

Affiliate Marketing For Dummies

A special "Marketing Bully" report for clever people ...

Dummy affiliate marketing is the game that the majority of affiliates play. Like 97% of em'.

In my view, this is made up predominately of the "direct linking" crowd. :-)

Before you get all righteous on me and get your knickers in a knot ... yes yes I know ... guys like Chris Carpenter live and die by direct linking (Google Cash'ing) ... and sure, they make money.

I'm not saying the shit doesn't work. But that doesn't change the fact that it's STILL "dummy marketing".

There is little stability and no leverage when playing the "dummy marketing" game.

I call direct linking campaigns - "Here today, gone tomorrow campaigns ..."

... largely because of the mass usage of tools like Google Cash Detective 2, PPC Bully (which is not my tool btw), iSpionage, undercover Profits, Affiliate Espionage & PPCwebSpy (there are others too).

Let me tell ya ...

I love competing in markets where there are tons of "dummy marketers".

Not only do I easily beat their asses ... but a niche saturated by DM's, really allows my marketing to "POP!" You know - stand out in a "unique" way!

It's all about providing value ...

... and you can't provide value in a saturated marketplace when you are simply flinging traffic from various traffic sources (e.g. Adwords) directly to merchant sales letters.

When I'm "paying" for traffic (which is the best traffic for affiliate marketing btw) I want to be the FIRST ONE that interacts, connects, persuades, presells & provides "extra" value to that visitor.

That's how you "really" win at affiliate marketing!

You also get to build an asset ... and I'm not necessary talkin' about building a list. Forget about that for a

minute.

The "asset" I'm talking about is the web property (with all its marketing paraphernalia hanging off it) that you build.

It's these "web properties" that you leverage to create mini-income streams ... and you can build as many or as few of these suckers as you want. (Just depends on your lifestyle ... and how rich you wanna choose to become.)

"Marketing Bully" marketing allows you to be the conduit before the merchant even comes into play. ("Affiliate Black Book marketing" too - but more about that in a bit.)

And in many cases, you can totally cut the merchant's sales process out of the picture altogether.

Create a mechanism that allows you to connect & influence ...

Here is what I do ...

I build a landing page ... a "presell" page.

On it I get to create a "connection" with the visitor, build rapport ... and ultimately "persuade" them to take an action. An action over which I now have influence. ;-)

There are many ways to "influence" a sale (the ultimate action), but the influencing element that's probably more powerful than any other, is the act of offering a targeted incentive ... a value added bonus. You then hand over the bonus when the "deal is done".

You can't do this with "dummy marketing".

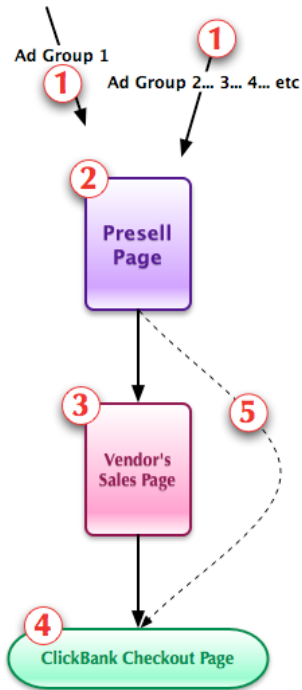
It's worth mentioning that creating a bonus is not something you HAVE TO do. But it will give your "web property" more leverage.

Here's what a typical Marketing Bully funnel looks like ...

TRAFFIC > LANDING/PRESELL PAGE > OFFER (your value proposition) > MERCHANT > SALE

(You can bypass the merchant too.)

Here's an illustration of what I mean (you've probably seen this before on MarketingBully.com or on AffiliateBully.com ...



This is the most basic core of my Affiliate Bully Reloaded system.

Here's WHY creating a landing/presell page is SO CRITICAL! ...

It allows you to BUILD VALUE ... and then demonstrate the potential of greater value.

Eben Pagan calls this philosophy, "moving the free line" ...

You gave 80% of the good stuff up front for free, and hold back 20% which you charge for later.

Now although Eben's reference is from the perspective of a product owner (a merchant) ... the philosophy can easily be translated to fit affiliate marketing.

The 20% you "hold back" is the stuff you package up in the form of a value added bonus ... and offer up as a "carrot" to prospects when they buy through your affiliate link.

Here is how to build a KILLER presell page that converts ...

The trick is to STOP thinking of traffic as "clicks", visitor hits & page views. Instead ...

TRAFFIC = HUMAN BEINGS

A CLICK = A PERSON ...

... a person that matches a particular demographic, has psychographic characteristics ... "feelings" ... "dreams" ... "aspirations" ... "real problems" ... and who WILL connect with you when you empathize with them.

The key is that you need to understand what is the "conversation" which is running through this person's head.

This conversation will include questions & objections. If you answer/address these ... you're off to the races!

To do this you need to really dig deep and figure out what your target profile wants or needs. And then you need to be "specific" with your marketing message.

I'm talking about figuring out what is the most "common problem" that your audience has ... and create a "results based marketing message" specifically addressing that ONE PROBLEM/THING!

This is one of the things that separates what I (and few other savvy marketing friends) do, from what 99% of other marketers do ... and 100% of "dummy marketers". :-)

Your Take Away?

- * Don't be a "dummy marketer". AS a DM, you'll inevitably become one of the mugs that has to build ... and rebuild ... and rebuild your campaigns when all of the "other" THOUSANDS of trigger happy DM'S zero-in on your markets, keywords & ads ... and takeout your ass!
- * Build landing/presell pages for all of your campaigns. This is the first step to owning a solid "web property" that

will have a great chance of lasting for a long time.

Everything else you do is built on this initial foundation.

* Traffic is not just "clicks". understand that these clicks are real human beings with feelings, wants and needs ... and are looking for a solution or a result.

That's it for this short report. It was just meant to give you something to "think about".

Affiliate Bully Reloaded

The free stuff is here:

<http://affiliatebully.com/reloaded/>

The "paid" manual is here:

<http://affiliatebully.com/reloaded/get-reloaded/>

Affiliate Bully Reloaded (free and paid) is the REAL DEAL.
It's totally free of B.S. lies & propaganda.

Remember - DON'T be a "dummy marketer"! :-)

Cheers,

Andre "Affiliate Bully" Chaperon



P.S: Feel free to share this report if you found it helpful.