

**DRAFT**

# Session 4

How to Make More Money with  
Affiliate Marketing



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## How to Make More Money with Affiliate Marketing - Session 4

David Perdeu: Hey, it's David we're back. This is session four. all about building relationships with, the three main parties in any affiliate, interaction. Okay. So we are looking at vendors, platforms and customers. Those are the three people that you want to continue to build relationships with, and I cannot stress enough. How important relationships are in your entire process of your business. you want to make sure that you never burn bridges. Don't ever burn bridges. Now I've only done well. Okay. Never I've done it twice, but I wouldn't recommend it, but the, I've only done it twice because, there was no other alternative. And so, I always try to make sure that we have as good a relationships as possible with all three of these parties, vendors, platforms, and customers. And we're just going to talk quickly about these three. And then we're going to look at some of these platforms and, and customers and stuff, and figure out and not customers, but platforms and vendors.

David Perdeu: And I want to show you how affiliates do things really well, and they do things really wrong. Okay So the first is vendors as an affiliate, you're approaching a vendor and you got to realize this is a job application is what you're talking about. So if you're going to go to a vendor and ask them for the job of selling their product, because you're going to get paid, you go to them hat in hand and say that I have a resume. I have an opportunity to work for you. I have a resume. This is, this is my, my skillset. I'm going to lay it out for you. And I want you to hire me and the performance evaluation, which every nine to five, I used to do a performance evaluations all the time for the people that worked for me when I was in the corporate world.

David Perdeu: And the performance evaluation is a very real thing. It's the same thing as an affiliate marketer. If you are doing a really, really good job as an affiliate, you're going to get extra commission. You're going to get bumped from a 50% commission to a 60% commission, or you're going to get some special private deal or whatever it is. What is that That's a pay raise. So think of this. As you, as an affiliate are approaching a vendor, they don't owe you a nickel. They don't owe you anything. They don't have to do what you want them to do. You're applying for a job. Jen, does that make sense, Jen

Jennifer Perdeu-Houlik: Yes. Okay.

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David Perdeu: Anybody got any questions about that

Jennifer Perdeu-Houlik: To make sense to you Okay. Think we're

David Perdeu: Platforms. These are the people. This is the man. So these, this is the man that can, can make or break your life. And if you go, make the man angry, the man's going to come down hard on you. So I have some friends who have been banned from JVs. They've been banned from, some other sites. And I wouldn't say that I have some friends. What I have is some acquaintances, some people that I know that I've worked with before, who no longer can promote on another site because they broke the terms of services. You got to know what the terms of services are for the platforms, and you have to live within them and you have to comply or die. That's the deal. And often you don't, you might get a warning from some of these places, but you better pay attention because they will bust you.

David Perdeu: And for example, if, let's take sheriff. So let's say that you been working with Sheriff's cell for 10 years, and you've got links out everywhere for sale, and you do something unethical. You break their terms of services and they come in and they say, you're out. What happens to all those links that you've created with this business That's driving your family and regular income. It's gone. It's gone overnight. That brings me to two things. The first is, this is critical to your business. The planning is critical to your business. This is called a, when you have a, an, an affiliate partner, a platform or an affiliate vendor, which is the only ones that you use, that's called single point of failure. Anytime you have anything that can break your business, that single point of failure, you do not want to have that ever.

David Perdeu: So, you know, somebody asked me earlier why we use mail via, well, we don't, we don't really use Melbourne. We have an LVO in our pocket so that if, Infusionsoft ever gives us trouble, we, and we should never expect that Infusionsoft will give us trouble. We have very good relationship with them. So if we, if we ever had any trouble, we could just pull it out and stuff. It in male VO, and off we go, we would always want to have a backup solution for everything. So that's an important thing is to make sure you have no, no single points of failure. Okay.

Speaker 3: I actually want to, I want to say this though really quick, because I learned something the other day that I had no idea about. And, I'm in, it has to do with infusion soft, but, I'm in a couple of groups, Facebook groups that are tech style groups, people help each other out when they're stuck or something. And somebody was asking for help doing, an integration, from another platform into Infusionsoft and all these conversations are happening. And all of the sudden somebody from infusion soft jumped in and said, what you're trying to do is against our terms of service. And, you know, I was like, Oh my gosh, I didn't realize that that was against terms of service. And it's one of those things that you can no longer kind of in this digital age that we're in. You can, you can't always expect to ask for forgiveness and think that that's enough. It really at this point and where we are is that you have to be comfortable and you have to be familiar with the terms of services on the platforms that you're operating on. I mean, even something as simple as your credit card processing company or PayPal, there, that is no longer an excuse of, I didn't know, because they are so adamant that you agree and you accept the terms of services to operate on these platforms.

David Perdeu: Okay. So yeah, that's, that's what I mean by comply or die. So, let's see. There's a lot of questions here. We'll just take these later. all right. So the next one is customers. You want to make sure that you, you, these, these are the people that, that, you know, pay for your gas. They, pay your mortgage. They are the ones who send you on vacation. These are the people you have free each and every one of them have invested in you and you need to invest in them. They become your best friend. Now there's the same customer is always right. I don't believe that's always true, but the customer is always cordial. The customer is always your friend, even if you're not going to deal with them before anymore. And we do have customers that we say, well, you know, we're just not really right for you.

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David Perdeu: We don't burn that bridge because they may be right for us someday. And we don't want them to remember that I don't ever want to deal with that schmuck again. So we always treat them like they are, family and they can go away if they want. So even as an affiliate, you're building those kinds of reputation, that kind of reputation. And you're building that kind of relationship with all of these people. So what we're going to do, Jen, I want to, I want to show a lot of things here on the fly as we start talking about building relationships. Okay. And I know that you have some stuff to talk about too. So, how do you want to do this

Speaker 3: why don't you just go ahead and get started Okay.

David Perdeu: So most everything

Speaker 3: I want to show, I can probably show, I can just tell you where to go, because it's going to be on the same platform.

David Perdeu: Okay. All right. So I'm going to show you, I have vendor relationship, and this is something that we're going to do tomorrow. And I really haven't talked to Jennifer about this and she's kind of used to,

Speaker 3: Yeah.

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David Perdeu: So tomorrow we're going to send out an, an affiliate promotion and I'm going to do it here. First thing, nine o'clock. And I'm going to show you how we do it. And you guys should be seeing this right now, right This is, you can see my Skype. So this is from Mo and it's clip magic is going to go, can I clip magic commercial And it goes, live tomorrow. Now we promoted clip magic about six to six to eight months ago and did really well with it. And Brett, right, Brett, right Yeah. Mo Mo Latif, L a T I F and it's, he's got like a dozen names, Mo con and, and Brett Ingram and Brett is the software developer and Mo is the JV partner and the, marketer. He's the, the marketing chief for Brett. And they're both terrific guys. Now these are, these are one of the handful of partners that we work with all the time. And I really liked these guys because they stand behind their products. They make adjustments when we find bogs or anything. That's the other thing, by the way, we, we use the staff. And if we find a bug, we go back to a, I can got Brett on Skype here and I'll say, Hey, I found this. And I found that, that dah, dah, dah, can you check that out

Speaker 3: Or, you know, I was, yeah. Or I was doing this. And I realized that if I could do this to be amazing and you'll come back and be like, Oh, that's a great idea. Give us 24 hours. We'll implement the change. Yeah.

David Perdeu: That happens all the time with post-placement, by the way, post-laser is one of our favorite tools. And I just get Fletcher on Skype and I'm one of Fletcher's top affiliates. So I've got a little weight in there and I'll say, Fletcher point, you know, I would love for this product to do this. Boom, boom, boom. And you know, within two or three days, it does it. So, I love that kind of relationship. That's the kind of relationship I'm after here. So most sent me, and it's, this is not personal to me. You can see this as this is out to everybody, 24 hours to go clip magic commercials. The newest trend in creative marketing goes today, goes live tomorrow, Sunday, the 28th at 10:00 AM EST, whether it has to be nine o'clock my time. And so tomorrow morning, before it goes live, we'll just put together this, present this a promotion live and show you how we do it and what we will do.

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David Perdew: So it will include the link creation, the getting of the link, the email that will have an email put together. We'll pop the email into infusion soft, and we'll do the, segmentation on it. We don't want to send to anybody who has clip magic already. we don't want to send to people who are not interested in software. We don't want to send to people, you know, we just have segmentation to do, and we'll show you how to do all of that and want to make sure we get it out. Because at 10:00 AM, for the first three hours, the early bird price will be \$47 with a coupon dropping it 27 and at 1:00 PM, the price increases. So we'll have a link for that tomorrow. We'll show you how this works as an affiliate promotion. I know this product, I like this product.

David Perdew: So I've got, I, I w I'm ready to help with this one. So that's what, that's a relationship right now. I'm going to show you a little bit of other stuff on here on Skype. I am a member of, let's see here's mode by the way. So Mo and I have a personal relationship that we go back and forth with. And there's some other people here that I have personal. This is Fletcher from post blazer. This is Dave from, I forget the name of his company, but he does fresh title and other stocks. Yeah, keyword Atlas. I reach out to these people all the time and we, we discuss options and opportunities. Now there's another one I'm going to show you here. This is Simon Warner's JV group. So just one second. This is where people promote are like, they, they announce stuff all the time for affiliates

Speaker 3: Far up there. There was a little segment there from a language perspective that I would like to not be on the replay.

David Perdew: Oh, got it. Okay. Sorry. Didn't know that, that

Speaker 3: This group has a lot of people in it and things can get a little,

David Perdeu: Yeah, it's 335 people in here. And I mostly monitor it. I don't participate a lot here, but I get a lot of ideas from here. And I also get to know the community here. So I've learned a lot of people in here that I do, and I don't want to work with. So even just by watching how they interact with each other. So this is a really important group for me to be involved in. It's a JV group. It's one of the best, make money online, JV groups out there. There's a lot of announcement that goes on here. Somebody mentioned earlier in here about, MunchEye so let's just take a look at MunchEye as well. Now this is, this is for make money online. If you're not doing make money online, it's okay. You're going to find groups for your mint niche as well.

David Perdeu: I hope. And, and many of them are, even better than what we have going on here. This is Chris munches group, and it announces all the product launches that are happening. And look at this. This is how many product, I mean, tomorrow there are one, two, three, four, five, six product launches tomorrow. What's Tuesday. Tuesday is usually the big one. that's the 30th, but that'd be the day before the 4th of July weekend. So probably not. So, anyway, you can just see that there's a ton of product launches here goes on and on and on and on and on and on. And you can start scheduling the kind of things that you want to work with, the people you want to work with and all of that. So this is MunchEye. These are the events that are coming up. It's usually the big losses.

Speaker 3: Well, and this is a great resource for the people that are in this niche, because when you guys did our pre-event survey, so many of you just said, I don't know what products, I don't even know how to find products. And so this is one of the ways that you go through and look for products. And, you know, if you're using a product currently in this niche, or you know, of a vendor that you really, really like what they've provided in the past, this is a great place to start. And we're going to talk about next, how you actually send that request over to them as a, as a JV. So they are as the vendors so that you can get approved.

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David Perdeu: And if you click on one of these, you're going to see like, let's click on Neil, Neil. We do a lot of work with Neil. and if you click on one of these, we'll come over and here's the JV page. So let's go look at the JV page on this. And this gives you a lot of, an idea about, about, everything that's happening and what you need from a good JV page. So that's Neil. He does, Neil is, is Finnish, or he lives in Finland. He's Indian. He lives in Finland. and he's got the bonuses that it gives people. You know, how I feel about bonuses. I told you about that earlier. He's got an email swipes, got a JV document with all of the detail in it. And here's where you get your link. So look at, let's look at the swipes for a second because people will think always got email swipe. Second, just go grab the email and I can, what happened Oh, lives at the bottom of the page. Sorry.

Speaker 3: Yeah, the video seems to be playing.

David Perdeu: Yep. So you can click on any of these and grab the swipe. Copy. These are the key points. You can grab the key points, but if I grab an email, I do not ever, ever, ever, ever want to send out an email that somebody else has written. I want that email to be in my voice. So I'll just grab little bullet points or something from an email and I'll write, it's a great starting point. It's like PLR. It's a great starting point. but that's only after I've checked out the, the product itself, right So on this page, let's go back up here to the top. Neil's personable, got his stuff going on here. He gets the details that launches, then it closes. Then this is something a lot of people don't do, which I hate is they don't tell you when a launch closes.

David Perdeu: He's telling us the funnel is fully tested and it's high conversions and guaranteed sales with people that I don't know. I don't necessarily trust them with Neil. I do a, your affiliate link again, join their list, their JV lists. So you get notified. And here's what it's all about. Here's the demonstration, which is always good to see here's the funnel. So you can see on the JV page, what the funnel is in this product. So it's \$37 front end. It's an OTO of \$97. And then it's a monthly, this is the recurring part, the monthly with 30 to 30% after month, one on recurring. And then it is the OTO three here, whatever that is. And you're going to find a funnel on all of these things with almost every launch in the IBM world has a funnel like this in the, non I am world funnels.

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David Perdeu: Aren't nearly as deep, most, most of the time, but you will find upsells. Upsells started in the non I am world. I mean, McDonald's has been doing upsells forever. And you'll notice when you go to Amazon, Amazon, when they say, when you click add to cart, they always say, other people have bought these two things together, whatever it is, that's an upsell. And so they're adding to the funnel. It's, it's improving the, what we say it was AOV, the order value, so that you are, getting more money for each sale. So then he tells you about each of the, each of the products, what they are, and there's the swipe down at the bottom. Okay. So that's a JV page, what they look like, Oh, prizes contest. So, I showed you how well we've done on the contest previously and why it's important, for building relationships.

David Perdeu: But it was mostly, we used contest as a way to get noticed. it wasn't nearly as much about the money as it was about getting noticed and building relationships, but you'll notice now contest in this world are really out of whack. I mean, they're off the wall. So first plot, first prize overall is 1250. Then there's these other five prizes, but there's a two day opening contest, which is also \$1,200. So if you win this one and when that one, that's almost 2,500 bucks right there, and there's no minimums, so, and there's going to be more prizes. So usually there's a mid contest and an ending contest. So, where you used to have a small contest before one contest for a launch, you now have four to five contest. If you're passionate, right. You can do really

Speaker 3: Well. And people like Neil that runs software businesses like this, that do really good job, you know, he'll probably run this launch and it will probably be a quarter million dollar launch. And, you know, that's why a lot of, a lot of these folks were able to do contests this way. because you know, it, it does well. And so, you know, contests contests are fun and you know, when you're on a leaderboard, it's fun. you know, we have, we're really, we personally are really, really focusing more on the evergreen stuff than we are on doing product launches. We're trying to be down to like less than two a month if we can. but this is a great way to get started if you are just trying to dip your toe in the water. And you've got a pretty engaged list,

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David Perdeu: Talk about what that means. And this is part of the relationship thing. So Neil says here, do we reciprocate Yeah, of course we do first place in List-Grow first place and pick semantic workplaces and let's set up, let's set calm. I don't, I promoted picture traumatic, but that's the only one I did. second place in these. So he's showing you that he does promote other people's products. Why is that important it's important because you as an a vendor, if I'm a vendor, I'm also an affiliate and you got to realize in the same world in this world, most of us are both. Most of us have products to launch, and most of us have products to promote. So, Neil is saying here that he will promote yours. If you promote hits now, that's not always true. It's not always true. And we don't do that either.

David Perdeu: We tell people we do reciprocate, we do promote other people's products, but we also say if it's a fit and so we always leave ourselves a way out so that we don't have to promote somebody else's product. that's, I just don't. And, and I've got that reputation. In fact, somebody sent me a thing the other day and said, I know you don't promote a lot of products, but I would really like to take a look at this one. And, and I thought, you know, I feel like we promote a lot of stuff, but the truth is I don't promote a lot of products as an affiliate marketer online. We promote a lot of evergreen products, so, okay. So I wanted to show you that, and that's the JV side of the whole thing. So Jen, I'm going to bring up, warrior plus I think, and look at the backend of that. So people understand the affiliate request side of stuff, and we're going to look at, so she, what was the other one Sure. So,

Speaker 3: Yeah, and that'll be good because we'll be able to answer a couple of questions that have come in through the chat that we can answer those directly. When we get over to warrior plus,

David Perdeu: Well, we're going to look at sheriffs first. So I was helping Amy the other day, as we looked through sheriff cell and ClickBank. And we're going to look at both of those here in just a minute. So this is sheriff cell. When you come to sheriff sale, Sheriff's cell has 57%. I said this earlier 57% of the online, affiliate marketing programs. And they have all different, non I am niches. They do have, I am as well, but they really focus on like home and garden passion. Those are the things that are at the top and you see the makeup and clothing and all that stuff come by MLB.

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David Perdew: Okay. So you can log in as a merchant or an affiliate. We're going to log in as an affiliate here. Take just a minute where they're checking us out. Of course, I have to confirm my address now. Great. Okay. So these are all of the activity feeds. We're not selling anything over here currently, so there's nothing there. And I want to do a search. You can see, these are the things down here that we are already approved for Grammarly named boy, sheriff cell, CGI, which is a member opt-in monster, which is our favorite tool studio press. Okay. So I can come in here and I collect go, there's 4,500 merchants here. There's all of these categories over here. You can start hearing judge browse. If you want to there's insurance. Somebody told me that somebody said on the thing that they were an insurance, niche, or for some of the other niches that we saw gym fitness of fitness. Look at that a thousand products in health and fitness

Jennifer Perdew-Houlk: Home and garden right below it. Hey, can you make your screen just a little bit bigger

David Perdew: Oh, that's way too good. Here. We actually, that's good.

Jennifer Perdew-Houlk: Yeah.

David Perdew: Oh, the garden here. 809 products. I'm military. So there's a lot of niches travel sports and fitness, webmaster tools, weddings. So nomad gourmet, no matter what your financial, we had some people in financial. So you'll be able to find, some products over here that you will be able to qualify for as an affiliate. So let's do a search. We're going to do a keyword search here for what do we want to do it for My brain is fried. Jennifer, give me a word.

Jennifer Perdew-Houlk: let's do pet supplies.

David Perdew: Look, we get all these options. These are different. These are subcategories that natural health let's look at that.

Jennifer Perdew-Houlk: Okay.

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Speaker 3: You're probably going to have to go a little bit bigger here on your screen so that you can actually show what the power ranks and the per sales and stuff mean. There we go.

Jennifer Perdew-Houlik: Something I just learned, I had this backwards power rank lower is better. so you know, when you see a power rank of a thousand plus that's not all that good, power rank of let's see if we can adjust by Powerlink. Yeah. So power rank one \$3,702 EPC. So what that means is green roads CBD, must be for pet thing here. 12% sales commissions, 137 is a pretty good power rank. A hundred, \$2 is a, EPC for that. So if I want to join the program, I click here. Or if I just want to come back to it, I can click there and I can save a list for pets. Okay. So now it's saved to my pet list. True dog. I don't know what it is, so let's see what it does. So if I come over here, open up in a new window, this is going to take me to their website. So this is true dog. So treat me niblets. So jet supplements for dogs, treats and chews people spend a ton of money in the pet space. That's massive niche. So this might be one that we want to sign up for. Let's take a look at it. It is 10% \$93 EPC. So I might want to add that one to our list.

Speaker 3: And one of the things, when you're looking at products like this that have super high APCs, there's a reason why their ABCs are high like this. And that's probably because they have some kind of subscription service on the backend. So if you think of a company like BarkBox BarkBox is actually on a different platform than this, but companies that have subscription services behind them are automatically going to have higher EPC is because every time a subscription is renewed, that is going to add to the EPC. And so don't get confused when you see these that have high, high APCs like this, and you're like, Oh, that's too good to be true. Dig around a little bit, because it probably means that they've got a subscription service in the backend.

Jennifer Perdew-Houlik: Okay. So we're gonna, we could look at those. We can join that program. So if I want to join that program, I just click here. Now, this is, it gets

David Perdew: Tricky

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Speaker 3: And this is why 99% of the people who apply for affiliate programs get denied.

David Perdeu: So go ahead and talk about this. You said you have a little, thing that you actually use, right

Speaker 3: Right. So what do you do if you have never applied for a program like this on Sheriff's sale before So the number one way that you're going to get approved is to be able to show traffic. and I always recommend for all of our clients, our coaching clients, that they create some kind of folder file on their desktop, that they're screenshotting traffic, maybe potentially screenshotting what their current list size is, or screenshotting affiliate commissions that they're making through other platforms. Because these people, the number one thing that people want to know as a vendor is that you are not going to send crappy crappy traffic. Now, what if you don't have a lot of traffic What if you don't have a big list, this is where it becomes really important for you to write almost like a form letter that you can submit that talks about your intentions to market using best practices.

Speaker 3: And those best practices are not by buying solo ads. Those best practices are not sending the link to your friends and family, on Facebook. And so we're going to show you some examples of, of vendors that we're going to not approve because of what they've said, but this is the biggest struggle for people that are, that are just kind of getting started is you don't really have a lot of history behind you to back this up. So the other recommendation that I would make is if you were using a product that is selling on one of these platforms, that's the first product that you actually want to go and apply for because your user of that product. And you can say that in this section right here, I use your product. I love your product. And I want to create some training demos, or I want to talk about it with my membership or my community or whatever that may be.

Speaker 3: And they can verify that you're an existing customer. And one of the things I think that's super important when you're getting started like this, especially if you're not in the, I am world and I am niche is to try to find products on the different platforms. So try to find a product on Sheriff's sale, try to find one on commission junction, on pepper jam on those, on those platforms that sell more of the niche specific products so that you can have something that you use that you're a customer of, but the drops are approved for because your history on the platform is also going to help you long-term get approved for more products. So did that make sense Hello dad, did we lose you

David Perdeu: I was talking away. Sorry. I was muted. So I wanted to tell you what I did wrong when I, several years ago when I got started, not just with these guys, but commission junction and the other places. I went in and I would put in here, hi, I'd love to promote your product. Here's my website. That was it. That's all I would say. And, you know, if I got approved because they approved everybody, it wasn't because of anything I did. But now when you come in here, even, even with the experience that we have, I would come in here and say, here's how I plan to promote. Here's the, the, kind of material that we've done in the past. we don't that we use bridge pages. We, segment our traffic would that we do all of the right things to make sure that we don't send bad traffic and, make sure that they understand, we know what we're doing. Even if I'm new at this, I want to make sure they understand that I know what I'm doing. Right. So that means you have to know what you're doing. Right. Okay.

Speaker 3: Want you to scroll down though, because we had a couple of questions here and go back to that for a second. Scroll down to the bottom that tells you what is allowed. And this is where you will get nailed on terms of service. So look at this, they're telling you right here, you can not buy PPC traffic with using those keywords. They're telling you that in their, in their terms of service, there's no bidding allowed on their names. And, and I'm sure they're in the actual terms of service copy. They're going to tell you what they're going to do. If they find out that you are doing PPC ads and bidding against them for their own company name.

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David Perdeu: Yeah. So here's the thing, though. If you want to promote this product, you cannot bid on these terms, but if you wanted to promote a competitor's product, you could bid on those terms and you could say better than green roads, a product, whatever it is, you know, you could do that.

Speaker 3: Yup. Marie asks what bidding means. That means you're bidding in you're setting your auction rates inside your, Google ads for ad words. Yeah. So

Jennifer Perdeu-Houlik: Any other advertising program, you're

Speaker 3: Just not allowed to use these keywords as your search, as your terms for any kind of paper at pay-per-click advertising.

Jennifer Perdeu-Houlik: Okay. Can you go away from this now Yep. All right. So that's, we just looked at pets there. let's

Speaker 3: And I don't want to get too far into this because really tomorrow we have a whole section on how to, how to, how to pick your products, but what we want to do here tonight, because if you have an opportunity tonight or in the morning is to go through and just start taking a look at some platforms that are our potential affiliate platforms for yourself. And how are you going to find the things that you may use, or that you are maybe find the things that you're currently using, you know, think about it tonight and say, Hey, what products am I already using right now And see if you could find those products on these different affiliate platforms.

Jennifer Perdeu-Houlik: Yeah. So, we're going to look the other one, WarriorPlus here in a second side. Let me drag that one over. I want to go straight to the affiliate section of this one

Speaker 3: While you're doing that. Fiona asks, can you use the keywords to rank with SEO Yeah. You can't, you just can't buy traffic with it.

Jennifer Perdeu-Houlik: It was all about the bidding.

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Speaker 3: Marie asked if we're an affiliate of ClickBank and want to buy a product to try, how do we do that without using the affiliate links So if you've tested your affiliate link already, just go and clear your cookies or clear your cache and your web browser, or go to a different browser and just go straight to the vendor sales page. don't use the actual affiliate link that you've been approved for to go to the sales page. And that will clear your cookies so that you're sure not to use your affiliate

Jennifer Perdew-Houlk: If you're using, if you have the smallest page, which you can get from any platform, if you just go to new incognito window, you can just put it in the sales page itself and that'll be fine. Okay. So here is a few affiliates that we have request, right And these are some good examples

Speaker 3: About your screen. A little bit bigger.

Jennifer Perdew-Houlk: Yeah. There were 15 or 20 in there earlier today. So you'll notice that we have four request. So if I just hover over this, it says this one is how to make money with affiliate marketing this workshop. And it says, hi, I want to promote your product on my Facebook.

David Perdew: Is that going to cut it The score is zero because it's a new affiliate. So if I go over here and look at this one, I can click on that and open it up in another window members since June this year. So, that's a brand new affiliate does doesn't mean anything bad, but they also haven't filled up any of their profiles. So I don't know who they are. They don't have any followers. they don't have any Facebook or LinkedIn or any of that kind of connection material over here. So I can't find out who they are. So I'm going to say no, right So I would just come over here and deny them, but I'm going to deny them all and show you what I do. Usually when I do that, okay. Turn yourselves around profit planner. This is student double Oh seven. Okay. And he says, I have an email list of 42,100. I can generate at least 300 clicks per day on your offer. Allow me to make some money with you. so that would be awesome. But again, I, I don't know who this is, new affiliate.

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Speaker 3: And I'll tell you, if you tell me that you have a list of 42,000 people and you can drive 300 clicks a day to my offer, you should have \$50, and this is even worse. They have been a member of warrior plus since November of 2019, and they have zero sales, behind their actual account. And so if this guy had said, I'm new to warrior plus, but I have been making sales on ClickBank. Here's a link to my profile. We would, we would go look at it. We would go over to ClickBank. We would take a look at their, at their profile and see what's happening over there. But all this person did was tell us I have 42,000 people on my list. I'm going to make you money, but there is nothing in there in their profile that shows us that they're going to make any money other than selling.

David Perdeu: Anyway, here's the other thing. This is a \$12.99 cent product. And you're going to make me a ton of money, but you're not going to buy the product. So you can see this person here bought this product, turned yourselves around profit planner, bought the product. they've made, okay,

Speaker 3: I didn't buy this product. They have had two sales of other products for us. It's the shopping cart

David Perdeu: For. Right. Okay. So, that's what I look for is either they've made sales already for us, or they have the shopping part here, which shows that they bought the product. The one this morning that you've already done, had a shopping cart. And I wanted to show that. So, anyway, the, this person is not going to get approved, even though they have 42,000 people on their list. I don't believe it. I don't it. So if they do, they're not serious about affiliate marketing. Okay. So here's one that is a score of 51, which this is one of the things that I don't particularly like about a warrior plus is you can have one sale and have a score that's in the blue or over 50. but you can also have a hundred sells and still have a score of 50, depending on your conversion rate and your refund rate. but he's got three sales, no note, no note. I want to know who this is. And what's the note. Why, why did they not good Give me a note. So this is past a month. At least they have that, but there's no profile information been in since June, 2011. And this usually shows how many sales. They have zero followers, probably not going to happen.

Speaker 3: And they've made three sales on the platform.

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David Perdew: Yeah. This one is 49 hat on. Now here's a problem. This one has 500 plus sales and their conversion rate is 0.4%. So to make 500 plus sales on a conversion rate of 0.4%, they have sent a ton

Speaker 3: Billion clicks,

David Perdew: A ton of bad traffic. And so what they've done is successfully reduced the EPC of whoever they're promoting, right And the refund rate is 9.4%. So even though they have a lot of sales, they're using terrible traffic to do it.

Speaker 3: And they've clearly, we've clearly approved them for something of ours in the past because they have made two sales of our products. But go ahead and look at the note. So it, this is something actually, and I do want to say this though, this is not all bad in what this person has done, because they have given us the link to their review site, which is, as you can tell is more than anyone else on this page has done. So they have given us that. Now, if I was in here doing this, this acceptance myself, I would go and look at this at this page, just because it's worth doing that. But I can't in good conscious now approve this person who is only converting at 0.4% because it hurts everybody else.

David Perdew: But here's the thing when it gets to this, you're looking at this and you're thinking, you know, this guy has already sold two things of ours, the notes pretty good. The 500 plus sales at that conversion rate. What happened did he spend the first year of his affiliate marketing career, doing everything wrong and now he's reformed

Jennifer Perdew-Houlik: Or she is reformed. I don't know,

Speaker 3: Look at how long go click on their, on their profile and let's see how long they've been on this site.

Jennifer Perdew-Houlik: Okay. This doesn't look so bad. He's got, he's got products. He's got seven sales on that. Doesn't look good. Seven sales in, two of them from us. So, 22 followers, December, 2014 and here's this connected accounts.

Speaker 3: So, so let's just talk about this for a second. What would you do

Jennifer Perdew-Houlik: That's a domain for snow. That is a PLR. Oh, a million PLR, high quality articles. Nope. \$2 for \$2. Yep. Nope. Not going to do it. Sorry. Sorry.

Speaker 3: So the reason why we're going through this exercise and showing you what we've done, that how we approve people is because we want you to see how you are being critiqued by other vendors who are looking to accept you as, as an affiliate. And we are probably in the top 30% of vendor of, of vendors that actually go through this process. I was reading on a, I was in a group the other day that somebody said, I don't understand why you guys aren't approving everybody. Now, when all the platforms are using, the new payout systems where the money is being held. And, because it's still the thing, is it still reflects on the vendor with the bad traffic and refunds and things like that. So,

Jennifer Perdew-Houlik: Okay. So, and I'll put my name there so they know, and then I'll get a nasty gram from, from somebody saying, I can't believe you denied me. but I understand by submitting all of that, all four pending progress will be denied. Can't be undone. And so yes, deny our request. So those four are done. And then that clears out my affiliate request. And we have, we have current affiliates, you see 3,580 current affiliates, but that's denied and active. and so when I click on these over here, you'll see that we have approval. This is auto approval. There's no, we have a few that are, approved, as auto approval. But we also can deny from here as well, if we want, and you'll see, most people don't do anything. They just apply. And, I think we've gone through and cleaned this out once.

Jennifer Perdew-Houlik: And that's one of the other reasons that we deny more than we take a lot more. The other day I had 29 and I took four and denied the other twenty-five. Now you guys are in this workshop. And if you send me a note that says, I want to promote this product, and I was in your workshop, I'm going to approve you. That's the way it's going to work because we have a relationship. We have a relationship and that's the key to the whole deal. So, it's just really important to understand how this works.

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Speaker 3: So I'm actually going to, I want to take the screen for a minute, Dan, because I have logged in to, I have my own warrior plus account that I use to test products with and things like that. And I'd like to show people what they see about us from an affiliate perspective. Do you

Jennifer Perdew-Houlik: No, that's fine. where do I do that I gotta make you presenter or that's an attendee's give me a second. You might be able to do it yourself. I don't know, making you presenter. Okay.

Speaker 3: We're gonna hope that I've picked the right screen. Let's see.

Jennifer Perdew-Houlik: It's always a dicey. It's always dicey

Speaker 3: With go-to webinars, so let's see.

Jennifer Perdew-Houlik: Yep. Make it big.

Speaker 3: All right. So let me move this. Okay. Let me make those bigger. Okay. So this is, I am logged in like I am an affiliate and I'm looking for, for a product to promote. And so I did a search on us. So you can see here that we've had for deal of the days. we're an elite vendor. I don't know if there's some kind of something behind there that gives us, I don't either. And we're considered a top 10% vendor. Now, this is important from a vendor perspective. And for you guys to look because it means that the vendor is keeping their account clean. They are launching products on a regular basis. They have a refund rate. And if vendors fall below a certain number, and I don't know what it is because we've never fallen below that. like you don't get your products auto approved, you know, when you try to launch and things like that.

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Speaker 3: And so we have, we've got a little bit at the bio down here. We've got 3,133 people following us. We have, 10,737 of our own product sales on this platform. We have 32 different products that are available. We've been a member since 2011, we were active two hours ago. And, you can see that we've got our different accounts connected so that you can see our profiles here. And then you can also then see a whole list of all the different products that we have. I don't know. I personally don't know a lot about the whole ranking system. I didn't realize that they did this. So this has been new to me, to know much about this. But, so, you know, that's just, like I said, it's something kind of new that they've been doing. And then here's just our basic profile about who we are.

Speaker 3: And this is the profile that we use pretty much at the bottom of every one of our sales pages and our landing page. So I just wanted you to be able to see what kind of things you should be really paying attention to when you're choosing, when you're looking for a vendor to promote and, you know, having deal of the day offers is not that big of a deal. I don't think because there's so many offers that are, that are out there. I really think that the elite and the top 10% vendor is a little bit more important because it just shows you as an affiliate. the opportunities that you can potentially have to work with vendors who are also active on the platform and the Warren

David Perdeu: About the deal of the day. Sorry, I'll tell you about the deal of the day. It's a guaranteed way to kill your ETCs because they will send a lot of low quality traffic, both platforms, JV, zoo, and WarriorPlus are notorious for that. We'll cut your cut, your conversion rates by half almost.

Speaker 3: Okay. So I really just wanted to show you guys what it looks like from a affiliate perspective versus a vendor perspective. And so if I were to go and let's just say, for example, I don't know what's going to happen here. That's going to take me, here's our workshop. It's taken me to my sales page may go back if I'm here and I'm just doing a search. So here's everything that we've got, all the sales, and you can see, I don't use this account very much so I have not already, added anything, but let's just say that I'm going to go and grab this workshop here. Let's see. How does this work as an affiliate I wanted to go to the approval page where you get, where you can actually click to get approved.

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David Perdue: Let's see, where are you Let me just see your top, just in the marketplace vendor affiliate. You want to go to the, affiliate Yeah. Instead of vendor choose affiliate. Sorry. Nope, not there not there.

Speaker 3: I think so. Yeah. Request, here we go. So affiliate offers and then I'm going to go show all offers because I'm searching. And so here we are. And so here's this workshop and then I can just hit the request button and you can see that our average sales, \$49 and 7 cents, our visitor value is now \$6 and 64 cents on this. And, you know, you can also see from a vendor from, from that kind of stat, you can also see, we don't do a ton of huge sales on this platform. Our December deals promotion did over 2000 units. but most of ours are going to be in the two 50 to 500 range because we don't do a ton of big product launches on this platform. This is really a platform that we use more for smaller product launches or things that we can put into evergreen,

David Perdue: Mostly internal too, by the way, so that we can do our, and that's the reason the numbers are lower is we try to do internal test here before we do anything big with part.

Speaker 3: But so, yeah, so you just hit the request button. And so when I'm here, I would do request, I don't know if I'm going to be auto-approved, we're going to see here. Okay. I'm not. Okay. So when I go to request the offer, so when you find any offer that you want to promote on any of these kinds of platforms, this request notes, I cannot cannot tell you how important it is for you to fill this out and be as honest as possible. And I can tell you that if you go and put, Hey, I was on David Perdue's affiliate marketing workshop, and he said, I should do it like this. And that's all you put in the note to another vendor. They're still not going to approve you. I mean, we have that all the time with us, somebody comes in and puts a note in and says, Hey, I'm

David Perdue: Assuming,

Speaker 3: And I want to promote your product. Well, that doesn't, that doesn't do anything that doesn't tell us anything. So when you are here trying to build these relationships, but I will tell you that even though the vendor can see that you've bought the product or not bought the product, if you've bought the product, this is where you want to make sure you tell the vendor how the product has given you, how you're going to the product, because you've used the products. So, you know, I noticed that you don't really, focus on this benefit of the product, but it was really important to me to understanding the concept I'm going to use that angle to promote. And so those, those are things that are going to be really, really important for you to get accepted. And this right here, what we're showing you is going to be more in the make money, online niche and the business training niche. Because over half of you said, that's the niche that you're in. So we want to make sure that we showed you the Sheriff's sell side, which is more of the niche specific stuff. This is going to be more the business training stuff. And the business training stuff is really the one that I think it's inundated with a lot of the crappy res the, the crappy requests. So you want to make sure that you really fill this out completely.

David Perdeu: Now, the other thing about this is this is especially important when you're new to do this. If you don't have any sales or anything you want to say, listen, I know my profile doesn't show that I don't have any sales yet, but I'm just getting started and I'm learning how to do this. And this is what I've been taught, and this is what I want to do. And dah, dah, dah, dah, it's be really honest about that upfront. And you're going to, you're going to get people who say, I'm giving you a break, let's do this.

Speaker 3: Yep. And the other thing is to also say, and I don't expect you to give me instant commission. the people that send me the links that say all of those things, would the notes say all the stuff that you just said down, but then at the bottom say, please approve me for instant commissions.

David Perdeu: It's not going to happen

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Speaker 3: Because somebody that doesn't understand that they don't have any, any numbers behind them yet. And then to tell me that they want instant commission tells me one of two things. They're either going to spam the crap out of our offer and they are going to take the money and run so that when the refunds start hitting, we can't go get any of our refunds back. We are out all of that money or that we're going to have a ton of chargebacks from the customers because their list is really bad. So, yeah. So, yeah.

David Perdeu: Okay. So the other thing about this is when you're not new, Jennifer said, I may be auto-approved for this. when you're not new, you can be auto-approved for all of our products and it's the same with any vendor. So you don't have to do this ever. You just go over here saying request to get my link. Boom, op start up. So that's what you, and it's the same for JV zoo and, what's your PayKickstart as well. Okay. Okay. So, do you want to log into ClickBank or you want me to,

Speaker 3: No, I want you to, because ClickBank is my nemesis.

David Perdeu: That's what I thought. Okay. I'm taking it back.

Jennifer Perdeu-Houlik: Oh, okay. Good. All right. Let me get the fuck back up. And ClickBank is a little different ClickBank does not really require an approval process per se.

Speaker 3: ClickBank is my nemesis because I have not spent enough time in it to actually learn how to use the software.

Jennifer Perdeu-Houlik: I don't actually use it enough. ClickBank is a really good platform and we don't use it enough. We just make occasional sales over there. Yeah. I'm going to go to the marketplace and I'll print it on the screen in a second. Here we go.

Speaker 3: Yeah. While he's getting this pulled up, I helped to build the integration with Infusionsoft for both four year plus and JV zoo, because of my kind of relationship with him with infusion soft. And, and so those are the platforms that we tend to use so much because I was involved in, in helping to set that stuff up. So this ClickBank for me is not, it's just my nemesis because I don't get it at enough.

Jennifer Perdew-Houlik: Now I was doing this with Amy the other day, and I was looking up chicken coop because Amy has a chicken coop thing. And she has really low convert, not low conversion, low commission, which is a lot of traffic, low commission from Amazon. And we were looking for other products that we could use that would give her a better commission. And we found a few. So like this one, how to build a chicken, cute chicken coop. Here's the affiliate page. We looking at that, and it is not a very good affiliate page. Right. But that's okay. We don't care about that if it's not a very good affiliate page, but what about the, let's see, I think we looked at something else and it went to a four Oh four. Maybe, maybe it wasn't this one, but in any case she could, she could use this.

Jennifer Perdew-Houlik: And instead of getting a, she was selling a \$399 or \$299 chicken coop kit from tractor supply or Amazon. And she was getting a \$9 commission on it. She could sell the instructions on how to sell, how to build a chicken coop and, and get, what is this where's the commission rate, average percentage. I think it was, Oh, here it is. 75%, 75% on a \$20 sale. You know, you're gonna get 15 bucks. So she's, she's going to be able to make more money with that right away. chicken poop plants. We looked at this one how to find out how to affordably build quickly for Google track. One lesson, backyard, chicken coops, just instructions, right

Speaker 3: And these are old school websites. And that's the one thing that's the one thing about ClickBank that is a little bit hard. I think sometimes is that a lot of stuff is old school, but it's surprising to me how well still stuff still sells. And you know, it's kind of that whole ClickBank to me is the platform. That's pretty much like, Oh, you guys, and all your fancy stuff, get off my lawn. Things have been working great for us over here looking the way it looks. And we're just going to keep it this way. And so, you know, there's something to be said about that, even though you might look at it and say, this is really dated looking or whatever. If people work, if it works and the, the, the numbers are good and things like that, then you know, that is what it is.

David Perdeu: Okay. So, I know Gail, goes on here. She's got a prepping site. Here's the \$46 average per sale. commission is 75%. Gravity is 1.58. So gravity, we'll talk about gravity in the millet to help you understand this. Actually, we'll talk about it tomorrow when we do the how to find things, but this is not an old school looking site. This is a, it's a little bit old school. so there you go with this kind of thing. So you buy it, you review it, you look at it, you figure out if it's something for you and then you can promote it. So all you do to get approved for this kind of stuff is say, I want to promote this. So you get this up and all you have to do is put in your affiliate ID, generate a hop link, and there it is, you're approved. So if you've got an account you're approved, so ClickBank's the easiest thing to promote. and this is where I made my first affiliate sales at \$750 I talk about was here. So,

Speaker 3: And it ClickBank though, is the reason why everybody gets approved. Like this is because ClickBank has their own payment system. So the payout time period is what, two to four weeks. It's two weeks, usually two weeks. and it's all, and it's, they're holding the money internally. You don't have to have PayPal. I think they can, they'll still actually mail you a check if you want it

David Perdeu: Check or do direct deposit. I actually get a check from them for my, is that true A leper used to go through here. I don't think it does anymore. but anyway, I used to get, I still get a little check from them every month, but my point about this one with the payout is it, you can also do, direct deposit, but you can get daily pay if you are doing a lot of sales. So it's not a bad deal. If you're serious, you can get good stuff.

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Speaker 3: Yeah. And ClickBank really kind of went the other direction and said, okay, here's all the other problems out here with other affiliate. So we're just going to pull it all in and we're going to manage it all ourselves. We're going to build the payment center. We're going to build everything on our own. And it works the way that it works. People like it, people use it. And I'll tell you that there are two niches, three, I guess that really kind of Excel, I think on this platform and that's health and fitness I have bought in the past couple of months personally. I've been really working on at home exercises and stuff cause you know, cause we're all at home and I've bought two things and they both came from ClickBank and I was surprised. I always pay attention to the platforms that I'm buying from and home and garden are, is another really, really big market. for ClickBank.

Jennifer Perdew-Houlik: Now, one of the things, well, we'll talk about this tomorrow too. I know it's been a lot of time. So I think we're done with this one, Jen. Okay. So all we're doing is showing you how to do relationships or not. In the ClickBank case, you really don't even ever know who the affiliate is because you can contact the person right here because when you go to their site, their affiliate sites. So if I go to this affiliate site, really all I need to know is do they have any, any material that I can use and let's see, so you can get to the VSL, the headline, then you can generate the hot links. Here's the terms of service that they have for you before and we don't see any, yeah, we don't see any kind of material for, reseller on that. Let's see if we've got something else here. Sometimes I put a lot of extra stuff to use. This is just more of a sales page. Here's the download email swipes. So they have swipes here. I'm trying to find one that shows you all of the good stuff that goes with it. Yep. I don't see anything here. It's funny. Okay. That's it.

Speaker 3: So we'll get into, we'll, we'll get into more of this and how to do the research on it tomorrow. When we talk about finding the perfect products. So we actually have just a few questions here and then I want to dad, I kind of want to give everybody a partying kind of what we want them to think about what we want them to do, if anything, between tonight and tomorrow, if they have time and what to be prepared for when we meet tomorrow morning. So let me get a couple of these questions done. So Paul asked BSL question, Mark VSL means video sales letter. And so that's going to be videos that are not a person on the screen, but you can tell her like a presentation or something like that. So video sales letter,

Jennifer Perdew-Houlik: let's see here.

Speaker 3: It has mentioned something really quick because Rod was in my room when we did our breakout session and Rod did an email last week and he sent it to a list of about 9,000 people. Rod had incredible conversions. He had over 50%, about a 50% open rate and he had about a 50% click through rate. So just do the math there in your heads guys about the amount of traffic that he sent to the vendor offer, he had zero sales. And what we were talking about in my breakout session was what went wrong. And so I want to tell everybody this really quick, because it applies to you as you start getting anybody on your list and getting a little bit bigger and business. The first thing, if this were me and I was in Rod's position, the first thing I would have done was reach out to the vendor and said, Hey, listen, something's going on here

Speaker 3: This is what my stats are showing me. I've made no sales. Can you check on your end? And let's just make sure that everything is on the up and up, the vendor comes back and says, yeah, I see you sent me 2200 clicks and you may note sales. As the vendor I would have said to Rod, let's figure out what's going on. What can I do to help you to get more conversions if somebody sent that kind of traffic to us as we were the vendor, we would be doing everything we could to make sure that that affiliate had email swipe copy with angles that applied to their list that helped to make sure that they were writing the correct, you know, swipe copy. We would be helping them as much as we possibly could because that is a really good amount of traffic. And that is why being able to build a relationship with between the vendor and the affiliate is so important. And Rob, you know, we talked about what else that you should try to do. And that was to also see, is it just that the sales page just had such a sucky conversion rate, but I can't imagine any vendor having that sucky of a conversion rate. So I think that there's technically that something was wrong. I can't imagine that your message to market match was that off. But, dad, do you

Jennifer Perdew-Houlik: Know, I agree with you. I it's, if you're getting 20 to a hundred people there, something should happen.

Speaker 3: Yeah. And so after that initial conversation with the vendor and checking the technical stuff, the next step that we talked about was trying to make sure that they were really, really warmed up, but by actually doing some kind of bridge page or doing a little harder pre-sale in the, in the email itself. And so

Jennifer Perdew-Houlk: Subject line was, do not buy this. Somebody is going to buy it.

Speaker 3: Right, right, right. I am really, I wanted to bring that up because it fits into the relationship side of things. that is a good amount of traffic to send to an affiliate I'm to a vendor from an affiliate. And that should get you noticed. And so, you know, rod, I really want to encourage you to make sure that you go back and reach out to the vendor and see if you can figure out what's going on. Yeah. All right.

Jennifer Perdew-Houlk: Shh. There's a lot of questions, Jim. Yeah. And I'm trying to get through all that. So I'll just say CC is asking about personas. so like different niches, different name, using a different name in, in those, personas. So when you self visit products as an affiliate using a blog and don't use your own name, do you see a problem with adding the other products and keeping up with your persona with each group of products So I don't see a problem with using a different name, if you want to do that so that you are not identified across platforms, different things. So it may wouldn't make any sense for you to, be in multiple platforms that don't have any connection and use the same name, confuse people. If you want to do that, it's okay. Either way, but keeping track of it, that's your own organizational stuff. And that can be tricky. Keep track of anything can be tricky. We had 2000 websites at one time and, that was a nightmare. I ended up dumping all of them except for about 10. So yeah, keeping track of stuff is a big problem.

Jennifer Perdew-Houlk: Hey,

Speaker 3: I'm just going through and reading everything really quick. making sure that we've hit everything that we've missed throughout the whole day. Cause there've been a lot, a lot of stuff in here. So, but I want to really quick go over the schedule for tomorrow. Cause a couple of people have asked about that tomorrow morning is choosing the perfect products. We're going to get into this a little bit. We're going to make sure that you understand what the scores mean, how to do the research on the platform and pick the, the best places for you to get started. And

Speaker 3: My suggestion would be tonight to go through and think about the products that you're using on a regular basis, no matter what business you're in, what niche you're in, if you have something that you're using on a regular basis, that becomes the first thing that you should think about promoting from an affiliate perspective. so after we do choosing the perfect products, we're going to talk about evergreen versus launch and why we want you to do both. then we're going to, after we break for lunch, we're going to do setting up the perfect promotion with a plan. And this is where we're going to really talk about the planning piece of the promotion. There is some planning in there and you're going to see how we actually do that live. When we set up the affiliate promotion that we're going to send out for tomorrow, that you're going to watch us do live on the screen. And then our very last session is going to be testing and conversions and really how to look at what you're doing and make some decisions moving forward. Because if you don't know how to read your numbers and read your data, then you kind of don't know what the next step to take is. And data drives all decisions, not emotions, but data. So, so yeah, we're going to cover that tomorrow.

Speaker 3: Dad, if you would please respond to Anthony directly, I would appreciate that.

Jennifer Perdew-Houlik: Okay. And

Speaker 3: Asked, is it safe to do safe deposit I'm not sure what that is. Do you know what that is Dead

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Jennifer Perdew-Houlik: Safe deposit from ClickBank, not safe deposit. She corrected it later, but direct deposit. Yeah. ACH it's bank. Yeah, absolutely. From ClickBank and you should be good. Okay.

Speaker 3: Cindy, I don't know about the rule that you're talking about with ClickBank. So you'll just have to look into ClickBank's terms of services about,

Jennifer Perdew-Houlik: Sorry.

Speaker 3: It was just yoga. Y'all have a lot of comments in here. And so I've got to go through the comments and figure out what the comment and what the question. so Gary asked if there, is there a list of platforms versus what types of products they promote. There really isn't because a lot of most platforms have a variety of some things you'll find that some platforms are better suited for certain types of products,

Jennifer Perdew-Houlik: You know,

Speaker 3: Injunction. And I'm not sure if this is still the case, but commission used to be where like best buy was. You know, they could have moved over to share a sale at this point, but commission junction tended to be more of like the box stores, REI best buy Walmart, which was still good because you were getting affiliate commissions by, you know, recommending a TV or something like that, a better affiliate commission than you were if you were recommending it on Amazon. but so many of these of these companies have changed that you really just need to go look. And, you know, when we talk about what the different platforms are that you can go look for, but I'll tell you, the Google is your friend with this. And if you do a search on, let's just say, affiliate platforms for pet food supplies, you're going to get really good search results for that. And some that you don't, that you would never know about. I just learned about pepper jam recently. I didn't know much about it at all until one of our clients told us about it. And so, so you know, it, it really doing the Google search for the specific products that you want is going to be, is going to be really, really helpful for you. And we're going to do a little bit of that tomorrow, but, let's see here. I feel like

David Perdew: We answered a lot of these.

Speaker 3: I've got a lot of these done. Oh, Daniel had two things I wanted to make sure that I answered here. So Daniel said to vendors give you a better commission if you have a larger list, we'll talk about them. No, not necessarily vendors give higher commissions typically during a shorter period of time, a short period of time, like a launch. they may do, for example, this is a launch strategy, launches typically have the lowest amount of traffic in the middle days of the launch. So if it's a five day launch, first day is going to be great. Second day, it will be probably okay. Third day, we'll just have no traffic. Third, fourth day we'll have pickup traffic more fifth day. We'll like quadruple sales that it did on the first day. So typically what they'll do is a promotion strategy is like day number three, they'll raise commissions for all affiliates that are promoting and send traffic on day number three only. So they might raise it to 75% or 60 or a hundred percent whichever they're doing, but they typically don't leave it at that for an extended period of time. And you may be able to work out a deal for, we've done that with a few, a few affiliates, but it's not something I don't think that happens on a regular basis. Do you, Dan

David Perdew: no, but I will tell you that, some people always ask and there's one person that no matter what I, what, what we put out on where you're plus she always comes back and says, can I get a bump on that And I always say, well not on this when we don't, we're not doing that on this promotion throughout. Okay. She says, that's fine. I just always ask. And so there's no harm in asking, right. ever if you've got a large list and you want to do that, the one thing I will tell you and it goes back to the contest thing is that we kind of need to talk about the launch thing because it was not, not difficult for people several years ago to do a half million dollar launch people would, you know, you'd have three launches going in a week kind of thing.

David Perdeu: but I showed you the calendar at MunchEye earlier, and it's really difficult now to do a hundred thousand dollars launch. so if you're going a hundred thousand dollars launch, you're doing it really well. So when you think about it, think about how much money is being made there. There's gotta be a lot of activity happening down the road. And one of the strategies that I've seen lately that I do not like is that you promote for somebody on warrior plus or JV zoo. And the launch happens there. They sell the product, get a hundred thousand dollar launch, go on 50% of it goes to affiliates. Then you got a \$10,000 contest. So you take that out. They're in, they're left with like \$20,000. And what they will do is take that product off of that platform and move it to another platform. So all of your affiliate links are dead. So you either have to reapply someplace else or you don't. And if you don't, then they drive the traffic that you were, they get the traffic that you were sending earlier, or they, they get the recurring or the, whatever it is. So you gotta be really careful about who's doing what, when,

Speaker 3: Okay. All right. I think that we have got everything. So what do we want people to do before they come tomorrow

David Perdeu: tomorrow is going to be, to tell the truth. Tomorrow is going to be coming with your niche. What is the niche that you want to promote in And let's, let's find you a product to promote tomorrow and we'll go through whatever you need to do. We'll have to have a breakout session to do that as well. And take a look at some of the platforms that we go through and we'll look at some of why some products are good, why some are, aren't figure out how to get approved and what to do for, for those kinds of things, where to go, and then you'll build a plan for your own promotion. Now, if you don't have a list, we'll talk about that first, because you're going to start from scratch. If you're going to, to do that, you're going to have to start building your list and we'll start, we'll figure out how to get that done using social media and that kind of stuff. So that's where we'd start.

Speaker 3: Yep. And one of the other things I would recommend that you do in the meantime as if you're really clear on what your niche is, then you also want to start thinking about content and because building your list, if you don't have a list yet, you know, that's really what our primary purposes. And so one of the things we have to do is help you determine what niche is going to work, what product, what affiliate product is going to work, but how are you going to get people to sign up for your list So I want you to kind of, if you don't have a lead magnet in place yet, I want you to think about what you would be comfortable with, with a lead magnet, because that's going to be a huge component for you that you've got to get built for your business.

David Perdeu: Yeah. And we should actually talk about, maybe we'll give an example of one of the profit planners or the kind of content that we put together on those as we do them every month. Okay. Okay. All right, guys, that's it for today. Long day. Good. good stuff. Appreciate you being here. We'll be back tomorrow. What time Jen

Speaker 3: Nine. O'clock Eastern. Okay. We'll see you tomorrow. Bye bye.

# Ebook title

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