

Making Affiliate Sales IS Incredibly EASY!



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There is a HUGE and not very quiet revolution going on in affiliate marketing right now. Unless you've been hiding under a rock, you have to have noticed the shift to using more and more video in online promotions.

Video is being used more and more for two reason...

First of all the cost of bandwidth and disk space has decreased at the same time that our ability to send HUGE files over the internet has increased (due to the rapid spread of broadband internet connections).

Secondly, video is being used more because it works!

Many of us are very conditioned to sit and watch that "idiot box"... the television... for hours on end!

Many parents plop their children down in front of it and use the television as a baby-sitter. So, by the time we're old enough to make buying decisions we're conditioned to sit in front of a screen and let some "expert" tell us what we should buy.

Watching a video on a screen has become the preferred method of consuming information for many people.

At the same time, consumers have gotten lazy.

Actually, they've been lazy for a long time. If you listen to copywriters like Dan Kennedy talk about the challenge of getting someone to get up from in front of the television and mail-in, fax in, or even phone in an order, you'd realize that it

really IS a major challenge just to spur an interested prospect into action.

Video has changed all that - to an extent. Now, that prospect can just click through to a webpage, watch a video, and then be whisked over to the order form where all he needs to do is enter his Paypal username and password... sometimes a little more information, and they have the product instantly.

This scenario also plays upon another strong consumer impulse... the desire for instant gratification. We live in a world of instants, where we have to have everything NOW. Offer your customers the promise of instant delivery and you have begun to move them towards placing that order.

I don't want to go on very long in sharing my philosophy. That's not making you money right away, although if you adopted my mindset, you would be much closer to unimagined online success!

My message is that the very easiest way to make online sales is to drive your prospect to a flash video, have them watch a convincing, short sales message, and then take them to an order form. I do this all the time, and it has been SOLELY responsible for me winning a number of affiliate sales contests!

If you sell products via affiliate programs, you are in one of two situations (or in both):

- 1) You could sell your own products and services through an affiliate program.
- 2) You could sell others' products and services by being an affiliate.

Let's look at each in turn...

If You Run An Affiliate Program:

The success of your affiliate program depends upon your success in getting your affiliates to actively drive traffic to proven sales pages.

First of all, you DO need sales pages proven to convert. So, before you recruit even your first affiliate, you need to drive traffic through your sales process and confirm that it works. The fastest and easiest way to do that is using pay-per-click search engines.

It's critical that you have sales pages proven to convert because affiliates are "somewhat" rational business people. They put their time and effort into promoting whatever gives them the best return-on-investment. At least the smart ones do.

After you have a proven sales process, you need active affiliates. In running an affiliate program the 80/20 rule applies except it's more like 95/5. That is... 95% of your sales will result from the top 5% of your affiliates. In many affiliate programs that I have studied, fewer than 25 affiliates deliver over 95% of all of the affiliate sales.

As you can see, it's not a numbers game as much as it's about recruiting the right affiliates... affiliates who will take massive, effective action.

Those "5%-ers" demand the most effective affiliate tools possible. You absolutely must offer them the tools that they prefer using. These tools

can include:

- Solo ads
- Articles
- Press releases
- Pop-ups
- Audios
- Videos
- 404 error pages
- Rebrandable ebooks
- Rebrandable software
- Suggested pay-per-click ads
- Keyword lists
- Signature files
- and just about any other promotional tool that you can imagine.

Of the tools listed above, my most effective one is videos. More specifically, it's Camtasia videos rendered in the flash format that are encoded to redirect the viewer to the order form or sale page at the end of the video.

As I said, I have won affiliate sales contest and it was using this tool. It's probable that you won't even have noticed that I've won these sales contests because of which ones they were. I'm often recruited as an affiliate for closed affiliate programs, where the process is not a public "circus."

Certain affiliate program managers REALLY appreciate the fact that they only need a few of the "right" affiliates. So, I've been an affiliate for product launches where there were as few as 10 affiliates! That was all that way needed to sell out the product, or to generate all of the sales that they could handle due to systemic limitations.

As already mentioned, my most effective

affiliate tool IS Camtasia video. Until very recently, this wasn't very useful knowledge for most affiliate program managers. The only way to give an affiliate a Camtasia video that was encoded with his affiliate url was to "hand create" that video JUST for that affiliate. I have had affiliate program managers do that for me :-)

The more common model until recently was to get affiliate to drive traffic to a page on the affiliate program's site, where visitors then watched the video. That did set the cookie, and the affiliate could get credit for the sale. However, that often led to two major problems:

- 1) During major product launches, overly aggressive affiliates often did things that resulted in the url for the affiliate program getting blacklisted. That meant that when hard working affiliates sent out promotional emails containing links to a given (blacklisted) affiliate program, those emails often went directly into the spam folder... or were deleted at the server before they ever got anywhere NEAR the intended recipient's email box.

The solution to this problem is to have the affiliates use a redirect. The problem there is that some affiliate program scripts are notorious for failing to properly track cookies when you don't use the assigned affiliate url.

- 2) During major product launches, when too many people are streaming the same video at the same time, from the same server, it does have a tendency to overload some servers.

The solution to that problem is to have the affiliates stream the video from their own servers.

To do that, there is only one tool that I have tested and recommend that affiliate program managers use. It's a piece of software that was created by fellow Warrior Joel Holtzman. It's called CS Brander... as in "Camtasia Studio Brander."

I beta tested Joel's software and later tested several other solutions to the problem of providing affiliate with branded Camtasia video that they could actually upload to their servers and "feed" to their customers just as if it were their video.

If you are an affiliate program manager, take a look at this tool now:
<http://WillieCrawford.com/brander/>

If you are not offering your affiliates this tool, and your competitors are, your affiliates are eventually going to leave you and start selling your competitors products. They are going to sell what sells best for them... and video does it best!

If You ARE An Affiliate:

If you are an affiliate, and you really like selling a product where the affiliate program manager doesn't offer your branded Camtasia videos, you should demand that they do so. Show them CS Brander. Joel DOES have a closed affiliate program. That means that after you make a purchase, you are offered the opportunity to become an affiliate too.

You should consider becoming an affiliate for CS Brander... as I am! One of my biggest criteria for selecting affiliate programs is that there be little or no leakage in the sales process. By that, I mean that when I invest my time and effort in driving traffic to a sales page, I don't want things on that page diverting my customers from the buying decision...

Things like:

- Links to the affiliate program
- Lead capture forms
- Links to unrelated pet projects
- Links to other products marketed by the same company, where I don't earn a commission.

Super affiliate generally REFUSE to promote products with this type of leakage, and you should too. There are simply too many good products that don't rob you of your sales for you to do otherwise!

As an affiliate, there are numerous great products that you may want to promote that, for various reason, you can't influence the affiliate program's policies directly. There will be many affiliate programs that are so HUGE that you'd have a difficult time convincing them to set up a custom, branded Camtasia video for you. If you can, I do encourage you to ask them to offer the option.

My very brilliant friend, Dr. Mike Woo-Ming, noticed the problem of there being numerous excellent products where brandable videos are NOT available. His solution is to offer brandable videos for leading affiliate products... products that are proven sellers, through a membership site.

"Dr. Mike" offers ScreenCam Videos. They are very nice, professionally written and produced screen capture videos for the most popular affiliate and Cost-Per-Action (CPA) programs out there. Dr. Mike's membership site offers brandable videos featuring products from Clickbank, Commission Junction, Linkshare and others.

Every month, members of Dr. Mike's site get access to 10 new, brandable videos. These videos are written by highly-paid, professional copywriters.

You can check out this highly recommend product at: <http://www.screencamvideos.com/willie.html>

Let me let you in on a secret here. One of the affiliate sales contests that I won last year was sponsored by Dr. Mike. I won it BECAUSE it was for a great product and because I used a custom Camtasia video. Dr. Mike put together a video and had us affiliate driving traffic to a page on his site. I insisted upon a video that had my affiliate link in the "jump to" url, and got it! I won't reveal how :-)

In winning that sales contest I got a number of amazing prize to include a professionally written sales letter, seminar recordings, and a bunch of other "stuff." I think my prize package was worth over \$15,000. I'm telling you this ONLY because I want you to know that what I'm teaching you WORKS!

Take a minute now and check out Dr. Mike's membership site. There's a good chance that he offers brandable videos for a product that you are already promoting... or that he will soon. visit: <http://www.screencamvideos.com/willie.html>

Rather than make this report too long, and keep you from getting into action, I am getting ready to wrap it up. However, before I do, I need to address ONE major question that has to be on your mind.

I can hear you... you're saying, "Of course you can do that Willie, you have lots of traffic."

You're partially correct. I am an expert at generating traffic and subscribers. However, there's no reason that you can't drive tons of traffic to your branded videos (which are sales machines on steroids)!

Here Are Some Ways To Generate Massive Free Traffic

- Write and submit ezine articles to online directories and publishers who accept them. I write several articles per week, every week, because this works so well. However, there IS a secret. You need to think of your articles as hidden sales letters.

Your articles should describe a problem, explain why the reader really DOES want to solve that problem, and then point out why your recommended product is the perfect solution to that product. You need to do this in a way where the article does not come across as blatant, "in your face" advertising. If your articles are genuinely helpful, people will use your recommended solution.

I've written over 600 ezine articles and practically all of them use this formula. In many of them this is totally transparent to many of my readers. It's very effective.

- Sell ebooks and software using systems such as Jonathan Legers Seven Dollar Secrets. This is extremely powerful because with that system, you create a simple, inexpensive product, and send it viral. What sends it viral is the fact that when a customer buys the product, you then offer them permission to turn around and sell the SAME product and have 100% of the purchase price paid directly to THEIR Paypal accounts instantly.

You can see how this would incentivize people to promote your quality product. You profit because if you use the system properly OTHERS build a mailing list for you. Just as importantly, they are driving traffic to you.

As others sell your inexpensive (but high quality) product, they gradually build up a FLOOD of traffic to your site. This traffic is naturally directed to your download page. On that download page you should do two things:

- 1) You give them the download links to the product that they purchased.
- 2) You offer them the opportunity to purchase OTHER products that you have for sale. When you do this, you'll often find that as many as 1/3 or more go for the upsell.

After they download their purchase, they are going to click off that page. It only makes sense for you to offer them a link suggesting where they click to next. Why not offer them a link to watch your branded Camtasia video?

Do you see the power in this?

I mentioned using Jonathan Leger's Seven Dollar Secrets script to send your product viral and

generate a flood of new traffic, subscribers, and customers. You can check out and get Jonathan's scripts at:
<http://100000Dollars7DollarsAtATime.com>

WARNING:

I do need to point out that when you use Jonathan's product improperly, you can run into problems with Paypal. I'm going to post a free PDF report on my blog at:
<http://WillieCrawford.com/blog/> that explains the problem indepth, AND explains how to use Jonathan's system properly.

I will share with you that Paypal doesn't like it when you:

1) Emphasize too much on your sales page that a person who buys your viral product can then turn around and "make a fortune" selling the same product. You need to emphasize the value of your basic product rather than the "income opportunity" from selling others the right to sell the product. Doing otherwise could cause you to drift into "pyramid scheme territory."

Of course NONE of this is legal advice! Paypal does need to ensure that their users are "squeaky clean" or THEY risk getting into trouble!

The basic product MUST have real value and be something the customer buys independently of the opportunity to earn money from turning around and selling the product.

The templates that Jonathan offer as a part of his scripts package come with some sample text that you SHOULD NOT use, because it does over emphasize the ability to earn a small fortune just from

reselling the product that you just bought and having 100% of the selling price deposited directly into your Paypal account.

2) Force a customer who has already paid for a product to go through a squeeze page in order to get their purchase. Many customers use Paypal BECAUSE they don't want to give too many others their personal data, and they DON'T want to opt-in to more lists. If you force them to fill in a "squeeze page" after they've already paid for their purchase, someone is VERY likely to complain to Paypal, and Paypal can close or restrict your account.

The simple solution to this problem is to give your customers **the option** of joining your mailing list after they purchase but not forcing them to. If they MUST give you their email address in order to get their purchase, a lot of them will not be pleased, and will unsubscribe shortly afterwards anyway.

The bottom-line there should be that you don't really want people on your mailing list who don't want to be there!

As previously mentioned, I offer a free report from my blog at: <http://WillieCrawford.com/blog/> that covers the whole Paypal quagmire. I offer it from my blog because as this report gets into circulation, I want to maintain the ability to always offer the latest version of the Paypal report. At the same time, I hope that you will see enough value in the information that I provide that you'll want to fill in my ezine subscription box when you visit my blog. It's in the right menu bar ;-)

There are tons of traffic generation techniques that I could go over with you. However, that's not the topic of this report. If you want a comprehensive traffic generation course, I suggest getting a copy of my own "Website Traffic Generation Techniques That Work." You can get that at: <http://TheRealSecrets.com/MoreFreeTraffic>

A few of the more obvious traffic generation techniques for you to consider though are:

- Your sig file
- YouTube and Google Videos
- Blogging
- Solo Ads
- Viral ebooks
- Viral software

I want to end this report by answering the objection to you not having your own product to market using the Seven Dollar Secrets scripts (or similar systems) as outlined above.

I personally can and routinely do create an information product in under a day... from scratch.

My friend Mike Ambrosio and I both also routinely create products in a relatively short time by revamping Private Label Rights (PLR) products. We have both taken raw products that we have the permission to change, and turned them into products that make a lot of money.

Mike actually has this down to a very smooth step-by-step system. He's taken simple PLR products, turned them into his own products, and then used his new products to finance cars, homes, having fun, etc.

I've talked Mike into doing a teleseminar with me

where we discuss his step-by-step system. The teleseminar is FREE but it will be over with by the time many readers get this report.

The free teleseminar on quickly and easily producing your own products out of PLR articles, ebooks, and software, is Thursday, July 26th, 2007 at 8-9pm CST. There is a time zone chart at the registration url!

If you get this report before the teleseminar, you can register for it at:

<http://TheRealSecrets.com/PLR-Riches/>

Registering triggers my autoresponder which gives you the call-in details.

If you read this report AFTER the night of July 26th, 2007, registering at this same url:

<http://TheRealSecrets.com/PLR-Riches/>

will give you access to the recording of the teleseminar... but you just won't have the opportunity to ask Mike or myself any questions.

No matter when you read this report, go ahead and register to access the free teleseminar. Even producing your own software from PLR source code is incredibly easy when you know how. If I can do it, then anyone can do it, and I've done it using what Mike has taught me.

By the way, if you need some great PLR products, I highly recommend checking out this fire sale:

<http://sendusto.us/williecrawford>

The guys running this fire sale are offering 100 set of Resell Rights/Master Resell Rights Products for \$37 during a 48 hour period on July 25th and 26th. On July 27th - 31st that same bundle of 100 high quality products goes for \$47.

For your information, I have grabbed this incredible bargain. I encourage you to do the same!

However, where that fire sale fits in with this report is that after you get the front-end offer, they have a one-time offer where you can get 118 different private label product for mere pennies each. Several of my coaching clients have been **directed** to get these PLR's, then use what Mike Ambrosio will teach them to FINALLY roll out their own products.

Ok, I've rambled on long enough. I have shared with you how I effortlessly make more affiliate sales than your average affiliate even though possible. I see absolutely NO reason why anyone can't use what I've just shared with you to also make a LOT of affiliate sales. All you need to do is start applying what was just shared.

Don't worry - most of your competitors who read this report will smile, nod their heads in agreement with the fact that it all makes sense, and then do nothing. You'll be different!

About the Author

Willie Crawford has been selling goods and services over the internet since 1996. He has been publishing an ezine where he shares what is AND ISN'T working for him in his free ezine for over 8 years. He'd be honored to have you join his family of subscribers (some of whom have been on his list for 7 or more year)! Please subscribe by filling in the subscription form in the right menu bar at:
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