

Affiliate Heroes Teleseminar Series
Ryan (From the Rich Jerk)
and Dr. Mike Woo-Ming

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Affiliate Heroes – Ryan (The Rich Jerk)

Dr. Mike – Hi everybody, its Dr. Mike again on with one of my friends Ryan from the rich jerk. This is a name you may not be familiar with but he has been a friend for a while. We recently did an even together. After the event there was a big rush because he did an impromptu lecture on traffic. He is going there and doing what its necessary. I am looking forward to projects he is doing.

Ryan – Hey, glad to be here, we have been pretty busy with the big event over a month ago. What would be the next best thing that the rich jerk do that will up it up a notch. You were there weren't you?

Dr. Mike – I was there incognito

Ryan – I thought there were some things you might want to here about affiliate marketing. We have learned a lot of interesting thing. The primary thing we teach at the Rich Jerk is affiliate marketing is the not dealing with customer support. Brick and Mortar business would zoom if it didn't have to deal with stuff like that. But unfortunately they do and that is why some fail. What we feel with affiliate marketing is that you have to know something about the market you want to advertise. Now the best way to project that you know something about it, if you have a hobby, if you can create a promotion that is perceived as a review. Right now creating a review, people are researching, they aren't buying right away. They are looking for consumers that have purchased that and people who know more about the product. They are looking for advice. If you go out there and say "hey, buy this" it isn't going to work very well.

It is all about finding and giving the best information on a product. Baby products, if you want to sell strollers, you should use these kinds of equipment and give out the best advice on brands. The best possible way for people to trust you is the review. Internet marketers we are all kind of jated we know, the hop link, the long string of characters. Most people out there don't know about the commission thing. It ads to the credibility. But you can also use that to your advantage, offer them a bonus that they will be wanted in exchange for them buying the product you are advertising. Even videos are valuable, digital cameras have recorders. You can send them a video or just give it to them online. Before them you send them another little sales pitch. Then if you provide them a way to become part of your site and emailing list. You then have a way to contact that person and may be able to make more sales off of them as time progresses.

And then there is the fact that what if the customers don't last long. Well using the baby example, what do children do, they grow up then new products become available. There is kind of a time thing going on and then you can sell them new product. Offer them free information as well as other ideas. You have to know the difference between bs and knowing the product you are selling. It is always better to build trust and relationships with the customers. Things can change over night. We all know what happened to squidoo.com. You never know, you want to build and affiliate business.

If, you just don't want to sell something you know about. I happen to know a lot about paintball. There isn't much in info products but there is a lot stuff to be sold. I don't know much about golf but that is a lot of what I am known for. I went to college with tiger woods! It was a very exciting thing. It is good to sell what you know. I know a lot about racket sports, the trouble with that is there isn't a lot info products and buyers for that area. I have tried videos but it doesn't sell well. I am not going to stop because it's a passion of mine. I am very much into magic, I have been a magician for years and years. That happens to be an amazing market to be in too! I haven't really tried much in it, but I am working on that. My point is, what your knowledgeable on is not selling, here's what you do:

You test everything.

Test everything; you want to test every single affiliate out there. It is a little crazy, you need to cast your net as wide as possible. What affiliate marketers teach is do research. The first 3 days are on the research, where the interest is and the fads. You can do that because you are going to be successful. There are a lot of unpopular things that still convert like crazy. You've got click bank, cj.com azoogle ads, every net work you have. IF you don't watch your stats, watch them like a hawk if they don't work shut it down. Yes this can get expensive. You do this over time, how do you test? You buy traffic. Go to ppc, google.

With adwords you are going to pick a program one at a time, go over to Elance.com and find some people and have them build something while you are sleeping. Cheap and not very nice. You would first get yourself a link. Car auction sites on Click Bank are several very well selling areas. Just pick one and I suggest, even though people say don't direct link, you shouldn't direct it to your own site. Type in the main keyword with your niche. If people are already direct linking

then, and only one person can obviously direct links. What I say is if people are already direct linking then throw up your own landing page. Get some quick hosting at GoDaddy.com, Pair.com is quite good for 100 bucks for a high account with unlimited domains and unique ip addresses. If people get sneaky this is really handy. Pair.com is really wonderful, one domain is 20 bucks and a dollar per domain per month. If you just want to do a simple test then just use GoDaddy.com

You are going to put up a simple review and maybe find someone else's review and paraphrase it. That is your landing page. What's cool about this, you are going to get traffic, there is nothing better than direct linking. You are never going to get a higher quality score. The site that you are promoting will have the highest quality score. Here is how you make a high quality score landing page. I used to do this by hand it would take me a while. I would take 20 – 30 articles and create a small article directory. This is the secret to good score. When you do that it will take you about 15 minutes.

It does involve buying a piece of software. Once you have this all set up, with the landing page with the article directory. Go on over to keyword suggestion tool, what you do is this, there are 2 tabs, you first want to use the tab that says site targeted keywords. When you do that it will ask you for the url. Take the site you are promoting and put the url in that box. It will reveal the keywords that Google thinks are relevant to the site you are promoting. Then you take your landing page and put that in the site targeted keywords. It will tell you what keywords are relevant to your keywords. If the keywords don't some what match the other page, you know what you have to put in the meta page so that when you come back the Google spider thinks that you have more keywords. Therefore you have keywords before you set up your ad. When Google officially scans your site and it doesn't have all that you want it to, putting it in a rich jerk way, you are F'd. You failed.

That URL is now scarred, you shouldn't try to waste time getting a url back into health. Here are the keywords you want to put into your site: The name of the product. Whatever those products are called, you want to promote and test. If you want to test car auctions, state auctions etc. You want to test the url. A lot of people don't think to do that. What happens, people don't go up to the address box, and no some people don't do that they will type it up and put it in Google. URLs have tremendous power of brining buyers. Most people that do research know what they are going to. People who type in the url

know exactly what they are doing and have their credit card in hand. You want to do every possible keyword variations for that url.

There are dozens of combination. You will be shocked what gets traffic and what doesn't. As an affiliate you are thinking oh gosh, I don't know what's converting. You have some intelligence you know roughly what you are doing. You can do this by hand; you want to create a separate ad group in Google per keyword. You can go into Click Bank and create unique urls. Therefore you can tell what you are getting sales in. There are a bunch of fancy tools out there, by all means go ahead and look at those. Look at what is converting and what isn't converting and tease out those keywords.

Dr. Mike – How long do you let things run?

Ryan – Great question, I call it the breaking point of a keyword. Per keyword based on commission which is how much I get paid for the product. I will wait for a keyword has surpassed the 30 bucks market. If it makes a sale at 29 bucks then it works. I go all the way; a sale at 29 is still a customer. That is the game of affiliate marketing, you finding people who are making the risk of buying things on the internet. Once you are testing all these different programs, when you optimize and have a program that works and start working more on the programs. You know that Google can be an enemy at times. Some people say Gosh Darn it Google changed again. Google slaps are annoying, its nothing personal, its more a robot coming through and then people get slapped. If you get slapped rebuild.

What Google does, is they look at a campaign and ad group at a time. They don't want to see a bunch of keywords in an ad group. Now having thousands of keywords is really bad. You want to put one keyword in per ad group. That is not a challenge if you have up to 20 ad groups. And you can use the dynamic keyword insertion. Capitalize the first letter of every word your use. You have to create an add for every keyword. What if you have 5,000 or more keywords? You want to be able to put one ad group per keyword. It would easily take you about a month of steady work. What a pain!

There is a little free tool, the ad words editor tool, go to Google type in ad words editor, just get it. There are so many cool utilities that are easy to use. You can literally take every keyword in a spread sheet and throw it in. Drop the keyword list and drop all of them in the ad group section. Broad, Exact matches, lets do exact first and you make sure that it populates over all the keywords. Then you go into ad

words editor and you create an ad words campaign. Click on the ad multiple ad groups where can dump in a gigantic list of keywords. Then it repairs it for you. Then you want to put in the ad. You have the headline of all the ads. You can have dynamic insertion here, I typically like to test one ad, that is just something I do. This is great technique for getting thousands of keywords into separate ad group.

Before you go and do this I suggest that you turn everything off. Everything is active, turn it all on pause. To make sure that everything is correct. Once its all fine and you have it all on pause and then you press upload. Then you go and enjoy yourself for a day or so because it takes forever. It sounds like a long time but its not going to be you or a group in the Ukraine, it is the most significant way for you to be uploading changes. You have tremendous opportunity here to make more money because less people know about this. This Google slap robot will go and look at it one adgroup at a time, if you have all your keywords are in one area you are done. But it will take some time for them to go through all the adgroups. That right there is so exciting. Everything I test and I have more to give.

If you are ever promoting something and sending traffic to a program they might require you to send the product to an optin page. Well it isn't really fair for people to want to send it to you the optin. Well you don't have to do that. You can literally side step their optin process. Or you can get smarter and build your optin process and then side step theirs. There is a really cool little thing that allows you to cookie a site that people go to. There is a little piece of code that you can put your affiliate link, put it on your landing page. Therefore when people land on your page they don't have to click on your affiliate page for you to get credit.

Then what you can do, and then you go ahead and optin and what shows them the offer. Then you put the link to the offer on your landing. That way they don't have to go to the optin page. The cookie has already been set. If you don't like the sales letter, then you invisible cookie them. Write your own! On your landing page you have a camtasia video about the product about the bonuses if they happen to buy the product. Then you find a link where they go to the shopping cart then you can refine controlled and invisible cookie their entire process. If you have to do your own optin page, for a newsletter you have to write stuff. For optin areas use oneshoppingcart.com or aweber.com, and insert a pile of emails. You go and optin and you watch their auto responder sequence and take every one of those. Don't do that if is copyrighted. If there isn't a copyright thing then

collects their entire auto responder and replace their links to your landing page and then you have your own page and auto responder list by yourself. How can people say no?

Once you have a program working and converting, here is how you make yourself untouchable. You get on the phone and call the affiliate manager and you send them cookies and flowers and you treat them. You want to become the best possible friends to this person. You want them to like you and get a higher payout than anyone. You will start receiving awards. People can't compete, that product is yours. One last thing, once you have this killer untouchable dominating affiliate program, you get smart. You know that what you have created isn't actually untouchable. Whether Google changes or something new comes out. Constantly optimize things then start selling it off by packaging and start multiplying your earnings. You want to sell because that is guaranteed for more money. Try to not sign a non compete agreement. If the deals going to happen then do it. The internet allows us to go out and get more and more every day.

Dr. Mike – Awesome stuff, lots of stuff even I haven't heard before.