

DIGITAL MILLIONAIRE
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Module #5
Daylight Robbery

The Legal Way To 'Steal Money'

- Now that you're starting to build a really strong infrastructure for your business, it's time to look at the 'icing on the cake';
- This module is all about how to piggyback on everyone else's hard work and leverage one of your biggest assets for BIG cash;
- In fact we're going to tap directly in to other people's internet businesses and siphon off some of their hard earned cash for ourselves;
- This process is something that you can (and should) be doing every single week without fail - starting immediately;
- This is one of the fastest ways to add five or even six figures to your profits with just a couple of hours of work per week;
- I'm talking about... affiliate marketing.

List Leverage

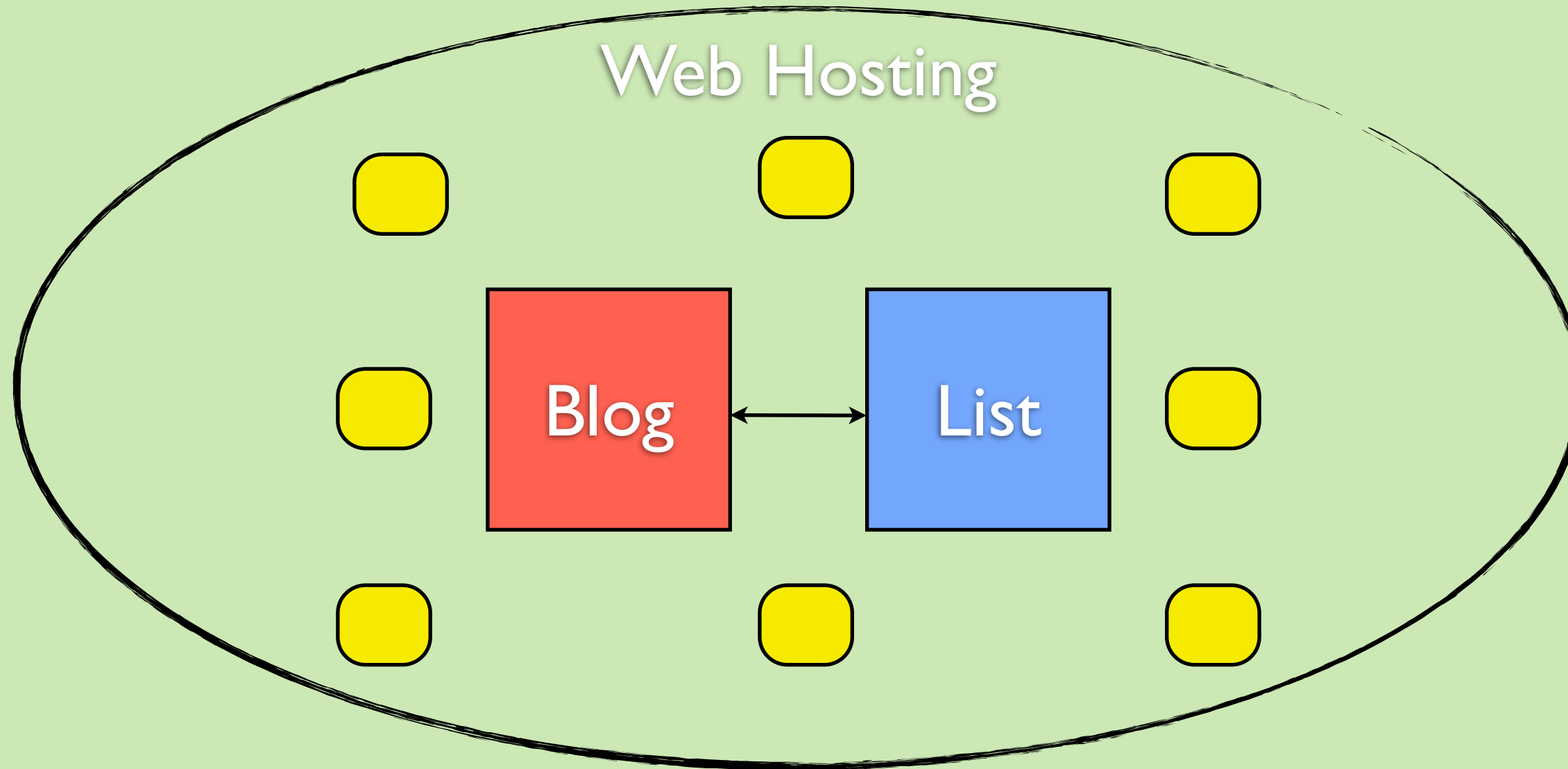
- Affiliate marketing is one of your biggest opportunities to leverage your mailing list (and all other aspects of your business infrastructure) for profit;
- This is when we promote other people's products (driving traffic to THEIR sales pages) in exchange for a commission of the sale;
- There are a few (right and wrong) ways that you can do this and we're going to discuss them all in this module;
- You've worked hard to build your business platform and engineer a following and a fan base in the marketplace, so now it's time to really capitalize on your efforts and add extra profits;
- Once people have joined your list and/or bought your products it's time to start selling them other people's.

The Affiliate Process

- When you register to promote someone else's product as an affiliate, you will be given a unique affiliate URL;
- This special URL is hard-coded to contain your details and will drop a 'cookie' onto the customer's computer to let the affiliate program know that you referred the sale;
- When the customer goes ahead with the purchase, the affiliate software will track that YOU were the referring affiliate;
- You will receive your payments via PayPal, bank transfer or even a cheque on a pre-agreed schedule;
- The average agreement is a 50% commission, but sometimes this can go up to 75% and even 100% of the sale amount.

Traffic + Offer + Value = \$\$\$

The General Master Plan



Your Affiliate Schedule

- Every single week you should be promoting SOMETHING to your list;
- As your business grows this should be your products more often than someone else's but for now we need to keep monetizing your list and getting them used to receiving promotional e-mails from us;
- My personal preference is to e-mail my list around four or five times per week. The majority of these will be promoting products but one per week should be a link to your latest weekly blog post;
- Each week you should pick ONE product to promote heavily and stick to that, hammering it with multiple e-mails;
- You DON'T want to confuse your subscribers by jumping around and promoting a different product every time you e-mail them.

Repetition Is KEY

- It's important that you don't just e-mail your list once about something and then move on but many marketers do this through fear of annoying their subscribers and customers;
- If you don't e-mail your list a number of times about each product you promote then you are harming your business and losing money;
- Personally I like to send three or four e-mails to my list about every product I promote. This ensures that more people see the e-mail in the first place and the people who open more than one are much more likely to buy the product;
- The more times we receive a particular marketing message, the more likely we are to believe, trust and buy into that promotion;
- Seed ==> Verify ==> Validate ==> Close.

Types Of Promotion

- Sales Page;
- Squeeze Page (with upsell);
- Free Webinar (with pitch);
- CPA Offer;
- MLM.

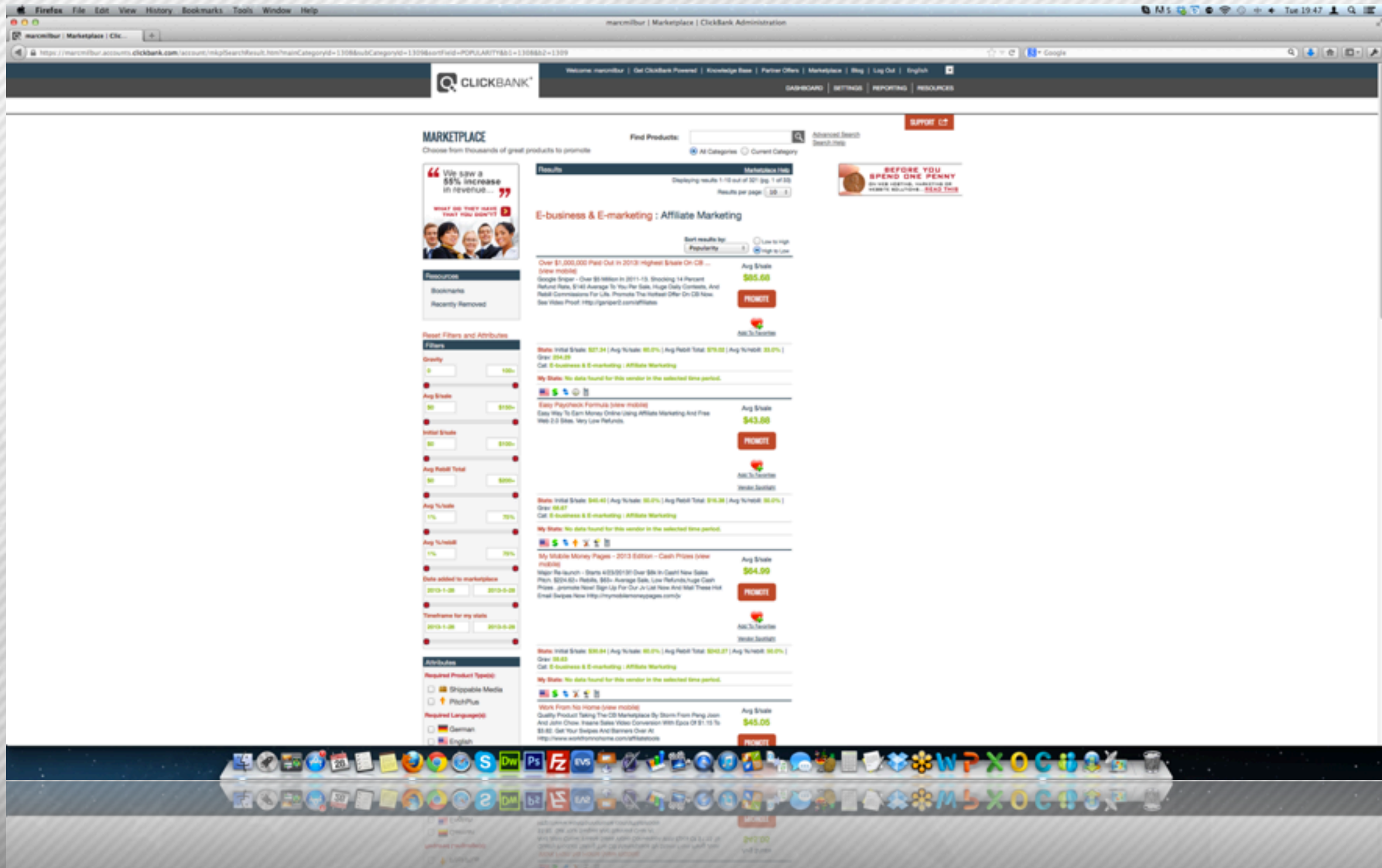
Finding Products To Promote

- It's important that you join the *affiliate* mailing lists of other marketers so that they can notify you every time they release a new product. Every time you see a sales page for a great product, look for a link to the affiliate page;
- Make sure to do this on a dedicated e-mail address (jv@yourdomain.com) so that you can keep all of these e-mails together. You don't want to be bombarded by emails, so keep them in their own inbox;
- Look through the main affiliate network (details coming in a moment) marketplaces for products which sell regularly, convert well and have good commission payouts;
- Make sure that you are only promoting good products that will actually help your subscribers to build trust with them;
- Look at the products that your favorite marketers are promoting to YOU.

Join The Affiliate Networks

- ClickBank.com;
- JVZoo.com;
- PayDotCom.com;
- DealGuardian.com;
- Click2Sell.eu;
- PaySpree.com;
- WarriorPlus.com;
- JVNotifyPro.com;
- WarriorForum.com;
- Internal Affiliate Programs.

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Methods Of Promotion

- You can send e-mails to your mailing list each week. This will probably be your main area of promotion;
- You can add banners to your blog pages and widget sections. I'm not really a fan of this method but it does work;
- You can add banners and links to your thank you pages and members areas to drive traffic from your online real estate;
- You can review other marketers' products on your blog and include an affiliate link at the end of your review.

The Lazy Affiliate

- The other main way of promoting affiliate products is by building a 'mini review blog' around that product;
- This has boomed in popularity recently with lots of training courses and programs teaching how to do it;
- The idea is that you choose a product to promote and build an entire WordPress blog around it at www.ProductNameReview.com in the hope of getting it ranked on Google;
- Your main plan would be to build a ton of these review sites around the Internet and then if a few of them get ranked then you will make a ton of money;
- This is too much like hard work and risk for me, so I personally would prefer to just focus on e-mailing my subscriber list for higher conversions and better results.

The 'FREE!' Myth

- In marketing, the word 'FREE' is the most powerful word, there is no doubt about it and reciprocity is incredibly powerful too;
- BUT too many people get caught up in the idea of delivering free content to their list and they forget about the main reason we have a list in the first place;
- It's important that you don't give your list TOO MUCH free stuff, because it will condition them to expect free stuff all of the time;
- You need to find a fine balance between maintaining a relationship and selling products to your list;
- Typically your subscribers will be comfortable with the regime that they become accustomed to. Start as you mean to go on and get them used to being pitched;
- Treat your list of 1 like a list of 101,000.

Creating A Bonus Package

- You could also consider creating a bonus package for some of the products that you promote;
- This is where you put together a valuable collection of products and/or services which would compliment the product you are promoting and enhance their experience;
- You can put together a basic 'sales' page listing all of the things that you're including in the bonus and then provide your affiliate link at the bottom;
- The more valuable your bonus package is, the better it will work and many people will even buy the product just to receive your bonuses;
- Don't do this for every product that you promote as it will begin to lose effect. Just do it occasionally for bigger campaigns.

What's Next?

- Module 01: Business Big Bang;
- Module 02: The Profit Hub;
- Module 03: Something From Nothing;
- BONUS MODULE: Automated Profit Machines
- Module 04: Traffic Tornado;
- Module 05: Daylight Robbery;
- Module 06: Unstoppable Growth

Q&A