Affiliate Promo Formula

- Modules
  - Module 1 - About affiliate marketing
    - Introduction to affiliate marketing
      - Benefits
        - No support issues to deal with
        - No refunds to process
        - No angry customers hassling you
        - No products to create
        - You have the ability to generate instant revenue
      - Mistakes affiliates make
        - Not having subscribers interests at heart
        - Using copy/paste affiliate materials
        - Not offering bonuses
        - Promoting products with hype filled sales pages
        - Promoting sub standard products
        - Promoting products created by marketers with poor reputations
          - This is a sure fire way to kill your reputation
        - Get caught up in 'launch hype'
  - Module 2 - finding products to promote
    - Join other marketers affiliate mailing lists
      - This is so you can be kept in the loop with new releases
      - Visit sales page and look for links to affiliate pages or contact details
      - Try url.com/affiliates
      - Contact their support desk if you can't find contact details
      - Forums
      - Seminars and events
      - jvnotifypro.com
    - Get on as many lists as possible
      - Set up a new email account for this
        - This stops your regular email getting bombarded with emails
        - You know all emails going to this account are affiliate marketing related
        - You can check emails when convenient for you
    - Check out marketers previous product reviews
      - Warrior Forum
      - Google
      - Ask for a review copy of a previous product
  - Module 3 - Choosing products to promote
    - Always look for products that fill your subscribers needs.
      - This builds trust
      - Make sure the product is created by a well respected marketer who has a good reputation online
        - If the marketer is relatively new online do lots of research
      - Never ever promote poor quality or 'hyped up' products that have no customer value
      - Avoid 'blind' products
        - A blind product doesn't reveal the method till you buy, they usually tell you 'what it's not'
      - Avoid 'false scarcity' products
        - EG: When the sales page says things like 'only 300 will be sold' when the plan is to sell as many units as possible
    - Try to find 'new material'
    - Only promote products you have personally reviewed or used
      - The only exception to this rule is if the marketer has a solid reputation
        - This exception can apply if the product isn't created yet, eg a coaching program
    - High ticket items
    - Recurring billing items
      - The perfect product would have a combination of all three factors
    - Items with a jv competitions
      - You should always be on the: 'look out for future jv competitions. This means you can plan well ahead for future promos
      - If you can get placed on the leaderboard of a JV competition this will open more doors for you as your name will be seen by hundreds of affiliates
        - Some will even contact you to promote their product launches and this will open even more doors for you and also allow you to receive review copys early
  - Module 4 - Pre launch
    - Ask for a review copy
      - Most marketers will be happy to provide you with a review copy
        - If you can't get a review copy ask as many questions as you can about the product
    - Keep up to date on the jv blog
      - Almost every launch will have a jv blog. Be sure to find it and subscribe.
    - Note down all dates
      - Pre launch
        - What pre launch material is going to be available?
      - Launch
        - What time does the product go live?
      - Post launch
        - Will there be follow up webinars and offers?
    - Learn as much as you can about the product you will be promoting
    - Clear your calendar for the duration of pre launch and post launch
      - Promote nothing else during this period
      - Involves sending around 5 - 10 emails
        - This is fine as long as you educate your subscribers during launch
  - Module - Prepare your bonus
    - Why offer bonuses?
      - People love to bonus shop
      - Helps your offer stand out
      - Most people won't use your bonuses (sad but true)
    - The more bonuses you compile the better
    - Consider asking your subscribers what they would like as a bonus
    - Ask the product creator if they can supply you with any exclusive bonuses
      - Only use exclusive bonuses if possible so you stand out from the crowd
        - The product creator may make bonuses available to everyone, only use these bonuses to strengthen your offer and also try to acquire additional bonuses from the product creator
        - Ask the product creator if they will do an interview with you that you can record
    - Ask marketing friends if they can add any bonuses
      - If you have any relationships with other marketers most will only be too pleased to offer a bonus
        - Of course you'll probably be expected to return the favour :)
  - Module 6 - Create bonus page
    - You must create a bonus page
      - You can offer your bonuses via email but it is much less effective
        - Create a bonus page that explains the bonuses you are offering
          - Creating a bonus page is like writing a mini sales page, you still need to sell
    - Sell the bonus, not the product you are promoting
      - Leave the selling of the product to the product creator
    - Give each bonus item a price
      - This helps sell your bonuses
        - EG: Report valued at $97
        - EG: Ongoing support valued at $497
    - Limit your bonuses
      - This is crucial
        - EG: I can only offer this bonus to the first 25 people who take action
      - Make sure you don't overdo this, after all you don't want to say you have 10 items available and then sell 100 items. Try to realistically estimate how many items you plan to sell.
        - If this is the first time you have done this keep your bonus availability low
  - Module 7 - When pre launch begins
    - Don't announce your bonuses yet
    - Tell your subscribers about the product you will be promoting
      - Begin to educate your subscribers about the product you will be promoting
    - Tell your subscribers you will be putting together a bonus package
    - Tell your subscribers your bonuses will be strictly limited
    - Add more items to your bonus package if you can
    - Don't use affiliate swipe copy throughout the whole promotion as everybody else will be using it, write you own copy so you stand out
  - Module 8 - 24 Hours before launch
    - Announce your bonuses
      - Tell your subscribers your bonuses will be strictly limited
        - Tell them exactly what they need to do to claim your bonuses when the product goes live
    - Throughout the launch period you may receive emails asking you to reserve a bonus slot, this could be because the customer is at work or in bed when the product goes live, or perhaps they haven't been paid yet. It this happens simply tell them you will reserve them a bonus slot and get in touch when they are ready to purchase.
  - Module 9 - Launch day
    - Send out an email about 2 - 4 hours before the product goes live and once again explain how your subscribers can claim your strictly limited bonuses
      - Be on hand when product goes live to add additional support. Tell your subscribers how to contact you if they have any questions or need support
        - This builds additional trust
          - Email
          - Live chat
          - Phone
      - Tell them to click your affiliate link before they order
        - You can also tell them to clear cookies to ensure you receive credit
      - If applicable tell them to look for your affiliate ID on the order page
        - EG: If the product was being sold via clickbank tell them to look for your ID at the bottom of the order page
      - Tell them they need to email their payment receipt to the email address you set up in module 5
    - Send another email about 10 minutes before the product goes live and again explain the exact procedure that your subscriber needs to follow to claim your bonuses
  - Module 10 - After product goes live
    - Keep providing additional support
      - Email
      - Phone
      - Live chat
    - About 2 - 4 hours after product goes live send out another email stating that your bonuses are getting 'claimed fast' and you expect them all to be claimed 'very soon'
    - Keep an eye on the jv blog for any updates and announcements, be prepared to send additional emails with any updates
      - You should pay particular attention to mini competitions as you could win some extra prizes
  - Module 11 - Post launch
    - About 24 hours after launch send another email out to tell your subscribers that your bonuses are about to sell out
      - Your bonus page should show that your are about to sell out. EG: Only 2 slots remaining
    - About 36 - 48 hours after launch put a sold out sign on your bonus page
      - This will make people who didn't claim your bonuses think they have missed out
    - About 72 hours after launch make an announcement explaining how your subscribers begged you to make more bonuses available and make more bonuses available
      - This should be half the amount of bonuses that were initially available
      - Time this announcement with an event related to the launch such as a webinar
    - About 96 hours after launch answer any questions you've had via broadcast email. This is also a good time to reveal more about the product if you can
      - A behind the scenes video tour usually works well now so ask for permission from the product creator
    - During post launch you may receive emails from people begging you to let them have a bonus slot, especially if you display a sold out sign. If this happens simply let them have a bonus slot.
  - Module 12 - End of launch
    - End of launch usually has scarcity involved. Be sure to send a 'time is running out' email
    - You should also tell your subscribers that your bonuses are about to 'sell out'
    - Just before launch ends pull your bonus
    - Keep an eye on your emails for last minute bonus requests
  - Module 13 - Delivering your bonuses
    - Check each bonus claim and make sure you have received credit for each sale
      - If not tell the customer to contact the product creators support desk to make sure you receive credit
    - Only when you are happy you have received credit should you deliver your bonuses
      - You may be tempted to set up an automated email response here, don't as people will email your bonus address to see if you have an automated response so they can claim your bonuses free
    - Set up a dedicated email address that you can give to people to claim your bonuses
      - I use the email address bonus@john-thornhill.com for all my bonus offerings. This saves setting up multiple email accounts
    - Set up a dedicated bonus delivery email that you can copy/paste
      - Just a simple text document containing your email will suffice
  - Module 14 - If you don't have a list
    - Build a simple squeeze page
      - Drive traffic
        - Articles
        - Blog
        - Forum posting
        - Ad swaps
        - JVs
        - Twitter
        - Facebook
        - YouTube
  - Module 15 - advanced material
    - Find other marketers to 'partner' with
      - The power of 2 email lists means that you can move even higher up a JV leaderboard
        - This gives you more 'affiliate power' to leverage future JVs for your own product launches
      - You can combine bonuses to make an irresistible offer
    - Start creating your own products
      - This means JVs you partner with can return the favour and promote your product launch
      - Check out affiliatepromoformula.com/masterclass
    - Using the formula to promote any product on autopilot
      - Set up a series of emails and plug these into your autoresponder
    - Use video on your bonus page
      - Video helps you connect with your subscribers
- Course materials
  - Training videos
  - Video tutorials
  - PDF material
    - Report
    - Checklists
    - Worksheets
  - Swipe files from successful affiliate campaigns
  - Bonus templates
  - Case studies
  - Each module will consist of an informational video, worksheet and checklist.
  - The course will be delivered and followed on a step by step basis