

**DRAFT**

# Session 7

How to Make More Money with  
Affiliate Marketing



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## How to Make More Money with Affiliate Marketing - Session 7

David Perdeu: All right, so how to make more money. This is such session seven, how to make more money with affiliate marketing. and we're looking at the perfect promotion, which is the next thing coming up, because as an affiliate, you want to know how to make the most money. Remember this part more money. That's what we're after as an affiliate marketing or the perfect promotion, how to create promotions that work over and over continuing to bring you cash. And so that's the deal you want to make sure that you're getting cash as much as possible, as fast as possible, as long as possible. So it's really, that's what we're talking about. When we say the perfect promotion. Now I love, love, love promoting stuff, and continuing to get paid for it for a long time. And when the, when the, when the, dollars start dwindling in a promotion that goes on for awhile, I'll see if there are ways that we can incorporate it into other stuff that we're doing to get the dollars back up.

David Perdeu: So for example, keyword, Alice is a really good example of that. We, we got stuck as Jennifer was saying earlier, in the last workshop that we did because we use long tail pro I bought long tail pro just like fun analytics long ago when it was first out, I think I paid \$47 for it for lifetime. And somebody, said that it was available last week at \$49 lifetime, but it was not, it was kind of a stripped down version and to get the juicy stuff that I got, you had to sign up for their upgrade to their, to their bigger, more costly program. It's not running about \$300 a year on a recurring and mine was \$47 one time lifetime. So when we found keyword analysts and I knew the developer already by reputation, mostly we hadn't done a couple of things together, but not a lot, but I liked him a lot.

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David Perdew: And I liked the way he did business. I reached out to him and said, we're doing this. I think he would. Atlas is the tool for us. actually I didn't reach out to him until I promoted it. I promoted it. He reached out to me because he got 3000 bucks in one day and that gets people's attention. And so he reached out to me and said, I saw you promote this. I appreciate it. What can I do for you And, would you like to have your own sales page for this I said, sure. So if you go there now, you see that this is friends of David Purdue, my NAMS, or NAMS, keyword Atlas, and I continue promoting it. So we've now incorporated that because that's a \$47 one time payment keyword machine. And, that is now incorporated into a lot of our other promotions as a favorite tool, as a recommended keyword tool, all that kind of stuff.

David Perdew: and so we're continuing to get paid on that one for a long time. So even though it's not recurring, it continues to sell and we've made it recurring for us because it's in our recommended tools in whatever we're doing at the time. Okay. So, hope that makes sense. I'm going to jump over here because these are the things we have to talk about. When we talk about the perfect promotion, we have to talk about the product funnel. since we're a vendor, as well as an affiliate, we get to see things kind of from both perspectives. And Jennifer's really good at building out the product, then the product funnel as a vendor, because she understands our desire to keep every upsell and down, sell congruent with the front end. In other words, they're related, but not dependent on one another. Now the thing that really, really works well for a lot of people, and you'll see this with clip magic, as we promoted it today was every sales page and clip magic is going to be the same.

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David Perdeu: It's going to be the same look, the same, style and the same piece of software, but it's different additions, different licensing, different bonuses that go with it, different packages that come with it. We don't do that. That's a good method. I got nothing against that, but I don't like doing that because I like to do standalone products. So I'm going to show you a funnel in a few minutes that has some standalone products that are related, but you can buy any one of them. You don't have to buy all of them and you're going to be complete that way. and what we find with order bumps and Jen, I want you to show an order bump later in infusion soft, how that works. but what we do, what we find is that people like individual products because they will say, Oh, I bought the 10 funnels thing.

David Perdeu: Now here's the thing about traffic. Now, here's the thing about list building and, Oh, I need all three of those because that's really going to help me build my business that works for us. let's see, potential return is important. We're going to talk about that. how much commission can you make and, and you want to know what the, the person, or the vendor is doing to tweak the return, because what we do sometimes, and Jen correct me if I'm wrong, but we'll have four or five products in our funnel. And we'll notice that number three, people are dropping off at number three, because nobody's really interested in number three, for some reason, it didn't fit, right So we'll pull number three, move number four up where number three was and see how it does. So this is part of the testing that we're going to talk about later, but you're always trying to maximize the return for the vendor, for the affiliate on the front end, because that's how you keep affiliates. So as a vendor, we want our affiliate to know that we're looking out for them. We're trying to build as much maximum revenue as possible. So there's that, individual sales or products. That's how I brought that up. We do individual sales versus, things that are, same, same.

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Jennifer Perdew-Houlik: Okay. And as an affiliate, one of the things that is a little bit, I don't know what the right word here, but typically on our evergreen funnels, because so many of them are recurring. We typically don't have super deep funnels on those. And I'm okay with that. and I say that as an affiliate. So, you know, for example, a Webber, you know, I mean a Weber doesn't have a super deep funnel. A Weber has a funnel that you buy the software or in the level that you need. And that's pretty much it. Now you have an upgrade path if you need it inside a Webber. But so, you know, from an evergreen affiliate promotion, how deep the funnel is, isn't always as important to us as it as whether the funnel is a recurring. Does that make sense

David Perdew: Well, potential revenue still, because, you know, if you're getting a \$20 commission on the front end only, that's it, we look way beyond what's happening today. and to me, that's the difference between a real business and an affiliate business on affiliate, product. promoter gets really stuck in the, we call it yesterday, burn and churn. It's really stuck in the, how am I going to make money today with my affiliate products that I'm promoting. And if you're doing that, you don't have a real business. Cause if you don't promote today, you're not getting any money today. And what I want you to do is always be looking at how am I going to add money to my current business That's the deal. You want to be able to add another additional layer on top of what you're already making. So the next thing I was talking about with standalone or required now, we've talked about this clip magic is each one of the products in this funnel is a standalone addition to the main front, but it's, none of them are required to make the main front work. Right So that's what I mean by this whole thing. Is it standalone Does the product deliver product stand on its own Or if I buy the front end of this, do I have to have OTO one to make the front end work That happens pretty frequently. And I hate that. That's just not good integrity.

Jennifer Perdew-Houlik: I was going to say, and we, if that's what a funnel looks like for us, then we typically do not promote it unless the, the front end is you can get so much out of the front end that the OTO yeah. You still need to add on for more, more capability. Yeah. Yeah.

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David Perdeu: I maybe I, I made by the front end to something cause I want the OTO, you know what I mean I see this as a package, you know So I, I just know that I'm going to buy the front end and this next up sell because you I'm crazy not to. So that's that's I might do that. and then the next thing is assets. Are you, are you, what kind of assets do you have to have And we're talking about not your assets. We're talking about creative assets here. I should've put in creative because what I want to know, what is that, what I want to know is are they going to help me promote by giving me some content Do they give me an outline of what the products are Do they tell me what the pricing is What's the structure, what's the sales structure. often some of these days, a lot of people were doing coupons and then, you know, today's coupon is this tomorrow's coupon, is that

David Perdeu: And so it's really kind of a mess to keep up with. And if it's in a document that I can look at it and know what's happening, when that is so helpful. So the more organized somebody is about PR about their product. It helps me know how we're going to promote it. you know, and one thing we have not talked about here, Jen and I should have put it on here is commitment level because that's how we win all the time. When we commit to a product, we commit for the life of the promotion. If it's an evergreen, we've commit for the life of that product. if it's a launch, we commit for the life of the launch. So I've won a lot of contests where we started at 10th place or less on opening day and all these big guys come in and they blast it and they make all these sales and then they go out and they're done or they'd go out and they come back on the last day because everybody knows that the last day you're going to make the most sales.

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David Perdeu: That's the way this works. It's always scarcity, scarcity drives the most sales. And usually it's in the last three or four hours that you're gonna make the most sales. So what we do is we're slow like turtle. We will promote on the first day promote the second day promote the third day promote the fourth day, promote the fifth day per week, the sixth day parents the seventh day. And we're there every day with a promotion only to the people who haven't seen it yet. So by the time we get to the last day, people have heard about it. And if they haven't bought already, which most of them have, our sales are pretty consistent by the way, through launches. and are we, most people will do a launch and said that they're going to get at least 50 and sometimes a hundred to 150% of the sales will be on the last day.

David Perdeu: Last few hours are promotions, I would say, and you correct me if I'm wrong here. But I would say on our, on our affiliate promotions that we're probably going to get 30% maybe on the last day, because we've done so well through the week. And what happens is we build a lead. If we're doing contests, we'll build a lead ourselves because we're so committed to that promotion that nobody can catch us at that point. We've even beat people like Sam Baker and, and, at gross pod, Todd gross. Yeah, because we've stuck with a promotion for a week now Todd's got an email list that will crush anybody if he's got a couple of days, but if he comes in at the last minute, we can still win sometimes. Okay. so what I wanted to do next was look at this funnel. This is the, profit planner funnel gin.

David Perdeu: Okay. Let me see what we got going here on this other screen. I'm looking at. Alright. So the reason I want to show you, this is because this is the current profit planner funnel for our resellers. Now we have, you'll notice here in this funnel on the one here, I can use my right here on this funnel here, we have, something called profit planner resellers package. So we, we S we sell this so that people who buy this package get to sell this entire product. And they get a hundred percent commission on the front end here, a hundred percent commission on the member options here, which is, monthly, annual or lifetime on the profit planners. And they get 50% on everything else that's in here, including the insider's club. So what you see here is the order page from the, the one time, this is a one-time front end, one profit planner.

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David Perdeu: So like this, that's going to be this month profit plan. And it's going to be anywhere from 12 to \$20, probably we're going to do a dime show on that anywhere from 12 to \$20. so they will order that, buy it here. Then they'll go to this one, which is the, the membership options. And they, the screen, I'm not, we're not seeing, we're not seeing your mouse. We see the screen, but not your mouse. Okay. There we go. I'm going to write on it. Okay. So first you get this. This is the one time. Well, what I do, I gotta choose pen. Okay, here we go. That that's the one time right there. This is the order right here. Just going through the cart for the first time making a purchase. Then they come to this. This is the membership options here, the monthly, the annual and the lifetime, all on the same page, somebody can select this.

David Perdeu: And, and the, the person who bought the resellers package gets a hundred percent of that. If this is us promoting it or anybody else promoting it, it's 50% up here. So then, but everybody here gets to do the resellers package. That's an opportunity to buy that if they go through, and this is called the happy path, the happy path is they take advantage of everything in this path. This is all OTO path. That's the happy path. and this is called the error path. So if they say, no, I'm not interested in this, then we're going to send them to the insider's club. And what people don't usually know is at this level, because we don't send out to those people. And if they're new to us, they don't know this, the, this membership is included in this. So we can say, by the way, here's a sneaky little thing.

David Perdeu: Did you know that you can get in the insiders club and get the profit planners as part of your insiders club, plus all this other stuff. And so then if they say yes, then we send them up here to that. And, which is the resellers where they can do the resellers as well. And then from now, we've added, since we did our workshop, we've added the fast business startup workshop here to get people moving quickly over here. So, this is the happy path. This is the air path, and this means down, sell down, sell. And all of this is an opportunity for people to make, I forget what the commission is, but that is, looks like it's about \$400, \$350 in commission or a recurring. This is recurring right here, monthly or annual. Okay.

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Jennifer Perdew-Houlik: Yeah. And so the reason why this is important for you to understand as an affiliate is because this is what is considered a deep funnel with multiple recurring options in it. And so these are the kinds of things that you want to be looking for as an affiliate, even though the front end product is relatively inexpensive. It's when we launched this on this launches on Thursday this week, for regular or normal affiliates and, it's, 1299 on a dime sale. So that means that the price goes up with every X number of sales, which helps the affiliate to be able to build in scarcity into their offers and things like that. And so, as an affiliate for you, looking for products to promote this front end may not seem exciting, but the backend with the recurring is, and when you are really in tight with a vendor, so here's a great number that you want to ask people.

Jennifer Perdew-Houlik: And if they're not giving you this information in the JV pages or in their stats, I would make sure to ask the question are insiders club \$1 trial typically converts to paid at 50%. And our average monthly retention rate is right now, it changes. Right now it's seven months. So we typically get seven months on a monthly, our annual members actually to stay much longer. And so this is an important number for you to understand, because you don't want to put somebody into a membership program that doesn't have longevity behind it. And so that's one of the things that you're looking for the vendor to be able to give you these kinds of statistics in their promotional packages, so that you can make a decision about whether or not this is a good funnel for you to promote.

David Perdew: And so this one, that fear is just like nutty. So this is recurring at 19. This is recurring, it's 77 annual lifetime on, this is one 20 right now. And that one is dime celled as well, or yeah, on the dumb cell as well.

Jennifer Perdew-Houlik: Johnny, they do, he just missed a arrow there. Why would they say no on the seven day trial They're not going over to massive traffic blueprint. They are.

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David Perdeu: Oh yeah, they are sorry. Right there. Yeah. So, so, there's a recurring opportunity here, recurring opportunity here, recurring opportunity here, but they're, they're, almost harmless to get into, because what we've done is sold you the front end here and, you know, people don't like memberships, so we've given them an option. Well, you can do \$120 lifetime right now. Now maybe I don't want to do \$120, but I'll do 19. I'll do nine. It's amazing to me that we sell mostly this, which is the annual 77, because it's just not that much more to get the whole thing forever, front and back. But, we do, we've sold most of these. and this guy right here sells really well too, because at four 97, they get a hundred here and a hundred here, a hundred percent. So they can make that money back really quick. So my point about this is not to belabor what all of this is as a final piece, but to show you that it's loaded with affiliate opportunity. That's how we build our funnels is for affiliate opportunity.

Jennifer Perdeu-Houlik: And that's what, yep. And that's what you want to look for as an affiliate. So I asked a great question. He said, when you launch a product, do you, as a JV, do you do a JV contest to attract JVs And how do you determine the prize structure without killing your profit That's a great question. And the reason why we can do contests like this is on these kinds of launches is because the recurring is built into the backend. So you alluded to this earlier. Well, you said it earlier that we almost can afford to do a hundred percent commission on the front ends of these, on a regular basis because the backend has such a nice recurring package put into it that it's essentially we can, we can almost just give away the front end sale to keep it. And that's what a contest does. That contest is essentially us giving away the profit on the front end of the product, because we know that how we know what our numbers are like, and we know what the recurring typically brings us

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David Perdeu: Well. And we actually ran something a couple of years ago that, I thought it had a lot of buzz. but people who'd been in the business awhile really kind of knew what we were doing. We were doing a front end product. That was the \$1 14 day trial of this. That's all \$1 to get in. Right And we were paying affiliates a thousand percent. Is that right \$10. We were paying them \$10, commission on a \$1 product, because we knew that with our 50% that we could afford to do that. So the affiliates were getting a \$10 commission on a \$1 product. Now, the thing that you can get what happens is when you're getting sneaky, not sneaky, but, creative with these kinds of things. You've gotta realize that affiliates don't care about creating. They'd see \$1, you know, why would I promote this I don't understand it's \$1 and where am I going to get the money Well, the money's here at 50% retention. The money is here and I'm to, I'm giving you \$10 just to introduce us so I can give you more money. But getting people convinced of that is really, really difficult because they want to see it on the front end. So that's something to think about. Okay.

David Perdeu: Let's see.

Jennifer Perdeu-Houlik: So I want to, how many more slides do you have left in here Okay. Well, the reason I'm saying that is because I want to be able to get over into our kind of, breakout rooms for, to help people really determine what their affiliate product is going to be. Once we get this section done, because our last section is all about conversions and about testing.

David Perdeu: So here's just another funnel I wanted to show you, which is the, this is the, well, I think this is the 10 funnel thing. So the front end was nine 97. We did a hundred percent commission on the front end affiliates like that. It's weird. I could do a \$1 thousand percent commission comes to the same trip, same thing, but a \$10, 100% commission that completely go for that. They understand this. and then there was an upsell to 17, 50%, 29%, 97, 50%, one 97, 50%. Now, then every one of these had a down sell, right And the down sell was the same thing was the insider's club all across the board. And that is a good funnel to me because again, it's driving into recurring. So we always are focused on that.

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David Perdeu: And then, I want to talk about content and this is, I'm just showing you the, this is the content that we do for one of the, profit planners. You do blog post covers, we don't, this is for the resellers. So we do blog, post covers, email infographic, promo images and video. So I want to show you some of that material, because it's important for you to understand, what kind of assets that you need for promoting your Phillip stuff. So let's see, I gotta come down here to profit news. Where is that There it is. And I was pulling your profit leaks. So here we go. We do blog posts. We've got like four little, 500 word, 600 word blog posts, right. And so, if I pull one of these up, you can see, there it is.

David Perdeu: I don't know why we have these upside down question marks in it, but that's what it is text. And so we have the blog posts set up so that I can give these to people to use, to sell the product. Right. Then we have covers, there is each one of the covers, and then we have bundle. Then we have emails that are promotional emails. We have, these are the promotes three promotional emails, and then we have infographics so that you can distribute an infographic with the key points from that drive to the sales page. And then we have that's keywords. And this is the landing page. This is what I wanted to show you though, because this is a landing page for, the resellers thing. And I'll just show you, we make sure everybody on the resellers gets a landing page as well, so they can get started. And that's the landing page, this thing I think I have to open this up Firefox

Speaker 3: Almost there. I can tell you're in patients.

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David Perdeu: So here's the landing page. And you'll notice that all of our landing pages are pretty much built the same because we have figured this out, this works for landing pages. Now, when we look at landing pages, this is what's called above the fold, right Because it's what you see on the screen, the first screen to be quite, to qualify for Google ad-words and for Google search engine results and all that kind of stuff. You need content on a page, not just an opt-in. So here's some content on the page down below. It's just simple. And it's a global that goes on every one of our landing pages. And then we have our address and all of this required information to be compatible with everybody else. This is all of our legal stuff down here. Okay. All right. So now let's see what else I got here. Promo images on video, the two things I wanted to show you here. So the promo images, we do Facebook promo images. We do an Instagram and Pinterest style. promo images here as well. And then we do videos.

Jennifer Perdeu-Houlik: All right. Yeah. Don't download those cause those are, those are a big file

David Perdeu: They're already here. So we do the square videos. We do the, the YouTube style videos and we do, and they're not there. They're videos prepare for success, maximum visibility target, and use efficient social networks. So this is from, this is the kind of video that content samurai creates. And that's one of the reason we use it and love it, but we can do square and any, any size videos that we want. We do eight of those so that we can provide those to, for people to, to use as well when they promote for us. So there you go. So I wanted to show the kind of content that we use and this content, by the way, it was all created based on our daily content profits checklist. So that's how we did how we send stuff out. So, Jen, all right,

Jennifer Perdeu-Houlik: So you kind of went off the rails there a little bit. And so I want to exactly what I wanted to do. I want to bring everybody back for a second because you've showed a couple of things here. And as an affiliate, what he just showed you in this package is what a lot of vendors offer called a resellers package. And that's what this is that you just saw. This is, an opportunity for, an affiliate to buy essentially the opportunity to sell products at a hundred percent. Okay.

David Perdeu: Hold on. That was not the point of that. The point of that,

Jennifer Perdew-Houlik: I know, I know it isn't, but I'm trying to explain that because now there's questions in here that this is what affiliates, this is what people should expect from a vendor to promote their product. And so a vendor typically is not going to give you blog posts. They're not going to give you this much stuff to be able to promote their products. Resellers typically will give you things like this, for you as an affiliate though, if you want to create evergreen product promotions, having content like this setup is how you're going to drive more eyeballs and more traffic with blog posts, images, videos. This is how you create long-term evergreen promotions. And this is why this kind of is that perfect promotion because it's all of this content just continues to swirl around out there. You're driving content to it. You've SEO'ed it so that you're getting views. You're getting link clicks and you're making sales. This is, this is not a one and done type of promotion. This is something that is an evergreen campaign that you would want to set up. And these components are what are going to help you to create evergreen sales, using blog, content, videos, Facebook images, infographics, and things like that.

David Perdew: Okay. So my point, maybe I didn't make my point clear here then if that's what you think, because what I was saying was that good affiliate programs will give the why. What we're looking for is, is, is the good affiliate programs that you want to promote. If you go to, this is clip magic. Here is images. Here's the promotion images that we'd talked about. Here are product images. Here are videos that they're going to give you. So a good affiliate program is going to give you banner ads. They're going to give you all of these creatives. You don't find this normally, but if you want the perfect promotion, folks are helping you with this. So that's my point about this. You can get it and you get swipes as well. Now, the swipes you use the emails you never use. Like I said, you never use the email that comes with it. You always rewrite the email that comes with it. Okay. So that you can use it as base. That's all I wanted to say.

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Jennifer Perdew-Houlik: Okay. so I want to talk about kind of the PR the, you glazed over this a little bit from a perfect promotion standpoint. And when you want to get involved in a actual product launch, you really need to think it through and you need to, in order for it to perform well for you, you need to be committed to it. And you did say earlier that we, we pick the products that we're going to promote because we want to be committed for the long haul. Right. one of the, this is kind of that, and you guys, I'm sure every one of you has seen this in your inbox, kind of the shotgun approach where, it's, you know, in the morning, it's this product in the afternoon, it's this product and the evening, it's this product. And that's kind of the shotgun approach.

Jennifer Perdew-Houlik: Seeing testing the waters and seeing what's actually converting better. And those to me, those confuse your audience about what you want them to do. and so, you know, if you, I think that you have better luck with affiliate promotion, launch promotions. If you pick one that's really good and you really, really dig in, you stick with it, you create the review videos you create. you create emails that are also kind of like answering questions. So for example, if we had sent out, we have not gotten one support ticket from anybody on this promotion. So far asking us a question about the product. But if we had gotten five or six emails from people and they were all asking the same thing, then we would create an email that's called an FAQ. And we would say, Hey, listen, a bunch of you guys submitted tickets to the support desk, and you're asking these questions.

Jennifer Perdew-Houlik: So let me answer them for you. Those are the kinds of things that, that help you when you're committed to a promotion and you really pay attention to what people are responding with. What are the trends that you're seeing, that you're able to then create additional content throughout the course of that promotion that helps you answer the questions that your audience has from you and helps to drive continual sales with new information for them, you know, sending out the same exact email seven days in a row. Isn't going to cut it for you. when we were talking about the perfect promotion,

Speaker 3: Okay. So let's see, Jen, what else do we have here I'm flipping around.

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Jennifer Perdew-Houlik: so I as asked how important is SEO from our traffic strategy for evergreen content, it's very important for just a, just a one and done. It's not, we don't SEO any of that. So, one of the things that you wanted me to show was, about order bumps and, and looking for affiliates that offer a order bump in their cart. Do you want me to go ahead and show it an order bump is

Speaker 3: I do I do because this is important. Okay. Let's see. I'm got to find you, I'm making you presenter. There you go.

Jennifer Perdew-Houlik: You guys should be all seeing my screen.

Jennifer Perdew-Houlik: so this is in a shopping cart example, from our end and, affiliates who promote, who have access to be able to promote our internal affiliate program, love this. And this is the kind of thing that you want to look for, especially with private or internal affiliate programs, where people are running it off of their own shopping cart. and not necessarily in like a warrior plus or a JV zoo ClickBank's type of platform. there's a couple components here to this that make it work. So first off, here's the, here's the product. So somebody has now gone from a sales page and email sales page, whatever it might be because they have indicated that they want to purchase. And they're now in the shopping cart. So here's the course. Well, what we've done is we have given some opportunities for other products and you can see that we've added a discount as an order bump.

Jennifer Perdew-Houlik: Some of them have bigger discounts than others. It really just kind of depends on what the product is. this for us converts at on average at 30%. So that means that 30% of the people that come in and purchase this product also add more to their order. This is called an order bump and a lot of different shopping carts to do this different ways. But you want to look for affiliates that offer this opportunity for you, because it gives you a way to make more money, especially if they've got something proven like this. So for you as an affiliate, let's just say, you know, it would, you would have a lot more incentive to want to promote my products. When you know that I've done this work, I've added this opportunity for these order bumps. And I can show you that my conversion rates are at, you know, about 30% on this.

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Jennifer Perdew-Houlik: And so that means for you that 30 on average, about 30% of the people that buy through your link are going to take more products. And typically for us, the order, the order value is increased by about 40%. So they're not just adding one product on here, they're adding multiple products. So this is great for you to look at it from an affiliate perspective, is do, does the vendor have an order bump built in to the promotion And are you cookied in this So for us, our members that that can use our internal system, you get the affiliate commission here and you get the affiliate commission here. I don't cut you off from getting this affiliate commission down here. And so this is something that you want to definitely look for. and these tend to work better with evergreen campaigns and private promotion, platforms. So, you know, we run our program through Infusionsoft, people that run through thrive cart Zaxaa, those platforms have these kind of order bump Sam cart. They have these, these, these order bump capabilities built right into the back end of their shopping cart. And these are great for you.

David Perdew: Yeah. Usually when you're seeing something with an order bump like this on it, it is a front end only, you don't have a deep funnel per se. You kind of go, you have a front end and you go to a catalog of things. So it's not like, it's not like somebody has to go from one to the next, to the next, to the next, like would JV zoo or warrior. Plus, that's really a great thing about this because Jennifer, if you kind of scroll down to the point of this as well, is that you are, you've got a buy button at the bottom, but I mean, you got a cart button at the bottom. So as you are, let's say you add a couple of products there, just the last couple. That would be good. Watch the what's the cart total change. So the cart total is changing of the product going away. Now you got right there. So now you got to refresh.

Jennifer Perdew-Houlik: Yeah. I just started adding a button.

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David Perdew: Okay. All right. So, that's what I wanted to show was as they go to the bottom of the page for the, the pay button, then they see this other stuff and you know, they're going to buy more and that's just natural. Right. And it comes to the top like this. Now, one thing that I can see right now that I think would improve our conversion on the cart page as well is to give them some kind of messaging at the top that says the BA the pay button is at the bottom of the page. So, because I could look at it and say, well, where do I have to go to pay for this So instead of just bouncing out, we want them to send them down the page. Okay.

Jennifer Perdew-Houlik: So, so let's see here.

David Perdew: Is there anything else you want to talk about this with the, okay.

Jennifer Perdew-Houlik: No, I think what we want to do now is get into, finish up in our breakout sessions for this afternoon and essentially, help people figure out how to implement what it is that you've watched this weekend. And then our last session, I actually am going to use this current a part of it. I'm going to use this law, this current JV zoo promotion that we sent out this morning to actually show you conversions. because I've already seen a couple of things that have come through and, the directly relate to what we've taught you this weekend. And so, and I'm going to show you, a couple of different things that we've tested from affiliate promotion perspective, that you can also put into place. And we want to make sure that you understand how to read the numbers. That's going to be the most important thing, because when you know your numbers, then you're able to, you're able to make better decisions in your business. You have to make data driven decisions. All of us, myself included. I get emotional sometimes about what's happening. And when we look at the numbers, the numbers typically tell us what's happening versus the emotion that we're feeling about what's happening.

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David Perdeu: Okay. Did I lose you Nope. I was listening. Okay. I looked at the questions too, and you know, the emotions part. I, you didn't go where I thought you were going to go. Okay. I thought you were gonna talk about how you sometimes get a little excited about stuff, because it's not going the way you want it to go. And then we have to come in and shake me down and go look at the numbers and say, it's not what you thought it was. So that's it. All right. so I think what we'd need to do now is the breakout session, right Yep.

# Ebook title

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