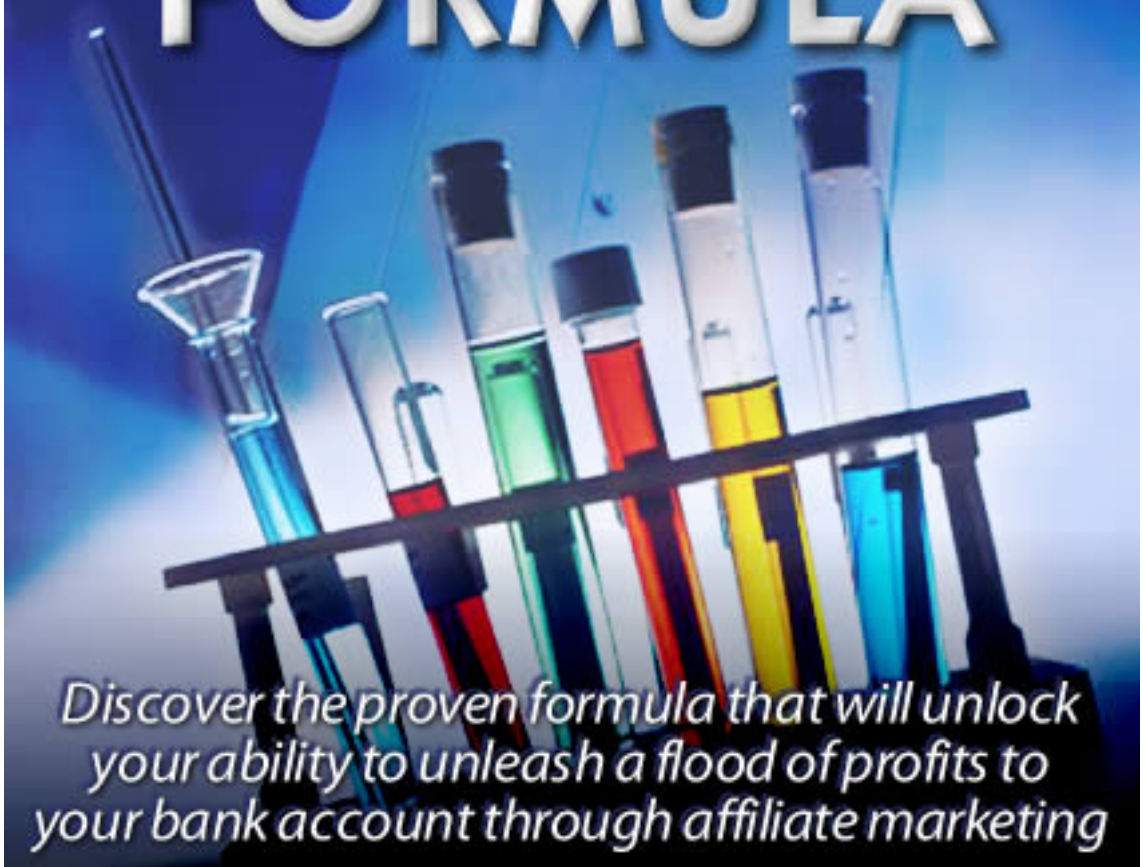


Matthew Glanfield

THE AFFILIATE MARKETING FORMULA



*Discover the proven formula that will unlock
your ability to unleash a flood of profits to
your bank account through affiliate marketing*

www.AffiliateMarketingFormula.com

The Affiliate Marketing Formula

by Matthew Glanfield
February 2006

<http://www.affiliatemarketingformula.com>

**Discover the proven formula that will unlock your ability to
make a ton of money with affiliate marketing!**

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Get Your Free Course on “7 Days to higher affiliate commissions” today!

And gain access to a special audio interview!

Sign up for my free email course on how you can explode your affiliate commissions! Go to <http://www.affiliatemarketingformula.com> for more details.

Thank you for downloading this free chapter!

I am extremely excited about the opportunity that you have started to venture into.

I am going to get straight to the point – this e-book was designed to help you make money with affiliate marketing.

I am not here to tell you that you can make money with affiliate marketing – that would be a waste of your valuable time. What I am here to do right now is show you everything that you need to do to profit with affiliate marketing.

The great thing about this e-book is that I will be showing you **everything it takes to succeed with affiliate marketing**. While some e-books might tell you what affiliate marketing is, and others will show you a tip or two to improve your response, this e-book will show you everything. I'm not holding back anything.

My goal in the end is for you to make money by applying what I am about to teach you. If you take everything that you will be learning in this e-book and apply it I can guarantee you success. All I ask is that you take every step seriously and leave none out, even if they don't seem important.

I suggest printing out this e-book so that you can make notes, but whatever you do, apply what you are about to learn!

I hope you are as excited as I am!

Now, before we get started I want to layout what will be contained in this e-book. I suggest reading each chapter in order, but if you already have some experience with affiliate marketing you may be able to skip the first couple of chapters.

Here is what you will find in this e-book:

TABLE OF CONTENTS

Chapter 1 – What is Affiliate Marketing?

Chapter 2 – The secret formula for successful Affiliate Marketing

Chapter 3 – How to find good products to sell

Chapter 4 – Creating your webpage sales letter (or squeeze page)

Chapter 5 – Creating the auto-responder course

Chapter 6 – Driving Traffic to your webpage

Chapter 7 – Thank you page tactics

Chapter 8 – Testing and Tweaking – Your Secret Weapon

Chapter 9 – Taking your Affiliate Marketing to the Next Level

As you can see there is a lot to learn, but you can do it! Even if you have no experience at web design, writing articles or courses, or even in writing ads, I am here to guide you through every step of the way.

Good luck with your affiliate marketing business!

To our success,

Matthew Glanfield

Chapter 2 – The secret formula for successful Affiliate Marketing

If you have ever tried to be successful with affiliate marketing then you already know that it is not easy. In fact, you might say that it is extremely hard!

If you are new to affiliate marketing, that is great! You won't have to unlearn everything that you have already learned.

Affiliate marketing is **tremendously different** than regular marketing. There are a lot of techniques that can be carried over from Internet marketing to affiliate marketing, but there are also a lot of techniques that should NOT be used.

The main reason that you must think differently about affiliate marketing is simply because **you have no control over the website that sells the product or the product itself.**

The top mistake that most affiliate marketers make is simply sending visitors to the sales page of their affiliate URL and hoping for the best.

Picture this:

If you are trying to sell your own product on your website the worst possible thing that you can do is make it complicated for the buyer. If they have to go through a 10 step checkout process then you will probably lose most of your potential buyers somewhere around step 3 or 4.

The smart thing to do is to limit the number of steps that it takes for somebody to buy your product.

HOWEVER!!!!!!

This is **NOT** the case with affiliate marketing! You can actually get more people to purchase the product that you are promoting by **adding steps to the process**.

It sounds backwards – if customers want fewer steps then why would we add steps to affiliate marketing?

Before I answer that question let's look at what 99% of affiliate marketers do. Remember, most people in affiliate marketing are not making any money, so if we look at what most people are doing, we will learn **what not to do!**

Here is a typical viewpoint of an affiliate marketer:

1. I will go to Google Ads and place an advertisement for this product that I am promoting. I will write a very attractive ad that will get people's attention.
2. When people click on the ad they will go to my affiliate URL and be presented with the sales page.
3. They will then hopefully buy the product.

Now, the Google Ads cost money, but the affiliate marketer hopes to spend less money on the Google Ads than he makes in commissions. For example, if he

pays \$0.20 per click, sends 50 visitors to his affiliate URL, and then makes one sale and gets \$20 of commission, then he has paid \$10 in advertising (50 x \$0.20) and has made a net profit of \$10 (\$20 - \$10).

Sounds great doesn't it?

The problem is when the **affiliate marketer ends up paying more for advertising then he gets paid in commissions!**

Go ahead and try it! If you are lucky you will break even. On occasion you might actually make some money. But most of the time you will **lose money**.

And do you know what? I am glad that it isn't that easy! If it were that easy then everybody would be doing it right and then there would be so much competition that there wouldn't be room to make any good money.

So, let's go back to my previous question:

“If customers want fewer steps then why would we add steps to affiliate marketing?”

The secret is this: **Most customers are not ready to buy when they click on an ad.**

I don't care what research reports Yahoo and Google release about how people are ready to buy when they are on the search engines; the truth is that most people **just want information!**

STOP RIGHT HERE!!

I want you to read those last two paragraphs again. If there is one key to success with affiliate marketing then that is it!

If you don't believe me, ask yourself how many times you have clicked on an ad or searched for a website and then not spent any money.

The Secret Formula for Successful Affiliate Marketing

1. Create an **auto-responder course** with good quality free information related to the product that you are promoting.
2. Create a **simple webpage sales letter** (or “*squeeze page*”) that will try to get people to sign up for your auto-responder course.
3. Using Google Ads, or any other traffic generation technique, send visitors to your squeeze page.
4. In your auto-responder course, **constantly endorse** the products or services that you are promoting.

If you don't understand everything in the box above that is ok. There may be some terms that you are unfamiliar with, such as “auto-responder” or “squeeze page.”

Don't worry; this e-book will explain everything. By the end you will be an expert on affiliate marketing.

But first let's look at each of these steps in turn.

1. Create an **auto-responder course** with good quality free information related to the product that you are promoting.

An auto-responder course is a series of lessons delivered by email on a timed basis. This means that you set up what emails are sent out at what times (based on when the subscriber signed up).

Here is an example auto-responder course for Internet Marketing:

| Message Interval (measured in days since subscriber signed up for course) | Message Subject |
|----------------------------------------------------------------------------------------------|----------------------------------------------------|
| 1 | Lesson #1 – How to get more website traffic |
| 3 | Lesson #2 – Link Building is key to online success |
| 4 | Lesson #3 – How to get banned from Google |
| 3 | Lesson #4 – Why Yahoo is so important |

To understand how this works, let's say that today you sign up for this email course. In one day you will receive Lesson #1. Three days after that you will receive Lesson #2. Four days after you receive Lesson #2 you will receive Lesson #3. Finally, three days after Lesson #3 you will receive Lesson #4.

Hopefully this is starting to make some sense.

I personally recommend [Aweber](#) to host your auto-responder.

The great thing about auto-responders is that once they are created you don't have to worry about constantly putting in new content. Subscribers that sign up today, tomorrow, or six months from now will all get the same emails in the same intervals.

This is the perfect "auto-pilot" sales machine (if there is such a thing). You simply create awesome auto-responder courses and then watch them make you money.

Now I won't go into more details right now, but in Chapter 6 I will discuss creating auto-responder courses in detail.

2. Create a **simple webpage sales letter** (or "*squeeze page*") that will try to get people to sign up for your auto-responder

A squeeze page is a very short one page webpage whose sole purpose is to try to get people to give you their email addresses. A good squeeze page contains a good header, a short summary of why people should sign up for your free email course, and maybe a testimonial or two.

On the next page you will see an example of a squeeze page that I made for www.dxgtocash.com. While this page promotes my free e-book, the same format can be used to promote your free email course.

Are you tired of waiting for your DXGold outxchanges to be processed?

"Learn how you can actually turn your DXGold into real money while making a significant profit AND not hurting the DXInOne economy!"

I want to show you how you can bypass the outxchange queue without hurting the DXEconomy! A lot of people are worried that the DXInOne system will not be able to make them any money.

However, I will show you that this is not true, and that **YOU can make money from the DXInOne system even when outxchanges are moving slowly!**

Free e-book!

Sign up for our pre-notification list today and I will give you a free copy of my new 2-part e-book titled: *"Using adsXposed to Convert your DXGold to Cash in the Bank"*

Enter your name and email address to be notified of more information about this opportunity:

First Name:

E-mail Address:

[Click here to get your free e-book!](#)

Let me get something straight - I will **NEVER** sell, give, or rent your personal information to anybody else.

To our success,

Matthew Glanfield

Matthew Glanfield

You can see that it is short and to the point, and shows the visitor why they should sign up for my email list.

Of course you are going to need to have a website in order to do this, and you will need to learn some basics on creating a webpage either using HTML or some easy to use software.

I will go over this in greater detail in Chapter 5.

3. Using Google Ads, or any other traffic generation technique, send visitors to your squeeze page.

At this step you have everything set up and ready to go. Now all you need is visitors to come to your website. If you think that they will magically appear just because you made a webpage and submitted it to Google you are wrong!

In Chapter 4 I will be showing you a few different ways that you can generate traffic to your squeeze page without paying a ton of money. In fact, I personally use all of the methods that will be explained.

However, I will not be focusing too much on paid methods such as Google Adwords. While this is important, there are so many other useful ways to get traffic to your webpage.

If you are interested in an e-book that will show you every step that you need to use Google Ads to make you money with affiliate marketing, then I highly suggest checking out [Google Adwords 123](#). I found this e-book to be of great use when trying to make money with Google Ads and affiliate marketing.

You can view this e-book at <http://www.work-from-home-123.com>.

4. In your auto-responder course, **constantly endorse** the products or services that you are promoting.

This might seem like it belongs in step #1, but the truth is that selling your first product or service is only the beginning. Let's say that you manage to get 1000

people onto one of your auto-responders and about 10% of them (i.e. 100) actually buy the product. Would that be a success?

Of course it would! However, there are still another 900 left that have not purchased the product. Perhaps it doesn't interest them, or they don't need it. Well you can just say "That's too bad" and move on, or you can take it to the next step and start really building your business.

How can you do this?

You simply continue to deliver more and more great content to your email list and then promote other products and services that they could use!

This is where you will turn your "one-time offer" into a lifetime relationship with your email list.

I will discuss this more in Chapter 9, but let me tell you right now – this is the key to making a ton of money online. And until you get yourself into this frame of mind, you will only make a fraction of what your real potential is.

It's time to really get moving...

Now that we have gone over the "secret formula" for affiliate marketing success it is time to go into the details.

Read on to learn everything that you need to know to implement the steps that I have shown you.

Get Your Free Course on “7 Days to higher affiliate commissions” today!

And gain access to a special audio interview!

Sign up for my free email course on how you can explode your affiliate commissions! Go to <http://www.affiliatemarketingformula.com> for more details.