Page Monkey to create beautiful, high-converting landing pages… and Social Share Monkey to create massive viral campaigns… and everything else I use in my very successful affiliate business.

So check out the resource section right now, because the resources on that list will help you do more in less time and add more revenue to your bottom line.