



# **Affiliate Domination Secrets Revealed**

Today we're talking about Affiliate Domination Secrets.

This will be very exciting.

I want to start off with a big, gigantic word. But don't worry. I'll break it down.

The word is REQUISITE COMPLEXITY. Just STICK with me. There's an important idea here that's actually simple.

Here's what that means:



Triarchy Press

<https://www.triarchypress.net> › idioticon--the-law-of-r... ⋮

## **Idioticon - The Law of Requisite Variety**

In practice, the Law of **Requisite Variety** says that, in order to fulfil its purposes and survive, the system must be capable of a greater variety of responses ...

That's a simplified definition. But it's good for our purpose. A long time ago, this guy named W. Ross Ashby came up with a Law of Requisite Variety.

For OUR purposes here, what it means is that a system must be as complex as required to get a result, but NO MORE complex.

That's a really boiled down version.

But the application is this: People try to boil down affiliate marketing to a 1 click piece of software that gets a miraculous result.

That doesn't fly.

In other words, they aren't embracing requisite or REQUIRED COMPLEXITY.

So I want to boil things down AS SIMPLE AS WORKS to get the result. But no simpler.

The reason I lead with this is if you want to DOMINATE as an affiliate, it's gonna require some things that you may not be 100% comfortable with at first.

That's normal.

Embrace it!

### **Here's a Practical Example**

Let's say you're changing oil in a car.

And someone says, "You know, removing all that old oil is a pain in the neck. I'm just gonna fill it to the brim with new oil."

See, they're doing LESS than is required to get a good result.

Or someone is baking a cake.

And they say, "Man, getting all these ingredients is a hassle. I'm just gonna put some flour in here and sugar."

They're NOT going to get a very pleasing result.

There are recipes, methods, laws that are proven to work. For the laws to work for you, you have to work the laws.

**But Marlon, I don't want to dominate.  
I just want \$XXX per month**

In my [Affiliate Domination System](#) product, I have some videos that can help you make sales with the least amount of work possible.

You probably have to work harder to make sales with less effort than you do with more effort. lolz.

Anyway, what I want to focus on today is what really works. And what can cause you to DOMINATE as an affiliate.

These are things very few affiliates know about or understand. And even if they do, they are too busy seeking the least amount of effort possible in the entire world to earn affiliate commissions to be willing to do it!

They are working really hard to do less than is really necessary to get a great result.

**Affiliate Domination Method#1 –  
Use “Away From” Lead Magnets**

In marketing, we call something you give away for free a “freebie.” And some people call it a LEAD MAGNET because it's a magnet that gets you leads.

By a “lead” I mean someone signing up for your email list, or what we call “optin in to your list.” Or someone buying an entry level, low cost product.

Your lead magnet or initial low cost purchase is also sometimes referred to as the “front end.” And the “back end” is everything you sell after that.

I learned this method for doubling leads from Myron Golden.

In his Make More Offers class he teaches an interesting method.

See, he found that when you PROMISE something positive to people who don't know, like or trust you, they don't BELIEVE you.

So if you say, "I'll show you how to make \$300 a month," they don't believe you.

But if you teach them how to avoid the 10 biggest beginner mistakes, they'll BELIEVE THAT.

It's believable that you can help them avoid mistakes.

Myron says you can DOUBLE YOUR LEAD GENERATION just by offering lead magnets, freebies or low ticket offers that help people AVOID MISTAKES instead of get something.

### **Here's An Example:**

Let's say you're promoting something on dog training.

Instead of offering a free video on how to make your dog jump through hoops, offer a training on "how to avoid the top X mistakes people make training their dogs."

Instead of promising to help people make \$300 a month, show them how to avoid the top 3 mistakes that prevent people from making \$300 a month.

Thank you Myron. It's a great lesson.

The idea behind the freebie is that someone requests your free report on how to avoid the 10 mistakes people make training their dog.

They get on your email list.

Now you send them offers for different affiliate products that pay you a commission when people buy.

This is why email = money.

But the emails have to be people who are INTERESTED, have money and are likely to buy.

The easiest way to find these people is by offering freebies on social media.

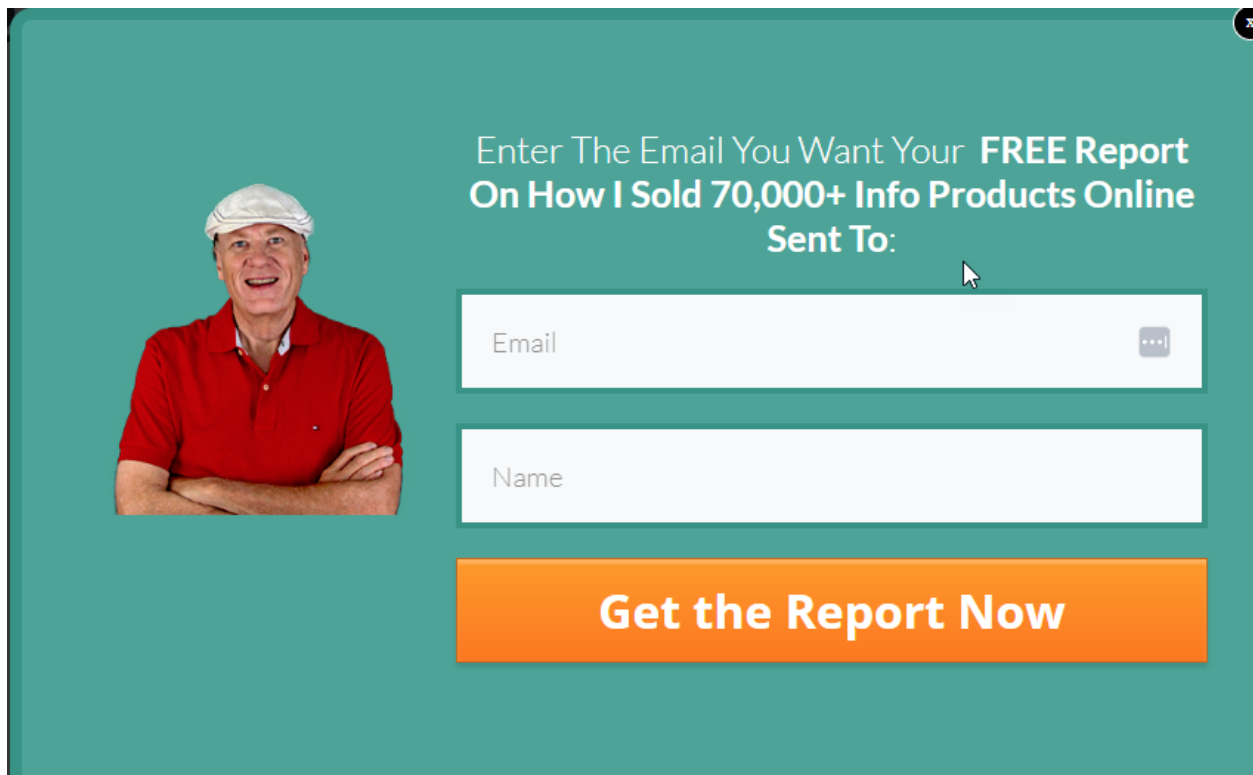
Here's an example email capture page or what we call a lead magnet page or opt in page:

<https://resellertoolkit.com/70k/>

## Free 22-Page Report Reveals How I Sold 70,000+ Info Products Online Using Free Traffic

CLICK HERE AND GET THE FREE REPORT NOW

When you click the button it pops up a form that asks for a name and email:



Enter The Email You Want Your **FREE Report**  
On How I Sold 70,000+ Info Products Online  
Sent To:

Email

Name

**Get the Report Now**

AFTER the form is submitted, it goes to a page that explains the freebie is being sent in the mail. And in the meantime check out THIS OFFER.

Which means that every time someone opts in for your freebie, you have a chance of making a sale on the thank you page!

I'm a BIG BELIEVER in promoting on social media by OFFERING FREEBIES instead of promoting your offer DIRECTLY.

People love to get free videos, reports, pdfs, or free things.

It works really well on social media.

### **Affiliate Domination Method#2 – Get More Freebies Out There**

Russell Brunson tells a story about how he went to Dean Graziosi's office.

It's on page 147 of his *Traffic Secrets* book. One day Russell and Dean were chatting. Russell told Dean he was selling 1,200 copies of his book each week.

Dean said he was selling 5,000. That was FOUR TIMES what Russell was selling!

Russell flew to Dean's office. What they finally realized was that Dean's team was running FOUR TIMES the creatives (ads) as Russell was doing.

Dean created new ads every day for the team using his phone.

What Russell learned from this was that **“the more CREATIVES you put into your prospecting ocean, the more fish (dream customers) you're going to be able to pull out.”**

That's a HUGE take away.

It's simple.

Now, to apply this to AFFILIATE MARKETING creatives = your PROMO for your freebie offers.

How many posts on social media do you have out there every day?

And how many freebies are you promoting?

**# of promos x # of different freebies promoted = Total Leads**

If you have NO FREEBIES or low costs offers at this point, your first goal is to GET ONE and start promoting the daylight out of it!

If you have one, your next goal is to get TWO.

If you have two, your next goal is to get FOUR.

### **Marlon, How Do I Get Double or Triple The Promo Out? I Only Have So Many Hours In The Day**

Remember my comments about requisite complexity?

This is WHY I lead talking about it.

The natural response people have is:

***OH, THAT'S TOO HARD. That's too much work. That's too complicated.***

And the answer is, “NO, actually it’s requisite complexity.

Meaning...it’s simply “what it takes.” It’s what is REQUIRED to get the result.

Myron Golden makes the point that if you want to double SALES, then double your LEADS.

So one way you DOUBLE LEADS is by promoting freebie offers (again, also called “lead magnets”) that tell people how to avoid mistakes instead of how to get a positive.

So if you get 10 leads a week, sell 1 and make \$100, if you get 20 leads a week and sell 2, you make \$200 or double the money.

If you get 100 leads a week, sell 5 and make \$500, then if you get 200 leads a week and sell 10, you make \$1,000 or double the money.

The SECOND way to double your leads is to get more creatives out there. In our world, creatives are posts that offer the freebie or low cost entry level product or “front end product.”

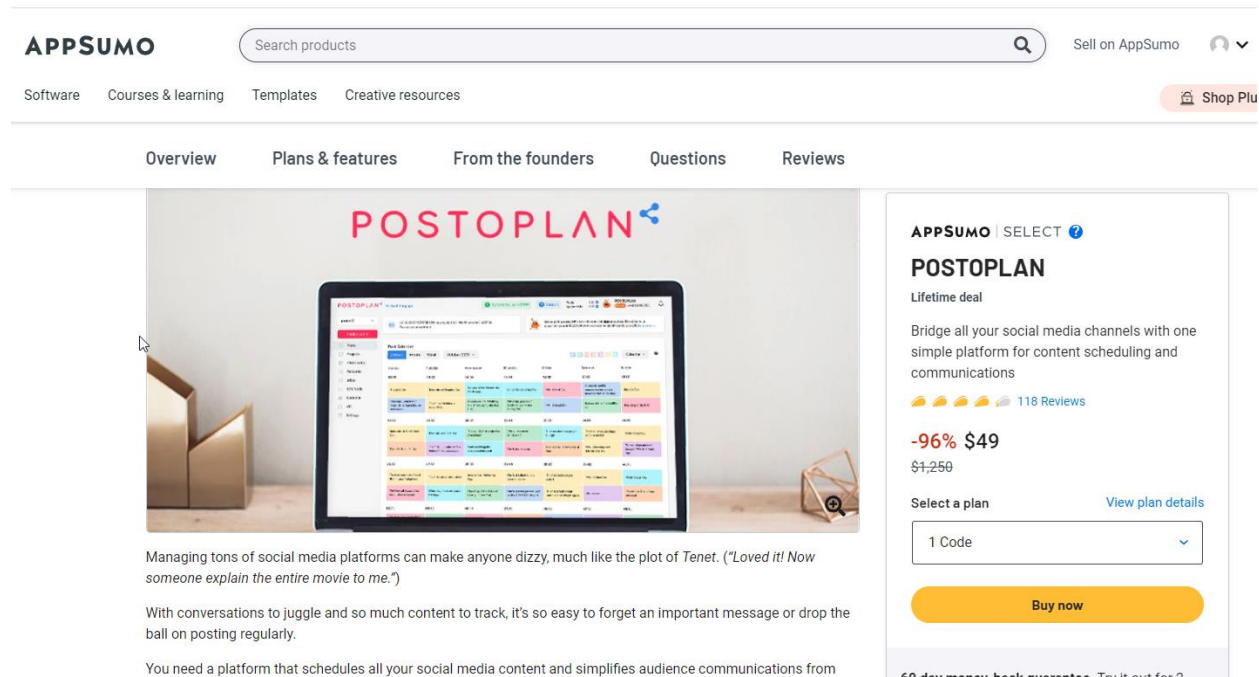
But HOW do you get out more promos?


## Here's The Easy Way To Get Out More Promos For Your Freebie Offers

There are many programs that let you post on social media.

There's a free program called Metricool that is...well....very cool. It's has a very generous free program. And also paid upgrades.

The one I've been enjoying using currently sells for \$50 on App Sumo. It's called POSTOPLAN.



**APPSUMO** Search products  Sell on AppSumo 

Software Courses & learning Templates Creative resources [Shop Plus](#)

Overview Plans & features From the founders Questions Reviews

**POSTOPLAN**

**APPSUMO | SELECT**

**POSTOPLAN**

Lifetime deal

Bridge all your social media channels with one simple platform for content scheduling and communications

118 Reviews

**-96% \$49**  
\$1,250

Select a plan [View plan details](#)

1 Code

**Buy now**

Managing tons of social media platforms can make anyone dizzy, much like the plot of *Tenet*. ("Loved it! Now someone explain the entire movie to me.")

With conversations to juggle and so much content to track, it's so easy to forget an important message or drop the ball on posting regularly.

You need a platform that schedules all your social media content and simplifies audience communications from

What's cool about it is that in ONE CLICK I can post to most all my social media including Twitter, Pinterest, Linked In, and all my Facebook pages and groups.

It's fantastic.

I LOVE being able to post to everything in ONE CLICK.

Not only that, but in another click, I can set a post to go out on a recurring basis, whether once a month or once a month, or every Tuesday.

Whatever schedule I want, it'll do on a recurring basis.



Which means you can have your free doggie report (or whatever) go out every week on a Saturday, or whatever.

So all you do is pop into Canva and create a POST. Or you can create one right in postoplan.

I love using Canva personally.

I've had great results using REELS on FB and Instagram and also stories.

Here's a sample story:



I use a wordpress plugin called Pretty Link (it's free) to create a redirect link. So if you type in [marlonsnews.com/30](http://marlonsnews.com/30), you'll be redirected to the actual offer page.

And then in Pretty Link, I can see how many people clicked.

That lets me track clicks. Here's an example:

▶	million a month sales machine	—	—	1696/1437	Published 2014/03/01 at 12:15 pm	/millionmonth
▶	barter	—	—	596/517	Published 2014/02/20 at 5:54 pm	/vince
▶	increase sales	—	—	705/604	Published 2014/02/01 at 11:08 am	/goalhack
▶	How to get your big final result	—	—	603/524	Published 2013/11/30 at 10:45	/bigfinalresult

This is all you do to set up the tracking link:

The screenshot shows the 'Pretty Link Settings' for the keyword 'increase sales'. The interface includes a sidebar with 'Basic', 'Advanced', and 'Pro' tabs. The 'Basic' tab is active, showing three main settings:

- Redirection\***: Set to '307 (Temporary)'.
- Target URL\***: Set to 'http://marlonsnews.com/3063-2/'.
- Pretty Link\***: Set to 'https://marlonsnews.com/goalhack'.

Each setting has an information icon (i) and a copy icon (📄). The 'Target URL' and 'Pretty Link' fields are highlighted in yellow.

The target URL is where it goes to.

The pretty link is the name they see they're clicking on. That lets you track the click.

## **How to Convert All Those Leads**

In the Affiliate Domination product, I spent quite a bit of time talking about CONVERTING those leads.

Follow me here.

If you're getting 10 leads a week and making 1 sales and double it to 20 and make 2 sales you double your income.

But now, if you're getting 20 leads a week and make FOUR SALES instead of two sales, you double your income again.

So if you had 2 sales x \$100 each or \$200 a week, if you got 4 sales, you're now making \$400 a week or \$1,600 a month instead of only \$800.

So HOW do you double sales?

One way is by INVOLVING or ENGAGING the people who opt in.

So you can just send them emails.

That's ok.

But if you sell a bigger ticket affiliate product, you can do more.

What you do is hold a free training or class once a week.

But instead of making it your normal webinar pitch, what you can do is just do a training.

Find out about the people on the call, even if it's only 4 people. Find out what their goal is.

Share some good beginner info.

Your goal is to get that person to KNOW, LIKE and TRUST YOU.

See, if you're promoting a bigger ticket affiliate program, the company will have a pitch webinar or other things that GET THE SALE.

Your job is to get people to know, like and trust you. THEN spin them off into the company's conversion or sales system.

But because you PREFRAMED or set the stage for the sale, you'll greatly increase your chances of a sale.

Now, you can do a free training once a week, once a month or however often you want.

You can do this as a live stream on FB to keep it simple. If you have a FB group, do it in your FB group.

### **Another Way to Convert Double The Leads**

A lot of affiliates and even super affiliates will make fun of the idea of branding.

But they are NOT talking about the TYPE of branding I am talking about which is a different kind.

It's called PRIMAL BRANDING and is extremely potent.

In Primal Branding, you have a creation story, creed, beliefs, rituals, and icons or symbols.

Russell Brunson does this well.

You know his creation story which is his potato gun story.

His creed is that you're only one funnel away.

He has a set of beliefs around funnel hacking.

He has rituals about funnels and funnel hacking.

The gear symbol is iconic.

Now, you can go MUCH DEEPER than this.

Here's the book that explains how. And I cover it a lot in the Affiliate Domination System product also.

no other details may vary based on product size and color.



Primalbranding: Create Belief Systems that Attract Communities

by Patrick Hanlon | Jan 24, 2006

★★★★☆ ~ 405

Kindle

\$13<sup>99</sup>

Available instantly

Paperback

\$17<sup>99</sup> List: \$18.99

You Earn: 18 pts

✓prime One-Day

FREE delivery **Tomorrow, Jun 4**

More Buying Choices

\$5.58 (43 used & new offers)

The idea is that when you do this you will really **STAND OUT** vs. everyone else promoting the affiliate offers you do.

The power is incredible.

And it's **FREE**.

It costs you nothing but some brainstorming and organization.

When you do this, **THEN** you are truly on the path to dominating a whole **MARKET** or affiliate category or topic.

## **The BIG PICTURE of Affiliate Domination**

### **Step one: Double your leads**

You use “away from” lead magnets.

You double, then triple, then quadruple and so forth the number of lead magnets you promote.

Then you get out a **LOT MORE** promo by using Canva and a tool like PostoPlan, Metricool or any of the others that you enjoy using.

### **Step two: Double your conversions**

Have a weekly or monthly class where you get people to know, like and trust you. The easiest way is to do this as a live stream on FB.

Get to know people's names and info about them, so you can identify and gain rapport.

### **Step three: Primal Branding**

This is the turbo charger.

Read the book and also refer to the [Affiliate Domination System](#). I do a GREAT job there of expanding on this and really painting the picture.

Best wishes,

Marlon

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### **RESOURCES**

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### **The Fail Safe System (intermediate to advanced)**

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few "intermediate" info product marketing courses or training. But you won't find advanced training.

There really is almost no advanced training on the Info Product Business other than the Fail Safe System. It's advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you'd pay for an introductory or intermediate course on info products. [Click here to see it.](#)

### **How to Create High Profit Info Products**

This is my info product creation training for BEGINNERS.

There's not a lot of "new" methods in it like my intermediate and advanced courses above. But it's 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard.

Recommended for newbies and beginners. [See it here.](#)

### **Take The Lid Off Your Income**

Just a fantastic, in-depth 4-module course I put a lot of time, care and attention into creating for you. If you're ready to create your own products and get traffic, THIS is what you need to get. [See it here.](#)

### **The Long Lost Viral Marketing Ebook Treasure of Jimmy D. Brown**

This is the best and most definitive ebook ever written on the topic. It's a long lost treasure now made available with special permission from Jimmy D. [Click here to see this bad boy.](#) Highly recommended.

### **Feel Overwhelmed?**

Buyers love this product. It's fresh, new insights into how to overcome overwhelm and get focused and productive. There is no other course like this. [If you feel overwhelmed, click here for the solution](#)  
[If you feel overwhelmed, click here for the solution](#)



## The Road Not Taken

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference.