

**DRAFT**

# Session 5

How to Make More Money with  
Affiliate Marketing



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## How to Make More Money with Affiliate Marketing - Session 5

David Perdeu: Hey, it's David. It is session five of the, how to make more money with affiliate marketing with me engine this morning, we're back here, bright and early. we're going to go through four sessions today. And the next session that we're looking at is choosing the right products and choosing the right products is really essential for a couple of reasons. The first is that you want to make sure that the products that you choose are congruent with your niche. You want to make sure that you are always telling you're not confusing your people. That's what you always want to do is not confuse your people. That's the first goal, because if you confuse people, they are going to be completely lost. So choosing the right products for you is, we're just going to go through the first thing we're going to go through is like 10 tips for choosing the right products. Hey, it's David. It is session five of the, how to make more money with affiliate marketing with me engine this morning, we're back here, bright and early. we're going to go through four sessions today. And the next session that we're looking at is choosing the right products and choosing the right products is really essential for a couple of reasons. The first is that you want to make sure that the products that you choose are congruent with your niche. You want to make sure that you are always telling you're not confusing your people. That's what you always want to do is not confuse your people. That's the first goal, because if you confuse people, they are going to be completely lost. So choosing the right products for you is, we're just going to go through the first thing we're going to go through is like 10 tips for choosing the right products.

David Perdeu: And these are kind of in order of importance. but when you get to the, when you get to the, to the truth of the whole thing, they're all kind of important. Each each impacts the other along the way. So we're just going to jump into this this morning and it goes straight through, and we're not going to go into the how to choose nearly as much because we're going to look at that as well. And the evergreen versus the launch, which is coming up next. And we looked at it a little bit yesterday when we went through some of the sites to see what they were doing, different platforms, you're going to choose products via platforms. And, and so we're going to talk about these tips this morning and we'll get started right away. I love this picture by the way. And these are kind of in order of importance. but when you get to the, when you get to the, to the truth of the whole thing, they're all kind of important. Each each impacts the other along the way. So we're just going to jump into this this morning and it goes straight through, and we're not going to go into the how to choose nearly as much because we're going to look at that as well. And the evergreen versus the launch, which is coming up next. And we looked at it a little bit yesterday when we went through some of the sites to see what they were doing, different platforms, you're going to choose products via platforms. And, and so we're going to talk about these tips this morning and we'll get started right away. I love this picture by the way.

David Perdeu: I just, you know, this woman is selling some ventures, choppers. That's my, I love old timey pictures and that's a great one. All right. So find a hungry niche first, then look for a product to promote. That is probably the number one rule. If you want to make a lot of, if you want to make money fast, you want to be successful fast. You want to be, you want to reduce your risk of failure. This is the number one rule. Always make sure you go where the market is and make sure that you bring them something that they want and need, and that they're willing to pay for. That's the other part of that, there's really those three attributes want need pay for. and so there's often you'll find niches, often that people want and they need stuff and they understand it's a solution, but they can get so much free solution that they don't want to pay for it. I just, you know, this woman is selling some ventures, choppers. That's my, I love old timey pictures and that's a great one. All right. So find a hungry niche first, then look for a product to promote. That is probably the number one rule. If you want to make a lot of, if you want to make money fast, you want to be successful fast. You want to be, you want to reduce your risk of failure. This is the number one rule. Always make sure you go where the market is and make sure that you bring them something that they want and need, and that they're willing to pay for. That's the other part of that, there's really those three attributes want need pay for. and so there's often you'll find niches, often that people want and they need stuff and they understand it's a solution, but they can get so much free solution that they don't want to pay for it.

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David Perdeu: sometimes you'll find that in the way of, of, saturated markets where people get so competitive that they drop the price, or they start giving stuff away. And the market gets really saturated and people who can't pay can't sell them anymore because there's so much given away and it's an ebb and flow. And of course, what happens is that the market dries up of the free stuff. And, and people ended up having to buy better stuff as they go. So it'll come around. It just always, it is painful to try to sell something in a market that's not willing to pay. This is my point. All right. So, a good example of this, let's have an example of this, Jennifer, find a hungry niche first, then look for product to Vermont. we haven't used Amy's, niche during this workshop. sometimes you'll find that in the way of, of, saturated markets where people get so competitive that they drop the price, or they start giving stuff away. And the market gets really saturated and people who can't pay can't sell them anymore because there's so much given away and it's an ebb and flow. And of course, what happens is that the market dries up of the free stuff. And, and people ended up having to buy better stuff as they go. So it'll come around. It just always, it is painful to try to sell something in a market that's not willing to pay. This is my point. All right. So, a good example of this, let's have an example of this, Jennifer, find a hungry niche first, then look for product to Vermont. we haven't used Amy's, niche during this workshop.

David Perdeu: I think we're going to use it right now because Amy is in the gardening niche and, this spring with, the pandemic hitting and, things closing up and we're going into a longterm recession and all that kind of stuff. Gardening became very, very hot and very, very fast. And so people were looking for gardening solutions, especially newbies who realized they were going to have to get into gardening to actually go back to feeding their families this year. So, gardening became my hot topic and it became something that, everybody was looking for. And, and she, she dug into this and found that her traffic was exploding to her blog. And so we've been helping Amy find through our bootcamp. We've been helping him to find additional products and additional ways to monetize all of that. And people are willing to buy things like tools. And, what else, Jen You know, how to books and stuff I think we're going to use it right now because Amy is in the gardening niche and, this spring with, the pandemic hitting and, things closing up and we're going into a longterm recession and all that kind of stuff. Gardening became very, very hot and very, very fast. And so people were looking for gardening solutions, especially newbies who realized they were going to have to get into gardening to actually go back to feeding their families this year. So, gardening became my hot topic and it became something that, everybody was looking for. And, and she, she dug into this and found that her traffic was exploding to her blog. And so we've been helping Amy find through our bootcamp. We've been helping him to find additional products and additional ways to monetize all of that. And people are willing to buy things like tools. And, what else, Jen You know, how to books and stuff

Jennifer Perdew-Houlik: Well, yeah, I mean, like it's so funny because we have been really the pandemic kind of hit with when we did, we were doing one of our last two quarters ago, our, weekend event that we do with our bootcamp people. And, and you know, we were talking, Amy has a consulting business as well. And so leading up to that consulting business that had been where our main focus was and the gardening site for her was kind of her passion, but it wasn't really what was bringing in the money for her, you know, our consulting business was, and, you know, when we were at that boot camp, we were talking about this, of like what it was right on the edge. I mean, they had just announced, you know, the first cases coming in and, you know, we were like, what should we do Well, yeah, I mean, like it's so funny because we have been really the pandemic kind of hit with when we did, we were doing one of our last two quarters ago, our, weekend event that we do with our bootcamp people. And, and you know, we were talking, Amy has a consulting business as well. And so leading up to that consulting business that had been where our main focus was and the gardening site for her was kind of her passion, but it wasn't really what was bringing in the money for her, you know, our consulting business was, and, you know, when we were at that boot camp, we were talking about this, of like what it was right on the edge. I mean, they had just announced, you know, the first cases coming in and, you know, we were like, what should we do

Jennifer Perdew-Houlik: And, you know, as, as we were talking with Amy, you know, we said, you know, we need to not throw the baby out with the bath water here for this, for this niche that you've been working in. Cause I think it's gonna, I think something's going to happen here. And, you know, Amy was getting between three and 4,000 page views per month at that point on her, on her site. And in the past 30 days, I think we were over 31,000 page views. And it's so interesting, the content that people are looking for on her site, we've been able to go through and start picking, picking the posts that are getting, you know, the best, the best page views, the most page views. And we've just been working through her content to increase conversions. you know, we did, we actually had our bootcamp weekend two weekends ago. And, you know, as, as we were talking with Amy, you know, we said, you know, we need to not throw the baby out with the bath water here for this, for this niche that you've been working in. Cause I think it's gonna, I think something's going to happen here. And, you know, Amy was getting between three and 4,000 page views per month at that point on her, on her site. And in the past 30 days, I think we were over 31,000 page views. And it's so interesting, the content that people are looking for on her site, we've been able to go through and start picking, picking the posts that are getting, you know, the best, the best page views, the most page views. And we've just been working through her content to increase conversions. you know, we did, we actually had our bootcamp weekend two weekends ago.

Jennifer Perdew-Houlik: And, you know, we worked on, one of her top blog posts that hadn't ever made a sale. And it was one of her oldest blog posts. And we went through restructured, it worked on the call to actions and just within a few days, she started making consistent sales on that page. And that's kind of the goal here about finding the things that people are willing to pay for and making sure that we are giving them the absolute best information, but also using the right language to pre-sell them to purchase. Because for Amy, Amy is not sitting in her house making, you know, insecticidal soap for her garden. You know, she's recommending products out there 100% in the affiliate marketplace to be able to help people. And so she does that with product reviews and making sure that we're giving people as much information as possible to make educated buying decisions, but also to really capture the traffic that is already has some buyer intent. And that's a big, big piece here when we're looking in these different niches and we're looking at products to sell is making sure that we're really targeting people with buyer intent. And we'll talk more about that as we, as we go through this. And, you know, we worked on, one of her top blog posts that hadn't ever made a sale. And it was one of her oldest blog posts. And we went through restructured, it worked on the call to actions and just within a few days, she started making consistent sales on that page. And that's kind of the goal here about finding the things that people are willing to pay for and making sure that we are giving them the absolute best information, but also using the right language to pre-sell them to purchase. Because for Amy, Amy is not sitting in her house making, you know, insecticidal soap for her garden. You know, she's recommending products out there 100% in the affiliate marketplace to be able to help people. And so she does that with product reviews and making sure that we're giving people as much information as possible to make educated buying decisions, but also to really capture the traffic that is already has some buyer intent. And that's a big, big piece here when we're looking in these different niches and we're looking at products to sell is making sure that we're really targeting people with buyer intent. And we'll talk more about that as we, as we go through this.

Speaker 3: Yeah. So I just want to say one more thing about this was that, what we noticed that really pushed, pushed us over the edge was her Pinterest traffic, because she was doing a lot of pins from her gardening, niche and her Pinterest traffic was through the roof. And so I, what is it She almost hit a thousand pin views or whatever you call that. I'm not thousand million millions. Yeah. A million pins use. and so we realized people were wanting this. And so you just have to read the tea leaves basically. And if, if, and the other thing that you said that I don't want them to lose sight of is your own website will tell you what's most important. We just finished an exercise where we went back through our, all of our blog posts and looked at what we're getting in the way of shares and paid shoes on all of our stuff so that we can do two things. Yeah. So I just want to say one more thing about this was that, what we noticed that really pushed, pushed us over the edge was her Pinterest traffic, because she was doing a lot of pins from her gardening, niche and her Pinterest traffic was through the roof. And so I, what is it She almost hit a thousand pin views or whatever you call that. I'm not thousand million millions. Yeah. A million pins use. and so we realized people were wanting this. And so you just have to read the tea leaves basically. And if, if, and the other thing that you said that I don't want them to lose sight of is your own website will tell you what's most important. We just finished an exercise where we went back through our, all of our blog posts and looked at what we're getting in the way of shares and paid shoes on all of our stuff so that we can do two things.

Speaker 3: First is match that up with the products that are selling. And the second thing is, update those things that need to be updated. And the third thing is reuse that content because people are people, people liked that content. We want to do more of that. So you find a hungry niche, find a product that fit it. So that works now. And when you do that in the marketplace, you're going out and you're looking for stuff we're going to see, or you're going to see when you go into the marketplaces, what's hot, what's getting the most tension, what's selling best. What's giving you, best commissions, those kinds of things. So we'll look at that stuff to choose products with First is match that up with the products that are selling. And the second thing is, update those things that need to be updated. And the third thing is reuse that content because people are people, people liked that content. We want to do more of that. So you find a hungry niche, find a product that fit it. So that works now. And when you do that in the marketplace, you're going out and you're looking for stuff we're going to see, or you're going to see when you go into the marketplaces, what's hot, what's getting the most tension, what's selling best. What's giving you, best commissions, those kinds of things. So we'll look at that stuff to choose products with

David Perdeu: Proven track records. so you're going to, and I just said, this, you're going to go to the, the marketplaces. You're going to choose the products at the top of their categories. These are the best sellers. And you want to start with those because you know that those are selling. Now, what about the competition There's a lot of competition out there for these, if they're the best sellers, right. But that's good because you know, the best sellers are selling. And so you want to make sure that you are not steering away from stuff that, that is working because you don't want to get stuck pushing the stuff that nobody wants. That may have been a little convoluted. So what I wanted to say here is that you pick the stuff that people definitely want, because you're going to find people who haven't seen it yet, or they don't know yet they want that solution and it's going to come right to you when it happens. Proven track records. so you're going to, and I just said, this, you're going to go to the, the marketplaces. You're going to choose the products at the top of their categories. These are the best sellers. And you want to start with those because you know that those are selling. Now, what about the competition There's a lot of competition out there for these, if they're the best sellers, right. But that's good because you know, the best sellers are selling. And so you want to make sure that you are not steering away from stuff that, that is working because you don't want to get stuck pushing the stuff that nobody wants. That may have been a little convoluted. So what I wanted to say here is that you pick the stuff that people definitely want, because you're going to find people who haven't seen it yet, or they don't know yet they want that solution and it's going to come right to you when it happens.

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David Perdeu: Okay. So, you look at the marketplaces and you're gonna look for the high review numbers. you're gonna look for the conversion rates and refund rates to make sure that not only is it something that people want, but you also want, you also want to know, how, how much they like the products that are selling. So that's what you're going to look for is proven track, record, reputable affiliate tracking systems. So we are real big believer in using the platforms. And we said this yesterday, and, there are some, the, some somebody can use an affiliate tracking system on their site that they get as a WordPress plugin. There are those things out there that are WordPress plugins. I don't promote those. I wanna make sure that I'm, I'm promoting stuff from JB Sue, from what you're plus from pay kickstart from ClickBank, from sheriffs sell from, any of the platforms, impact is a platform that Okay. So, you look at the marketplaces and you're gonna look for the high review numbers. you're gonna look for the conversion rates and refund rates to make sure that not only is it something that people want, but you also want, you also want to know, how, how much they like the products that are selling. So that's what you're going to look for is proven track, record, reputable affiliate tracking systems. So we are real big believer in using the platforms. And we said this yesterday, and, there are some, the, some somebody can use an affiliate tracking system on their site that they get as a WordPress plugin. There are those things out there that are WordPress plugins. I don't promote those. I wanna make sure that I'm, I'm promoting stuff from JB Sue, from what you're plus from pay kickstart from ClickBank, from sheriffs sell from, any of the platforms, impact is a platform that

Jennifer Perdeu-Houlik: I was just actually going to talk about impact a little bit, cause we didn't cover it yesterday. but impact I was just actually going to talk about impact a little bit, cause we didn't cover it yesterday. but impact

David Perdeu: Is yeah. Is yeah.

Jennifer Perdew-Houlik: Yeah. And it is a platform that really focuses on tools. and I haven't dug into it a ton, although there are some niche things in our actually find the platform to be a little difficult to use, but programs like last pass lead pages, BarkBox is actually on that platform. some of the bigger name platforms have moved from, have moved from like the old school commission junction and things like that, and have moved over to some of these more private programs. And so impact is a, is a good one to look at, AppSumo runs through impact. so, you know, there are definitely other, I mean there's lots and lots of affiliate platforms that are out there and there's more that are coming up all the time. And it's interesting because sometimes the affiliate platforms get popular because a brand has moved to them. And that's kind of what I think happened with impact was that a lot of bigger brand companies, moved their program over and then people started going there and I was actually just now logging in there to check an affiliate link. And so that reminded me of, of impact that we hadn't really talked about. Yeah. And it is a platform that really focuses on tools. and I haven't dug into it a ton, although there are some niche things in our actually find the platform to be a little difficult to use, but programs like last pass lead pages, BarkBox is actually on that platform. some of the bigger name platforms have moved from, have moved from like the old school commission junction and things like that, and have moved over to some of these more private programs. And so impact is a, is a good one to look at, AppSumo runs through impact. so, you know, there are definitely other, I mean there's lots and lots of affiliate platforms that are out there and there's more that are coming up all the time. And it's interesting because sometimes the affiliate platforms get popular because a brand has moved to them. And that's kind of what I think happened with impact was that a lot of bigger brand companies, moved their program over and then people started going there and I was actually just now logging in there to check an affiliate link. And so that reminded me of, of impact that we hadn't really talked about.

David Perdue: Well, and here's the other thing when you're talking about people moving to a platform. So app PayKickstart, was one that started a couple of years ago, Mark Thompson started at Mark Lisbon and affiliate marketer and a, an a software creator for a long time. And he has a really good reputation. but he started this, PayKickstart program kind of as a competitor direct competitor to JV zoo. He was selling on JV zoo and he decided he wanted to do it better. he thought was better. and one thing that he added that drew people like flies vendors, like flies, was he added a, commission, not a commission, but a one click upsell. So you could upsell from the cart by clicking a button. We do that on our own site and infusion soft, and we had to have that coded directly, because we wanted to make sure that we could, add those. Well, and here's the other thing when you're talking about people moving to a platform. So app PayKickstart, was one that started a couple of years ago, Mark Thompson started at Mark Lisbon and affiliate marketer and a, an a software creator for a long time. And he has a really good reputation. but he started this, PayKickstart program kind of as a competitor direct competitor to JV zoo. He was selling on JV zoo and he decided he wanted to do it better. he thought was better. and one thing that he added that drew people like flies vendors, like flies, was he added a, commission, not a commission, but a one click upsell. So you could upsell from the cart by clicking a button. We do that on our own site and infusion soft, and we had to have that coded directly, because we wanted to make sure that we could, add those.

David Perdeu: What do you call it, Jennifer, forget order bumps, order bump. Thank you. Yes. Order bump. We wanted to be able to add those order bumps so we could increase sales right there in the cart. And our average sell as soon as we did that increased by about 30 to 40%. So it is definitely worthwhile. Now, not a lot of platforms offer that capability and pay kickstart was able to do that immediately. And people jumped over there as soon as they saw that. So that's a really good thing to watch for is where are you going to get good, reputable affiliate tracking stats Cause you always want to see what the stats are telling you, and you always want to make sure that it's giving you the complete stats for any vendor in there. And you want to make sure that it's, all the accounting is always done specifically through that platform so that you get paid by the platform, not by the vendor. Okay. What do you call it, Jennifer, forget order bumps, order bump. Thank you. Yes. Order bump. We wanted to be able to add those order bumps so we could increase sales right there in the cart. And our average sell as soon as we did that increased by about 30 to 40%. So it is definitely worthwhile. Now, not a lot of platforms offer that capability and pay kickstart was able to do that immediately. And people jumped over there as soon as they saw that. So that's a really good thing to watch for is where are you going to get good, reputable affiliate tracking stats Cause you always want to see what the stats are telling you, and you always want to make sure that it's giving you the complete stats for any vendor in there. And you want to make sure that it's, all the accounting is always done specifically through that platform so that you get paid by the platform, not by the vendor. Okay.

David Perdue: All right. do the requests get paid forever We liked that mantra and that's with evergreen products. We're going to talk about that later. but with evergreen products, here's the thing by evergreen products. If you are doing long-term content strategies like blogging and article marketing, you want to choose to evergreen products. You don't want to do YouTube reviews or SEO, a page or Ridge page or something on a, on a tool or a training package or whatever affiliate product you choose that, is going to go away. If it's got a short shelf life, don't waste your time building a ton of content on that. but if it's got a long shelf life, you to make sure that you do as All right. do the requests get paid forever We liked that mantra and that's with evergreen products. We're going to talk about that later. but with evergreen products, here's the thing by evergreen products. If you are doing long-term content strategies like blogging and article marketing, you want to choose to evergreen products. You don't want to do YouTube reviews or SEO, a page or Ridge page or something on a, on a tool or a training package or whatever affiliate product you choose that, is going to go away. If it's got a short shelf life, don't waste your time building a ton of content on that. but if it's got a long shelf life, you to make sure that you do as

Speaker 3: Much as possible, and you want to choose that product so that you can do as much as possible to continue to reap sales on that. Much as possible, and you want to choose that product so that you can do as much as possible to continue to reap sales on that.

Jennifer Perdew-Houlik: And that's why we, you know, and we've talked a lot about this yesterday in my breakout session, with the folks that were in the room is really one of the best ways to get started quickly is by using tools that you use every day in your business. And those kinds of tools are the best tools to run evergreen promotions around because they're not going away. you know, lead pages, for example, is not going away. AppSumo is not going away. a Webber is not going to go away. And so that those kinds of tools that we love kind of top 10 tools for us are the tools that allow us to build evergreen campaigns around them because we know that they have history and we know that we can continually market those and our links are going to work. They're going to have good customer service, and they're always going to be promoting as well to upgrade people into two different member levels and things like that. And that's why we, you know, and we've talked a lot about this yesterday in my breakout session, with the folks that were in the room is really one of the best ways to get started quickly is by using tools that you use every day in your business. And those kinds of tools are the best tools to run evergreen promotions around because they're not going away. you know, lead pages, for example, is not going away. AppSumo is not going away. a Webber is not going to go away. And so that those kinds of tools that we love kind of top 10 tools for us are the tools that allow us to build evergreen campaigns around them because we know that they have history and we know that we can continually market those and our links are going to work. They're going to have good customer service, and they're always going to be promoting as well to upgrade people into two different member levels and things like that.

Jennifer Perdew-Houlik: So, you know, the first couple of slides that we talked about here were really about kind of going and picking for trying to find some affiliate products that fit in your niche. Evergreen stuff is really about looking at what you already are using and using those to go and build a true evergreen content and campaigns around, you know, and for somebody like who might be in a, I use this example, I think some, at some point yesterday, somebody who's in the health and fitness niche who is specifically working on, we had somebody in our group who was really focused on working with people over the age of 55, trying to make sure that they continue to like promote joint health, you know, help them to do exercises and stretches to keep them from getting arthritis, keeping them more mobile and things like that. So, you know, the first couple of slides that we talked about here were really about kind of going and picking for trying to find some affiliate products that fit in your niche. Evergreen stuff is really about looking at what you already are using and using those to go and build a true evergreen content and campaigns around, you know, and for somebody like who might be in a, I use this example, I think some, at some point yesterday, somebody who's in the health and fitness niche who is specifically working on, we had somebody in our group who was really focused on working with people over the age of 55, trying to make sure that they continue to like promote joint health, you know, help them to do exercises and stretches to keep them from getting arthritis, keeping them more mobile and things like that.

Jennifer Perdew-Houlik: You know, so they were completely a B to C business. They were not a B2B. And so the tools that, that, that he used in it to run his business wouldn't have been a good match for his consumers, but the tools that he's using to train other people in his business were great. So, you know, his top tools were going to be, you know, the bands that you use to do your stretching exercises and, the balls, the exercise balls and hand weights. So those are the kinds of things. When you're building your evergreen style campaigns or products or tools you want to look at the products that are going to be around for a while. You know, I wouldn't go in and suggest building in that niche. I wouldn't go suggest building up full content, product campaign, whatever, around the new protein powder, you know, something that's brand new in the marketplace. You know, if I was going to do something around protein powders, I would go to the companies that have been doing it for a really long time. I said, genics, you know, the, the one I use is the, I can't remember the name of it. the vegan based ones, you know, things like that, that have a long track record behind. You know, so they were completely a B to C business. They were not a B2B. And so the tools that, that, that he used in it to run his business wouldn't have been a good match for his consumers, but the tools that he's using to train other people in his business were great. So, you know, his top tools were going to be, you know, the bands that you use to do your stretching exercises and, the balls, the exercise balls and hand weights. So those are the kinds of things. When you're building your evergreen style campaigns or products or tools you want to look at the products that are going to be around for a while. You know, I wouldn't go in and suggest building in that niche. I wouldn't go suggest building up full content, product campaign, whatever, around the new protein powder, you know, something that's brand new in the marketplace. You know, if I was going to do something around protein powders, I would go to the companies that have been doing it for a really long time. I said, genics, you know, the, the one I use is the, I can't remember the name of it. the vegan based ones, you know, things like that, that have a long track record behind.

Speaker 3: Yeah. So let's talk about that for a second, because when you're doing evergreen campaigns for evergreen products, and we'll talk about this more, we look at evergreen versus versus launches, evergreen products, great wins are consumables. And we don't, we don't talk about that enough, if you can get people doing consumable products, like, supplements and protein powders and nutrition, and you do, you do butcher block. Right. And you do ButcherBox. Yeah. And when you do things like that, that you're going to be auto shipping every month. that's a great way to continue to make additional income. And sometimes a lot of, I got a friend who's doing 2 million over \$2 million a year because we're, he's, he's in the nutrition business with me. And so, that is fantastic. And it's passive and that's what we're looking for. Okay. So, let's see. Yeah. So let's talk about that for a second, because when you're doing evergreen campaigns for evergreen products, and we'll talk about this more, we look at evergreen versus versus launches, evergreen products, great wins are consumables. And we don't, we don't talk about that enough, if you can get people doing consumable products, like, supplements and protein powders and nutrition, and you do, you do butcher block. Right. And you do ButcherBox. Yeah. And when you do things like that, that you're going to be auto shipping every month. that's a great way to continue to make additional income. And sometimes a lot of, I got a friend who's doing 2 million over \$2 million a year because we're, he's, he's in the nutrition business with me. And so, that is fantastic. And it's passive and that's what we're looking for. Okay. So, let's see.

Speaker 3: The next one was making sure you don't choose on price alone because you would think big price equals big commission and that's true. And you want to have some big price, some high ticket items and some mid ticket items and some low ticket items, but low ticket price items, feed your funnel. That's a great way to get people who are testing the waters, but it's not a freebie, right It's not a freebie. If you can do a five, 10, 15, \$20, products, anything up to 50 bucks, that's somebody who's investing a little bit with you just to test the waters and then over time they're going to be, they can be, one of your best customers. So we have some people who've spent thousands and thousands of dollars with us that came in on a \$17 product, you know, and we'd like \$17 products as well as, \$2,000 products. I w we've got, our bootcamp is 10, 10 grand a year, and we have a \$25,000 product as well on top of that. So, you know, high tickets. Great. But low ticket is good too. The next one was making sure you don't choose on price alone because you would think big price equals big commission and that's true. And you want to have some big price, some high ticket items and some mid ticket items and some low ticket items, but low ticket price items, feed your funnel. That's a great way to get people who are testing the waters, but it's not a freebie, right It's not a freebie. If you can do a five, 10, 15, \$20, products, anything up to 50 bucks, that's somebody who's investing a little bit with you just to test the waters and then over time they're going to be, they can be, one of your best customers. So we have some people who've spent thousands and thousands of dollars with us that came in on a \$17 product, you know, and we'd like \$17 products as well as, \$2,000 products. I w we've got, our bootcamp is 10, 10 grand a year, and we have a \$25,000 product as well on top of that. So, you know, high tickets. Great. But low ticket is good too.

Jennifer Perdew-Houlik: Yeah. And, I as asked a great question here, and he said, is there still a market for the make money niche Or is it too saturated right now Well, my answer to you not to be kind of a smart Alec is you're on this call. And, you know, we do a really good job of, we're not the biggest people out there. I mean, you guys know that, you know, we are not in direct competition with digital marketer, for example, even though a lot of what do is still very similar to their same business model, we have a different relationship with people on our list. And, you know, we try to keep that more, a little more personable, I guess, because our list is, you know, much, much smaller than digital marketers. but this business, this, this make money online niche is a kind of a hard niche to be in, in my opinion. But at the same time, I think you have a really good opportunity in this niche to build super high quality relationships with people which can, bring you sustainable revenue. Yeah. And, I as asked a great question here, and he said, is there still a market for the make money niche Or is it too saturated right now Well, my answer to you not to be kind of a smart Alec is you're on this call. And, you know, we do a really good job of, we're not the biggest people out there. I mean, you guys know that, you know, we are not in direct competition with digital marketer, for example, even though a lot of what do is still very similar to their same business model, we have a different relationship with people on our list. And, you know, we try to keep that more, a little more personable, I guess, because our list is, you know, much, much smaller than digital marketers. but this business, this, this make money online niche is a kind of a hard niche to be in, in my opinion. But at the same time, I think you have a really good opportunity in this niche to build super high quality relationships with people which can, bring you sustainable revenue.

Speaker 3: Yep. And it's it's, but, but I will tell you too, the money's in the niches, the money, the digital, the, the online make money online kind of thing is a relatively small niche people inside of it think that this is the only thing that exists. But when you get outside into something like a health and fitness diet, gosh, electronics, e-commerce kind of stuff. Those are monster niches and people see those and they think, Oh, well, that's such a huge niche. It's already, it's already saturated as well. But the truth who would go into who'd go into a diet niche, right. Because there's so much of that out there, everybody that, you know, wants to be on a diet, it's almost universal. So there's a ton of opportunity there. Yep. And it's it's, but, but I will tell you too, the money's in the niches, the money, the digital, the, the online make money online kind of thing is a relatively small niche people inside of it think that this is the only thing that exists. But when you get outside into something like a health and fitness diet, gosh, electronics, e-commerce kind of stuff. Those are monster niches and people see those and they think, Oh, well, that's such a huge niche. It's already, it's already saturated as well. But the truth who would go into who'd go into a diet niche, right. Because there's so much of that out there, everybody that, you know, wants to be on a diet, it's almost universal. So there's a ton of opportunity there.

Jennifer Perdew-Houlik: Paul said something here I think is really important. And I don't want to glaze by this. because this is for you, as people on this call, this is what you're looking for. Paul's just said to me, he said, your vibe attracts your tribe. And that's exactly right. That's kind of why our, what's the word when you, when things like stay in the family, nepotism, it's almost like, well, I was thinking about the insiders club kind of having that vibe a little bit because our, you know, our insider's club membership is so tight that it's people working together over and over again, you know, 70% of the people that are, registered for this webinar or for this workshop are in our insiders club. And it's because of kind of that vibe in that tribe that, that we really try to nurture and engage over there with that membership. So that is super important. That's a great point, Paul. Paul said something here I think is really important. And I don't want to glaze by this. because this is for you, as people on this call, this is what you're looking for. Paul's just said to me, he said, your vibe attracts your tribe. And that's exactly right. That's kind of why our, what's the word when you, when things like stay in the family, nepotism, it's almost like, well, I was thinking about the insiders club kind of having that vibe a little bit because our, you know, our insider's club membership is so tight that it's people working together over and over again, you know, 70% of the people that are, registered for this webinar or for this workshop are in our insiders club. And it's because of kind of that vibe in that tribe that, that we really try to nurture and engage over there with that membership. So that is super important. That's a great point, Paul.

Speaker 3: It is, it is. Now I want to, go to the next slide, which is all about promote only those products that you use yourself. So this is important because if you are promoting something that you're using, especially, or something that you can see that you would use, maybe you're using a competitor product. for example, we promote a lot of video product. there's some great video tools, the tool that we're gonna promote today, called clip magic is something that's a really nice tool. and it does a little thing differently, does something differently for video stuff. But most of our video stuff is done through content, used to be content separate samurai. And now it's the NAMI, which by the way, is an evergreen recurring product that we make really good money with. but we do a lot of material through that and we do a lot through video dashboard, and some, some other tools. It is, it is. Now I want to, go to the next slide, which is all about promote only those products that you use yourself. So this is important because if you are promoting something that you're using, especially, or something that you can see that you would use, maybe you're using a competitor product. for example, we promote a lot of video product. there's some great video tools, the tool that we're gonna promote today, called clip magic is something that's a really nice tool. and it does a little thing differently, does something differently for video stuff. But most of our video stuff is done through content, used to be content separate samurai. And now it's the NAMI, which by the way, is an evergreen recurring product that we make really good money with. but we do a lot of material through that and we do a lot through video dashboard, and some, some other tools.

Speaker 3: So, you know, I may use clip magic for some things specific, but it is a tool I can easily promote because I would use it a lot, and may use it a lot, but I don't necessarily have to use it today, but I'm proud to promote it. So that's the, that's a key to this whole thing. your primary job, as it says here is to help your customers. So you want to sell them something that actually works and that you can work with. you don't ever want to sell something that doesn't do what it says. So, you know, I may use clip magic for some things specific, but it is a tool I can easily promote because I would use it a lot, and may use it a lot, but I don't necessarily have to use it today, but I'm proud to promote it. So that's the, that's a key to this whole thing. your primary job, as it says here is to help your customers. So you want to sell them something that actually works and that you can work with. you don't ever want to sell something that doesn't do what it says.

Jennifer Perdew-Houlik: A great example of that is something I said yesterday. I want to make sure you guys don't miss this here because when you're in a business like this, and half of you are in the online business training business, what you said in the survey, you know, we, because we want to find solutions for our members that fit in a lot of different price points, and a lot of different specific problems that they may be having. We can't possibly use every single product that we recommend. And, but at the same time, you know, we, for example, Infusionsoft being our CRM is not for everybody. So it would be in my opinion, kind of irresponsible to us for us to try to sell Infusionsoft to people that we 100% no don't need it. So it's our job to make sure that we've gone out and we have vetted other programs that really will fit what most of our members need right now. And that's why we choose that. The three really that we, that we do a lot of demos on being a Weber active campaign. And because those three specifically meet a need, whether it's price point number of contacts, ease of use, whatever it may be. And so it would just be a responsible for us to only try to push you guys all the time to a tool that just doesn't you don't need right now. A great example of that is something I said yesterday. I want to make sure you guys don't miss this here because when you're in a business like this, and half of you are in the online business training business, what you said in the survey, you know, we, because we want to find solutions for our members that fit in a lot of different price points, and a lot of different specific problems that they may be having. We can't possibly use every single product that we recommend. And, but at the same time, you know, we, for example, Infusionsoft being our CRM is not for everybody. So it would be in my opinion, kind of irresponsible to us for us to try to sell Infusionsoft to people that we 100% no don't need it. So it's our job to make sure that we've gone out and we have vetted other programs that really will fit what most of our members need right now. And that's why we choose that. The three really that we, that we do a lot of demos on being a Weber active campaign. And because those three specifically meet a need, whether it's price point number of contacts, ease of use, whatever it may be. And so it would just be a responsible for us to only try to push you guys all the time to a tool that just doesn't you don't need right now.

## How to Make More Money with Affiliate Marketing - Session 5

Speaker 3: Okay. And the last thing is, treat them, like, treat your customers like you're expecting a second sale. That doesn't mean being pushy, but that means that you want to be as, inviting and as nurturing as possible. So, friendly. That's what that is. All right, let's see. What's next year. It is looking for sales page leaks. When you're looking for products, this is a biggie. When you're looking for products, you want to promote, never promote a sales page that competes with you by encouraging to call Okay. And the last thing is, treat them, like, treat your customers like you're expecting a second sale. That doesn't mean being pushy, but that means that you want to be as, inviting and as nurturing as possible. So, friendly. That's what that is. All right, let's see. What's next year. It is looking for sales page leaks. When you're looking for products, this is a biggie. When you're looking for products, you want to promote, never promote a sales page that competes with you by encouraging to call

David Perdeu: In their orders. If there's a phone number to call us, I would not do that. You will want to watch out for, for vendors who are siphoning commissions away from their affiliates. and it's pretty easy to do that. Sometimes it's hidden sometimes some of the about me page doesn't about me link. that kind of thing gets to be very careful about that watch for the different payment options so that it doesn't include you. Sometimes you'll see a ClickBank leaked link on one side where somebody can pay here or a PayPal, but next to it, now you can't have an affiliate link on a PayPal happen. So if you're promoting that page, you're going to lose half or more of your affiliate commissions, because it goes to a PayPal button instead of a, an affiliate link. But so you want to watch out for page, page leaks like that. In their orders. If there's a phone number to call us, I would not do that. You will want to watch out for, for vendors who are siphoning commissions away from their affiliates. and it's pretty easy to do that. Sometimes it's hidden sometimes some of the about me page doesn't about me link. that kind of thing gets to be very careful about that watch for the different payment options so that it doesn't include you. Sometimes you'll see a ClickBank leaked link on one side where somebody can pay here or a PayPal, but next to it, now you can't have an affiliate link on a PayPal happen. So if you're promoting that page, you're going to lose half or more of your affiliate commissions, because it goes to a PayPal button instead of a, an affiliate link. But so you want to watch out for page, page leaks like that.

David Perdue: anything with ad sense on it I don't promote because anything that's got any other ads on it, I don't promote because I don't want people to be distracted by anything, but the click, the button, that's the one thing that you want them to do is click the button on that page. So if the product owner, is so focused on pulling out every little penny every little way, he can, he's really shooting himself in the foot. And he doesn't understand the marketing process when it comes to affiliate. So I avoid that like blank, genuine to say anything about that, don't think so. Okay. Watch out for shady vendors. There are a few, I got stung last year by a shady vendor. and it wasn't so much a vendor as much as it was his partnership with somebody else. And, that turned out to be one of these types of the story was real quick. anything with ad sense on it I don't promote because anything that's got any other ads on it, I don't promote because I don't want people to be distracted by anything, but the click, the button, that's the one thing that you want them to do is click the button on that page. So if the product owner, is so focused on pulling out every little penny every little way, he can, he's really shooting himself in the foot. And he doesn't understand the marketing process when it comes to affiliate. So I avoid that like blank, genuine to say anything about that, don't think so. Okay. Watch out for shady vendors. There are a few, I got stung last year by a shady vendor. and it wasn't so much a vendor as much as it was his partnership with somebody else. And, that turned out to be one of these types of the story was real quick.

David Perdeu: we sold a product that was a good product. It's still a good product. I like the product. and we, I think we won first place in that contest and we earned a \$2,000 commission. And so the vendor sent us a \$2,000, commission to our Stripe account. I believe it was. And then four months later, the JV partner came to me and said, I can't get the he and his, the vendor partner had a dispute and they were arguing and he came to me and it's about half a dozen other people and said, I can't get him to honor our agreement and pay me. So I'm taking that money back. So he hit my Stripe account, which I didn't realize you could do this, but I guess within six months you could do it. You hit my Stripe account for 2000 bucks and just pulled it. we sold a product that was a good product. It's still a good product. I like the product. and we, I think we won first place in that contest and we earned a \$2,000 commission. And so the vendor sent us a \$2,000, commission to our Stripe account. I believe it was. And then four months later, the JV partner came to me and said, I can't get the he and his, the vendor partner had a dispute and they were arguing and he came to me and it's about half a dozen other people and said, I can't get him to honor our agreement and pay me. So I'm taking that money back. So he hit my Stripe account, which I didn't realize you could do this, but I guess within six months you could do it. You hit my Stripe account for 2000 bucks and just pulled it.

David Perdeu: And it made me so mad. I couldn't stand it because, it put me in the middle of a vendor and JV partner dispute, and I couldn't get either one of them to, to do the right thing about this. So I went public and it's the only time I've ever gone public, like going to the press, you know And so I went public on Facebook and I named and shamed and had my money the next day. So, but I'll never work with either one of them again. So, that was just a rough way to have to do that kind of business. Alright. let's see, join the JV and pre-launch list in your niche. So, you know, I showed you the MunchEye yesterday. We're going to see it again today, a little bit. there, our launch list, we're going to see those a little bit, in, in our next session, but one of the things that you have to watch for are the, there's a, there's a gazillion list. And it made me so mad. I couldn't stand it because, it put me in the middle of a vendor and JV partner dispute, and I couldn't get either one of them to, to do the right thing about this. So I went public and it's the only time I've ever gone public, like going to the press, you know And so I went public on Facebook and I named and shamed and had my money the next day. So, but I'll never work with either one of them again. So, that was just a rough way to have to do that kind of business. Alright. let's see, join the JV and pre-launch list in your niche. So, you know, I showed you the MunchEye yesterday. We're going to see it again today, a little bit. there, our launch list, we're going to see those a little bit, in, in our next session, but one of the things that you have to watch for are the, there's a, there's a gazillion list.

David Perdew: and I have a, I haven't make money online list that I'm willing to share with you. in fact, if you go to Epic JV, NAMS Ws slash Epic JV, and you join that site, which is my, my JV site, my JV launch list site on Facebook. I'll give you the list of, of, other JV sites out there, that you can go join and in the make money online world. And then there's also a bunch of different affiliate, launch sites and promotion sites. And there's just a ton of those on Facebook. And you can do a search in Google with your niche words and like gardening slash JV opportunities, gardening slash affiliate opportunities, gardening slash prelaunch, and you can find products that are out there in your niche as well. So, that are coming up and that's a great way to find products in your niches. and I have a, I haven't make money online list that I'm willing to share with you. in fact, if you go to Epic JV, NAMS Ws slash Epic JV, and you join that site, which is my, my JV site, my JV launch list site on Facebook. I'll give you the list of, of, other JV sites out there, that you can go join and in the make money online world. And then there's also a bunch of different affiliate, launch sites and promotion sites. And there's just a ton of those on Facebook. And you can do a search in Google with your niche words and like gardening slash JV opportunities, gardening slash affiliate opportunities, gardening slash prelaunch, and you can find products that are out there in your niche as well. So, that are coming up and that's a great way to find products in your niches.

Jennifer Perdew-Houlik: Dang, you guys are kidding around. I'm like already getting like people. Yeah. I'm a proven people now. Dang, you guys are kidding around. I'm like already getting like people. Yeah. I'm a proven people now.

David Perdeu: All right. let's see the subscribed to the newsletters of the, all the big marketers in your niche and Jennifer, this is Jennifer's ballywick. I used to do this all the time and I don't use my email all that much anymore. And my personal email, I spend all my time in my coaching email as much as possible on the Jennifer. You have factually, you, you get a lot cause you, you forward me things all the time that I need to see, but you're really, really email heavy, aren't you All right. let's see the subscribed to the newsletters of the, all the big marketers in your niche and Jennifer, this is Jennifer's ballywick. I used to do this all the time and I don't use my email all that much anymore. And my personal email, I spend all my time in my coaching email as much as possible on the Jennifer. You have factually, you, you get a lot cause you, you forward me things all the time that I need to see, but you're really, really email heavy, aren't you

Jennifer Perdeu-Houlk: I am. so first off everybody, I put the link for that in the chat already for Epic JV. So you should see that because people are coming in, so I will get to that. yeah. And so I like to watch what people are doing, and there are people that I follow just because they offer great content and it gives me ideas a lot of times and how they structure promotions. And so that's one of the reasons why I do that. you know, I try to kind of stay off a lot of just the, the, I don't know, the right word. I just try to really follow the people that have impact in our marketplace. And so, you know, I do follow Ryan dice. you know, I follow, Troy Broussard, he writes incredible emails. And so I love reading his content. I'm a customer of theirs too, and I am. so first off everybody, I put the link for that in the chat already for Epic JV. So you should see that because people are coming in, so I will get to that. yeah. And so I like to watch what people are doing, and there are people that I follow just because they offer great content and it gives me ideas a lot of times and how they structure promotions. And so that's one of the reasons why I do that. you know, I try to kind of stay off a lot of just the, the, I don't know, the right word. I just try to really follow the people that have impact in our marketplace. And so, you know, I do follow Ryan dice. you know, I follow, Troy Broussard, he writes incredible emails. And so I love reading his content. I'm a customer of theirs too, and

David Perdeu: I read great I read great

Jennifer Perdew-Houlik: Stories. And so, you know, I follow, Nicole Dean, cause I think her email copy, I love the way she writes her emails and her style. I follow Kelly mcausey because I like the style that she writes. And, you know, and I also find affiliate opportunities there because it lets me see what they're launching and those are people that I trust. And so those are people that, you know, if they're doing a product launch that I want to make sure that, that we can be involved in that if it, if it's the right timing and it fits our list and all those kinds of things. So I really suggest that you, you kind of create a file for yourself, of people that you want to follow. and just continually watch that you'll learn a lot. Stories. And so, you know, I follow, Nicole Dean, cause I think her email copy, I love the way she writes her emails and her style. I follow Kelly mcausey because I like the style that she writes. And, you know, and I also find affiliate opportunities there because it lets me see what they're launching and those are people that I trust. And so those are people that, you know, if they're doing a product launch that I want to make sure that, that we can be involved in that if it, if it's the right timing and it fits our list and all those kinds of things. So I really suggest that you, you kind of create a file for yourself, of people that you want to follow. and just continually watch that you'll learn a lot.

David Perdeu: Okay. let's see. So the next thing is, look for products with high commissions. So that's different than high prices. Physical products can give you anywhere from two to 20% that we've learned just in similar Sweden together about the, the problems with, things like, Amazon and some of the 5% commission things. It's really rough to make any money with those kind of commissions. If you focus on digital products and no matter what niche you're in it, there are digital digital products that can be used in your niche. You can get anywhere from 40 to 75 to a hundred percent commission on those. Sometimes it's a hundred percent on the front end and no commission on the backend. You want to watch out for that too, because often the commission on the back end is, really important, for long-term growth as well. Okay. let's see. So the next thing is, look for products with high commissions. So that's different than high prices. Physical products can give you anywhere from two to 20% that we've learned just in similar Sweden together about the, the problems with, things like, Amazon and some of the 5% commission things. It's really rough to make any money with those kind of commissions. If you focus on digital products and no matter what niche you're in it, there are digital digital products that can be used in your niche. You can get anywhere from 40 to 75 to a hundred percent commission on those. Sometimes it's a hundred percent on the front end and no commission on the backend. You want to watch out for that too, because often the commission on the back end is, really important, for long-term growth as well.

David Perdeu: And which brings me to cookies too. So we were really going to talk about cookies a lot, but I want to make sure we understand what cookies are. So if a affiliate program has a seven 30, 30 days, 60 day, 90 day, year long cookie, those can make a difference because even though cookies can be overwritten by somebody else's link, it is a, it's important to understand that you have an opportunity how long you have the opportunity to get the commission. So I probably just use some terminology there that people don't know, right. with the cookie thing and the, the day. So does everybody understand what a cookie is If you don't understand what a cookie is and how it relates to affiliate marketing say so in the chat box right here. And which brings me to cookies too. So we were really going to talk about cookies a lot, but I want to make sure we understand what cookies are. So if a affiliate program has a seven 30, 30 days, 60 day, 90 day, year long cookie, those can make a difference because even though cookies can be overwritten by somebody else's link, it is a, it's important to understand that you have an opportunity how long you have the opportunity to get the commission. So I probably just use some terminology there that people don't know, right. with the cookie thing and the, the day. So does everybody understand what a cookie is If you don't understand what a cookie is and how it relates to affiliate marketing say so in the chat box right here.

David Perdeu: Okay. Yeah. Okay. So when you get an affiliate link, you get, you get a URL, your, your tracking link is a URL that has question Mark equals that dah, dah, dah, dah, dah. And that is, that has a cookie assigned to it. So that a cookie is a piece of text that lives on the browser. Once you click the URL. So if I give you an affiliate link of mine, and let's say, let's say, I'm sending you to, this, this, clip magics, is it we're going to promote today. It's going to have a cookie in it. And, the cookie goes on the browser and the cookie is basically just another name for this text snippet. I don't know why it's called a cookie, but it is called a cookie. And so it goes on your browser and it lives in that browser. Okay. Yeah. Okay. So when you get an affiliate link, you get, you get a URL, your, your tracking link is a URL that has question Mark equals that dah, dah, dah, dah, dah. And that is, that has a cookie assigned to it. So that a cookie is a piece of text that lives on the browser. Once you click the URL. So if I give you an affiliate link of mine, and let's say, let's say, I'm sending you to, this, this, clip magics, is it we're going to promote today. It's going to have a cookie in it. And, the cookie goes on the browser and the cookie is basically just another name for this text snippet. I don't know why it's called a cookie, but it is called a cookie. And so it goes on your browser and it lives in that browser.

David Perdew: And you can actually open up your settings on your browser and look at all the cookies that are attached to your browser. But you can go look at the, the text is there. And it's assigning that link that's source to you because the cookie said, this came from, let's, I'm looking at Murray who said, explain, please, if Marie, if you send this to the two clip magics, and I, if you send the link to me, sorry, if you send the link to me, I click on the link and it goes to clip magics. I'm going to know that I, that my, my, my visit to that URL, that, that browser came from you. And so when I buy it, it's going to track back to you. That's a cookie. That's what the text Timbits snippet tells people that it is the source of the referral. And you can actually open up your settings on your browser and look at all the cookies that are attached to your browser. But you can go look at the, the text is there. And it's assigning that link that's source to you because the cookie said, this came from, let's, I'm looking at Murray who said, explain, please, if Marie, if you send this to the two clip magics, and I, if you send the link to me, sorry, if you send the link to me, I click on the link and it goes to clip magics. I'm going to know that I, that my, my, my visit to that URL, that, that browser came from you. And so when I buy it, it's going to track back to you. That's a cookie. That's what the text Timbits snippet tells people that it is the source of the referral.

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David Perdeu: Now, if Kurt, Shirley who's on here as well, sends me that five minutes later, and I bounced out of that page and decided to click on Kurt's link because he had a better bonus. Then I go over to that page and now yours is overwritten. Yours has gone and Kurtz takes over. So that is, that's why you need to know how long cookies last. Sometimes they auto expire. Sometimes it's a first in cookie versus a lasting quick. Now we could talk about cookies all day long about this, and I don't need to get into it too, too deep, because it's really kind of confusing. but just know that you want to know if it's a seven 30, 60, 90, a hundred lifetime, those are, important to you and your affiliate marketing. Now, if Kurt, Shirley who's on here as well, sends me that five minutes later, and I bounced out of that page and decided to click on Kurt's link because he had a better bonus. Then I go over to that page and now yours is overwritten. Yours has gone and Kurtz takes over. So that is, that's why you need to know how long cookies last. Sometimes they auto expire. Sometimes it's a first in cookie versus a lasting quick. Now we could talk about cookies all day long about this, and I don't need to get into it too, too deep, because it's really kind of confusing. but just know that you want to know if it's a seven 30, 60, 90, a hundred lifetime, those are, important to you and your affiliate marketing.

Jennifer Perdeu-Houlik: Yeah. And I also want to, I also want to say one thing here, too. in response to Lena, she said, don't cookies disappear when you clear your history. They do, but there's also things that happened inside affiliate programs. That, for example, if you opted in for something and you're cookied in that affiliates database, and they offer a seven day cookie, if you, if I opted in using your affiliate link for a webinar, let's just say, for example, and I purchased within that seven days, even if I cleared my cookies personally, I'm still cookied in their database. So cookies work in two ways. It's Yeah. And I also want to, I also want to say one thing here, too. in response to Lena, she said, don't cookies disappear when you clear your history. They do, but there's also things that happened inside affiliate programs. That, for example, if you opted in for something and you're cookied in that affiliates database, and they offer a seven day cookie, if you, if I opted in using your affiliate link for a webinar, let's just say, for example, and I purchased within that seven days, even if I cleared my cookies personally, I'm still cookied in their database. So cookies work in two ways. It's

David Perdew: Oh, that's not really a cookie. That's a, that's a, that is a database century. So, Oh, that's not really a cookie. That's a, that's a, that is a database century. So,

Jennifer Perdew-Houlik: yeah. It's like, yeah, but so that way you are, but I want to make sure that you don't lose that. You understand that you don't lose that affiliate referral. just because you've cleared your cookies, if you're already in the database. I hope that makes sense. It's, it's very, very, convoluted the way that it works. yeah. It's like, yeah, but so that way you are, but I want to make sure that you don't lose that. You understand that you don't lose that affiliate referral. just because you've cleared your cookies, if you're already in the database. I hope that makes sense. It's, it's very, very, convoluted the way that it works.

David Perdeu: And that's one of the reasons we go back to the first thing, which was used, reputable affiliate trackers and affiliate programs, because they're doing it right. Johnny said the term cookie was derived from the term magic cookie, which is a packet of data, a program receives and sends back unchanged used by Unix programmers. There you go. That doesn't help much, but when now we know where it came from. Right. Thank you, Johnny. All right. okay, so we're done with talking about cookies. All right. So, that was, that's the last of the 10 tips that we talked about. If you have any questions about this, drop them in there and, let's see, the next thing we're gonna do is the evergreen versus launch promotions. We're going to talk about that. And after we do this, a live on clip magics, but magic. Okay. So Jen, I'm gonna, I'm going to stop this presentation. I let's, let's just go here. Okay. So we can stop this presentation. And, I think we'll record how we do this. Right. And it'll kind of be like a separate presentation. Correct. And that's one of the reasons we go back to the first thing, which was used, reputable affiliate trackers and affiliate programs, because they're doing it right. Johnny said the term cookie was derived from the term magic cookie, which is a packet of data, a program receives and sends back unchanged used by Unix programmers. There you go. That doesn't help much, but when now we know where it came from. Right. Thank you, Johnny. All right. okay, so we're done with talking about cookies. All right. So, that was, that's the last of the 10 tips that we talked about. If you have any questions about this, drop them in there and, let's see, the next thing we're gonna do is the evergreen versus launch promotions. We're going to talk about that. And after we do this, a live on clip magics, but magic. Okay. So Jen, I'm gonna, I'm going to stop this presentation. I let's, let's just go here. Okay. So we can stop this presentation. And, I think we'll record how we do this. Right. And it'll kind of be like a separate presentation. Correct.

Jennifer Perdeu-Houlik: Okay. That's fine. We Okay. That's fine. We

David Perdeu: Don't have powerful PowerPoint forward or anything like that. All right. So, Don't have powerful PowerPoint forward or anything like that. All right. So,

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Jennifer Perdew-Houlik: So what I'll do is, I'm assuming here, what, who, which I think, what order do we want to go in your screen to my screen Cause you've got to, you've got to share that. Right. Okay. So what I'll do is, I'm assuming here, what, who, which I think, what order do we want to go in your screen to my screen Cause you've got to, you've got to share that. Right. Okay.

David Perdew: Okay. So I'm coming back to this and Okay. So I'm coming back to this and

Jennifer Perdew-Houlik: While you're doing this, typically the way that while you're getting things set up, typically what happens us when we do an affiliate promotion is we actually have, you're going to hear us talking to each other here, and you're going to ask some questions and things like that, just so that you get the context, but normally this conversation that you're gonna hear us having, it happens via Skype. And, we While you're doing this, typically the way that while you're getting things set up, typically what happens us when we do an affiliate promotion is we actually have, you're going to hear us talking to each other here, and you're going to ask some questions and things like that, just so that you get the context, but normally this conversation that you're gonna hear us having, it happens via Skype. And, we

David Perdew: Are, Are,

Jennifer Perdew-Houlik: Yeah. So we typically do everything on Skype and talk and we just lay out what the promotional details are and things like that. but so I'm going to ask the questions instead verbally. So you can hear kind of how I ask him how we're going to be setting things up. So, Yeah. So we typically do everything on Skype and talk and we just lay out what the promotional details are and things like that. but so I'm going to ask the questions instead verbally. So you can hear kind of how I ask him how we're going to be setting things up. So,

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David Perdeu: Okay. So I'm actually going to bring up Skype and I'm going to show you here on this page. I'll just get this gone for a minute. This is the latest note from the guys. and here's a group that we have that has Jennifer, me, Brett Mo, and their support guy in it as well. And maybe another person too. I can't remember. There's six of us. and so I can, I they've reached out to me and I can click over and give them anything I want to get. I, I give them any questions that I have. So this is the Google doc that they're sending me to and telling me it's one live in three hours and I click this to get the Google doc. Okay. So I'm actually going to bring up Skype and I'm going to show you here on this page. I'll just get this gone for a minute. This is the latest note from the guys. and here's a group that we have that has Jennifer, me, Brett Mo, and their support guy in it as well. And maybe another person too. I can't remember. There's six of us. and so I can, I they've reached out to me and I can click over and give them anything I want to get. I, I give them any questions that I have. So this is the Google doc that they're sending me to and telling me it's one live in three hours and I click this to get the Google doc.

David Perdeu: what you'll notice when you do promotions in the I M spaces. Now everybody wants a Google doc and a JV page. I'm not quite sure why the Google doc has always just very good for me. I use it most of the time. It seems like a lot of extra work, but we do it too. So here's the JV page. I can click on this as well, and it's going to open it in there. And there's the JV page. And Brett's going to start talking. I want to pause it, if I can pause it there. Okay. That's Brett right there. It starts this time earn up to four 55 per lead. That means if somebody gets in there and the funnel is worth \$455 in commission, facts, you should know here's the stuff. \$36 EPC. That's great. that is really great. 200 affiliates selling over three figures. what you'll notice when you do promotions in the I M spaces. Now everybody wants a Google doc and a JV page. I'm not quite sure why the Google doc has always just very good for me. I use it most of the time. It seems like a lot of extra work, but we do it too. So here's the JV page. I can click on this as well, and it's going to open it in there. And there's the JV page. And Brett's going to start talking. I want to pause it, if I can pause it there. Okay. That's Brett right there. It starts this time earn up to four 55 per lead. That means if somebody gets in there and the funnel is worth \$455 in commission, facts, you should know here's the stuff. \$36 EPC. That's great. that is really great. 200 affiliates selling over three figures.

David Perdeu: That's pretty good. this is what happened on most of their launches is what they're saying. Okay. You can join the VIP list and we're going to get the approval on the JV zoo link. So I'm going to go ahead and do this because I have not done it. I wanted to make sure you saw what we did now. I'm kidding. Auto approved. I better get auto approved. Well, let me go over there. because I have good reputation with JV zoo and I have good. I I've made, I've met the auto approval, limits the number of sales and those kinds of things. But if you were not getting auto approved, you you'd put in here the who you, while we talked about yesterday, how are you going to promote it Why you need to be approved, all that kind of stuff. And when I started, I had to do all this, right. I had to do all of this. I had to fill it out, all that kind of stuff. So people didn't know me from Adam. And what I'm going to do here is I need to make sure that I'm logged in. I am logged in. So I'm just going to click. I'm not a robot and I'm going to request approval now because I'm auto-approved, I don't have to do that anymore. So if I request approval, Oh, I have to check this first. I've read. Yep. That's pretty good. this is what happened on most of their launches is what they're saying. Okay. You can join the VIP list and we're going to get the approval on the JV zoo link. So I'm going to go ahead and do this because I have not done it. I wanted to make sure you saw what we did now. I'm kidding. Auto approved. I better get auto approved. Well, let me go over there. because I have good reputation with JV zoo and I have good. I I've made, I've met the auto approval, limits the number of sales and those kinds of things. But if you were not getting auto approved, you you'd put in here the who you, while we talked about yesterday, how are you going to promote it Why you need to be approved, all that kind of stuff. And when I started, I had to do all this, right. I had to do all of this. I had to fill it out, all that kind of stuff. So people didn't know me from Adam. And what I'm going to do here is I need to make sure that I'm logged in. I am logged in. So I'm just going to click. I'm not a robot and I'm going to request approval now because I'm auto-approved, I don't have to do that anymore. So if I request approval, Oh, I have to check this first. I've read. Yep.

David Perdeu: Okay. And here it says get links. So I'm auto approved. So I click this button. Here's my link. Now I'm going to bring up Jennifer. I'm going to bring up the set. That's fine. Show that too. So we're going to use a redirect and we've talked about this a little bit yesterday. Did I hear it Is the link has already been created in there. You just have to actually put it in. Yep. I know. I'm waiting for it to come up. Okay. Here we go. It was pop this up here. This is simple click tracker. This is, this is our tool that we built and use all the time. and you'll notice I've got a bunch of groups here that, that I keep things organized by, and we have multiple domains that we use. And I'm going to do a search on clip magic because I think that's what we call it. Clip magic. Yeah, there it is. So we've done this before we had 478 clicks. We've got one click, two clicks today. Okay. And here it says get links. So I'm auto approved. So I click this button. Here's my link. Now I'm going to bring up Jennifer. I'm going to bring up the set. That's fine. Show that too. So we're going to use a redirect and we've talked about this a little bit yesterday. Did I hear it Is the link has already been created in there. You just have to actually put it in. Yep. I know. I'm waiting for it to come up. Okay. Here we go. It was pop this up here. This is simple click tracker. This is, this is our tool that we built and use all the time. and you'll notice I've got a bunch of groups here that, that I keep things organized by, and we have multiple domains that we use. And I'm going to do a search on clip magic because I think that's what we call it. Clip magic. Yeah, there it is. So we've done this before we had 478 clicks. We've got one click, two clicks today.

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David Perdeu: All right. So I'm going to change it now because we have a new affiliate link here because it's a new promotion. I'm going to use the same one. So I'm just going to click there. Here's my information. That's what it, and this is what I mean by redirect when we talk about redirect. So I'm just going to drop this in here. This is my old link. Here's my new link. Now this very same link, NAMS Ws slash clip magic is going through my new, my new affiliate link. And anywhere that I've done this in the past now comes to this new program, right It's an updated program. So that's really good because it saves me all that trouble of having to go back and change any content anywhere else. I'm going to save this and I'm not going to close it yet. Cause I want to show you something. All right. So I'm going to change it now because we have a new affiliate link here because it's a new promotion. I'm going to use the same one. So I'm just going to click there. Here's my information. That's what it, and this is what I mean by redirect when we talk about redirect. So I'm just going to drop this in here. This is my old link. Here's my new link. Now this very same link, NAMS Ws slash clip magic is going through my new, my new affiliate link. And anywhere that I've done this in the past now comes to this new program, right It's an updated program. So that's really good because it saves me all that trouble of having to go back and change any content anywhere else. I'm going to save this and I'm not going to close it yet. Cause I want to show you something.

David Perdeu: Okay. I can put in a description here, what it is to choose the group, which JV zoo. and this is the social media thing. This is important. for any, anything else, I would do it here, but, but I'm not going to do it on JV zoo because JV zoo links are banned on Facebook, but if it were warrior plus or ClickBank or whatever, I would create a Facebook post as well for it. And I would put it in the Facebook image and I put in a description and a title upload, and then I would away, we'd go with a Facebook post. Okay. Now I'm going to close it. Did you want to say something Okay. I can put in a description here, what it is to choose the group, which JV zoo. and this is the social media thing. This is important. for any, anything else, I would do it here, but, but I'm not going to do it on JV zoo because JV zoo links are banned on Facebook, but if it were warrior plus or ClickBank or whatever, I would create a Facebook post as well for it. And I would put it in the Facebook image and I put in a description and a title upload, and then I would away, we'd go with a Facebook post. Okay. Now I'm going to close it. Did you want to say something

Jennifer Perdew-Houlik: And I wanted to make sure that we, you know, it's okay. No. And I wanted to make sure that we, you know, it's okay. No.

David Perdew: Okay. So, clip magic, just test my link. Whereas that thing is lie ball right here will take me to the sales page. So I click on that. It's going to open up the sales page. My link is working and you'll notice the redirect went from the NAMS Ws forward slash clip magic to magic.com. So my link is not exposed, Okay. So, clip magic, just test my link. Whereas that thing is lie ball right here will take me to the sales page. So I click on that. It's going to open up the sales page. My link is working and you'll notice the redirect went from the NAMS Ws forward slash clip magic to magic.com. So my link is not exposed,

Jennifer Perdew-Houlik: Right. And if you watched it really closely, it happened really fast that the browser went from our redirect. It popped our affiliate Lincoln. And now it is at the unexposed link here so that it's not showing our affiliate link in the URL. Right. And if you watched it really closely, it happened really fast that the browser went from our redirect. It popped our affiliate Lincoln. And now it is at the unexposed link here so that it's not showing our affiliate link in the URL.

David Perdeu: Yep. So they're not opening this. Doesn't open for 10 minutes, the launches in 10 minutes. So you're coming to a landing page that says it's coming put in your email address right here in, count me in. So if people did that, we would be cookied for the purchase. Okay. So, let's leave that there. Now I'm going to show you, I've got to go back to the, to the, to the, this guy, the document, and here's all the information about this. Now I've gone through and I've looked at the funnel. I've purchased the products. I have the product I've played with the product. I liked the product and I've done this over a couple of years. So I used the product. and here are the contents what's in clip magic, provide, product information. And here are the funnel pieces right here and all of the other stuff. Yep. So they're not opening this. Doesn't open for 10 minutes, the launches in 10 minutes. So you're coming to a landing page that says it's coming put in your email address right here in, count me in. So if people did that, we would be cookied for the purchase. Okay. So, let's leave that there. Now I'm going to show you, I've got to go back to the, to the, to the, this guy, the document, and here's all the information about this. Now I've gone through and I've looked at the funnel. I've purchased the products. I have the product I've played with the product. I liked the product and I've done this over a couple of years. So I used the product. and here are the contents what's in clip magic, provide, product information. And here are the funnel pieces right here and all of the other stuff.

David Perdew: So what is it There's some information for me to use in my email if I want, here is the pro version, the first version, and it's \$47. And there's a coupon. I know because I saw it earlier in the Skype for \$20 off here are the main benefits. So if I want to start writing my emails, I can do that with this. Here's the OTO one, OTO, two OTO, three, and OTO for the agency version. So as I went through this and I looked at all of the information about what's available in this, I thought, okay, I've got all of this because I got the agency version. But if I'm selling this to people, they really only need this part, the, the commercial first front end. And I knew this with every email and this makes it very, it really trust with our people. So what is it There's some information for me to use in my email if I want, here is the pro version, the first version, and it's \$47. And there's a coupon. I know because I saw it earlier in the Skype for \$20 off here are the main benefits. So if I want to start writing my emails, I can do that with this. Here's the OTO one, OTO, two OTO, three, and OTO for the agency version. So as I went through this and I looked at all of the information about what's available in this, I thought, okay, I've got all of this because I got the agency version. But if I'm selling this to people, they really only need this part, the, the commercial first front end. And I knew this with every email and this makes it very, it really trust with our people.

David Perdeu: And if I don't do it, they ask for it. So, we we've used to doing this the front end and the reason they want to do the OTO two is right here, they get the 200, 2000 X HD videos and a thousand extra features for unlimited combinations that allow one, click publishing all of that stuff. Now that's, that's on top of what you got earlier. and you also get 100 done for you, clip magic things. So that's, that's the OTO two, and I will suggest they get that OTO three is just more, it's just more of more of the same OTO four, and it's a lot more by the way, but I don't really think you need all of that. So, OTO four is the agency version. Now, if you're selling to other people, you're going to want the agency version, but not a lot of people are going to sell to other people. And if I don't do it, they ask for it. So, we we've used to doing this the front end and the reason they want to do the OTO two is right here, they get the 200, 2000 X HD videos and a thousand extra features for unlimited combinations that allow one, click publishing all of that stuff. Now that's, that's on top of what you got earlier. and you also get 100 done for you, clip magic things. So that's, that's the OTO two, and I will suggest they get that OTO three is just more, it's just more of more of the same OTO four, and it's a lot more by the way, but I don't really think you need all of that. So, OTO four is the agency version. Now, if you're selling to other people, you're going to want the agency version, but not a lot of people are going to sell to other people.

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David Perdeu: So I will say in my email, in fact, I'll just pull it up, by the way, I'm going to show you why this is kind of a pro tip that we've talked about. that was totally just was going to show you. So, let's see. I'm just gonna go back here. This is my email swipes folder. Now these are my swipe. These are ed. This is everything I've written. And you'll notice that I have, let's see, I have, these are my categories here. Can you see this, Jen Barely. Okay. We have affiliate promotions. We have new product launches. We have JV emails. We have smoothie. That's my wife's business. we have a nutrition company over there. we have campaigns, we have blog content, and list magnet influencers. Okay. So, this is an affiliate promotion and I've done this before I believe. So. I save all of our emails that we do so that I can reuse them. Right. So that doesn't look like a lot right there, but let me show you something. Notice these affiliate swipes profit volume, one affiliate swipes profit volume two. These are products because I've done so many email promotions and I saved them all. We sold these what we sold over 1,015 hundred units of this, where people bought all of these emails that we did. So, Matt Bay sack, there's three emails. Let's see. So I will say in my email, in fact, I'll just pull it up, by the way, I'm going to show you why this is kind of a pro tip that we've talked about. that was totally just was going to show you. So, let's see. I'm just gonna go back here. This is my email swipes folder. Now these are my swipe. These are ed. This is everything I've written. And you'll notice that I have, let's see, I have, these are my categories here. Can you see this, Jen Barely. Okay. We have affiliate promotions. We have new product launches. We have JV emails. We have smoothie. That's my wife's business. we have a nutrition company over there. we have campaigns, we have blog content, and list magnet influencers. Okay. So, this is an affiliate promotion and I've done this before I believe. So. I save all of our emails that we do so that I can reuse them. Right. So that doesn't look like a lot right there, but let me show you something. Notice these affiliate swipes profit volume, one affiliate swipes profit volume two. These are products because I've done so many email promotions and I saved them all. We sold these what we sold over 1,015 hundred units of this, where people bought all of these emails that we did. So, Matt Bay sack, there's three emails. Let's see.

David Perdeu: I know, I know. I know we don't have to launch right on time. I mean, we got three hours here, so we're okay. So we've got all of this stuff is my point is that we save it. We do a lot of reuse. So I'm coming back to this and, and I'm going to go to swipes too, and you'll see, here's clip magics. I've already done this. So we've got one, two, three, four. I've already done these. So now if I, I click on these and I'm going to bring up and I write, I always write these in text. So here's my next. So it always opens up in this little tool that I use called BB edit, and it's just straight text and I don't do it in word, because word has a word. We'll add a bunch of stuff to it. So here's the thing. This is, this is the email that says, I missed this. Well, I didn't miss. This is kind of new. So if I had time, I go over and do a research on a, on a subject line that I liked, but I was thinking about this. And probably the angle I wanna to take is about, snow blindness. So I'm going to write a little story real fast about this. So, we'll come back to the subject line in a minute. I know, I know. I know we don't have to launch right on time. I mean, we got three hours here, so we're okay. So we've got all of this stuff is my point is that we save it. We do a lot of reuse. So I'm coming back to this and, and I'm going to go to swipes too, and you'll see, here's clip magics. I've already done this. So we've got one, two, three, four. I've already done these. So now if I, I click on these and I'm going to bring up and I write, I always write these in text. So here's my next. So it always opens up in this little tool that I use called BB edit, and it's just straight text and I don't do it in word, because word has a word. We'll add a bunch of stuff to it. So here's the thing. This is, this is the email that says, I missed this. Well, I didn't miss. This is kind of new. So if I had time, I go over and do a research on a, on a subject line that I liked, but I was thinking about this. And probably the angle I wanna to take is about, snow blindness. So I'm going to write a little story real fast about this. So, we'll come back to the subject line in a minute.

Jennifer Perdew-Houlik: So while you're doing that, I'm going to answer a couple of questions here about our process. So typically what happens for us is when somebody asks us about promoting a product, we, we go in and we get a review copy, and we take a look and we make a decision based on the review copy of whether or not we want to move forward researching. If this is something that we're interested in and that kind of thing, if we decide that we're going to move forward with our promotion and continue researching, then we go buy it. And typically with affiliates like this, we actually can, can backdoor in and buy the funnel. And, the reason for that is we want to make sure that we see the process and we experience exactly what the customer is going to experience from start to finish. So while you're doing that, I'm going to answer a couple of questions here about our process. So typically what happens for us is when somebody asks us about promoting a product, we, we go in and we get a review copy, and we take a look and we make a decision based on the review copy of whether or not we want to move forward researching. If this is something that we're interested in and that kind of thing, if we decide that we're going to move forward with our promotion and continue researching, then we go buy it. And typically with affiliates like this, we actually can, can backdoor in and buy the funnel. And, the reason for that is we want to make sure that we see the process and we experience exactly what the customer is going to experience from start to finish.

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Jennifer Perdew-Houlik: we don't always buy the entire funnel, especially if it's not something that we find interesting. And we're going to, we'll tell you that in the email that we didn't buy this because we, it wasn't right for us. It could be right for you, but we also want to see how they deliver the product. We want to see the installation process if it's a piece of software and all that kind of stuff. And, so that helps us to do the initial review by using their review copy, and then for us to go in and buy so that we can, you know, we can see exactly from a consumer standpoint, what's going to happen. you know, a lot of times I've had people tell us, how do you, how do you go by everything Well, it, because it's the decision that we made in our business model, that we were going to personally vet the process for all the affiliate stuff that we purchase, or I'm sorry that we promote. And for us, this is what we, the cost of doing business. And, you know, we, it's a line item on our balance sheet for the businesses and it's a big one, you know, and, but we made that decision that it was important to us. If we were going to run this kind of affiliate business, that we actually purchased everything so that we could test it. we don't always buy the entire funnel, especially if it's not something that we find interesting. And we're going to, we'll tell you that in the email that we didn't buy this because we, it wasn't right for us. It could be right for you, but we also want to see how they deliver the product. We want to see the installation process if it's a piece of software and all that kind of stuff. And, so that helps us to do the initial review by using their review copy, and then for us to go in and buy so that we can, you know, we can see exactly from a consumer standpoint, what's going to happen. you know, a lot of times I've had people tell us, how do you, how do you go by everything Well, it, because it's the decision that we made in our business model, that we were going to personally vet the process for all the affiliate stuff that we purchase, or I'm sorry that we promote. And for us, this is what we, the cost of doing business. And, you know, we, it's a line item on our balance sheet for the businesses and it's a big one, you know, and, but we made that decision that it was important to us. If we were going to run this kind of affiliate business, that we actually purchased everything so that we could test it.

Speaker 4: let's see here. let's see here.

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Jennifer Perdew-Houlik: Cindy, you were asking about the text editor. This is a text Wrangler And it's for Mac. So you just want to do a search on a text editor that, whatever the platform is that you're using. We use text Wrangler, cause we both do Cindy, you were asking about the text editor. This is a text Wrangler And it's for Mac. So you just want to do a search on a text editor that, whatever the platform is that you're using. We use text Wrangler, cause we both do

Speaker 4: You max, You max,

Jennifer Perdew-Houlik: CCS was unzipping zipping software to, we use, whatever comes with my Mac. most computers I know max haven't built in. I think WinZip is kind of the standard zip and zip folder or software for my, PCs, but max have it already built in, so we don't use anything CCS was unzipping zipping software to, we use, whatever comes with my Mac. most computers I know max haven't built in. I think WinZip is kind of the standard zip and zip folder or software for my, PCs, but max have it already built in, so we don't use anything

Speaker 4: Specific. Specific.

Jennifer Perdew-Houlik: so Gail said, so we buy every level. No, we don't. We buy the things that we know that that would benefit us. And then if there is a piece of the funnel that wouldn't benefit us, but it could benefit others. Then we tell them that in, in the email description about the OTO, we didn't buy this because we don't need this in our business. But if you are X, X, X, X, X, then you might find this valuable. But I always know when dad is testing because I all of a sudden start getting like, I'm like, did you just go buy a affiliate funnel Okay. I'm going through the bank statements. And I see you've gone through and done a funnel by, so Gail said, so we buy every level. No, we don't. We buy the things that we know that that would benefit us. And then if there is a piece of the funnel that wouldn't benefit us, but it could benefit others. Then we tell them that in, in the email description about the OTO, we didn't buy this because we don't need this in our business. But if you are X, X, X, X, X, then you might find this valuable. But I always know when dad is testing because I all of a sudden start getting like, I'm like, did you just go buy a affiliate funnel Okay. I'm going through the bank statements. And I see you've gone through and done a funnel by,

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Speaker 4: Okay. Okay.

Jennifer Perdew-Houlik: I don't know. You're going to have to just look at, unzip. WinZip did not use to cost anything. So, when I had a map, but, but you'll just have to look online cause I, I don't use, I don't know. You're going to have to just look at, unzip. WinZip did not use to cost anything. So, when I had a map, but, but you'll just have to look online cause I, I don't use,

Speaker 4: PC, PC,

Jennifer Perdew-Houlik: somebody just said seven zip on windows. Linda, this is a great question, Lynn. she said, if we're new affiliate, would they give us a copy to review or do we have to buy it first They're probably not going to give you a copy to review, to be honest with you, but it depends. So, you know, if you typically, when you get a review, copy, it is a single use somebody just said seven zip on windows. Linda, this is a great question, Lynn. she said, if we're new affiliate, would they give us a copy to review or do we have to buy it first They're probably not going to give you a copy to review, to be honest with you, but it depends. So, you know, if you typically, when you get a review, copy, it is a single use

Speaker 4: Username Username

Jennifer Perdew-Houlik: And password that they turn off after X number of uses or whatever. So, but you can definitely ask. And password that they turn off after X number of uses or whatever. So, but you can definitely ask.

David Perdew: Yeah. So I, I disagree with that. I would not ask if you're new, I would just tell them that you would like to promote this. you know, if you're new, you should purchase the front end and tell them you've done that. Ask me for a new copy and they don't have any sales and they're brand new. I usually don't approve them. Just FYI. Let's see, where is this Yeah. So I, I disagree with that. I would not ask if you're new, I would just tell them that you would like to promote this. you know, if you're new, you should purchase the front end and tell them you've done that. Ask me for a new copy and they don't have any sales and they're brand new. I usually don't approve them. Just FYI. Let's see, where is this

Jennifer Perdew-Houlik: Yeah, Gail, we do this as well. Gail said, how can you buy something if it's not open everybody that's running a product launch always has a working sales pages. They may not be the ones, the, for the public facing sales pages, but they have to be there because you have to run test purchases and all that kind of stuff on the platforms. And so you can buy a product that I haven't even launched yet that I haven't opened because the pages are there and it's available. because we've been testing. So you just have to ask the vendor. So we would typically not. we would typically not send an email out at 10 o'clock in the morning on a Sunday. This is one of our worst mailing times. so we're gonna see, we're gonna see what, what happens here. So Gary asked a great question. If you'd already written an email for click magic that you did previously, why would you write a new one from scratch because we want to make sure that, Yeah, Gail, we do this as well. Gail said, how can you buy something if it's not open everybody that's running a product launch always has a working sales pages. They may not be the ones, the, for the public facing sales pages, but they have to be there because you have to run test purchases and all that kind of stuff on the platforms. And so you can buy a product that I haven't even launched yet that I haven't opened because the pages are there and it's available. because we've been testing. So you just have to ask the vendor. So we would typically not. we would typically not send an email out at 10 o'clock in the morning on a Sunday. This is one of our worst mailing times. so we're gonna see, we're gonna see what, what happens here. So Gary asked a great question. If you'd already written an email for click magic that you did previously, why would you write a new one from scratch because we want to make sure that,

David Perdeu: Well, let me answer that because I know exactly why, because this talks about my birthday right down here, and it's a different funnel. So I wrote a new story from the top. Now what I'm going to do is add the bottom to this whole thing. So I see, look, this says right here, I know what I'm giving myself my birthday, this Saturday, this thing. So, I wanted a different story that the hook before was the birthday. So now I'm doing it this way to add this story at the top. And then I come in with all of this other stuff here because it is pertinent. Okay. Well, let me answer that because I know exactly why, because this talks about my birthday right down here, and it's a different funnel. So I wrote a new story from the top. Now what I'm going to do is add the bottom to this whole thing. So I see, look, this says right here, I know what I'm giving myself my birthday, this Saturday, this thing. So, I wanted a different story that the hook before was the birthday. So now I'm doing it this way to add this story at the top. And then I come in with all of this other stuff here because it is pertinent. Okay.

Jennifer Perdeu-Houlk: And we want to make sure that they've added some new features to it and things like that. So we want to make sure that we get all of that in there. I love product relaunches because for me, vendors that do product relaunches means that they are continually updating their software or their product, whatever it may be. And so the bigger, bigger vendors are going to do things like this, where they're going to, they may have a product that they've been using for a long time, but they've done just a little upgrade to it or a little, you know, added something different because it gives them an angle for launching. And, I just like that. And we want to make sure that they've added some new features to it and things like that. So we want to make sure that we get all of that in there. I love product relaunches because for me, vendors that do product relaunches means that they are continually updating their software or their product, whatever it may be. And so the bigger, bigger vendors are going to do things like this, where they're going to, they may have a product that they've been using for a long time, but they've done just a little upgrade to it or a little, you know, added something different because it gives them an angle for launching. And, I just like that.

Jennifer Perdew-Houlik: So one of the things too, that, this is kind of us being on the fly here. Typically he'll get me the email I'll go through and proof everything really well. come back to him and say, this sentence doesn't make sense. Or what did you mean here Or I think we need to explain a little bit more, I'm going to do a quick read of this. as you watch me actually build it in the, in the email builder. but this is a little less of the process that we typically do. I try to spend a little more time. So one of the things too, that, this is kind of us being on the fly here. Typically he'll get me the email I'll go through and proof everything really well. come back to him and say, this sentence doesn't make sense. Or what did you mean here Or I think we need to explain a little bit more, I'm going to do a quick read of this. as you watch me actually build it in the, in the email builder. but this is a little less of the process that we typically do. I try to spend a little more time.

Jennifer Perdew-Houlik: So you see this little sentence right here, right below where he's typing, but if not stick with the first two, people love this. And this is why we have such high APCs in the funnels is because we're telling them straight up, you don't need this, or you do need this. This is going to help you. And, we started doing this probably about two years ago, maybe two and a half. And a lot of people are doing this now because they figured out when we were coming in and sweeping these contests, they were like, how in the world are they doing this over and over and over again. And people started, really wanting to know the process that we were using with the bridge pages and with, and with the OTO. And so on this particular offer, we're not going to do a bridge page because we typically don't have to run bridge pages to Brent and most products because they do a great job on the product demos. So you see this little sentence right here, right below where he's typing, but if not stick with the first two, people love this. And this is why we have such high APCs in the funnels is because we're telling them straight up, you don't need this, or you do need this. This is going to help you. And, we started doing this probably about two years ago, maybe two and a half. And a lot of people are doing this now because they figured out when we were coming in and sweeping these contests, they were like, how in the world are they doing this over and over and over again. And people started, really wanting to know the process that we were using with the bridge pages and with, and with the OTO. And so on this particular offer, we're not going to do a bridge page because we typically don't have to run bridge pages to Brent and most products because they do a great job on the product demos.

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Jennifer Perdew-Houlik: But so what we'll do today is we'll send this email out straight to sales page and we'll watch the conversions and we'll visit these conversions together today. So we can actually, you can see what's happening and it will make you'll, you'll actually see how we make the decision of, okay, we need to run this campaign a little differently and we need to add a bridge page, or we can go ahead and keep running without a bridge page. And, you'll actually get to see how we make those decisions. Yes, you guys are gonna get this email. I already, I put you in the list so that you would get a copy of it and see, the way that it's all going to work. But so what we'll do today is we'll send this email out straight to sales page and we'll watch the conversions and we'll visit these conversions together today. So we can actually, you can see what's happening and it will make you'll, you'll actually see how we make the decision of, okay, we need to run this campaign a little differently and we need to add a bridge page, or we can go ahead and keep running without a bridge page. And, you'll actually get to see how we make those decisions. Yes, you guys are gonna get this email. I already, I put you in the list so that you would get a copy of it and see, the way that it's all going to work.

Speaker 4: Okay. Just about the coupon in here. So that's the right coupon. Okay. okay. So hold on, hold on, hold on, Okay. Just about the coupon in here. So that's the right coupon. Okay. okay. So hold on, hold on, hold on,

Jennifer Perdew-Houlik: Go back down to the bottom cause you miss something here. Go back down to the bottom cause you miss something here.

Speaker 4: Oh, okay. Oh, okay.

Jennifer Perdew-Houlik: I just, it caught my eye. hold on. Where to go. It was about something about Saturday night. I just, it caught my eye. hold on. Where to go. It was about something about Saturday night.

Speaker 4: Oh, this approach and it's night, this special curly bird. It's countable. what time is it 10 to one, just three hours. 1:00 PM E T Oh, this approach and it's night, this special curly bird. It's countable. what time is it 10 to one, just three hours. 1:00 PM E T

Jennifer Perdew-Houlik: Agency just means that you're allowed to sell whatever you create with an agency license. So, Agency just means that you're allowed to sell whatever you create with an agency license. So,

Speaker 4: That's true. But what agency really is, if you are somebody who does client work, you get to use it as an agency for your clients and they don't have to pay any other fees. That's what the agency means. That's true. But what agency really is, if you are somebody who does client work, you get to use it as an agency for your clients and they don't have to pay any other fees. That's what the agency means.

Jennifer Perdew-Houlik: And that means that you charge in your consulting package, you're charging, for their ability to be able to use your tools and software. And that means that you charge in your consulting package, you're charging, for their ability to be able to use your tools and software.

Speaker 4: I don't need this. That's consistent I don't need this. That's consistent

Jennifer Perdew-Houlik: And you don't have to do a ton of that. Cause I changed all that anyway know, but it's, And you don't have to do a ton of that. Cause I changed all that anyway know, but it's,

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Speaker 4: You know, it's my OCD kicking in. Okay. So now I'm going to save it. File. Save that. I don't want to lose the original, even though I wrote over this. So this is going to be number five. All right. Now I've saved this in Dropbox. So Jennifer could get it. Oh, it didn't change the subject line. now discount available until one and I wouldn't usually not do this kind of subject line. but I only will do a subject line like this because it is so time sensitive. Okay. So here it comes. There you go. Okay. All right. So we've got this going. now Jennifer, you're going to take the screen, You know, it's my OCD kicking in. Okay. So now I'm going to save it. File. Save that. I don't want to lose the original, even though I wrote over this. So this is going to be number five. All right. Now I've saved this in Dropbox. So Jennifer could get it. Oh, it didn't change the subject line. now discount available until one and I wouldn't usually not do this kind of subject line. but I only will do a subject line like this because it is so time sensitive. Okay. So here it comes. There you go. Okay. All right. So we've got this going. now Jennifer, you're going to take the screen,

Jennifer Perdew-Houlik: Give me two seconds. Hold on. I just want to grab this. I have to download it to make sure that the formatting stays the way I needed to stay. So give me just a minute. I can typically run. Once I get the email from him, I can typically set something like this up in about five minutes. okay, so Give me two seconds. Hold on. I just want to grab this. I have to download it to make sure that the formatting stays the way I needed to stay. So give me just a minute. I can typically run. Once I get the email from him, I can typically set something like this up in about five minutes. okay, so

Speaker 4: Ready Yeah, they can present. Okay. There you go. Okay. Ready Yeah, they can present. Okay. There you go. Okay.

Jennifer Perdew-Houlik: We're going to go main screen. Nope, not that one. We're going to go main screen. Nope, not that one.

Speaker 4: Let's go Let's go

Jennifer Perdew-Houlik: Screen two. There we go. Okay. You're seeing my Dropbox. Yep. Okay. All right. So the first thing we're going to do here is I'm going to actually set the email up. We're going to hit send, then I'm going to show you a couple of the things I did prior to getting ready for this. just so you can see my process. So the first thing that I had already done was I had run my list so that you guys didn't have to sit through this and watch me do it. so what we've done though, is I typically only talk to people who having been engaging with us for about nine, nine months. If they have stopped engaging with us after a nine month period, we move them into kind of an archive. because it doesn't make sense for me to continue sending it hurts us. And, it hurts deliverability and all that kind of stuff. Screen two. There we go. Okay. You're seeing my Dropbox. Yep. Okay. All right. So the first thing we're going to do here is I'm going to actually set the email up. We're going to hit send, then I'm going to show you a couple of the things I did prior to getting ready for this. just so you can see my process. So the first thing that I had already done was I had run my list so that you guys didn't have to sit through this and watch me do it. so what we've done though, is I typically only talk to people who having been engaging with us for about nine, nine months. If they have stopped engaging with us after a nine month period, we move them into kind of an archive. because it doesn't make sense for me to continue sending it hurts us. And, it hurts deliverability and all that kind of stuff.

Speaker 4: Yeah. We eventually moved them into an re-engagement campaign though. Yeah. We eventually moved them into an re-engagement campaign though.

Jennifer Perdew-Houlik: Well, I do it on Facebook. so we have a couple of things here. so first off when people are on our list and they're actively engaging in an automated campaign, we put something, a tag on them that says pause, promo. That means that they don't get any kind of promotional email from us. Now, normally I wouldn't send to people that are existing in a pause promo campaign already because this is time sensitive. I am going to send it to these people, but then I will put the tag back into my search criteria for the rest of this promotion, because we don't want people to miss out because they're engaging. But I also don't want to just inundate people that are already getting emails from other campaigns. you can see this is my archive customer file. So, I had just have people like affiliates and stuff like that, that we don't want to mail. Well, I do it on Facebook. so we have a couple of things here. so first off when people are on our list and they're actively engaging in an automated campaign, we put something, a tag on them that says pause, promo. That means that they don't get any kind of promotional email from us. Now, normally I wouldn't send to people that are existing in a pause promo campaign already because this is time sensitive. I am going to send it to these people, but then I will put the tag back into my search criteria for the rest of this promotion, because we don't want people to miss out because they're engaging. But I also don't want to just inundate people that are already getting emails from other campaigns. you can see this is my archive customer file. So, I had just have people like affiliates and stuff like that, that we don't want to mail.

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Jennifer Perdew-Houlik: every, this is our pro tip right here. You should have some kind of file in your automated system. We call them a PETA customer. And this is somebody that you want to make sure doesn't get email from you. this could be a serial Refunder. This could be somebody that is nasty in your support desk. you know, we have banned people, who have been horrible. Somebody threatened to bomb my house. One time. He is definitely banned. and so, but yes, he was reported. My best friend is actually had a TBI agent. So she headed that one up. And so, but anyway, so we kind of double layer here to make sure that people that are just crazies don't get email promotions from us. And then we want to make sure that we actually are, we tag people when they purchase through affiliate platforms where we can. And so we want to make sure that people who have purchased in the past don't get emails from us on products that they've already purchased. So that was how I came up with this list. So let's go ahead and remove my POS promo people. every, this is our pro tip right here. You should have some kind of file in your automated system. We call them a PETA customer. And this is somebody that you want to make sure doesn't get email from you. this could be a serial Refunder. This could be somebody that is nasty in your support desk. you know, we have banned people, who have been horrible. Somebody threatened to bomb my house. One time. He is definitely banned. and so, but yes, he was reported. My best friend is actually had a TBI agent. So she headed that one up. And so, but anyway, so we kind of double layer here to make sure that people that are just crazies don't get email promotions from us. And then we want to make sure that we actually are, we tag people when they purchase through affiliate platforms where we can. And so we want to make sure that people who have purchased in the past don't get emails from us on products that they've already purchased. So that was how I came up with this list. So let's go ahead and remove my POS promo people.

Speaker 4: Okay. And so while you're doing this, Teresa asks, do you want us to buy it when it comes through Well, yeah, if you buy it, you connect, you can buy it. Go ahead. Okay. And so while you're doing this, Teresa asks, do you want us to buy it when it comes through Well, yeah, if you buy it, you connect, you can buy it. Go ahead.

Jennifer Perdew-Houlik: Yeah. So this is going to give me almost 26,000 people that we're going to mail Yeah. So this is going to give me almost 26,000 people that we're going to mail

Speaker 4: To. And so we will go ahead and do a send broadcast. To. And so we will go ahead and do a send broadcast.

David Perdew: I just checked the sales pages live. So that's good, which by the way, is important step in this because it wasn't live when we scheduled it. So we wanted to make sure that it was live. So we've, we have sent to a sales page that it's not live yet because they put it off for an hour or something. I just checked the sales pages live. So that's good, which by the way, is important step in this because it wasn't live when we scheduled it. So we wanted to make sure that it was live. So we've, we have sent to a sales page that it's not live yet because they put it off for an hour or something.

Speaker 4: And sorry, things always just run a little bit slow while I'm on go-to webinar here. So, And sorry, things always just run a little bit slow while I'm on go-to webinar here. So,

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David Perdeu: So while you're doing that, I'll answer some questions too. Marie says I have clip magic already will be upgraded automatically. I don't think so, Marie. but I also don't think you probably need to get the commercial license if you have, unless you have, unless you didn't get something that was way back to check what you got and see what you, what you need. But I don't think you will be, upgraded. I think you will keep what you had. let's see. And Paul said, I said something in passing yesterday and let me see what it was that I saw just a second here. And that I mentioned in passing in the breakout group yesterday about using no more than three SEO keywords in the emails. I did not. I said through no more than three SEO keywords in your, when you, when you do your SEO on your blog post, because you don't want to stuff keywords on your blog posts, email. I don't even SEO email because we it's, it's just a broadcast thing. We were concerned more about spam with email than we are with SEL. Okay. So go ahead. So while you're doing that, I'll answer some questions too. Marie says I have clip magic already will be upgraded automatically. I don't think so, Marie. but I also don't think you probably need to get the commercial license if you have, unless you have, unless you didn't get something that was way back to check what you got and see what you, what you need. But I don't think you will be, upgraded. I think you will keep what you had. let's see. And Paul said, I said something in passing yesterday and let me see what it was that I saw just a second here. And that I mentioned in passing in the breakout group yesterday about using no more than three SEO keywords in the emails. I did not. I said through no more than three SEO keywords in your, when you, when you do your SEO on your blog post, because you don't want to stuff keywords on your blog posts, email. I don't even SEO email because we it's, it's just a broadcast thing. We were concerned more about spam with email than we are with SEL. Okay. So go ahead.

Speaker 4: And you can see that this email has gotten flagged already. So we're going to have to actually go through here. And normally I would, check this before I'm pop it in here, to see if I'm going to get, this was some crazy spacing you did here. And you can see that this email has gotten flagged already. So we're going to have to actually go through here. And normally I would, check this before I'm pop it in here, to see if I'm going to get, this was some crazy spacing you did here.

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David Perdew: Oh, it was, it came from the thing. So I copy paste on that page, but this is also why this came from a Google doc too. So you get spacing issues when you come from other documents and that's right. We have to format everything that does go up. Oh, it was, it came from the thing. So I copy paste on that page, but this is also why this came from a Google doc too. So you get spacing issues when you come from other documents and that's right. We have to format everything that does go up.

Speaker 4: So the, no, does that one go with okay. So the, no, does that one go with okay.

David Perdew: Can you just backspace there Can you just backspace there

Speaker 4: All right. This is depending on your builder. All right. This is depending on your builder.

David Perdew: I've never seen you do this before. I've never seen you do this before.

Speaker 4: Yeah. Infusionsoft does. Like, Yeah. Infusionsoft does. Like,

Jennifer Perdew-Houlik: if I were to have downloaded the straight from Dropbox, it would have been one big paragraph and I would have had to go find all the paragraph breaks. Okay. So the first thing that we're going to do here is we're going to figure out why this is getting a spam score. So, cause normally we don't get, I normally don't have to deal with this too much acting now with all caps. So it just told us right here, this is why. if I were to have downloaded the straight from Dropbox, it would have been one big paragraph and I would have had to go find all the paragraph breaks. Okay. So the first thing that we're going to do here is we're going to figure out why this is getting a spam score. So, cause normally we don't get, I normally don't have to deal with this too much acting now with all caps. So it just told us right here, this is why.

Speaker 4: Okay. Got it. Okay. Got it.

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Jennifer Perdew-Houlik: exclamation points also will get you, spammed on that. So exclamation points also will get you, spammed on that. So

Speaker 4: Yesterday I said, when I get over a little overenthusiastic. Yeah. So I'm not going to worry about that now. Okay. Let's see. Well, at the end of that one, PMT Yesterday I said, when I get over a little overenthusiastic. Yeah. So I'm not going to worry about that now. Okay. Let's see. Well, at the end of that one, PMT

Jennifer Perdew-Houlik: Can actually do something like this. Can actually do something like this.

Speaker 4: Yep. Yep.

Jennifer Perdew-Houlik: Okay. And then there we go. All right. So Okay. And then there we go. All right. So

Speaker 4: Good. Okay. Email has no issue to send away. Good. Okay. Email has no issue to send away.

Jennifer Perdew-Houlik: Okay. So here's the other couple of things I do here. So first I go through and I make sure I'm bold and underline the promo code. Cause we want to make sure that people do not miss the coupon. One of the worst things for you as a promoter, as a vendor or as an affiliate is when people don't use the coupons and then they go back and they are like, you have to refund people so that they can go through and, and rebuy it with a coupon. And it's just affects both you and it affects the vendor. So I want to make sure that I highlight the coupon and here we go, Okay. So here's the other couple of things I do here. So first I go through and I make sure I'm bold and underline the promo code. Cause we want to make sure that people do not miss the coupon. One of the worst things for you as a promoter, as a vendor or as an affiliate is when people don't use the coupons and then they go back and they are like, you have to refund people so that they can go through and, and rebuy it with a coupon. And it's just affects both you and it affects the vendor. So I want to make sure that I highlight the coupon and here we go,

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Speaker 4: Wait, wait, wait. Okay. Wait, wait, wait. Okay.

Jennifer Perdew-Houlik: So dad, you actually don't know this, but I'm going to walk through this. I like to do a mix of links where we show the link and hyperlinked text. So I always hyperlink the name of the product. and I always then come back in here and do bold. just so that we see that, So dad, you actually don't know this, but I'm going to walk through this. I like to do a mix of links where we show the link and hyperlinked text. So I always hyperlink the name of the product. and I always then come back in here and do bold. just so that we see that,

Speaker 4: Didn't know that. Cause I read her emails occasionally. Didn't know that. Cause I read her emails occasionally.

Jennifer Perdew-Houlik: Yeah. Yeah. Okay. So this is actually be sure to check it out in the next two hours. So why are we not three hours right Yeah. Yeah. Okay. So this is actually be sure to check it out in the next two hours. So why are we not three hours right

Speaker 4: Here I don't know. Okay. Yep. Thank you. Okay. Here I don't know. Okay. Yep. Thank you. Okay.

Speaker 4: Okay. Okay.

Jennifer Perdew-Houlik: There is something to be said about testing your emails with raw links versus hyperlinked text, and There is something to be said about testing your emails with raw links versus hyperlinked text, and

Jennifer Perdew-Houlik: Where right here. Okay. Got it. Where right here. Okay. Got it.

Speaker 4: Okay. Okay.

Jennifer Perdew-Houlik: Going, gonna bold to make sure that they, and I actually like to change the color on these. Going, gonna bold to make sure that they, and I actually like to change the color on these.

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Speaker 4: Yes. Yes.

Jennifer Perdew-Houlik: Labor discount ends at 1:00 PM. Grab it here. Your emails need to have, depending on the length of them, they need to have anywhere from three to five URLs, hyperlinked URLs in here. And this is too many. So I actually, The other thing too, I like that Labor discount ends at 1:00 PM. Grab it here. Your emails need to have, depending on the length of them, they need to have anywhere from three to five URLs, hyperlinked URLs in here. And this is too many. So I actually, The other thing too, I like that

Speaker 4: I know. I know.

Jennifer Perdew-Houlik: And then we go bold that we're going to bolt this real quick. And so that gives us one, two, three, four, five. So there we go. So we've got five links in here. We've got our bolts for the coupons that we've got a read on the, when the discount ends. Let's do this bolt that turn that to red. All right. I'm about to do it. Let me check my leg. I know you've checked it, but And then we go bold that we're going to bolt this real quick. And so that gives us one, two, three, four, five. So there we go. So we've got five links in here. We've got our bolts for the coupons that we've got a read on the, when the discount ends. Let's do this bolt that turn that to red. All right. I'm about to do it. Let me check my leg. I know you've checked it, but

Speaker 4: Sure. All right, we're good to go. Sure. All right, we're good to go.

Jennifer Perdew-Houlik: Now you may notice this, by the way. Remember when we tested the link earlier, it went to a different page. And so, this page has been live this whole time in the background, waiting for it to be launched time so that they could flip the page over. So I just want to make sure you guys took note of that. That's why it's so important to check your link. Now you may notice this, by the way. Remember when we tested the link earlier, it went to a different page. And so, this page has been live this whole time in the background, waiting for it to be launched time so that they could flip the page over. So I just want to make sure you guys took note of that. That's why it's so important to check your link.

Speaker 4: All right. I'm going to hit send. All right. I'm going to hit send.

Jennifer Perdew-Houlik: No. And there we go. Now you guys saw what happened with the spam checker. So your autoresponder system or your CRM should have some kind of spam checker built into it. If you're using, a platform like this, if you're using something where you're sending on, like using Amazon SES, you're not going to have that. And you're going to want to check out some of the tools that are out there that allow you to send, that allow you to test your email copy for spam checking. there was actually a conversation about this in the insiders club group last week, with some suggested tools that were, that were good to use. So a bunch of people jumped in on that. So if you're in the insiders club, go check that out. Now I want to show you a couple of things that happened here. No. And there we go. Now you guys saw what happened with the spam checker. So your autoresponder system or your CRM should have some kind of spam checker built into it. If you're using, a platform like this, if you're using something where you're sending on, like using Amazon SES, you're not going to have that. And you're going to want to check out some of the tools that are out there that allow you to send, that allow you to test your email copy for spam checking. there was actually a conversation about this in the insiders club group last week, with some suggested tools that were, that were good to use. So a bunch of people jumped in on that. So if you're in the insiders club, go check that out. Now I want to show you a couple of things that happened here.

Jennifer Perdew-Houlik: First off, I told you earlier that, we like to tag people that have purchased previously, so they don't get emails from us. So as an affiliate, this is important. Not all platforms do this, but as you start becoming a bigger and bigger vendor, you can request this. I'm sorry. If as you can become a bigger and bigger affiliate, you can request this from the vendor. And, but JV zoo allows you to download your buyers list. So what we do when you're in JV zoo is, you go under affiliates transactions, and then you use your criteria. And so I just use this date range here to go through and then find all the, the promotional stuff that we had sold during that time period. And I just did an export of these results. And then I only came through and pulled, the front end purchase on this product that I could tag people. First off, I told you earlier that, we like to tag people that have purchased previously, so they don't get emails from us. So as an affiliate, this is important. Not all platforms do this, but as you start becoming a bigger and bigger vendor, you can request this. I'm sorry. If as you can become a bigger and bigger affiliate, you can request this from the vendor. And, but JV zoo allows you to download your buyers list. So what we do when you're in JV zoo is, you go under affiliates transactions, and then you use your criteria. And so I just use this date range here to go through and then find all the, the promotional stuff that we had sold during that time period. And I just did an export of these results. And then I only came through and pulled, the front end purchase on this product that I could tag people.

Jennifer Perdew-Houlik: And we used to do this manually and now I use Zapier to do it. And so if you use Zapier, this is a great way to do it. You just pop those people into a Google sheet and then it, you just set up your, you just set up the integration with your autoresponder system and it automatically tags everybody. And so this is a huge time-saver for me, this is what my little spreadsheet looks like. You can see that we run everything down here. And then my assistant just goes through and updates these so that they just are autumn that we just continually, are updating people who purchase and buy. that way we, they just don't get second emails from us. This is a little, you don't have to do this. This is something that's like an admin thing, but it's just important to us that we're not, we don't continue to email people that have already taken action. it's annoying. And we used to do this manually and now I use Zapier to do it. And so if you use Zapier, this is a great way to do it. You just pop those people into a Google sheet and then it, you just set up your, you just set up the integration with your autoresponder system and it automatically tags everybody. And so this is a huge time-saver for me, this is what my little spreadsheet looks like. You can see that we run everything down here. And then my assistant just goes through and updates these so that they just are autumn that we just continually, are updating people who purchase and buy. that way we, they just don't get second emails from us. This is a little, you don't have to do this. This is something that's like an admin thing, but it's just important to us that we're not, we don't continue to email people that have already taken action. it's annoying.

Speaker 3: So it's about our, it's about our list, relationship, better community relationship. That's what we're doing, trying not to annoy people, nothing worse than you send me emails all week long about something bought I'm there, you know So it's about our, it's about our list, relationship, better community relationship. That's what we're doing, trying not to annoy people, nothing worse than you send me emails all week long about something bought I'm there, you know

Jennifer Perdew-Houlik: Right. So the other thing here, I want to show you in this. somebody asked this yesterday about pixels and I want to just give you kind of a, this is another little pro tip here, on pixels. So, Oh, I have this pulled up earlier. What did I do with it Right. So the other thing here, I want to show you in this. somebody asked this yesterday about pixels and I want to just give you kind of a, this is another little pro tip here, on pixels. So, Oh, I have this pulled up earlier. What did I do with it

Jennifer Perdew-Houlik: I may have closed it. Okay. Oh, that was right here. Fresh demo. I wanted to show this to you, when you're running a promotion and if it's especially something that's a little bit long, or longer style promotion, or it's an evergreen promotion and you're using a bridge page, this is a huge, huge bonus for using bridge pages to send people to, you can see right here in my browser bar, this little tool right here is called the Facebook pixel helper. And this shows me, it shows you on anybody. It's, it's not only my site will show me on any website. If there is a Facebook tracking code on here. Well, you can see this is our site and we have a Facebook tracking code on here. So we can see that here's our pixel ID. And we can see that there has been a page view from this. I may have closed it. Okay. Oh, that was right here. Fresh demo. I wanted to show this to you, when you're running a promotion and if it's especially something that's a little bit long, or longer style promotion, or it's an evergreen promotion and you're using a bridge page, this is a huge, huge bonus for using bridge pages to send people to, you can see right here in my browser bar, this little tool right here is called the Facebook pixel helper. And this shows me, it shows you on anybody. It's, it's not only my site will show me on any website. If there is a Facebook tracking code on here. Well, you can see this is our site and we have a Facebook tracking code on here. So we can see that here's our pixel ID. And we can see that there has been a page view from this.

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Jennifer Perdew-Houlik: Well, guess what I can actually use when this pixel right here gets hit, I can create a custom audience in Facebook and I can remarket to them because they have viewed this page. And so this is really important from affiliate marketing perspective because you can't track when I can't track when you hit the affiliate arm, the vendor sales page, but I sure can track it when you hit my own page. And so this is another reason why bridge pages work so well for you is because I can then send an email. I can send a, I can do a Facebook ad to anybody that has hit this URL. And I can say, Hey, I just want to make sure that you don't have any more questions or make sure you go, this is about fresh title. Make sure that you go pick up the fresh title tool today. And it's just another retargeting action that helps us to make sure that we continue to make long-term sales. and we're capturing those people in a Facebook audience. So I just wanted to show that to you really quick, because this is a great way for you to monetize in an inadvertent way, monetize your bridge pages. Do you want to say anything about that Done Well, guess what I can actually use when this pixel right here gets hit, I can create a custom audience in Facebook and I can remarket to them because they have viewed this page. And so this is really important from affiliate marketing perspective because you can't track when I can't track when you hit the affiliate arm, the vendor sales page, but I sure can track it when you hit my own page. And so this is another reason why bridge pages work so well for you is because I can then send an email. I can send a, I can do a Facebook ad to anybody that has hit this URL. And I can say, Hey, I just want to make sure that you don't have any more questions or make sure you go, this is about fresh title. Make sure that you go pick up the fresh title tool today. And it's just another retargeting action that helps us to make sure that we continue to make long-term sales. and we're capturing those people in a Facebook audience. So I just wanted to show that to you really quick, because this is a great way for you to monetize in an inadvertent way, monetize your bridge pages. Do you want to say anything about that Done

Jennifer Perdew-Houlik: Okay. I think that was awesome. Okay. I think that was awesome.

Speaker 3: We have a couple of questions here. A couple of comments too, on Martin said, I noticed the 225 people, would not get the email when you were sending it. It th there was a little note of stairs that said two 25, get this email. So explain what, how, how that happens. We have a couple of questions here. A couple of comments too, on Martin said, I noticed the 225 people, would not get the email when you were sending it. It th there was a little note of stairs that said two 25, get this email. So explain what, how, how that happens.

Jennifer Perdew-Houlk: So there is always going to be times when you have emails that are soft, bouncing or hard bouncing on your list. Soft bounces typically mean that somebody's inbox is full hard. Bounces normally mean that they have that in that email address is no longer valid. So we have a software tool that we run on a monthly basis on the backend of our system that pulls those out. So it, it has, it, it runs the beginning of the month, actually, I think on the fourth. So since the last time I ran it and to now, it means that that we've got that many people on our list that are either hard bouncing or soft bouncing. And I'm going to have to go take some action when I get the report results on the fourth. And so that's what that is for me. it's constant, soft bounces are constant. They happen all the time and they're going to happen to everybody. And it typically somebody just moves in and out of marketable that you can market to them in a, in a soft bounce capacity, if they are using kind of a catch all email address with you. So typically that's what that means. So there is always going to be times when you have emails that are soft, bouncing or hard bouncing on your list. Soft bounces typically mean that somebody's inbox is full hard. Bounces normally mean that they have that in that email address is no longer valid. So we have a software tool that we run on a monthly basis on the backend of our system that pulls those out. So it, it has, it, it runs the beginning of the month, actually, I think on the fourth. So since the last time I ran it and to now, it means that that we've got that many people on our list that are either hard bouncing or soft bouncing. And I'm going to have to go take some action when I get the report results on the fourth. And so that's what that is for me. it's constant, soft bounces are constant. They happen all the time and they're going to happen to everybody. And it typically somebody just moves in and out of marketable that you can market to them in a, in a soft bounce capacity, if they are using kind of a catch all email address with you. So typically that's what that means.

Speaker 3: Okay. So, I really wanted to be able to show you the, how to build a bridge page today, but I didn't, I didn't get into that. we might be able to do that a little bit later too, because I think the next presentation is actually going to be fairly short. Okay. the, you know, so, so keep this page up, Jennifer, somebody just asked, what are you using that has the click to unmute on it And that's our own tool. And, that's simple click tracker and you insiders get this as well. Yeah. Okay. So, I really wanted to be able to show you the, how to build a bridge page today, but I didn't, I didn't get into that. we might be able to do that a little bit later too, because I think the next presentation is actually going to be fairly short. Okay. the, you know, so, so keep this page up, Jennifer, somebody just asked, what are you using that has the click to unmute on it And that's our own tool. And, that's simple click tracker and you insiders get this as well. Yeah.

Jennifer Perdew-Houlik: This is not simple click tracker. This is simple video, This is not simple click tracker. This is simple video,

Speaker 3: Simple video management system. Yeah. SBMs. Yep. So you get this as well. And, it has time downs and buttons and all that kind of stuff. Simple video management system. Yeah. SBMs. Yep. So you get this as well. And, it has time downs and buttons and all that kind of stuff.

Jennifer Perdew-Houlik: Yep. Yeah. This is a time to drop down. You can actually say show this at 30 seconds or five minutes or whatever you wanted to say. for this, this section of the page Yep. Yeah. This is a time to drop down. You can actually say show this at 30 seconds or five minutes or whatever you wanted to say. for this, this section of the page

Speaker 3: And people are reporting that they get, they're getting the emails already. Good. let's see. Gary said I only delete hard bounces. Should I, sure. Let's worry. Is it washed, I only delete hard bounces. Should I delete soft bounces Also And people are reporting that they get, they're getting the emails already. Good. let's see. Gary said I only delete hard bounces. Should I, sure. Let's worry. Is it washed, I only delete hard bounces. Should I delete soft bounces Also

Jennifer Perdew-Houlk:

I don't delete soft bounces, unless they continue to show up in my reports. And so, and your, I think Infusionsoft I'll have to look, but so your autoresponder might do this as well, but I think in Infusionsoft, if they continue to soft bounce for X period of time, they just changed their status to non-marketable. And, so, and let me explain to you what marketable and non-marketable means. essentially if somebody was soft bouncing and they got moved over into a setup in your, in your autoresponder, all of you guys should have non-marketable. it means that something has happened where the software can't mail to it anymore. And so if that same person then came and opted back in for something or purchased, that would change their marketable status and that activity by them by a web form submission or a shopping cart submission actually then reactivates their email address and moves them back into a marketable status. So I don't, I don't go through and delete. We don't delete anybody because our membership program is actually attached to Infusionsoft. So if somebody has bought from us in the past and they opt out, I don't delete them because they still have a right to access their product. And so we just move everybody into an archive setting. so they're not part of any campaigns. I keep them out of my tracking numbers and things like that. so we don't delete people, but we do archive them. So, I don't delete soft bounces, unless they continue to show up in my reports. And so, and your, I think Infusionsoft I'll have to look, but so your autoresponder might do this as well, but I think in Infusionsoft, if they continue to soft bounce for X period of time, they just changed their status to non-marketable. And, so, and let me explain to you what marketable and non-marketable means. essentially if somebody was soft bouncing and they got moved over into a setup in your, in your autoresponder, all of you guys should have non-marketable. it means that something has happened where the software can't mail to it anymore. And so if that same person then came and opted back in for something or purchased, that would change their marketable status and that activity by them by a web form submission or a shopping cart submission actually then reactivates their email address and moves them back into a marketable status. So I don't, I don't go through and delete. We don't delete anybody because our membership program is actually attached to Infusionsoft

So if somebody has bought from us in the past and they opt out, I don't delete them because they still have a right to access their product. And so we just move everybody into an archive setting. so they're not part of any campaigns. I keep them out of my tracking numbers and things like that. so we don't delete people, but we do archive them. So,

Speaker 3: Okay. we do get a lot of people. Sometimes not a lot of people. We occasionally get somebody who will send us an email that says, you know, I can't, I can't access my stuff or, you know, whatever it is and it's because they have opted out. So they don't get the update notices for their memberships or anything. So when you opt out, you don't get anything. So that's it. Okay. we do get a lot of people. Sometimes not a lot of people. We occasionally get somebody who will send us an email that says, you know, I can't, I can't access my stuff or, you know, whatever it is and it's because they have opted out. So they don't get the update notices for their memberships or anything. So when you opt out, you don't get anything. So that's it.

David Perdeu: Hey, it's David. It is session five of the, how to make more money with affiliate marketing with me engine this morning, we're back here, bright and early. we're going to go through four sessions today. And the next session that we're looking at is choosing the right products and choosing the right products is really essential for a couple of reasons. The first is that you want to make sure that the products that you choose are congruent with your niche. You want to make sure that you are always telling you're not confusing your people. That's what you always want to do is not confuse your people. That's the first goal, because if you confuse people, they are going to be completely lost. So choosing the right products for you is, we're just going to go through the first thing we're going to go through is like 10 tips for choosing the right products.

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David Perdeu: And these are kind of in order of importance. but when you get to the, when you get to the, to the truth of the whole thing, they're all kind of important. Each each impacts the other along the way. So we're just going to jump into this this morning and it goes straight through, and we're not going to go into the how to choose nearly as much because we're going to look at that as well. And the evergreen versus the launch, which is coming up next. And we looked at it a little bit yesterday when we went through some of the sites to see what they were doing, different platforms, you're going to choose products via platforms. And, and so we're going to talk about these tips this morning and we'll get started right away. I love this picture by the way.

David Perdeu: I just, you know, this woman is selling some ventures, choppers. That's my, I love old timey pictures and that's a great one. All right. So find a hungry niche first, then look for a product to promote. That is probably the number one rule. If you want to make a lot of, if you want to make money fast, you want to be successful fast. You want to be, you want to reduce your risk of failure. This is the number one rule. Always make sure you go where the market is and make sure that you bring them something that they want and need, and that they're willing to pay for. That's the other part of that, there's really those three attributes want need pay for. and so there's often you'll find niches, often that people want and they need stuff and they understand it's a solution, but they can get so much free solution that they don't want to pay for it.

David Perdeu: sometimes you'll find that in the way of, of, saturated markets where people get so competitive that they drop the price, or they start giving stuff away. And the market gets really saturated and people who can't pay can't sell them anymore because there's so much given away and it's an ebb and flow. And of course, what happens is that the market dries up of the free stuff. And, and people ended up having to buy better stuff as they go. So it'll come around. It just always, it is painful to try to sell something in a market that's not willing to pay. This is my point. All right. So, a good example of this, let's have an example of this, Jennifer, find a hungry niche first, then look for product to Vermont. we haven't used Amy's, niche during this workshop.

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David Perdeu: I think we're going to use it right now because Amy is in the gardening niche and, this spring with, the pandemic hitting and, things closing up and we're going into a longterm recession and all that kind of stuff. Gardening became very, very hot and very, very fast. And so people were looking for gardening solutions, especially newbies who realized they were going to have to get into gardening to actually go back to feeding their families this year. So, gardening became my hot topic and it became something that, everybody was looking for. And, and she, she dug into this and found that her traffic was exploding to her blog. And so we've been helping Amy find through our bootcamp. We've been helping him to find additional products and additional ways to monetize all of that. And people are willing to buy things like tools. And, what else, Jen You know, how to books and stuff

Jennifer Perdeu-Houlik: Well, yeah, I mean, like it's so funny because we have been really the pandemic kind of hit with when we did, we were doing one of our last two quarters ago, our, weekend event that we do with our bootcamp people. And, and you know, we were talking, Amy has a consulting business as well. And so leading up to that consulting business that had been where our main focus was and the gardening site for her was kind of her passion, but it wasn't really what was bringing in the money for her, you know, our consulting business was, and, you know, when we were at that boot camp, we were talking about this, of like what it was right on the edge. I mean, they had just announced, you know, the first cases coming in and, you know, we were like, what should we do

Jennifer Perdeu-Houlik: And, you know, as, as we were talking with Amy, you know, we said, you know, we need to not throw the baby out with the bath water here for this, for this niche that you've been working in. Cause I think it's gonna, I think something's going to happen here. And, you know, Amy was getting between three and 4,000 page views per month at that point on her, on her site. And in the past 30 days, I think we were over 31,000 page views. And it's so interesting, the content that people are looking for on her site, we've been able to go through and start picking, picking the posts that are getting, you know, the best, the best page views, the most page views. And we've just been working through her content to increase conversions. you know, we did, we actually had our bootcamp weekend two weekends ago.

Jennifer Perdew-Houlik: And, you know, we worked on, one of her top blog posts that hadn't ever made a sale. And it was one of her oldest blog posts. And we went through restructured, it worked on the call to actions and just within a few days, she started making consistent sales on that page. And that's kind of the goal here about finding the things that people are willing to pay for and making sure that we are giving them the absolute best information, but also using the right language to pre-sell them to purchase. Because for Amy, Amy is not sitting in her house making, you know, insecticidal soap for her garden. You know, she's recommending products out there 100% in the affiliate marketplace to be able to help people. And so she does that with product reviews and making sure that we're giving people as much information as possible to make educated buying decisions, but also to really capture the traffic that is already has some buyer intent. And that's a big, big piece here when we're looking in these different niches and we're looking at products to sell is making sure that we're really targeting people with buyer intent. And we'll talk more about that as we, as we go through this.

Speaker 3: Yeah. So I just want to say one more thing about this was that, what we noticed that really pushed, pushed us over the edge was her Pinterest traffic, because she was doing a lot of pins from her gardening, niche and her Pinterest traffic was through the roof. And so I, what is it She almost hit a thousand pin views or whatever you call that. I'm not thousand million millions. Yeah. A million pins use. and so we realized people were wanting this. And so you just have to read the tea leaves basically. And if, if, and the other thing that you said that I don't want them to lose sight of is your own website will tell you what's most important. We just finished an exercise where we went back through our, all of our blog posts and looked at what we're getting in the way of shares and paid shoes on all of our stuff so that we can do two things.

Speaker 3: First is match that up with the products that are selling. And the second thing is, update those things that need to be updated. And the third thing is reuse that content because people are people, people liked that content. We want to do more of that. So you find a hungry niche, find a product that fit it. So that works now. And when you do that in the marketplace, you're going out and you're looking for stuff we're going to see, or you're going to see when you go into the marketplaces, what's hot, what's getting the most tension, what's selling best. What's giving you, best commissions, those kinds of things. So we'll look at that stuff to choose products with

David Perdeu: Proven track records. so you're going to, and I just said, this, you're going to go to the, the marketplaces. You're going to choose the products at the top of their categories. These are the best sellers. And you want to start with those because you know that those are selling. Now, what about the competition There's a lot of competition out there for these, if they're the best sellers, right. But that's good because you know, the best sellers are selling. And so you want to make sure that you are not steering away from stuff that, that is working because you don't want to get stuck pushing the stuff that nobody wants. That may have been a little convoluted. So what I wanted to say here is that you pick the stuff that people definitely want, because you're going to find people who haven't seen it yet, or they don't know yet they want that solution and it's going to come right to you when it happens.

David Perdeu: Okay. So, you look at the marketplaces and you're gonna look for the high review numbers. you're gonna look for the conversion rates and refund rates to make sure that not only is it something that people want, but you also want, you also want to know, how, how much they like the products that are selling. So that's what you're going to look for is proven track, record, reputable affiliate tracking systems. So we are real big believer in using the platforms. And we said this yesterday, and, there are some, the, some somebody can use an affiliate tracking system on their site that they get as a WordPress plugin. There are those things out there that are WordPress plugins. I don't promote those. I wanna make sure that I'm, I'm promoting stuff from JB Sue, from what you're plus from pay kickstart from ClickBank, from sheriffs sell from, any of the platforms, impact is a platform that

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Jennifer Perdew-Houlik: I was just actually going to talk about impact a little bit, cause we didn't cover it yesterday. but impact

David Perdew: Is yeah.

Jennifer Perdew-Houlik: Yeah. And it is a platform that really focuses on tools. and I haven't dug into it a ton, although there are some niche things in our actually find the platform to be a little difficult to use, but programs like last pass lead pages, BarkBox is actually on that platform. some of the bigger name platforms have moved from, have moved from like the old school commission junction and things like that, and have moved over to some of these more private programs. And so impact is a, is a good one to look at, AppSumo runs through impact. so, you know, there are definitely other, I mean there's lots and lots of affiliate platforms that are out there and there's more that are coming up all the time. And it's interesting because sometimes the affiliate platforms get popular because a brand has moved to them. And that's kind of what I think happened with impact was that a lot of bigger brand companies, moved their program over and then people started going there and I was actually just now logging in there to check an affiliate link. And so that reminded me of, of impact that we hadn't really talked about.

David Perdew: Well, and here's the other thing when you're talking about people moving to a platform. So app PayKickstart, was one that started a couple of years ago, Mark Thompson started at Mark Lisbon and affiliate marketer and a, an a software creator for a long time. And he has a really good reputation. but he started this, PayKickstart program kind of as a competitor direct competitor to JV zoo. He was selling on JV zoo and he decided he wanted to do it better. he thought was better. and one thing that he added that drew people like flies vendors, like flies, was he added a, commission, not a commission, but a one click upsell. So you could upsell from the cart by clicking a button. We do that on our own site and infusion soft, and we had to have that coded directly, because we wanted to make sure that we could, add those.

David Perdeu: What do you call it, Jennifer, forget order bumps, order bump. Thank you. Yes. Order bump. We wanted to be able to add those order bumps so we could increase sales right there in the cart. And our average sell as soon as we did that increased by about 30 to 40%. So it is definitely worthwhile. Now, not a lot of platforms offer that capability and pay kickstart was able to do that immediately. And people jumped over there as soon as they saw that. So that's a really good thing to watch for is where are you going to get good, reputable affiliate tracking stats Cause you always want to see what the stats are telling you, and you always want to make sure that it's giving you the complete stats for any vendor in there. And you want to make sure that it's, all the accounting is always done specifically through that platform so that you get paid by the platform, not by the vendor. Okay.

David Perdeu: All right. do the requests get paid forever We liked that mantra and that's with evergreen products. We're going to talk about that later. but with evergreen products, here's the thing by evergreen products. If you are doing long-term content strategies like blogging and article marketing, you want to choose to evergreen products. You don't want to do YouTube reviews or SEO, a page or Ridge page or something on a, on a tool or a training package or whatever affiliate product you choose that, is going to go away. If it's got a short shelf life, don't waste your time building a ton of content on that. but if it's got a long shelf life, you to make sure that you do as

Speaker 3: Much as possible, and you want to choose that product so that you can do as much as possible to continue to reap sales on that.

Jennifer Perdew-Houlik: And that's why we, you know, and we've talked a lot about this yesterday in my breakout session, with the folks that were in the room is really one of the best ways to get started quickly is by using tools that you use every day in your business. And those kinds of tools are the best tools to run evergreen promotions around because they're not going away. you know, lead pages, for example, is not going away. AppSumo is not going away. a Webber is not going to go away. And so that those kinds of tools that we love kind of top 10 tools for us are the tools that allow us to build evergreen campaigns around them because we know that they have history and we know that we can continually market those and our links are going to work. They're going to have good customer service, and they're always going to be promoting as well to upgrade people into two different member levels and things like that.

Jennifer Perdew-Houlik: So, you know, the first couple of slides that we talked about here were really about kind of going and picking for trying to find some affiliate products that fit in your niche. Evergreen stuff is really about looking at what you already are using and using those to go and build a true evergreen content and campaigns around, you know, and for somebody like who might be in a, I use this example, I think some, at some point yesterday, somebody who's in the health and fitness niche who is specifically working on, we had somebody in our group who was really focused on working with people over the age of 55, trying to make sure that they continue to like promote joint health, you know, help them to do exercises and stretches to keep them from getting arthritis, keeping them more mobile and things like that.

Jennifer Perdew-Houlik: You know, so they were completely a B to C business. They were not a B2B. And so the tools that, that, that he used in it to run his business wouldn't have been a good match for his consumers, but the tools that he's using to train other people in his business were great. So, you know, his top tools were going to be, you know, the bands that you use to do your stretching exercises and, the balls, the exercise balls and hand weights. So those are the kinds of things. When you're building your evergreen style campaigns or products or tools you want to look at the products that are going to be around for a while. You know, I wouldn't go in and suggest building in that niche. I wouldn't go suggest building up full content, product campaign, whatever, around the new protein powder, you know, something that's brand new in the marketplace. You know, if I was going to do something around protein powders, I would go to the companies that have been doing it for a really long time. I said, genics, you know, the, the one I use is the, I can't remember the name of it. the vegan based ones, you know, things like that, that have a long track record behind.

Speaker 3: Yeah. So let's talk about that for a second, because when you're doing evergreen campaigns for evergreen products, and we'll talk about this more, we look at evergreen versus versus launches, evergreen products, great wins are consumables. And we don't, we don't talk about that enough, if you can get people doing consumable products, like, supplements and protein powders and nutrition, and you do, you do butcher block. Right. And you do ButcherBox. Yeah. And when you do things like that, that you're going to be auto shipping every month. that's a great way to continue to make additional income. And sometimes a lot of, I got a friend who's doing 2 million over \$2 million a year because we're, he's, he's in the nutrition business with me. And so, that is fantastic. And it's passive and that's what we're looking for. Okay. So, let's see.

Speaker 3: The next one was making sure you don't choose on price alone because you would think big price equals big commission and that's true. And you want to have some big price, some high ticket items and some mid ticket items and some low ticket items, but low ticket price items, feed your funnel. That's a great way to get people who are testing the waters, but it's not a freebie, right It's not a freebie. If you can do a five, 10, 15, \$20, products, anything up to 50 bucks, that's somebody who's investing a little bit with you just to test the waters and then over time they're going to be, they can be, one of your best customers. So we have some people who've spent thousands and thousands of dollars with us that came in on a \$17 product, you know, and we'd like \$17 products as well as, \$2,000 products. I w we've got, our bootcamp is 10, 10 grand a year, and we have a \$25,000 product as well on top of that. So, you know, high tickets. Great. But low ticket is good too.

Jennifer Perdew-Houlik: Yeah. And, I as asked a great question here, and he said, is there still a market for the make money niche Or is it too saturated right now Well, my answer to you not to be kind of a smart Alec is you're on this call. And, you know, we do a really good job of, we're not the biggest people out there. I mean, you guys know that, you know, we are not in direct competition with digital marketer, for example, even though a lot of what do is still very similar to their same business model, we have a different relationship with people on our list. And, you know, we try to keep that more, a little more personable, I guess, because our list is, you know, much, much smaller than digital marketers. but this business, this, this make money online niche is a kind of a hard niche to be in, in my opinion. But at the same time, I think you have a really good opportunity in this niche to build super high quality relationships with people which can, bring you sustainable revenue.

Speaker 3: Yep. And it's it's, but, but I will tell you too, the money's in the niches, the money, the digital, the, the online make money online kind of thing is a relatively small niche people inside of it think that this is the only thing that exists. But when you get outside into something like a health and fitness diet, gosh, electronics, e-commerce kind of stuff. Those are monster niches and people see those and they think, Oh, well, that's such a huge niche. It's already, it's already saturated as well. But the truth who would go into who'd go into a diet niche, right. Because there's so much of that out there, everybody that, you know, wants to be on a diet, it's almost universal. So there's a ton of opportunity there.

Jennifer Perdew-Houlk: Paul said something here I think is really important. And I don't want to glaze by this. because this is for you, as people on this call, this is what you're looking for. Paul's just said to me, he said, your vibe attracts your tribe. And that's exactly right. That's kind of why our, what's the word when you, when things like stay in the family, nepotism, it's almost like, well, I was thinking about the insiders club kind of having that vibe a little bit because our, you know, our insider's club membership is so tight that it's people working together over and over again, you know, 70% of the people that are, registered for this webinar or for this workshop are in our insiders club. And it's because of kind of that vibe in that tribe that, that we really try to nurture and engage over there with that membership. So that is super important. That's a great point, Paul.

Speaker 3: It is, it is. Now I want to, go to the next slide, which is all about promote only those products that you use yourself. So this is important because if you are promoting something that you're using, especially, or something that you can see that you would use, maybe you're using a competitor product. for example, we promote a lot of video product. there's some great video tools, the tool that we're gonna promote today, called clip magic is something that's a really nice tool. and it does a little thing differently, does something differently for video stuff. But most of our video stuff is done through content, used to be content separate samurai. And now it's the NAMI, which by the way, is an evergreen recurring product that we make really good money with. but we do a lot of material through that and we do a lot through video dashboard, and some, some other tools.

Speaker 3: So, you know, I may use clip magic for some things specific, but it is a tool I can easily promote because I would use it a lot, and may use it a lot, but I don't necessarily have to use it today, but I'm proud to promote it. So that's the, that's a key to this whole thing. your primary job, as it says here is to help your customers. So you want to sell them something that actually works and that you can work with. you don't ever want to sell something that doesn't do what it says.

Jennifer Perdew-Houlik: A great example of that is something I said yesterday. I want to make sure you guys don't miss this here because when you're in a business like this, and half of you are in the online business training business, what you said in the survey, you know, we, because we want to find solutions for our members that fit in a lot of different price points, and a lot of different specific problems that they may be having. We can't possibly use every single product that we recommend. And, but at the same time, you know, we, for example, Infusionsoft being our CRM is not for everybody. So it would be in my opinion, kind of irresponsible to us for us to try to sell Infusionsoft to people that we 100% no don't need it. So it's our job to make sure that we've gone out and we have vetted other programs that really will fit what most of our members need right now. And that's why we choose that. The three really that we, that we do a lot of demos on being a Weber active campaign. And because those three specifically meet a need, whether it's price point number of contacts, ease of use, whatever it may be. And so it would just be a responsible for us to only try to push you guys all the time to a tool that just doesn't you don't need right now.

Speaker 3: Okay. And the last thing is, treat them, like, treat your customers like you're expecting a second sale. That doesn't mean being pushy, but that means that you want to be as, inviting and as nurturing as possible. So, friendly. That's what that is. All right, let's see. What's next year. It is looking for sales page leaks. When you're looking for products, this is a biggie. When you're looking for products, you want to promote, never promote a sales page that competes with you by encouraging to call

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David Perdeu: In their orders. If there's a phone number to call us, I would not do that. You will want to watch out for, for vendors who are siphoning commissions away from their affiliates. and it's pretty easy to do that. Sometimes it's hidden sometimes some of the about me page doesn't about me link. that kind of thing gets to be very careful about that watch for the different payment options so that it doesn't include you. Sometimes you'll see a ClickBank leaked link on one side where somebody can pay here or a PayPal, but next to it, now you can't have an affiliate link on a PayPal happen. So if you're promoting that page, you're going to lose half or more of your affiliate commissions, because it goes to a PayPal button instead of a, an affiliate link. But so you want to watch out for page, page leaks like that.

David Perdeu: anything with ad sense on it I don't promote because anything that's got any other ads on it, I don't promote because I don't want people to be distracted by anything, but the click, the button, that's the one thing that you want them to do is click the button on that page. So if the product owner, is so focused on pulling out every little penny every little way, he can, he's really shooting himself in the foot. And he doesn't understand the marketing process when it comes to affiliate. So I avoid that like blank, genuine to say anything about that, don't think so. Okay. Watch out for shady vendors. There are a few, I got stung last year by a shady vendor. and it wasn't so much a vendor as much as it was his partnership with somebody else. And, that turned out to be one of these types of the story was real quick.

David Perdeu: we sold a product that was a good product. It's still a good product. I like the product. and we, I think we won first place in that contest and we earned a \$2,000 commission. And so the vendor sent us a \$2,000, commission to our Stripe account. I believe it was. And then four months later, the JV partner came to me and said, I can't get the he and his, the vendor partner had a dispute and they were arguing and he came to me and it's about half a dozen other people and said, I can't get him to honor our agreement and pay me. So I'm taking that money back. So he hit my Stripe account, which I didn't realize you could do this, but I guess within six months you could do it. You hit my Stripe account for 2000 bucks and just pulled it.

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David Perdeu: And it made me so mad. I couldn't stand it because, it put me in the middle of a vendor and JV partner dispute, and I couldn't get either one of them to, to do the right thing about this. So I went public and it's the only time I've ever gone public, like going to the press, you know And so I went public on Facebook and I named and shamed and had my money the next day. So, but I'll never work with either one of them again. So, that was just a rough way to have to do that kind of business. Alright. let's see, join the JV and pre-launch list in your niche. So, you know, I showed you the MunchEye yesterday. We're going to see it again today, a little bit. there, our launch list, we're going to see those a little bit, in, in our next session, but one of the things that you have to watch for are the, there's a, there's a gazillion list.

David Perdeu: and I have a, I haven't make money online list that I'm willing to share with you. in fact, if you go to Epic JV, NAMS Ws slash Epic JV, and you join that site, which is my, my JV site, my JV launch list site on Facebook. I'll give you the list of, of, other JV sites out there, that you can go join and in the make money online world. And then there's also a bunch of different affiliate, launch sites and promotion sites. And there's just a ton of those on Facebook. And you can do a search in Google with your niche words and like gardening slash JV opportunities, gardening slash affiliate opportunities, gardening slash prelaunch, and you can find products that are out there in your niche as well. So, that are coming up and that's a great way to find products in your niches.

Jennifer Perdeu-Houlik: Dang, you guys are kidding around. I'm like already getting like people. Yeah. I'm a proven people now.

David Perdeu: All right. let's see the subscribed to the newsletters of the, all the big marketers in your niche and Jennifer, this is Jennifer's ballywick. I used to do this all the time and I don't use my email all that much anymore. And my personal email, I spend all my time in my coaching email as much as possible on the Jennifer. You have factually, you, you get a lot cause you, you forward me things all the time that I need to see, but you're really, really email heavy, aren't you

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Jennifer Perdew-Houlik: I am. so first off everybody, I put the link for that in the chat already for Epic JV. So you should see that because people are coming in, so I will get to that. yeah. And so I like to watch what people are doing, and there are people that I follow just because they offer great content and it gives me ideas a lot of times and how they structure promotions. And so that's one of the reasons why I do that. you know, I try to kind of stay off a lot of just the, the, I don't know, the right word. I just try to really follow the people that have impact in our marketplace. And so, you know, I do follow Ryan dice. you know, I follow, Troy Broussard, he writes incredible emails. And so I love reading his content. I'm a customer of theirs too, and

David Perdew: I read great

Jennifer Perdew-Houlik: Stories. And so, you know, I follow, Nicole Dean, cause I think her email copy, I love the way she writes her emails and her style. I follow Kelly mcausey because I like the style that she writes. And, you know, and I also find affiliate opportunities there because it lets me see what they're launching and those are people that I trust. And so those are people that, you know, if they're doing a product launch that I want to make sure that, that we can be involved in that if it, if it's the right timing and it fits our list and all those kinds of things. So I really suggest that you, you kind of create a file for yourself, of people that you want to follow. and just continually watch that you'll learn a lot.

David Perdew: Okay. let's see. So the next thing is, look for products with high commissions. So that's different than high prices. Physical products can give you anywhere from two to 20% that we've learned just in similar Sweden together about the, the problems with, things like, Amazon and some of the 5% commission things. It's really rough to make any money with those kind of commissions. If you focus on digital products and no matter what niche you're in it, there are digital digital products that can be used in your niche. You can get anywhere from 40 to 75 to a hundred percent commission on those. Sometimes it's a hundred percent on the front end and no commission on the backend. You want to watch out for that too, because often the commission on the back end is, really important, for long-term growth as well.

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David Perdeu: And which brings me to cookies too. So we were really going to talk about cookies a lot, but I want to make sure we understand what cookies are. So if a affiliate program has a seven 30, 30 days, 60 day, 90 day, year long cookie, those can make a difference because even though cookies can be overwritten by somebody else's link, it is a, it's important to understand that you have an opportunity how long you have the opportunity to get the commission. So I probably just use some terminology there that people don't know, right. with the cookie thing and the, the day. So does everybody understand what a cookie is If you don't understand what a cookie is and how it relates to affiliate marketing say so in the chat box right here.

David Perdeu: Okay. Yeah. Okay. So when you get an affiliate link, you get, you get a URL, your, your tracking link is a URL that has question Mark equals that dah, dah, dah, dah, dah. And that is, that has a cookie assigned to it. So that a cookie is a piece of text that lives on the browser. Once you click the URL. So if I give you an affiliate link of mine, and let's say, let's say, I'm sending you to, this, this, clip magics, is it we're going to promote today. It's going to have a cookie in it. And, the cookie goes on the browser and the cookie is basically just another name for this text snippet. I don't know why it's called a cookie, but it is called a cookie. And so it goes on your browser and it lives in that browser.

David Perdeu: And you can actually open up your settings on your browser and look at all the cookies that are attached to your browser. But you can go look at the, the text is there. And it's assigning that link that's source to you because the cookie said, this came from, let's, I'm looking at Murray who said, explain, please, if Marie, if you send this to the two clip magics, and I, if you send the link to me, sorry, if you send the link to me, I click on the link and it goes to clip magics. I'm going to know that I, that my, my, my visit to that URL, that, that browser came from you. And so when I buy it, it's going to track back to you. That's a cookie. That's what the text Timbits snippet tells people that it is the source of the referral.

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David Perdew: Now, if Kurt, Shirley who's on here as well, sends me that five minutes later, and I bounced out of that page and decided to click on Kurt's link because he had a better bonus. Then I go over to that page and now yours is overwritten. Yours has gone and Kurtz takes over. So that is, that's why you need to know how long cookies last. Sometimes they auto expire. Sometimes it's a first in cookie versus a lasting quick. Now we could talk about cookies all day long about this, and I don't need to get into it too, too deep, because it's really kind of confusing. but just know that you want to know if it's a seven 30, 60, 90, a hundred lifetime, those are, important to you and your affiliate marketing.

Jennifer Perdew-Houlk: Yeah. And I also want to, I also want to say one thing here, too. in response to Lena, she said, don't cookies disappear when you clear your history. They do, but there's also things that happened inside affiliate programs. That, for example, if you opted in for something and you're cookied in that affiliates database, and they offer a seven day cookie, if you, if I opted in using your affiliate link for a webinar, let's just say, for example, and I purchased within that seven days, even if I cleared my cookies personally, I'm still cookied in their database. So cookies work in two ways. It's

David Perdew: Oh, that's not really a cookie. That's a, that's a, that is a database century. So,

Jennifer Perdew-Houlk: yeah. It's like, yeah, but so that way you are, but I want to make sure that you don't lose that. You understand that you don't lose that affiliate referral. just because you've cleared your cookies, if you're already in the database. I hope that makes sense. It's, it's very, very, convoluted the way that it works.

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David Perdeu: And that's one of the reasons we go back to the first thing, which was used, reputable affiliate trackers and affiliate programs, because they're doing it right. Johnny said the term cookie was derived from the term magic cookie, which is a packet of data, a program receives and sends back unchanged used by Unix programmers. There you go. That doesn't help much, but when now we know where it came from. Right. Thank you, Johnny. All right. okay, so we're done with talking about cookies. All right. So, that was, that's the last of the 10 tips that we talked about. If you have any questions about this, drop them in there and, let's see, the next thing we're gonna do is the evergreen versus launch promotions. We're going to talk about that. And after we do this, a live on clip magics, but magic. Okay. So Jen, I'm gonna, I'm going to stop this presentation. I let's, let's just go here. Okay. So we can stop this presentation. And, I think we'll record how we do this. Right. And it'll kind of be like a separate presentation. Correct.

Jennifer Perdeu-Houlik: Okay. That's fine. We

David Perdeu: Don't have powerful PowerPoint forward or anything like that. All right. So,

Jennifer Perdeu-Houlik: So what I'll do is, I'm assuming here, what, who, which I think, what order do we want to go in your screen to my screen Cause you've got to, you've got to share that. Right. Okay.

David Perdeu: Okay. So I'm coming back to this and

Jennifer Perdeu-Houlik: While you're doing this, typically the way that while you're getting things set up, typically what happens us when we do an affiliate promotion is we actually have, you're going to hear us talking to each other here, and you're going to ask some questions and things like that, just so that you get the context, but normally this conversation that you're gonna hear us having, it happens via Skype. And, we

David Perdeu: Are,

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Jennifer Perdeu-Houlik: Yeah. So we typically do everything on Skype and talk and we just lay out what the promotional details are and things like that. but so I'm going to ask the questions instead verbally. So you can hear kind of how I ask him how we're going to be setting things up. So,

David Perdeu: Okay. So I'm actually going to bring up Skype and I'm going to show you here on this page. I'll just get this gone for a minute. This is the latest note from the guys. and here's a group that we have that has Jennifer, me, Brett Mo, and their support guy in it as well. And maybe another person too. I can't remember. There's six of us. and so I can, I they've reached out to me and I can click over and give them anything I want to get. I, I give them any questions that I have. So this is the Google doc that they're sending me to and telling me it's one live in three hours and I click this to get the Google doc.

David Perdeu: what you'll notice when you do promotions in the I M spaces. Now everybody wants a Google doc and a JV page. I'm not quite sure why the Google doc has always just very good for me. I use it most of the time. It seems like a lot of extra work, but we do it too. So here's the JV page. I can click on this as well, and it's going to open it in there. And there's the JV page. And Brett's going to start talking. I want to pause it, if I can pause it there. Okay. That's Brett right there. It starts this time earn up to four 55 per lead. That means if somebody gets in there and the funnel is worth \$455 in commission, facts, you should know here's the stuff. \$36 EPC. That's great. that is really great. 200 affiliates selling over three figures.

David Perdeu: That's pretty good. this is what happened on most of their launches is what they're saying. Okay. You can join the VIP list and we're going to get the approval on the JV zoo link. So I'm going to go ahead and do this because I have not done it. I wanted to make sure you saw what we did now. I'm kidding. Auto approved. I better get auto approved. Well, let me go over there. because I have good reputation with JV zoo and I have good. I I've made, I've met the auto approval, limits the number of sales and those kinds of things. But if you were not getting auto approved, you you'd put in here the who you, while we talked about yesterday, how are you going to promote it Why you need to be approved, all that kind of stuff. And when I started, I had to do all this, right. I had to do all of this. I had to fill it out, all that kind of stuff. So people didn't know me from Adam. And what I'm going to do here is I need to make sure that I'm logged in. I am logged in. So I'm just going to click. I'm not a robot and I'm going to request approval now because I'm auto-approved, I don't have to do that anymore. So if I request approval, Oh, I have to check this first. I've read. Yep.

David Perdeu: Okay. And here it says get links. So I'm auto approved. So I click this button. Here's my link. Now I'm going to bring up Jennifer. I'm going to bring up the set. That's fine. Show that too. So we're going to use a redirect and we've talked about this a little bit yesterday. Did I hear it Is the link has already been created in there. You just have to actually put it in. Yep. I know. I'm waiting for it to come up. Okay. Here we go. It was pop this up here. This is simple click tracker. This is, this is our tool that we built and use all the time. and you'll notice I've got a bunch of groups here that, that I keep things organized by, and we have multiple domains that we use. And I'm going to do a search on clip magic because I think that's what we call it. Clip magic. Yeah, there it is. So we've done this before we had 478 clicks. We've got one click, two clicks today.

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David Perdew: All right. So I'm going to change it now because we have a new affiliate link here because it's a new promotion. I'm going to use the same one. So I'm just going to click there. Here's my information. That's what it, and this is what I mean by redirect when we talk about redirect. So I'm just going to drop this in here. This is my old link. Here's my new link. Now this very same link, NAMS Ws slash clip magic is going through my new, my new affiliate link. And anywhere that I've done this in the past now comes to this new program, right It's an updated program. So that's really good because it saves me all that trouble of having to go back and change any content anywhere else. I'm going to save this and I'm not going to close it yet. Cause I want to show you something.

David Perdew: Okay. I can put in a description here, what it is to choose the group, which JV zoo. and this is the social media thing. This is important. for any, anything else, I would do it here, but, but I'm not going to do it on JV zoo because JV zoo links are banned on Facebook, but if it were warrior plus or ClickBank or whatever, I would create a Facebook post as well for it. And I would put it in the Facebook image and I put in a description and a title upload, and then I would away, we'd go with a Facebook post. Okay. Now I'm going to close it. Did you want to say something

Jennifer Perdew-Houlik: And I wanted to make sure that we, you know, it's okay. No.

David Perdew: Okay. So, clip magic, just test my link. Whereas that thing is lie ball right here will take me to the sales page. So I click on that. It's going to open up the sales page. My link is working and you'll notice the redirect went from the NAMS Ws forward slash clip magic to magic.com. So my link is not exposed,

Jennifer Perdew-Houlik: Right. And if you watched it really closely, it happened really fast that the browser went from our redirect. It popped our affiliate Lincoln. And now it is at the unexposed link here so that it's not showing our affiliate link in the URL.

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David Perdeu: Yep. So they're not opening this. Doesn't open for 10 minutes, the launches in 10 minutes. So you're coming to a landing page that says it's coming put in your email address right here in, count me in. So if people did that, we would be cooked for the purchase. Okay. So, let's leave that there. Now I'm going to show you, I've got to go back to the, to the, to the, this guy, the document, and here's all the information about this. Now I've gone through and I've looked at the funnel. I've purchased the products. I have the product I've played with the product. I liked the product and I've done this over a couple of years. So I used the product. and here are the contents what's in clip magic, provide, product information. And here are the funnel pieces right here and all of the other stuff.

David Perdeu: So what is it There's some information for me to use in my email if I want, here is the pro version, the first version, and it's \$47. And there's a coupon. I know because I saw it earlier in the Skype for \$20 off here are the main benefits. So if I want to start writing my emails, I can do that with this. Here's the OTO one, OTO, two OTO, three, and OTO for the agency version. So as I went through this and I looked at all of the information about what's available in this, I thought, okay, I've got all of this because I got the agency version. But if I'm selling this to people, they really only need this part, the, the commercial first front end. And I knew this with every email and this makes it very, it really trust with our people.

David Perdeu: And if I don't do it, they ask for it. So, we we've used to doing this the front end and the reason they want to do the OTO two is right here, they get the 200, 2000 X HD videos and a thousand extra features for unlimited combinations that allow one, click publishing all of that stuff. Now that's, that's on top of what you got earlier. and you also get 100 done for you, clip magic things. So that's, that's the OTO two, and I will suggest they get that OTO three is just more, it's just more of more of the same OTO four, and it's a lot more by the way, but I don't really think you need all of that. So, OTO four is the agency version. Now, if you're selling to other people, you're going to want the agency version, but not a lot of people are going to sell to other people.

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David Perdeu: So I will say in my email, in fact, I'll just pull it up, by the way, I'm going to show you why this is kind of a pro tip that we've talked about. That was totally just was going to show you. So, let's see. I'm just gonna go back here. This is my email swipes folder. Now these are my swipes. These are edited. This is everything I've written. And you'll notice that I have, let's see, I have, these are my categories here. Can you see this, Jen Barely. Okay. We have affiliate promotions. We have new product launches. We have JV emails. We have smoothie. That's my wife's business. We have a nutrition company over there. We have campaigns, we have blog content, and list magnet influencers. Okay. So, this is an affiliate promotion and I've done this before I believe. So. I save all of our emails that we do so that I can reuse them. Right. So that doesn't look like a lot right there, but let me show you something. Notice these affiliate swipes profit volume, one affiliate swipes profit volume two. These are products because I've done so many email promotions and I saved them all. We sold these what we sold over 1,015 hundred units of this, where people bought all of these emails that we did. So, Matt Bay sack, there's three emails. Let's see.

David Perdeu: I know, I know. I know we don't have to launch right on time. I mean, we got three hours here, so we're okay. So we've got all of this stuff is my point is that we save it. We do a lot of reuse. So I'm coming back to this and, and I'm going to go to swipes too, and you'll see, here's clip magics. I've already done this. So we've got one, two, three, four. I've already done these. So now if I, I click on these and I'm going to bring up and I write, I always write these in text. So here's my next. So it always opens up in this little tool that I use called BB edit, and it's just straight text and I don't do it in word, because word has a word. We'll add a bunch of stuff to it. So here's the thing. This is, this is the email that says, I missed this. Well, I didn't miss. This is kind of new. So if I had time, I go over and do a research on a, on a subject line that I liked, but I was thinking about this. And probably the angle I wanna to take is about, snow blindness. So I'm going to write a little story real fast about this. So, we'll come back to the subject line in a minute.

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Jennifer Perdew-Houlk: So while you're doing that, I'm going to answer a couple of questions here about our process. So typically what happens for us is when somebody asks us about promoting a product, we, we go in and we get a review copy, and we take a look and we make a decision based on the review copy of whether or not we want to move forward researching. If this is something that we're interested in and that kind of thing, if we decide that we're going to move forward with our promotion and continue researching, then we go buy it. And typically with affiliates like this, we actually can, can backdoor in and buy the funnel. And, the reason for that is we want to make sure that we see the process and we experience exactly what the customer is going to experience from start to finish.

Jennifer Perdew-Houlk: we don't always buy the entire funnel, especially if it's not something that we find interesting. And we're going to, we'll tell you that in the email that we didn't buy this because we, it wasn't right for us. It could be right for you, but we also want to see how they deliver the product. We want to see the installation process if it's a piece of software and all that kind of stuff. And, so that helps us to do the initial review by using their review copy, and then for us to go in and buy so that we can, you know, we can see exactly from a consumer standpoint, what's going to happen. you know, a lot of times I've had people tell us, how do you, how do you go by everything Well, it, because it's the decision that we made in our business model, that we were going to personally vet the process for all the affiliate stuff that we purchase, or I'm sorry that we promote. And for us, this is what we, the cost of doing business. And, you know, we, it's a line item on our balance sheet for the businesses and it's a big one, you know, and, but we made that decision that it was important to us. If we were going to run this kind of affiliate business, that we actually purchased everything so that we could test it.

Speaker 4: let's see here.

Jennifer Perdew-Houlk: Cindy, you were asking about the text editor. This is a text Wrangler And it's for Mac. So you just want to do a search on a text editor that, whatever the platform is that you're using. We use text Wrangler, cause we both do

Speaker 4: You max,

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Jennifer Perdew-Houlik: CCS was unzipping zipping software to, we use, whatever comes with my Mac. most computers I know max haven't built in. I think WinZip is kind of the standard zip and zip folder or software for my, PCs, but max have it already built in, so we don't use anything

Speaker 4: Specific.

Jennifer Perdew-Houlik: so Gail said, so we buy every level. No, we don't. We buy the things that we know that that would benefit us. And then if there is a piece of the funnel that wouldn't benefit us, but it could benefit others. Then we tell them that in, in the email description about the OTO, we didn't buy this because we don't need this in our business. But if you are X, X, X, X, X, then you might find this valuable. But I always know when dad is testing because I all of a sudden start getting like, I'm like, did you just go buy a affiliate funnel Okay. I'm going through the bank statements. And I see you've gone through and done a funnel by,

Speaker 4: Okay.

Jennifer Perdew-Houlik: I don't know. You're going to have to just look at, unzip. WinZip did not use to cost anything. So, when I had a map, but, but you'll just have to look online cause I, I don't use,

Speaker 4: PC,

Jennifer Perdew-Houlik: somebody just said seven zip on windows. Linda, this is a great question, Lynn. she said, if we're new affiliate, would they give us a copy to review or do we have to buy it first They're probably not going to give you a copy to review, to be honest with you, but it depends. So, you know, if you typically, when you get a review, copy, it is a single use

Speaker 4: Username

Jennifer Perdew-Houlik: And password that they turn off after X number of uses or whatever. So, but you can definitely ask.

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David Perdew: Yeah. So I, I disagree with that. I would not ask if you're new, I would just tell them that you would like to promote this. you know, if you're new, you should purchase the front end and tell them you've done that. Ask me for a new copy and they don't have any sales and they're brand new. I usually don't approve them. Just FYI. Let's see, where is this

Jennifer Perdew-Houlik: Yeah, Gail, we do this as well. Gail said, how can you buy something If it's not open everybody that's running a product launch always has a working sales pages. They may not be the ones, the, for the public facing sales pages, but they have to be there because you have to run test purchases and all that kind of stuff on the platforms. And so you can buy a product that I haven't even launched yet that I haven't opened because the pages are there and it's available. because we've been testing. So you just have to ask the vendor. So we would typically not. we would typically not send an email out at 10 o'clock in the morning on a Sunday. This is one of our worst mailing times. so we're gonna see, we're gonna see what, what happens here. So Gary asked a great question. If you'd already written an email for click magic that you did previously, why would you write a new one from scratch because we want to make sure that,

David Perdew: Well, let me answer that because I know exactly why, because this talks about my birthday right down here, and it's a different funnel. So I wrote a new story from the top. Now what I'm going to do is add the bottom to this whole thing. So I see, look, this says right here, I know what I'm giving myself my birthday, this Saturday, this thing. So, I wanted a different story that the hook before was the birthday. So now I'm doing it this way to add this story at the top. And then I come in with all of this other stuff here because it is pertinent. Okay.

Jennifer Perdew-Houlik: And we want to make sure that they've added some new features to it and things like that. So we want to make sure that we get all of that in there. I love product relaunches because for me, vendors that do product relaunches means that they are continually updating their software or their product, whatever it may be. And so the bigger, bigger vendors are going to do things like this, where they're going to, they may have a product that they've been using for a long time, but they've done just a little upgrade to it or a little, you know, added something different because it gives them an angle for launching. And, I just like that.

Jennifer Perdew-Houlik: So one of the things too, that, this is kind of us being on the fly here. Typically he'll get me the email I'll go through and proof everything really well. come back to him and say, this sentence doesn't make sense. Or what did you mean here Or I think we need to explain a little bit more, I'm going to do a quick read of this. as you watch me actually build it in the, in the email builder. but this is a little less of the process that we typically do. I try to spend a little more time.

Jennifer Perdew-Houlik: So you see this little sentence right here, right below where he's typing, but if not stick with the first two, people love this. And this is why we have such high APCs in the funnels is because we're telling them straight up, you don't need this, or you do need this. This is going to help you. And, we started doing this probably about two years ago, maybe two and a half. And a lot of people are doing this now because they figured out when we were coming in and sweeping these contests, they were like, how in the world are they doing this over and over and over again. And people started, really wanting to know the process that we were using with the bridge pages and with, and with the OTO. And so on this particular offer, we're not going to do a bridge page because we typically don't have to run bridge pages to Brent and most products because they do a great job on the product demos.

Jennifer Perdew-Houlik: But so what we'll do today is we'll send this email out straight to sales page and we'll watch the conversions and we'll visit these conversions together today. So we can actually, you can see what's happening and it will make you'll, you'll actually see how we make the decision of, okay, we need to run this campaign a little differently and we need to add a bridge page, or we can go ahead and keep running without a bridge page. And, you'll actually get to see how we make those decisions. Yes, you guys are gonna get this email. I already, I put you in the list so that you would get a copy of it and see, the way that it's all going to work.

Speaker 4: Okay. Just about the coupon in here. So that's the right coupon. Okay. okay. So hold on, hold on, hold on,

Jennifer Perdew-Houlik: Go back down to the bottom cause you miss something here.

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Speaker 4: Oh, okay.

Jennifer Perdew-Houlik: I just, it caught my eye. hold on. Where to go. It was about something about Saturday night.

Speaker 4: Oh, this approach and it's night, this special curly bird. It's countable. what time is it 10 to one, just three hours. 1:00 PM E T

Jennifer Perdew-Houlik: Agency just means that you're allowed to sell whatever you create with an agency license. So,

Speaker 4: That's true. But what agency really is, if you are somebody who does client work, you get to use it as an agency for your clients and they don't have to pay any other fees. That's what the agency means.

Jennifer Perdew-Houlik: And that means that you charge in your consulting package, you're charging, for their ability to be able to use your tools and software.

Speaker 4: I don't need this. That's consistent

Jennifer Perdew-Houlik: And you don't have to do a ton of that. Cause I changed all that anyway know, but it's,

Speaker 4: You know, it's my OCD kicking in. Okay. So now I'm going to save it. File. Save that. I don't want to lose the original, even though I wrote over this. So this is going to be number five. All right. Now I've saved this in Dropbox. So Jennifer could get it. Oh, it didn't change the subject line. now discount available until one and I wouldn't usually not do this kind of subject line. but I only will do a subject line like this because it is so time sensitive. Okay. So here it comes. There you go. Okay. All right. So we've got this going. now Jennifer, you're going to take the screen,

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Jennifer Perdew-Houlik: Give me two seconds. Hold on. I just want to grab this. I have to download it to make sure that the formatting stays the way I needed to stay. So give me just a minute. I can typically run. Once I get the email from him, I can typically set something like this up in about five minutes. okay, so

Speaker 4: Ready Yeah, they can present. Okay. There you go. Okay.

Jennifer Perdew-Houlik: We're going to go main screen. Nope, not that one.

Speaker 4: Let's go

Jennifer Perdew-Houlik: Screen two. There we go. Okay. You're seeing my Dropbox. Yep. Okay. All right. So the first thing we're going to do here is I'm going to actually set the email up. We're going to hit send, then I'm going to show you a couple of the things I did prior to getting ready for this. just so you can see my process. So the first thing that I had already done was I had run my list so that you guys didn't have to sit through this and watch me do it. so what we've done though, is I typically only talk to people who having been engaging with us for about nine, nine months. If they have stopped engaging with us after a nine month period, we move them into kind of an archive. because it doesn't make sense for me to continue sending it hurts us. And, it hurts deliverability and all that kind of stuff.

Speaker 4: Yeah. We eventually moved them into an re-engagement campaign though.

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Jennifer Perdew-Houlik: Well, I do it on Facebook. so we have a couple of things here. so first off when people are on our list and they're actively engaging in an automated campaign, we put something, a tag on them that says pause, promo. That means that they don't get any kind of promotional email from us. Now, normally I wouldn't send to people that are existing in a pause promo campaign already because this is time sensitive. I am going to send it to these people, but then I will put the tag back into my search criteria for the rest of this promotion, because we don't want people to miss out because they're engaging. But I also don't want to just inundate people that are already getting emails from other campaigns. you can see this is my archive customer file. So, I had just have people like affiliates and stuff like that, that we don't want to mail.

Jennifer Perdew-Houlik: every, this is our pro tip right here. You should have some kind of file in your automated system. We call them a PETA customer. And this is somebody that you want to make sure doesn't get email from you. this could be a serial Refunder. This could be somebody that is nasty in your support desk. you know, we have banned people, who have been horrible. Somebody threatened to bomb my house. One time. He is definitely banned. and so, but yes, he was reported. My best friend is actually had a TBI agent. So she headed that one up. And so, but anyway, so we kind of double layer here to make sure that people that are just crazies don't get email promotions from us. And then we want to make sure that we actually are, we tag people when they purchase through affiliate platforms where we can. And so we want to make sure that people who have purchased in the past don't get emails from us on products that they've already purchased. So that was how I came up with this list. So let's go ahead and remove my POS promo people.

Speaker 4: Okay. And so while you're doing this, Teresa asks, do you want us to buy it when it comes through Well, yeah, if you buy it, you connect, you can buy it. Go ahead.

Jennifer Perdew-Houlik: Yeah. So this is going to give me almost 26,000 people that we're going to mail

Speaker 4: To. And so we will go ahead and do a send broadcast.

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David Perdeu: I just checked the sales pages live. So that's good, which by the way, is important step in this because it wasn't live when we scheduled it. So we wanted to make sure that it was live. So we've, we have sent to a sales page that it's not live yet because they put it off for an hour or something.

Speaker 4: And sorry, things always just run a little bit slow while I'm on go-to webinar here. So,

David Perdeu: So while you're doing that, I'll answer some questions too. Marie says I have clip magic already will be upgraded automatically. I don't think so, Marie. but I also don't think you probably need to get the commercial license if you have, unless you have, unless you didn't get something that was way back to check what you got and see what you, what you need. But I don't think you will be, upgraded. I think you will keep what you had. let's see. And Paul said, I said something in passing yesterday and let me see what it was that I saw just a second here. And that I mentioned in passing in the breakout group yesterday about using no more than three SEO keywords in the emails. I did not. I said through no more than three SEO keywords in your, when you, when you do your SEO on your blog post, because you don't want to stuff keywords on your blog posts, email. I don't even SEO email because we it's, it's just a broadcast thing. We were concerned more about spam with email than we are with SEL. Okay. So go ahead.

Speaker 4: And you can see that this email has gotten flagged already. So we're going to have to actually go through here. And normally I would, check this before I'm pop it in here, to see if I'm going to get, this was some crazy spacing you did here.

David Perdeu: Oh, it was, it came from the thing. So I copy paste on that page, but this is also why this came from a Google doc too. So you get spacing issues when you come from other documents and that's right. We have to format everything that does go up.

Speaker 4: So the, no, does that one go with okay.

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David Perdew: Can you just backspace there

Speaker 4: All right. This is depending on your builder.

David Perdew: I've never seen you do this before.

Speaker 4: Yeah. Infusionsoft does. Like,

Jennifer Perdew-Houlk: if I were to have downloaded the straight from Dropbox, it would have been one big paragraph and I would have had to go find all the paragraph breaks. Okay. So the first thing that we're going to do here is we're going to figure out why this is getting a spam score. So, cause normally we don't get, I normally don't have to deal with this too much acting now with all caps. So it just told us right here, this is why.

Speaker 4: Okay. Got it.

Jennifer Perdew-Houlk: exclamation points also will get you, spammed on that. So

Speaker 4: Yesterday I said, when I get over a little overenthusiastic. Yeah. So I'm not going to worry about that now. Okay. Let's see. Well, at the end of that one, PMT

Jennifer Perdew-Houlk: Can actually do something like this.

Speaker 4: Yep.

Jennifer Perdew-Houlk: Okay. And then there we go. All right. So

Speaker 4: Good. Okay. Email has no issue to send away.

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Jennifer Perdew-Houlik: Okay. So here's the other couple of things I do here. So first I go through and I make sure I'm bold and underline the promo code. Cause we want to make sure that people do not miss the coupon. One of the worst things for you as a promoter, as a vendor or as an affiliate is when people don't use the coupons and then they go back and they are like, you have to refund people so that they can go through and, and rebuy it with a coupon. And it's just affects both you and it affects the vendor. So I want to make sure that I highlight the coupon and here we go,

Speaker 4: Wait, wait, wait. Okay.

Jennifer Perdew-Houlik: So dad, you actually don't know this, but I'm going to walk through this. I like to do a mix of links where we show the link and hyperlinked text. So I always hyperlink the name of the product. and I always then come back in here and do bold. just so that we see that,

Speaker 4: Didn't know that. Cause I read her emails occasionally.

Jennifer Perdew-Houlik: Yeah. Yeah. Okay. So this is actually be sure to check it out in the next two hours. So why are we not three hours right

Speaker 4: Here I don't know. Okay. Yep. Thank you. Okay.

Speaker 4: Okay.

Jennifer Perdew-Houlik: There is something to be said about testing your emails with raw links versus hyperlinked text, and

Jennifer Perdew-Houlik: Where right here. Okay. Got it.

Speaker 4: Okay.

Jennifer Perdew-Houlik: Going, gonna bold to make sure that they, and I actually like to change the color on these.

Speaker 4: Yes.

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Jennifer Perdew-Houlik: Labor discount ends at 1:00 PM. Grab it here. Your emails need to have, depending on the length of them, they need to have anywhere from three to five URLs, hyperlinked URLs in here. And this is too many. So I actually, The other thing too, I like that

Speaker 4: I know.

Jennifer Perdew-Houlik: And then we go bold that we're going to bolt this real quick. And so that gives us one, two, three, four, five. So there we go. So we've got five links in here. We've got our bolts for the coupons that we've got a read on the, when the discount ends. Let's do this bolt that turn that to red. All right. I'm about to do it. Let me check my leg. I know you've checked it, but

Speaker 4: Sure. All right, we're good to go.

Jennifer Perdew-Houlik: Now you may notice this, by the way. Remember when we tested the link earlier, it went to a different page. And so, this page has been live this whole time in the background, waiting for it to be launched time so that they could flip the page over. So I just want to make sure you guys took note of that. That's why it's so important to check your link.

Speaker 4: All right. I'm going to hit send.

Jennifer Perdew-Houlik: No. And there we go. Now you guys saw what happened with the spam checker. So your autoresponder system or your CRM should have some kind of spam checker built into it. If you're using, a platform like this, if you're using something where you're sending on, like using Amazon SES, you're not going to have that. And you're going to want to check out some of the tools that are out there that allow you to send, that allow you to test your email copy for spam checking. there was actually a conversation about this in the insiders club group last week, with some suggested tools that were, that were good to use. So a bunch of people jumped in on that. So if you're in the insiders club, go check that out. Now I want to show you a couple of things that happened here.

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Jennifer Perdew-Houlik: First off, I told you earlier that, we like to tag people that have purchased previously, so they don't get emails from us. So as an affiliate, this is important. Not all platforms do this, but as you start becoming a bigger and bigger vendor, you can request this. I'm sorry. If as you can become a bigger and bigger affiliate, you can request this from the vendor. And, but JV zoo allows you to download your buyers list. So what we do when you're in JV zoo is, you go under affiliates transactions, and then you use your criteria. And so I just use this date range here to go through and then find all the, the promotional stuff that we had sold during that time period. And I just did an export of these results. And then I only came through and pulled, the front end purchase on this product that I could tag people.

Jennifer Perdew-Houlik: And we used to do this manually and now I use Zapier to do it. And so if you use Zapier, this is a great way to do it. You just pop those people into a Google sheet and then it, you just set up your, you just set up the integration with your autoresponder system and it automatically tags everybody. And so this is a huge time-saver for me, this is what my little spreadsheet looks like. You can see that we run everything down here. And then my assistant just goes through and updates these so that they just are autumn that we just continually, are updating people who purchase and buy. that way we, they just don't get second emails from us. This is a little, you don't have to do this. This is something that's like an admin thing, but it's just important to us that we're not, we don't continue to email people that have already taken action. it's annoying.

Speaker 3: So it's about our, it's about our list, relationship, better community relationship. That's what we're doing, trying not to annoy people, nothing worse than you send me emails all week long about something bought I'm there, you know

Jennifer Perdew-Houlik: Right. So the other thing here, I want to show you in this. somebody asked this yesterday about pixels and I want to just give you kind of a, this is another little pro tip here, on pixels. So, Oh, I have this pulled up earlier. What did I do with it

Jennifer Perdew-Houlik: I may have closed it. Okay. Oh, that was right here. Fresh demo. I wanted to show this to you, when you're running a promotion and if it's especially something that's a little bit long, or longer style promotion, or it's an evergreen promotion and you're using a bridge page, this is a huge, huge bonus for using bridge pages to send people to, you can see right here in my browser bar, this little tool right here is called the Facebook pixel helper. And this shows me, it shows you on anybody. It's, it's not only my site will show me on any website. If there is a Facebook tracking code on here. Well, you can see this is our site and we have a Facebook tracking code on here. So we can see that here's our pixel ID. And we can see that there has been a page view from this.

Jennifer Perdew-Houlik: Well, guess what I can actually use when this pixel right here gets hit, I can create a custom audience in Facebook and I can remarket to them because they have viewed this page. And so this is really important from affiliate marketing perspective because you can't track when I can't track when you hit the affiliate arm, the vendor sales page, but I sure can track it when you hit my own page. And so this is another reason why bridge pages work so well for you is because I can then send an email. I can send a, I can do a Facebook ad to anybody that has hit this URL. And I can say, Hey, I just want to make sure that you don't have any more questions or make sure you go, this is about fresh title. Make sure that you go pick up the fresh title tool today. And it's just another retargeting action that helps us to make sure that we continue to make long-term sales. and we're capturing those people in a Facebook audience. So I just wanted to show that to you really quick, because this is a great way for you to monetize in an inadvertent way, monetize your bridge pages. Do you want to say anything about that Done

Jennifer Perdew-Houlik: Okay. I think that was awesome.

Speaker 3: We have a couple of questions here. A couple of comments too, on Martin said, I noticed the 225 people, would not get the email when you were sending it. It th there was a little note of stairs that said two 25, get this email. So explain what, how, how that happens.

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Jennifer Perdew-Houlik: So there is always going to be times when you have emails that are soft, bouncing or hard bouncing on your list. Soft bounces typically mean that somebody's inbox is full hard. Bounces normally mean that they have that in that email address is no longer valid. So we have a software tool that we run on a monthly basis on the backend of our system that pulls those out. So it, it has, it, it runs the beginning of the month, actually, I think on the fourth. So since the last time I ran it and to now, it means that that we've got that many people on our list that are either hard bouncing or soft bouncing. And I'm going to have to go take some action when I get the report results on the fourth. And so that's what that is for me. it's constant, soft bounces are constant. They happen all the time and they're going to happen to everybody. And it typically somebody just moves in and out of marketable that you can market to them in a, in a soft bounce capacity, if they are using kind of a catch all email address with you. So typically that's what that means.

Speaker 3: Okay. So, I really wanted to be able to show you the, how to build a bridge page today, but I didn't, I didn't get into that. we might be able to do that a little bit later too, because I think the next presentation is actually going to be fairly short. Okay. the, you know, so, so keep this page up, Jennifer, somebody just asked, what are you using that has the click to unmute on it And that's our own tool. And, that's simple click tracker and you insiders get this as well. Yeah.

Jennifer Perdew-Houlik: This is not simple click tracker. This is simple video,

Speaker 3: Simple video management system. Yeah. SBMs. Yep. So you get this as well. And, it has time downs and buttons and all that kind of stuff.

Jennifer Perdew-Houlik: Yep. Yeah. This is a time to drop down. You can actually say show this at 30 seconds or five minutes or whatever you wanted to say. for this, this section of the page

Speaker 3: And people are reporting that they get, they're getting the emails already. Good. let's see. Gary said I only delete hard bounces. Should I, sure. Let's worry. Is it washed, I only delete hard bounces. Should I delete soft bounces Also

Jennifer Perdew-Houlik: I don't delete soft bounces, unless they continue to show up in my reports. And so, and your, I think Infusionsoft I'll have to look, but so your autoresponder might do this as well, but I think in Infusionsoft, if they continue to soft bounce for X period of time, they just changed their status to non-marketable. And, so, and let me explain to you what marketable and non-marketable means. essentially if somebody was soft bouncing and they got moved over into a setup in your, in your autoresponder, all of you guys should have non-marketable. it means that something has happened where the software can't mail to it anymore. And so if that same person then came and opted back in for something or purchased, that would change their marketable status and that activity by them by a web form submission or a shopping cart submission actually then reactivates their email address and moves them back into a marketable status. So I don't, I don't go through and delete. We don't delete anybody because our membership program is actually attached to Infusionsoft. So if somebody has bought from us in the past and they opt out, I don't delete them because they still have a right to access their product. And so we just move everybody into an archive setting. so they're not part of any campaigns. I keep them out of my tracking numbers and things like that. so we don't delete people, but we do archive them. So,

Speaker 3: Okay. we do get a lot of people. Sometimes not a lot of people. We occasionally get somebody who will send us an email that says, you know, I can't, I can't access my stuff or, you know, whatever it is and it's because they have opted out. So they don't get the update notices for their memberships or anything. So when you opt out, you don't get anything. So that's it.

# Ebook title

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