

New

Hookum[©]



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The Native Ad Trick...	3
Why does this work?	3
Why Evergreen?	4
Brand new Audience	4
Content Structure	5
1. Grab Their Attention	6
2. Identify the Problem & relate	7
3. The Solution	7
4. Show the Benefits	8
5. Proof	8
6. Make Your Offer / Call to action	9
7. The Guarantee	9
8. Use Scarcity (optional)	9
Bonuses	9
9. Second Call to action	10
10. Ecover	10
Conclusion	14
Case Study	14
Download	15
Hint – Sell More	15

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The Native Ad Trick...

The trick here is to dress up what amounts to a sales pitch or promotion as value which relates to the reader in the guise of an ebook (PDF)... This is a method which some would term as a 'Native Ad'

Why does this work?

The reason this works is threefold...

1. In order to get access to the publication (PDF) they have to make a micro commitment by entering their details. I.e. they enter their email details in order to download and read what they perceive as being a real solution or value.

2. Because they enter their details (Opt-in) they will in most cases be inclined to open and read that publication (your free ebook / download). Yeah it's that Micro Commitment thing again, they opted in, they are excited and they want to know what it's all about... Ultimately they are in the zone!

3. If you get the content structure right you will compel them to read... relate to their pain... reveal the solution... and entice them to click through to the sales page of the product you are promoting...

However the reader doesn't see this as a sales pitch, far from it... what they see is helpful advice on how to solve that problem they have.

As such that 'You're trying to sell me something' barrier is removed... they let down their guard, and when this happens, you stand a far higher chance of referring a sale!

Why Evergreen?

Now I'm sure you can see instantly why it is always best to promote a product which has legs. I.e something that will stick around for a while, be evergreen and continue to sell.

Each publication you put together may take 1-2 hours to do well, and although 1-2 hours really isn't that long at all it does make sense to plan for passive / residual profits...

Think about it; If one of these publications takes 1, even 2 hours to produce and then makes you say \$30 per day, it makes sense to ensure it continues to make money, daily, weekly or whatever.

What I'm getting at here is...Try not to pick a product which will be taken off the shelves in two weeks because promoting that product will limit what you can make.

Brand new Audience

Note: It doesn't matter if the product has been through a launch and the buzz or interest in that product has now evaporated. Your audience will probably have never heard of that product before... so it will be new to them.

The truth is many of us work within a relatively small circle... launches happen every day, everyone is excited and then three days later the product is forgotten about as something new and even shinier hits the market.

But the fact is, the internet is a huge place, so in reality 99.99% of anyone looking for that solution will not have seen or even heard of the product you are promoting.

Content Structure

If you understand or have any interest in the art of persuasive writing or copy writing the following content structure will be obvious straight away.

Although what we are doing here is not straight forward sales copy it is still copy in disguise.

In order to get people to click your link the structure of the content should still flow or funnel to the conclusion (your goal), I.e. they click the link and go to the sales page.

1. Grab Their Attention

The first section is without doubt the most important aspect... Think of a headline on a sales page, you have a very short time in which to draw your readers attention... mere seconds.

Attention grabbing, and / or curiosity based is a must at the very beginning... This ensures that the reader actually reads further in, I.e. you have their attention.

Hint: If the sales page for the product works (and it should) then use either the headline (from the sales page) as a starting point or look for another aspect of the page that resonates with you...

Remember; you should have access to that product, you should know what the product is about, what it does... you should understand the pain it alleviates, I.e. the solution.

Understanding the product enables you to produce your free publications with a little passion, a little excitement. It's a fact that readers can and will pick up your passion or excitement in your written word.

It's like reading between the lines... a psychological thing... Perception... call it what you like, but its real and it works.

2. Identify the Problem & relate

Second section... Identify the Problem & relate. Tell your reader how it feels to have that specific problem. They should be able to relate & say, “Yeah, that’s exactly how I feel”.

Push the pain button. Agitate the problem so they really feel pain & agony... that pain is already there, you’re simply reminding them that they have it just like you do.

People are inspired to change or take action due to severe pain. Tell a short, painful story:

People love stories and they relate to people. Talk about the problem you faced (relating to the product you are promoting)

E.g. I’ve been searching for a method that would allow me to make some extra money, I needed something that worked quickly and cost little to set up, because I work full time.

3. The Solution

Provide the Solution... At this point your readers will feel the pain and relate to the same problem you have faced.

Now introduce the solution you found (I.e. the product you are promoting).

But... and this is important, don’t give everything away... curiosity is the key here. You want people to be curious but not know all of the details (for obvious reasons).

4. Show the Benefits

Now tell them how you benefited from the product / method and how you think anyone in the same situation or facing the same problems could also benefit.

People will often purchase a product based on one aspect or benefit. Again, because you have access to the product certain aspects may resonate with you... aspects which may not be totally obvious on the sales page.

Or,

Take bullets/ info from the product sales page and expand/ elaborate.

5. Proof

Real proof speaks volumes. If you purchased the product and applied it, did you get the desired results? If you did then explain what you were able to achieve by using the product. Use screen shots where possible.

Remember: people love to see results, but they don't have to be huge results. Let's say the method helped you make \$10 for 10 minutes work... that in itself is a result... you don't have to go overboard.

If you don't have time to actually get those results talk about how easy it is... If its software, talk about how easy it is to use, include screen shots etc.

6. Make Your Offer / Call to action

At this point you should present your cloaked affiliate link... But try not to make it sound like you are selling them something.

For example: 'Watch this Video to see how they did XYZ' (if the sales page has a video): LINK (cloaked)

Or 'See how they did XYZ here': LINK

On the subject of link cloaking – I recommend using prettyLink lite. It's a free WP plugin and works exceptionally well. Download / install directly from WP.

7. The Guarantee

Most products come with a guarantee... detail that guarantee here

8. Use Scarcity (optional)

This part may seem difficult because the product isn't yours, but it can be done, and here's how.

Bonuses

Use bonuses, but not in the typical sense. Let me explain...

This process should appear to the reader as helpful and not as a sales pitch (which is essentially what it is).

If you were to say at this point 'Buy through my link and I'll give you these bonuses' you are instantly shouting 'I am a marketer' and your CTR and commissions will suffer as a result.

If however you said: I did find that product 'XYZ' was lacking in '123'... but I found that when I included this additional 'XYZ' (Your bonus) it worked so much better.

This way you are adding value

I can give a few of these 'XYZ' (Your bonus) away today... So if you give this a try today let me know and I'll send you 'XYZ' (Your bonus).

'Today' is the scarcity element... but it remains evergreen because 'Today' can mean any day depending on when the reader sees it.

9. Second Call to action

Don't assume your reader knows what to do to get the benefits you described. Spell it out for them...

I.e. if you want to get the results I did, watch the following video and follow the instructions on this page: [LINK](#)

10. Ecover

Using a professional looking ecover will give your 'Free' product perceived value. The higher the perceived value the more people will want it.

I've used this very same method and the perception aspect in many niches apart from IM and it just works.

For example I had this designed for a similar strategy in the 'How to get a bigger butt niche'... yes it really does exist lol.

See below...

HOW TO MAKE **YOUR BUTT** BIGGER FAST

**THE FASTEST & CHEAPEST ROUTE TO A
BIGGER BUTT**



SUSAN HANSON

Something like this will cost you \$5-\$10 on Fiverr and is well worth doing.

Check Fiverr for Ecover designers: [Click Here](#)



Like I mentioned... if you follow the rules, go for evergreen and get your content structure right then you will cover your costs and some from day #1.

Conclusion

People avoid being sold to... they have short attention spans and they are hardened to ads and email promotions.

Using this method ensures...

- You get their best email details
- They actually read what amounts to a promotion with your affiliate link embedded.
- You have the very best chance of referring a commission each time somebody reads your publication.

I have and still use this very method in many niches as the ecover graphic above suggests... and it works. Combine this with the rest of the strategy and you can be making money this very day.

Case Study...

So I explained how to structure your ebook but there is nothing like seeing the finished article in the flesh. Here is a PDF that I currently have set up... go ahead and download it (no opt-in required)

Download

Click following link to download a PDF called TUBE HACK which is essentially a promotion disguised as helpful advice.

The flow may differ a little from what I have explained in this PDF... and from time to time it will for you too.

Use the PDF and the details in this PDF as a reference.

Download Link: <http://4-u.co/TubeHackdownload>

Hint – Sell More

Just before I finish up here I thought I would drop this little tip in here. If you download the case study PDF you will see that instead of using scarcity with bonuses, what I'm actually doing here is offering a \$10 off coupon.

Now of course getting such a discount from a vendor isn't always possible.

But if the launch has run its course and the buzz has finished, the vendor may be far more inclined to let you have a discount to offer to

your customers... there is no harm in asking, just make sure you ask after the actual launch period.

Cheers

Mark