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Passive Income With Affiliate Marketing Through YouTube

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Hey there, welcome to model number two of YouTube Cash Blueprints Program - passive income with affiliate marketing. Now I love this model very, very much, and I want to share with you a lot of really, really awesome stuff in this model. Okay, so let's get started.

I want to touch a little bit about some basic stuff before we go more in depth about more ninja tactics and other cool stuff.

So what is affiliate marketing? Well, affiliate marketing basically means that you are promoting someone else's product to get a cut of commission. Now, the commission can range from as little as 10% to as high as 70-80%, depending on how much the merchant wants to pay you.

Now, I have seen in some cases that the merchant wants to pay you 100% commission on a front-end project, it is possible because the merchant only wants to build a list. Okay so, JV's and affiliates are happy to promote the product because they are getting 100% commission on front-end, so it really depends on the merchandise.

Affiliate marketing is one of the most cost effective and easy ways to get started online. You don't need to have your own product because you can recommend someone else's product and make a cut of commission. Well, my favorite place to find affiliate programs is Clickbank.com, you can go to JVZOO, and these are my two favorite affiliate networks.

Now, let me share with you what are some advantages of doing affiliate marketing. The first one is you can do it with very, very low investment. Well you can refer to my secret case studies and watch how I do everything from scratch, and well my record, right; my record is only \$9.79. As low as that.

Now, if you don't want to spend \$9.79, well you can do it, because there are a lot of link URL shortener services like butURL, like bitly, like you know there are so many, there are so many in the market, where you can just so-called shorten your affiliate links over there. So if you don't want to get \$9.79 of domain name, that is alright. If you don't want to get an autoresponder or you don't want a domain name or you don't want a webhost, it is okay, it is okay.

But if you are a product owner, you are a product creator, you are a vendor, you can't escape because you need an autoresponder, you need a domain name to post, to have your website and you need the web hosting. If you are a product owner you need all of this, but if you are an affiliate marketer, you don't have to, it is an option.

I highly recommend to at least get a domain name. Well if you don't want to, all those ninja stuff of YouTube marketing and all this video marketing stuff, well at least you need to know how to write articles or maybe write blogs, it is as simple as that. This is the simplest job that you need to do; you can't be lazy because you can't expect to make hundreds of thousands of dollars per month by doing nothing. That is impossible.

Assuming now that you have generated commissions, so what to do with my commissions? Okay, this is what I recommend you to do, but of course you can do whatever you want with your money. You could party all night long, eat some good food, it is okay to pamper yourself once in a while. But don't spend it on entertainment or buy expensive stuff, yet.

Alright, I have the word 'yet' over there because you can of course, but don't spend everything at one shot. Because I would advise you to reinvest your profits into your business. What I mean by that is for example, you have just earned like \$500, you have just got your affiliate commissions of \$500. So what you need to do now is to purchase more domain names to promote even more products, or maybe to invest in a web hosting account or to get an autoresponder, such as Getresponse.

Which means your profit is used to purchase more stuff, and you are not using your hard earned money from your bank account. I hope you get what I mean. And the next thing is of course, to purchase software. Software which can help you to speed up your work, it can help you to make your life easier. Such as maybe you can get this kind of traffic software that can boost your traffic to your website. Or maybe software that can help you to create tons of YouTube videos within a few clicks of a button or that kind of stuff.

And I personally love to reinvest my money to purchase more traffic and these are paid traffics. Solo ads as well, reinvest my money to do Facebook ads. And Facebook ads is one of my favorites, it is my new favorite, oh what do you call that? New favorite activity. Because I only need to set my day budget as low as \$5. That's it - a daily budget as low as \$5, and that can get tons of leads, new fresh targeted leads, that is how awesome it is. So this is your game plan that I have drafted out for you, I hope it suits you.

First and foremost, have a look at the left side over here. Offer/Product, now if you are just an affiliate marketer, you are just getting started, most likely you won't have any products of your own, assuming you have chosen your one product from Clickbank to promote as an affiliate. So of course logically, the second thing you need to do is to promote it. And assuming that you successfully promoted this product, and you have generated some good commissions over here, you need to reinvest it back to your own business.

And another way is to use the money you have generated to create products. Now you have the funds, you have the funds to hire programmers to create software for you; you have money to do whatever you want to do. So now is the time you can hire people to work for you rather than you work yourself. So this is basically the game plan, as simple as this.

Now, why promote membership based products? Most of the time as an affiliate marketer, there are so many programs launching every day, but what kind of programs should you choose? Should you choose a program which creates a one-time affiliate commission or these kind of membership based products? Well if possible, I will advise you to promote membership based products, now here is why. Because you can earn recurring commissions every month.

Now let's look at normal, traditional ethnic programs. Assuming that the product price is \$100 and the vendor has paid you 50% of the commission, which is a one-time payment. Assuming that you made one sale, and you will receive \$50 of commissions, which is just a one-time payment. That is awesome, that is awesome.

Now let's have a look at membership-based affiliate programs. The product price is also \$100 and the payout is also 50% commission, but this time it is a recurring commission, which means if you make one sale, same like the previous case, the first month you are going to earn \$50. The second month you are going to earn another \$50, and the third month you are going to earn another \$50. And guess what? As long as the customer stays as a member, you are going to continue to earn \$50 every month. Now research has shown that a customer will stay as long as 4-6 months, at least, at least, unless the program really sucks.

Maybe after the first month, he is just going to ask for a refund or something, but normally if you are promoting a good product, the customer is going to stay for as long as 4-6 months, sometimes even longer. That is just an average. So I hope you get the idea of why you should promote a membership based product instead of a normal, traditional affiliate program.

So basically, this is how affiliate marketing works. And most of - I will say 98% - of marketers are still in the normal affiliate marketers category, and they are doing all the same stuff, which is, the first thing they will do is get their affiliate ID from maybe Clickbank, JVZOO, Linkshare, etc. Second step, they will promote the offer or send traffic directly to the sales pages, and then they will pray hard and hope that they make some sales.

Most of the time they won't make any sales, but assuming that number 3, they make some sales and the leads purchase the product, which is awesome. But who is getting the leads? Well the product owner is laughing all the way to the bank, because they are getting the leads, number 1, and they are getting the money as well. Now comes the smart affiliate marketing.

First thing is to get an affiliate ID. Now, number two is to send traffic to your own squeeze page instead. Before they get to see the offer page, the sales page, they need to see your squeeze page first, your landing page, where you collect their name and email, this is where you build your list. So after they have opted in, you direct them to the offer page and assuming that if they purchase the product you are going to make a part of commissions, which is awesome.

Now, if they don't purchase the offer, based on the normal affiliate marketer experience, if they don't purchase the offer, that is it, full stop. Full stop, there is nothing you can do about it; traffic is gone to the sales pitch. Now, when it comes to the smart affiliate marketer's method, well if the leads did not purchase the product, guess what? Now that you collected email, you can send follow-up emails to your leads to continue promoting the same product. Or maybe a few weeks down the road you decided that you want to promote another new product, which you can, you can send emails to them every day, every week and every month. So can you see the difference over here? You know the difference is basically building a list.

Now, building a list, will, will, will, I am repeating this 3 times, will change your life. It sounds really big, but building a list will help you make money online much faster, and I would say much more. It works, it works much better.

So my, my challenge to you is to create your own squeeze page and to drive traffic to your squeeze page first, before directing them to the sales page. If you are asking me how to build a really high converting squeeze page, well just get OptimizePress 2 and your job is done. If you want to get OptimizePress 2, I have the link below this video in the resources box, you can you know check out the links over there.

Now what to look for in a good affiliate program? Seven main points for you take notes, alright? I will advise you to write down on a piece of paper, to write it down on a piece of paper.

So the first one is to choose one that suits your niche and adds value to them. So basically if you are in the health niche, I wouldn't advise you to choose something like in the arts niche or in the make money online niche, it just doesn't, it doesn't relate. So if you are in the making money online niche, maybe you want to look at affiliate marketing or e-business, that kind of stuff. Or maybe based off of PLR's or YouTube marketing, that kind of stuff.

The second one is, well I mentioned it before, recurring commissions, recurring commissions. Always, always, always check first. Normally, they will put it on the JV page front-end what is the product, and how much is commission pay out.

And then OTO1, which is one time offer 1, which is also known as up-sale 1, what is the pricing and the how much is the commission payout and up-sale 2, etc. So you need to check out all these fine details before you choose a product.

I tend to be really, really picky about this. Because I don't waste my day to get 20 sales and just earn \$100. If I spend the same amount of effort and I get 20 sales for another big ticket product, I can probably get a few thousand dollars. So you can check the commission payout properly. Read the fine prints.

The third one is of course regular payment intervals. Now I love Clickbank, right, I am the hardcore fan. And Clickbank pays twice a month so well, I highly recommend you promote products from Clickbank, because well, it is legit and they are very, very strict. Which means, only product which has high quality will be approved from them. Simple as that, period.

The next one is make sure there are no fees for joining the affiliate program. This is a big No No. Now let me share with you my personal experience, and I still can't believe that I paid \$997 to join an affiliate program! Oh my God!

But thank God, thank God, I made a few couple of sales and I got back my investment. My return on investment was like 200%, so thank God I got back my investment.

Now, normally, 99% of the time, you won't have to pay to join an affiliate program. But for some reason, I don't know, if it was like a scam or something, but I paid \$997 to join their so-called VIP Partner program. And I paid \$997, which is totally a rip-off! So you should not pay anything to join, normally it is free.

The next one is low payout threshold. Clickbank has a really, really low payout threshold. As low as I think about \$100 or \$50, I can't remember. So you can set your threshold as low as you like.

And of course, this is very, very important. You need to make sure that product owner is reliable and has a good track record; you must make sure of this. If you aren't sure, just do a quick Google search or search in Facebook, search in Google, search in YouTube, search in anywhere possible because if you are promoting a really, really horrible product. Even if you generate hundreds of commissions, you are never going to sleep well at night because deep down inside, well someone else who bought the product from the affiliate link is going to suffer so make sure you promote a good product, a high quality product, such as YouTube Cash Affiliates Program.

So and the last part is, well, check whether do you or will you get paid for backend offers. Most of the time, well they have like 3 products on there. One front-end product and 2 up-sales. Most of the time in the members area, and in subsequent promotions, the product owner will promote other of their own programs.

Some product owners will say you get lifetime, you will be cookie'd, you know, lifetime affiliate commissions. Which means if you manage to refer customer A to purchase their program, the current program, maybe ten days or ten months down the road when the product owner promotes a new program to them or the existing program, you still get paid, you still get paid a cut of commission, although you are not doing any work at all. Because that customer is already cookie'd to your affiliate link for a lifetime, so this is very, very important.

Well, a good affiliate program will provide you with lots of resources, lots of tools, such as banners, email swipes, articles, keyword links, videos, free books, etc. Now, that doesn't mean they don't promote all these, they are not good, I mean this is just an example, a guideline for you, because the more resources you have the easier it is for you to promote the program. If you don't have, all you need to do is send an email to the JV manager and request for resources, request for tools.

The next thing that some vendors will do, they will give you some training on their own products or maybe internet marketing. Now smart affiliate managers will do everything they can to help you make sales, because if you make sales, they make money, simple as that. Both of you will make money. It is a win-win situation.

So if they are willing to go to the extra mile to train you about a new product launch, or a new product, or internet marketing in general, then these are really, really good affiliate managers.

The next one is lifetime or long-term cookies, of course, lifetime would be better. They will let you know the conversion rate of the sales page, they will tell you the EPC's, so if it is higher, it converts well. That is what you want to look for, okay? You want to look for a high earning sales pitch so that you get a high chance of making a sale, or tons of sales.

Last but not least - I think this is very, very important - that is to have support from the product owner. Whether it is by support desk, or email, because it shows that they not only care about their customers, they care about you, they care about you as an affiliate, as a JV partner. Now this is very important because if they care about the JV partners, they care about their affiliate, well they won't have to worry about sales, because the JVs and affiliates will work hard for them.

So the other thing that I want to share with you is about review websites. Well, generally the websites that we see all the time is to sell a product. Those are called selling websites, they are the ones with shopping carts and displayed products. Those kind of websites are used to sell products.

Now, review websites are used to selling products indirectly, in stealth mode. Now the fact is that people hate to be sold to, but love to buy. So what you need to now is basically recommend something to them through a soft-selling method. You are not hard-selling to them, you are just recommending some good stuff to them. If it gels well to them, if it hits their so called buying button, then they are going to buy. The love to buy, they love to spend money. Basically what you need to do is review a product that you promote as an affiliate, simple as that.

Now, review websites are selling products indirectly in stealth mode, so basically what review websites do is they review products. The point is, the purpose of a review website, is to review a product, and if you have a visitor buying the product, then you will get a cut of the commission as an affiliate.

Now, this is a very indirect selling process, because you are not asking them to buy a product directly. Now you can, I am not saying that you can't do this, you can, but there is a way to do this. Basically, you are telling them what is good or what is bad about a product.

You are telling them the pros and the cons, and why you think it's fantastic or why you think they should get a copy of it, or what other people think about it, etc.

Now, this normally works very well in a niche market because the review will look unbiased, okay, it looks neutral and unbiased. Now, if you do a review on an internet marketing product, they will know you are biased, because they know you are making a cut of commission because you are selling to internet marketing people. Internet marketing people are smart Ales, they can feel it, they know it.

Now I am not saying that you can't do this or it is not effective, I am just telling you that it will be more effective if you can do this on a niche market. Because I personally do review websites, I personally review products and people buy through my affiliate links, it works. You can watch case study 2 and case study number 3, my secret case 2 and 3, and you can see how I do my review.

So, let's talk about the review, let's talk about the review website styles. There are basically two review website styles that many people are not aware of. The first is called single product review, and the other is called the multiple product reviews. I will go through each of them with you.

Let's go through the single product review first. So, this means your website is set up to review just one single product. It is obvious right? It is called single product review. Now, it is normally written to be biased because you are endorsing it, this is normal. And you are reviewing that product, and you are endorsing it, and selling it. So you are basically putting in the hints, or bullet points why someone should be buying it in your review.

This will be done very differently in a multiple product review. Now, you do single product reviews, very often, I bet you do. You see it everywhere, you know, there are plenty of them out there. The tactic to make more sales is to offer an additional bonus if they buy today. This is the tactic, because you can be telling them if you buy today you will get an additional bonus because you are running a promotion.

People are afraid of those kinds of urgency. Well, this is important because it sets you apart from all the other affiliate marketers who are either just doing normal review websites. It doesn't matter, as long there is something that is above the rest, this can help you differentiate yourself from your competitors.

So all these other websites, all these kind of affiliate websites, they are actually helping you to sell if you are offering an additional bonus.

Well, they come to your website that is reviewing a single product, and you have a bonus if you buy today. Now, other review websites are just normal. They are normal, they talk about how good and how bad is a product, but they don't have this additional bonus, or maybe even the merchant doesn't offer an additional bonus.

The game plan is this, the buyer or the potential buyer is in the research mode. So what they are looking for is something that is extra for them, they are greedy, they want more. If they can get an additional incentive from you, chances are they will buy from you, from your affiliate link, if they ever think of buying your product, which normally they will. Because if they won't, they won't spend so much time researching about the product. So you basically beat everyone else if you just simply add on to the offer, a simple bonus, and it won't cost you a whole of work to do this.

So now let's have a look at multiple product review, it is basically set up slightly differently. There are no hard and soft rules, but for my personal preference, I will have a minimum of 3 product reviews. Alright, this is my personal preference. It is totally up to you; let's say you want to review 10 products or even more.

So imagine this, when your prospects come to your website, they will see your reviews of, for example, 3 different products. So now they can compare and make the decision. Now, whatever they do it doesn't matter, whichever they buy, whether it's product A, B or C, you will still make money as an affiliate, regardless of which product they buy.

For this kind of method, you don't have a single preferences for any of the 3 products. All you need to do is just lay out the truth, the good, the bad and the ugly in front of them, everything. Because out of the 3 products, they are going to favor one product, they are going to like one of them. And when they have decided to like one of them, and purchase one of them, you are still going to generate the commission. Can you see where I am coming from?

So the trick is this, when you do the product comparison, well of course you have chosen a product that you want to sell and compare it to be better than the other 2. That is just the trick over here. So let's say you have product A, B and C, maybe you want to write it down?

Let's say it is product A, B, and C, and you want to promote product A, you want people to buy product A. So you still write the flaws for product A, but you will highlight more flaws for product B and C.

So now when people, you know when people read the reviews, they are like oh no product B and C have more horrible stuff and flaws, as compared to product A, so ultimately they will prefer product A even more. You are not asking them directly to buy product A, because you want them to make their own comparison.

Use their own intelligence for them to realize it will be a disadvantage for them not to get product A, because it has more benefits. You always want to highlight a few flaws because in the human mentality, nothing can be so perfect, nothing is perfect in this world, there should be some flaws in the product for them to decide that this is the product that is worth buying.

Now, here is the overall process of affiliate marketing. There are 7 steps over here, basically number one, you need to pick a product from any affiliate network that you like, whether it is Clickbank or JVZOO. Number 2 is to create an autoresponder series. In this case you need Getresponse. Create an autoresponder series, which is follow-up emails so in case if they didn't purchase on the first time, maybe second or third attempt they will end up purchasing.

Number three is create a lead capture page so that you can build a list when you drive traffic to your squeeze page. Okay, number four is to market it, aka to promote it. Of course, when you promote it you are going to get leads, you are going to get leads from that. And of course you need to track the results. If you don't track your results, you won't know where you are heading to, you won't know how your sales page is performing, and you won't know what you are earning per click and so on.

And of course, after you have done the tracking, you need to improve on these processes to increase conversions and profits, as simple as that. You need to test and measure and improve. This is my recommendation of this process. Now your own process can be different, you can innovate this process, you can just change however you like, but this is my recommendation.

So the next thing that I am going to share with you is called the product recommendation tactic. I have 5 main key points here to help you make more sales.

Alright, this is awesome and the first method is - the review will work if it is written as a case study, so your review is not like "Oh, this is product, what is so good, what is so bad about it."

Basically, you are telling your prospective visitors that you have been through the product program, you have joined the program or whatever, you have purchased the product and then you have learned everything, and put that into action, and you got some awesome results over there. So now people see this kind of social proof, they are going to believe you like 100, 200% more. When you see these kinds of results, it is more believable so you have a higher chance they will purchase it, purchase the product you are recommending because it works, and you have a video as proof.

The second one is that well, you need to tell them why this product or service will be good for them. Tell them a lot of good stuff, people love to be praised, people love to hear good stuff. And of course emphasize on the benefits, not the features, but the benefit. Tell them and explain to them that if they join this program they are going to maybe, make money online even faster, they are going to, I don't know, save 10 hours of work per day kind of stuff. So emphasize on the benefits.

Certainly, always have a call to action for them to click to find out more. This can be a big yellow button like 'click here to find out' or it can be a hyperlink, it can be anything. But always have a call to action for them, don't just leave them hanging, lost somewhere in the desert, tell them what to do.

And the fourth thing is to include the flaws of the product, because at the end of the day you are writing a review. You are doing a review so you need to tell them - honestly - what are the pros and cons of the product.

And last but not least, you must always have images for the products you are reviewing. If you don't have an image (at least some videos or something), because if you don't have any image of something, they can't imagine what you are talking about. They can't imagine how the product looks like, so show them how the product looks like, and how awesome it is. Simple as that, simple as that.

So the conclusion of the passive income with affiliate marketing is; you need to focus on providing value to your customers. Don't just focus on how much commission you can earn, focus on providing value.

So when people trust you, they are going to follow you, they are going to be your review fans. And when they like you and when they are becoming fans, well they are going to purchase even more products later on.

Secondly, build a list, alright? I highly encourage you to get Optimize Press, or whatever other software you choose, and create landing pages and drive traffic to that landing page to build a list. Affiliate marketing is really something that is fun and easy to do. I highly encourage you to master affiliate marketing first to earn some quick income and consistent income first, before you go into the product creation phase.

Alright, that is like stage 2. This is like stage 1. So affiliate marketing is really, really simple if you do it the right way. Watch my secret case studies and just implement what I am teaching you and you can make tons of sales.

Now if you don't want to build review sites, it's alright, it's alright, just watch my secret case studies, especially number 2 and number 3, and you are going to learn some cool stuff about making money online much easier and so much faster.

So again, thank you so much for your time. I am really, really thirsty right now. I hope you learned a lot of cool stuff in this model #2 and please, please, please, implement what I am teaching you right now, and I guarantee you can see some results if you put in some effort.

Don't just sit there and shake your leg and shake your head and say that this doesn't work, this is nonsense. Trust me it works, alright, I am speaking through experience and I hope I can help you to make money online.

Thank you so much and take care.

Charlotte White