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Session 1

How to Make More Money with
Affiliate Marketing



MyNAMS.com

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David Perdew: Hey, good morning. This is David Perdew from MyNAMS .com and the Novice to Advanced Marketing System. And this is the first session of our, How to Make More Money with Affiliate Marketing workshop. This is one that is close, near and dear to my heart because affiliate marketing is how I got started making money online, and it continues to be one of the best ways for us too.

David Perdew: It's a big part of our income that we create, more and more affiliate opportunities, not only as a vendor, but also as a, as an affiliate to sell other people's products. And we do very well with it. So I'm, I'm really happy to be able to spend some time on this particular workshop because it, I think it's key for everybody. We get a lot of questions about this, and we're going to go through a lot of those questions today and talk about how you can benefit from this.

David Perdew: Now Jennifer's here with me today and we're, we'll be going back and forth because this is very much a team effort on our part to do these workshops. But also Jennifer has a whole technology back, side of the entire thing we'll talk about. And I've got the big picture, the, what we try to do from a business perspective that we talk about, and then we're going to talk a lot about how you can get started fast and simple and easy today. So we're going to move through this and we have a, we have a schedule in place that is on our, our website for different sessions. I don't have the schedule posted in the slides here, but we will, we'll go through each of those sections. I think we have eight sessions scheduled. Is that right Jen

Jennifer Perdew-Houlk: Yes. Scheduled eight sessions.

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David Perdeu: Okay. So let's just jump into this and quit flipping around on the slides. I forget my roller bar. I can't use my roller bar. I have to use my arrow. So one of my clickers, so here we go. This is the first one you and affiliate marketing. We're going to talk to you a little bit about the few things that you told us. We always try to do this by the way, and this we've tried to do this differently from other people who do training, and then we try to ask you where you are and then give you the information that you need to move forward, from where you are in your business at the moment. So we get a lot of great information and we were able to customize a lot of material that way. So that's, that we're going to go through some of your responses and focus on today, where you are and how to help you with, all of that material.

David Perdeu: So what do we know about you So you answered these questions or at least some of these questions and which level best describes your affiliate marketing knowledge. So 59% of you said I've tried, but I really don't know how to do it effectively. 25% percent of you said, I'm not really sure it's right for my business. So I haven't tried it. We're going to correct that thought today. So, we'll move through that in a little bit. and then the third question was I am very knowledgeable about affiliate marketing and I'm going to knowledgeable about filling out marketing and making money. Affiliate marketing are two different things. And I'll talk a little bit about that as we go too. But, one of the things I'll tell you is right now is that, when we did the NAMS workshops, we had four sessions of the NAMS workshops and the NAMS workshops were, they were four rooms from beginner to advanced, and we had a lot of them, people who thought because they were knowledgeable or something, they could go into the advanced sessions and they would always end up crying or, getting really frustrated because they realized that there's a big, big difference between having taken a course on something and actually having implemented it and succeeded with it.

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David Perdeu: So if you are very knowledgeable about affiliate marketing and making money with it, great, if you're very knowledgeable about field marketing and having wait a minute. Yep. Then you're going to want to pay very close attention because we're going to be focusing on that today. All right. So the next question was, are you currently making money with us Affiliate marketing See, what I just said was, how knowledgeable are you and how are you making money with it And so, no, I've never made an affiliate sell 49% of you never made an affiliate sell 44% said, yes, I've made some sales here and there. And 4% of you said, I make some, but not my primary Mary income in, two people said, it's my primary business income. Now, if we dug into that a little bit deeper, I'd ask you if you were making it as your primary business income, is it your only income or is it a part-time job or what

David Perdeu: This is a really, really important question and it gets to the strategy. What are you trying to do with your business and your affiliate marketing business One of my favorite affiliate, partners out there, does a really, really great job of promoting affiliate products. And so when I was chatting with him on a Skype one day about, a product that, I wanted him to promote, we started talking about how I got into it and all that kind of stuff. And it turns out that he's making a ton of money as an affiliate marketer because he's been doing it for years, but he also is two years from retirement as a truck driver. And so he's doing truck driving until he gets his retirement and his insurance and all that kind of stuff. You used affiliate marketing as a way to ease into his later years and be able to, to build a really excellent side income along the way.

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David Perdeu: And it's out, it is affiliate income has outpaced his day job, but he wanted to keep his day job because of the retirement benefits. So, you know, there's all kinds of strategies that you can use in affiliate marketing is just great because you don't have to have a ton of business, infrastructure and all that kind of stuff that we can, we can focus on and, and get into this. And by the way, Jen, jump in here anytime you want to. So, the next one that we have is what's your niche now, that's kind of surprised me. the first one was 37% of you say, make money online. And that included the business coaching and training. but the second one really surprised me. I don't have a niche yet. so 16% of you do not have a niche. What about had about a hundred people by the way, we respond to this survey, and life coach and self-improvement was 8% consulting agency, was 7% home and garden was 7%.

David Perdeu: And then we had health and fitness was a 5% fi finance and insurance is four author speaker, three education to offline marketing, which really surprised me offline and local marketing was 1%. and software development was 1%. the thing about the thing about offline marketing that really surprised me is that offline and local marketers, unless they're the agency type, which would be, you know, that was 7% really miss out, usually on affiliate product opportunities. and, and the offline people, brick and mortar let's say have opportunities to do affiliate marketing as well, but they don't really understand it in that they, they're not really sure what it is. So after this presentation today, I hope you guys understand there's a huge opportunity for every business in affiliate marketing to add income to your business, which platforms do you use to select an affiliate product

David Perdeu: This will surprise me as well. About half of you are using ClickBank. almost as many are using the warrior plus, JV zoo, by the way, you could respond to all of these. You could choose any or any, or all of these. It wasn't just one that you were using. JV zoo is a big one. And then the next one haven't signed up for replatform platform yet that was 25% of you haven't signed up for a platform yet. And about 25% said that you're using a private programs. So that would be somebody's private affiliate program that they would be running through. Let's say a member or Infusionsoft or whatever their system is. They've got a private program and they're using that share. Sell was 16% now share sell is 57% of the overall marketplace. So share sell was probably a missed opportunity here for a lot of us.

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David Perdeu: commission junction, Rakuten. I've never know how to say that recommend is 8% pay. Kickstart is a new player, but it's got 7% new as in a year or two pepper jam and others. Okay. So that gives you an idea of all those platforms where were used in our system. do you have a website, 70% of you say you have a website Yes. 30%, 29% of you say no. So we need to correct that as fast as possible. You need a blog, especially a blog to get, to get busy with your affiliate marketing program. And then, do you have a list to market affiliate products to yup.

Jennifer Perdeu-Houlik: When I was going through what talking about it Yeah. I really, really thought that folks were a little further along in list building. And, it, the fact that the responses came in this way actually made us change the format a little bit for this workshop, because I really, really thought that we were going to have more people who actually had a list, for their business.

David Perdeu: So, obviously list building is a huge part of affiliate marketing. And we're going to spend a lot of time talking about that, because it's it, well, we'll get into it when we get into it. So it's just know that it's incredibly important for all your business, but we're going to spend some time there. Okay. So the next one, and I think this is the last is, do you use your blog to sell affiliate products So, we had 70% of you have a website. Now I'm assuming that you have a blog and, or not, but you should have a, everybody needs a blog. And the reason you need a blog is so that you can sell affiliate products and do reviews and those kinds of things. And we're going to talk a lot about that. So do you use your blog to sell affiliate products and 33% of you said, yes, that means 66% of you said no. So you're leaving money on the table, you're leaving money on the table and we need to correct that today. All right. So Jen, you got anything you want to say about these survey results other than what you did yet

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David Perdeu: Okay. Well, this is good information for everybody to understand where you are. It really helps us shape this. We put off the creation of the presentations until we get all this information in so we can help hone it all in and focus on that. It's rough on me putting this, putting this off, but we do it on purpose. So, there we go. So let's set some expectations here about what I heard. We end the survey, by the way you gave us some of your biggest issues and some of your goals for this workshop and for the next 90 days. So let's look at just a couple of things about setting expectations. So here's, here's the, here's an example of expectations that, you know, there's expectation and there's reality. So, somebody said, never made an affiliate sale. Don't know how to make a sale.

David Perdeu: Don't have a list on, have a blog, but want to make 20 K in the next 90 days from affiliate marketing. You know, I, I'm not really sure that that's a realistic idea. I mean, people do it, people do do it, make that kind of money, but it's far and few between. and really what I want for you to do is not be disappointed because the last thing I want is for you to be frustrated by what you think is lack of results. When in fact it could be that you're just a little bit on the, overly optimistic side, I would say. I mean, I was delighted to make \$750 in my first weekend of really trying, affiliate marketing. and when I hit a thousand dollars a month, our I'm sorry, a thousand dollar week with affiliate marketing, it's just over the moon, because at that point I had another job.

David Perdeu: And, but I could see that this could turn into something wonderful. So make sure that your expectations as you go through this are not going to hinder your, progress. I want you to have stretch goals and I want you to have realistic goals, and I want you to have minimum goals basically. So a minimum goal is let's say you, you, you want a thousand dollars a week in affiliate marketing, but you're not making any now. So a minimum goal let's say would be a hundred dollars a week as a stretch goal might be a thousand dollars a week. And if you really had a good, a good showing, you might do two 50. So, you know, the stretch goal, if you want to do 20 K in the next 90 days as a stretch goal, go for it. But set them set a realistic goal that if you hit that, you're going to feel like you've made some progress.

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Jennifer Perdew-Houlik: Well, and the other thing too, though, is that, you know, we really try to focus on creating in building sustainability with your business and evergreen. And we're going to talk about evergreen and a lot tomorrow. We met with our accountant yesterday and, you know, we were looking at our evergreen affiliate income, and these are the kinds of things that become really, really important to you as a business owner, especially if you're focusing on affiliate marketing, because you want to be able to generate affiliate sales on a consistent and evergreen basis without having to constantly be out there looking for a product to promote. And so a lot of the core foundational and fundamental information we're going to teach this weekend is going to be about that. And it's going to be about how to set those expectations for yourself and set those, those evergreen style promotions that regularly bring in income that, that aren't this big, like one and done a promotion. And when you create those evergreen promotions, those are the things that help you build your base every month. And that for us is a huge goal for you is to be able to do things like that. And we're going to talk to you about how to pick those products and how to create those, how to create those promotions and things like that that are going to work for you for a really long time.

David Perdew: Yeah. So we're getting into that a lot tomorrow, but, but Jennifer is making a really good point. This, and it applies here is that I want to make 20,000 in the next 90 days from affiliate marketing. The only way you can possibly do that is to, is if you had to list is to do a launch pretty much now, not a launch, but you participate in a launch and several launches. As a matter of fact, can you just get out there and you just hammer your list as much as possible and do these one and done promotions that's exhausting. And it also is remember our mantra. We didn't, we haven't mentioned it mentioned this to here yet, but in our mantra is always do the work once, get paid forever. And if you want 20 K in 90 days, I would suggest that you're going to be better off doing 20 K recurring in a year.

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David Perdeu: And so that, that can continue to build. And that's what Jennifer's talking about here is evergreen affiliate programs that continue to pay you every month or every year or on a regular basis. And that's why recurring becomes so important for you to focus on as an affiliate marketer. Okay. So, the next one is we're going to talk about biggest issues and these are some of the things that we heard from you guys building a targeted list is a huge issue for you. It is it's you just, you for everybody, even for people who have businesses already, you want to make sure that the list that you're bringing in is qualified and it's otherwise it's just a waste of time. So you want to make sure that the list that you're getting is a qualified list, not something that you've purchased. And I'm going to give you an example, you can purchase it, but I'm going to give you an example of how a purchase list becomes a qualified list.

David Perdeu: And we're going to talk about that right now, just a little bit before we go on through the rest of this. And because it's a concept, and by the way, we'll be doing a lot of concepts through this presentation with some examples and stuff. And we'll, we'll also look at some goals and some tools and things like that along the way. So, but the building, the targeted list concept is, for example, let's say buy a list. I've got a list that I purchased of 20,000 people who actually was 25,000 people. And, it was in a specific niche and I bought the list 20 of 25,000 people. I ran it through a cleaner, first thing and a cleaner, if you just look for software that is clean my list, kind of software on Google, you'll find a couple of good programs out there.

David Perdeu: And I have one that I can recommend that you run your list through. And, it will tell you if those email exists, those email addresses are good or valid, or if they exist even. So when I did that, I ended up with 15,000. So immediate, I lost 10,000 people off that list that I purchased. Then when we send out to that list of 15,000 people, we don't send them from our, normal autoresponder because we don't want to junk up our autoresponders. So we put them in something else that is like a one and done kind of thing that we can use as a, as a temporary send. And I think, w w I think Cindy is the one that we talked about, Jennifer, we also used, do we not use, what was the grid thin grid was the other one.

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David Perdeu: Yeah. And so we used that, so we could run through and see if we could entice people to get on our list. And this is kind of the same thing that you do with solo advertising. You entice people to get on your list and your, what you're doing is you're testing the niche. And so if people respond to the niche, then you're targeting them. You're building that list from that, from them. So, you know, what of that 15,000 we ended up, I think with like 500 on, that were interested in that niche. So it's a lot of work to build a targeted list from a purchase list and easier way to do that is to start digging in, in, excuse me, in areas where you are finding the people, you know, they have an interest, you know, you find people on in Facebook groups and you find people in, competitor's websites and things like that. So that's a great way to start building your targeted list. It's really important to have a targeted list for affiliate marketing too. And we'll talk about that more as we get into the infrastructure, which is next, your biggest issue was infrastructure and website. So Jen, talk about infrastructure and website a little bit, because I got to choke here for a second.

Jennifer Perdeu-Houlik: Well, and so it's interesting because 70% of you said that you have a website, but you also, we had a large number of people who said their biggest issue was infrastructure and website. And, you know, this is one of these things that folks really complicate more than necessary. And if you have been on any other trainings with me, whether it's, you know, about getting your business started or building sales funnels, I always say there's only three things that you really need to make money online. And that is a landing page or a website, an autoresponder and a way for people, for you to collect money. Those three things, if you have those three things, you can do a lot. And, you know, as you grow, you're going to find that you need more infrastructure and you might need more tools and things like that.

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Jennifer Perdew-Houlik: But when you're just getting started, you don't need that stuff. And, you know, I answered a question in our insiders club, a group the other day about somebody asked about, what kind of tools to use for conversion tracking and funnel building, and to really understand their numbers. And, you know, my response to everybody always is, if you're using these three basic pieces of infrastructure website, autoresponder, and a way to collect money, those are all gonna give you some initial numbers. And until your questions are more advanced than the data that the, that your existing infrastructure can give you, there's no need to start searching for other things. Right. and so we're going to talk a lot about that too. And our infrastructure session, which is next, actually. but for affiliate marketing, you actually need much less infrastructure than you do if you were selling your own products. So, infrastructure is something that I don't want you to be scared about. It is something that you have to have, but we want to make sure that you're getting the right things and that you're not, over-complicating it.

David Perdew: Yeah, exactly. And also it's a lot cheaper when you do it this way, because you don't have to buy all the whizzbang stuff that you think you're going to need later. so, so I'm going to, somebody made a comment here. Johnny made a comment here that said, and it relates to the building targeted list. I think the name of this workshop, how to make more money with affiliate marketing would be why it drew the crowd is drawn. Well, that was exactly our purpose in naming it. What we named it, you know, we can name it. A lot of people like the makeup names, or they'd like to have some sexy name for a product. And for me, those are often, a sexy name for a product is something that kind of covers up the duct tape. That's on the inside of the product. And what we like to do is be straightforward and keyword focused as well. So we tell you exactly what it is. So we're qualifying you. If you are not interested in affiliate marketing, you were not interested in how to make more money with affiliate marketing. So we built a targeted list for this workshop.

Jennifer Perdew-Houlik: I keyword research the name of this workshop, like crazy before we actually came up with the name of it. And so, you know, that's a strategy and a tactic to be able to use, to draw in the right crowd.

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David Perdeu: Yep. Yep. Okay. So that was a good, good observation, Johnny. Thank you. All right. So the next thing is consistency and focus. People are with that. Listen, I get this consistency focus is a hard, because there are so many flashing lights out there. We, we think, well, we need to jump over here. We need to jump over there. We've got to do this, we gotta do that. And the truth is that it's a prioritization process. So the first thing you do is prioritize for money, prioritize for making money. If you're in business, your goal is to have a profit and make money. frankly, that was a really hard thing for me. When I first got started in online business, because I thought my priorities were elsewhere. I thought my priorities were helping people solving problems, being a nice guy, giving people the free stuff as much as possible.

David Perdeu: And until I realized that I couldn't do any of that, if I didn't make money, then, my business focus didn't change. So I had to get my mind right. And realize that I'm in business and I'm in business to make money so I can do good in the other ways that I want to do good. So, that's a really, really important thing for you to understand. What's your focus, your focus is always the same in business making money. So what's it take to get you to the making money part. So when you get to making money part, you can eliminate anything that distracts from that. And so it is a process of subtraction. We talk about that a lot, a process of subtraction. So that'll help people with your consistency and your focus by subtracting the stuff that you don't need to do.

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David Perdeu: And we're not going to get into it today, but that's called the Eisenhower matrix by the way, the urgent and important. If you break it down into, into the urgent and important four, four quadrants, you can look that up on Wikipedia or wherever it is a, it's a, a matrix. The Eisenhower matrix is what, Dwight Eisenhower implemented when he was president in the fifties, in the oval office. And with all of his staff, he always said, if it's not important, I don't want to see it. So, that's how you get so much done. Okay. Overwhelm overwhelm is always big for people as well because you, well, Jennifer, you and I can get overwhelmed all the time. And we live in a state of overwhelm because we have a huge business. we, we have, we have a large infrastructure and we have a lot of products, which means that we have to consistently work on updating and communicating and servicing and all of that kind of stuff. So when you get into that kind of thing, you can start doing the, you can start getting into the overwhelm and you'd have to back off from the overwhelm and understand what is it I need to do right now. the I'm a big believer in the one thing. And Jen, you, you're now a big believer in the one thing, even though it's really hard for us to do.

Jennifer Perdeu-Houlik: And one of the things that I actually did, I implemented this about a year ago, for myself personally, because I am one of those people that gets overwhelmed very quickly. And, I switched around my schedule and it used to be that when I came in the office in the mornings, the very first thing I did was all the admin stuff. The things that I really didn't have time to do, but I felt like were urgent and really, really important. And what I realized was that just like what dad said, if our business isn't making money and we're not focused on the marketing side of things as a number one priority, then the rest of it really doesn't matter. And so I started switching my schedule around because what I found was that I'm better in the mornings. I get more done, I'm more productive.

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Jennifer Perdew-Houlik: And I actually am online first out of everybody. That's on our team. I'm the one that comes in first. And so I would have these big chunks of time where nobody else was talking to me. Nobody else needed anything from me. And so I started focusing on the money-making aspects of our business, first thing in the morning, because by the middle of the day, when I finally got around to it, I was tired and I wasn't, my mind didn't work the right way. You know, I was already kind of focused on what am I going to make for dinner What do I need to do tonight around the house Stuff like that. And so when I made that shift internally for myself, it actually helped me to really reduce the amount of overwhelm that I was putting on myself mentally. And so I think that's really, really important because I'm one of those people that I could spout off to you, right The second 27 different things that I need to do today. but to prioritize them for the business, I have to prioritize them for the things that are going to continue to generate revenue so that we can continue to do the other things that are important to us, for our members and our community, and our lives.

David Perdew: But the, but the best way, I mean, and your, what you, what you've talked about is exactly right. But when you make your list and you prioritize, then you tackle one thing, you get the one thing done, because there's nothing that feels better than the one thing being accomplished and moving to the next. Now I'm not a huge list-maker. I don't like lists particularly because I list always haunt me. It just shows me what I've got left to do, but I like to do prioritization quite a bit. So everyday I wake up and I look at prioritization, see, what do I have to get done today And sometimes I get it done. Sometimes I don't get it done, but I know what I've got to work on today. You know, I S I think, I hope I said this name, right. I as, is a new insider.

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David Perdeu: And he said, are we going to cover how to get over tech overwhelm and where, and how to find the best outsourcing, as an insider, you have access. And one of the things I love about our insiders group is this is where the team comes in. We have a, a file in the insiders group that is a resource, what's it called Jennifer It's an outsourcing resource, or it's a skill set or something like that, where people put in what they're good at. And so, you can have conversations with individuals inside the group, even who can help you find a specific, expertise. Okay. the next one is, don't know how to sell and yes, by the way, I, as we will go over a lot of that, by the way, let's see. Oh, sorry. I hit the roll bar again.

David Perdeu: That's bad. Okay. So don't know how to sell. That was a big one. That's a big one for everybody. And until you learn how to sell, that's the reason affiliate marketing so great is because learning how to sell with affiliate marketing is low risk. And we're going to talk a lot about that as we go. It's a key, it's a key, a function of affiliate marketing, finding good products. This is, important. And if you're going to spend money online, this is where you're going to spend money, because you want to make sure that you test products and you check them out and that you approve of them and that you would use them. In fact, you should be using them.

Jennifer Perdeu-Houlk: I'm going to argue and push back on a lot of people. As we move through this workshop who say, finding good products is their issue, because I can guarantee you that you actually have products available for you to promote right now today, if we were to look at, at some different things that you're already doing in your business.

David Perdeu: And then of course, everybody, a lot of people say, well, traffic is an issue. And, traffic is an issue. if you're, if you're trying to get people to your pages to sign up, but if you get P if you send a hundred thousand people to something and that doesn't convert, traffic is not your issue. So you have to be really clear what comes first. It's not traffic that comes for stealing go. The only amount of traffic you need in the beginning is enough to test conversions. after that, you don't pour the traffic on until you are sure that what you've got to work. So we're going to talk about that too.

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Jennifer Perdew-Houlik: And we're going to talk a lot about traffic because traffic is, is not just a single well, traffic is my problem kind of issue. I mean, we focus on traffic every single day in our business. You are never, no matter how big or how small you are, or how big or how small your, your business gets, you are never going to stop focusing on traffic. And there's two components that as we work through this workshop that you're going to hear us continually refer to, and that's list-building and that's traffic, because they are things you have to focus on every day, no matter what else is happening in your business. Those two components are what continue to drive sales, drive, scalability and drive sustainability in your business are those two components. So traffic and list building are never one and done propositions. They are,

David Perdew: And you never have enough. Never had enough. Okay. So the last one we're going to move on here. The last one is the biggest issue for most of you is getting started. And just as I was coming to this one, I see a comment here that says, my problem is looking for perfection and not executing until it's perfect. What is the advice you'd give to get over that My advice is to push the button, pull the trigger. Soft,

Jennifer Perdew-Houlik: Go ahead, go ahead. I was going to say, we teach this in our, in our private coaching, and there are many, many times that I push the button. I push, send on an email and I don't have the second step finished yet. And the thing is, if I didn't push, send, I would continue to work and tweak. But when I hit the send button, it means that I have created a deadline for myself that I have to have step two finished. And do I like working that way Not always, but from a getting things done perspective and prioritizing things. if we wait until something is completely 100% finished and perfect, we would never do it.

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David Perdeu: Yep. That's right. And that's the biggest issue that everybody has because, well, I'll give you an example from our private coaching group. I mean, we have somebody in our private coaching group who was working on emails during our live bootcamp one time and, wanting to get all of the emails done before she sent them out. And we basically said, I want to read the first one. And when we read the first one, we said, okay, send it. Well, the other ones weren't done yet, the followup weren't done yet. And it made her really uncomfortable. It makes everybody really uncomfortable to know that you're, that everything is not exactly the way it is. This is the hardest part for people. When they get started in online world. It's amazing to me, how many people will they'll send one email and then they'll wait about a month and send another email because they were working on making sure that that one was perfect and then they don't get, they don't understand, or I didn't want to bother anybody or those kinds of things. And then they don't understand why they don't get better response and you have to be consistent and you have to be, you have to get over the fear as fast as possible, because fear is really what keeps you from, pulling the trigger because you don't want to be for me, it's one of my biggest things is I don't want to look stupid. That's one of my biggest things is I don't want to look stupid, but I have to take a chance. I have to take a chance sometimes

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Jennifer Perdedew-Houlik: When I started in at NAMS. so it's been, I don't know, six years now, I guess. you know, I was so concerned all the time about people that unsubscribed and what finally realized when I started looking at our conversion stats. And this is shocking to me, the number one piece of content that we get the most unsubscribes for is our free content that we send out on Saturday mornings. And I have so many people that message me and tell me, I love the Saturday morning content, you know, but it's also our number one unsubscribed piece of content. And in the very beginning, my feelings were so hurt. I can't, I was like, I can't believe people are in subscribing on a piece of free content that we're giving out every week versus not unsubscribing to sales and promotional emails. And you know, what we finally had to reconcile with ourselves was if this is what it takes, and this is why you don't want to be on our list because we send out free content on Saturdays then, okay. Like there's nothing we can do about that. We have to focus on the people that do want that and do find value in that and not have our feelings hurt and not focus on the unsubscribes, being the negative part and focus on the people who are actively engaging and participating in, you know, and, and using that content. And that's the same thing for all of us.

David Perdedew: Yeah. Yeah. So let's talk about that emotions, and being detached and all that kind of stuff for just a second. I won't spend a lot of time here, but I want to, that's a really good point because most of us are incredibly attached to the outcome. Most of us are attached to a rejection. We don't want to be rejected at all. we don't want to be, a problem. We don't want to, interfere with people in their daily lives and those kinds of things. But most of all, we don't want to look stupid, right We don't want to be, we don't want to be the one that, that people will say, well, he doesn't know what he's doing. You got to take a risk. And in the beginning, I guarantee you, you don't know what you're doing. I mean, that's the way it is.

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David Perdeu: You just don't know what you're doing, but you learn by making mistakes and you learn by doing everything that you have to do, to improve. And, you know, there's two ways to do that. The first is you do it by trial on there. And the second is that you learn from other people you learn from us and you learn from other people that you're reading online. so the, the key to me is to realize that your emotions are your friend and your, your openness and your, Oh gosh, your compassion is probably the thing that people are going to identify with. So don't be afraid of telling people when you're feeling vulnerable or when you've made a mistake or when you, are excited or whatever it is because people want to, people want to have a real relationship with you. The people that don't are not going to be the people that you want to deal with anyway. So, you know, we've got a ton of on our list and I don't know most of them, but the ones that I do know, and really work with a lot are the ones who respond to us and like the way we do business.

Jennifer Perdeu-Houlk: Yep. And, you know, there's a difference between using emotion in your business and making emotional decisions about your business. You can be emotional about the business itself, and you can feel, you know, you can have the highs and the lows, you know, listen, there are days that, you know, I have the lows and that I'm like, I can't believe this didn't do that. Well, I can't believe this email sucked so bad, you know, but we have to make decisions based on data. And we're going to go into a lot of that this weekend, because affiliate marketing is a completely data driven business. And, but here in the chat, Shelley said something that this isn't perfect example, Shelly said, please don't stop the Saturday morning content. Shelly's the person that we want. You know, we want people who really want to read those things and who find it valuable and who love that. And so, you know, we just have to get over it.

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David Perdeu: Okay. So let's see. all right. So we're going to move on to the next slide here, which is what you're gonna learn in the next two days. Traffic and list building is not your problem. We've talked about that a little bit. Customer relationship marketing is the key to everything. we've believed that you to have a business that is, Oh, meaningful, and long-term, you have to build relationships with the customers. there are a lot of people out there who, who don't want customer relationships. They just want to extract money. That's not the way we do business and I'm not, you know, I prefer to fail versus doing that. the next one is niche affiliate program selection. We're going to talk a lot about that. and relationships with partners is a big one. We're talking about that this afternoon, choosing the perfect products.

David Perdeu: We're going to talk about that because, there are a lot of products out there, but you, you know, I can count on two hands, pretty much the people that we work with and the reason that we do it that way, and I'll go into that. Some evergreen versus launch promotions, this is really, really, really important. And we're going to talk about that a lot when you use launch promotions and when you don't, and when you focus on evergreen, we focus on evergreen most of the time, and it's just embedded in our, in our entire business. and occasionally we do a launch promotion for somebody else because it's a really good product or because, well, it's always a really good product or we don't do it. but often we do it with people that we are, partners with that we would like working with.

David Perdeu: That's a key for us, setting up the perfect promotion. There's different ways of doing it depending on the quality of the sales page, depending on the market, depending on the, the product itself. and we're going to talk about that too. And then the last part of this is all about the data that Jennifer was talking about, testing and conversion. so you're going to get these kinds of, highlights throughout the entire two-day workshop. we have it structured in different sections, according to the schedule on our, on our website. So you'll see that. So now wireless and do ask about affiliate marketing. Well, to quote the farmer's insurance guy, we know a thing or two about affiliate marketing because we sold the thing too. And we do really well with affiliate marketing, and frankly, it wasn't all that always that way.

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David Perdeu: Now, Jennifer and I are here to help you with our experience in affiliate marketing to build your business. so we're going to be incredibly open and honest and straightforward as I hope we always are about how we do affiliate marketing and why we do affiliate marketing and how you can emulate that we're focused on fast and simple and efficient. we are, you should be too. and we want to know what your success looks like for you, because for us, success is different than what your success is, right So you want to make sure that you understand what success is for you. And it goes back to the expectations that we talked about, and we want to make sure you exceed those expectations. but we also want to make sure your expectations are realistic, continue to work with you in the future.

David Perdeu: That's always our goal. And we'll talk about that a little bit at the end of this entire workshop, how you, and we want to make sure that you, you are being held accountable in some ways. So, whether that's through your, through you or in our insiders club or, with a friend or whatever it is, or with our coaching program. So you want to make sure that you are accountable. Okay. So, you'll see this little report that we did, it's, this picture five days to 12 K how we took first, took the third \$3,000. First of jeez, how we took the \$3,000 first place prize and 9,000 in commissions in a big name, product launch in 12 days, five days, we did \$12,000 total there. So we did a case study on that. This was pretty much one of our, we just kind of exploded into the affiliate marketing world, because I had a plan.

David Perdeu: And my plan then was, this was three, four years ago. after the NAMS workshops ended, we decided to stop the NAMS workshops and really focused on our membership. And one of my goals was to build a better brand. NAMS has a great brand. It has a very good reputation, but it wasn't out there enough. And I wanted to make sure that people understood who I was, what we stood for and what we did. So I wanted partners. I wanted partners in the affiliate marketing world. And so we started doing some launch promotions, and I used this technique to rebrand our business in a way without rebranding our business. I just let people know who we work. And when we did this, we jumped up to first place in this big, promotion because of the way we did it. We were very strategic about it.

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David Perdeu: And this, this, report was all about how we use that strategy to do it. Then we continued doing more and more promotions and you'll see here we won. This was PLR stack. We were all, we we're on a lot of leaderboards. We went a lot of money. I think we figured out over the last three years, two or three years, we've won about 70, \$75,000 in affiliate launch contest. And so here's one PLR stack, Chad. we did, 250 bucks on that one as second place that was, one of the lower end, the contest. We got coach glue first place there. conversely, which is what this report was about. We got first place there. In fact, that was, Simon Harry's. He did a video for us. we were his biggest, we only promoted two products of Simon's that year.

David Perdeu: And because of the conversely, thing, we were his number one affiliate, and he had big name affiliates. So we were as number one, affiliate for the year PLR jackpot, we were number two profit Pixar. We were number two on the opening contest and everyone wins contest. So one of the things we're going to talk about as well in the launch in evergreen is contest. when we get to that section and talk about why contests can be really good for you. we, we got third place in this big contest, and got 2,500 bucks there. first place, there was \$2,000, seven 50 there in the main contest. let's see, this is video spin. We got 2001st place. This is an everybody wins contests. I think there's this Kevin Fe he's and it's by a front-end sales. So we got \$400 extra just in the bonus contest there by over 50 sales. marbling won that one with Barwon. And, and so the other thing you have to remember is we're building relationships all along here. So in this one we want a thousand.

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Jennifer Perdeu-Houlik: Okay. That's the point I wanted to make about all this is Yeah. Okay, great. Yeah. In three years, we've won \$75,000 in affiliate contests. Okay. The money is nice, but as you're watching this, and you're seeing these names over and over and over again, the name recognition becomes more important. And that's how, you know, when we first started to decide, we were going to focus a little more heavily on, affiliate stuff. You know, we were hanging out on the leaderboards in the ninth or 10th spot, but we were starting to get recognized. And the big reason why we were getting recognized was because we're single people and you see that there's a lot of teams, a lot of companies and things like that that are on, on these leaderboards. And we're just a one person, kind of operation. And I say one being NAMS, not, you know, like two businesses partnering up together and that started to bring a lot of attention. But the other thing it brought was people wanted to know why we were doing as well as we were doing. in comparison to a lot of these people, we have a relatively small list and we were getting incredible conversions. And so that, this, the reason why we're showing you this is because we're also going to show you the actual strategies that we use in these promotions to increase and get such high conversion rates, because that's ultimately what it's going to allow you to make more money with your affiliate promotions.

David Perdeu: You know, and I get, I, since this has happened, I get approached by people all the time. Would you like to partner on these things And, and I, my, my response is always the same. It's like, you know, I love you a lot, but we just don't partner with people. And one of the reasons we don't do that is because, well, there's a couple of reasons. One is I'm a control freak. but the second is I don't want to be, I don't want to be harsh here, but I don't want to be tainted by somebody else's techniques. You know it's not about whether we win the contest. It's about whether we provide the service, to our list. and if we can do both, I love that, but I don't think that it's contest. We've gotten really weird in that there are so many contests in the launch.

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David Perdeu: Now you have an opening in the middle and ending and, you know, contests, we've gotten huge where the last one we, we, we participated in was a \$40,000 prize frugal. First place was 21,000 thousand. I don't even think we got out of the top 10 on that one, but we didn't try very hard either. But you know, the, the, it just brings out the contest can bring out the worst in people. And so we try to do things the way we do things and not get affected by other people the way they do things. But when you get a re when you get a reputation and this number one, this was from modal, modal, or Latif, posted this, you said we banked \$4,300 in contest prize. There simply brutal, went crazy, dominated the magnificent 10 leaderboard from the beginning to the end.

David Perdeu: Now remember that because that's a key component of how we do things. I love the serve number one spot, and indeed made yourself significant in the end and not to forget topped all three cash too. So, when we do things, we want to do it all the way. And when we don't, we just bail on the whole thing. So we want to make sure that we are picking and choosing who we're building these relationships with. And then the other thing that is a result of that, by the way, is my inbox is just full of people wanting me to promote their stuff. And, you know, and I, I, we don't do it. We just say, yeah, I'll take a look, but I'm not going to promote it until I use it. And, and, and all of that. So we take a look at things to make sure that they are, if it's the newest, greatest thing, I missed a lot of opportunities because there have been some good things out there that we should have been promoting, and we didn't get a chance to do it because we were involved in other stuff.

David Perdeu: So, there is, there are, there are some really good programs out there. Now, this is important too. I want to show you this, and we're going to talk a lot about this and the next w I think it's the afternoon session about, jargon, but this is one of the early promotions that we did. And you'll see this private message I got from Jerry Gisele, Jeremy Gislason. I think that's how you say his last name, Gislason. if you want to pick three more bonuses for a total of six from the semi exclusive bonuses we gave you here, we didn't use any bonuses. We don't use bonuses usually. And I'll tell you about that too later. you're getting about \$37 EPC across all points right now. And \$37 EPC is unbelievably high. and I was delighted to do that. And I was made a partner.

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David Perdeu: This was my first involvement with Jeremy at that, at this point as a, affiliate partner and Jeremy, then this email to everybody, and this email said, we, we have, I have, affiliates making anywhere from \$10 EPC all the way up to \$37 EPC on this. Well, the \$37 was us. And, we qualified the people that we sent to the actual sales page so that our conversion rate was high. And our EPC, which is earnings per click, was also exceptionally high. And there's ways to do that. And Jeremy and everybody else thought we were geniuses because we came out of nowhere with this. In fact, I got an email from, I think it was Jeremy that said, how are you doing this How are you making so many sales with so few clicks And so I went through the process with him and told him how it was.

David Perdeu: And we're gonna talk about, talk about that with you too. There was a trick to doing it, and it's not really a trick. It's just good business. So anyway, here we go. Okay. So this is why, when, why, when, how pros and cons of affiliate marketing, as you can tell this morning, pretty much an overview of the entire, trip here. So what is affiliate marketing It's pay for performance. The more you sell, the more you make it's classic commission, salespeople, classic commission, salespeople, commission sales has been around forever, forever. Now. the reason that it became so popular in the, in the digital world and the online digital world is because P somebody figured out how to do this and make a lot of money pretty fast. And we're going to get to that in just a minute, but affiliate marketing pays you really well if you do it properly.

David Perdeu: So it's the fastest way to make money online. It requires the least infrastructure it's can give you long-term passive income. It's a great way to do that. You learn to sell online with little risks. You can build a great reputation. You can fund your growth. This is something people really overlook is you can do affiliate marketing while you're building you're out of the business Soviet here. So if you've got an idea for your own products, but you don't make any money yet sell other people's products until you can get yours up and running and learn how to sell. That's. The key to the whole thing is if you're using somebody else's product, you're learning how to sell with so little risk. So you're also building a reputation. You're funding the growth. You're uncovering the problems in the niche. This is really important too, because if you're in a niche, you want to understand that niche completely.

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David Perdeu: And when you sell other people's products in that niche, you'll see what people respond to, what are they buying And that's, that's great input for you on your own stuff. And you can then develop your own solutions and you create the relationships you need to borrow the authority, our authority. What does that mean Borrowing authority. So, if, Richard Branson came to me and said, David, I got this product, would you like to promote it for me I don't care what it is. I'd promote it because I would be associated with Richard Branson that incredibly important, right That's authority. That's just having the ability to say, I've worked with Richard Branson. I did bump into him by the way, one time in the airport, in South Africa on a trip. didn't say anything to him. I literally just bumped into his shoulder, but anyway, I would love the authority of somebody like that to connect with.

David Perdeu: That's why you see pictures of, let's see, Tony Robbins and Frank Kern together. Frank is bar. Frank's got a lot of authority, but he's borrowing the authority of Tony Robbins and affiliate marketing is a great way to do that. And it's, it's an important aspect of building your business genuinely. It's that same thing about these I think we're moving right along. Okay, good. Here's big deal. There's we're going to talk about how the build your affiliate marketing program. The very first thing you have to remember is this is about building your list, period. You want to build your list always. And affiliate marketing is a great way to build your list in your niche. So when you start promoting or driving traffic, cold traffic or warm traffic from somebody else into a affiliate products that you're promoting, you want to make sure that you intercept those people and build your list.

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David Perdeu: It's more important to get the people on your list than it is to make the sale. I guarantee you in the beginning, that's the most important thing is to build your list. Now, when did affiliate marketing started, this is the guy, this is a guy who really did it and made a kind of turned everybody upside down. This is William J Tobin, in 1989, he was selling flowers and gifts through his company on prodigy network. If you remember prodigy network, IBM was a, like a 4runner to AOL. Believe it or not, prodigy was a partner with IBM at that time, and creating a comp comp you serve, alternative. There were several of those early, dial in modem networks, and Tobin was selling PC flowers and gifts. That was the name of his company, PC flowers and gifts. And by 1996, using 3000 affiliates, he'd sold more than \$6 million worth of flowers and gifts online when there was no blog, there was no high-speed internet, \$6 million by 1996.

David Perdeu: And he did it through affiliates. And, this was the online affiliate marketing business model of paying a commission on sales and it's commission sales, as we've said before, but it was online digital affiliate using tracking codes. And that, is the same as commissioned sales. And there's a couple of things that make it different, but it really is just commissioned sales. So when people say, well, I don't understand affiliate marketing. Do you understand commission sales Do you understand how people make commission when they sell encyclopedias door to door Nobody does that anymore when they sell, I don't know, cards when they sell whatever

Jennifer Perdeu-Houlik: Well, and here's the perfect example. Most of you were probably already doing this in your everyday life, and I'll give you a great example. I use a company called Cook's pest control, and they help us with, you know, our termite inspection every year and all that kind of stuff. Well, I started using cooks because dad, my dad uses cooks, and he said, and I told him, I was like, Oh, I got to call somebody. I don't really do use somebody. I don't have any experience with anybody. And he said, yeah. And by the way, tell them that I recommended you because I'm going to get \$25 off my next bill. If you tell them that, well, I called cooks. They said, did somebody refer you And I said, yes, by the way, my dad did. And here's his address So you can give him his \$25 off.

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Jennifer Perdew-Houlik: Well, but a year ago, my aunt needed a termite service as well. And she called me and she said, Hey, I knew you were using somebody. Do you like them And she lives close to me. So she knew that that company would service her area. And I said, yes, I love my guy. And by the way, when you call, let them know that I sent you because I'm going to get \$25 off my bill. And that is the, that is affiliate marketing, even in its, in its raw form, is that I am just getting a rebate on a personal product that I'm using all the time because I referred somebody else. And so if you really understand that basic concept about affiliate marketing, you're using, you're doing affiliate marketing every day in your business and your life one way or the other, I guarantee it. And so all we're doing here is creating, is moving it over into the business world so that you can make income in a predictable way

David Perdew: From, by referring products. That's it Okay. So Tobin Tobin is the first guy who gets the credit for this. but then in 1996, this guy changed everything. this is Jeff Bezos and Jeff Bezos started the associates program in Amazon. And, Amazon associates could place banners or text links on their site for individual books or link directly to the homepage. At that point. Now there are a lot more sophisticated with store builders and programs and all that kind of stuff. The difference is 1996, their commissions were really good for an e-commerce place. they have slowly, slowly, slowly over the years, drop those commissions down to three, 4% on the high end. I think they just went through a cut earlier this year in that region.

Jennifer Perdew-Houlik: Yeah. In may.

David Perdew: Yeah. And, so Amazon is really hard to make good money with, but there are still people out there who drive a lot of, a lot of, lot of traffic to Amazon and make, make a lot of money. So, will I, if you remind me, we'll come back to the Amazon story a little bit later because, it's kind of what happens sometimes with vendors and it's one of the downsides. In fact, we'll talk about it in just a minute. I think about one of the downsides of affiliate marketing is sometimes the vendors will change their terms of service and what you had as a, income stream goes away. So the other thing about Amazon is they try to patent everything. So they try to patent in 2000, then they did get some patents in 2000 about some components of affiliate marketing programs.

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David Perdeu: they patented the one click, buy thing and share a sell. And Amazon had been fighting a long time about different things. So because of the affiliate program, patents. So how does affiliate marketing work it focuses on two things, solving problems and tracking buyers. That's really it. If you look at this little graphic over here, the join the program, you're going to join a program because it solves a problem for you. Then you're going to promote it. Then you're going to track sales and then you want to earn a commission. That's that's it, that really is, is the, the whole thing that affiliate marketing is all about. Parties involved are the product owner who has a product and is willing to pay commissions to promote it. It's great advertising product owners loved this. They love for people. It's like a free sales army that goes out there and promote your products.

David Perdeu: Now, product owners, don't like it when you spam. So we're going to talk about how to avoid that as well, because spamming will get you not only kicked out of programs, but we'll also get you banned from platforms and all that kind of stuff. You need to be reputable about the whole thing. And then there's the affiliate, the company, or the individual who would promote a product or service in exchange for a commission. We're talking to you today about you as the affiliate. We're not talking to you about you today as the product owner who might have an affiliate program, we have affiliate programs. but we also do affiliate marketing. So you can be both. And then there's the buyer, the person who exchanges money for the solution to their problem. And you want to, it's the integration integration and the inner working of all three of those things, three of those parties that makes this whole thing work. So it's that whole thing is a relationship. And you have to work that relationship.

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David Perdeu: the affiliate unconference, a desperate problem in a specific niche, they find a product that solves that problem. They tell the niche market, the niche target market about the solution using a tracking link to refer the audience to the solution. And the affiliate gets credit for any sales and is paid a commission by the product owner. That's, that's how that works. So the tracking link is really important and a lot of people get confused about the tracking link. You make one little mistake in the tracking link though, and you're not going to get credit for it. So I've known people. And in fact, I've done this. Somebody sent me a link one time, here's your affiliate link And I didn't look at it. I just grabbed it and send it out. And in the center of it, it had a bracket and said, insert, insert ID.

David Perdeu: Well, I was supposed to put my ID in there and, you know, I was in a hurry and I just sent an email out and had like 400 clicks on the thing and made no money because, I, I screwed up my tracking link. So these are really important things that you have to focus on. Jen will say anything about the tracking link here. Nope. Okay. the affiliate marketing has benefits. It is a pure meritocracy you will do as well as you want to do. you can control your success. You can make a lot of money in affiliate marketing because it is in your control. And if you learn how to do it, you focus on building your list. You focus on getting the right niche, the right target market, the right, communication skills. There's a lot I'm saying here, and that's the right products and the right partnerships and everything. You can make a ton of money. you, but you have to do all of that. And the more problems you solve, the more you sell, the more you make. So that's a huge plus. It is affiliate marketing is like the ultimate in, self-controlled wealth and income.

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Jennifer Perdew-Houlik: And I think there's also something that you have to talk about here for a minute. And that is for anybody on this call that has an existing business and you a product creation business where you actually are selling your services or products already affiliate marketing is like the fastest and easiest way for you to add a passive stream of income to your business, your existing business. And that's because you can't be everything to everybody. And, you know, as an existing business who offers products, it would make absolutely no sense for us as an AMS to say, Oh, we're going to go develop a piece of software, a piece of storage, cloud storage software to store all your files, because it would be cost prohibitive. And there are so many options that are out there that it would just make no sense for us to do that. So instead we recommend the products that we, that we use. And as a business owner, who already has an audience in front of you, who already has, a history of making sales of your own products, this technique is a way for you to, to just exponentially increase your business without adding any more products that you have to create on your own.

David Perdew: Yeah. Risk is minimal in affiliate marketing, because all you're doing is sending email or posting blog, post, or creating, images that you put on Facebook, it's content, it's all you're doing. So your risk is that your content that convert, even if it's an email, whatever, the risks could be that the product, didn't solve the problem correctly, nobody wants it. Your risk is minimal, so minimal. So you really haven't invested a whole lot. And if it's not working for you to move on to something else, that's why I feel that marketing is so great. So, it's also why it's so good. so scary actually, because in some ways, because it's so easy, we don't think it is. it can't be real right. Affiliate marketing gets a really bad rap because there's a lot of people out there who are spamming affiliate offers, and there's a lot of people selling crap out there. But if you, if you separate that and you really provide good solutions, it is a great way for me, for you to make more money because people don't know that, that you're just getting a little kickback or a little commission from this by making the offer. and even if they do know, we get a lot of people who will call us or send us tickets and say, you know, do you have an affiliate link for this Because they want us to benefit from the, from our relationship.

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David Perdeu: Okay. So the downsides, you don't own the product. So, the downside of that is if there's a problem that comes up, you have to rely on somebody else to support it. and that can be a tricky, but we that's the reason we choose our partners carefully. And I also, that's the reason. I also always have a way to connect with the product owner via Skype or text message or whatever, because if somebody has got a problem, we have to be able to, to get them to the right people and get it supported. Well, we don't, you don't control the affiliate programs. So they do change sometimes and even disappear. Like I said, with Amazon, and others unscrupulous product owners may not pay. So if you're dealing with people through a private program, sometimes you may not get paid and it can be really hard to get your money.

David Perdeu: But that's one of the reasons we like to use programs like WarriorPlus JV, zoo PayKickstart ClickBank share, sell all the others, spamming a list successfully destroys vendor and affiliate reputation. So spamming is just, don't do it ever. The only asset that you have when you do affiliate marketing is your list, but that's not a bad thing. It's also the most valuable asset anybody can have in their business. So it's really important to do that. Obscured niches can be difficult. So if you're selling little green ceramic frogs, that your niche, you're going to have a hard time finding a lot of affiliate programs for little green ceramic frogs, you might be able to find an affiliate program for green paint. You might be able to find a, affiliate program for, Lily ponds, so that you're a little green ceramic frog considered it. you have to get really creative finding complimentary products, even in obscure when you have an obscure niche so that you can find things to sell around it.

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David Perdew: And then there's no guarantee of, so, you know, you might send out a hundred thousand email and get nada. and I said like a nine to five here, and of course, nine to five jobs, or are smoke smoking mirrors. It's no guarantee of revenue either as we can see in the, recessions that happen. All right. So why affiliate marketing works and why it doesn't. It works because it's a community service. You're helping people by pointing them to something that works. You can, you don't, they don't have to go searching for it. So you're helping them find some tools and solutions that work you're getting paid for solutions. You're building trusting relationships, you're, being respectful and engaging. And you're you're, you've got a two way street going there. It's really simple. It really is simple. And, don't, don't get concerned about this being over your head or anything because you can have affiliate marketing stuff up and running quickly because there's a low entry cost as well. Why it doesn't work is when somebody torches the relationships. I know a guy who, I've known for 15 years and he does affiliate marketing, and he is his own worst enemy because he talks bad about his customers. He disrespects his customers. He gets, he tells them they're stupid because they don't know. They ask a stupid question. I don't know how he keeps anybody on his list for any amount of time, but he, but he continues to try to do affiliate marketing,

Jennifer Perdew-Houlik: But we won't promote his products.

David Perdew: That's right. We won't, we don't. In fact, we aren't even friends on Facebook. Yeah.

Jennifer Perdew-Houlik: Yeah. I had to block him on Facebook because I couldn't stand to watch the abuse and he's not even really a friend as much as he's in the community. And, but, you know, he reached out to us back in December and said, I really want to get involved with you. And you know, when you called me and told me about it, dad I've said, I don't see how we can, because I can't put our members in his list because I see how he treats people. And so yeah,

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David Perdeu: Selling crappy products. So, you have to be, this is a trend that I'm seeing on warrior plus and, and JV zoo and all these other places, the sales page it's called blind copy. and you have to be very, very careful about it. Blind copy works. People will buy a product because it's been sold so well. They saw the it's the process of selling the sizzle, not the steak. And so if they sell the sizzle so well on a sales page, but they don't really even tell you what the product is or what it does, they can make a lot of money, but their refund rates are really high. You know So a refund rate of, of 10, 15, 20, sometimes 50%, is kind of ridiculous. I don't want to be associated with any of that kind of stuff. So you have to be very, very careful about the kind of products that you're selling and you want to see how it works.

David Perdeu: And, and, all of that, I've been burned a couple of times, I will admit that I've been burned a couple of times. And two years ago we sold a product. And then last year I went back and I went to the vendor and said, Hey, I decided I wanted to use this this year. And I'd say, I've got a perfect opportunity to use it. I know I bought it and I'm trying to log into it and I can't get in. And he came back and said, Oh yeah, that product didn't work. So we, we killed it. And I thought, Oh man, I promoted this thing. We made a lot of money on this thing and you are not supporting it at all. So at that point there was nothing I could do, except I'll never promote his stuff again ever. And he's on the leaderboards, he's got a launch like every two weeks.

David Perdeu: So, it just won't happen. forgetting your purpose, but Jen, you wanted to say something. Nope. Okay. Forgetting your purpose. What is your purpose So your purpose is to be a resource as an affiliate marketer. Your purpose is to be the go-to expert. Your purpose is to be the resource that people reach out to, to, to understand, solutions, potential solutions to their problems. So you want to make sure that that is the, the, that's where you come from all the time. That's how you're, you're, you're approaching your prospects, abusing your list, goes back to torching your relationships, but abusing your list is, is a significant, I wanted to call it out because people abuse their lists all the time, burn and churn. This is kind of specific. This is relates to all of that, that we're talking about. The burn and churn is a person who gets into the situation.

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David Perdew: They see an opportunity to make money and they get the money and then they run out. You don't ever see them again. Some people are really, really good at list building and they don't care that they have to replenish their list like every six months because they have burned it out. We had an instructor or I'll say this, we had somebody that we worked with who was able to build a 340,000 person list in about 18 months. And then two years later, he sold that list for almost nothing, because nobody on that list responded to him anymore because he was burning and churning all the time. So he was great at list building, not so great at servicing the customers. All right. So we're going to get into my favorite, five, five favorite affiliate marketing methods. I wanted to make sure we jump into this and get you a little meat in this first session. Do you want to say something here

Jennifer Perdew-Houlik: Yeah. I can't remember how many slides are after this one. There are 10.

David Perdew: Okay.

Jennifer Perdew-Houlik: I want to make sure that we get a break in for everybody to use the restroom and things like that before we move on to the next section.

David Perdew: Yep. This is the little, this goes pretty quick, I think. Okay. And we're going to go into some of these in detail as we go through the process, but I wanted you to see what these are as we go through. So I'll go through them quickly. Okay. All right. Email marketing. This is still the King of online ROI and people say email marketing is dead, but the studies show that it has not dropped at all. In fact opens are up. The ROI is for every dollar spent on email marketing, you get 40, I think it was 43 or 42, returned. So it's a great investment. Email marketing is a great investment. You can't be effective without email marketing. So building your list is the priority for this whole thing. Well, you might be able to be effective. I mean, if you're advertising affiliate programs and paying a lot of money, just to send straight to a link, good luck. It's just, you're not going to be able to have an asset.

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Jennifer Perdew-Houlik: There's a number out there that is something that's kind of a general number that all of you should keep in mind when you're building your list. And that is your list should bring you for every person that you have on your list. It should bring you \$1 per month, every person. And that's kind of a medium average number that's out there in the online business world. Some people are much higher. some people are much lower. We've actually had really great months where, you know, our average, person on our list brings us about \$6 and 50 cents per month. And, so these are kind of like when you're talking about list building, you see quickly why list building becomes so important and email marketing allows you to generate that revenue on a regular basis without having to find other avenues to promote on. So social is good. Email marketing is a thousand times better. And so I just kind of wanted you to have that number in your head as to why building your list is so important.

David Perdew: So I'm sorry. Go ahead. I was going to say consistently in the, marketing ROI studies that come out every time it's always email marketing top. And then, SEO is like second by half and then everything else drops off. Fast, social marketing, advertising of different kinds of banner advertising, banner advertising, Google ad words, all that kind of stuff drops off fast. but it's email marketing and SEO search engine optimization. Those are the biggies. Now. That's why we focus on those now. Okay. So email marketing, short, direct salesy. These are, these are two ways that people do email marketing. my mentor a couple of years ago is a guy who, does short emails. I mean like less than 50 words, a hundred words per email. they're, they're very salesy and often blind copied kind of things that does not work with us.

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David Perdeu: We do value-based story-based relationship building. Our goal is to put a long-term friendly, mutually beneficial relationship with the community. So we focus on that. then we have bridge pages. This one is key. We're going to talk a lot about bridge pages. This is an example of a bridge page here where, it goes to a product that we were selling, called, fresh title. And it was a software product that I like a lot. and it helps you create headlines and measure the effectiveness of those headlines. and so the bridge page, this is what you see when you go to the page. I mean, this is it. This is the page. You're looking at it right here. Headline subhead video. That is a bridge page. Now, the purpose is to take the prospect from your demo or texts. You can do this with text as well to the sales offer, and you demonstrate the product, or you do a simple review and it accomplishes three things.

David Perdeu: It only interested, targeted traffic go to the offer. They only, only those people will go to the sales page. People who are not interested after seeing your review, they go away and you can track all of that and then send them to something else that they're interested in. If they're not interested in this, it improves the conversions tremendously. This is how we did that \$37 EPC and how we made so many sales with so few clicks because we pre-sold them with a rich page. And so we sent people to the bridge page. They watched our, our review or our demo. Then they decided when they saw this next page, this is the same bridge page further on into the video. This came down, in an automated way and it says, continue, click the button below to learn more. So continue it doesn't say add to cart or anything like that.

David Perdeu: But at this point, continued takes them to the sales page where they can review the offer itself. And when they click continue, that tells me, they're interested in this. They're targeted at that point. Now a bridge page is used in two ways. One, you send your existing list to a bridge page and we click the continue button and they go to the sales page to you, send it to cold traffic, cold traffic or people, not on your list. And they click the continue button and you get a pop-up that comes up with an, with a, opt-in to get an, a bonus, to get a bonus of some sort. And so they

Speaker 3: Give you their information and then they go

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David Perdeu: To the sales page. You're building your list and sending them to the sales page. Now you might lose some sales by doing the opt-in thing, but it's incredibly important to build your list if you don't have one. So that's the list building opportunity with the bridge page detailed demos. Now this is a rainbow vacuum cleaner. If you were, you can still get rainbow vacuums. In fact, they're pretty high priced still. but they're not as popular as they were when I was growing up and salesmen would come to your door and sell you a vacuum cleaner to try to sell you a vacuum cleaner. You couldn't walk in the door though and say, I got this great vacuum cleaner. It runs with water in it. And you're going to be amazed when you use it, because it does a really good job. and people would look at him and say, yeah, water in a vacuum cleaner.

David Perdeu: No, thanks. See you later. So he would walk in, he would bring a cup of dirt with him, and he said, I'd like to show you how this vacuum works. And he throws the cup of dirt on your carpet. You're gassed at him dropping dirt on your carpet. And he then turns on the vacuum and he sucks it up. And the water gets muddy and the carpet is as clean as it can be. And so that was a demo that worked for this company for ever. They came to our house when I was a kid. And I just remember this demonstration. I was blown away by the whole thing. And we had hardly anything when I was a kid, but we had a rainbow vacuum cleaner because that guy, it was impressive. And they sold it to us. That is a demo that is a detailed demo.

David Perdeu: And it's easy to do those on YouTube or in blog posts or, the kind of content that you create works great with software. So training videos, pre-sell we do a lot of, pre-selling by giving people, here's how this works. This is the tool I'm using, walking through it. And then there's a link here. You can go get this. If you want to use this, you go get this. That's been the best approach for us on pre-selling software, or even, some other type of content packages, especially PLR packages, things like that. So we show people what's in it. It's a, it's a detailed demo. It's this genuinely same thing, but these

Speaker 4: Okay. Other than the fact that I love rainbow vacuum cleaner,

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David Perdeu: Oh, by the way, let me just tell you one more thing about rainbow vacuum dealers. These were an MLM and network marketing company. So not only was the vacuum cleaner sales demonstration. Great. The salesman was getting a commission because they were a network marketing company. They were getting a huge commission. It was almost like having a franchise. So that's the way they sold their stuff. Always. So case studies, I love case studies. I love to read case studies. I love to get case studies. I love to learn from other people. So there's three types of case studies, video case studies, case studies as reports, case studies as blog posts. those are the three that we focused on anyway. And you'll see, we did a case study right after our last workshop. did we, do we sell this case or we'd give it away, Jen, I think we sold it.

David Perdeu: Okay. It was a great lead magnet for us, on, how we got 20 K in one in 48 hours, basically from a \$1 ticket to a virtual live workshop. Everybody wanted this and it did really well for us getting new people on the list. All these case studies have these things in common detailed training sessions, teaching people how to do something authority based on real experience, real experience. You have to show what you did and what you were doing to make it happen. includes the tools and resources, which by the way, are affiliate links and it reveals the results. So you have to have those things that our case study is results oriented. So, it's, it's, it's, that's the deal. I mean, it is, it is case studies work really well. So without the results, though, the training is just theory and doesn't have the authority of the experience.

David Perdeu: So you have to have the results. These, these case studies are always results oriented and they can't be produced overnight, because the experience often takes a while to build that. So you have to have some timeframe in this that you plan for case studies in any format are awesome because everyone naturally wants to know what technology tools were used to get the results. So people go through a case study, they see what your results were and they think, Oh, I'll get these tools because I'll get the same results they got. And they may be able to get the same results they got, but the deal is that they're buying your tools or the tools, and it's a great, way for people to get in to these.

Speaker 5: It's also, it's just also a really, really good way for you to build relationships with your people on your list.

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David Perdeu: Yeah. Okay. let's see. The next one. Do I have one more Yeah. Blog post. So it's almost impossible to have an online business today without blogs. especially in affiliate marketing affiliate marketing is so important. Blogs are so important to affiliate marketing because, you can, it takes more than one piece of content to sell something to the sale day. So you want to do reviews. You want to do case studies. You want to do, you know, all kinds of things that you can do on a blog to get more people in to your, into your funnel basically. And it takes multiple exposures. So a blog is a great way to do that. product reviews are fantastic way. We use blog posts often for product reviews and you create a long-term drip income with those because people come to those blog posts on a regular basis.

David Perdeu: If you've se owed them, if you're getting ranked for them on a, on a search engine optimization, stuff like that, then you're going to get, continual sales, if you do good reviews. So the reviews focus on features and benefits, not like a case study, doesn't get into the results of, or of, but you can focus on the features and benefits and do more and more of the selling that way. Go into much more detail about your product and how that can help your readers. You want to be really, really honest in blog posts. do you want to be really, really honest and everything that you do because people have to trust you to buy multiple times. If you want them to buy multiple times, then you, they have to trust you if you, that's where the burn and churn thing happens.

David Perdeu: If you want them to buy one time, that's how you abuse them. You, you can lie to them, you can sell them something that doesn't work. I'll give you an example of one thing that happened to me that, I had to make an amend for, to all of my list. That was, gosh, probably 12 years ago, I went to a workshop 10 or 12 years ago. I went to a workshop. I had a small list and the workshop had a 90 minute, product creation session, where everybody was going to pull their best effort and, or their best technique, for how to do things and then mail the resulting PDF out to everybody on your list and sell that for \$7 within that 90 minutes. And I did it and I got third place in that because I had sent out to my list and we've made the sales.

David Perdeu: I got a note back from one of my best customers, best friends. And he said, David, I love you. But if you had sent me this, but if I didn't know you, better than this, I would have been subscribed after I bought this because it's worthless. And I thought, Ooh, maybe I better go back and look at this. So I went back and looked at it, I'd sold 47 of them for \$7 each. It was pretty awful. and so I refunded everybody and guess what My relationship with those people, I refunded and I'd wrote an article about it. I wrote a story and said, I made a mistake. I sent you this part. I told them exactly what I told you as part of the whole deal. And I said, I made a mistake. We did it in, on the spur of the moment at the workshop to prove a point. I refunded it refunded your money and you keep the product. And I won't do that again. And it was the beginning of great relationships with a lot of good people. So, that's it. I think we are next up is going to be infrastructure. What plumbing do you need to be successful in affiliate marketing So we're going to spend a little time over here talking about the basics of that.

This is the First Draft of the
Transcript and further updates will
be produced shortly...