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Session 2

How to Make More Money with
Affiliate Marketing



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How to Make More Money with Affiliate Marketing - Session 2

David Perdeu: It's David and we're back. This is, how to make money, how to make more money with affiliate marketing. I guess the " more" in there kind of assumes that you're already making some money with affiliate marketing. That's not necessarily the case, but we're going to make sure that, that by the end of this, you know exactly how to make more money with affiliate marketing. so we're going to talk about infrastructure infrastructure. Jennifer is like the queen of our infrastructure. She, she keeps things really cranking here and, we use a lot of different tools, but the key is to keep it as simple as possible. And that's really what we're going to talk about today is what infrastructure is required. And, you probably are overwhelmed with offers for more and more stuff to get into your system and get into your infrastructure.

David Perdeu: But we're going to focus on what really is required to be successful in affiliate marketing. and you want to make sure that you have at least a minimum. So, you know, I know often we say, and other people say that all you can make a good kazillion dollars without a website or without, you can make some money without websites and you can make, can make some money without having your own tools and auto responders and the cheap stuff and free stuff and all that kind of stuff. But the truth is you really do need a good foundational system to get moving. So, Jen, anything before we jump into this

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Jennifer Perdew-Houlik: Well, yes, and I have said this millions of times, and I'm going to say it again just to reiterate it when you are building your business and you're building it for longterm success, trying to piece mail your business together, using free tools, puts you at the mercy of somebody else. And, you know, when you pay for a product or a piece of infrastructure that gives you skin in the game, and it means that, you know, yeah, you might be one of 10,000 buyers or users of a piece of software, but when you need help, when you have suggestions on how to make the tool better, you have an Avenue to be able to make those suggestions or get help because you are a paying customer. And so, you know, for me, if there was, and we're gonna talk about this here in just a second more detail, but if there was one piece of software that I would invest the most heavily in, or the, the one tool that I would invest the most heavily in it is your autoresponder or your CRM. And so we're going to talk about that here in the next section, but I want you to really understand that you've got to make some decisions and you have got to spend a little bit of money and, to have something that's really quality and something that you can grow into as a business owner.

Speaker 3: Yep. I completely agree with that. I love free. I'm always been, you know, I like freedom just like everybody else, but I never ever rely on free as a key component of my system for usually means it's going to go away at some point and, and, or not be supported anymore. The difference between free tools and paid tools, or let's say, sorry, the difference between good free tools and free tools that are likely to cause you so much trouble is are of a, things like free mind, which is a, what do you call it Mind mapping tool FreeMind is a project. It's an open source project and often open source projects turn into something pretty good and they get maintained and people build businesses around them. And WordPress is a free tool. it's an open source project as well, but it's now owned by a company or run by company name automatic, but it's still a free tool. and WordPress runs 30% of the internet. So, more than 30%, 34% of the internet. And so that free tool is going to be around for a long time. So, you want to really evaluate free tools. Are they going to be around and are they going to get the support that you want So that's,

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Speaker 2: I actually told somebody this yesterday in our insiders club group as well, that when you're looking at free tools to get started with, I never choose a free tool that doesn't have an upgrade path built into it, because if there's an upgrade path inside a free tool, then you know that it's supported and I'm free just being free and no way to upgrade to a paid version typically means that that's going to cause you some heartache down the road.

Speaker 3: Yep. That's right. That's right. Okay. So two ways to approach you promote your affiliate links. We're looking at the infrastructure for your affiliate promotions, right So you want to promote your list or you want to promote your link. Now we alluded to this earlier, if you do not have a list or you want to build your list, using social media is a good example. You're going to post some things out on social media and you're going to drive to a, like, let's say you drive to a bridge page like we were showing earlier. you're going to want to be able to promote your list from that bridge page. That means you're building your list from free traffic or paid traffic. but it's cold traffic people that are not on your list. They don't necessarily know you. So you want to build your list that way. You're going to build your brand. You're going to build your credibility. You're going to build your asset. Your asset is your list and you are continue doing that. And you're going to build recurring sales because recurring is not the right word there. It should be repeat sales. You're going to build repeat sales, because if they're on your list, people are

David Perdeu: Probably going to, if they buy once, they're probably going to buy

Speaker 3: Again. and you want to make sure that you have the opportunity to get people to buy again. And you can only do that if they're on your list now, I don't have a slide for it, but Jen, and at some point I want to talk about Facebook and how that is a list as well. it is a time-based list and you do a lot with our list on Facebook, but we can talk about, but we still have to get them to our assets to get them on our list, into our, CRM. So

David Perdeu: With the people on your list, you're always about building

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Speaker 3: A deeper connection. That's where the communication comes in. You're using the right tools to communicate with those people and offer value. Now that's the first way to promote building your list. The second way is to promote your link. So if I've got a list already, I

David Perdeu: Don't care about getting you on my list. In fact,

Speaker 3: It's confusing to try to get you to opt into my list again. So you do not want to send your people to that list. You do not want to send them to your opt-in on that, bridge page. You want to send them directly from a bridge page to a sales page. So if you're already on our list and you're seeing a bridge page, you almost never see a, an opt-in you'll see a button straight to a sales page, but

David Perdeu: If you don't have a list and you promoting, you're promoting the link out and we have people who do that,

Speaker 3: I'll give you an example of why we changed the way we do things. we, we sold our profit planner resellers package. And when we built that package, one of the first things I did was tell people you're going to get a hundred percent of the commission. When you buy this profit plan, the reseller package, every month, it's gonna be an opportunity for you to get people into your list and get them. You don't want a membership. Well, that's a great idea, but that's the result. That's an and result. The primary result for you is building your list. So we gave people five opt-in packages and opt-in pages that they could use upfront and send to the opt-in first to get them on the list then to the, to the resellers memberships. Now, the reason that we did that was because it's more important for you as the customer to build your list. So when

David Perdeu: People, when I ask people, they don't, they don't have

Speaker 3: To do it that way. when I asked them what their goal was, many people would say, Oh, I just need the money. So I'm just going to send through the link and I would say to them, okay, but that's not really longterm. What you're really talking about is at one and done here. If you want to do this more frequently,

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David Perdeu: Or you don't want to build more, more money, build more

Speaker 3: Asset, send them to an opt-in page before you send them to our, to the profit planner reseller. Now that's not better for me. That's better for you. I want you to send directly to my sales page as much as possible, with your, with, with those kinds of things. but you lose the investment of your time and money. You lose control of the person who clicks through your link. You lose the relationship that, with that person and you can't talk to them again, and you lose the opportunity to promote to that person. Again, if you do not get them on your list. So if you have a list, go ahead and promote the link. If you don't have a list, always, always, always promote the, the, the list. That's just good business, good long-term business. And because you're on this workshop about affiliate marketing, I assume you're very serious about affiliate marketing as a income stream.

Speaker 3: So does that make sense Yep. Okay. Three things you need, you've heard this already landing page way to communicate ability to collect money. So we're going to look at all of these a little bit in detail and Jennifer, this is where you're going to have to do most of the talking to talk about the infrastructure pieces as we go. Okay. So the deal is you want to have the right tool for the right job. I'll give you one example. This was from my early, and this is not about digital marketing. It's about the frustrations of being core and working on your own car. So before Jennifer was born, I was, I had a 1972 Plymouth duster and, I was going to change the brakes on that car myself and I was in the air force and I was living in Topeka, Kansas, and I pulled the brakes off of, it had, I'll pull the brakes off of the tie off the wheel and I could not get it back on, could not get it back on.

Speaker 3: Could I get back It took me about, I spent like six hours trying to get the thing back on. And all I was using was a screwdriver and a hammer. And, you know, a ranch. I couldn't get it back on. And I called my dad who used to work on cars a lot. I said, you know, what's the deal, how come I can't do this And he said, well, you do, do you have the, whatever the break ranch was And I said, no, I don't. You said you can't do with that, that go get, go to the Napa store and, and get that branch, tell him, you're telling me you want this. I had those brakes back on the fixed 15 minutes after I had the right tool. So the key was, if I didn't know that I needed the right tool, I would have struggled forever.

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Speaker 3: But because I was able to ask somebody what the tool was that would make this easier. I was able to fix that really fast and this the same way in our business today. So in our digital business, if you don't have the right tool, you're not going to move quickly. You're not going to be efficient. So WordPress is the right tool for building land pages, landing pages, a landing page builder is the right tool for making pages fast. And there's a lot of landing page builders out there. there's Devi there's, thrive things. There's which is the one we use does Elementor yeah, a lot of them optimized press a lot of them. And we give our insiders club members BeaverBuilder we, we believe in BeaverBuilder and the templates and the, all of the material that comes with, the packages that we added on that so much that we bought the, reseller licensed to the whole thing, and we give it to our insiders club members.

Speaker 3: that way we can all speak the same language when we are building pages and share designs, actually. So, having WordPress and the landing page builder makes your life so much easier. You get WordPress installed. And after about two hours of playing with a landing page builder and the templates that they give you, you're building beautiful pages, that's it then you have auto responders, auto responders are list type autoresponders or, contact type auto responders, contact type autoresponder means that there's one email in that system for one customer, that's a customer relationship management system. That's a contact type. Autoresponders like a Weber means since you have a multiple list and they person can be on multiple lists, both of these can be segmented both there's, there's good and bad about both of these, for affiliate marketing, for affiliate marketing, having an easy. And what would you say, gin, autoresponder that is easy to use and it gives you minimal segmentation and tagging campaign management is probably best, right

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Speaker 2: Yeah. You don't need complex systems to do, affiliate marketing. And, you know, we use Infusionsoft and Infusionsoft is a big tool and it's a tool that we've built our business around. But if you were only going to be doing affiliate marketing right this second today, you know, I wouldn't recommend that you get that. I re I would recommend something like active campaign or something like a Weber, because it's the simplicity that's there and you don't need the ad-ons. You don't need the shopping cart features, you know, and, and all of the deeper, segmentation tools and things like that from an affiliate marketing perspective, our goal is to be able to identify the interest level that people have, and to be able to communicate with them quickly in a tool that you can understand how to use quickly.

Speaker 3: Yeah. And so the third thing that we talked about, we're going to talk about these more in detail in a minute. So the third thing is money having the right tool for the right job. How does money become a right tool for the right job Well, we talked about free versus paid, and we talked about collecting money, the ability to collect money. So it takes money. You're going to have to have some money to invest, not a lot, not a lot. You want to, I would think you could get started doing a affiliate marketing with a WordPress landing page, builder, autoresponder, all that kind of stuff for an investment of less than a hundred bucks. So you're, you can really start a business for less than a hundred dollars. then you want to be able to collect money. So there's two sides of the money equation.

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Speaker 3: One is you got to have a little bit to start with, and the second is you gotta be able to collect it. So we look at, we're going to look at some other options here for collecting money in the second one. We'll talk about that. That's the third thing. Okay. So, let's see. It has a blog required. And I say only if you're serious about affiliate marketing, because you did, that's where the landing page comes in. You have to be able to send people to a place, to, to, you have to be able to send your prospects there, and you have to be able to connect your autoresponder to capture leads and inform your community. So we have a, we, we gave up on blogging a few years ago. We always kept our, our WordPress site, but we gave up on blogging a few years ago until we got really serious about affiliate marketing. And we started doing a whole lot of blogging again, because that became a very, very efficient way for us to get, a lot of training material out there, but also a lot of training material with affiliate links attached. And we make a lot of sales genuine and talk about how we make a lot of sales with our landing page, as well as our resource pages there in our WordPress stuff.

Speaker 2: Yep. So for us with, with WordPress, there's a couple of elements here that become really, really important for you, even if you're just getting started and there's WordPress and they're setting up your pages, which are important, but as you are trying to list build as well, it becomes really important that right from the beginning, you have got at least two different things, pixels that you have put on your website. And one of them is Google analytics and the other is Facebook. and those allow you to get so much more information about your site visitors, Facebook being that you can retarget visitors, through advertising and things like that. but Google analytics is really important because it helps you to understand what your visitors are doing. And, you know, there's so many people that we work with that really haven't ever looked inside their, their Google analytics account.

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Speaker 2: And when we go in and this is with our private, our private coaching people, when we go in, it's the first thing that we look at, because it shows us the reality of where you are today. And many times it also us, it's data-driven facts. It tells us where you are instead of you guessing, and as you are growing your business, and you're trying to get more and more vendors to approve you as an affiliate. One of the best things that you can do is be able to prove that you can drive traffic. Well, how do you prove that you prove that by showing them what your Google analytics account looks like, because you are able to, without a doubt, prove that your traffic methods work because you actually can show them what your traffic looks like. So those are two pieces that I always recommend that we add immediately to any WordPress installation, but one of the things that people forget, and we're going to talk about this a little bit while we're talking about tomorrow, really in the evergreen style campaigns, but really good blog content means that you can use it over and over and over again.

Speaker 2: We use blog content in our nurture email campaigns all the time. And it's because it's, it's content, that's relevant, it's content, that's evergreen, and it is incredibly informational and educational to the reader. And so we're able to make sales from that, even if I wrote the blog two years ago, as long as we're continually just going back and looking at it, making sure that, you know, if we've put some dates in there, if we've used some studies and a great example is one I had sent out this morning. it was a blog post that we did three years ago, and it's actually very relevant right now. And I went back to the blog post and, it promotes a, an affiliate product doodly and, as a, as an explainer video tool, and I went back to the blog post and I just updated the study numbers, updated, you know, the new video views, mobile versus desktop.

Speaker 2: And I updated those numbers by doing some quick research, but that blog post has been driving sales for us for over three years. And, it's just really, really important to use your website, your website, as a way for people to continually engage with you and continually for you to continually distribute content. And we are very, very big content producers. And we agree, we believe that creating really good content that's evergreen, that's SEO code, and that is highly engaging with an informational with your customers is going to in the longterm continue to generate sales for you. is that what you wanted me to talk about that Or did you have some,

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David Perdeu: Okay. No, that's it. Yeah. there we'll get to the resource pages tomorrow in the evergreen, because that is a good source of affiliate products for us as well. We're so affiliates,

Speaker 2: And I'll just do a quick overview on resource pages though, for somebody who is using tools in your business, you know, let's just say there's a landing page builder that you absolutely love. You know, people want to know what you're doing to do this, the different things on your website and how to build your business. And, so if that's the, if that's the niche that you're in, for example, most of you said that you're in the online business training style niche. And so we have a Reese it's called resource it's called tools we love, and it's a blog post. It's also a PDF download. And it is something that we put on the back end of our membership site. So after people log in, we have a whole section on tools and it's something that we attach inside. Every product that we deliver and yesterday been working on some numbers with our accountant.

Speaker 2: And so this morning I was going through and categorizing some things. And on average, we generate about \$4,000 a month from products that we never sent an email from. And they come from these tools and demos that we put in and package in to the, to our products, from our tools. We love page on our website, the PDF download that we send people, but we never actually send them an email promoting that one single tool. So tools and resources sections on your website can generate revenue for you if you are very, very, what's the right word, if you are committed and focused to, to really, building that section out.

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David Perdeu: Yep. Yep. Okay. So, blogs are incredibly important and the landing page is incredibly important. Like I said earlier, we give you the landing page builder in BeaverBuilder. And we know that about a third of the people here on the call are not insider club members. And if you're an insider club member, and let me tell you a Beaver builders, \$199 a year, we're going to give you a year's worth of insiders club, for 99 bucks, but then it would go to the normal price next year. if you're not a member, so you should do that. Now NAMSA Ws four slash 99 special. Jen, is there anything that we need to say about that other than if you're not put that in the chat box, I guess, and if they are not a, an insiders club member, there's just all kinds of benefits to that. So yes, jelly says everyone should be an insider's club member, I believe. That's right. Thank you.

Speaker 2: And one of the big benefits about for everybody that's live on this call, July is our list building challenge. And so when we're talking about list building and 70% of you told us you don't have a list, that's what we're going to be focusing on for the month of July and the membership. So this is a, this is a great opportunity for you to really on list-building, if that's what you're, if that's what your primary focus is going to be up, coming up.

David Perdeu: And Steve asked a good question about WebAdvisor and C panel as a metric tool. you probably don't even know what WebAdvisor is, right. I don't. Okay. And C panel there is a, an analytics tool called WebAdvisor and there was another one too. And I forget the name of it. I used to use those all the time before analytics, Google analytics, but it does give you keywords. It does give you resources, traffic, all that kind of stuff, where, where people came from. But once we input, one, once we add analytics pixel to our site, that just blows it away. I mean, that just gives us everything that we need without having to go into the C panel. and a lot of people don't even know what seat panel is.

Speaker 2: And I can tell you that there are a lot of tools now that as your business grows, that you'll end up wanting. And, a lot of those tools actually run their backbone is run from Google analytics. And so it depends on you having Google analytics on your site to be able to connect to those tools, to give you really good reporting. So just installing Google analytics is still, a great step to take if you haven't done it yet.

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David Perdeu: Yeah. And analytics by the way is a free tool, so everybody can have it. Anthony, welcome. Glad you're in. So let's see. okay. So let's go to the next one, which is the autoresponder now what to look for in an autoresponder. And I said this earlier, but it is one thing really it's keeping it simple. It depends on where you are in your business experience. It depends on where you are in your list, building experience. We've had three different autoresponders and, moved from, well, maybe four, actually I think four, we moved from one shopping cart to MailChimp from MailChimp to, Hey Webber, a Webber, and then a Webber to Infusionsoft. And, and the reason we moved from one shopping cart, two MailChimp was because the affiliate program in mail and in, in, one shopping cart was not accurate enough for us to drive a robust affiliate program from our, our customers did not like it. So we decided we needed to fix it. And we had to get out of there. Now we had the list of 10,000 people when we did that. And when we moved from one shopping cart to MailChimp, I did a three month migration, a three month, email campaign to move people over voluntarily. Like I was saying, we're going to go over here. You're going to be off the list. If you don't make the move that I did it for three months and we got 3000 people to move and we lost seven people off

Speaker 3: Of our list, which tells me that we had 7,000 people that weren't engaged the 3000 that were, were the ones who were buying. They were the ones that were building our business around. So that was okay. So we were in MailChimp for about six weeks. And, because I was doing affiliate offers, MailChimp kicked us out because it was against their terms of service to do affiliate offers because they're one of those who think affiliate equals spam. And it does not. It can, but it does not. So they didn't want to take a chance. They kicked this out because of affiliate marketing. So then we moved immediately to a Webber. So again, I lost some of my list, when we moved over there. but we, we continued building and continued building the new building. We got our list back up to about 15 or 12, 15 to 20,000.

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Speaker 3: And we moved all of those people into Infusionsoft because we decided we needed a one stop shop solution for shopping cart affiliate program and email campaigns that were more sophisticated. Making moves from auto responders is difficult. I'm told Jennifer yesterday. I'm not sure that we would go with Infusionsoft these days, because there was a lot of different solutions out there right now, Infusionsoft still really good. We have great program and we have great growth potential. And we, we, we actually love it a lot. But there's a lot of great solutions out there. And active campaign is probably the one that I would look at really hard active campaign. And they were for our, for affiliate stuff right now, because, and I'll tell you, both of those were affiliate links, active campaign, and they were, and they are recurring affiliate links. So if you don't have an autoresponder right now, I would suggest you go with active campaign at the moment because it gives you a little bit more in the way of tagging and campaign building. So Jen, do you want to talk about that

Speaker 2: Well, I do, because I get this question a lot and you know, the question being who do you recommend, and I have a lot of recommendations for CRMs and auto-responders, but it's really based on what it is that you want to do in your business. But the number one thing that I tell people is that you need to find and research a company that is going to give you growth potential, because the last thing you want to do is sign up for, let's just say a Weber. And, you know, you get to a point in a Weber where you're like, Oh man, I can't afford this anymore. And now I have to move. You know, you might spend a little more money with active campaign in the very beginning to get your, to get your account set up. And I say that by a couple of dollars, you know, you may spend a little bit more, but the actual breakpoints for as you're adding more context to your list, as you're sending more emails are actually a little bit more affordable.

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Speaker 2: You know, it's real interesting. We send almost, we send anywhere between a million and a million and a half emails a month. And for us, if you were sending those same emails through a Webber or active campaign, it would actually cost you more than what we pay for Infusionsoft. And so it's really, really important to look at what the growth potential is going to be in the tool that you use because moving your autoresponder, moving your list is a huge pain in the butt. And it also is going to cost you, subscribers to be able to do that. Now, affiliate marketing is an important distinction to make when you're looking at auto responder systems, because there are some that just flat out don't allow it like, MailChimp, but there are a lot of autoresponders that have kind of the, and I'm paraphrasing here, but the words in their terms of service are essentially this.

Speaker 2: We don't condone affiliate marketing if you are spamming your list, but if you were providing great value and great content to your list, then affiliate marketing is within the terms of service. And that's exactly what active campaign allows a Weber allows. get response allows Infusionsoft allows, because the terms of services, you know, MailChimp has just got a very strict terms of search term of search terms of service of you can't do affiliate marketing. And so all of these people are, all these people want to really do. These companies want to do is protect their ISP and, and, and they want to make sure that they don't have bad characters in the mix because that affects everyone else. Now you can use autoresponder systems like Cindy, which is kind of a front end autoresponder and allows you to use something like Amazon's, simple email solutions, I think, is what it stands for. It's Amazon SES, and that's really your own server. And, you can set that up as well. And that's really good to use when you, if you bought, if you bought a list, it's a great thing to use to try to migrate people over to another list. But if you're looking for simple and easy to use, in my opinion, active campaign, and a Weber are the two to go to active campaign being my first choice.

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David Perdew: Yeah. And I bill says is it is get response, okay, get response is fine. He says, he has a free, a free version of it. Get response is fine. As you grow, you're gonna find, each of the autoresponder systems has something that you probably want. I mean, that's how they stay competitive. we just find that active campaign, if you, if you're going to have to pay for something, eventually active campaign is really good on the front end, in inexpensive on the front end, as you grow, you're going to pay more. That's the way it is with everybody has a, whoever can get really expensive as well.

Speaker 2: Yep. And as asked a great question here, and I want to respond to this, he said, don't they have migration services to move lists. Well, yes and no. you can migrate and you can upload a list to any autoresponder system that you want. Will they accept it That's up to them. And so one of the reasons why we went to Infusionsoft was we paid a little bit more money, but we actually worked with a onboarding team that actually helps to migrate your list over for you. And that's why things like, you know, those services cost a little bit more money. We, have always run a second auto responder system in the background because email is such an important part of our business. So what would happen if Infusionsoft went down one day and it's happened you know, their East coast servers went down about a year and a half ago.

Speaker 2: It was, they were down for like 20 hours. We could do nothing. And it made us realize that we needed to have a backup system. So we actually went to get response to have that backup system originally. And I tried to migrate our list over there and get response, just denied it. And there was, there was no, there was nothing else I could do. And their response was, if you want people on this list, then you need to get them to opt back. In which meant I had to send an email from Infusionsoft to tell them, to opt in, to get response. And I couldn't send an email to Infusionsoft or from Infusionsoft because the server was down. And so, you know, the autoresponder systems themselves, yes, they allow migration, but they also do it on their own terms. So that's really something that you've got to keep in mind and why you end up losing people when you do. when you switch your auto responder systems frequently,

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David Perdew: And a friend of ours just moved his massive list. He's got like a million people on his list. He moved his list from get response to active campaign. And he called them and said, I'm going to move a million people from get response to active campaign. And they said, how can we help you. It wasn't like, no, we're not taking that. Exactly. We help you. And so, you know, it really depends on the pool you've got at that point. So that's why, and somebody else said to ask, why did we lose people that's why we lose people in the beginning because we had listened 10,000, which is not big. And so we had to do the migration ourselves. And when you go to someplace like a MailChimp or a Weber, you had to add or get response, you have to have people do the opt-in again. Now we don't even do double opt in anymore and infusion soft because of the way that do our system. so do you want to talk about that a little bit, Jim

Speaker 2: Yeah, we stopped doing double opt in a long time ago and, active campaign. I'm sorry. A Weber actually has it set up as a default in their system, but you can turn it off. we stopped doing double opt-in in the email when we started doing what we call two step opt in on the landing page. And, we can show, I can show an example of this a little bit later. but two step opt in. If you've ever opted into something on our website, you went through what we call two step opt-in. You do not see a web form embedded on our website anywhere. What you see as a button that says click to, or yes, I want to sign up whatever that may be. And when they click that button and actual web form pops out on the screen and it looks like a pop-up and that's called a two-step opt-in.

Speaker 2: And the reason why that's important is because it in general prevents bots and it prevents spam sign-ups. And so we don't have to protect our website as much or in our mailing list as much because we're using the two step opt in strategy. And it's very funny because when they click submit and they're taken to the landing page after the thank you page, after they click submit and they sign up for our list, there's always a thing at the top of the page that says, thank you, you know, whatever you just subscribed to is on its way to your inbox. You don't know how many emails I get from people in our support desk that say, well, I gave you a bad email. I gave you a bogus email address. Cause I didn't realize that you were sending the, the report or the free offer or whatever to my email. And that gives us a way to have to keep our list clean. I also do use an email list scrubber, and that's way more advanced than what I want to go into today. we have a fairly large list and so we have to do a lot of things to maintain our list hygiene. but two step opt in is the first way to maintain list hygiene.

David Perdeu: Yeah, I would say we have a fairly medium list. Okay. So anyway, the, the thing that's important about that two-step opt and we, and we have an example, a working example of it is exactly what she's saying. And I saw that Lee said earlier that he thought he had some bots that were dropping in, opt-ins on his system because he was getting a lot of junk signups. Well, we have a niche that my wife and I run as well, and we have an opt-in form on the page and it's just getting hit every five minutes with a bot. And I don't know why they do it. I don't know what the point of it, but they just add junk email in there. And so, we're either going to have to go to a two-step over there or add recapture and figure out some other stuff on it to, eliminate the bots.

David Perdeu: we're getting almost no traffic to that other niche because we haven't promoted it, but we're getting these bots, these bot, email signups, like crazy. So, the, the way that we do it with the delivery of the product on the, in the email versus the opt-in, I think is so much better than a double opt-in system, but you can't convince people like, a Weber or others that it's a better system. So, let's see, what else do we want to talk about with this So if you don't have, if you don't have an responder, we recommend you go to active campaign at the moment NAMSA Ws slash active. whoever's great to them. Can they wherever account as well. And so those were the ones I would suggest you, you hit.

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Speaker 2: Yep. And you know, really Cindy asked a question is, which autoresponder is the easiest to set up and use. You know, it's, that's really kind of a subjective question because what you may find easy is, I may not find easy. And I think that the, the most important thing for you to look at is actually watched the demos on the page and see if the visual builders resonate with you. I very much am somebody that can look at, I'm trying to think of the right word here. you know, some of the most what people consider to be some of the most complex tech, I find to be some of the easiest tech, because my brain works that way. you know, one of the things that you may have heard us talk about is, you know, my dad is very visual and he needs to see ideas laid out in a mind map or a PowerPoint presentation or slides, whereas I can build out entire promotional plan in a Excel spreadsheet. And he looks at that Excel spreadsheet and he's like, I don't know what I'm looking at here. Whereas I look at a mind map and I'm like, I don't understand what you're saying here. And so it really kind of is dependent on what kind of learner you are. And so I would just recommend watching some of the demo videos to see what actually, resonates with you the most.

David Perdeu: And it's really confusing to me. And just as an aside, because I can spreadsheets, I love spreadsheets when it comes to numbers, but with, with processes, it just didn't work for me. So I don't know what it is, but that okay.

Speaker 2: Yeah. I can tell you guys, we do not use recapture because our two step opt ins work really well. We also have really good security on our website and that's another really big key is we use as our security plugin. And you, if we have people like bots that are continually hitting our website, trying to find a place where they can actually breach the system, our I themes finds that and recognizes that and, and bands people, and blocks their IP address. And so there's two pieces to that really, but the two-step opt-in for us is what keeps our list pretty clean. so that's just my 2 cents on that.

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David Perdeu: Okay. So the next thing we wanted to talk about was how to collect money. So this is pretty simple too, because the way you do it with affiliate marketing is you have a place where you keep your money and a place where you collect the money. now PayPal Payoneer and bank account, those are really where you want to accept payment. when you connect to an affiliate platform and we highly recommend affiliate platforms for this reason, you eliminate the accounting issues and you ensure that you get paid. So for example, we love warrior plus because of their, a safe system that they have in place called WarriorPlus wallet. So, when an affiliate, we never see the affiliate money. That's what I love about it. So when the affiliates send us, when the affiliates buy from us or send people to us, we don't see the affiliate money.

David Perdeu: When we sell affiliate products, it comes into our wallet system. And based on the affiliate score that you have, your money is released in a 48 hour or seven day period or whatever it is depending also on your refund rates. so that the money is held there and users don't really have to worry about, about it. It's just there. And then it shows up in your, either your PayPal account or your bank account or your Payoneer account. Now all of these companies started doing a wallet type system. What was it last year, Jen, when PayPal was going through and shedding. So many people down and PayPal really was shutting so many people down because with the affiliate systems like plus JV zoo, especially, a single transaction was generating sometimes three to four, a single purchase, but sometimes generating three to four to five transactions, in, in your PayPal account.

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David Perdeu: And PayPal would look at this and say, what's going on here It looks like money laundering. And so they would say money in money out so fast, it looks like money laundering. And so, they started banning accounts left and right. and, you know, just happens to the company, starts focusing on stuff. And so it really got the, online, internet community up in arms last year. And so people started using things like Payoneer JV zoo. We don't even use PayPal anymore for JV zoo because it all goes to Payoneer. pan IR is a, I forget where they are. They're a global company and that's one of the reasons we like to pay an it because it was able to do, money exchanges all over the world pretty much. but Payoneer is an account that you can get and you just set up your account and JV zoo would deposit the money there. And we have it set up to deposit the money then directly into the bank account. So,

Speaker 2: Yeah. And the reason for a platform like Payoneer is that there are some countries that don't allow you to use PayPal, and that gets away from that. And so, you know, one of the things you guys are asking in the chat here is about Stripe. And the thing you have to remember is that we're talking about how affiliates can pay you. And so Stripe, isn't really a payment option for affiliates to be able to give you money without you just sending the F you know, the vendor, a invoice and Stripe. So what you're looking for is from a single transaction, let's just say, so I'm going to say dad, you're the vendor, I'm the affiliate. And I sent an email out to my list and I send it to my dad sales page. He's the vendor on the affiliate and I make a sale. Well, when I make that sale, no matter what platform he's selling on, whether it's for your plus JB zoo, ClickBank, whatever in the backend of that platform.

Speaker 2: I have told that company, Steve WarriorPlus, for example, I've told them where you're plus that I want all my payments deposited into my PayPal account. I can't tell where you're plus that I want them to send that money to my Stripe account, because I'm the affiliate. Now dad, as the vendor can accept money through Stripe, me as the affiliate. I cannot. And so that's what we're talking about with a way to accept money. You need to have a way that person a can send money to person B and that's going to be through PayPal, a platform like Payoneer or, blue is a blue rails. The other one does,

David Perdeu: I can't remember.

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Speaker 2: These are all options that are, that are given to you inside.

David Perdeu: What we use is we're pretty much what it is,

Speaker 2: Right And then essentially in your bank account and affiliate can do wire transfers to your bank account. Most don't want to, but both PayPal and Payoneer allow you to do, sweeps essentially, or deposits transfers into your bank account. So that's what we're talking about with payment acceptance systems is how

David Perdeu: You're an affiliate for an affiliate because we use Stripe all the time too. But as you said, as a vendor,

Speaker 2: Right Right. So yeah, we use, you know, credit card, merchant accounts and things like that as a vendor, but as an affiliate, that's what we're talking about. So you just have to have a way for an affiliate, a vendor, I'm sorry, you, as the affiliate have to have a way for the vendor to send you money.

David Perdeu: So if you are using any of, and Lisa

Speaker 3: Thrivecart, that's another one as well, and that you can accept payment on, if you are using, any of these PayPal Thrivecart party or whatever it is, you're going to be charged a transaction fee and sometimes it can be steep and sometimes not so steep. Usually it's around 3%, two to 3% on the transaction fee. It can get up to 5% if you are brand new at it, but I'm telling you 5% is the cost of doing business. And it is so nice to be able to not to be hassled by your money. If you're taking in a million dollars, 5%, it's a lot of money. So, you know, you might want to find some,

Speaker 2: You're take it in a million dollars though. You're probably not paying 5% a year

Speaker 3: And you're probably not on this call. Right. All right. So, let's see, what else we don't want to say anything about the, affiliate platforms here.

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Speaker 2: So uphill affiliate platforms are just a simple and easy way for a vendor to place their product on a platform that offers a shopping cart. And so you, as the affiliate, the benefit for you, I'm selling affiliate products on one of these platforms is that they have a payment system to you in place already. And it typically happens automatically. And when I say automatically doesn't mean that you're going to get instant commission. pretty much the days of instant commission are gone. And you only are typically going to get instant commission. If you have got a very long standing relationship with a vendor and you are, you're bringing the heat, consistently with that vendor, all of these platforms now have what's called a wallet system and your funds are released based on your history. I can tell you right now on warrior plus, I'm sorry, on JV zoo.

Speaker 2: If you, if you have over a 7% refund rate in your history, your funds are going to be held for 30 days. That's just the way that it is because your refund rates as an affiliate show that you have high refunds. And so they're going to hold on to that, to protect the vendor, to protect the customer and ultimately to protect you. so, you know, we have, I think we're three days, so we get held. And so there's, there are these levels of, of polled that are, that are issued on these vendor platforms. And I think three days is the lowest that, that you'll ever see you unless, unless the vendor itself creates a contract with you on an instant commission type thing, which, like I said, does not happen much any longer.

David Perdeu: And every vendor is different. So ClickBank is two weeks for everybody, right JV zoo, but they have a six week, they have mandatory six week refund period to JV zoo. three days is, is like the best that you can do with JV zoo, but it goes out to 30, like Jennifer goes up farther and it's actually dictated by PayPal, believe it or not. Because, if PayPal, if you have a lot of refunds, PayPal is going to come back in and slap you with a hold as well. we know a lot of, of affiliate marketers who has been, been penalized, with a six month hold in PayPal or a 10% reserve or whatever you want to call, because they want to make sure that the money's there for refunds. So we want to make sure that, and the reason that we've talked about relationships and good products and all that kind of stuff is your refund rate is very, very, very important, not to just your payment platforms, but to your ability to recruit and, and, recruit partners, to be able to find products that you can sell easily and get accepted.

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David Perdeu: Well, I get people all the time with refund rates over 10%, 10% is like the minimum or maximum for me. I mean, I'm willing to consider it over 10%. but we get people who've got 19 or 20% refund rate. Sometimes I have 5,000 sales and I'm like, no, thanks. Sorry.

Speaker 2: And just to kind of give you a good example, our refund rate on warrior plus as a whole. So you're, we are because we have a large vendor account and a large affiliate account on warrior. Plus we, our ratings are based on both us being a vendor and an affiliate. Our refund rate is 3.1%, I think is what it was when I looked last week.

David Perdeu: Yep. It is what it is. Yeah.

Speaker 2: That means as a whole of, you know, the 29,000 transactions that we've run through that platform that, that our refund rate averages out to be 3%, 3.1%. So, how many more slides do you have on this section Okay. We've got a lot of questions and I, and I want to, I want to make sure I've got a big list that I'm running on question.

David Perdeu: Good. Good. All right. So this really was, this really, is it because the last two of the wrap-up slides, so for this section, so, and look, what's up open Q and a, so let's jump into it.

Speaker 2: I really, really want to make sure that people understand that the technology side of things for, for running this business for the affiliate side of things is simple. And if you focus on these three things and don't let yourself get pulled aside onto a bunch of bright, shiny stuff, then you're going to have more success. And, you're going to spend less money on tools that don't really, that you don't really need right now to make money.

David Perdeu: Okay. Yeah. I see a bunch of questions too. So jump in.

Speaker 2: Okay. So how do you want to do this Do you want to, do you want to have people come on and talk, do you want me to go through these questions First We have 45 minutes till we have our break. And so, I wanted to do some live Q and A's, but you know, I've been also picking up some questions kind of from the beginning as well. So you tell me,

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David Perdeu: You can unmute people as we go through this, if you want to let them ask the question and talk about it, clarify it, see if we want to do that, but you also can do a, just, if it's a question you can answer easily, let's just do that. Okay. Okay.

Speaker 2: so I'm going to start with this first question, that Paul asked and Paul's in the UK, and he said in the UK that you're required to tell people that you are promoting an affiliate product. He didn't know about the U S and the one thing I am going to tell you, you know, I don't, I know what the laws are here in the U S and so what I am going to say is that on your website, every single website should have, what's called a terms of service section at the bottom. you can go to our website@mynames.com and scroll to the very bottom, and you're going to see our terms of service in our footer. you're specifically going to see an affiliate section, and that is where we have the disclaimer about our, about the fact that we make affiliate commissions. we have our privacy policy. We have, our membership agreement there. I think there's four or five things there at the bottom of the page. Those are required in the U S by the FTC. And you want to make sure that you are observing that because it also affects you when you want to start doing paid advertising. companies like Facebook and Google are not going to approve ads that don't have the right legal, pages associated to the site.

David Perdeu: So also, every email that is reflecting the juicing affiliate products is supposed to have some kind of disclaimer on the bottom of it as well. we used to have a long one. I think we have a short one now, don't we, Jen

Speaker 2: I don't even remember. It's built into the bottom of the,

David Perdeu: Yeah, it is. So anyway, that's important as well, but I tell you, you gotta be really careful about your email stuff. the way you set up your email. One of the tricks that people used to do with a Weber was that they would put in their signature with a PS. And then after the PS, they would hit the inner bar, like about 30 times so that there was a big, big, big, big space until it got to the bottom with all the legal stuff. And people got in trouble over that. Then there were people who thought, well, I'm going to do this. So by the book that I'm going to put my disclaimer at the very top of the email over the headline and

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Speaker 3: Sales dropped like a rock, because, you know, nobody wants to read legal stuff first. And so, it was, it, you have to be smart about how you do this. Are you going to kill yourselves Okay, go ahead.

Speaker 2: Okay. So we actually had a couple of questions about disbelief describing spam and talking about what abusing your list means.

Speaker 3: Okay,

Speaker 2: Well, what was that

Speaker 3: What was my, yeah, so we all get spam and we all are accused of spam. So spam is actually a legal thing. spam is, is, not having a way to unsubscribe from a list that's the can spam act. You have to be able to unsubscribe from list. I can send you emails 400 times a day. If I want to, as long as you have a way to unsubscribe from the list and you do it, I mean, you, you have to take people off your list. There are people out there who have all of the right verbiage and everything on their emails, and you can't get off their list for anything. you know, it's like, it's like those telemarketer calls that, people call you and say, okay, if you want to be off our, if you want to be put on the, do not call list, press two.

Speaker 3: which all that does is confirm that you are human and then they confirm the phone number you continue to call you. so yeah, it really comes down to who you're working with and who you're, who you're know and who you trust. If you can't get off of somebody's list. My advice to you, if you really want off their list is to set up a rule in your email account. And, I hesitate to tell you, this is to set up a rule in Fremont County, just dumps it straight into the trash and just to be on their list and they'll pay the price for it because they will, if they don't clean their lists, they don't care. you'll be on their list forever, but it will affect you. if you can't get off it, you can also report them, but that's a lot of trouble. and often nothing happens. spam is unwanted email. It is unwanted unsolicited email.

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Speaker 2: And, you know, that's kind of like what the legal terminology is. And so when we S when we're talking about spamming, kind of in a, what's the right word in passing and passing, you know, don't spam your list, kind of thing. You know, I'm on lists that, and then there's one vendor in particular, who I probably get five emails a day, and the only, and I have an account that I have set up for other people in this industry. because I just like to watch what's happening. And this particular vendor might send five emails a day. And every single product that he talks about in those is something different. And to me, that's spamming your list. you know, sending five emails with five different products that you're recommending to me, is something that we wouldn't do. And so I could personally, consider that spam, but I actually probably more consider that abusing your list than spam so much from a legal perspective.

Speaker 3: And I want to give you an idea of, of, the way to do it, because, unless you were on talking about that,

Speaker 2: I don't know what you're going to say. So go ahead. So,

Speaker 3: we might send four emails in one day, we've done that on the same thing, but the way we do it is we send the first email in the morning. Let's say we send it at seven o'clock in the morning. you get that email and you have an opened it by lunch. you're going to get another one. And if you don't open that one by five, you get another one. And if you don't open that one by midnight, the fourth one become by midnight and it's. And the reason is, is because now we don't do that very often. but we might do that on a very special clothes that we're doing for a product or something like that. our standard close process is three emails. and so we always make sure that we track who's opened the email, and if you've opened, you don't get the other emails on the following emails, unless we're going to send out to people who haven't clicked.

Speaker 3: We might do that as well. So that's something to people who haven't clicked an email, that is, that is the way to not get those emails is to open the email. So what we're assuming is that it's like Twitter, where your email, you're maybe getting so much email that it scrolls down and you don't see anything just goes away. Right And so, that's one of the reasons that email can be really aggressive, but it also, the reason you do that is because it improves your sales tremendously doing that. I, I told this to Alex, at one of his workshops, three years ago, I think three years ago that we were doing that. And he was blown away because they were sending once a day when they started doing twice a day to the unopens, it doubled his sales and that's, that's what happens.

Speaker 2: Okay. so I have got just a handful more questions that I want to answer here. And then I would like for anybody who wants to come on and actually have kind of an open dialogue question to go ahead and post that in the questions so that we can be prepared and know, what kind of time we need to set aside for that. so I love this question. So this question was, dad, this is more about you and me. This question was how do we work together on a daily basis, the way that we do without killing each other And the question was coming from somebody who is interested in bringing his wife into the, of his business, but isn't quite sure about how to separate duties out and things like that. So we don't kill each other. I think I just don't see it.

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Speaker 2: it is very much, and I can tell you that, you know, when I came into this business, I was very much in the background of it. until my dad made the decision that he wanted me to be in the forefront of the business. And, you know, I have 25 years of, before I came here, I have 25 years of business operations experience, logistics, customer service training, and things like that. And so those were the things that he brought me on for. I did not have any true digital marketing experience and I definitely didn't have experience on the platforms. And so I just came through and learned and had to learn. So while I was learning and handling the customer service side of things, he still had to handle those, those tech things. but as I got more and more knowledgeable, he felt more and more comfortable about passing some of those things off to me. And, you know, he can tell you right now that there's things that he was doing five years ago, that he probably can't even do today because yesterday, but it's because you don't have to do them anymore. For example, I don't know when the last time you sent an email was, well, actually, no, that's I was going to say it was when I had the appendicitis in April, but our assistant set that email, you didn't even send the email.

Speaker 2: Yeah. I mean, it's probably been four years since you've actually sent an email yourself. And so, you know, we just had to get the, the clarity for us just had to be kind of in a working relationship, and how we worked together. There's still things about each of us that drive the other one crazy, but I think we also, I know, but I think we also know that about each other. And so we just, I don't know,

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David Perdeu: And we're not gonna spend a lot of time on this, but I just want to go back even further, because when you were working in a at the river, running that outfit, marketing fell under your purview there, and all of a sudden you start dealing with people who were building websites for you and doing the marketing for you. You call me and say, you know, this is not working. and we'd talk about it. I gave you some ideas then, and you went off and you tried those things and you got pretty good at doing that stuff. So when you came on, you may not have known this when you came on with us. But the idea was that this is a legacy business. That's the strategy from the business, from the beginning, a legacy business is one that is not going to be sold. It's not going to go away. It's not going to be, it's, it's, it's there for the kids, right It's there for whoever you hand it off to. If I died tomorrow, Jennifer and my wife would run this legacy business and I want Jennifer to move into it seamlessly. So it's, it's actually exit planning is what it is. So,

Speaker 3: There there's that.

Speaker 2: Okay. So this next question was, should you segment your list or add to a general list I am a huge proponent of segmenting or list. I can tell you right now that there are occasions that we will have anywhere from four to seven different promotions running on any given day.

Speaker 3: When we have our act together and everything is working like clockwork, we should be, and do have four to seven promotions running at the same time, because we are, we are offering different solutions to the right people because we've segmented.

Speaker 2: And when, when that works the way that it should, and when it's seamless, we have good planning in place. we make the most money. And so, you know, those are the kinds of things for us that is always our goal. And, so I am a huge proponent of segmenting your list and segmenting your list. It can be done in multiple ways. It depends on what kind of business you have. it can be done said segmenting by gender, because, let's just say, for example, your t-shirt company and you're, promoting t-shirts that you are having printed online and doing drop shipping on, you want to segment your t-shirt options to women and men. let's say that your list is like our list, which is very much diverse in the niches that they're in. We have people who are in health and fitness.

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Speaker 2: We have people who are in business operations consulting. And so, you know, for example, our profit planner reseller, we just did a webinar on that last week. And we said two weeks ago, we said in the email that we sent out, if you are not this kind of business, this is not the webinar for you. And by segmenting and having people not attend that webinar, who the product wasn't for, we actually increased our conversions on that. We doubled our conversion rate on that because we were talking to the right people at the right moment in time. So I'm a huge proponent of segmentation, most autoresponder or CRMs have the ability for you to segment whether it's by list, whether it's by tag, custom fields, things like that. So definitely all kinds of stuff. Yep, exactly.

Speaker 3: And the other thing about the segmentation thing. Oh boy, I think it's important. And I wanted to say it, but it's gone. So go ahead.

Speaker 2: Okay. so somebody asked do, should we be picking products that are hot when looking for products So we're actually going to talk about, we have an entire section about that tomorrow. yes and no, there's, there's two pieces to that. And so, we're going to go into both of those. We're going to go into how to actually create the best kind of campaigns for those types of products. evergreen, and what's happening now are two different things and there's a place for them for both of those in your business. And there's a, they both should bring you revenue. And so we're going to actually talk about how to build those tomorrow after we go through how to pick the right products,

Speaker 3: Some people yeah. And I'll just say this one thing about what's hot. Some people will tell you, this is hot right now. This is, and they're screaming, you know, this is hot, you got to do it right now. That's usually an indicator that, it's a, it's a, what I like to call a, what do I like to call it It's a loophole or a work around, or, you know, it's, it's something that is only going to be hot for a few minutes because it's going to go away. So I would avoid those, like the plague.

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Speaker 2: Okay. So then the last question, I've got a couple more that came in while I've been talking, but, last one I wrote down is, do we recommend high-end mid-level or low level products to promote as an affiliate We promote all three that's. So the answer is, yes, we do all three, but there's a time and a place for that. And you typically are not going to see us promote a high ticket offer, like a four 97 type offer straight to email. Typically those kinds of offers are all going to be webinar-based so that we have an opportunity to have a one-on-one conversation with a product owner and have the ability to, build some reps, some rapport with the product owner and let them teach a little bit before we actually do a promotion like that. we do, and I consider, and it really kind of depends.

Speaker 2: I consider anything over like four 97 and up to be a high ticket offer. Some people still consider that mid-level. but from an affiliate perspective, I consider that high ticket. I consider mid-level affiliate ticket to be really something about the 97 to one 97 range. And, because that's typically where those, those affiliate prices fall into play. Sometimes we will do straight to email with things like that, but typically those product levels are actually going to be in a funnel. And so you promote the, we promote the lower end of that offer. So it might be 47 and then the funnel does its job by selling the mid ticket items. So I hope that makes a little bit of sense. We are really, really trying to get away from, \$7, \$7 kind of affiliate products. And, you know, there's, there is a place for that, especially when you're trying to build a buyers list, but I'm not really interested anymore in building somebody else's buyer list buyers list with a \$7 product, I'll build my own with a \$7 product, but I'm not real interested in that person.

Speaker 3: Yeah. Well, that's important right there that an important distinction I was going to make too, is we will do some low ticket stuff just to build our list, which is a great way to build your list from buyers. But, we will not promote somebody else's low ticket stuff, which is, you know, I know that's disingenuous in some ways, but it's, I feel like we put in our dues, we could do that

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Speaker 2: Well, and it depends too, because we have, you know, there's people in our coaching programs and our insider's club membership that we like to support when they're able to, you know, have something that's really valuable to the group. And we will do that from a, it's just the right thing to do. We want to help and be involved in that versus this is a money making, campaign for us and we'd build those kinds of things into our cashflow and into our promotional style so that we have an opportunity to go out there and promote things sometimes that we know are not going to be revenue drivers for us, but are more a Goodwill opportunity. So something that might be a fundraiser. For example, we did a fundraiser with Kelly mcausey a couple of weeks ago, you know, that wasn't about us making affiliate commission. It was about helping to raise funds for medical treatments. And so we build those kinds of things into our offers and into our arms.

Speaker 3: Well, let's use, let's use the last workshop as an example here, because the last workshop was a \$1 front end for the live \$1 front end for the live. We had 600 people registered for that. and it was a affiliates. Wouldn't touch it with a 10 foot pole because it was a \$1 front end who wants 50% who wants 50 cents on commission on a \$1 thing. Right. But what they don't look at or what they didn't look at was the rest of the funnel. The average order value on that was about 30 bucks. So it wasn't a \$1 price. It was a \$30 commission, but they don't get past the front end to see that. And we will promote a \$7 offer if the funnel is converting on the offer and it's worth our while to do that. And it's good material, it's good product. There's a lot of PLR products that work like that. We have a lot of parochial, our vendors that we like and work with that will promote the PLR product because it's a low cost front end, but the full does great. And so you have to look at the whole thing and not very many people do affiliates are notorious about how much am I going to get on the front end How much money am I going to make today So,

Speaker 2: Okay. And one of the best things that you can do for your business is pic pro. And we're going to go into this in more detail, but it's to pick products that have really solid recurring offers in the backend.

David Perdeu: People don't do that either because they don't care about recurring. They care about how much money can I get today.

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Speaker 2: Yup, yup. so we had a good question from Anthony. He said, isn't share a sale, harder to get accepted to. Yes, it can be. And we, when we talk tomorrow, I think it's tomorrow about, building the vendor relationship. We're actually gonna give you some tips and, on how to actually get accepted into programs when you don't have, a lot of vendor history behind you. And it's all about being honest and being upfront with a vendor. And it's not about saying I'm going to go buy solo ad traffic and send them to your sales page. so we're going to give you some really, really good ways to do that, but share, sell can be, it's really dependent on the vendor.

David Perdeu: It is very much, and I'm going to show it. I've been, I've not been approving affiliates in warrior plus, today or yesterday so that I can show you exactly. Yeah.

Speaker 2: Oh no, I did it. I've been approving them. You didn't tell me, there's only three because I approved or disapproved everybody this morning. all right. Let's see. so Dominique had a question here, do all email lists, build, or apps, have an open mail notification. So all any autoresponder system or CRM worth, anything should be able to give you a statistics. And those statistics should always be what's your open rate, what's your click rate. And you should be able to see the people that are, that are doing that. So depending on what the system is, how you do recents to unopens is just dependent on, on their, the way that they have it set up. some are a little more manual than others, but if you know, who has opened an email or who hasn't opened an email, then you can do resets to people who have unopened. let's see. So Anthony, this is an interesting question. Anthony said, I'm curious how you guys know when and on what process to outsource. Is there a certain standard of what to outsource in affiliate marketing, content creation, website stuff, social media promotions, et cetera. That's a big question.

David Perdeu: It is. I'm not sure that we can get into that question here though. overview.

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Speaker 2: Yeah. Well, yeah. And what I can tell you is that outsourcing no matter what is dependent on you, looking at the things that are money-making in your business and whether you're doing them or not doing them. We always, typically from an outsourcing perspective, if it is not a money-making activity and it takes my time away, or my dad's time away from marketing, those are the first things that we typically outsource. and so it's much easier for us to do the marketing side of things because we know our brand better. We know the language and we can communicate better. there are some things that we do outsource like social media posting, but the person that outsource that isn't writing the content, they're just doing the scheduling. So we still are writing because it's in our voice. So, you know, if you're not making any money yet, and you feel a little bit overwhelmed about getting everything done, the number one thing that you could outsource right now that ultimately will pay you, dividends is having your website set up or the security on your website done.

Speaker 2: I don't know how many people that we have coached with who are so stuck on the tech. They've got, they're ready to sell their product. They just don't have the tech of the website set up yet, or they're really stuck on that. And so if you're an insider's club member, we have a ton of folks that do website work in there. So go in there and post that you are looking for some help because, you know, you'll have people reach out to you and, and, and want to help you and want to work with you. So, so it really just is dependent on what you hate doing and what is not making you money. And you try to get rid of that.

Speaker 3: Yeah. The other thing I would say about not sourcing from an overview perspective is that if it is repetitive and can be proud of, and it can be explained to the process that you can outsource that. So a lot of our graphics is outsourced because it's a repetitive process for people. If we know what they, that we need in our graphics and when we need it. But it also is outsourced because he can do so much better job of that. Then I can't, it's not my wheelhouse. I used to like to do it, but you know, it's not my wheelhouse to do graphics like he does. So, it's, it pays us, it makes us money to have him do it versus us doing it.

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Speaker 2: Okay. So CC asked when using others to do tasks, how do you manage access to passwords in general We use last pass. And, that is one of our favorite tools. And our insiders club members actually have a tutorial in the members area on how to use it and how to set it up, how to create all your shared permissions and all that kind of good stuff. I would die without LastPass. I literally cannot live my life without last pass. And so

Speaker 3: I phone and it's on my wife's phone. We share a finances, we share it with Jennifer and I share the stuff that we work together with. And when

David Perdeu: We have somebody who's an outsourcer, we share what we need to share with them. That's the thing about last pass that we loved was last pass gave you the ability to share passwords without displaying password.

Speaker 2: Yup. Yup. And, you know, I know a lot of you here have heard this story, but when I got mugged a couple of years ago and they got my computer, I was able to call dad and say, log into my last pass right now. Cause it was I'm on our business account log into my last pass and shut it down. And he was able to, within me being mugged within 15 minutes of me being mugged, all of my devices had completely been shut down access wise because of last pass. And so when I called my husband to tell him that I had been mugged, he was freaking out like, Oh my gosh, they got our credit card information, our checking account information. Like, no they didn't because we use last pass. And so, it's very, very valuable, especially if you do any client work. I keep all of our client's stuff, super, super protected and last pass because that's just kind of like my due diligence to be able to do that with clients. so let's see here,

David Perdeu: Anybody else got questions that they want to come on and talk about

Speaker 2: Everybody's being shy. They don't want to leave. When I talk about anything, they want to ask questions. Cindy, I don't really know much about dad. Do you know anything

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David Perdeu: Nope, I don't. So, somebody asks about a standalone, autoresponder systems. Now we looked at, we look at a lot of them and there are some that, that were standalone to begin with and they turned out to be really good ones like commercial convert kit turned out to be a very good autoresponder system. but it was sold as a standalone system when it came out and let's see, there's another one, but the recent one that is really good that we like, because it gives you campaign building as well is meet VO. I like Neil Napier and I liked that team. Sorry, Melvin, Melvin, Melvin NAVIO is the one. And so we'll have some resources for you on all this stuff as well, but I still would recommend probably, well, LBO was a very good price for everything that it did upfront. So it's always good to have one or two in your hip pocket.

Speaker 2: Yep. So Catherine asked her a really good question here. And she said, can you discuss the problem with emails going automatically to people's junk So this I could literally teach a 12 hour class on. so I'm going to give you kind of the overview here, email going, getting good email placement from your, autoresponder system or whatever is dependent on multiple things. It's dependent on you having a good, domain reputation. And for example, when I send an email, I'm sending a link out typically that is going to our website, but I'm using infusion soft servers to do that. So it is still important though, that even though I'm using Infusionsoft servers, it's still important that my links that are embedded in that email have a good domain reputation. My domain has, or our, our domain has a reputation.

Speaker 4: I know

Speaker 2: Our domain has a reputation. I think when I looked last month, it was at a 98 out of a hundred. Now this becomes important because when you're setting up your, your auto responder system, there are a couple of elements that you need to set up, and that is their acronyms. You're going to want to go through this heavily. it's called D K I M it's called the SPF records. And they're little pieces of code that you want to put on your server. Now companies like active campaign include those in there, in the program, but they're using their records, not yours. And so as you start to grow and get bigger, to me, it's more important that you're using your snippet codes, on your own servers because you want to build your domain and your IP reputation. this is a very, very, very big topic.

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Speaker 2: And, placement inbox placement is just dependent on so many different things. You know, I can end up in, a promotions tab in Gmail and I can end up in spam in my Yahoo account and I can end up in right on the, in my inbox, on my Hotmail account. And so it's really also dependent on the actual provider. So Google, AOL, Yahoo, Hotmail, it really also depends on what their governing rules are. When your autoresponder system sends an email. If it reaches the front door to Google, they consider it scent. They don't care what Google does with it. Once it's inside the Google system and it can be in junk, but it, your autoresponder system still considers it set. So it's your responsibility as the creator of that email, to make sure that you are using as few spam words as possible. Every that I know of every autoresponder system should be giving you a spam score when you're building your emails. you typically want your spam score to be under a two. five is still acceptable, but I find that a two is the best. And, our emails typically hover between a 0.08 and a 1.2. If it gets higher than that, then I start working on my copy

Speaker 3: A couple of weeks ago. And Jennifer sent me a note to dad. This is like never going to get into anybody's inbox because spam score is so high. So she had to go through and remove a bunch of my, excitement from that.

Speaker 2: Right but there's lots of little things that you can do to also help to build the relationship with people. And if you are on our list and you have ever opted in for any of our free content, you will notice that when we send you the email with the free content that we always say, Hey, hit reply and tell me that you got this. I really want to make sure that you got what you asked for. There's a reason for that because the act of you hitting reply and mailing me back tells your, your ISP, Google or Yahoo or whatever it might be, wherever your email lives tells them that you want to have a relationship with me because you have now initiated a conversation back to me. And so that gets me better placement in your inbox by doing that. That's why

Speaker 3: It doesn't matter where it is when they hit that. So if it goes to spam and they respond back from spam, you're good. So,

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Speaker 2: Yep. so CCS, what do I mean about putting our own snippets on your own site That's something that you need to go through your auto responder system that is called, it's called D K I M it's called SPF records. And that is something that they generate for you and they all have your auto responders. systems are going to have instructions for you on exactly how to do that. Those things help you to increase your email deliverability,

Speaker 3: In a Webber, not a river in autoresponder systems. And I see that Sheila is saying how much she loves a Weber because of the support and the chat systems and all that kind of stuff. But you want to, and a Weber is outstanding with their, tutorials and, all the support that they give you. You always want to make sure that you have a phone number to call and that you can get people to help you right away, because if an email goes bad, for some reason, email is your lifeblood. we don't, we got, we got an email, we got an email every day. If we don't email every day, we're losing an opportunity to make money every day. So you do too,

Speaker 2: But we also email every day with automated campaigns. That's right. And so just because

Speaker 3: I have delivered.

Speaker 2: Right, right, right. so actually CCS two questions that are unmissed second part of her question. And she said, do we have mind map planning, a mind map for planning overall for organizations of campaigns and for overall business objectives I don't have that. first I don't use my maps. dad does, they're more for planning from his perspective. Our business is just so big that it can't be contained in one single mind map like that. but, CC, I do know that you're also an insider's club member. And so if you're talking about from email building campaigns and things like that, we do have templates that we, give you all of you guys as members that are, that are in the members area. James asked, what was the security,

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David Perdeu: Wait, before you get away from that question tomorrow, we are probably going to go through a funnel as well, and look at a plan with all of that strategic purpose in place. So we'll talk about how we build a, an affiliate funnel, for the most benefit tomorrow, and also to be able to pivot quickly because that happens as well.

Speaker 2: Yeah. Yeah. So that's definitely going to be in what we do tomorrow. what was the security I used when I got mugged last pass, L a S T P a S S.

David Perdeu: And that's Nana WBS forward slash last time.

Speaker 2: Yeah. let's see, Dominique asked, which autoresponders allow you to use your website reputation. I don't know of any that don't, Dominique, so, let's see,

David Perdeu: Jennifer said, when do you use a weapon When do you use infusion soft We use a Webber only for an, a niche sites right now. And, some, some list building, but, mostly just for niche sites,

Speaker 2: Right Yeah. I'm not sure I want to get into that right. This second. Cause we can kind of, I think we can talk about that. a little

David Perdeu: Bit. Yeah.

Speaker 2: so you guys, anything regarding D K I M or SPF is all set up inside your autoresponder system. So you need to follow the instructions that they give you, and they're gonna, they're going to generate the code for you and either you can put it where they tell you on your site, or you can have, most web hosts, we'll put that on there for you as well. Or if you have somebody doing security for your website or something like that, they will probably do it for you as well. So, you just want to make sure that you are following those instructions.

David Perdeu: So while she ran by last past, Cindy was that she changed her password. Yep. So that, so that nobody could get it

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Speaker 2: Because I didn't have my computer or any of that stuff. I had to have somebody shut it down for me. And so when I called dad, because we use an enterprise account, he had access to it and he was able to just go in there and just wipe my password. let's see here. So Katherine, we're actually going to talk about content in, we have that's part of the whole, campaign building sections. So we're going to be talking about that a lot tomorrow. and let's see let's of these questions. all right, Dan, if you will go ahead and move over to the brain.

David Perdeu: Dominic, last question. Okay. Got it. Got it. Got it. Got it. Okay. Hold on. I'm just going to say, before we go over there, that next, the next up session after lunch today is language how to speak affiliate. And so that's going to be a short session and we can, we can look at all the stuff that you need to know and what people want. It means when people say things like DPC. So we want to do that as well. Sure.

Speaker 2: Yep. So I have two questions here. I want to answer really quick. this one is okay, that it's not on the recording at least said, wouldn't it be better to use the auto responders reputation with DK I am an SPF. Actually the answer is no, because you're at the mercy of every other person that uses that auto responder system. It's kind of like buying a shared server or hosting your website on a shared server. Your site may be pristine, but if somebody else is using that shared server, whose site is not pristine, you guys are sharing an IP address. And, you're sharing the reputation of that other person's website with your own website because you're using a shared server. So, you know, your site may get really slow one day because that other person who's on your shared servers, running a product launch, and they're sending a ton of traffic there. So when you're using shared reputations, it can be good or it can be bad, but you have no control over it. when it gets bad. So

David Perdeu: Early on, when I heard shared, when I had a shared hosting early on, I did an IP address lookup to see who was using my IP address, the IP address that I was on. And I was sharing a server with a porn site. And that was not the reputation that I wanted for my business. So I ended up getting a dedicated server at that point, right.

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