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**MULTIPLE
PASSIVE
INCOME
ACTIVATOR**

**AFFILIATE
ACTIVATOR**

WWW.VOICEPROFITSYSTEM.COM

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Any perceived slights of specific people or organizations are unintentional.

1.0 – THE JOURNEY TO 10X YOUR COMMISSIONS



First off, I would like to congratulate you for picking up this book! This can only mean one thing, you are ready to act.

You are finally entertaining the idea of earning the extra commission that you are worth. You acknowledged the struggle that you are going through should earn you more than what it is now. You are ready to take the extra miles with your online business.

Above all, you are motivated to take all the necessary actions for your online marketing success. You are ready to take action to upgrade your Internet marketing business.

2.0 – HOW TO GET STARTED

We all know that the concept of affiliate marketing is simple: we are selling products or services for others. And of course, we are doing the marketing campaign for other vendors' products to be sold to the public. In other words, it gives us the avenue to earn commissions through promoting other peoples or companies' products.

We all started out by choosing a product we like or rewarding. We then promote it in the most efficient way we can and make a sizable profit for our efforts. But in the end of the day, the most important and truly rewarding part of affiliating is when a sale is made. That's right folks, our long hard earn commission!

Essentially, it is a performance-based marketing. I'm sure you agree with me on this one; 'how much you earn as an affiliate to the vendor corresponds to your sales'. If you were to make a lot of sales, then you'll earn a big amount of commission. If not, however, you won't earn as much.

That is why we must remember: we will only be commissioned when a sale is made through the link we provide. We will not be commissioned for sales that were made from other links.

But I know what you are thinking, you've done all that and yet it's not enough, isn't it? You would probably be wondering about the extra commission you can earn that will double, no, triple your commission!



Truth about maximizing your commission is that, it's not as simple as it sounds, but it's also not as difficult as you'd think.

3.0 – WHY AFFILIATE MARKETING?

Through affiliate marketing, you are able to accomplish three things for three different people.

First, you are making yourself feel good for earning a commission. Second, you're helping a company or other people to gain new customers that they don't already have. Finally, you are making a new satisfying experience to your customers. They would discover a product from you that can really be helpful and desirable.

Let's make it clear. Our expenses doing affiliate doesn't have to be expensive and complicated. In fact, it can be done quickly with a profitable outcome. You don't need for a big email list to drive traffic to the offer and a huge budget.

So, without having to need those things, what should you have to make extra commissions from affiliate marketing? Personally, I

would say a sense of creativity and a good work ethic will take you a long way when you apply them to the proper strategies.

The thing about affiliate is how we don't have to make our own products for this business to run. Yes, you know that you don't have to go through the trouble of actually coming up with ideas and the labor of producing something. Instead, you'll be selling other people's products.

You are, in short, an online sales agent. Your main task is to make sales but to do so, you have to be creative with your approach to your potentials. That is why on further chapters, I will break down the steps you need, to scout for the potential killer products!

On another note, you don't have to provide customer support for the products you sell. All enquiries or complaints will be directed to the product's vendor. The vendor is responsible for its products and customer care. They will bear the brunt and grunts if anything goes wrong.

However, should that happen, your reputation and credibility would be affected too, but not as severe as the vendors. I'm sure some of us have gone through this experience at some point. So, always keep that in mind.

What's more, most of us neglect even the very basics of affiliate skills when we first started. So, what are those mistakes you've been doing all this while that you are unaware of? These could be the very reason why you can't seem reach the breakthrough you've always wanted for your commission.



The thing that you could've been doing unknowingly is not building your own mailing list. This is an exceptional no! Your buyers' list is the very foundation of your affiliate marketing endeavor. It is the very basic of it all and you should always regard it with the highest importance. You might think I'm joking but there are some of us who neglect the need to follow-up with their list!

Another folly of a common affiliate marketer is not knowing how to generate traffic at its fullest. You have your own way of doing this, of course, but are you truly maximizing the number of potential that you should have been generating? Facebook, Google AdWords, Solo Ads and many others are only some example of the methods of making traffic.

Even I must admit, traffic generating method is far more intricate than what it is thought to be.

But do not fret. If you stay towards the end of this book, I will show you some of my free traffic hack for you to increase the number of traffic and eventually your commission!

So, the next common mistakes most of us have been doing; investing without making profit. Marketing involves a lot of effort from you and that takes a long time. Finding your target audience

and coming up with ways to approach them requires a lot of work on your end.

An inexperienced affiliate would engage in an advertising campaign with limited knowledge of its inner workings, and, naturally, would lose more money than they gain. Do not take too much time looking up on the best product that you want!

I realized back when I first started; constant search for a so called 'best product' that even I don't even know its true criteria, takes too much of my time. Before I know it, I just missed multiple opportunities that I should've been taking before! How frustrating is that?

But you are in luck! I will show you how to 'spy' the market to look up for the best product you can promote using only JVZoo.com. Before you do just that, time for you to be introduced to a certain Super Affiliate.

4.0 – SUPER AFFILIATE MINDSET

And the Super Affiliate is you! If, you follow through the lesson I'm about to lay down in this section of course. So, what exactly is this 'Super Affiliate'? No, it doesn't involve in getting bitten by a radioactive affiliate or become one with the Force through extreme training.



It's a next-level affiliate who earn his highest earnings! Fact is, no affiliate will earn the same amount of commission and payout. The exact number of sales of a product is unpredictable, which means the exact commission earn by all affiliate will differ. That's for sure. I also cannot guarantee you success. That is up to you. On your end, you need to give your 100%. You need to be positive and efficient. Attitude will be your drive to success.

You must be thinking, "Oh great, he is going to go 'Yoda' on us like: to always believe in the Force or the Force won't come to your aid". I get it, what you want is the real methods to implement right now. Yes, I get all that. But the truth is, the way

you think about affiliate now affects whether or not you will succeed.

Let us do a brief recap for a moment. Think about why you bought this book in the first place. I strongly believe it's because you want to earn that extra, desired commission you always wanted.

You did not say to yourself "It's so hard to increase my commission" or "I think I should just keep earning normal commission. I still earn something anyway" when you pick up this book, right?



You are here because you know, your mind did not allow you to think like that. This caused a certain 'Force' in the very depths of your mind to become problem solvers. Especially surrounding issues that would have normally been 'too hard' to be dealt with for regular affiliates.

See, Master Yoda is right all along.

5.0 – THE ‘C.R.A.F.T’ STRATEGY

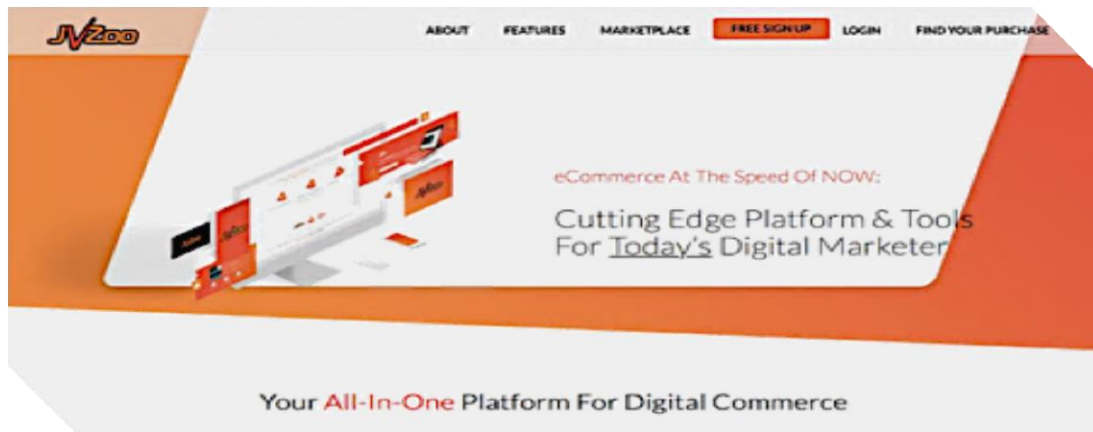


To be the desirable Super Affiliate every prospects and subscribers go to, I personally suggest you implement the C.R.A.F.T strategy. This is the Force that you need to maintain when affiliating! It helps me earn the extra commission, and I have no doubt it will do the same to you.

○ **CONSISTENCY**

The “C” in the ‘C.R.A.F.T.’ Strategy represents Consistency. We all heard of the famous story about the rabbit and the tortoise race. The tortoise successfully wins the game because of its Consistency. By now, you should know that a successful online business does not happen overnight; it is a process of progress. So, how and what can you do to be consistent?

When you are an affiliate, it is a given to always be consistent in your technique. But personally, I would say to keep your consistency ‘in the know’ of what’s happening in the market.



For instance, if someone found a way to make synthetic rubber, doesn't that mean that the stock price of rubber industries will drop? You must check the marketplace to know which product, what kind of bonuses, or so, has the potential to increase your commission, consistently.

Personally, I would advise you to look it up on JVZoo.com. Head to their marketplace and identify the top grossing product there is. I will share with you the strategy for this particular lesson in future chapters.

○ RISK TAKER

The "R" in the 'C.R.A.F.T.' Strategy represents Risk Taker. You want that extra commission, don't you? Then keep this in mind: you must be comfortable of being uncomfortable. Remember, conviction and comfort cannot stay in the same room. Being convicted to your goal means getting out of your comfort zone.

So, get to know the current online market. Is the list of pros greater than the cons? Will this reach your target audience? Should I add this kind of bonus to this product? Should I even promote things that are not rewarding, but according to my niche? We all been there.

We know sometimes the greater the risk, the greater its reward. Especially when the product you are promoting is not within your comfort zone, but the reward plan is exclusively high. It is completely opposite from the niche of your capabilities and criteria. Yet, you are doing it anyway, why? Because deep down you know it leads to a greater commission, and if you don't push yourself from the start, you will shy away from challenges in the future.

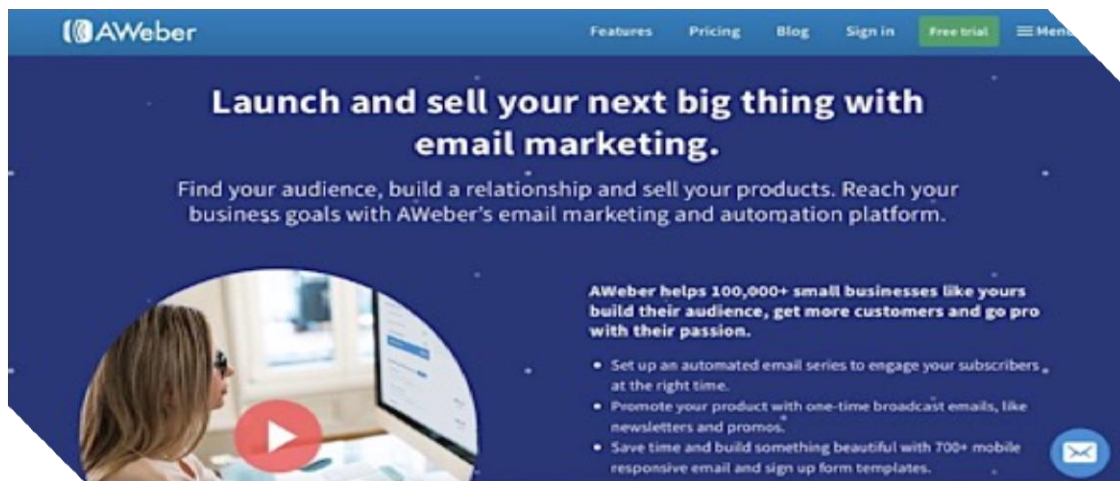
○ ACTION

The "A" in the 'C.R.A.F.T.' Strategy represents Action. There is no point in planning if there isn't any execution. Let's be frank. With all the planning in your head, are you getting anywhere?

Ask yourself, are you a doer or a thinker? Taking action is, and will always be scary to you. Especially when you have to take responsibility of your own actions. As an affiliate, it is your responsibility to make the sales for your vendor.

If you don't start somewhere, will you be getting the extra commission? If you don't put up those killer bonuses, do you think it will be beneficial to your prospect and subscribers in the long run?

If you don't allow yourself to take that action you should be taking, you will end up empty handed. So, don't wait to act, regardless of your circumstance or situation. This here, is the starting line of doubling or even tripling your commission!



○ FOLLOW-UP

The “F” in the ‘C.R.A.F.T.’ Strategy represents Follow-up. The basic and nonetheless, critical mindset you need to always remember. I think you would agree that following-up to your list is important for you to earn the extra commission.

By now, all of us have our own ‘how-to’ when we are talking about following-up to our list. Thing is, we tend to be overwhelmed by the amount of list we are tracking.

So, sign up for any autoresponder software available out there. For instance, GetResponse.com. They provide automation services and editable mail layout for you. I know, setting up periodic email to your prospects and subscribers are tiring sometimes.

However, the key is to be consistent. If you don’t do it, you don’t earn. If you do, you will earn those extra commission you always wanted!



○ TIME MANAGEMENT

The “T” in the ‘I C.R.A.F.T.’ Strategy represents Time Management. Spend at least once a week to study the current product in the marketplace and find out the reason why a particular product is increasing or decreasing in demand.

This will allow you to train your observation and analytical skills. With these skills, you will be able to promote the right product and have a higher commission in return.

I learned it the hard way. So, don’t wait for that perfect product to come knocking. Because when you do, you will experience a lingering bitter loss over the product you should have been promoting. Instead, you put it in your reject list because its’ not the ‘best’ for you.

New products are released every day! If you don’t believe me, head to JVZoo’s Product Library and towards the ‘Latest Launch’ tab. Just look at all the new products waiting for you to promote! See, if you don’t do a timely visit to this place, look at all the opportunities slipping right in front of you.

6.0 – THE MYTH OF AFFILIATE MARKETING

Ever have those days when the people around you are being toxic over the things you must have when venturing affiliate marketing? I don't know about you, but until now, I have people telling me that I won't earn a lot of commission if I still do not have over thousands of mailing list.

I mean, where do these myths come from and why is every myth turns out to be demotivating? We have been promoting from day one and there's still rumors flying about saying how you shouldn't be doing that and this.

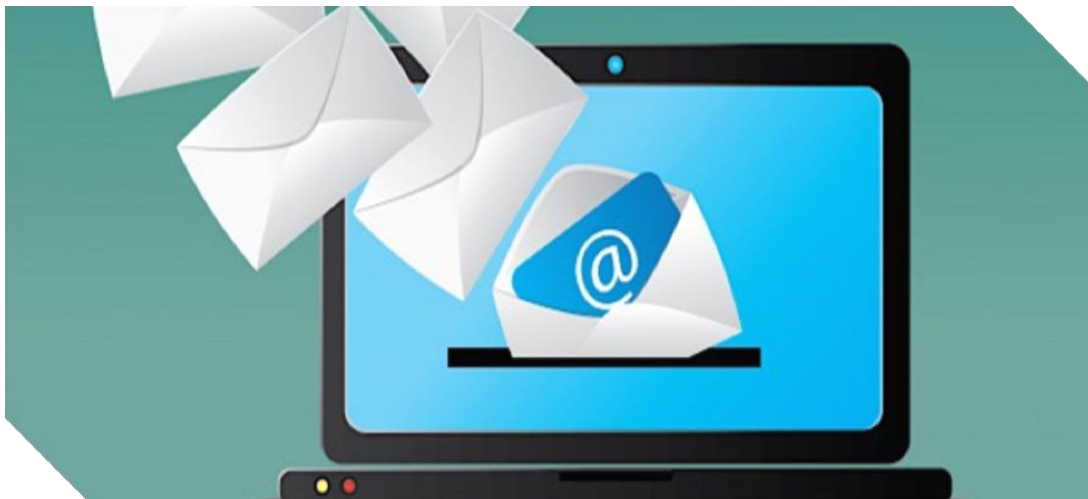
But you are a Super Affiliate are you not? As a Super Affiliate myself, allow me to assist my fellow supers. Because in this section, I'm going to break the top 2 myths about affiliate marketing! That's right, I'm going to show you that you are only a few steps away from breaking out in of all the mysteries and negativity.

No kryptonite is going to stop you. Prove to yourself that this is a viable opportunity to earn every bit of extra commission!



The first myth I'm breaking is concerning the size of your email list. It is one of the biggest misconceptions out there. People say you need a HUGE list to make money with affiliate marketing. **NOT TRUE!**

The quality of the list is more important than the size. Just because you can mail to 100,000 subscribers does not mean you will make any sales. Having a list of buyers is 100 times better than having a list of subscribers that have only opted in for a free report. Trust me on this one.



Because those free subscribers can and will make purchases, but someone that has already purchased from you are already starting to trust you and will make more purchases because you have recommended it to them!

So, the bigger the email list with buyers will in turn, produce higher commissions and profits from your efforts to deliver quality and value to them.

It's not just about delivering promotions to them all the time, but also giving them advice and showing them results. Sending them clickable links or any forms of call-to-actions in every email is important to have them view your recommendations regularly.



Emailing daily is a must! You need to keep you and your brand at the top of your subscribers' mind and inbox. Don't let yourself be forgotten. If you are not emailing your list AT LEAST once a day you are leaving money on the table. There goes the extra commission you could be making.

Well, at some point having a huge email list is important but not the sole measurement of a successful affiliate email campaign. In fact, many marketers worry and do their best to maintain their overall number of subscribers on their lists. Keeping subscribers is important but it's not the only stats to focus on.

There are other metrics that can determine how good your email list and your email campaign is; the rate of opened messages, clicks through your links and also, your sales conversions.

The last myth I'm about to break is the Technical Barriers. Honestly, all of us can be swayed by this myth the first time you hear it. I realized you don't really need to know all the computer jargons to make commissions. You see, setting up your own blog might be simple and easy from the start but it's not the same story as you go through the process. How to secure a good number of viewers to your articles is the biggest problem even for the experienced bloggers.

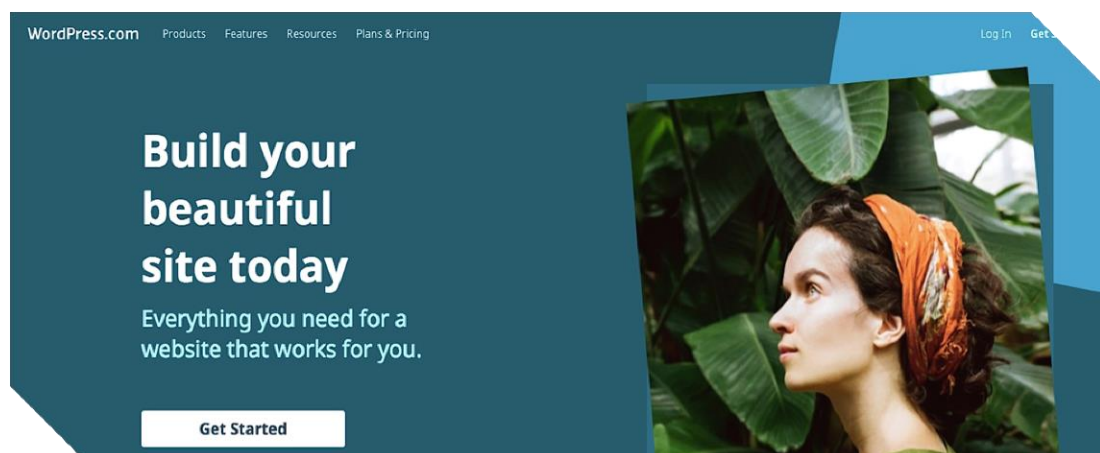
It's definitely hard to engage enough eyeballs when you are creating your new blog. You need to realize that you are competing in a huge and populated market that makes for very tough competition. But that is why you have this one relief that sets you apart from everyone else; you are offering a unique product.

But let me tell you now, you must deal with the facts about your product and by the end of the day, you need to provide satisfying information to the never-ending questions coming in from your prospects.

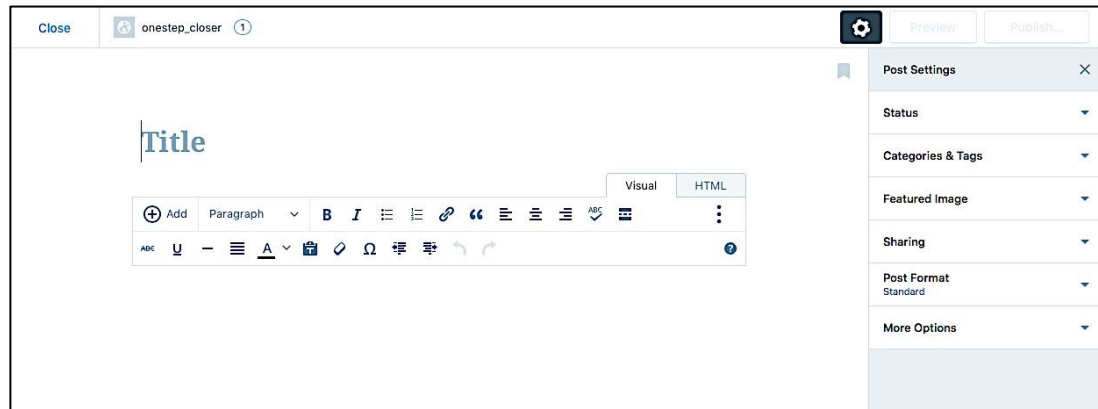
Also, don't forget that you are selling something that is not tangible. You have to work on your revenues from ads and from other working affiliate links in your blog. We have all been there. However, if you really want to generate real profits you have to create a massive audience.

That is the real deal.

Niche websites are also easy to make but it is also the same reason why the competition is greater. I mean, how many of us here created a website only to be demotivated by the compelling and eye-catching website of our competitors?



You need to realize making a good-looking website is nothing without visitors. Just hop to WordPress.com and start making your own website or blog from there. It is the most simple and user friendly website making I've ever used.



Pick a layout and treat the whole editing process as part of your branding materials. From the colors, all the way to the pictures you choose.

In order to get a large number of visitors to your sites, you have to enhance your search engine optimization (SEO) skills since search engine traffic contributes to a large part of total traffic going to a niche site. And WordPress have all that! The right-hand panel, 'Post Setting' utilizes the SEO.

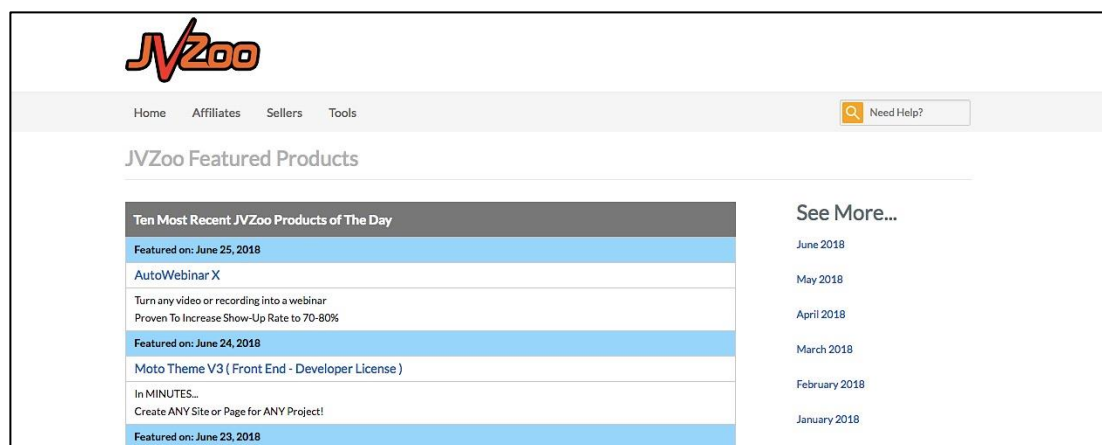
These are just examples of websites and technical issues. These are something that can be overcome and solved by a good work ethic. Your determination is going to carve a successful affiliate journey! So, start exploring WordPress.

6.0 How To Choose The Best Selling Product?

One good thing about affiliate, which I bet you would agree is that, you don't have to worry about lack of products to promote. This is because new product is launched every day. In short, abundance!

However, not all of them will sell. If you pick a product that doesn't bring profit, then it would be a waste of time, energy and money – if advertising is involved. Therefore, it is imperative that you choose the best product.

If you are skilled and efficient enough, you'll play a bigger role than the product vendor in generating sales! They would depend on you to bring in the buyers. Sounds like extra cash to me. But you might be wondering; how do you define a wrong product? How do you avoid from making these mistakes? Or in other word, what is the definition of a good product?



Well, time for me to deliver my promise to you from the very beginning of this book. Head to JVZoo.com 's 'Product Library'. If you don't have an account for this site yet, what are you waiting for? Go and sign up now. Once you've done all the mandatory items during the sign up process, head to the marketplace.

What you need to do is to find out what has been selling on JVZoo for the past 6 months! You heard me. 6 months of average product sold in JVZoo is enough for you to set eyes on the best item to promote out there. Head to 'Featured Products'.

From there, direct yourself to view the top picks for the past month. As you can see, on the right-hand side of the page, you can choose to 'See More...' where there is a month's list starting

from the current month to the previous months. Simply click on the month you want to view and it will bring you to the featured products of your selected month.

That is how you start studying the kinds of products your potential vendors are selling out there. The amount of sales they are making, the types of product they are selling and the commissions affiliate can earn.

Don't stop there. What comes after this is making a list of the 6 months featured products.

PRODUCT TYPE	Jan 17	Feb 17	March 17	April 17	May 17	June 17	July 17	August 17
Software - Program	4	2	3	1	2	5	2	3
Software - Web Based App	11	12	9	16	14	10	11	10
WordPress Theme	0	1	0	0	0	0	0	1
WordPress Plugin	3	2	3	2	0	6	4	3
Private Label Rights	1	1	0	0	0	1	0	1
Graphics	2	0	0	0	3	1	1	3
Info Product	3	0	2	3	3	0	1	1
Other / Hybrid / Unknown	0	0	0	0	0	0	3	0
TOTAL	24	18	17	22	22	22	22	22
Kindle	0	0	0	0	0	0	0	0
PDF	0	0	2	1	0	2	1	1
WMA	0	0	0	0	0	2	2	2

Use any spreadsheet that you have and categorize the products. Personally, I would recommend you to start by separating them according to the month of the product launch. Followed by their name, type of product and earnings.

Eventually it is up to you to measure each product in the simplest way. Because at the end of the day, you need to conclude your studies by highlighting the products that works best. You will notice that some products are selling more than others even if they are in the same category.

And so my friend, don't just simply pick random products without going through all these steps. Take note of its commission. Which

of these are selling like hot cakes and which is the least favored amongst buyers.



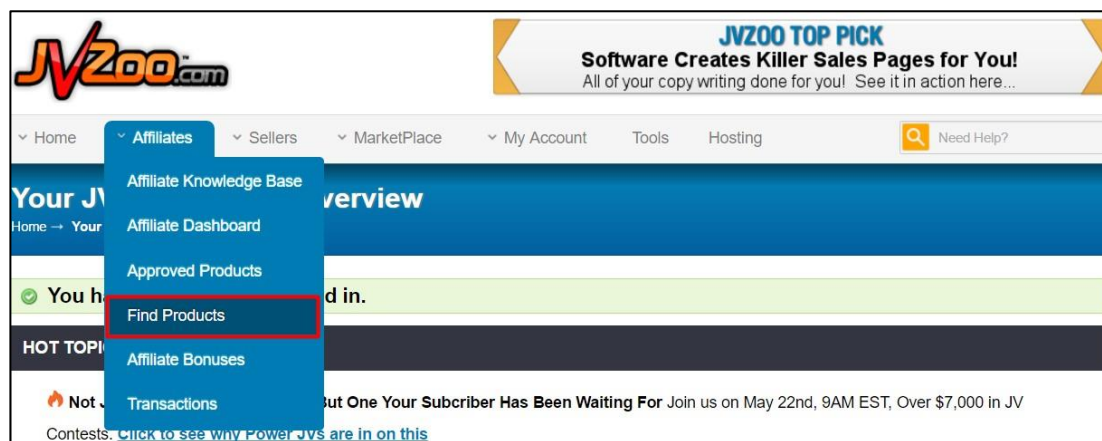
Remember the C.R.A.F.T strategy? As a Super Affiliate, this step is important for your commission development. You need to constantly be up to date with what is currently working for the audience and what they are inclined to purchase. Do not simply settled for what you assume works best.

There were times when Private Label Rights (PLR) are selling well with huge commissions. But in today's market, it's a little bit more competitive and it is getting hard for affiliates to make huge sales!

7.0 – CRITERIA OF THE BEST PRODUCT

“So, I’ve done my spreadsheet and analyzed all the 6 months featured products and I found out some have good earnings and some doesn’t. How am I supposed to know the best one to promote? ”I’m glad you ask!

What I’m about to share is my definition of a best product. These are the criteria that has helped affiliates earn those delicious extra commission I’ve been looking for. And I’m sure, with dedication and consistency, it will boost yours as well! Criteria number one! Choose the product with the most rewarding commission. I would advise to not go for anything less than 50 percent commission. They are not worth your time. Just head to JVZoo and choose ‘Find Product’ under the ‘Affiliate’ tab.



Another thing for you to take note of is, digital products sell better than physical products. Don’t get me wrong, physical products do sell, but far less than digital products.

Also, physical products seldom have 50 percent commission. Your earning will be less for the same amount of work a digital product affiliate would do. And don’t forget to keep an eye of an ‘Upsell’

that comes with the product. This is like an extra offer and it is the second criteria you need to look out for.

For example, when you go to McDonald's and you order for a medium set meal, the cashier will ask you, 'Would like to go for large instead? It only cost another dollar.'" This method allows McDonald's to increase their revenue. If the vendor provides an upsell, it is going to be highly profitable because you'll be able to gain more commission!

The third criteria: a commission that has a recurring element. It means that the vendor will commission you monthly. For example, if it involves monthly fee of their membership website, you'll be paid monthly for every imposed fee.

Neat!

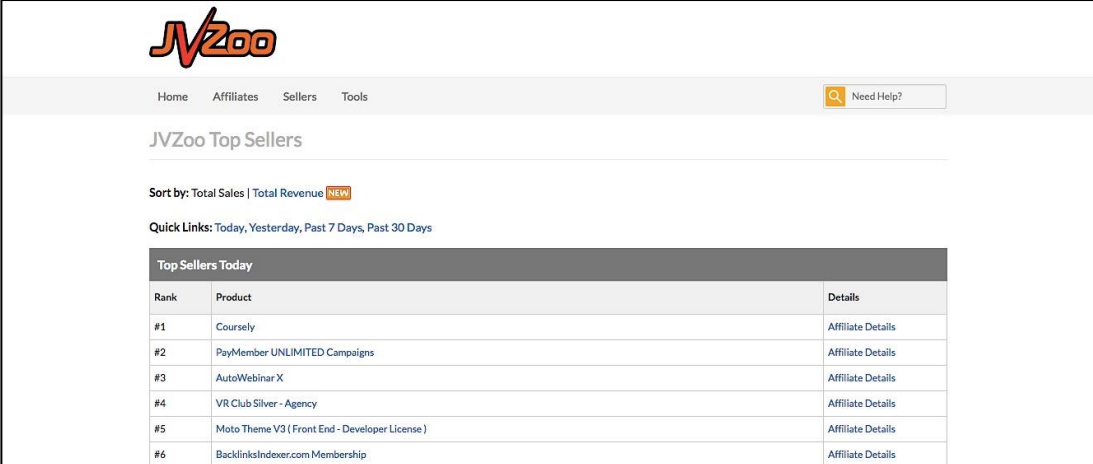
Another one is instant payment. When I first started, there was no instant payment. Affiliates had to wait for around 30 days before getting paid. This is because customers might ask for refund, which is why the pay had to be halted.

Now, however, sites like JVZoo provides a system called 'tentative payment' where you will get instant payment. But if a customer asks for a refund, they will retract your commission. Instantly.

Lastly, it is the demand of the product. With demand, any products will undoubtedly sell better. If the market demand of the product is low, then it would be a waste of time and energy for you. Hence, the 6 months featured product spreadsheet I told you earlier!

That is why it pays to do your homework of the products you want to promote. Get to know the vendor. Look them up in JVZoo and ascertain to yourself that their sales are genuine. Read their 'Affiliate Details' and 'Salespage'.

Trust me it is worth every money and time spent!



Top Sellers Today		
Rank	Product	Details
#1	Courseely	Affiliate Details
#2	PayMember UNLIMITED Campaigns	Affiliate Details
#3	AutoWebinar X	Affiliate Details
#4	VR Club Silver - Agency	Affiliate Details
#5	Moto Theme V3 (Front End - Developer License)	Affiliate Details
#6	BacklinksIndexer.com Membership	Affiliate Details

All these criteria I've shared with you are something that I've closely guarded throughout my affiliate journey while earning extra commissions. That is why, I'm confident that you will be able to earn more than what you usually get!

All you need to do is follow the things I've shared with you with full commitment.

8.0 – KILLER PROMOTION SECRETS

It is time for you to learn the steps on how to write simple and effective review that help generates those extra affiliate commission!

To put it simply, you need a review article. Without it, is like a Jedi without its Force, Hulk without its Smash... well you get the point. Its main purpose is to introduce the features and benefits of the product. Ask yourself, what's a Jedi without its Force? That is one of the key point of being a Jedi, right?

That is why the product you are promoting need the exact same thing. You need a review article to be added into the one-page affiliate website to present both benefits and features.

As an affiliate, you should focus more on the benefits. Features of the product are equally important of course, but benefits are what most people sought for in a product. They would react more to positivity. Who wouldn't?

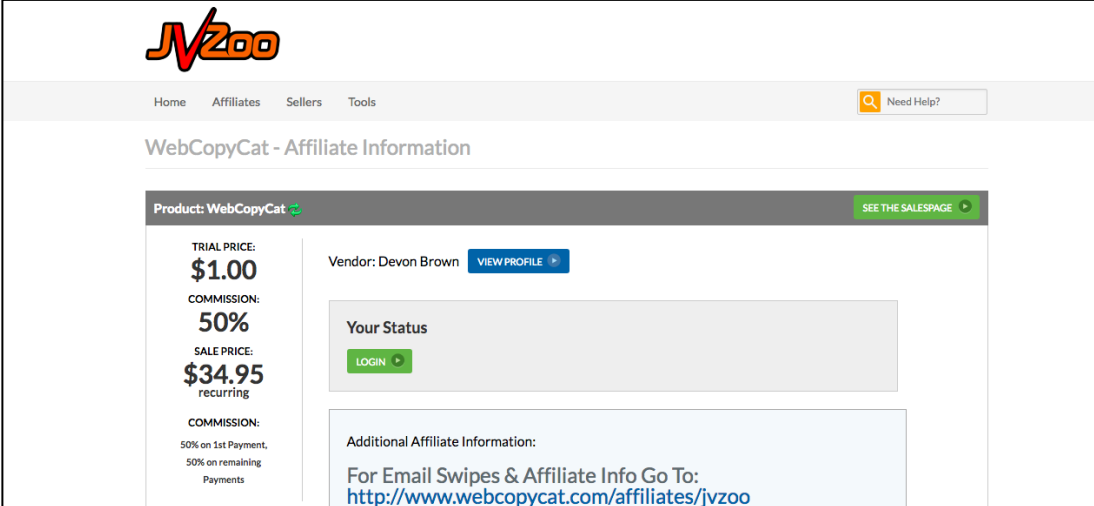
To get access to the review article, you need to get the review access from the product vendor of course. I'm pretty sure most of us here have our own favorite vendors and getting a review article is just an email away. That's great! But always remember, you are a Risk-Taker.

Should the time come for you to earn more than what your usual vendor is offering you, you need to step out of your comfort zone. Get to know other successful vendors who are waiting to share with you their profit over your amazing promotion skills!

Get to know your vendor. Email them about your intention and how you want to learn about the product before writing your review article. That's right. Learn about the product. How many of us here, as affiliate, actually learn about the product first before writing the review article?

You should contact the product vendor for all the necessary information. Ask for a 'review copy' or 'full access' to the product - this is the alternative way to get access to the product.

From JVZoo, choose the product that you want to promote and click on 'Affiliate Details'. The vendor will tell you what to do should you need information regarding the product for the review article.



The screenshot displays the JVZoo website interface. At the top left is the JVZoo logo. A navigation bar includes links for Home, Affiliates, Sellers, and Tools, along with a search box labeled 'Need Help?'. The main content area is titled 'WebCopyCat - Affiliate Information'. Below this, a product card for 'WebCopyCat' is shown, featuring a 'SEE THE SALESPAGE' button. The card lists the following details:

- TRIAL PRICE: **\$1.00**
- COMMISSION: **50%**
- SALE PRICE: **\$34.95** recurring
- COMMISSION: 50% on 1st Payment, 50% on remaining Payments

Additional information includes the vendor name 'Devon Brown' with a 'VIEW PROFILE' button, a 'Your Status' section with a 'LOGIN' button, and a note: 'Additional Affiliate Information: For Email Swipes & Affiliate Info Go To: <http://www.webcopycat.com/affiliates/jvzoo>'.

9.0 – WRITING THE REVIEW ARTICLES

Honestly, how many of us here actually take this seriously? You may not realize it at first, but a good review article can increase the conversion rate. That's right, review articles help increase the purchase rate through affiliate links!



○ **Step 1**

The key is to just keep it simple. Keep it within 300 to 500 words. Your review article should not exceed 500 words, because anything more than that will not hold the attention span of your readers.

○ **Step 2**

Write it in the conversational form – a “me-to-you message”. You don't have to be formal, make it more personal and friendly. What's more, there's only two important points you should write for a review article – the pros and cons of the product. Be concise and straight to the point.

○ Step 3

Additionally, you can insert the photo or screenshots of the products. For physical products, you can show different angles and measurement of the product. Once your vendor sees that you are putting in effort to promote their product, you can hear the distant sound of extra commission knocking your doors.

That is why, I won't stop there if I were you.

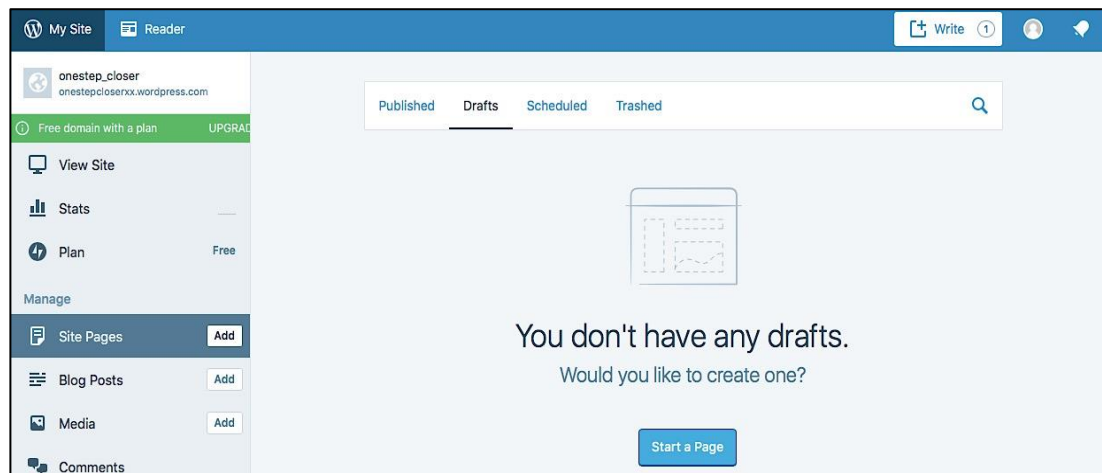


○ Step 4

Insert your promotional video in your article. Upload it to YouTube to get a permanent link in case you need to use it for other related promotional sites. As for physical product, you can make a demonstration video of the product to your prospect.

○ Step 5

Setup your own site or page to upload your review writing and insert the affiliate link. As I've showed you earlier, WordPress is the easiest way to do this. You don't need any programming knowledge to utilize WordPress. I mean, even a novice can create a good site using WordPress and its existing layout.



Remember to host it with your own server; don't use free blog such as `example.wordpress.com`. Register your own domain and server. The examples of domain name, such as `somethingreview.com`, `somethingbonus.com`, or `somethingspecial.com`.

10.0 – HOW TO 3X YOUR COMMISSION



Now, be ready and open your mind for new possibilities. At this moment, when you are doing affiliate marketing, you are in a competition with other affiliates selling the same products and the same methods.

Isn't it hard to get an edge by being unique and different from other affiliates? Or convince people to purchase your product rather than from them?

Being prepared for your promotion or the product launch you are advertising is the single most important aspect of having a successful affiliate marketing business.

Like anything else, you need to treat this like a business. How many successful businesses do you know that don't plan out their strategies? This is no different because you need a strategy to execute. So, ask yourself these questions:

What about offering more than what others can do? Would you mind giving an extra to attract more customers and get more sales?

If you are willing to level up then you should know the answer. The answer is a Sweet Bonus! In reality, most people out there are "bonus shopping" before they buy anything online these days.

If customers can get something that adds value to their purchase or is more valuable than the product purchase price, surely it will be converted into more sales for you and the vendor.

Bonuses mean more value to the customer. In fact, most of the time bonuses are usually worth more than what the products are worth. If previously, a review article is like the Force for a Jedi, then Lightsaber is the bonus. Without it, you only get a plain Jedi with his Force...

So yes, you are selling the same thing as other affiliates servicing the same market. However, by having bonuses that are truly valuable, the customers would prefer to purchase it through your link. Bonuses are obviously designed and implemented with the aim to increase sales.

They must be readily available and accessible to all customers once they purchase through your affiliate link. It creates excitement and the result are both rewarding and profitable. Time to prepare those Lightsabers!

11.0 – BONUS TECHNIQUES



It is true that the customers are paying for the main product but no one can afford to say NO for a better offer with an EXTRA.

“It’s not easy to make my bonuses stand out from the rest, I’ve tried it before...” That is because you’ve missed some important factors when coming up with really captivating bonus. You must meet a few standards. So, you might want to take note of all this.

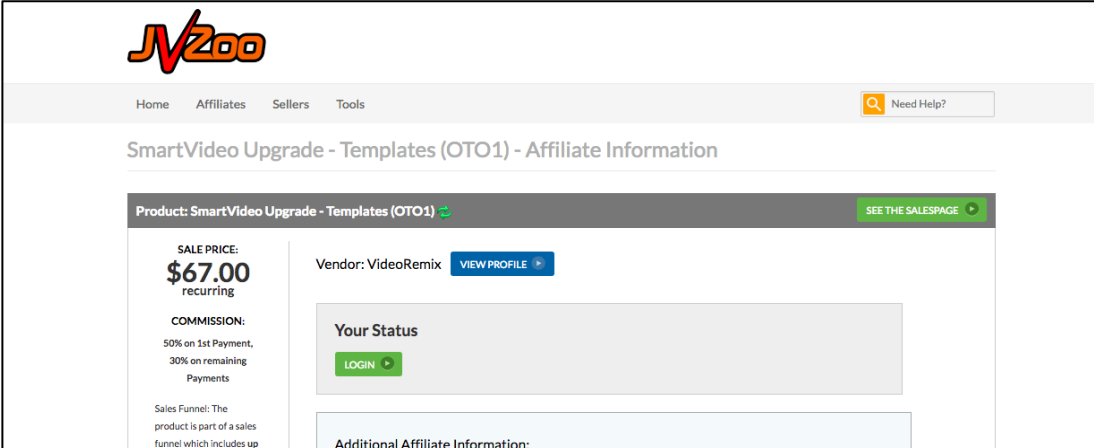
A good bonus offer is something that cannot be turned down. It should be something that would catch the attention of your potential customers making it special from others. Remember, be UNIQUE. Make it IRRESISTIBLE.

So, what should your bonuses be like? What is the proper criteria for you to put up bonuses? What are the things that you should know when setting up your very own bonuses?

#1 RELEVANCE

If the bonus is not at all relevant to your product, then the buyers who got it wouldn't appreciate it and might even be confused by the bonus deal. Also, they won't feel rewarded.

For example, you have chosen a product that offers range of video template for video marketing purposes. Relevantly, what would be closely related to a video template? What might your prospect need when buying this product?



The screenshot shows the JVZoo website interface. At the top, there is a navigation bar with 'Home', 'Affiliates', 'Sellers', and 'Tools'. A search bar on the right contains the text 'Need Help?'. Below the navigation bar, the page title is 'SmartVideo Upgrade - Templates (OTO1) - Affiliate Information'. The main content area features a product card for 'Product: SmartVideo Upgrade - Templates (OTO1)'. The card displays the 'SALE PRICE: \$67.00 recurring' and 'COMMISSION: 50% on 1st Payment, 30% on remaining Payments'. A 'Vendor: VideoRemix' is listed with a 'VIEW PROFILE' button. A 'Your Status' section includes a 'LOGIN' button. A 'SEE THE SALES PAGE' button is located in the top right corner of the product card. At the bottom of the card, there is a section for 'Additional Affiliate Information:'.

Don't you think once buyers have created videos, they will be needing traffic to increase the view? You just found yourself an opportunity right there! You can give a bonus relating to traffic generating secrets or even a YouTube traffic hacks. The possibilities are endless!

#2 RAISE IT UP

If this product you've chosen cost \$67, your bonus should worth 5 times the product! If your product is 100 dollars, your bonus should worth 500 dollars. This is not a rule that you must follow. Just a general principle.



Your bonus works as a motivational push for your buyers to take actions in purchasing your product. But you would be surprised at the amount of earnings you can get if you apply this rule to your bonuses!

#3 RARITY

Your bonus must be rare! Meaning, it is only accessible through you. If you provide a bonus that can be found elsewhere, it won't be special anymore and the prospective buyer might not be intrigued by it.

When you promise to give something, you should give it right away. Buyers will be very excited to receive the special bonus that they will receive. It is perhaps the primary reason why they purchase through your affiliate link in the first place.

In fact, as much as you want more customers and prospects to come, keeping the same buyers is even better. Giving them disappointment by giving the promised bonus late would certainly hurt your business and reputation. Be extra careful and be responsible.

Despite your different methods of delivering bonus content to the buyers; manually or through automation, always remember to deliver them in a timely manner.

#4 BE ADVENTUROUS

And by being adventurous, I mean try to win affiliate contests! At times, product vendors will organize affiliate contests as a competition. Affiliate with the most number of sales in the set time will win a prize. Explore the affiliate contest in JVZoo!

They are used as incentives by the vendors to increase the number of affiliates who support and get onboard with their product launch.

In order to increase your sales for the affiliate contest, you can use the scarcity factor as your sales technique. This technique creates a sense of urgency for customers to purchase a product through your affiliate link by presenting it as limited for a short period of time.

Affiliate Contest	
Name:	
Product:	Orange Mobi - Amazing WP Plugin Creates Powerful Mobile Site in 3 Minutes
Seller:	Maulana Malik
Start Date:	11/21/2013
End Date:	11/28/2013
Status:	Active
Want to promote this product? JOIN NOW!!!	

The best strategy is to join forces with other affiliates to create super bonuses to increase your sales and as a team, you can win the affiliate contest to put some extra cash in your pockets. You have extra value in your bonuses because you are leveraging each other's efforts.

#5 REUSE

Lastly, your bonus offer will not end at that one promotion only. You have spent a lot of time and effort in formulating ideas and getting necessary things done to come up with such a great offer.

If you're going to duplicate the same great offer for another promotion, you will surely save time and energy for not doing the same thing again.

Nevertheless, you can use the same offer with the same great result if you have made it doable with other promotions.

So, before you give access to your awesome bonus you need to verify that the customer actually purchased through your affiliate link. It is important to ensure that you are not giving access to those who did not purchase through your link. This is unfair to those who did.

Have the customer submit a support ticket requesting access to your bonus. Have them submit their purchase transaction information so you can verify their purchase. Once you have verified the transaction simply create a user account and password for the user and send them the login details via the support ticket. That's it!

12.0 – 9 TYPES OF KILLER BONUSES

Nothing is more appealing than a sweet, sweet bonus, that will help you gain all the extra cash you deserve.

You should know the most essential thing about offering a bonus is that it's all about value. Don't just go around giving Lightsabers if you are not going to teach them about the Force.

You're not aiming just to provide a bonus just to simply to allow people to get what they want. Your goal is to provide more value to your audience and give them a greater experience with you.

You want to create and build bonuses that are congruent to the main product you are promoting. Something that will help your subscribers make more money with the main product or make it easier for them the use it faster.

The most important thing about creating great bonuses is making them USEFUL. Not just random stuff, but practical things that people actually find it worthwhile to use. By offering a lot of useful bonuses, your offer is going to look more appealing to your customers.

Here is the list of some bonuses that I've worked on in the past:

○ EBooks or Special Reports

You are an expert on subject topics within your niche. All you need is the confidence to put your knowledge on to digital paper. If you have written a book report in a school, you can create a report or eBook that only you can deliver. It will be completely unique because that is your original content.

You can always have this outsourced as well if you choose to speed up the process. It can also be interviews, testimonies and many of the likes that pertain to the product. You can also add a special report to it to add some value to your original product.

It can be in many forms. First, it could be conducting an interview with a knowledgeable person to discuss about the product or maybe something that is relevant to the product.

For instance, there are some books to 'help someone about something' plus 'a transcript of the interview' as a bonus. In the interview, the discussion is all about dating, and then naturally the interviewee shares some expert insights and ideas with regards to dating.

Special report functions as a teaser for the reader. And you don't have to show the entire picture or words in the special report. This would make the readers more interested and curious. As a result, they end up buying the product.



○ Videos

This is for affiliates that want to provide a more visual experience for their buyers. For example, a tutorial video teaching your buyers how to use your front-end product can be a really favorable bonus.



People nowadays are more exposed and find visual experiences more convenient than printed or written words. In addition, videos are suited and very effective value of your product since it helps the user to understand the product better, and this is what they are usually looking for.

People love training videos that teaches them what they want to know. A great video tutorial recorder to use would be **Camtasia Studio**.

It is one of the easiest software to use if you ever need to record an on-screen video tutorial. What's more their interface is very user friendly and you can do multiple editing to it as well.



By creating short videos and presentations, you can use these as bonuses. This will not only create content for you it will also build your brand that is equally important.

○ **Audio**

This is another option for you. These days, people are so busy and they are constantly on the go. This is your chance to target such prospects. Audio recordings of videos and seminars are valuable because they can easily be added to your subscribers' smart phones or any device they use to listen to music or audio.

They can now learn and take advantage of your bonus as they go through their busy schedules while trying to build their online business.

○ **Downloadable Software**

This right here is a nice bonus too, especially for products that require a particular software or tool to work better. So, if you want

to make your bonus crazy attractive, consider using software or tools to offer great advantages as a bonus offer.



Taking price into consideration, software or tools are usually expensive because it adds extreme value to your offer. So, when you are offering this kind of bonuses, the buyers would definitely jump at the chance to make the purchase immediately.

They are categorized as a rare item, and rarity equals exclusivity, which makes it more desirable to the customers. Software and tools are always needed by customers and any additional tools that can help someone be more efficient will be most valuable.

A very irresistible offer for example is a product related to photography and the bonus is an editing tool, which has of high value. Also, it's relevant to the product, making it more desirable.

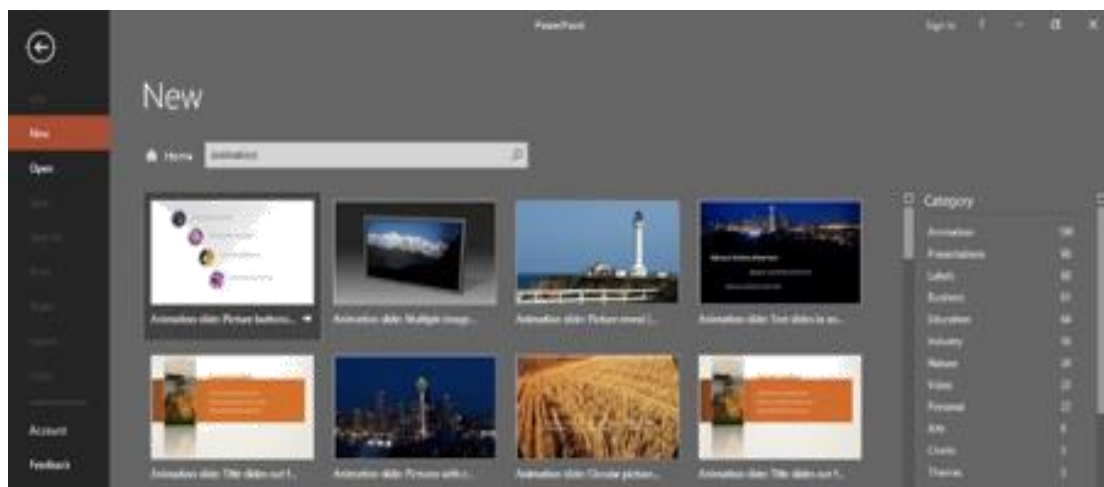
Remember, these are bonuses for the buyers, so the software should only be accessible to them.

○ PowerPoint Presentation/ Template

Just like tools and software, this bonus works well for creative-based products. Templates can exist in many forms like a poster, PowerPoint slides templates, etc.

For poster and design templates, you can include it as a bonus to a product that is related to editing or designing. If the product is a tutorial or perhaps, a designing tool - giving your buyers a set of templates is a great reward.

After all, we're living in a world where people value convenience. In other words, tools that help things to work easier than usual are highly appreciated.



Another bonus idea that you could use is a set of readymade templates that is related to a presentation or video recording. Let's say you are selling an e-book that is a guide on "How To Make A Powerful Presentation".

Providing them with presentation templates would be a great big plus. Having this as a bonus offer will not only help the users but it will also give them a big push to create more contents.

Another thing to take note of is that some users are not well-versed in designing presentation slides. To them, the provision of templates for presentation slides is very useful and beneficial. When you are selling something like this, you want to make it as easy as you can for the users. This will make the bonus you are offering all the more enticing.

○ **Group Coaching Call**

This is a bonus that you do not have to deliver up front and can be completed after the promotion is over.



These coaching calls can be delivered as a teleconference or webinar. You can be live on camera or use a presentation to deliver to your subscribers. Creating a presentation related to the product you are promoting will help them to use the product even better and successful.

You can also invite the product creator on to the call. This is to show your audience that you care about them and that you are going to deliver secrets about the product that they cannot get with anyone else.

○ **Exclusive Interviews**



This is an awesome bonus to deliver to your subscribers and customers. It is extremely easy to do and is a highly perceived value as a bonus.

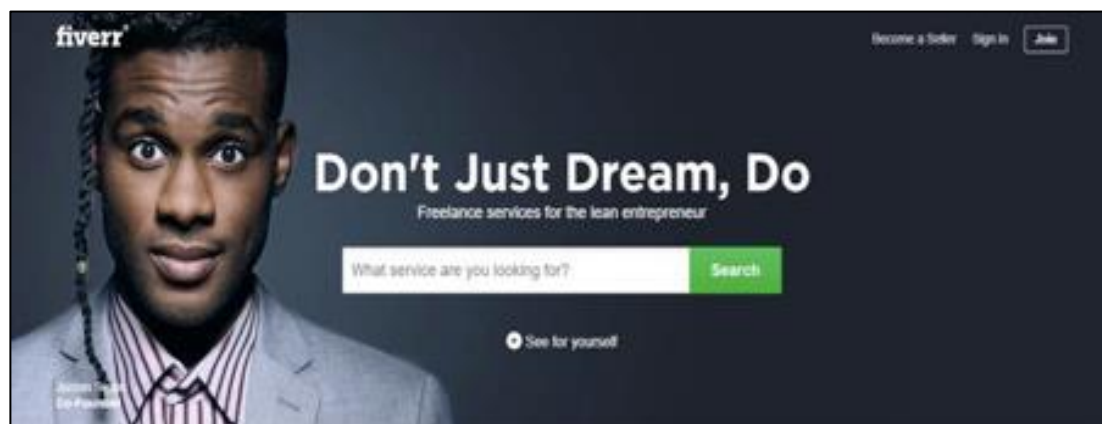
Asking product vendors for an interview is a great way to deliver good content about the product you are promoting to your audience. These interviews can be used to deliver insiders 'secrets about the product. You can use it to increase your conversion from your bonus page!

Interviews can also be transcribed into eBooks or audio recordings if you interviewed your expert live.

○ **Private Label Rights (PLR)**

Now this is a great tool you can use to create bonuses. But, you need to do it the right way. When using PLR content to create your bonuses you will need to completely change the content to be unique to you. "But I thought you can just use it as it is?"

Well, PLR content is purchased by hundreds or even thousands of people. The last thing you would want to happen is to have the same content with another affiliate because both of you have the same PLR package.



You want to make sure your bonus is unique, right? To achieve it is simple. Change the content to be your own.

Changing the graphics is the first step in making your private label rights content unique. Outsource that job. Head to [Fiverr.com](https://www.fiverr.com) or even [Upwork.com](https://www.upwork.com) for a wide range of freelancers!

Next you would want to review the content and make sure it is as what you've set it to be. Don't forget to make any updates or changes that you think are necessary to reflect what you are trying to deliver to your audience.

You can also repurpose your own content. Using what you already have is the quickest and easiest way to make unique bonuses your subscribers will love.

○ **Free Membership**

As you probably know by now, exclusivity sells. There is nothing more exclusive than an access to exclusive content. And what makes content exclusive? By having to have a membership to get access to it!

Some access of websites is limited to only members. To obtain a membership, they must make payment. Giving the buyers access when they buy your product is a sale-closing offer. You are giving them free access to paid content.

Additionally, you can also provide them with special benefits as members of your website. For example, a bonus that allows access to other bonuses.

And there you have it! These are top killer bonuses that can help one earn more. It takes a lot of patience and risk that's for sure. But you know what, it's worth it.

13.0 – FREE TRAFFIC HACKS WITH YOUR SOCIAL MEDIA



Finally, time to spill the beans on all the free traffic hacks. I'm sure the title itself is shocking to you because as you can see, the world of social media is actually a great traffic hack!

That's right. It is the number one free traffic hack to reach out to prospects across the globe! Fact is, everyone with a smartphone will have at least 2 social media applications installed. I'm not sure if I'm being modest with that number nowadays. The point is, you already have access to them. All you need to do is to start utilizing them.

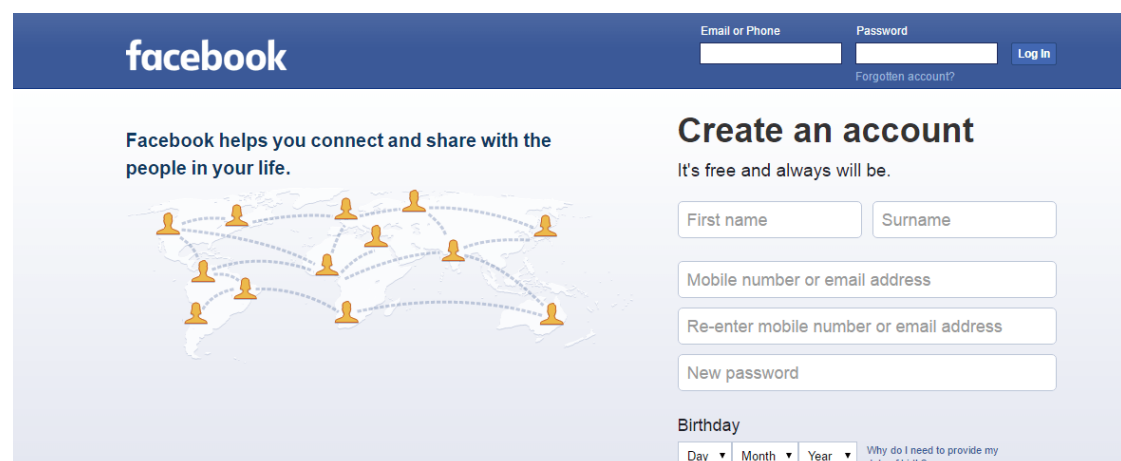
I'm sure you are using it for that one similar purpose as others; to connect with the people around you. Even I have my own Facebook account and I use it the same way you do. The only difference is that I use it to increase the traffic of my audience!

It's free, it is convenient and its engaging. Just one push of a button allows followers to connect with your page and this opens a whole new opportunity for you and your traffic.

To kick start things, let me introduce to you the famous social media of them all, the social media that is obviously not a stranger to all of us;

○ Facebook

With the right strategies, affiliate marketing on Facebook is highly profitable and effective. Affiliate marketers are always on a constant search for the best ways to market their best products. And most importantly, reaching out to a larger audience!



The image shows a screenshot of the Facebook website's login and account creation interface. At the top, there is a dark blue header with the Facebook logo on the left. On the right side of the header, there are input fields for 'Email or Phone' and 'Password', a 'Log in' button, and a link for 'Forgotten account?'. Below the header, the main content area is split into two columns. The left column features the text 'Facebook helps you connect and share with the people in your life.' above a graphic of a world map with several orange person icons connected by blue dotted lines, representing a social network. The right column is titled 'Create an account' and includes the text 'It's free and always will be.' Below this, there are several input fields: 'First name' and 'Surname' (side-by-side), 'Mobile number or email address', 'Re-enter mobile number or email address', and 'New password'. At the bottom of the form, there is a 'Birthday' section with dropdown menus for 'Day', 'Month', and 'Year', and a small link that says 'Why do I need to provide my date of birth?'

As we all know, Facebook have many distinguishing features to attract traffic to your page and one of them is Facebook Ads. Facebook Ads is a great way to direct most of Facebook's population to get into your Facebook page, affiliate site, squeeze page, bonuses or other killer offers.

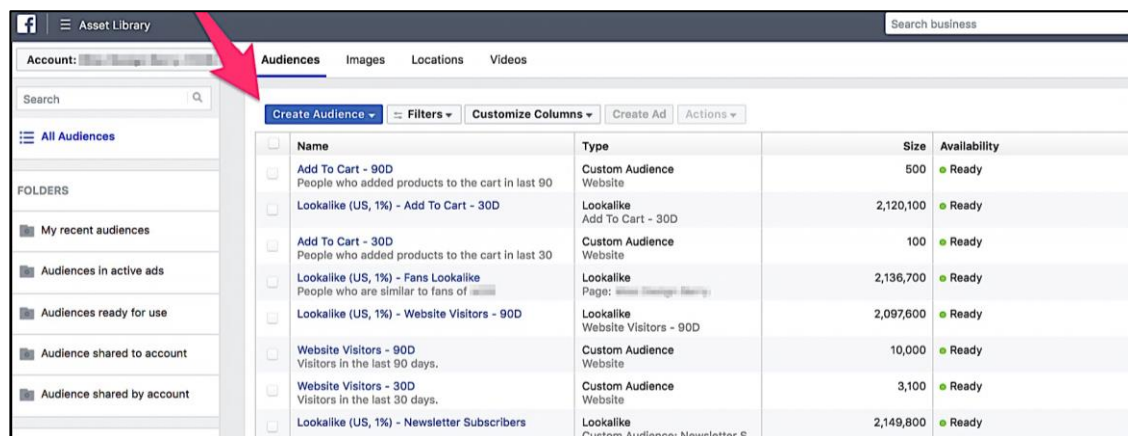
One good thing about Facebook is that it contains information about users' locations, ages, and most importantly their general interest - helpful in directing the traffic you want to an offer quickly.

There are several ways to set up Facebook Ads. From your Facebook account, you can actually find an option to create an ad. Following the step directed for you along the way, you will encounter different categories depending on the niche of your promotion.

With it, you can direct your prospects to your website content or offers.

Giving the link of your ad to your Facebook page is also one of the ways to ensure publicity to your page. At the same time, it helps to establish the association between your Facebook page and your affiliate site.

But remember, you want to make sure you hit the best audiences, this includes their genders, locations, ages and their interest to your ad. So, all you need to do, is to bring your ads to the right people to the target market of your affiliate site!



You just need to make sure that you consider some of the external factors that can affect your traffic, like the marketplace competition, target audience and also, your ad performance history.

We tend to miss this one out because let's face it, sometimes it's just a hassle to keep everything in check. There are times when

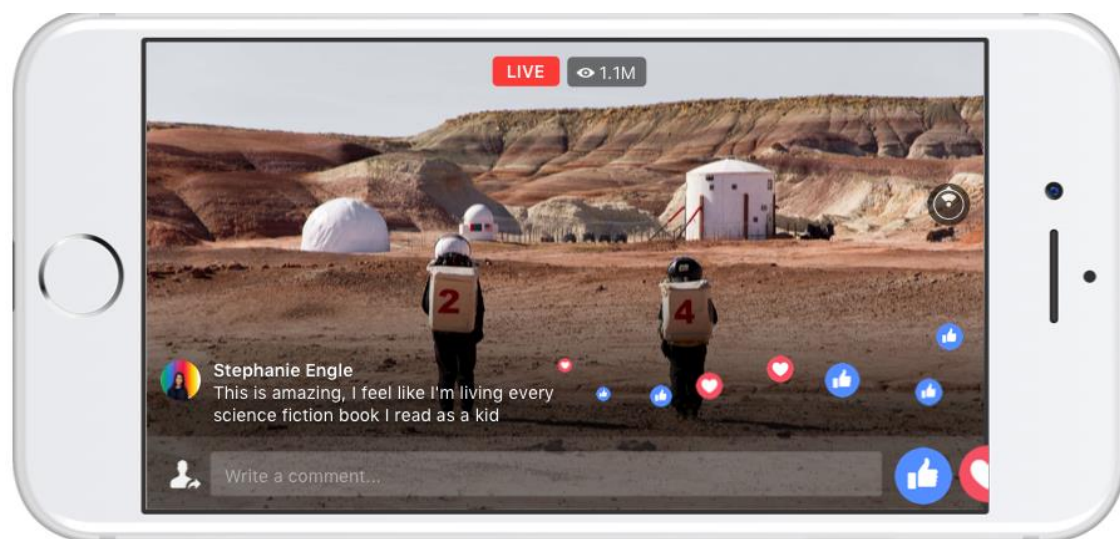
you are confident that it will reach out to people anyway, so why bother considering audiences.

Thing is, these are the kind of people that is mostly interested in your promotion. Like it or not, their background information is important for you and your business.

Your Facebook venture doesn't stop here. My question to you is, have you started using and utilizing Facebook Live Videos? If you haven't, you are missing out! This amazing feature is a breakthrough not only for Facebook users, but also to most affiliate marketers.

Although Facebook is not the first hub to create a platform to do live video streaming, it's social networking features is enough to battle out other live video features available on other sites.

All you need to do is go to your Facebook Page and choose 'Live Video' as your post option. Let us take Snapchat as an example. The application makes it available for everyone to post videos, anytime and anywhere they want. But the videos are not permanent like Facebook.



Once opened and viewed, the videos will vanish after 24 hours. Otherwise, it will stay for 30 days. But Facebook has a different mechanism to their live videos. Once viewed, it will stay in your page as a permanent video. Users can view it as many times as they want like a normal video!

Think about it! You, as an affiliate marketer, is given the chance to broadcast live to your friends, followers and potential buyers. To top it off, the video is automatically saved on the user's timeline.

This is the chance for you to use this platform to reach out to your followers and tell them about your current promotions and your killer bonuses!

All you need to do is simple: plan your live video content. I know you are hyped up about it but don't just go out there with nothing important to say. Teach your audience about the product, your bonuses and help them learn something that will help them with their business that's related to the product you are promoting.

When you started getting creative with your promotions by using live video, believe me this will separate you from all the other affiliates. Once you got the ball rolling, use Facebook ads to boost your video views at a very inexpensive campaign cost!

○ **Instagram**

Instagram, which is now owned by Facebook, provides the most powerful visual content and this is definitely, a competitive advantage.

Instagram is the best platform to share content and establish a strong brand to your business. Instagram is obviously a visual integrated platform. All you need is a good amount of creativity to stand out amongst other competitors out there.

Don't fret though, because everything you do, or interact with is an "Instagram worthy" moment. All you need to do to reach a wider range of audiences is to use hashtags. They help you to find images on topics that you are more interested.



But most importantly, it helps your prospect to look up for you easily! No matter where they are on the web, your hashtags will contribute to their search result. So, don't ignore those hashtags!

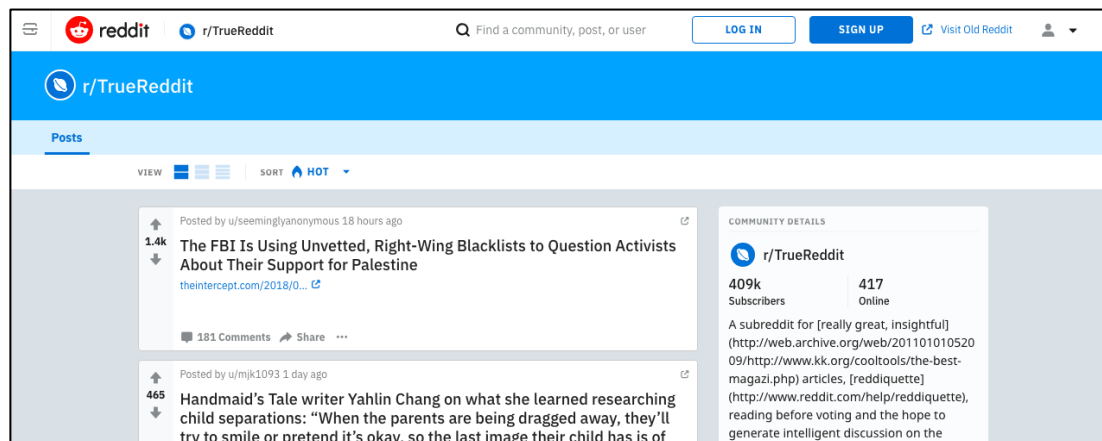
○ **Reddit**

It is basically known to be a social media, social news website, discussion website and web content writing site. Just like other sites such as Facebook and Twitter, Reddit serves as a message board that enable users to submit links.

Unlike other sites, the stream of content in Reddit is rated as 'upvoted' or 'downvoted' based on the level of value by the registered members of the community. This is important in determining the position of a post in the site; items on the front page means that they received higher number of views.

Content entries are organized based on the areas of interest called 'subreddits' which include topics such as news, gaming, science, music, books, fitness, food, image-sharing and many more.

You have to be an analytical observer in the Reddit community. This means checking out what people are talking about in the comment threads, and see how content moves around at least once a day.



Reddit is naturally a discussion website with areas for discussion allowing users to discuss links that are posted and voting for or against others' comments.

Your comments are undeniably the most interesting and important part of the site. Comments and submissions are sometimes abbreviated and some terms are used within the Reddit community such as 'Op' for original poster or 'NSFW' or not safe for work. If you have posted a humorous and high-quality content post, then you will be lucky to receive 'Reddit gold'.

Reddit Tips

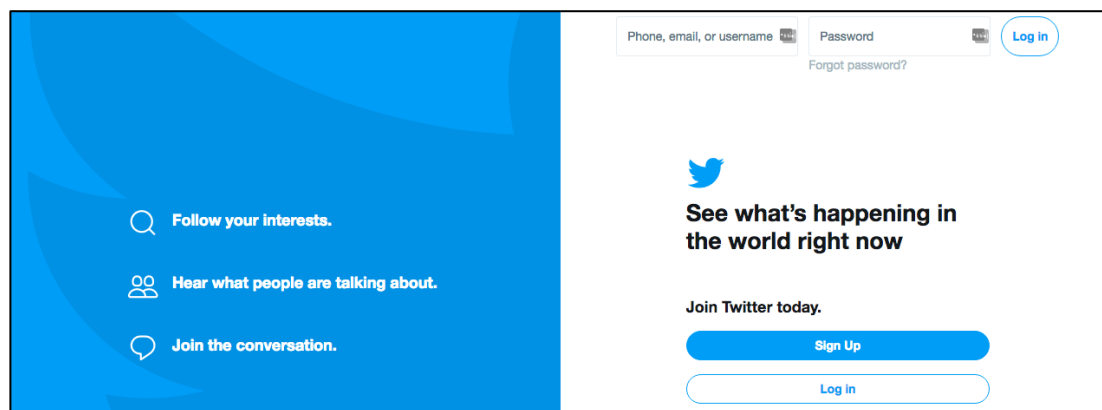
- Always choose the right subreddit for the post and make sure that you read the rules to avoid getting blocked
- Never be a marketer when using reddit, be a redditor (users of reddit)
- Publish Ads in redsits once you've created enough credibility

Remember; redditors can see all the previous posts you did from the very beginning just by looking at your profile. So, make every post counts!

○ **Twitter**

It's possible to post images, videos, links and text to twitter as long as it does not exceed 280 characters for every post.

Twitter is so quick. Tweet a link to a new post and Google will pick it up immediately. Integrating social media platforms with your autoresponder is a great way to get your email promotions in front of more audience.



Remember that Facebook Live Video you posted? Tweet about it to your Twitter account! What about the Instagram and Reddit post you made earlier? Link them to your Twitter as well!

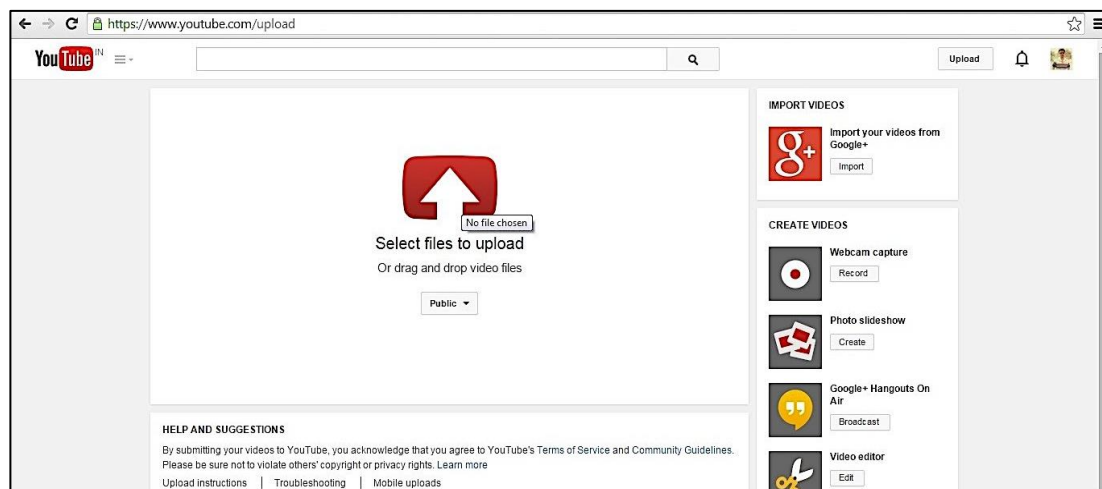
○ **YouTube**

Finally, YouTube. It gives you the freedom to create videos that educate, inform, entertain or inspire people without the aid of professional media company.

When selling products or services, your focus should be to both of your buyers and prospects. Provide them something that is free,

interesting and of great value so that they will remember you when they decided to use their hard-earned money to purchase something they need.

Always include links of your important websites in the descriptions box; Facebook, Instagram, Twitter and Reddit. That way, your prospects can get in touch with you through multiple social media platform.



See how easy it is to link your content to various internet platforms. All it takes is a single push of a button and the rest is history. Your links will spread from one place to another. If you manage to implement all the skills I've provided while using these social media platform, you can happily watch a significant increase to your traffic.

All it takes is for you to adopt the C.R.A.F.T strategy while practicing all this, to be one of the best Super Affiliate there is.

14.0 – WRAPPING IT ALL UP



Let's make it clear. Every successful story always starts somewhere. You don't just dream for it one night and expect it to happen the next morning. What I'm saying is, everyone started off as a newbie at one point.

Maybe your knowledge of affiliate marketing or online marketing is limited. Or perhaps you are computer illiterate. Try anyway; don't let this fact hold you back. Embark on this journey nevertheless.

Equip yourself with these trusty secret weapons :A spirit of relentlessness and quickness to learn. On a daily (and nightly) basis, go learn something new; from

the very basics of how to buy a domain name, to registering it, to linking it to a website, to building a website from scratch etc. Learn as much as you can, wherever you can, however you can.

With hard work and trials, you will eventually find the right people with the right strategies, along with your own methods to create

the momentum you need for your online income. Nothing beats dedication and hard work.

Affiliate marketing doesn't have to be expensive and complicated. But I would be lying if I said it needs little effort to earn extra commission, because how much you earn is based on how much effort you put in your work.

Your goal is to convert subscribers into buyers to get more sales. To achieve that, you must create great bonuses and promotions. This will make a great edge in your sales! But everyone makes a bonus offer, right? Nope...Most do not and are lazy.

But not you! Because you know that nothing is more appealing than a sweet bonus that will help you get closer to your goals and that is to gain a great offer. So, go out there and start earning those extra commission you always wanted!

All the best!