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Session 8

How to Make More Money with
Affiliate Marketing



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How to Make More Money with Affiliate Marketing - Session 8

David Perdeu: We're back. This is the last session. It is session eight and it's testing and conversions. And the reason that this is so important and because we do so much of it, is because it's a multiplier, it's an income multiplier testing. If you increase a 1% conversion to 2%, you've doubled your money 2% to 4% doubled your money 4% to 8%, you've doubled your money. And what you've really done is an 800% increase at that point for 1% to eight, 8%. That's massive. If you're getting a hundred dollars on a 1%, then you're going to get an \$800 as you continue to improve your results. And you can do that by testing. And, and really, we talked about screening tests versus whisper test. Those are radical versus minor tests and radical tests being, a long sales page versus a short sales page, a VSL versus a text only page, a video sales letter, versus a text only sales page.

David Perdeu: Those are radical tests. And if you can find a difference between the two that is worth making a change, and usually that difference is 30% or so, 25 to 30% will will over a period of time. We'll, we'll make that change pretty quickly and then start another radical test. Now often with affiliate marketing, you don't get to, you don't have enough time to do that on the one and done launches, but you have time to do that on evergreen launches with your own promotional material. And one of the things that you have to test is what converts to sales better that you can control, because there's a lot that you can't control with an affiliate program. now some affiliate marketers carry a lot of weight and they can go to a, a vendor and say, you know, I'm going to drive a thousand sales, but I can't do it to that sales page.

David Perdeu: So you're going to have to design your sales page like this, and they can dictate that and really kind of get what they want out of it. but that's far and few between usually you just have to figure out what you can do on your end to make it better. Now, the thing that we're going to talk about here, sorry, the thing that we're going to talk about here first is all not just split testing, but all kinds of testing and there's multi-variant testing and they're split testing, and there is, gosh, the opt-in, what do we call that Jim that's email flow testing kind of stuff. and the multi-variant is a, usually with an expensive tool that you can do multi-variant testing on the same page. So like you could change the header only, and you could change the headline only, and, or change the header and the headline and the images and something else.

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David Perdeu: She knows Mitch, as many things as you want to be testing all of those things at once. but you've got to have somebody dedicated to monitoring that data, or it's a waste of time. That's why we like split testing, only testing two things, sometimes three over a period of time making a decision, the, the winner becomes your control. And then you test against that again. and I always go back to the bottleneck theory. Once we get a bottleneck, which is the next bottleneck, we always want to make sure that we get the next bottleneck, as, as, refined as possible, then we can move to the next one. And you can find 15 to 20 different spots in every sales funnel that you can test along the way, if you have the time. So, Jen, do you want to talk about stuff

David Perdeu: the only other thing, the only slide I have here, and I'll bring it up is this one, which is your opt in page to confirm in the CRM and all of the different things that you test, like the headline, the gift, the value, the market, the process, and the problem, you know, so these are the, all of the kind of different things that you would test when you think you're going from a to B, you're really going from a, to B, to C, to D E F G H. That's kind of the point here. Okay. So you want to talk about these things or do you want to bring some stuff up and show it

Jennifer Perdeu-Houk: I'm going to bring a couple of things up to show. and one of the things that I actually want to talk about is a little bit affiliate marketing related, but it's actually more, it's kind of more internal for you, but it's going to apply to affiliate marketing longterm for you. so the first thing I actually want to do is talk about our affiliate promotion that we did this morning. So we can actually walk you through what it looks like and the numbers. I'm shocked to be honest of the sales that we've had because we mailed it such a bad time of day. And, so let me, I guess dad, do you want to give me the screen

David Perdeu: One second

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Jennifer Perdew-Houlik: Okay. All right. You guys should be seeing this email. These are the stats on this email. The thing you have to remember about email right now in today's world is email is very much like Twitter in that people get so much email that things just move down the page. So really testing what your best mailing times are, is really important. If you are going to run a business, that's email revenue based and, it's different for everybody. And it's different to, if your list is a global list, our list is very global. We have people, some of, some of, we have a really big showing in, in Australia, and I don't know how that happened, but we have a lot of people from Australia that are on our list. We have a lot of people in the UK. The U S has of course our biggest, segment, but we can't ignore the other global communities that are on our list because, that affects our revenue.

Jennifer Perdew-Houlik: So this, you can see, this is not a good open rate. We only had a 4% open rate for this email that we did this morning. Now, normally on a Sunday, I would have mailed at about two o'clock and that it, and I know that because I've been doing this for so long, and I look at my numbers so frequently that I know, I know that Thursday's my best time of day to mail on a Thursday is actually about seven o'clock at night on a Tuesday. I actually get really good responses on a Tuesday at about noon. And so, you know, you have to really know your list. You have to know your numbers. So let's just look right here. We've only had a 4.1% open rate. Our list is big enough that we on a broadcast email like this. We're not going to have 40% open rates.

Jennifer Perdew-Houlik: We have 40% open rates when we're actually in campaigns, where we are very, very targeted and segmented on who we're mailing to. This is an overall broadcast. Every one of your CRMs gives you the capability to do a, just a straight broadcast email, which is what this is a campaign is going to be an email that is timed. Something happens to get them into that campaign. And then you typically have timers or something that are built into that campaign that allows you to set things up in advance. So we can see here. So we had a hun, 1,054 opens on this and we had 90 clicks. So I can tell you first and foremost, if I were to work on this email campaign, the very first thing I would do is work on this. I am not happy with this kind of click-through rate, even on this amount that we had opened, this is not a great click-through rate for us.

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Jennifer Perdew-Houlik: This is only about 90, 88 night. I'm sorry. So only about eight and a half to 9% click through rate. I would have really preferred this to be between 15 and 20%. So what does that mean It means that we need to work on the content. But the other thing that we know from this email is I don't think I can see the subject. Oh yeah, here it is. It's right here at the top. don't miss this discount available until 1:00 PM. We dated this email, the second we put this subject line in it. So this isn't really going to be one of these emails where people see it tonight and they're going to go back in and be like, Oh, I better do something right now because we've made it very clear in the subject line that this email is dated. So, so when we send our next email, we would do something that is going to be a more, not generic, but a less dated email subject line. And we would work on the copy a little bit, to make sure that we can get higher opens. I'm sorry, higher clicks. So let's go over and, and look at the actual promotion though. So I told you, I was really happy with what happened here and let's just refresh this really quick.

Speaker 3: Okay. So

Jennifer Perdew-Houlik: We've done \$606 and 90 cents in sales. And the fact that it, that this offer is converting at 20% and it is converting without a bridge page, makes me know immediately that I'm not going to mess with the structure. I'm not going to go back to my dad and say, Hey, this offer, isn't converting very well. We really need to put a bridge page on here. This tells me that they are doing a really good job on their sales page of, selling the product. So we don't need to help them. What we need to do is get more eyeballs on the offer. And so my job is to make sure that we do that by increasing the clicks. So before we look at anything else, does this make sense to, do you guys understand why I'm looking at these numbers The way that I am and saying that the problem is going to be on our clicks

Speaker 3: Got it. Okay. We're getting some yeses. Okay. Okay. All right.

Jennifer Perdew-Houlik: Good, good, good. I know it. So not quite. Okay. So you guys, don't co there's a couple of people that said they don't quite understand. So when we're looking at conversion rates, first off, historically

Speaker 3: Sales,

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Jennifer Perdew-Houlik: Conversion rates on, good sales conversion rates typically hover around the 7% to anywhere from 15%, depending on kind of what the offer is, how warm the traffic is. And so the fact that we are converting to sales at 20% tells us a couple of things. One that the people that are clicking on our email are interested in this product, for sure. And they're buying and they're buying at 20.2, 4%. So this is great. This is a great conversion rate. It means that 20% of everybody that is going to that sales page is buying. So when we look at our conversions as a whole, I always start at the back because the point of this particular promotion is to make sales. So if I'm happy with this number right here, and I know that 20% of the people that are going there are buying, how do I increase

Jennifer Perdew-Houlik: How many people are going to the sales page Well, so when I look at my email, this is, this is, my report in my email that I sent. So let's just say that, that the, the, of the thousand and 54 people that opened, if we could have, have had better messaging in this email right here in the copy, and we could have gotten this number, this number of clicks, let's say I had gotten this up to 150. Well, that means that based on what are our sales stats are telling us over here, dad, I need you to do some quick math

David Perdew: Making 180. Okay. Then you've got a double.

Jennifer Perdew-Houlik: Okay. Yeah. But what I want to know is how many sales is that if we

David Perdew: Well go back to your other, and so you would have, instead of \$606, you would probably have \$1,200 if we had 180 clicks instead of 90. So you'd have 17 instead, you'd have 34 on the front end. And the thing that before I give it back to you, I want people to see the front end of this has generated \$229. Two thirds of the money that we got is from the backend. And the big, big, big one is the OTO two. Right So,

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Jennifer Perdew-Houlik: And so you kind of rained on my parade here. So I want to make sure before we talk about the OTs and the funnel, I want to make sure that everybody understands that because we are mailing to an offer that is converting really well here, that we are now, this tells us that we are now the masters of our own domain. Here. We can affect what happens moving forward with our emails. So if we want to make more sales, we're not going to rely on these guys to go test a new sales page because their sales page is converting. Great. What we have to do is we have to do better messaging. So we have to, the first thing that we'll do. And like I said, a few minutes ago, this, this subject line really dated our email. So when we send out our next email, it's going to be pretty much a, it's going to be a brand new subject line because the subject line no longer works anymore because it's past 1:00 PM.

Jennifer Perdew-Houlik: And so what we're going to have to do on this email is we're going to have to create something, has a new subject line, but we can't use the same copy in the email because this is telling us that we're not getting quite the right messaging across because we didn't, we really don't have enough clicks on this email. to me, when I look at this funnel, this, this is an email funnel. When I look at this, if I were to pick the number one thing that we had to work on, it's going to be the clicks. So let's let me come back to the questions here.

Jennifer Perdew-Houlik: So for us, for us the email or an average email open, when we send out a big, big email like this to our list is anywhere from eight to 12%, sometimes 14. It just really depends. when I sent smaller segmented emails, we can get anywhere from 24 to 60%, I'm sorry, 25 to 60%. the bigger the list with the least with less segmentation in it is always going to drop your email, open rates. It's just natural. How that, how that works. You can't apply. If my list was a million, I wouldn't be getting 12% open rates, probably on a million people. I probably getting 3% or 4%. So this isn't one of those. Yeah. This isn't one of those things where you're like, Oh, okay. So I double my list and all the numbers stay the same. It just doesn't really work that way with email. so you have to kind of work on what is, what's what, kind of what's working for you.

Speaker 3: So yeah,

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Jennifer Perdew-Houlik: So Jennifer asks, what's the difference between clicks unique and clicks total. That means that people have gone back to it. So people are clicking on this and going back and looking at it again. And so we want to know the number of unique clicks that are happening here, because these are going to be people that have gone and clicked more than once. So that's all we, we talked about yesterday, when in our terminology, our unique clicks are a single person. Our total number of clicks are going to be people that are going back and looking at it over and over again. okay. In a perfect world, unique clicks and total clicks would be the exact same because you're doing such a great job of messaging that people don't have to go back to your email and click again, to think about it.

Speaker 3: Daniel says, so you want to make the motive reason to open stronger when you get them there, they will click. Is it the headline That's the problem

Jennifer Perdew-Houlik: So that's a great question. And for right now, not really the headline, isn't the problem for us right now The problem is that I sent this email at a time that I know our list, doesn't convert, our list. And I'll just tell you guys this. I mean, you know, I'm not trying to trying to say anything negative, but our list, the majority of our list is older, 50 and over. And I mean, I include myself in that it's older, in the mornings, especially on a Sunday morning, we have a lot of people who are very, very, involved in their churches and very involved in their families. And Sunday mornings are just not the time that we typically kind of, promote because we want to not be intrusive to that time period for them. And because the majority, I mean, we do have a global list, but a majority of our list is still in the U S so, and this, we have a lot of West coasters.

Jennifer Perdew-Houlik: And so when I sent that email out at 10 o'clock this morning, we hit our West coasters at 7:00 AM. And so that, wasn't a great time for our West coasters either. So this, this is an interesting thing to look at because we have multiple things in play here that really have, decreased what our potential sales are going to be. It was the time I mailed, and it was the fact that we used a very, very, an expiring, subject line. So it's kind of like if you saw this, why would you go back and look at it The offer ended at one o'clock, so I've missed it. I'm not going to go look,

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David Perdeu: But to Daniel's specific had specific question, it's really not the subject line, as much as it is the email, not getting the clicks, because you've got a thousand people who opened it, we assume they read a little bit. and you only had 90 people who clicked it, which meant that the message of the email was not that great. So, you know, we need to really look hard at that. So of course the next email will be an all the emails.

Jennifer Perdeu-Houlik: Yeah, exactly. Exactly. so typically, so Daniel, this is a great question. Do you ever send the same email out a second time I do it all the time and I do it. It's called an unopened resend. And what I do is I would come in and I wouldn't do it. This, this would this few hours in between. I wouldn't do it until probably tonight. if this subject line did well and we were going to use the subject line again, I would come here and I would click on my unopens and then I would actually just use this unopens list to recent. And, I would send it from a different email address. I would actually, we use, we have two, I have three email addresses that I use to send from. I have two that I use on a regular basis, and about 50% of our list opens the people that open, open from this email address and about the other 50% open from the other one. And so, I'll do, I would do a recent from my other email address and use it, keep everything else the same. If everything had performed exactly the way I wanted it to perform in this email,

Speaker 3: Make sure you guys got a really good tip there. You see, we have, we have three email addresses that we send from we. Yeah. And so you, you do a little round Robin with the unopens on that. And Jennifer kind of glazed right by this, but it's a really good tip because some email addresses get put into spam because it's in different domain.

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Jennifer Perdew-Houlik: Well, Andy and Dominique just asked that, and I can tell you how I found out that other email addresses were going to work. It was because our customers told me, and here's how the rest of the conversation went. The conversation was somebody messaged start, it started here. Somebody sent a message to our support desk and they said, I'm not getting your emails anymore. And I said, really, because I can see in here that you opened one, but you opened one from like last week. And so we were kind of talking on our chat and she came back to me and she said, Oh my gosh, here's what happened. I put a label on you in my inbox, because I don't want to miss the emails that you sent. So your emails are going into a folder. So they're not going into my inbox, they're going into a folder.

Jennifer Perdew-Houlik: So anything that's time sensitive is all going into that folder. And I'm not seeing it until, and she said, and I have a time frame that I work into my schedule so that I can go look at the stuff you're sending out. She's like, I always want to make sure I'm getting the blogs and the downloads she said, but I like to go and set aside time to do that. And so she realized that she was putting everything that was time sensitive as well into a folder in her own inbox. So she was missing it. And so she said to me, she said, you know, I wonder what would happen if you sent emails out from a different email address. And so I actually got on one of our insiders club calls. This was like three years ago, I guess. And I said, Hey, are you guys doing this

Jennifer Perdew-Houlik: Are other people doing this And people kept going back, coming back to me and saying, Oh my gosh, yes, I do the same thing. I do the same thing. And so it made us realize that we had made our list. So hyper sensitive to looking for content from us that they were putting it aside so they could come back to it later and they were missing the opportunities that were time sensitive. And so, so that's how I did that. That's why I did, it was a conversation with, with, our members. Yeah, yeah, exactly. So, hold on, there's a bunch of content, comments coming in and here. So, I mean, I want to make sure I get it.

Speaker 3: Yeah. I looked at some of these as well, and I think that there's,

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David Perdeu: So my email white list matters to prevent going to spam. So I sinned. So Cinta folder redirect matters because it bypasses the inbox. That's a really important thing because, you know, I actually, the only time I label something is if I have to go back to it and I know that I want it to be somewhere, so anything that's a receipt gets a label as receipt. I want to save it, but I don't necessarily want to open it. Right. So if I have to go back and find a receipt, I know where I'm going to go find it. If it is a, if it's somebody that I'm, I'm just following sort of like in, like I've got a coach or two that I'm just following, so I can read their emails. I'm not going to buy anything, but I want to know what they're doing.

David Perdeu: So I labeled them so I can go back and look at it. But Jennifer said, though, if you think about it is a real opportunity. So if people, if we know when people are going back and reading their emails, and sometimes we can tell by sales, because we'll see sales from emails, Jennifer can see this, we'll see sales from emails that were earlier in the week, but it's on Saturday morning. And if we know that we can send out a recap newsletter on Saturday morning to everybody, so today, so that they don't miss anything. And we haven't done that yet because we do our Saturday morning read. But, you know, you just start thinking about this, the opportunities that you can do. Yeah.

Jennifer Perdeu-Houlik: So we got a couple of questions here about the emails themselves, whether or not I use a different domain. I do. Two of the emails are on, on different domains. And then my third one that I don't use super frequently is, on the same domain as email number two. So, that does help us a little bit. We use support, we use Nam support, and we've tested that by the way, we get the best opens typically from our Nam support, because we've been using it for so long. And, you know, we've been in business for 15 years. And so our email addresses really haven't changed very much. And, our second email address that we use is from my nams.com. And so, both of those domains have really good reputations and, Oh, and here's a great little tip that NAMS support, email address is actually, what we use in our help desk.

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Jennifer Perdew-Houlik: And so it's great because people can hit reply and it comes right into our help desk. So we're able to quickly answer support tickets as well because the reply button actually creates a ticket for them. And we tell people that, especially in our product delivery emails, if you have any problems just hit reply to this email, you'll be dropped right into our support desk. And so that's another reason why we, why we kind of stick with this as our main email address, because it gives me so much more opportunity to have conversations with people in the support desk if they need help. Okay. So let me go jump back over here to this affiliate offer though, because, I want to show you guys the importance of what we did in the email itself. So you can see here that these are the OTOs, this is the front end.

Jennifer Perdew-Houlik: You guys are still seeing my screen, right? Yep. Okay. This is the front end. And then these are the OTOs. Well, you can see right here that OTO number two is converting at 53%. That's awesome. 53%. But what did I say in the email? Yeah, I that's what I'm getting to here. Okay. We told people what to buy in the email. We told them. And so here's another OTO. Here's the agency version OTOs converting at 60%. And so this is why building out your email structure for these affiliate offers is so important. I prefer and are on our list prefers when we are very, very open in the email about what the offer is. Blind copy for us does not work in affiliate promotions typically. And we've trained our lists that way, but our people appreciate that. And, like we said, yesterday, when we don't put that OTO information in there, we get emails like crazy from people they're like, you didn't put it in there, what's up, you know. And so we've trained our people this way too. And so when they come back and they say, Hey, you didn't put the OTO information in there. I want to buy, but I want to know what you think about it. I want you to tell me what to buy. And so that's why we have such high rates, conversion rates on these OTOs is because we're telling them in the copy.

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David Perdew: So I want to go back to what you were saying about training people, because what we do is train people. I mean, that's the reason we don't do bonuses, right? Because we, we train people that we don't do bonuses. I mean, we don't say to people over there, we don't do bonuses because they're crazy. But what we do is we train people to understand that we do training. And so if we promote something and we use it, we show them how to use it often as our bonus, or we talk about it in the insiders club or, you know, those kinds of things. So they understand that. But the reason that people expect a certain email from us is exactly what you were saying about the training, but they can go to somebody else. Not Matt Bay. SAC is one of these, he's an email marketer extraordinary, but he, does blind copy. And he just says, here's, here's the tool. You need to have it, go get it. And people will do that because he trained them to do that. And so it's, every list gets trained and it's really, how are you going to train yours? One of the things that you have to train them to is click. So we often send out stuff that is just downloaded here, and it is a freebie download it. And we're training you to click.

Jennifer Perdew-Houlik: Exactly, support desk. we use help scout. we love help scout. It integrates with Infusionsoft. It's very inexpensive. It's 20. I think it's \$25 a month, per user. And you can do a lot with a single user. we, I think have four users in our help desk and the, our support desk software with help scout runs our live chat on our website. we actually can do lots of really cool stuff with it. We can send out automated replies and things like that. So, yeah,

David Perdew: But it's also has our, our FAQ's and our, all of our, we can do automated questions, automated responses. So if you send us something and say, reset password, you get an automated response.

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Jennifer Perdew-Houlik: Yeah. And we used to use Zendesk and I'll tell you the, one of the reasons why I didn't like Zendesk was I didn't like this idea of having to create an account. And I don't think that they make you do that anymore, but it used to be that you had to have a username and a password to create a support ticket. And I hate that. I think people should be able to have a conversation with us immediately without having to create some kind of username or password or ticket tracking software. When people need to know something from you, they just want to know they don't have to jump through a bunch of hoops to be able to send a message to get help. And so that's why we use help scout. There's tons of different ones out there. If you ask anybody you're going to get, if you ask 10 people, 10 people are going to give you different answers.

Jennifer Perdew-Houlik: but in the Infusionsoft community, people love it because of how simply it integrates with infusion soft, but it integrates with tons of other platforms as well. okay, let's see here. So one of the things that, I really wanted to show you guys, was that a campaign that we do internally, and it's an indoctrination campaign, and this is really, really important. this isn't about affiliate marketing. This is about you as an affiliate, engaging with and nurturing your customers so that they want to trust you and like you and know you. so every person that comes onto our list, I've been messing around in this. So they just ignore some of the random stuff. There. Every person that comes onto our list goes into this indoctrination campaign. And this is whether they're a new buyer or whether they are just a new lead and what we do with this. And this is why, how everybody gets a username and password is I generate one for them right here. And because the rest of my emails actually send them to places where they need a username and password for. And so we want to make sure that they have access to that. So this is

David Perdew: Make sure people understand this is conceptual it. Yeah.

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Jennifer Perdew-Houlik: This is all about the nurture concept, right Yeah, yeah, yeah, yeah. This is, this is, this is, this is infusion soft, but this works in any autoresponder that you use. so what we've done here is we ran the, actually I want to, the reason I wanted to show this to you was this is the current version of this campaign that I'm running, what you're seeing on the screen. We moved this out of the way. so the current version of it, well, we actually ran for about six months, this version of it right here. And we realized that things weren't converting the way that we wanted to convert. And I'm going to explain that here in a second. And so we tested, changing up the order of the emails down here. And when we did this, it's like this campaign just caught fire in terms of how people were using it.

Jennifer Perdew-Houlik: So what we do here is we start people in this campaign after they've purchased or opted in, we send them a welcome email. Our very first email is who we are about us and what their expectations should be from us. Now as a new member, if you are brand new and you just bought this workshop, you know, in the past few days, you will be going into this campaign if you haven't already started. but the reason why setting expectations is really important here is because as an affiliate, you want to make sure that you're telling people that they're going to get recommendations on products and tools from you. And so this is what we've done here. this is just a little, you can see, we don't talk a lot right up here at the top about, about us. this is just David Perdue, I'm founder and CEO of NAMS.

Jennifer Perdew-Houlik: what a welcome you to the community. It's pretty amazing having you as a part of it just makes it better. I thought I would take some time to tell you about NAMS. Our primary focus is working with small business owners like yourself to help you build simple, scalable, and sustainable business. Then I tell them right here, the most important thing that you can do right now is take our simple business assessment. This assessment for us internally helps us know our members. It tells us a lot of things about, they tell us a lot of things about themselves. And this assessment tells us where they are in their business. What are they looking for you know, are people looking for automated help we get coaching clients from this because they're interested in, in, they're looking for coach and they want to talk to us about coaching.

Jennifer Perdew-Houlik: And so that's not really the primary purpose of this survey here. It's for us to get to know them a little bit better and who they are, because it helps us long-term deliver the right content to them. But what happened was in the beginning, let me go finish going over this email and then I'll show you what happened here. So down here, then we start talking about just business in general, this section right here. So here's what you can expect from us. This is where we lay out what the expectation is. What can you expect to get from us as a company we talked about our community because our community is the most important part about our business. Our community is what runs our business. So we make our community top in this. so we give them an opportunity to, communicate with peers, mentors, and coaches.

Jennifer Perdew-Houlik: we do that with webinars. We do that with some of our, interview series and things like that. As we find success, we share the techniques and process with our members. Real-world behind the scenes, look at what's working and what not. And what's not, again, I'm setting up the expectation here that they are going to get emails from us about products and programs that are really working in this space. Every one of these is about setting up an expectation for the member, because I don't want them to get an email from me down the road and be surprised and be like, wait a minute. Why are they sending me an email about buying a tool Well, I'm telling you right here that we're going to do that. so then here, I really wanted to reiterate in this, that we do webinars and we do webinars with, with partners.

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Jennifer Perdew-Houlik: And again, this is an affiliate opportunity for us. So I've set this up plus training opportunities with some of the best entrepreneurs in their fields. We spend lots of time working with only the best in the business. So you don't have to blindly search for the right people to trust. So what we're doing here from an expectation standpoint is we're telling them, we're going to introduce you to the people that can help you. If we can't help you, we're going to help find the people that can, and this is great from an affiliate perspective because you can't be everything to everybody, but your job is to vet and to present your, your list or your members or whatever, you're going to call them with the best opportunities of people that you trust. Kind of have to think about this as a, you guys may have come across this before where you're like, man, I would never work with that person. You know, you see them out there on social media or something like that. This is kind of it for us. It's like trying to make sure that we're relaying that to our new members, that we're vetting people. And we're only going to share them with you. We're not sharing you as our customer with them. We're sharing them with you. that makes sense.

David Perdew: So Dominique is asking which, which sale gets this email. It's, it's your first entry into our system in it that gets this no matter what,

Jennifer Perdew-Houlik: Every person, every brand new person on our list, no matter whether, what product they've bought, no matter what lead they have filled out, they end up going into this campaign, depends on how long they're in the other campaigns. They can go in as fast as 24 hours. It could be three days, four days before they go into this,

David Perdew: But they don't go into it over and over and over. It's just one

Jennifer Perdew-Houlik: Time they get into it one time. Yeah. We only put people on this month. Okay. so then I tell them here we test products and tools. We're going to tell you what we think, how we use them in our business and how they can help you in yours. So this is really important because this right here helps to give us our house helps for us to set the expectation. And, I encourage every one of you to design something like this. It doesn't have to be complicated. It doesn't have to have a survey attached to it, but it needs to welcome people to your community and explain to them what you are going to do for them so that they can continue to build the relationship with you.

David Perdew: The real reason behind this though, I mean, this is all about this email, but the real reason behind this is because it improves conversions, right Because you're building a relationship.

Jennifer Perdew-Houlik: Right Okay. So this is the first email. And so we're asking people here to take this assessment. And

Jennifer Perdew-Houlik: So what we're doing essentially is we're asking them to take the assessment. If they don't. We wait, I think we wait 24 hours. We ask them again, if they will take it. it comes from a different email address, all that kind of stuff. That's the goal here is to try to get people to complete the survey. And, then what we do is then we start this nurture campaign, telling them about us, giving, showing the free resources, the tools that are available to every single person that is on our list, whether they're, whether they're paid or whether they're just a lead. And so these emails, you know, you can just see, I run them every day. And we talk here about introducing all the free resources in our members area. we actually send a blog post here that teaches people about building funnels.

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Jennifer Perdew-Houlik: It's one of our, our best performing blog posts. So we send that, we, we make sure that we put that in front of people. So this is why the blog content that you're writing on your website needs to be evergreen. And it needs to be meaty because you want to be able to use stuff like that in your email campaigns, that then help you to either sell more affiliate products, sell your own products, or continue to build relationships with people. That is the primary purpose of this indoctrination campaign is to build relationships. There is not a buy button in any one of these emails. You can't actually buy anything in this campaign straight there. People buy from this campaign all the time because they click a link to go check out a free resource in our members area. They get in there and they're like, Oh, wait, I need that product. And so by offering the, the relationship here, we actually are generating sales on products without ever asking for, for, for the buy we're asking for them to consume the content. So is this making sense

David Perdew: Yeah. So I want to go back to make sure people understand, we're talking about push, not pull, not push. We are pulling people into the system. I'm not pushing them into the system. So they get in there and they buy because they find something that really resonates not because we told them they got to go get it.

Jennifer Perdew-Houlik: Right. Exactly. Okay. So this email campaign, and we don't have to go through all of these, but this email campaign I think is seven emails. And, but from a conversion perspective, I want to talk about the conversion side of things, because what was happening for us, it was really important to get people on the survey. And the other thing was that we found was that when people take the survey first, they actually are consuming more of the email content afterwards, because I guess, and this is just me thinking from a psychological standpoint that I guess by us asking those questions and giving them an opportunity to schedule a strategy call, if you know, all, everything winds up right. And all that kind of stuff that it shows them that we kind of like, know what we're talking about. I guess. So the result here was when we ran this, the first time we weren't asking for the business assessment till the very last email after we'd given them all this content.

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Jennifer Perdew-Houlik: And so we were asking for it here. So when I moved the assessment to the front email, to the very first email, the number of people that actually took the assessment quadrupled and the open rates and the consumption rates, then in the followup doubled to make sure that everybody understood that, that, that, that, okay, there's, it was just the placement, but we had to run it so that we could test it. And this is, you can do this. And, and the only reason why, this is kind of a little tip here was that I made this change because this email campaign is so long. people are in this campaign for like 14 days, I think total because we hold them for a certain period of time and stuff like that. There were people that were active in this campaign when I decided to make the change, that's why I had to move it and make a copy of it and move it down here.

Jennifer Perdew-Houlik: If you've run all your traffic through a campaign and there's nobody in it, you can make these changes in the existing, canvas, I guess is the right word here. You can just move things around, but I couldn't do because people were active in, in the, in it. So I let all the people that were active up here just finish. And then I ran all the new traffic into this one so that I could test. so this is part of why it's so important. You guys, to really understand the tools that you're using. dad, would you say that my value to you in this company probably lies in my knowledge of using our CRM

David Perdew: Totally. Cause I don't know anything about that.

Jennifer Perdew-Houlik: Well, I don't mean it like that. I mean it, by, from the information because of how

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David Perdeu: Value, the value in you working in this stuff for me is that we have conversations every morning. We talk about sales. We talk about conversion numbers every morning. And, and the reason we talked about conversion numbers is because I'm, I'm when you started looking at the org chart on a business, you have somebody at the top who is the CEO, the big picture of the driver and make sure that everything gets done. That's me. I'm kinda, you know, in, in the E-Myth it's called the visionary and then you have the technician and you have the manager, Jennifer, where's both the manager and the technician had here. And so what happens is we have this conversation and I say, okay, we've got these numbers. We got to hit these numbers. How do we get there with what conversion What's our conversion activities What do we have to do

David Perdeu: Conversion activities Jennifer is so in meshed in the conversion activities of all of this, including our affiliate marketing and everything else that she can tell you, she can rattle it off because she checks it every morning. and, and in multiple times during the day to see what we can improve along the way now, I would like to say that we have this nailed so that we know how it's going to work in three months, but we don't because we tweak daily on this stuff. the reason that this was so important, we had this conversation one morning when I was driving into town and we were talking about moving the Bre, which is our evaluation to the front because we weren't getting the completions on it. And we said, let's just test it, see what happens. I mean, what's the worst that can happen.

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David Perdeu: We just, we run it for a week and we go back but drops. So, Jennifer rebuilt it and tested it and the numbers were terrific. So we left it. And then what happened was I started getting a lot more of these little 15 minute, 15 to 30 minute, conversations with people, who wanted to have a free consultation. We offered that. And, and then that Bre. And so one of the things that we know about my consultations with people is that my close rate, when I talk to people, it was about 70. Especially when they reach out to me. Now, somebody said, I do feel the pull and not a push. can you elaborate on what those words are A pull is an invitation. A push is a mandate. If you think of it that way, I'm pushing you to do, like when I send out an affiliate email, I try to tell a story in the beginning of it, because I'm inviting you to take a look at this opportunity. If I was, pushing you into this, I would start it out with this. You gotta have this tool, go get this tool. Don't just drop everything. And I've done that. And that works sometimes.

Jennifer Perdeu-Houlk: Well, and I was going to say our email campaigns actually are a mix of both because when, if we look at the JV zoo promotion that we ran this morning, as the course of the promotion happens, our emails are going to be more pull until the last day because the city requires that there's a push. And so then we start pushing that, listen, you don't run it at a time. If you haven't done this yet, you got to go do it. And so that's where the language starts to change. And so when we talk about this indoctrination campaign from a push and a pull, what we're doing is we're putting so much value and so much content. And in the emails themselves, that it's pulling piece, think of it. We're sucking people into our membership platform in the backend to show them everything that they get, because we want to pull them in. We want to get them to see what they have available to them. Because even by seeing all of that, it also helps to build the rapport and the relationship and the trust. So we're able to do that by pulling them into the members area instead of pushing them in. And the other is a very,

David Perdeu: Go ahead. I just want to finish one more thing on this push pull thing is that I, as a said earlier this morning, he said about the, excuse me, but the insiders club, he said, I joined the insiders club. It didn't necessarily plan to, but I joined the insider's club after my 15 minute conversation with David, because I was invited because I felt the vibe is what he said. So, you know, that's what we want. We want you to feel safe. We want everybody to feel so comfortable that they feel like this is the place. And we, we really do focus on this being your home on the internet. And we tell people that this is your home on the internet. So,

Jennifer Perdeu-Houlik: And that is why affiliate marketing works so well for us because we have spent so much time trying to build the relationship that, that it's natural. And so I want to go back to this for a minute though, because I want to make sure that everybody really understands the importance of having a nurture or indoctrination campaign that is set up, even if you're only selling affiliate products, because it's still important for, to communicate to your list without sales, that communicates what it is that you're going to do for them. Everybody's in, in all of this, what are you going to do for me Everybody's in that they want to know what's in it for them. And so you have to be able to answer that question and you answer that by talking about your expertise or what it is that they can expect from you, and really making sure that the expectations are clear.

Jennifer Perdew-Houlik: And I'll tell you, this campaign is also one of our most opted out of campaigns. And that's because we have been so clear about what the expectation is that they can, that they are going to get from us. That if they don't like that, then the invitation is right there to unsubscribe. And so when we look at everything that we do, this campaign generates the most opt-outs too. And at first, when it first happened, I kind of freaked out a little bit. I was like, Oh my gosh, what did I do I went through and re-read all my content did I, did I make people mad here And then I realized that it was just that we weren't the right fit. And that was okay. And so if this is going to help in the very beginning, like I said, you're going to get this email campaign 24 hours to three days after entering our list or buying a product from us. And so if you, if, if you are going to opt out here that I would way rather you do it here, this, this soon into our relationship, then me having to kind of like beg and beg and beg for you to open an email or beg and beg and beg for you to even have some kind of communication with us. So,

David Perdew: So we'd have one job and you do two, you have one job. your job is to help people make a decision. My job is to help you make a decision. And it's a decision on anything that we offer to districts, a decision on the relationship that we have. It's a district decision on whether you trust us or not. And, that is what we do with this nurture campaign. That's what we do with everything. And the testing helps us get to the decision faster. Right. So, that's what this nurture campaign does. And I love it because we're helping people decide that we're not right for them. That's okay. Okay.

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Jennifer Perdew-Houlik: Yep. okay. So let's answer a couple of these questions and then I want to, kind of start wrapping things up here. We've got 30 minutes left. I want to make sure that we have got any major questions that we have answered. the, the most important thing I want you to get out of this testing and conversion thing is that you have to know where your numbers live and a majority of you, your numbers are going to live in your Google analytics. They're going to live in your autoresponder. Every autoresponder gives you some level of reporting. I don't know where it is and you're in your own individual. Autoresponders, you've got to do that. You've to learn that. And every autoresponder that's worth its salt has got really good training videos, to make sure that you understand and should have a really good support desk so that if you don't know how to find something that you can ask for it.

Jennifer Perdew-Houlik: but as an affiliate marketer, if that is where you are trying to either create a brand new stream of income or, what really, and anything in any marketing, you have to know these numbers inside and out, because it's the only way that you're going to make decisions that can really, really affect your business. so your understand your page views, and your website traffic with Google analytics, understand what's happening with your email list. And, you know, Lee, we were talking earlier in our breakout room and he said, you know, I have a feeling that, you know, my list is just not converting right now. And that's it. And the thing is if you know your numbers and you're watching this stuff every day, you know, when stuff's starting to go South, it's not a 90 days later. And you're like, man, what just happened

Jennifer Perdew-Houlik: So my business, you know, when that engagement starts dropping off and you typically are going to know it in a week so that you can make some changes. And so when you are, so one of the things that we had told Lee to do was because we were seeing his, his engagement drop-off is kind of send a Mia culpa email to people and just say, Hey, listen, I wasn't really clear with you guys about what it is that this, you know, what I'm providing with tea for you. And I want to make sure that I'm just really, really clear about that with you, so that we can continue to have a relationship together. And, cause sometimes you got to do that too. And I mean, we've had to send some me a call, but emails in our day. And so,

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David Perdew: That's our, one of our best opening subject lines. I'm so sorry

Jennifer Perdew-Houlik: I use that one. Often people get, you can't use that one unless it's real. And unless it's,

David Perdew: Unfortunately it's true a lot.

Jennifer Perdew-Houlik: Yeah. So understanding your numbers and your, and also understanding in your affiliate platform that you're selling on. So what we showed you here, you know, you have to understand what these numbers mean to you as well. And at some point you have to be able to say this isn't working. What is it that I can do to make it better And sometimes it's to find a different product. Sometimes it is that you have to do some work on your end. And what we've showed you so far here today with this offer is that this issue is not with the, with the vendor. The, the work has to be done on our end. We have to do a better job to get people over to the sales page for this affiliate offer. let's see,

David Perdew: Dominique is asking some good questions in here. let's see, we're getting some good questions from a lot of folks. So

Jennifer Perdew-Houlik: Fiona asked earlier, just wanted to know how many members we have in the insiders club. I will look a few minutes ago and we have right now today we have 757. so we've got a pretty good group over there. we've got about 500 that are active or the 500 that are in the Facebook group. And, probably, you know, a quarter of those that are super, super active. we have a lot of lurkers, a lot of people that just that liked to hang out and look for things. Yep. That's it That is okay.

David Perdeu: But let me tell you, what's not okay about this. And this is conversion issue. We know that if people do not get into the Facebook group and participate, they will leave. Those are the ones who leave after the six months. So our job, and it's really hard to figure this out is how to get people into the Facebook group. because we invite them all over the place. But if they don't get into the Facebook group, they don't get the activities, they don't become part of the community and they're a park and they never really get a chance to buy into the system. So that's a big, big problem for conversion on us retention. It's a big part.

Jennifer Perdeu-Houlik: Yep. And Shelly's right. Lurkers may be learning from others and that's exactly right. but we also know from an, a retention perspective that if people don't, if they don't start talking or if they're not showing up for the calls or anything like that, or we're not hearing from them, it tells us that we probably are going to lose them as well. So it's always our goal to try to pull people in and draw them in so that we can make sure that we're communicating and they're getting what they need. so one last thing I want to show people really quick. We actually talked about it in my room for a minute. I want to just show you guys a really simple thing. So we were talking about videos and about making videos, especially for people that aren't super comfortable about making videos and bridge page videos.

Jennifer Perdeu-Houlik: So if you're not comfortable right now of getting on live on a camera or doing a product demo, you can take content like a blog post, or you can take copy from a sales page and you can put it in a tool like, content samurai. This is content samurai. What I was showing everybody, let me get this to run just a little bit. Okay. Oh no. My pause buttons on there. the content in this video is the sales page copy. There's literally nothing else in that video, except this copy. We just took the copy from the sales page because some people like to, or like a video more than they like copy. And so we just took the copy from the sales page, put it in content, samurai matched up our images. And I ran the audio the first time dad didn't like it.

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Jennifer Perdew-Houlik: So he ran it himself. And that's all that this is. And so one of the reasons why using a tool like this, if you're not super comfortable yet being onscreen or doing a product demo, being able to take copy where you could, for example, use all that PLR that's on your hard drive, to help you to, to move people along through your funnel, into an affiliate product. This is a great way to do this. And it's simple and it doesn't take very much time at all. Do you have anything you want to say about that

David Perdew: no. I don't like that sales page. I would say that, but, I just, it's a little hard to read, but anyway, the, the, the thing about the content samurai has been just, it can be overused, but it is a lifesaver when it comes to creating engaging videos. So I do love that. Okay.

Jennifer Perdew-Houlik: Funeral, I'm not sure I understand your question if people are.

David Perdew: I like that question. I think I got it. So if people aren't unsubscribing from the funnel, you send them to. So the, the vendor's funnel, if they're unsubscribing, you're sending out an email and they're unsubscribing because they don't necessarily like what the vendor's doing over there. How do you know to improve your target, your traffic targeting So in other words, message to market match is the key here. So you're sending people to the wrong stuff and they're unsubscribing because they don't want that stuff. So what I would tell you to do Fiona is to do kind of this business assessment survey. And I wanted to mention this earlier that when we do this business assessment survey, somebody had asked you tag people, then based on the responses, we actually put them in a database. We actually put those responses in your profile so that when I do the 15 minute consultation or we look at, we want to segment or send based on your response, we can do that. And when I pull your profile up, I can look and see based on tags, what you've purchased when you came in to the system the first time, how long have you been with us and I can also look and see what your biggest issue is because you told me in the, in the evaluation process. So those things are really valuable for me to have this one-on-one conversation with people and, and really get to know you and understand where you are, right. That's why the conversion rate is so good on the conversations.

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Jennifer Perdew-Houlik: so Gail said something I think is great. she said, we know at our church that unless someone forms at least six relationships with folks in the congregation, we will lose them. Relationship is important. And that's it for us, with our community, with our insiders club community, especially when people start making relationships with each other in the group, then we know we've done our job that we have. We've put them in a community that they've, that they're meeting. Like-minded people that they can resonate. You. We actually have a couple of offshoot, accountability groups that have happened because of people that are in the insiders club. And so they're in the same niche, you know, working on the same stuff and they go have little accountability calls with each other, with their little four or five people that they have. And then they come back into the group and come to our bigger meetings and things like that. And so that's fantastic. because that's what, you know, building the relationship and keeping the introduction, or keeping, keeping the engagement alive in there. So, all right, dad, so what did you have to want, did you want to do here to kind of wrap things up

David Perdew: you know, the only thing I wanted to do is really say thanks for being here for this, period of time and to, I mean, that's a lot of commitment. Two days is a lot of commitment, for you guys to be here and to give that up, especially on nice weekends and the weather here has been just terrific. So I'm really appreciative that you did that. The other thing I want to say though, is the reason we did this is because affiliate marketing is just the key. I think, to building that base of income, building that base is what we're always preaching. If you can build a base, then you can add those layers of future income. And the more you can add, and we talk about streams of income all the time. So every product, every affiliate program, every affiliate recurring program that is, an income stream and the more income streams you have, the more opportunity that you're going to have to have a flourishing business, because if you have 10 income streams and one goes down, you still got nine.

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David Perdeu: If you have one income stream and, it goes down and you got none. So we want you to always have a diverse income streams, but we want you to build them and let them run. We don't want you to have to build a new one every week to replace the one that just died. Right So that's why we're, that's why we focused on this, affiliate marketing stuff. Now, the other thing is, I'm going to say this and I'm, this is, this is not a pull this as a push. We've spent two days talking to you about the insiders club about what we do. If you're not a member of the insider's club, yet you gotta be a member of the insider's club. There's just no doubt about it. To me, it's the best deal on the planet. And we can help you in there do, grow your business and do whatever you need to do to move forward.

David Perdeu: That's using the \$99 special, which is nams.ws/99. That's the first push scarcity is this is the key here. The second one is more of a pull. If you are. if you're inclined, if you feel like you've got a lot out of this, if you feel like that, you could go even further, faster. We want you to do the weekend bootcamp. So Jennifer, you've got the opportunity to talk to people about that and get them in, and then they could reach out to you, get on a call with you and figure out how to get that done. But we want you to do that as soon as possible. Let's fill that up and get you moving because once we get it filled up, then we start working and it doesn't have to be whatever day it is. You're in a special group. At that point, we start working with you on your business. We start talking to you, we start giving you a special email link to hit us with and, you know, it's, it's, it's an exciting thing and we want to see you improve. We want to see you succeed.

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Jennifer Perdew-Houlik: Yeah. And we want to make sure that, you know, because you guys are on this call that we're giving you the opportunity to, to really get into this. And before we put it out to the rest of the list, because we always fill these, and you know, you guys are here first and you've been attentive all weekend. And we just want to make sure that you have that opportunity. you know, if you've got any questions, reach out to us in the support desk. And like I said, we had a couple people who specifically couldn't make that weekend wanting to know what next available weekend would be. And if you'll just send me some, some dates, dad, you know, I was telling everybody in my group privately that I'm just not in a position right now to plan things out super far in advance. So once we get a little bit towards the end of the summer, I should know some new things about my life and, and we should be able to plan some other, other dates. But right now this is the only date that we have on the books for this moment. So,

David Perdew: Well, the other thing I wanted to tell you guys was, we, we love testimonials from the last, workshop we had about 10 or 12 testimonials. And if you would just go into the Facebook group, if you're in the insiders club and start typing, just, just do a testimonial for us in there. And, I would appreciate that. So, Jen,

Jennifer Perdew-Houlik: Yeah. Give me two seconds here because Scott, I actually did send that to you, but let me send it to you right now. One more time. all right. Just sent it. I was just looking at all of the different,

David Perdew: Roderick. It is nams.ws Ford slash 99 special. So put that in the chat.

Jennifer Perdew-Houlik: Yeah. And I've Julie, you would have gotten your login information the minute you signed up. So if you will make sure to check your inbox and it's going to say something to the effect of a welcome to the insiders club. I think the subject line, if you can't find that, if you will shoot me a message in the support desk so we can make sure there's not a problem with your email address,

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David Perdeu: By the way, if you're not an insider, we do this every Thursday for an hour, which you don't get anywhere else for the price that we do of this stuff. You just don't get the personal contact that you get from us. We liked that we do that on purpose.

Jennifer Perdeu-Houlik: Okay. Yep. let's see here. S I'm just making sure I got everything. let's see here. Okay. You guys use the support desk if you've got any other questions, Scott. did I just want to make sure Scott, you got that link I sent ya and I put that, just responded directly to you. And

David Perdeu: One of the things that we'll do for you, is we'll send you a list of the resources we discussed in this thing,

Jennifer Perdeu-Houlik: Work on that. And we'll get that out. Once we get, all the replays and I'll send that, that resources list to everybody who is here, even the folks that didn't purchase the replays. And if you decide you do want the replace and you haven't gotten to, most of you guys did already, they will be, we'll have the replays available until we actually have this whole thing built out by the middle of the week. And then that's when all the price increases happen on that as well. So good deal. I think that's it. You guys thank you so much. We were, we were, it was it, we enjoyed it. So, Scott, I'll reach out to you directly. Sorry. There's so many things coming in the face and the chat that I'm getting, like I'm trying to read one thing and the next one's coming in and then have phones coming in. So, so anyway,

David Perdeu: Well I'm stuck. I can't move anything here. So my, my go-to webinar has kind of frozen on me. So I may be here a while.

Jennifer Perdeu-Houlik: Okay. You can answer all the questions. All right. We'll talk to you guys later. Thanks.

David Perdeu: Thanks guys. Bye.

Ebook title

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