

**DRAFT**

# Session 6

How to Make More Money with  
Affiliate Marketing



[MyNAMS.com](http://MyNAMS.com)

## How to Make More Money with Affiliate Marketing - Session 6

David Perdeu: Okay, we're back. This is session six, evergreen versus launch promotion. So we've talked quite a bit about the benefits of the evergreen promotion and why we want to do that, but we're really going to dig into it this time, because evergreen is where you're going to build your base as an affiliate marketer. and we've, we've, talked about things like tools that you always use, services that you use on a regular basis. We promote like quarterly. We promote evergreen products on a regular basis, and we try to schedule those things in. and there's a reason why we would do an evergreen product versus a launch product. So, launch products are always to me about opportunities with tools that are new, about our launch programs, about something that is exciting, that does something a little differently. right now in our world, software is King.

David Perdeu: When it comes to, launches. Now, I don't like that because we don't do a lot of software. We do training mostly, and I believe that fundamental training is way more important than software, but getting people to understand that is, is, you know, you're fighting uphill and uphill battle there, because people want what people want. And if you, that's, the thing that you always have to remember is that if you are doing something that people need, it's never going to go as well as you do, if you, if you're doing something that people want. and, and I beat my head against that wall for many, many years, because I always try to provide what people need. And, one of my former mentors, Alex Mendoza, and always said, he always tried to correct me on that. And he always said, you know, give people what they want smuggle in what they need, because it's irresponsible not to smuggle in what they need, but you always give them what they want first. and with those kinds of one-time launch programs, that's what we do is we give people what they want, but we always try to make sure that, like I said before, it is good, good products and it works well. So, but we always try to smuggle in the training that goes with it, the how tos, the fundamental concepts, all of that, because that to me is more important than anything else. Genuinely say anything about that or are you gone

Jennifer Perdeu-Houlik: Sorry. I was needed. I don't think so. I think for we're moving right along. Okay.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdeu: Okay. So on the evergreen stuff, we're going to, we're going to look at that and, and scheduling evergreen promotions. When once you find an evergreen product that you want to promote, like we do content samurai, like I said earlier, I love content. It is a, I think you can get it on sale. Price is 35 bucks. And, the normal price of it is \$47 a month. And we try to, every time it comes up for the \$35 sell price, we try to run a promotion on it to get our people into that because it's a monthly program and it's really good. And we get, I think it's a 30% commission on that one, Jen.

Jennifer Perdeu-Houlk: Yeah, I think so. And so it's a great

David Perdeu: Tool that we love to use all the time and we can get people in and get monthly commissions on that. Now there, there's probably, I'd say there's probably 10 or 12, maybe 15 tools that we use that are like that. a Weber you're looking at hosting tools and, and autoresponder tools and, template situations where you're, you're, you'll find on JV zoo. I'll show you this in a minute, but on JV zoo, the, the most, the highest ranking sales product on JV zoo is about seven years old, six or seven years old. And it's still doing, it's still generating a ton of sales because it has a template club and it's really valuable as a template club over there. So you jump into that and people continue to pay, can pay, whether they use that tool or not, they continue to pay. And so it's, it's really valuable that way.

David Perdeu: So let's just take a look quickly at some of the things that, I want you to understand first, this is clip magic. What we just talked about this as a one-time deal. This is a one and done promotion for us. We will probably won't promote this much going forward because there's not really a recurring to it. It is a product where we would have to promote over and over as a special offer. Now, when we do one and done promotions like this, if we can do a special offer again with somebody, a private promotion, and we will really like the tool, we'll do it. So for example, we have, something that's called G drive. it is, Ancar, Shula's, unlimited Google drive cloud, software that we'd like and use all the time. And we will do private promotions with him occasionally on that. it's not a recurring, it's a one-time fee, but we would try to schedule something and almost make it a recurring thing by doing a segmented promotion on that. We might do that with, some of Bret and Moe's, software as well. We do it with, Oh, shoot. What's the legal stuff that we use. Jen, you see guardian. Yeah. Yeah. PC guardian is PC

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: Guardian FTC or

David Perdew: Casey guardian. Yeah. FTC guardian is the legal tool that we use. It's a one-time promotion software, which has an annual. Now it has an annual on it. but it does come out as an on sale, occasionally a one-time fee. And we will do that as a regular promotion. that's one of the recurrings that we do as well, but it sells better for us as a onetime. So whenever we can do a one-time model, we've had to do that.

Jennifer Perdew-Houlik: so, and I don't know what your plan is here, but I've got a bunch of stuff, pulled up to be able to show people, evergreen products in our end, so we can show how we drive traffic to that.

David Perdew: Okay, good. We're going to run through these five or six slides that I have here really fast, because these are what I want you to see is how you go to these platforms and find recurring programs. So this is, JV is now when you come to their marketplace, I think it's called find a product is what it is and the affiliate, affiliate section to feel it menu that they have you come over here and you've got this little, circle here that is, like a half circle with an arrow on it. That means it's recurring. It has a recurring component in there. So this is explaining, explain DEO, explain the O which is a video tool. This is video maker FX. So when I was telling you about 116,000 plus sales on this one, and it has a, high conversion rate, it has a good EPC at two 70. It has an average sell price of 31 41, and re refund a 3.3 that's because if you click on the funnel here, they'll show you that's because this guy right here is the monthly template club. So look at, this is the top selling product over there for a long time, came out in 2014 video maker FX. And I remember selling that when it first came out

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: And typically products that have a recurring on the backend are also going to have a higher refund rate because they auto bill and people forget that it's going to auto bill and they forget to cancel. And so it builds. And then they go back and say, Hey, I didn't really want this to auto bill. Can you go ahead and cancel this and refund it? Yep. So you're going to see, you have to kind of keep that with a grain of salt on any platform that you're looking at when you're looking at refund rates, make sure that if it's got a high, if it's got a little higher refund rate than you like, but it has a recurring component in the background, that's typically why. And so just don't, don't just glaze past it because it might have a 6% refund rate and you only do 5% and lower.

David Perdew: Yep. So when you look at a screen like this, whoop to look for products, JV zoo, and we're looking at warrior plush, we're going to go to ClickBank and might call up live, Sheriff's cell. They were down this morning earlier. So I don't know what the deal is with them, but when you look at products like this, you're looking for how many are sold, what are the conversion rates. You see some really good conversion rates here. What are the APCs? What are the average price? That's your order volume right there. I'm sorry. Actual, average order value is what that is. and there's a commission here and in a usually means that it's, it's not just a single commission. There's like it could be a 30% plus a 50% plus, you know, whatever. And a refund rate. Now, the green, where it says, get links means that I've already been approved for these.

David Perdew: And I can grab this. You can click on the funnel and see what all the products that are in the funnel right there. And it comes up in a little pop-up box. Each one of these little things over here means something like the star is I believe it's an elite seller. The diamond is a very special seller. The percent sign will show you if they're in the top 10% of the vendors, top 5% type, 1%, 3%, those kinds of things. I forget what that is. It looks like a fumble. It might be a funnel. And the, the heart here means reviews. How many reviews has it gotten and wanted to review score. The, this little guy is important. This is the recurring. So you can sort by recurring only, you can actually pull up all of these that have recurring in it. And that's, that's a really valuable thing to look at.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdeu: Okay. Notice refund rate over here. these down here have too much refund for me. I would not feel comfortable at all promoting these on a long-term basis. I I'm approved for that one, but I don't think we actually did sell that one. We decided not to do it from the beginning. let's see. So this is JVs who top sellers. Now, when you come into JV zoo and you go to the top seller section, it's going to show you today, top sellers. And it's a top 10. Everybody wants to be in the top 10, and it's going to show you yesterday's top sellers. And then it's going to show you 30 day, top sellers below that. So you get a good average of what the lasting power, a good idea of what the average lasting power is of each of the products. So you can choose that kind of thing. Okay. So JV zoo is, mostly I am stuff and online marketing stuff. but it does have niche sections. And when I was clicking through the Knicks sections yesterday, just to check, because we don't do a lot in the next sections, but it does have quite a bit of knit section, things on different types of gardening and parenting,

Jennifer Perdeu-Houlik: And it's a lot of PLR. and so PLR is always going to be, this is a great place for you to come look for a niche PLR. If you need to find some for your business, just make sure that, you know, you're looking at reviews and quality of the product and stuff like that.

David Perdeu: Yep. Yep. And it needs to be somebody who's doing regular PLR. They're not just a one and done kind of thing. So somebody who has, I saw somebody yesterday had 1500 sales and I think it was in the gardening niche had 1500 sales on a regular basis on multiple products. So that's a good indicator. Okay. This is where your plus where your plus is, is a different, they use different language up here. we talked about that yesterday. You look for the refund rates here. WarriorPlus is actually more, I am, I think, than even JV zoo, sometimes more, make money online kind of material. and you're going to see the number of sales, the conversion rates and the visitor value. You have to, you have to be really, really careful about what you want about what you get anywhere, not just here, but when you do recurring up here, you don't do it on the product itself.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdeu: It doesn't show you on the product itself, but you filter by recurring up here. So you can actually filter the whole thing by recurring and only show recurring products, which is kind of nice so that you can, know that each one of these has a recurring function to it. JV zoo has a, sorry, where your plus has a launch calendar, which is actually a calendar like this. So you can see what's coming up when it's coming up and what it is. You click on these and it'll take you to the sales page, the JV page, those kinds of things. So that's, that's one way to find products in here and you get a good glance. Look, you can see that most launches happen on Wednesday, Thursday, Tuesday, Wednesday, Thursday usually is when most watches typically happen. holidays are terrible, but also holidays are good opportunities sometimes because most people don't want to launch on the holidays. You'll notice Sunday seems to be a slow day for launching, okay.

David Perdeu: much. I, we talked about it yesterday. This is a really good calendar to find a lot of, launches all of the launches for like the next year ClickBank. I should have told you this about much and I didn't show it much. I has up here. They have a menu at the top above this that shows, evergreen products. And it's separate from, from this page. And when you click on that menu up there for evergreen products, it'll always show you the evergreen things that are always available. ClickBank has average rebill. You can put in a average percent of the sale, you'll it'll show anything with I've put in here. 5% of the show, anything that has more than 5% of the sale is rebill. and it'll, you can, you can do filters here in ClickBank. There used to be a tool that we used all the time, that was kind of dug into all the data in ClickBank, but click ClickBank got smart and started doing this themselves, so that they basically killed that other tool. But these rebills are the recurrings as well. And often they will tell you in here that let's see average rebill, right in here, average rebill up here, you can see this one's 115 average rebill value. And it always talks about rebuild value in the, each of these, this one is 30% average rebill. This one is average. We bill a 1%, so,

Jennifer Perdeu-Houlik: Okay.

David Perdeu: So, Jen, what have you got, I'm gonna, I'm gonna let you bring up what's next here.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: Yeah. Sorry. I was muted. I was typing. so what I'm going to do is I want to show you guys how we actually set up how we embed evergreen affiliate products and in our own products, I'm going to show you the tools. We love section on our website, and I'm going to show you, how we include the tools that we love in product downloads. these are great ways for you to create these evergreen style campaigns without ever sending an email out. And this is how we make, a majority of our affiliate sales on evergreen products. So, let's go with screened to show my screen. You should be seeing my screen,

David Perdew: Your, your browser. Yep. Facebook. Yep.

Jennifer Perdew-Houlik: And let's see, here's this. Okay. So for everyone that is a member in our community, they get a username and a password into our members area. We have free content and we have paid content. And so, but everybody has a username and password. And we use our members area in our email campaigns and our nurture emails and our indoctrination email series, because we want to make sure people get in here because our members area is highly monetized. And so the way that we monetize that is a couple of ways. One is this section right here.

David Perdew: Can I stop you for a second Because I want to make sure that when we understand that you're talking about members, everybody that's on our list is a member. Isn't that correct They all get usernames and passwords, even if they've just opted in, they get, they become a member of the community, which puts them into this. so I want everybody to understand that member does not mean that you've made a purchase at all, even though most. Yeah, go ahead. Yeah. And the reason for that is in your explaining that go ahead.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: Yeah, because we provide so much free content that it helps us to build relationship and rapport with even people who have never purchased anything from us yet. So I want to first, the first thing I'm going to go over is the top tools section. so this right here of R and D did I already pull this up Let's do this. So this is our tools. We love area. And you can see that we've got a broken out by topic. So autoresponders CRMs PR our favorite PLR vendors. we make a ton of sales from this right here, our PLR vendors, PLR and done for you, content branding, personalization services. This is Melanie Davis, who was one of our, insiders club members. I think she's actually on this call. She, her business takes PLR and actually converts it for you. for people that have all this PLR sitting on their hard drives and they're like, Oh, what do I do with it

Jennifer Perdew-Houlik: Her team goes through and they actually rewrite it in your own words, get it ready for your promotions, product launches, blog posts, things like that. graphics and video editors. This is, this is all affiliate links for all of this stuff. engagement, conversion tracking, again, this is all affiliate links, infrastructure shopping carts. So you can see here is FTC guardian that we talked about earlier. Zaxaa a member, Jamie zoo, ClickBank Insta member. this is one of our, I haven't added our new key, the new keyword tool here. this is the one that we were recommending. these are all social media posting tools that we recommend webinar hosting tools. so this is all affiliate links guys. And, people, we use this, we send people to this page in many different places. but this makes sense for us all the time. let me make sure we don't have any,

David Perdew: So I tell him he wants to know what is the, platform we're using for this

Jennifer Perdew-Houlik: we use men barium. Yes. We use men barium and that is a membership tool that integrates with, Infusionsoft soft. So, and I do know they integrate with active campaign as well. They may have some others. I can't remember off the top of my head, but I do know they're two, they're two big ones are active campaign and Infusionsoft. Yeah.

David Perdew: Do you ever include tools here that are not affiliate link

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: Yeah, we do. I'm trying to think of like this, isn't an affiliate link. this is a recommendation deposit photos. I'm not sure

David Perdew: Deposit. I don't think it is an affiliate link and I don't think

Jennifer Perdew-Houlik: Canva is not an affiliate link. Pixabay isn't an affiliate link. Yeah. So, okay, so this is

David Perdew: Switch out the box shot King, by the way, because we're not referring that anymore. We're referring you for authority now, Chad, so yeah,

Jennifer Perdew-Houlik: Nope. so this is our tools. We love page. Now when we actually let

Jennifer Perdew-Houlik: Me,

Jennifer Perdew-Houlik: When we actually send out, downloads, we always have a tool section in there as well. So what we do is

Jennifer Perdew-Houlik: Yes,

Jennifer Perdew-Houlik: So this is one of our profit planners, and this is a full document on tools and tools that we recommend to accomplish whatever we talked about in this particular profit planner. Some of these are affiliate links. Some of them are not, you know, and so for example, I don't have an affiliate link for Zendesk, but it really works well for a lot of people. So, you know,

Jennifer Perdew-Houlik: We don't use it anymore, but we did use it for a long time. Yeah.

Jennifer Perdew-Houlik: Facebook group admin tools. This is not an affiliate like this is just the link a resource to help people to get to the right thing. but we have a section down here, top 10 tools. We love, this is all our stuff. and we recommend products that are inside our own membership, but then we have a section here called tools we recommend, but don't provide, these are all affiliate links. So this is our simple niche domains where we're reseller here for, domain web, domain, hosting. This is our too, I don't know why this is showing this way, but, this is our website hosting. So right now we recommend liquid webinar to, email, here, we're doing a Weber and get response cause it really works for, for this planner. And here's our infusion soft recommendation, this PLR. So coach glue use your plr.com content creation tools, Ecover authority. So you can see this whole section is just a tools that we love. And, this is included in everything that we actually do, a download on it. It's, they're branded differently based on what the product is, but, but this goes out with all of our downloads.

Jennifer Perdew-Houlik: Now

Jennifer Perdew-Houlik: Let's go back to here because I actually want to show you how we built two products, that drive affiliate sales for us on a consistent and regular basis. So the first is this one and it was called it's called 10 profitable funnels. We actually sell this product every day. we've sold about, I think when we looked at it, we'd had about 2000 sales in the funnel. Since we released this product, this is a very, very inexpensive front end product. I think it's 1599 or 1999, maybe 27. I can't remember. but, the premise of this was we created 10 funnel for people to actually help them build a funnel. there's webinar funnels, there's affiliate funnels, email funnels, all that kind of stuff. There's 10 of them in here and they're PDFs. And so that way you can see the image we've got.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: we've got it on video on how to use it. you can, this is the download page. So you can see we've got, here, you can download your templates, download the bonus training that we did. we have a little ebook, there's a funnel for that. We actually added another bonus on our last launch that we did. We gave five more funnels. but what we did with this is we actually use a tool called funnel Lytics, and it is a, it's an actual tool to build these funnels in. And what we have offered people is you've gotten the PDF version of these funnels. Well, if you want the actual link to import these tools, I'm sorry, these funnels into funnel Lytics. Then you can do that and they have to sign up and they can sign up for a free trial and decide which plan they want and things like that. And what it does is it takes everything that we've already built and essentially just sucks it right into funnel Lytics with everything prebuilt. And so this is how we make affiliate sales on a regular basis with funnel Lytics. And we've never ever sent an email out about this tool, the sales that we make come directly from this product that we created, that was, that was built essentially around using that tool. So I want to stop here and I want to make sure that, that we get questions.

David Perdew: Yes. I've been answering questions all along the way here. so let's see. What is content samurai content samurai is a, video tool that, for turning basically what creating all kinds of video, I will show you an example of it because we're going to get into some traffic lighter about it. And it used to be called content samurai. Now it's called the NAMI vid in AMI of why they went to that because content samurai was a great, let's see, gravity number gravity number Martin is kind of, it's a, it's a algorithm that ClickBank uses to talk about popularity supposedly, that if the higher, the gravity number means the more affiliates are promoting it on a time rolling time period, and the rolling time period, I'm not sure what that is, but it could be like a 30 days or something. And so the higher, the number, the more that people are promoting it and the more sales or people not making with it. So it has to do with affiliates who have made a sale in this time period of this product. some people say that high gravity means there's too much competition.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: some people say the high gravity means that there's a need for the product. Some people say that low gravity means there's an opportunity to be able to really get your stuff in front of people. So there's that, CC wants to know if there's an end to end document or mind map with logically taking us through the beginning to end steps. I'm not sure CC what steps you're talking about there. but then we have a lot of documents that's end to end is massive. So I'm not sure what you mean by that. if you haven't received your username yet for the insiders club or you don't think you have it, please submit a ticket@namsupport.com and we'll make sure you get it. let's see, we answered that one.

Jennifer Perdew-Houlik: Great explanation of the names member area need to do more of that. Yup. Yup. We answered that one. Here's a, I says, I just realized that NAMS has just about everything available for my business. I'm impressed. I need to go learn to use the platform or, is this funnel training included in the insiders membership to TJ wants to mention, okay. So let's see Johnny said that he got one of the email programs on JV zoo, like we did from LVO to this just a backup. I think he said Cindy, Cindy has a pretty good one for those actually. so the let's see, so the value is and understanding and seeing the funnels, but to import you buy the tool. So, explain how that works.

Jennifer Perdew-Houlik: Yeah. That's why I actually pulled this one up. So you're exactly correct in the way that you said that is that some people just need a visual and they, they can look at it and say, Oh, okay. Yeah, I get it. How they built these funnels out. Some people actually really like to get in and fully build their funnels for their teams. This is the inside of funnel Lytics. And so, for example, if you bought our 10 profitable funnels product and this, I can't remember if this is one of the ones in there, I think it is. and you saw this as a PDF and you were like, Whoa, man, I need to build out my 12 month high ticket coaching program that is, comes from a webinar, but I don't want to have to go rebuild all this stuff. This is perfect because funnel Lytics lets you put conversion tracking on all this stuff.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: I mean there's a ton more involved in this than just building a funnel. So what would happen is if you decided that you wanted to actually use Lytics, we inside the product, we have a link to each one of these individual funnels. So you go and you sign up, you create your account and then you just click the important link inside the product. And it just sucks this right into your own funnel, Lytics account. And so you can see here that we have not branded any of this stuff. So that way it's unbranded for you. And then you can start building out your rearranging things if you need to putting all your individual tracking codes in here and things like that. And so this is why this product for us works so well, evergreen as an affiliate because we use this tool all the time. And so it allows us to take the work that we have done on the front end. And essentially by you signing up for the affiliate program, you're getting the benefit of the work that we've already done. as a bonus for signing up through the affiliate program

David Perdew: You did. And I wanted to tell, I want to talk about this for just a second, because this is a, when you talk about partnerships, not Jennifer and the CEO of this company, they're a big company now. They have, they, the group fantastically fast and they've got a couple of hundred employees now. but when they were first starting out, Jennifer and the, the, the CEO of this company got together and started talking about how we were going to use it and how we could use it and how we were using it. And so we did this, we put together 10 funnels and we sold it on WarriorPlus as 10 funnels, like a 10, a \$10 front end on one of our, one of our deeper funnels. And so we started making a lot of sales of analytics. So the CEO reached out to gin and said, how are you guys doing this

David Perdew: We haven't seen any emails. And so she talked to them about how we were doing it on the front end, we were selling these funnels. So now I've noticed Jen, and I don't know if it's because of your conversation or not, but I've noticed that their marketing is now about how you can sell these funnels as a service because they realized that I think they realized that we were doing so well by selling these as a service, because we were just selling PDFs. they, that was a benefit in a market that they hadn't tapped. And so they doubled their prices and went to monthly. And, we're now selling monthly's on this as well. and, and we sell this as a service for other people as well. So,

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: so this is just, I wanted to show you an example of how you can create affiliate commissions in an evergreen way without doing any kind of promotion now. And let's say that you're not a product owner or you're not launching your own product. So how would you sell something like this Well, this is a great opportunity if you wanted to sell this. And this is a high ticket offer when they originally came out and opened and we, we bought this, we are one of their founding members. They took a hundred people and I think we paid five 95 for this at one time as a founding member. And now after they did that and they, and essentially what they were doing was they were building capital with the founding member offer so that they can then continue to fund the growth of this.

Jennifer Perdew-Houlik: They actually just got, I think, a \$2 million cash investment from a pretty upright large company. I think it was last month. anyway, so what you can do though, is you can go in and do like full demos of actually how it works. Cause this is it's pretty complicated. It's complicated tool to understand how to use all the different components to it. So, you know, coming in and because this is a recurring and it's a high ticket, we want to make sure that we offer the best value that we can. and so one of the ways for us to have done that was instead of running a full demo on how to use the software, we just give you the funnels so that they're pre-built for you. And then as you start going in and playing around with it, you learn the tools by actually using it, not from a demo video that we're doing. and the, to answer somebody's questions in here, no, you cannot download these funnels into another tool. They were completely built in funnel Lytics, which is why this campaign works for us as an evergreen affiliate promotion.

David Perdew: Okay. So, so this was a really, really good lesson for us too, in an outstanding way to one, create a product. What, how many units we sold with this already on warrior plus was it 15

Jennifer Perdew-Houlik: I think we're over 2000 now. I think when we had originally did the first launch of this, we sold 1200 front end units of the 10 profitable funnels funnel. And then as we've updated it and relaunched it, I think we're over 2000 now.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdew: Okay. So we, we learned a really good lesson from this. So we started looking at other tools that we have that are on a recurring kind of basis that we use. And we're really good at. So have, have you, or are you going to talk about daily content profits

Jennifer Perdew-Houlik: I can, I wanted to talk about a different one really quick though. Okay.

David Perdew: Then you do what you would want to do. And we'll talk about daily content profits later, because that was a, that's a process street application. We learned how to use that and resell something there too. But we'll do that with content samurai as well. And we do it with other tools that are recurring. So when you do an evergreen, it becomes a, an evergreen becomes a promotion slash training opportunity. So, right.

Jennifer Perdew-Houlik: Yeah. And I want to make sure everybody is clear funnel. Lytics is not a page builder. This is not in any way, shape or form a comparison to click funnels. This is a, a funnel building tool to help you actually, lay out your funnels for your team members, for other people to actually go build that. You can put tracking links behind this and it will help you measure conversions, but this is not a page builder. So don't go over there looking at it, thinking that that it is there's no comparison. Right. all right. So the other one I was going to show you guys was, we had talked about this yesterday a little bit about our last workshop that we did, and this was on our fast business startup virtual workshop. And that one, because we had such a huge lead time going into this, and this particular course was about more about, there was a huge emphasis on setting up your infrastructure and making sure that your infrastructure was set up correctly.

Jennifer Perdew-Houlik: And so what we did for this as part of the workshop is before we ever did the live workshop, and that's what these are. This section here is the live workshop. This was the pre coursework, the homework that we asked people to do in advance. And they got this homework based on what their responses were in the intake document or the survey that we did. And so if somebody didn't have that, they had never bought a domain or they had never installed WordPress or anything like that, that this is what we sent them to. So let me open this up so you can click, let's not clicked on it.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdew: So while you're doing that, we've got a question from Maria. Do you continue to receive, receive commissions on recurring Sometimes it's 12 months. Sometimes it's a lifetime. Sometimes it is like content samurais, lifetime. And, I just sent you guys out the content samurai thing link that we have somebody asks for it. And, I think for analytics is lifetime, but we have some other ones that are only 12 months. and some of them are not at all. I mean, some, some, recurring, they don't pay you any commission on recurring at all. You have to, you have to look at the terms on all of that.

Jennifer Perdew-Houlik: Yep. so this right here was our pre-course work and this is all affiliate links. So this was a training on, do you have a niche And if not, we did a full training here and we recommended, keyword Atlas, which is the tool that we are recommending right now because it's more affordable, long tail pro is our favorite tool, but it's just the price point on that is there was really a little barrier to entry for people who are just getting started. And so we went and found a keyword tool that was a little less expensive that really people get in and get the work that they need to do the work that they needed to do. and there has been, we've had one refund on this tool and we have been promoting this tool for three months now, and we actually just had expensive and we actually had four sales yesterday on it.

Jennifer Perdew-Houlik: And so this is one of these things that this constantly brings in revenue because we did a full demo training on it. do you have a domain This again is, should we show people how to actually search for and register their domain name And we recommend our link, our simple niche domains, because we're a reseller for, did this domain service, autoresponder. We went through and actually did some autoresponder comparisons here and talked about the importance of it. And we used our links in the comparisons. This right here was a how to install your blog using WordPress. And when people realized that they wanted to get a page builder and that we recommend, or that we give Beaver and our insiders club, we were getting insiders club member signups from this because they wanted the page building tool. The cost of the membership was comparable to how much they would pay every year just for the builder itself.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlk: So, you know, they were, they were actually saving money by signing up for the insiders club, as opposed to just signing straight up for, for the page builder itself, this right here. there is no, these are not affiliate links. These are just straight. this was just straight homework that we wanted people to do, like creating their ass, their asset inventory and stuff like that. So, yeah. So this particular course when we, in the past, so this course has been live for about 60 days. This section of this right here has generated about \$7,500 in affiliate sales just from this. So I want to make sure everybody understands kind of the gravity of that

Jennifer Perdew-Houlk: Passive. That is correct. We did the work wants what's the rest of it got paid forever paid forever, right Correct.

Jennifer Perdew-Houlk: Okay. Daniel, I'm not quite sure what you're asking was this built-in infusions.

Jennifer Perdew-Houlk: let's see, is that a new question Oh yeah, yeah. Okay. yeah. So the alternative keyword tool is a keyword analysts and here's the link. No, we really should have had a resources page for everybody on this. We might put that together.

Jennifer Perdew-Houlk: Yeah. Yeah. I'll pull that together. And, I can just email that out to everybody. okay. So this was another example of how we do evergreen, passive affiliate sales and Sue. The other one you wanted me to show was,

Jennifer Perdew-Houlk: daily content profits. Yes.

Jennifer Perdew-Houlk: Okay. So you guys are saying, this is everything because I'm an admin and I'm logged in as admin, but this shows you all of your products. So one thing I do want to make sure that you guys see here, cause I've seen a bunch of questions that come through there, like are, do we get this in the insiders club So you see everything that has a little banner on it at the bottom of it is what is, what is included in the insider's club membership. So you're able to see that on all of the different products, the images that it's included,

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: Then your membership you'll see that almost everything is. Yep. I mean, it's kinda crazy.

Jennifer Perdew-Houlik: You said

Jennifer Perdew-Houlik: Content profits. Okay.

Jennifer Perdew-Houlik: So this is the same exact premise here. And, we use a tool called process street to help us actually create checklists. And, let me actually download this checklist and we'll take a look at what it looks like. So this is an actual, you can see, this is huge. This document is huge. It's 46 pages and it is a full training on how to actually go in and create promotional content and create a checklist. So you have a checklist for every piece of promotional content that you do. And, so this right here is the summary. So I'm just going to blaze through this because this is not the, the meaty part of this. So what we've done is we've gone through and actually created the training here, inside this download. And this is about creating content that is evergreen content to promote your tools or your products.

Jennifer Perdew-Houlik: and so we've got the training section in here, and then you can see that we've got these, the little check boxes and the areas where you start, okay, I've researched my topics. we've given you some training on where to go and research the topics. And then you've got these sections here where you go type in, okay, list your three keywords that your content is going to be focused on. So what happened though, was that we originally sold this as a PDF and then people came back and they were like, well, wait a minute. Can't I just use the same thing you use to build this with like, how would you build this And so we use this tool process street to do that. And so what we ended up doing was same thing we gave, 'em an opportunity for people to take this PDF and just import it right into process street so that they can edit it and, and create their own without starting from scratch.

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: So, you know, when you go in an import, it, you know, you may want to keep this base, the base list in here, so that you've got the reference to it. And you can just duplicate it and create an actual step-by-step checklist for anybody on your staff, go create the images, go create, the Facebook post, you know, whatever it may be. And so this is another way that we have make affiliate commission on a product that we have never sent an email on because we generate these lists like this. And then we give them a link to be able to go suck this whole thing, sign up for the trial, pick the plan that they want, and then suck this whole checklist right into the tool so that the work is done. And all you have to do is customize it. So this is another example of that. so I love this. That is brilliant. So yes, this is what in, this is what evergreen affiliate marketing is about guys. And for those of you that are consultants that are building products of your own already, this is the way for you to generate seriously passive income in your business without ever sending out an email to somebody on your list. And so I want to make sure that we do not miss the importance of understanding what the evergreen stuff can do for you.

David Perdew: Yeah. And it's, and guess what this becomes products. I mean the way we're building stuff and, and it, and frankly, if I had my way about this, if we had, if we were able to do the business the way that I really, really wanted, if I were starting over, let's say it this way. If I were starting over today, this is what I would do. I would build training products to evergreen products. I would build training products to evergreen applications. And that's all I would do because this, this thing that she's showing you here is loaded with affiliate links. And it's not affiliate links. I'm pushing on people. It's affiliate links that they want. Like we've been talking about this stuff and I've answered probably half a dozen questions here with what's your affiliate link to that No. because you guys want this after we demonstrate it to you and that's the way good affiliate marketing work. It's not a push it's a pole. Right. You know what I mean

## How to Make More Money with Affiliate Marketing - Session 6

Jennifer Perdew-Houlik: Right. And the thing I want you guys to realize as well is that I've seen a couple of comments that have come through here. That's like, this is a lot of work. Well, guess what, we've sold a thousand units of this product and this product is, I think we launched it at like 1495. And then I think now it's 27 after the launch, this is the kind of thing that when you look for outsourcing, these are the kinds of things you want to help get outsources to help you with the things that are going to make you money. And so this isn't about now, dad, you did, this was your baby. You did, you did all the work on this. but the graphics are outsourced in here. Well, not outside. We have somebody on our team that does our graphics for us. and

David Perdew: I did most of the, I did most of these magazines and the screenshotting. I did most of that. I did all the writing.

Jennifer Perdew-Houlik: Yeah. But my point is is that if something like this is going to generate money for you, even in a passive way with affiliate marketing, it is 100% worth your time to be able to put something like this together. Now I will tell you one of the problems that we have is that we always do more. We probably could have made this document half the size that it is, and it's still been valuable to people, but we always want to make sure that we are giving people the best content and the best value for, for what they pay. Right. you can also see here that we're looking at the, the, the page here that I've got, it's got affiliate links in it. Here's a link right here for long Cape, for long tail pro. here's an affiliate link for Yoast. And so the document itself to is chock full of affiliate links.

Jennifer Perdew-Houlik: you can make products like this without making it 46 pages long, but I want you to remember that one of the reasons why this is going to be a really big pro it's it's 46 pages is look at the size of the, of the images that we've put in here. I mean, this takes up half of a page. So, you know, something like this looks like it's a big deal, but for those of you who are like, I'm a consultant, but I don't really know how to create my own product yet. I haven't created my own product. The number one way consultants can make money is documenting the stuff that you do every day in your business for your clients. This is how

## How to Make More Money with Affiliate Marketing - Session 6

David Perdeu: I'm sorry. Let me just say one more thing about this, because this is a product that we've created that makes sales for us, but we haven't done anything else with this because we've been selling it as this kind of a product. Guess what We can turn this into a software package. We could, this could all be our own software package. We could turn this into a Kindle book. we can do a lot with this because it's already created in one source. So, you know, you start marrying your, this is how you go from being an affiliate marketer to a product developer, by the way, because you marry both of these things and they become, they become it's multiple ways, squeezing money out of the same thing. And there's a couple of comments, Jen, I want to, I want to bring up here, which I think is pretty funny. So Pat snow is one of our long-time members and she was on our last training and she thought our last training was awesome. So when I said, give us a one to 10, she gave us a six because she said the last one was just awesome. And now she says I was at six, but now I'm a 10 plus plus. So that's good. I'm glad we finally got you on board,

Jennifer Perdeu-Houlik: But that's because this is specific. This is, this is Pat Pat's jam is right here. This pad is how you can make money because you're a consultant. That's great.

David Perdeu: Yeah, it does. Does the same thing. Cameron, I love this. Cameron is in a non moneymaking online niche. His was really interesting. We talked about it yesterday and my breakout. His is all about solar or let's see if I get this right. Your about energy, energy.

Jennifer Perdeu-Houlik: So excited to hear more about this. Cause I don't know. I only got a little snippet of what your niche is.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdew: Yeah. And so Cameron says, I get it. I could sell energy training products that I can buy right. From my webinars and websites, just like this that's right. So everything, everything you refer is the deal. So, let's see about the, about the, online business work, the work that goes into stuff like this, Amy said, owning your own. A business is a lot of work, whether it's online or not. So it is work. And our goal is to do things once and continue to get paid. So, you know, you outsource what you can, but that I had to write all this. And I just had to, I basically took a weekend and put all this together. I, as we have a list of outsourcers in our insiders club and we'll get that stuff to you as well.

Jennifer Perdew-Houlik: It's the top pin post in the insider's club, Facebook group. And you as a member can go and put what you do. If you offer services. And as a member, you can also go in there and look for recommend recommendations on outs for outsourcers.

David Perdew: So Gail asked. Good, good question. Did you have JVs help you sell this Also the daily content profits, actually the daily content profits and the 10 funnels. We had a affiliate contest and affiliates did sell this for us on where your plus, but you know, I, I don't care if we give it away to a hundred percent commission. The only reason we don't give it away is because we can sell it because it's really valuable. But, we could give a hundred percent commission on the front end of these things. And I don't care because the backend of people using these things are so valuable to us from the, from the affiliate link perspective. Yeah, we did. We got as many people to push this as possible. Yep. With your link shortener, can we build an affiliate link around our own domain Absolutely. That's the reason we built it that way. So yes, I'm up to nine now. Cameron says, we're getting you there, Cameron. let's see. And Pat says, yes, this will really work for my audience. Excellent. Yeah. Okay, good. Now. Okay. Let's go.

Jennifer Perdew-Houlik: So we really covered earlier this morning, the launch style promotion, by then we showed you how we set that up. Most of the products that you're going to find on, if you're just getting started with affiliate marketing, most of the products that you're going to find are going to be more evergreen style products until you're really into kind of the community of affiliate marketers in your niche. You know, for example, Amy, you know, in the gardening niche, I'm not sure that Amy is plugged into a community yet of other product vendors, right. But have other product vendors who are launching do an actual affiliate product launches, everything that she's been focusing on so far has been more evergreen. And so, you know, that's kind of as an affiliate, typically the best way, the quickest way for you to set these things up, to make sure that you're getting good products and, and you're feel comfortable is to go the evergreen route. And then once you're comfortable with the process of evergreen is then going through and starting to pull the product launches. That makes sense.

David Perdew: Yeah. So, I wanted to say a couple of things about launches before we leave this, and then we're, we're going to be done with this, by the way, we we're up to 11 sales now at a 20% conversion. So that's good. All right. So anyway, the thing about launches, we haven't talked much about money and the running of your business, and this is where launches become really important to me because watches are everything else that we have in our business has tried tied to our base, but the middle of the month is always bad for us. The beginning of the month at the end of the month is always good. That seems to be when all of our recurring and all of our, we get most of our, evergreen affiliate payments and all that kind of stuff. But the middle of month, there's always a dip.

## How to Make More Money with Affiliate Marketing - Session 6

David Perdew: So we try to level that dip out in the middle of the month with cashflow management and cashflow management sometimes means that we schedule good launches in the middle of the month. And, you do, you have to consider all of these things. So we love evergreen. We love the base of evergreen and we love getting those, those checks and those deposits on the first of the month, but we also love getting checks and in the middle of the month. So we will see more launches from us versus evergreen stuff. And if we can do an evergreen and aid, a contest launch or something like that in the middle of month, it's, it's always about good product. Plus it adds to our cashflow. So, you know, you always have to worry about that as a business owner, what's your cashflow happening How's that happening So, okay. Jim, we're coming up on lunchtime, aren't we

Jennifer Perdew-Houlik: Yes. Well, we're breaking at 1230 for lunch and I wanted to take a couple of minutes because I've been getting

David Perdew: Okay before we get started. But before you do that, I'm going to, I want to tick, can I take control again Yeah, yeah. so I want to show you what's happening on the JV zoo so that you see from an affiliate perspective, what you can do. Okay. That'll just get, if I can find it.

Jennifer Perdew-Houlik: And I'm really happy with 10 sales, because like I told you guys before Sunday morning is the absolute like dead zone for us for email. And so the fact that we've gotten this much traffic, I'm actually happy about,

## How to Make More Money with Affiliate Marketing - Session 6

David Perdew: Okay, here we go. So this is what you're seeing when you're an affiliate in JV zoo, you'll see that we don't do much on JV zoo on a regular basis. We really focus on warrior plus. So this is today's seller snapshot. We do have a couple of, of, software products over there. but we don't push it very much. And this is yesterday's affiliate thing we had. This was in the evergreen that came in. We don't do much there. this is today's so you can see we've got 56 unique visitors and this is their language, 107 clicks. I don't know why that it's called clicks, but digital returns, the unique visitors are here 56 and we have 11 sales. So if I wanted to see more detail, I click up here and to show me how the entire funnel is converting. So on 404 gross, we've done two Oh two just this morning. And what is this An hour Hour Yeah, about an hour and a half, I guess. So there you go. Just so you know how that looks. Okay. All right. So now go ahead, Jen.

Jennifer Perdew-Houlik: So a couple of questions here from folks that, are asking me about our affiliate programs. And, one specifically, this is a great question, Anthony. He said, do you offer hard-coded lifetime affiliate commissions when affiliate introduces a member to you So our insider's club members actually have the capability of becoming a lifetime affiliate through our infusion soft affiliate program, not warrior plus, because we don't have that capability in warrior plus, but only our insiders club members get that option. And you do have to meet the terms of services there as well, which is, there it's on the homepage. I can't even remember what it is off the top of my head. It's 600 clicks in a six month period rolling or something like that.

David Perdew: Okay.

Jennifer Perdew-Houlik: but so that requires a actual, completely different affiliate program. And, I know you're an insiders club member, Anthony. And so you would just reach out to me in the support desk and I can get you the app the up for that and things like that. Now I will tell you that we want to make sure, that we, that we are giving you the best, the best marketing material over there and things like that. But the reason why that program works so well is because that's where all of our lead magnets live. And so you actually get the opportunity to use lead magnets because we offer a lifetime cookie. you actually can use all of our free content to promote with. And then when somebody buys one of our infusion soft products, you get affiliate commission from that. So, you know, there's just two different programs.

Jennifer Perdew-Houlik: And the reason why vendors like us run programs in two different places is for kind of that exact reason. There are a lot of people that don't care about lifetime commissions. They care about money today. And so that's why a majority of our products are over on warrior plus now. And we closed our Infusionsoft affiliate program. the stuff that's on warrior plus allows us to pay out their version of instant commissions, putting the money in, into people's wallets and they handle all of that. Everything on Infusionsoft, allows us to manually, her not manually, but allows us to give, give those lifetime commission to members, lead magnets and things like that. Because if you're looking at long term, you don't care if people are opting in for lead magnet, because what you care about is a company like us that runs, automated promotions in the backend that support those lead magnets to driving to sales. So, you know, you could put somebody in a lead magnet today and, you know, 20 days from now, 30 days from now, six months from now, they can buy, you know, one of the products that's in our infusion soft, and you still get the commission for that. So

## How to Make More Money with Affiliate Marketing - Session 6

David Perdeu: Example to this, and it's one I use a lot. And, there's two things that Jennifer said that I want to make really clear about. One is the reason that we closed the infusion soft, affiliate program, lifetime affiliate program, the affiliate program, basically lifetime affiliate program to anybody outside of the insiders club is because it is a massive value. And we realized we were giving away the farm, to people outside of the community with that. And every one of the coaches I've ever had said, David, you got stop doing this. And, and we said, okay, well, we're only going to do it for our insiders members. And so we did, that's the first reason, the second thing about the infusion soft lifetime members, lifetime commissions is, and the, the lead magnet. So Jennifer was talking about, give you an example.

David Perdeu: We had somebody who had a very big list, wanted to come to us and put everybody that he could into our program because of the lifetime commission. he ran one email, he put 2,500 people in and made no sales on the front end. He was giving away a free product. He was just putting people in and he was expecting sales from that, that day. And he said, I can't do this. I have to have ROI on my email every day. So, okay, fine. But you're missing the boat. You just don't see it yet. Over the next two years, he got \$16,000 in commission off of those 2,500 members because of the, because of the campaigns that we ran and because of the promotions that we were doing in the back end. So, he never promoted again. We never approached him again. We just send him checks, we just send them checks. And that's how that works with lifetime commission. Two, this a long-term play. Okay. That's it, Jen for me.

Jennifer Perdeu-Houlik: Okay. So, so let me make a couple of things really clear. Fusionsoft is our platform that is where our private affiliate program lives. Yes. You do not have to use Infusionsoft. Nope. So I've had like nine questions asking me that. Nope, that's our program. So that w our, our affiliate program through infusion soft is what's called a private platform. We own it, we use it. it has no bearing to you on how you promote anything. you just get a different link. So, and canvas, I just, I'll say that one more time. Just send me a ticket in the support desk to be able to, to get the application, to, to do the lifetime program.

# Ebook title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti.