

TARGETED TRAFFIC SIMPLIFIED



The Low Down on How To Get Targeted Traffic To Your Products To Maximize Profits

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Introduction

Exponential resource management isn't just a fancy name. It's a really underestimated, under used marketing method that works incredibly well. So much so, this section is one of the main reasons we're only letting 500 copies of this go. I don't want my competition to be able to manage their customers correctly if it means I'm going to get them instead.

What we're looking at here are your five primary resources, the lifeblood of any online business. That's your affiliates, your list, your customers, long term customers, and joint venture prospects, all of which we'll refer to from this point onwards as your resources, or your promotion power.

Each one of the big five have the power to make you sales, and thus big profits. However, imagine being able to take those five and manage them in such a way that you never have to carry out the expensive act of paying for new customers, a bigger, list, more affiliates or JV contacts ever again, but still having countless thousands of them flowing into your lap.

It sounds unthinkable, but with the right management of your resources, you're going to be seeing their usefulness double, multiply by three, four, sometimes even five. What does this mean for your profits? Well, have you ever worked it out in your head how much you'd make if you doubled a penny every day for a month or two? The principal here is the same, but instead of money, you're using your resources. The more you have, the faster they build each other. The true power of real exponential growth is at every marketer's fingertips. They just have to know how to realize it's there and understand how to use it to their advantage... same, but instead of money, you're using your resources. The more you have, the faster they build each other. The true power of real exponential growth is at every marketer's fingertips. They just have to know how to realize it's there and understand how to use it to their advantage...

Overview of Resource Management

Part 1

- To demonstrate how to take your existing resources and cross them over in such a way that they begin to build themselves. The ultimate in [marketing strategies](#) allows you to boost your promotion power exponentially when others are having trouble even building a list that makes a single sale.
- To display a diagram to demonstrate this method helping you commit this to memory and act on your knowledge.
- To discuss each resource in depth and to define specific roles for each one, opening up the ability to cross your resources and to start the snowball effect rolling.
- To avoid the pitfalls that other marketers are making as we speak with their crossing of resources, if they've even discovered such a method in the first place.



- To inspire and to demonstrate ideas for the crossing of your resources, both enabling you to follow the examples we've laid out for you, and to come up with your own as your resources start to flood in when you launch your products.

Exponential Resource Management 1

Greetings, and welcome to the manual entitled exponential resource management and treating your customers right. As well as a selection of literal ways to get the most out of your customers without giving them the earth for free, we'll also be taking a little bit of a lateral detour here.

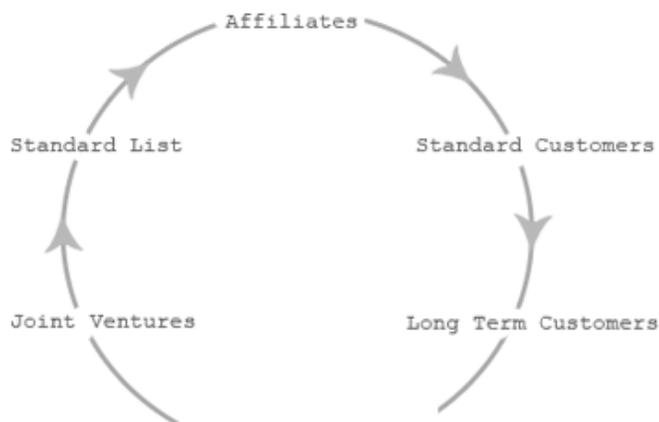
You see, when I say treating your customers right, I'm not just talking about how to keep your customers happy. Although this is important, what I'm going to show you is much *more* important, and much more beneficial to you, and it should alter the way you think about what you're doing and how you're doing it.

Your five main resources: Joint Ventures, Affiliates, Standard List, Standard Customers, and Long Term Customers. That is exactly what this section is about. Not just being nice to people so they trust you more, we're going deeper than this to start with. We'll leave the easier stuff until afterwards.

The Working Concept - An Overview

The whole idea of this section is based around kind of a [cross promotion strategy](#), which is nothing new products wise, but when we look at it in terms of the five main resources you've been gathering it becomes a different matter entirely. What we're planning to do here is take the whopping promotion power of the big five, tie them together and double what they're doing for you without bringing in anyone new. We're simply referring each type of member to different sections.

Now, you may have seen this circle of five before when talking in terms of website promotion, using the site itself as a base to launch each resource onto the next stage in the ladder where possible, whilst at the same time bringing in new blood. This time around, we're taking that circle, and moving people around so that they can reside in multiple places, which in turn, can double, or even triple your promotion power simply because one person becomes two, three and up to five different resources on their own. Powerful stuff. For quick reference, here's that basic resource circle that we're talking about. We'll be adding to this in a moment.



Now, this is going to become a big part of the circle, because it's going to add to it internally, as we're moving people around here without bringing in new people,

increasing the productivity of the people we already have, so please do take a careful look at it right now, or the rest of this section won't make any sense. The main thing I want you to keep in mind is the above diagram, as that will form the basis of your whole web based marketing outlook. It will however be added to at the end of this manual, so that you have five large diagrams at the end of the course to base your marketing off of.

What we're going to do now is go through each resource, and look at the most effective ways to cross them over to another resource, whether it's worth doing, why you should or shouldn't do particular things with each section, and most importantly, which ones are going to make you the most cash.

Even if you don't have all of these resources at your disposal yet, don't worry. The aim here is to show you what's going to go on when your promotions do go out and be prepared. Let me assure you, the speed that the five main resources come in may turn around and surprise you, It's going to come in very handy, very soon.

What to Do with Your List

So first up, let's start with your list. Think first about what your list is. It's your first contact, and it contains pretty much everyone that's passed through the system you've set up, from the freebie hunters, to the people that didn't know what they signed up for, those who had friends that signed them up for a joke, and of course those who are going to progress through the circle and make you a whole load of cash in several different ways. It's the most numerous of all the five resources, and is also in this instance of the lowest quality compared to the other four, however is essential if you want to fill the higher ranks.



An Important Tip

Keep in mind that it's not always possible or even in your best interests to subject a particular resource to this type of cross promotion. This is especially true for your more valuable money-makers. The reason being is that they can be lost, just like any other resource, but when you take the regular customers who have spent many thousands of dollars on your products in small numbers, compared to a large list that have yet to spend, it's much more devastating to lose one or two percent of your big spenders than it is to lose one or two percent of your freebie seekers.

What to Do with Your List - Continued

So, getting started here, what do we want to turn your list into? Well, everything really. Your lists are there for one thing, and one thing only, and that's to act as your own media outlet, and increase your other four resources (something that many businesses miss). Turning your list into customers and long-term customers is quite straight forward. You'll be sending them announcements relating to your new products and services. It's as they should be used, and most often are.

Two more extremely profitable things that your list can do that people rarely ever seem to catch hold of (even more profitable than making direct sales) is build your affiliate base and on top of that build your joint venture base. First up, the [affiliate building](#). Remember we talked previously about promotion to build resources instead of make the profits? Well this works in exactly the same way. The reason we don't see it too often, aside from the people that have been told about it, or sussed it out already, is who in their right mind would promote, and in fact spend the two most important things (their money and their time) on promotion when they're not going to make any cash out of it directly.

The sooner that you, as an business-person, online or offline can see how important it is to look beyond immediate profits from ad campaigns, the sooner you will start to make some real money. I guess it's overlooked by so many simply because in today's age of the

internet, everyone wants something right now, they don't want to wait. The longer it takes to carry out, the more they overlook it as something that won't be an immediate fix for their situation.

Building Your Affiliates from Your List

One thing I do want to say to you now is, if you have sixty five, seventy, eighty percent, or even more to give away through your products' commissions, don't be afraid to tell people about it. Not so long ago in fact, maybe two or three years prior to writing this report, there was a spate of [big affiliate commission](#) sites popping up that offered anywhere from 80-100% commissions that did incredibly well on the resource building side of things simply on the basis of promoting their high commissions more than the product itself.

So whatever you do, don't think that gaining affiliates is all about that little button at the top of your sites with 80% for affiliates written in big letters. Hey, we spend money to promote free products to build our lists all the time, why can't we do the same for our affiliates? Well we can, and to be honest, one good affiliate is more valuable than a hundred subscribers, even a thousand subscribers in my eyes, for the simple reason that they may have an audience of tens or even hundreds of thousands on their lists that they're willing to give you access to. Imagine the resources that would land in your lap and the power you'll have for future promotion when a few ads like that start to go out.

So the rule here is just this. If you're following the charts we've put up for you, this guide or a modified version of it, built around your own needs, and your commissions are higher than the average fifty percent, go ahead and make sure people know about it through your promotion. Make it a prime concern of yours and you won't be disappointed.

Turning Your List into Joint Ventures

Now as far as turning your list into joint ventures goes, this is a pretty easy but also open ended and rather variable in results until you actually see what these people are capable of further down the line. Similar to previously, when we talked about gaining feedback from your list you can in the same way, gain joint ventures from your list, again, as in the above example with the affiliates, this is often far more widely used, and for good reason.

I urge you once again, not to relegate your joint venture prospects to those who visit your website, and the individuals you pick out through the top performing affiliates, but to actively seek them through your list. The reason we're doing this is simply because there's a good chance someone will be out there that won't progress down your line of resources otherwise. If they're experienced, have a big list of their own, or the ability to get in touch with your target market, you're going to miss out if you're not telling them that you want their services.



Rank For COMMISSIONS
Would You Like To Earn
\$1000 A Day

- ✓ *Start Generating Commissions Here*
- ✓ *Millionaire Internet Entrepreneur Reveals All*
- ✓ *Copy My Millionaire Success Formula*

Click Here To Start
Making Money Online

For example, an experienced marketer that subscribes to a selection of lists to keep up with what's going on around them, happens to subscribe to your list where you're selling an info product such as this. He or she won't buy your how to product, because they've got their system set up already and it just so happens, that they only promote their own stuff to their own lists, unless it's a joint venture (this is very common among

the big guys by the way), they won't buy your big product for the same reason, and they won't be joining your affiliate program for the above reason. He or she is a heavy hitter with a big list, but you're missing out. These are the people you're aiming to cater for here. It's not good if you're leaving massive holes like this, because you're missing out on

some massive profit potential. In fact, as we speak the majority of marketers out there are very obviously leaving these types of holes.

The problem with joint venturing through a list at this stage is it becomes kind of a lottery if you're not careful. You can't just send out a mailing asking for anyone with a list over ten thousand people to contact you for higher commissions, because then everyone else feels cheated and you may alienate some potential affiliates. In general terms joint ventures should be a private thing, the deal will also vary from person to person, depending on your product, their list size, what they want in return and what you can grant in return. The best way to go about this is to keep it that way. Don't do a mass mailing just requesting [joint ventures](#) for the reasons above, we can't do that for this particular resource.

What I'd suggest you do instead, which you should be doing with your list anyway, is carry on as you normally do, sending out your un-intrusive surveys to help with your research and find out as much info as you can about the people on your list, for something in return. For example a short valuable report that you've written on your area of expertise. In exchange you're getting vital info that not only allows you to tailor your ads to your list providing a better response rate, but at the same time you're building up a picture of who the good joint venture prospects are. Once you've done that, you can go through the results you've collected, and pick the top performers, the knowledgeable, and the people with the most resources, and contact them individually.

What to Do with Your List – Summary

So you see, your list is your first contact that you have with your customers and the potential is there to turn them into the other four resources further up the food chain if done as above. If it's related to your business, and other people should be seeing, reading, using, buying or promoting it, your list should know about it at least once, in its unspecialized, most basic and standard form. Leave them in the dark, and you're missing out on potentially thousands, tens of thousands in profit, or more.

What to Do with Your Customers

Moving on from your list and your most general and untargeted form of targeted marketing, let's take a look at the first specialized section here, your customers. The people that have either only bought low priced introductory products from you before, or have only purchased from you once.

What you'll start to see is as we get more specialized and move up the food chain in terms of profitability, things start to get easier to figure out what to do and when to do it when crossing your resources over. It's also important to note, that with paying customers, and them being lower in numbers than your list, it's easier to make a mistake and lose profit potential rather quickly if you're not careful about where you're setting foot.

When thinking about what to do with what resource, remember to always think in terms of where these people are going next in the standard form when setting orders in the way of importance. For example, with our short-term customers, in the standard flow of things, they'll be turning into your big buyers. The people that buy the most products from you at the highest price, so again, short term, they may not seem like much now, but in the future, this is where your big profits are going to be coming from, hence their major importance, and the general attitude is that you should give them something a little extra for their time. That's not because they're more demanding than your list, but because the profit potential is much higher for you, their numbers are much smaller, and the margin of error also is much smaller.

Organizing Is the Key to Success

Now, before we even start, we're seeing a new problem emerge. The organizing and managing of five different resources that all overlap can become a complex, time consuming and confusing task, and that's not what we want. I can rightly see why many just take all their five resources and just bundle them into one list. I'd highly suggest you



avoid doing this unless you're just promoting other peoples stuff or very rarely create your own products. If your business is, and will in the future remain all about the products you're creating and selling, keep them separate. If you carry this section out correctly, it won't mean a huge amount of extra work, aside from five short mailings per product promotion drive or launch instead of one.

Back to Managing Your Customers

The reason I mention the above is that when you get to this stage, the people out there that do things this way and keep their resources separated, try to give them the earth. For example, if I told you how valuable these people are, and you wanted to turn them into affiliates, how do you do so?

The general answer would be to give them higher commissions. This however is not worth your trouble, because we're overlooking one serious flaw in that plan. Unless your product is geared to give higher commissions in the beginning to people who purchase it, these people aren't necessarily suited to affiliate material, and in my experience, it's best not to bombard them with affiliate signup pages and adverts about how much they can make unless that is a specific benefit of your product.

I'd suggest to you that the only way around this is not to do the above, because your main aim is not to make them promote for you, but to buy your higher priced products and move up the ladder. So the solution is treat them as such. When you're mailing them about a new product, include information about how much they can earn promoting for you. I highly recommend not deviating from the original plan and flow of the chart with these important people, especially when it comes to trying to turn them into affiliates. You'll gain plenty of them via the other resources, leave well alone trying

to give them bonuses or bigger commissions at this stage, because otherwise you'll just end up with a big tangled ball of yarn and a headache. We'll get on to just how we make them valued in a moment.

But first, let's look at turning your customers into your list. To start with, you'll find that most of your customers are on your list anyway. Not much needs to be said about this subject for that very reason. Any customers that aren't on your standard list will still be receiving ads for your products, high cost products and low cost products as part of your introductory series each time you launch something new using the backend sales flow chart. What they won't be receiving are the mails that you use to try and separate your list into one of these categories for the same reasons as with the lack of [affiliate mailings](#) as explained in the previous point.

Any of your customers that are not on your standard list won't be missing much in the way of making you money by not being there, because they're already where you want them, in a prime position to buy a premium product from you. In my experience, customers are more than ten times more likely to buy from you again than your standard list, and this is the reason I said that your list is the least targeted and lowest quality of the big five resources.

Customers to Long-Term Customers

Moving on swiftly, let's look at the probably the most important part here, and that's turning your customers into long-term customers, or big buyers. Now just because they're in this phase and haven't bought your first high ticket item after standard follow-up procedures, doesn't mean they're useless, and will only ever buy the fifty dollar products from you. Far from it, but it does mean one of three things. Either there was a gap in your marketing system that they fell through, whether it was your intro product, your ad copy or your sales letter, or they couldn't afford to purchase the larger product, or finally they weren't interested in what you had to offer.

For those reasons, you have to make sure to cater to all of them when you launch your next products. They will receive your small intro product, and as a follow-up to this they will also receive your larger high-ticket product. This is important here, because if they didn't purchase your first high priced product, you'll want to get them in at the bottom again before you do anything else, and have them move through your intro product up to the bigger product. If your first time around was shoddy, they'll know your game, and not buy into the second fresh new product line you've set up, and never move through to buy high-ticket items from you.

Now as a follow-up to this, you'll want to also notify them directly about your high-ticket item some time after you notify them of the intro product. This way, you're again regenerating the trust and the familiarity of your brand through your intro product and at the same time, having those that didn't move up the ladder through your first product move up now. And of course don't go thinking that people will be annoyed that bought the intro product to receive a bigger, better product later, again for the reason that your intro product is a real, and helpful product, not just a cheap excuse to sell bigger stuff. It's ethical, it covers all angles relating to your standard customers, and what's more, it works like a charm.

Turning Your Customers into JVs

Finally, turning your customers into [joint venture prospects](#) works in much the same way that you carried out for your list. You'll also be pulling research numbers from these guys, and from that research you'll know who to pull up for joint ventures. This is the only way to effectively do this and keep the joint ventures personal, instead of just mass mailing a list. It keeps you in the driver's seat. Of course, at this stage there's no other way to do this, chances are your list of customers who have purchased from you even though not as big as your list, will be too big to talk to all of them personally at this stage, which without this or affiliate stats, you have no other way of knowing who you want to make deals with.

What to Do with Your Customers Summary

Summing this up then, your customers are important to you and have a specific role. Changing that role at this all important stage can do more harm than good. If you're going to contact them about anything other than research or sales of your products, refer to your research first and do it personally and individually for joint ventures, and avoid it altogether for turning them into affiliates. If you really want your customers to become affiliates as to plug the gap, make sure you have a higher commission integrated into the products they're buying from you, so they can take this offer up as a benefit if they're interested in the first place, and not to do it as afterthought.

Right, we're going to stop this one here as not to give you information overload. In the next section, after the summary that follows, we'll continue looking at how to cross your resources to get more out of them when we take a closer look at what to do (and what not to do) with your affiliates, long term customers and joint venture prospects. We'll also be taking a look at a few of the generalized ideas about treating all your lists correctly.

You'll see exactly what effect this has later, but I can tell you now, that when you launch into this type of cross promotion of your resources, you'll be drawing on all of this knowledge without having to wade through a bunch of text when you're busy launching your products and managing resources. It may seem a little strange right now, but I assure you, it's for the best, which you'll be finding out for yourself very soon. See you in the next section!

Overview of Resource Management

Part 2



- To continue to look at and discuss effective ways of controlling, and using the resources that you're building through the launch of each product in such a way that you never have to worry about your promotion power ever again.
- To look at the reasons why many people can't get such a system in place, and why it hasn't been working for them, and what you're doing differently to ensure it does work.
- To further discuss the specific roles of each of your resources, allowing you more control over how you cross them over and have them build each other.
- To enhance the resource management sections and complete the picture of list, affiliate, customer, joint venture and [long term customer management](#) in such a way

that's going to be highly beneficial to both your contacts, your business, and your pocket.

- To complete the sales system diagram by adding to it the flow of resources that will occur within your business when using this method.
- To sum up with a few pointers on how to treat each resource in general. Keep them happy, and how they'll keep you earning.

Exponential Resource Management 2

In the last chapter, we looked at getting the most out of your five primary resources in such a way that they build themselves, but not just through other people promoting your stuff, but by the overlap of the resources through other means. We finished off talking about what to do with your standard customers, already having covered your list previously, so without further ado, we'll now continue further down the resources and talk about the remaining three and what you should or shouldn't be doing to make the most out of them. Please note, if you haven't read the previous section, you should do so, as this won't make any sense otherwise and you'll only get part of the picture.

What to Do with Your Long-Term Customers

Ok next up along the line of resources comes your long term customers. At this point I'd usually tell you about how important long term customers are over something else, but as you may have noticed, they're all as important as each other, and you'll have a hard time keeping the numbers up effectively without a nice selection of each of the big five.

Long-Term Customers into Affiliates

So, let's take a look at what you're going to do with your long term customers in regards to turning them into affiliates. Understand that when we talk about this, it may not be

suitable to do so depending on your product. Turning any one of these resources into affiliates is especially important in the world of online marketing software or info selling, because after all, affiliate marketing is at least 20% of the whole picture. That's a huge chunk.

Well, after telling you that I'm going to have to turn around now and tell you straight up that turning your long-term customers into affiliates, (or trying to) is a bad idea. Remember, these people have already spent their money with you, and have seen your affiliate offers several times. Many of them will be on your list receiving the ads for your affiliate program solely, as we talked about earlier. For this reason there is absolutely no need to hassle these people directly with anything unnecessary.

Remember, this group has already spent a whole lot of money on your stuff, and if you want to keep them coming back, every time you contact them it has to be your best work. You need to be giving them something that they want, not just sending them ads, ads, ads. Also keep in mind, this particular list of yours should be the least numerous, but the biggest spenders.



Some of these people may come along to you and buy two thousand dollar product after two thousand dollar product. You can immediately see how valuable they are.

You can also see through a little math how much more devastating it is to annoy anyone on this list or cause them to leave for any reason. Granted, you may argue there's plenty more out there, but this is where most of your advertising funds are going. Getting people to buy your products that are going to be bringing you in a mighty profit in the first place isn't a short or easy task. Be very careful what you do with this list. This is going to be the long running theme in this section about your long term customers.

Long-Term Customers into Your List



So, how about turning long term customers into your list? Well, like I mentioned earlier, they are already on your list and most have generally followed the natural process of things, so there's no persuasion needed to that end. The problem comes when approaching them with your next products. What do you do? Remember in effect these people are a list in themselves. Just think of them as your super high quality list as opposed to your standard, high numbers low return one.

Again, be very careful what you do with these people, and if you do mail them, make sure they first know they're valued and give them something for free, also consider handing out discounts for future products, a reward scheme if you will, but remember to let them know why. Because they're valued. People like to feel valued, but if you don't tell them they are, then they're just going to assume you're another person, collecting more e-mail addresses, and sending them more ads.

Long-Term Customers Back into Customers

When it comes down to sending them ads when trying to sell them something else, things get a little more questionable. Do you start them in a system again, from the very beginning, or do you get them right in at the high priced end? That's exactly what I want to touch on right now. Turning your long term customers back into customers that first will purchase an entry level product, then be sold onto the full product. Do you, or don't you?

Well the answer is both a yes and no. I would suggest, for starters that you get them information out about your shiny new high ticket product. This is a great way to start getting some feedback before the masses start promoting and coming through the system onto this high priced product. Remember they've already spent their cash, and if your product was good, they already trust you and listen to you, and if your sales letter is good, you don't need to go through all that again, it serves no purpose.

The only time I would suggest that you start them from scratch all over again, is if it's been a long time since you've contacted them, or if you're going to be giving them something valuable for free therefore increasing the trust, and their feeling of specialness further. For example, you've seen all those deals about people giving you bundles of stuff for free that's apparently supposed to be worth so much cash, so what's to stop you playing on that?

If you want to [build trust](#) with your long term customers further, if your intro product plays too bigger part in your final high ticket product further down the chain than you can't afford to waive it, then give them your intro product. No, I'm not talking about something free that was free anyway, I'm talking take the \$20-\$60 out of your pocket that you're paying out in high commissions anyway from the intro product, and give it to them.

How often have you been given something for free by someone you bought something

off of only to see them selling it later as a real product? How special would you feel as a valued customer to pick this up and watch another ad come through on a standard list the same day selling the brand new product you got free? Pretty special I'd imagine. I should say if you've succeeded in general in creating a form of bond with these people, then they'll start thinking you're worthwhile. It's not for us to decide who's worthwhile and who's not, it's the other way around. When this happens though, you'll find more people start talking to you, mailing you, calling you, and some pretty interesting stuff happens, in the form of..

Long-Term Customers to JV Prospects



Turn your long term customers into joint venture partners, small or large, long-term or short term. Keep in mind that this isn't by far your most effective way of generating joint ventures on a small scale, (ad swaps, list access, etc.) or even on a large scale (full blown partnerships of products, each playing a specialized role), however, you'd be surprised what happens when you start talking to people. This report for example wouldn't even be here if it wasn't for that factor alone.

While we won't dwell on this for too long, I do want to make sure you understand I'm not telling you to go out, and start spending your day talking to your customers, and as anti professional as that sounds, we can't strike conversations up with all these people, especially as your business starts developing over a number of products, the numbers can get a little overwhelming if you're going to try and pull something like that out of your hat.

What I do want to make sure you understand though is to look for those signs that the long term customer that is contacting you would be a viable target for a joint venture offer, whether they mention they have a large list of their own, or on occasion you just get talking, and if it's with the right person, you might just find yourselves pulling some

great ideas out of the bag together. Watch out for this, because it can, will and does happen more often than you may believe. I won't ramble on again at this stage about how important joint ventures are. Instead, let's move on to the next resource type in your arsenal.

What to Do with Your Affiliates

Now we're getting to the interesting stuff. Affiliates are up next, and after running through the do's and don'ts of your paying customer base, things start to get a little more flexible here again, for simple reason that the situation is clear cut, and affiliates are more numerous than your long term customer base for example. By clear cut, I mean you know what these people want. They're here solely to [promote a good product](#), and make good money doing so. You don't need to carry out any research to confirm that one.

Now, as far as turning your affiliates' attention to your list, I'm going to advise the same as previously just to make one hundred percent sure no one reading forgets that each of these resources should be a list in itself, with a clear goal, and a clear reason for being there. When you come to mailing them, you need to know what they want from you, as well as what you can give them in return. What we're not going to be doing in this particular case, is sending random adverts to your affiliates, not even for your products, because, as we learned earlier, they're more important than even your immediate profit, in fact, they're going to be the ones bringing in the majority of your new resources together with joint ventures (coming up next in the list).

We do however, get to send our affiliates ads of some sort, in fact very similar to the ads we talked about for your list, this time though, you're not trying to sell them on products to earn you hard cash, oh no, you're sending them ads to sell them on the promotion of you newest and latest products, not forgetting to mention to them how well your sales letter performs and giving them a nice visual picture of how much they can earn through your words. It might look different on the surface, but you're still selling them something, and all the rules you learn throughout this report apply to both monetary

sales, selling free stuff, selling yourself and your products to gain joint ventures, or selling the potential to earn money through your affiliates. It's all about selling all the time.

That's enough covered to demonstrate my point, and we'll take it further in a moment when we go on to talk about joint ventures.

Affiliates into Customers



Let's wrap up with the final three resources in the affiliates section, starting with customers. How on earth do you get your affiliates to pay you as well as promote for you? Well there's plenty of ways to turn these affiliates into customers. The first you would think would be looking at the intro product, and having affiliates that buy from you earn a higher commission. There's one problem with that though, what did we say the main goal of our intro product wasn't earlier on? If you remember we said that it's goal isn't to make a profit, but to build your resources.

Charging affiliates cash to join up, whether it is single sale or membership using your intro product, is cutting off your nose to spite your face for this exact reason. This is especially true if you're attracting some heavy hitters and working in the online marketing info product world, not because they can't afford to buy your product, but because it's just a hassle compared to going in, filling in a quick form, promoting straight away. If you've been following us so far, and your affiliate commissions are nice and high to get lots of people promoting, you'll find that you won't be making much profit even if you did get them all to sign up. In any case, it's more likely you'll put them off promoting and lose some quick blasts to some of these peoples big lists if you go

about this any other way. Steer clear of it, and remember the role of your intro products and the resource itself, your affiliates.

Affiliates to Long-Term Customers

Looking at affiliates in the light of converting them to long term customers, however, is a different story altogether, simply because that's what your long term product is there to do. Make you a profit, and if any of them sign up and buy this whilst promoting, while it'll be very unlikely it'll be the mainstay source of customers for your business, it can be a nice little bonus. How you do this is only limited by the system you have set up and your imagination, adaptation and implementation. There really is no right or wrong way, and to list every single method would be a whole encyclopedia in itself.

Let me give you some examples though so I don't leave you wonder what I'm talking about. First example, you want to make a profit out of your affiliates, so along with your next ad to them about the newest affiliate program you have released for your newest product goes an offer voucher for a discount, don't just want a boring old discount? Not a problem, how about the ticket only becomes valid when they've made five or ten sales. Even better, instead of pushing affiliates hard, have the ticket only request one sale of your product before it becomes valid. It's very unlikely an affiliate with a good list is going to make exactly one sale when they blast an ad out. Easy they think, out goes the ad. Ten sales come in instead of the one that they needed. They get a discount or even a free product on top of their commissions. At the same time, you persuaded someone to get out there and promote, not only [bringing in more sales](#), but a bundle more resources that are going to do the same again and again. Best of all you were sleeping at the time. (I love that part)

Now ok granted you might be cringing at me right now wondering why I'm telling you this, but let me say in my defense, first think about what you're selling. If it's a Sixty dollar product, who cares if you give affiliates an 80% discount on top of their commission if they make a single sale. Remember that's not what we're talking about now. We're discussing high price items, anywhere from \$500 to \$10k per product. Now

that discount starts to seem a little more significant and worthwhile. If I gave you 2k off one of my products on top of a 4k commission for making a single sale, would you blast an ad to your private, targeted list about that? There's a whopping wad of cash in it for you, and potentially hundreds more people for me to sell my products to for me.

It doesn't even have to go that far, even if you're only selling a \$1250 product. When was the last time you were paid \$500 per sale you made? If you have been paid that much before, I bet the product you were selling was pretty successful. Why don't more people pull stuff like this off? Simply wait until you've sold as many as you can in a short period of time, then open it up for affiliates with a deal like this, while the buzz is still there about your product.

How To Make Real Money Online

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