

Bullets Kill Kittens

Commission BluePrint - Evolution

Affiliate Marketing in a Hostile Environment





Today is Designed as a High Level Overview - an Introduction

Need to Get Us All On
Same Page

Agenda For Today

- Affiliate marketing 101
- Historical affiliate marketing
- Why we can't do it this way any longer
- The paradigm shift
- Sample sites

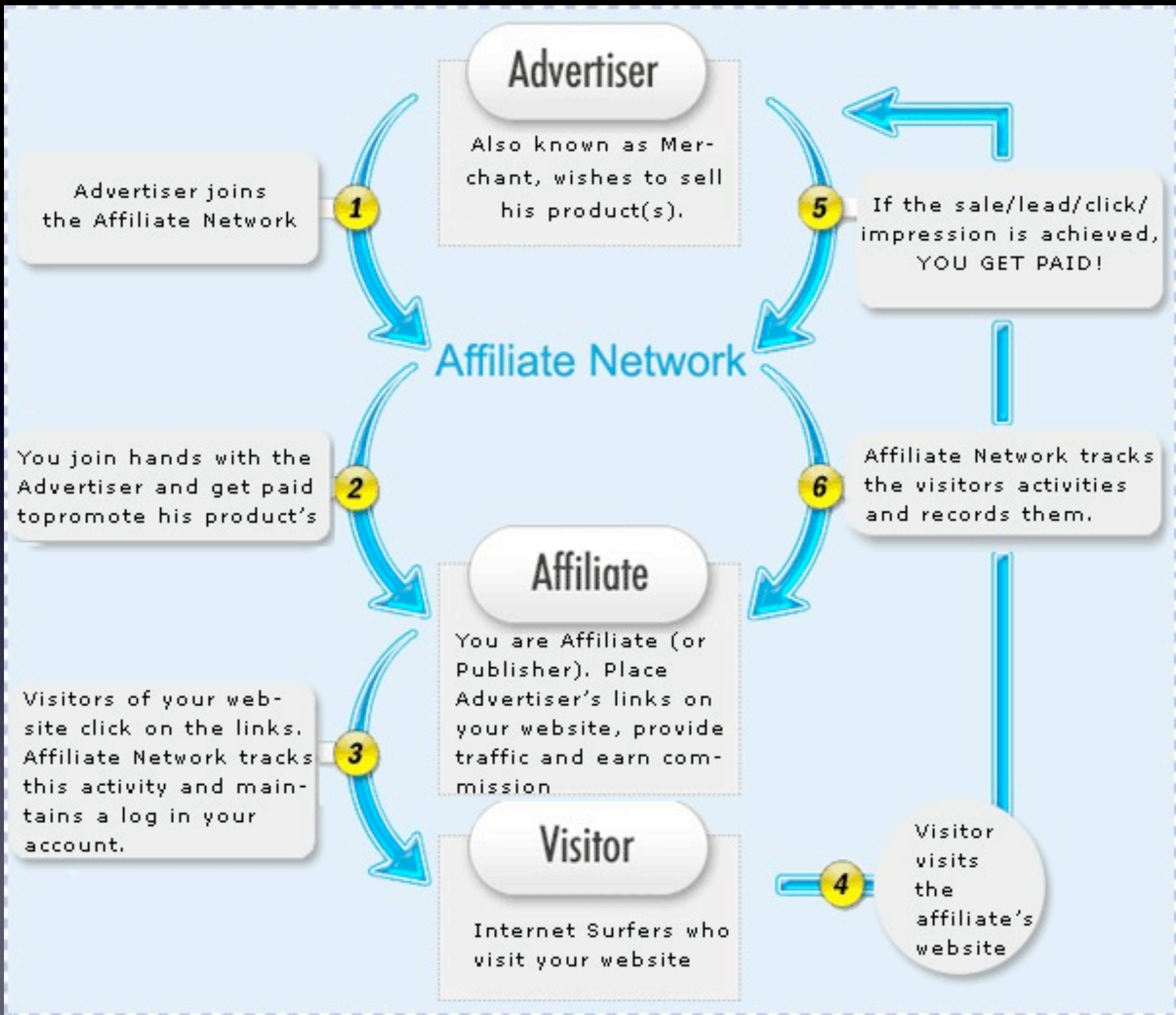
Agenda For Today

- How Commission Blueprint Evolution will work
- The course outline
- Feedback/discussion



AFFILIATE MARKETING

COST-PER-ACTION IS THE OLDEST FORM OF AFFILIATE MARKETING
KNOWN TO MAN; FLEXIBLE PAYMENT OPTIONS.



It REALLY Used to be
EASY to Make \$1
Million Per Year!



We No Longer Know
Any “Single Person”
Making Millions with
Affiliate Marketing

Adwords Is the Reason
For This

It's NOT Because it
Doesn't Work

It's NOT Because the
Fundamentals Have
Changed in Anyway

The Same Sites Can
Make Money Today...

**BUT, Can They Get
Traffic?**

AND, Could They
“afford” to Be Built?

The Old Way

- Find a great offer
- Keyword Research - VERY broad shotgun approach
- Build 20 different landing pages
- Throw 500 visitors at each page (spend 2-5k) - Adwords
- Pick the best keywords

The Old Way

- Optimize best page with another 500 visitors from the best keywords - Adwords
- Open traffic faucet - Adwords
- Get rich
- Rinse and repeat

Majority of Sites Making
Bank Were Thin, no
Value add etc.

Result: Tons of Crappy
Sites and Google Slaps
BACK!



Adwords Allowed You
the Luxury to be a
Home Run Hitter..but
no Longer



Oh what to do, what to dooo?

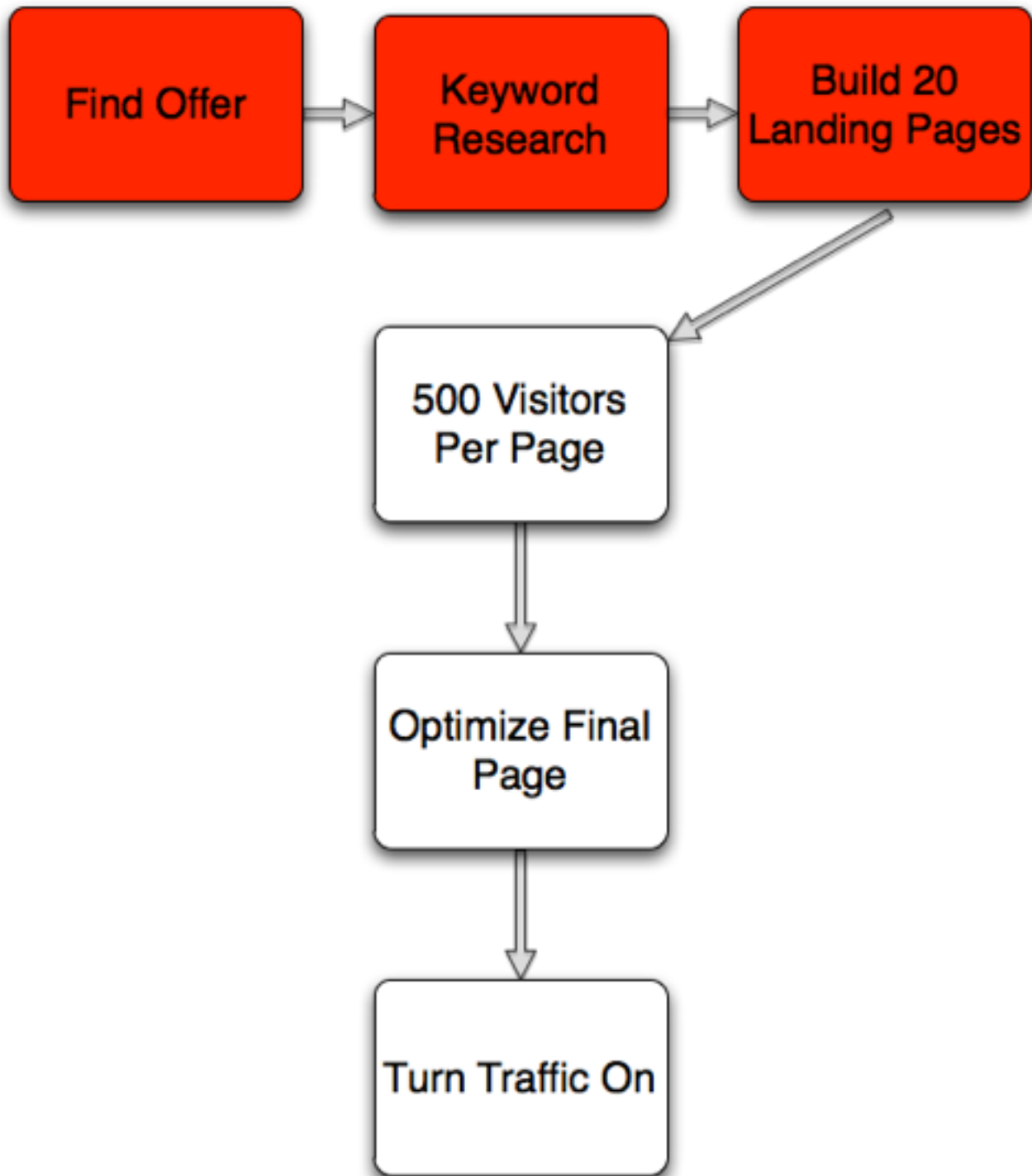
Adwords is Not an
Option - is SEO ?

Throw 500 Visitors at
Each Page ?

Optimize Best Page
With Another 500
Visitors ?

Bing, Yahoo, FaceBook,
eMail, PPV, etc ??

Too Ineffectual or
Expensive



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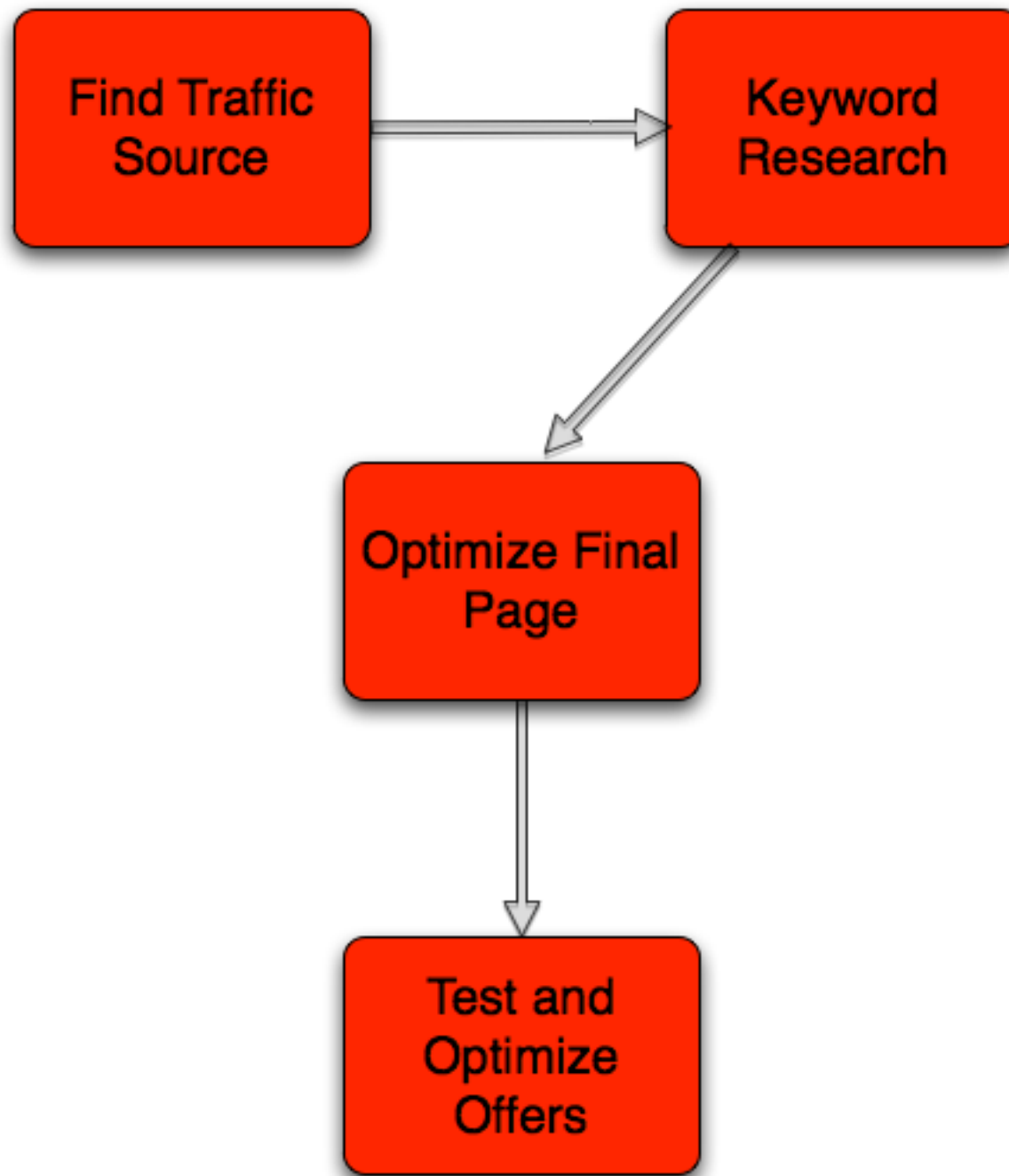
"What's that boy?! A paradigm shift?!"

Traffic + Site + Offer =
BIG MONEY

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Paradigm Shift

- Traffic is the place to begin because we can't get it easily anymore
- It's more about testing the page and the offers than the traffic
- Mixture of "thinner" sites and passion sites
- Mixture of adsense, amazon, and CPA/clickbank type of monetization



Traffic + Site + Offer =
BIG MONEY



It's all about TRAFFIC

We Either Need to
“Solve” the Traffic
Problem or Solve the
Economics

We're Going to Look at
Ways to Solve Both



Let's Look at Sample Sites

Sample Sites

- Mint.com
- <http://www.organicgardening.com/>
- <http://www.unsecuredcreditcardforbadcredit.net/>
- <http://www.weightlossnpills.com/>
- <http://www.bestautoinsurance.net/how-to-find-the-best-car-insurance-companies-8-useful-tips/>

Sample Sites

- <http://www.gain-weight-muscle-fast.com/>
- <http://www.myxer.com/make/>
- <http://www.pressurecookerforsales.com/>
- <http://www.nochexbanks.com/>



What's the Lesson?

Affiliate Marketing
Models Still
Work...BUT, Need
Traffic Solution

Different Traffic Solutions Change the “Economics” of ROI



What Does All this
Mean?

Take Aways

- Affiliate marketing sites work exactly the same way they always have
- The problem is traffic for testing and for ongoing profits
- We need to solve the traffic issue and/or the economics of it
- We need to follow best practices for site development
- We need to follow best practices for monetization

Categories of Sites that Still Thrive

- Adsense - reasonable \$1000-\$2000 per month
- Amazon - reasonable \$500-\$2500 per month
- Thin - reasonable \$500-\$1500 per month
- Passion - reasonable \$500-\$5000 per month

Within Each Main Category

- Blog
- Content Rich/Resource
- Review/Top 10
- Sales page clone
- Squeeze page
- “enabled”
- Pre-sell / testimonial

Commission BluePrint Evolution - How Will it Work?

How Will it Work? - The Delivery Methodology

- Different than anything we've ever done before
- “Lectures”
- QA
- Follow up in between with more “detail” videos
- Manageable chunks that won't overwhelm - if we need more than 4 meetings, we will do that

How Will it Work? -The Delivery Methodology

- Opportunity for direct feedback and dynamic content
- Focus on a financial goal of 7-9k per month in income
- Focus on a work plan - plan of attack
- More of a step by step plan than previous products

After the 4-5 Weeks,
We'll Have a Full
Course!

How Will it Work? - The Content

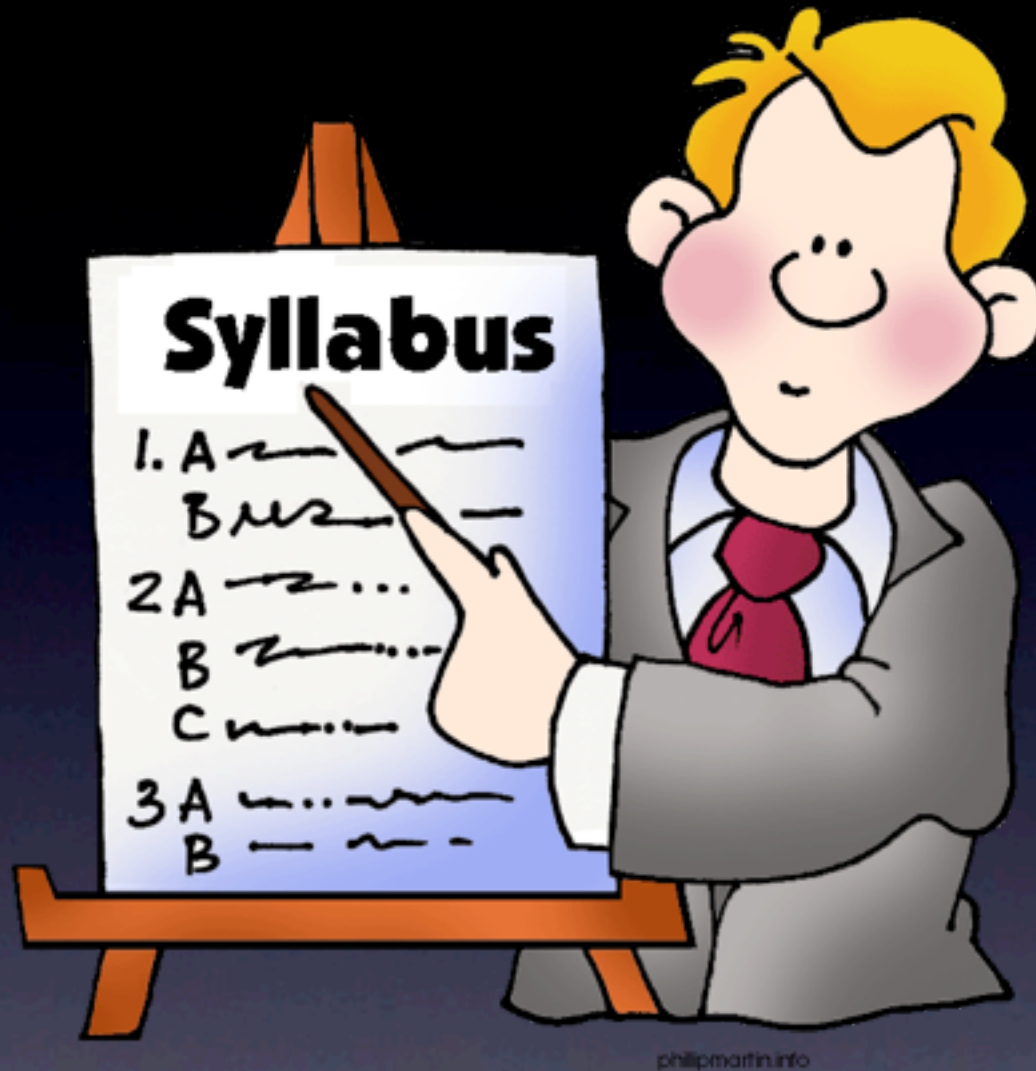
- Process to follow in keeping with the paradigm shift
- Focus on specific # of projects and some diversification
- Focus on thinner sites AND a smaller number of “passion” / larger and deeper sites

Process

- Document a financial goal - We'll be using \$8000 per month in profit
- Educate on each component necessary to success
- Map out a mix of each type of site

Process

- Lay out the trial and error necessary - Build in failure
- Build a project plan together



Course Outline

Course Outline

- Week 1 - Introduction and overall strategy
- Week 2 - Traffic, the site and the offer
- Week 3 - Deep dives into AdSense, Amazon, thin and passion sites
- Week 4 - Putting it all together and the “work” plan
- Week 5 - If we need it...we'll use it

Week 1

- Understand history
- Understand the current environment
- Layout the paradigm shift that drives the course
- Give an overview and “big picture” of the course
- Explain the delivery method

Week 2

- Discuss all traffic types and strategies
- Examine ways to make the most of traffic and to get repeat traffic (easier than new most of the time)
- Examine the different models of sites
- Build a swipe file of examples
- Discuss best practices of site design

Week 2

- Examine different types of monetization
- Discuss where to go to get offers

Week 3

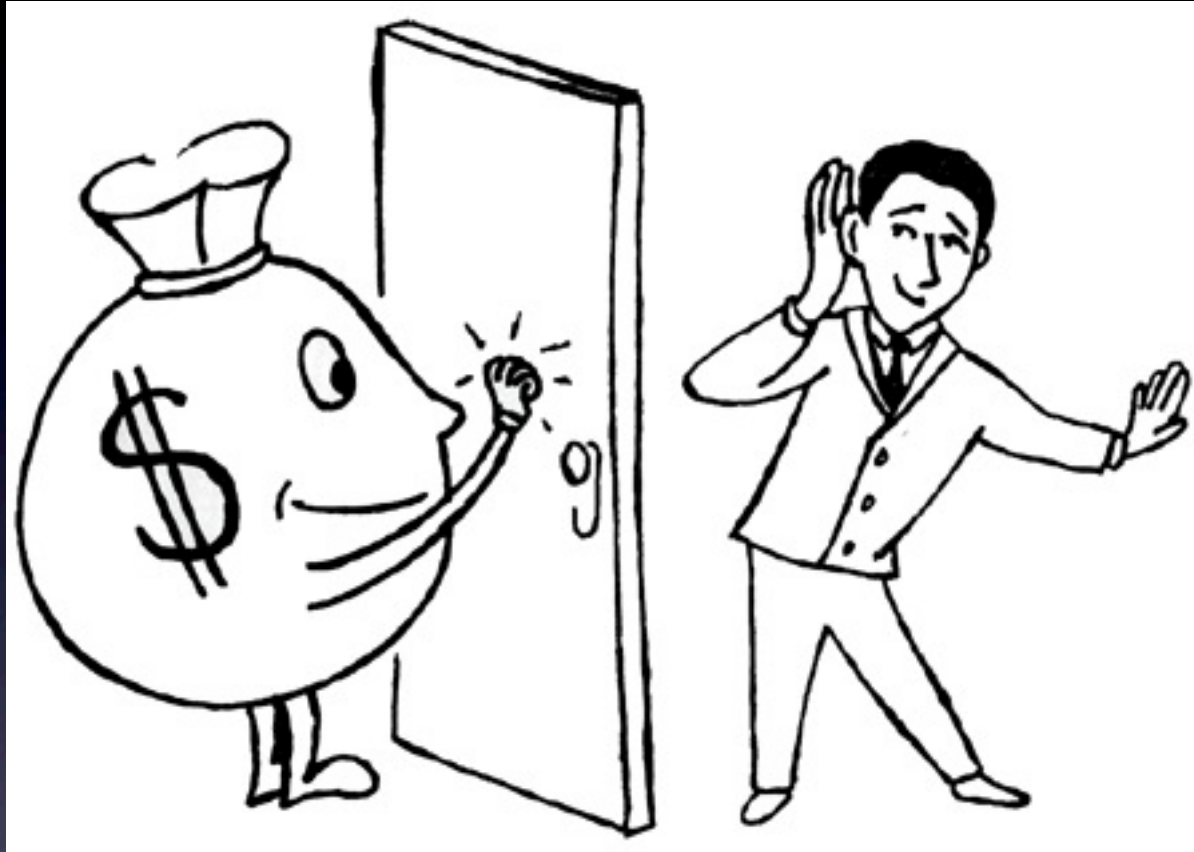
- Go in-depth and deep into the development of the 4 different categories of sites
 - Adsense
 - Amazon
 - Thin
 - Passion

Week 3

- Examine each site type and determine when to use one over the other
 - Blog
 - Content Rich/Resource
 - Review/Top 10
 - Sales page clone
 - Squeeze page
 - “enabled”
 - Pre-sell / testimonial

Week 4

- Put all the information to use in a real plan
- Outline a process to build a project plan to make \$8000 per month in affiliate income
- Develop your personal action plan
- Identify other resources that can help execute your plan



It used to be this easy

It Probably Won't be
Again...BUT...We'll Get
You to 100k Per Year

How You Can Help

- Ask any questions you have
- Make any suggestions you like
- Suggest changes to the course
- Suggest tools or anything else that may help
- We can build some of this dynamically
- Support tickets later if you can't think now

Q&A and Discussion