



'The Affiliate Traffic Torrent'

Brought To You By
Pete Moring

F.P. Publishing (UK)
Zinzan St, Reading, Berks. RG1 7UG

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<http://smart-alec-info.com>
<http://fred67.com>
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<http://affiliatepowerhouse.net>

Introduction

Hello, and thank you for taking the trouble to view 'The Affiliate Traffic Torrent'.

Here, I'm going to outline a few techniques that I use to really 'ramp up' my affiliate promotions with a 'torrent' of easy traffic.

This isn't exactly a "how to make money with affiliate programmes" report. It's more of a "how to make MORE money with affiliate programmes".

I'll assume you know what an affiliate programme is and that you have been involved in promoting affiliate products before. If not, you might like to check out <http://affiliatepowerhouse.net> where you can read through a series of informative articles, or sign up to get them drip-fed into your E-mail account.

(Click the FREE ARTICLE INDEX tab in the menu bar)

As for where to find really good affiliate products to promote? It's probably safest to go with Clickbank.com for a few reasons.

1) There are so many 'different' affiliate products to choose from, for almost every niche` imaginable.

2) Clickbank.com is a third party service which operates with the highest integrity, so you 'know' you will be getting paid by them when your commissions are due. Unlike 'some' companies who run their own affiliate programmes.

3) Many merchants at Clickbank.com are paying 60-75% commissions PER SALE which is fantastic news to we affiliates.

You can of course use these ideas in this report to promote anything, and maybe you already have a program/opportunity in mind that you want to promote and that's fine. But if you are looking for new markets/products to promote, Clickbank is a good choice.

OK ...Let's get on to the tactics!

Using Videos to Skyrocket Affiliate Sales!

Videos have come a long way online and are now starting to show up in just about every promotion you see, and for good reason, they produce **big sales!** You can certainly use them to promote your affiliate products with great success.

I have been testing a great idea with very positive results. It involves creating a video of the actual members area of the product being promoted, or even the product itself.

By video, I do mean a 'screen capture video' using a program like www.camtasia.com. Camtasia is only one screen capture programme out there, but feel free to do some personal research to see which would best suit you. There are others much cheaper with less features, and also a free version you can use with the basics, which is all you'll ever need to get started. (Just Google "Free Camtasia" to get yours :-)

Also, when it comes to video editing, make sure you check your own computer to see if you already have some video editing software installed. Most modern computers come with video editing software now for home movies and such. You can use this software to simply edit your screen capture marketing videos.

Once you get to grips with your screen capture software, you create a "Here is what you can have in minutes" style of video. You call it a "tour of our product" or similar. You then add the video to your affiliate product promotion page and boom, automatically increased sales! It's very simple to do and hasn't failed yet to work for me!

Step 1) Start up the screen cam software, and welcome the viewer to the product tour video. - But be sure that you've pre-written a script to follow, and rehearse it often until you're very familiar with it. There's nothing worse than getting tongue-tied as you try to promote the qualities of the product that you're endorsing. - This can be a simple greeting where you introduce yourself as a user of the product, and then give a quick introduction to what can be expected in the actual video.

Step 2) Login to your members area where the product will be downloaded. Or, if the product is an actual downloadable file like a 'PDF' report/e-book, you can just open the file.

Step 3) If there is a download page, it is a good idea to show the download page, discuss the bonuses, etc..

Talk about everything they'll receive when they order, and show them the download page. You can even show them the order process and how it works. A lot of people on-line are still very sceptical and wary about giving their credit card details over the Internet. They do not want their credit card to get stolen or 'cloned' by some hacker, and are very concerned that the people they are ordering from may be scamming them. So if you show how easy and safe the order process is, this will surely help sales by reassuring customers that they will 'not get scammed' out of their money, and that the product is safe to buy.

Step 4) Show them some of the chapters in the book while at the same time reading some of it. This is a big part, as it shows the viewer that the product is real, shows how it is presented, and they get a quick taste of exactly 'what' is inside.

You can go by each chapter and show them the headlines/titles of the product. This can produce big sales as it really taps into people's instant gratification trigger. You're basically saying - "You too can be reading this right now! As soon as you click the order button"..

You should 'always' get permission from the owner of the product before you show the inside of their product to the public, but this is very seldom a problem as they know you will be making even 'more' sales for them. Just explain what you are doing and let them know that the viewers of the video would only be able to read a few pages in the video, and that you're only showing 'snippets' of the book in your video.

Also, this works the same way if you are promoting a software programme. Show how the programme works, the features, etc.... (Check out ['Dave's Video's' here!](#) He's Great :-)

Step 5) Thank the viewer for watching the video and remind them that they can have all of this within minutes from now. Reiterate the bonuses, and be sure to infer that there may even be 'secret' EXTRA bonuses after purchase – (but only if there are of course)

Also, if you have an affiliate programme, you could give them a quick glance at that, and tell them they could easily recoup their investment by just referring 2 friends – (*or however many commissions it 'would' take to do that*) This is also very powerful as it makes the product seem even 'less' risky.

Something else that I have used in a few of my videos, is showing the guarantee of the product and making 'sure' the visitor knows that if they are 'not happy' with the product, they can get a no questions asked, FULL refund.

You can also use these videos to build your optin lists. Tell the viewer that if they 'Subscribe Today' they will receive a video tour of XYZ product for free! Then direct them to the video directly after submitting their name and E-mail address.

People will subscribe just to get to see the video of the product that 'you' are promoting. It's pure human curiosity in action :-)

Something else I have been testing with great results is what I call an "Insiders view".

If you go to Google.com and search for a heavily promoted affiliate product you will see lots of people have set up web pages and use Google's Adwords program to advertise them. They are using these ads to 'drive' traffic to their web-page which then links to the actual product through their affiliate link so that they get a commission for the sale.

This is a simple tactic that people have used for years.

But I have been testing ads that start like:

"See 'XYZ' Exposed"

"Get An Insider's View Of XYZ Product"

This ad links to my web-page that then has my video for the product automatically start. The video is of course all about the product, shows it chapter by chapter, shows the membership or, download area and of course the order process, etc..

This works well, and of course you could even get them to subscribe to your optin list 'first' before they can get to the "Insider's View" video.

Something else you can do with the video is to submit it to the many video directories like Youtube.com and Google video.

Make sure to link back to your site in the description area to generate traffic back to your site. This can be a quick and easy traffic generator. Search engines absolutely 'love' video and if you do take to this idea, you will have one big 'power-tool' to submit to the video web sites. It's quick and easy, so give it a shot!

To those who aren't too sure about the ins & outs of the Google Adwords programme, you should definitely try out the ['Commission Blueprint'](#) membership site. It's very cheap to take the trial, but the 'MASS' of information inside the membership area will absolutely blow you away. Infact, I think you'll probably find that once inside the membership area and having viewed the many video's, you might even think 'this is' the golden ticket to your Internet-Marketing stardom.

Limited Bonuses:

One more thing you will definitely want to mention in your video, is whether you have included any of your 'own bonuses' when they order the affiliate product. This of course will also add value to the product you are promoting, and should easily boost your sales. Generally the better the bonus, the more sales you'll make. But 'do not' overshadow or devalue the 'main product' you are promoting with your bonuses.

My Subscriber System

I have been using different subscriber systems to both build a list and make affiliate sales for some time now, and have released two reports on very similar ideas, one called - The Profit Funnel Secret - and the other is – The Subscriber Simple Secret.

'The Subscriber Simple Secret' is a simple plan that you can follow and set up to start building a list for free, and make money with affiliate programmes at the same time.

The concept is based on my 'Profit Funnel Secret' that I released a few years ago. The Internet moves fast and in 2 years some strategies lose their effectiveness. Although the Profit Funnel system still does work really great, and I use it everyday even now. I wanted though to see if I could better it, and I did... I have modified and added to the 'Profit Funnel Secret' to make it better and more effective..

With the 'Profit Funnel Secret', you use a squeeze-page to capture subscribers. All you need with your squeeze page to make this work is about a 40% conversion, meaning for every 100 people that go to your site, 40 will subscribe to your list. Although the more the merrier, 40% will work fine. I have had some Profit Funnels generating 60% conversions, but 40% is all you really need.

When somebody subscribes, they are taken to either a product of yours (best option) or if you don't have one, you will need to be an affiliate for somebody else's product and promote that. All your product or affiliate product needs to do is convert at about 1% (*1 - 2% is the industry average, and is fairly easily obtained*) to make this strategy work.

But since this report is about promoting affiliate products, let's just stick with that!

You then use pay-per-click advertising to advertise your squeeze page. Although most traffic generation strategies will work, I have been using PPC for it's simplicity and overall effectiveness.

That is the pure basis of it, and I know it sounds very basic at first glance, but there are some very important factors in this system that makes this work like crazy.

After you have it set up, you only need about \$10 - \$15 in funds to start with the PPC engines, and then everything after that is virtually free. That's 'Free Subscribers' after the initial \$10 - \$15 Forever!!! (*Using The Awesome Power Of 'Scaling-Up*)

Of course the whole point of the system is to build up a 'huge' list, so that you can make money promoting other people's products as well as your own for years to come.

Not only will you be generating free subscribers, you will also be making sales left right and centre. And the beauty is, you can set this up as many times as you want in any market.

Here is the formula to get this to work properly.

Let's just say that once you have your squeeze page set up, it converts at 40%. So that every 100 visitors that come to your site, you get 40 subscribers. And let's say you start with just \$15-

You spend \$15 at Google Adsense or Overture.com to advertise your squeeze page at \$0.05 per click. That means that once you have exhausted your \$15, you will have received 300 visitors to your squeeze page, and 40% will very likely have subscribed. That means 120 people will be redirected to the sales letter of whatever affiliate product you are promoting.

So you have gone to clickbank.com and found a product that has to do with the PPC keywords that you bid \$0.05 on, and that clickbank product costs \$37 and pays you 50% commission as an affiliate. This is just an example of course, you may find one that you like that is better, etc.. Like I said earlier, lots of clickbank products that you can promote are now paying 60-75% which is a fantastic commission!

So, back to our visitors, 120 people will subscribe and be redirected through your affiliate link to a product that costs \$37. All that affiliate site needs to do is sell at 1%, that's it! Some will sell at 2-4% which is where you want to be, but 1% is all you really need. The higher the sales ratio for the product you are promoting, the more subscribers you will be able to generate.

So out of the 120 people that subscribed to your list and saw the affiliate product's sales letter, 1 of them buys, making you \$18.50 in commission. You just made back the initial \$15 you put in and made \$3.50 in profit. Scale that up as many times as you like and you're virtually writing your own paycheck.

BUT, the real reason you are doing this is the 120 subscribers that you just got for free!

This is incredibly powerful! Do 'Not' dismiss this whatsoever!

Now, the way to really make this work is that when you set up your squeeze page, you set up an auto-responder that they are subscribing to. This is where even more affiliate profits will show up.

Your squeeze page has to give something away for free for maximum conversion. A free report, a free 5 day series by email, etc.. This is why they are subscribing in the first place. Although it isn't 100% necessary to give something away for free, you can get them to subscribe just by using good copy that gets them curious.

The way to make this very profitable is in your follow up messages. This is where you can set up a whole years worth of follow ups (You don't have to do this all at once either! I use a system for this as well.)

Let's say you have 50 follow ups promoting 25 different affiliate programs that are all selling products that are related to the keywords you bid on with the PPC campaigns- 2 follow-up emails for each affiliate program.

This is 'set it and forget it' at its best. Once you have this set up and working to where your first product that you promote when people subscribe to your list is paying for your PPC advertising, all of your subscribers are basically free, and anything that your list makes by promoting those affiliate programs is pure profit and automatically generated! You don't even have to answer customer emails or do any support, none of that!

Now, here's how to avoid doing the work of finding 25-50 different affiliate programs all at once. I start with 5 and set up about 2 months worth of auto-responder messages promoting those 5. Your first 5 are quick and easy.

Then one day a week (just pick a day) I check my PPC listings to make sure they are still running, add more money to them if needed, and find another 5 affiliate programs to promote and then add follow up messages for those 5.

After a few weeks, your whole system is completely done and no more work is required, except for the few minutes per week it takes to login to your PPC account and make sure your ads are running and still converting as expected.

So just think for a moment, if you had 20 of these sites building lists for you, and promoting affiliate programs for you - all on auto-pilot?

But wait! - Yes ... it gets much better!

Once you have a list, or a few lists built up - You can send 'broadcast messages' to these lists and then direct the traffic flow to wherever you want to send them. A new product, affiliate program, whatever! The World Is Your Oyster.

You can cross promote, do joint ventures to your list, run subscriber specials, etc.. But one of the things you MUST concentrate your energy on is retaining the 'trust' and 'loyalty' of your subscribers. Run a competition once a month or so and give away a high-end product as a prize, or prizes. A loyal customer base is 'above' value, so treat them well.

Once you have your list built up, the income opportunities are enormous. I have been running opt-in lists for 9 years now. It's like my own money printing machine! *(Not because I think of my subscribers in that way. In fact, I like to think that I genuinely provide value, especially in the way that I can spend hours writing a report like this one only to 'give it away' to my subscribers and potential subscribers. I also buy the Resale Rights of various products and give 'those' away also).*

This is still one of the easiest ways to generate multiple income streams, build your list, and generate traffic all on autopilot that I have ever tried, and I have tried a lot!

That's my 'Profit Funnel System', and it's a very good one to work, that is quick and easy, and actually 'does' build you a long-term list!

The only change I have made is to get rid of the squeeze page on some of my promotions.

Squeeze pages, although they still work, are becoming less effective lately.

The main reason is because everybody is using them. You have to fill in your name and E-mail to do 'anything' online now and people are getting resistant to it.

But like I said, they do still work, and I think we should still keep using them. They are only going to keep losing steam as more people get used to seeing the squeeze pages. But until that time reaches the critical point of 'losing' you advertising revenue.

Another problem with using a squeeze page is the advertising. Google already frowns upon using their Pay-per-click advertising to advertise squeeze pages and often penalises squeeze pages by raising the bid cost. More advertising vehicles are following suit as well. This will make advertising your squeeze page quite difficult.

So what's the solution?

I have been using low cost reports to build my lists and using different variations of this system to promote my products and affiliate program products.

For instance, instead of a squeeze page that is simply there to generate a subscriber, I sell a report for \$1-\$5.

That is the change, the rest of the system works exactly the same way.

So where do you get the short reports to sell?

Private label of course.

Here is what I do with private label content to make it much better. I get all kinds of private label reports, articles and E-books on one topic, read them all, take out the best stuff from each private label item and make one "best of" report.

So this means I get the 'best' information from various different sources as oppose to one source where some of it is good information, and some of it is bland/outdated/rehashed... I suggest you do the same. This way, you don't have to write anything, you just copy and paste most of it into one great report!

Finding PLR products to make your "best of" report will come quite easy as they are literally everywhere. Just go to google.com and type in "private label E-books", "private label resell rights", etc.. and you will see what I mean.

You are especially looking for private label E-books/reports that come with sales letters.

Not software! Software is way too much work. (*Though profit margins are much higher, so well worth promoting to your established opt-in list further down the line*).

If they come with sales letters, then you do the same when writing 'your' sales letter by making a "best of" sales letter to sell your report.

The best places I have found are the memberships that give you two or more new E-books per month with sales letters for up to \$30 pm. That's a product with PLR with a sales letter for 15 bucks that you can then make money with for years to come.

Plus, you usually get access to 'all' of the previous months products! I am not going to give you a list here because these sites come and go often, and so the list will be outdated quick. Just go to google.com - do the search - and you will find plenty.

You can even do this with just one PLR book. Let's say you just want to create a 20-30 page report and you got the private label rights to a 100 page E-book.

You can edit it down to a “best of” 25 page report by cutting out the 75 least helpful pages.

That way your customer gets just the guts, the best parts of that 100 page book.

Then set your report up using the sales letter provided, advertise it using PPC and build your list for big affiliate profits!

I know this kind of takes away from the whole appeal of 'Affiliate Marketing' because this is selling your own product, when affiliate marketing is about selling somebody else's. But the reports that you will be selling very cheaply, or even giving away, will be promoting those affiliate products for years to come.

But remember, if you truly 'do not' want to sell your own products, you can still use the squeeze page idea above and not sell anything of your own. It does still work and should not be dismissed.

Tele-seminars

Tele-seminars can be big big affiliate sales for you if you can get the owner of the product on the phone for an interview.

That's where the real money is when it comes to generating sales through tele-seminars. You basically do it like an interview.

But, you can also do tele-seminars yourself, as long as you can give good content.

The whole point of a tele-seminar is to give the people calling in good content. (That is the main priority).

Too many tele-seminars these days are just useless content and sales pitches wrapped up and disguised as helpful information. Remember – Time is not replaceable – we get a finite number of hours in our life. It's an abuse to your listeners to let them 'waste' any of that 'time'. People who operate 'Scam Tele-seminars' are genuine 'Time-Bandits'. Don't become a Time Bandit. Always give value in return for another persons 'Finite Time'.

The ones that make big money are the ones that give good solid content for 90% of the call, and then have the last 10% talk about the product they are offering (which of course goes directly along with the content they just gave)..

It is much easier to make this work when you can interview the creator of the product. Some will agree to this, some will not. There isn't any one foolproof way to do this. Some people are just good salesmen and can get people on the phone and sell hundreds of products, others can't.

The main thing about any kind of tele-seminar is giving good quality content and not trying to shove a product in their faces.

Some things that will help:

If you are doing the call alone, then come up with a passionate speech about how you had XYZ problem and how bad it was (relating to the customers) and then the product (the one you are going to promote after you have related to them) solved it for you..

Don't be afraid to get a friend on the phone to help you along, or to even ask you questions. Listening to a tele-seminar with two people is much better value than just one. It kind of balances things out, and almost always produces more sales.

Try to get an interview with the creator of the product so that he can talk about some of the positive ideas in the product itself. This will be a much better sales generator for you.

Other than that, it's all about promoting the tele-seminar which is as easy as telling your list/previous customers about a free tele-seminar that will teach them all about _____.

As I said earlier, give good content in the seminar for FREE! and your sales ratio will be high.

Generating Even More Traffic

The easiest way to make more affiliate profits is to simply generate more traffic. I generally use pay-per-click traffic for almost all of the affiliate products I promote, simply because you can control exactly how much money is going out, and once you figure out how many visitors it takes to make a sale with whatever you are promoting, then you will know 'exactly' how much money will come in.

PPC advertising just makes affiliate marketing easier if you ask me!

First off, pay per click (PPC) does NOT mean Google Adwords. Adwords is just the most popular form of PPC advertising, but it is definitely not the only one. On that note, PPC search engine advertising is also not the only form of PPC.

You can pay per click on a variety of different advertising vehicles including banner ads, text ads, flash ads, email ads, etc.. So don't limit yourself to just Google Adwords, or just search engines.

If you want to find more sources where you can pay per click, just go to Google.com and search for "pay per click advertising".

Before you do any PPC advertising (or any advertising for that matter), you need a good tracking system to track your results. If you are doing search engine PPC, you need to know which keywords are producing sales and which aren't. This will help fine tune your marketing system.

There are many software programmes that are perfect for tracking search engine pay-per-click ads. It allows you to use "trackers" for each keyword and will then display how much traffic that keyword is getting. Although most systems like Google.com, MSN.com will have their own tracking software that you can use as well, it is best to have 'all' of your tracking for 'all' of your affiliate products in one place. (*Check the Resources section for details*).

So what works in PPC advertising? Well, the truth is, 90% of the money you make from PPC ads will come from 10% of your keywords - The same keywords that produce results for you in the organic search most of the time.

Be very specific. "Golf" is going to be way too expensive, but "Golf swing instruction" may be much cheaper per click and will certainly produce more sales if you are selling golf instruction.

This isn't really rocket science, it has just been made out to be far more difficult than it really is. The fact is, if you want to get 'big traffic' from PPC keyword ads, then you will be spending some big money. (But if you've got the system 'sussed', scaling up will be natural and very profitable)

The more competitive keywords are going to cost more, so your sales ratio will have to pick up the slack.

Here is a formula I follow.....

For the more competitive keywords that cost \$0.50 - \$2.00, I just try to break even with my initial product while building a list. I will gladly spend \$1+ per visitor and just break even because I know that a good percentage of those visitors will subscribe to my list, and/or buy my upsell (profit), and/or buy a back-end product from me (more profit).

Most people just look at trying to make a bunch of money with their 50% commission of one \$27 product that converts at 1% and are finding it incredibly hard, especially with highly competitive advertising vehicles like Google Adwords.

But if you just look at breaking even on the first sale, it becomes so much easier.

Marketing in general becomes so much easier when the initial sale doesn't have to produce a profit.

So let's say that you are doing the "Insider's View" video idea with a PPC advertising campaign. You set it up to where they have to subscribe to your list for the inside view video. You build your list this way by just breaking even on all of the sales that are generated from that video.

So for the very competitive words that generate a lot of traffic, you just about break even.

For the low hanging fruit, the words that aren't competitive, don't cost too much per click, and don't generate as much traffic - these are the ones that can make you money up front. The problem is, they are not searched for as often and just don't bring in the clicks that the expensive ones do.

It is also very important to be on the front page when you are advertising via search engine PPC. This not only generates the most traffic, but also the more hungry visitors who seem to buy much more often.

So whenever possible, get on the front page, spend the extra money to test it out and see how profitable it is for you and your product. You might just be breaking even on the initial product, but your follow ups may make you a fortune. Getting the most from each visitor is what marketing is all about!

The more you get out of each visitor, the easier it is to generate tons of traffic to your web site. Why? Because you can spend more.

Put it this way, if your web site generates \$3 per unique visitor, do you think it would be hard to generate traffic from say Google Adwords? You could spend \$2 per click and still make money.

The biggest search engine PPC advertising vehicles are Google Adwords, Yahoo Search Marketing, And MSN Ad Centre. There are others, but the strategies go beyond the scope of this report,

It's a good idea to set specific days to do certain tasks that will build traffic.

For instance:

- On Mondays and Thursdays, check all PPC advertising and tweak the campaigns to make them profitable.
- Go to the discussion forums that are in your market at the end of everyday (after your to do list is completed) and make relevant post about the topic and leave your link in your signature file (don't spend too much time at the forums, just get in and get out).
- Pick a day each week to brainstorm new ideas to generate traffic (I don't work on Fridays or the weekend, so my brainstorm day is Thursday so that the ideas are in my head all weekend. I find this helps to come up with new ideas while I'm out and about enjoying life.)
- Whenever you find something that works well, outsource it. If you have found that it works, and are done with all of your testing or experimenting with that concept, then you can outsource it and move on to finding other traffic generation methods that work well for your business.

Conclusion

Well that's it. Those are the main things I do to make good money from promoting affiliate programmes.

The best part is, it doesn't take much time at all to do these things. That's why I love affiliate programmes so much. All you need to do is send traffic basically and get paid.

I hope you learned a few things and will try out some of these ideas as they are all tested and proven to work!

RESOURCES:

'Smart-Alec' – Your one-stop-resource for useful information

The Affiliate Power-House - The Lounging-area for all Affiliate Marketers

Traffic-Travis - Tracking Software

The Universal - Commission Blueprint -

VRE - Virtual Real-estate Empire – Where 'Scaling-Up' Really produces 'MAGIC'

Dave's Video's – The internet Marketers Super-School