MILCERS Newsletter

DISCOVER HOW I GOT
1 IN EVERY 102
English Speaking Internet Users In the World
To Visit My Web Sites!

Hits, Page Views, or Unique Visitors?
What Really Counts -- And WHY!

10 Steps to Getting More Web Traffic!

FOR THE 1ST TIME IN PRINT: MY TEN STEP TRAFFIC SYSTEM - REVEALED!

HOW I GOT OVER 2.8 MILLION VISITORS!

- by Marlon Sanders

For the first time in history I'm going to reveal exactly how I got 1 out of every 102 English speaking Internet users to come to my website!

5+ years and nearly 3 million visitors later, the Amazing Formula is still selling products like crazy -- on and off the Internet!

Hi,

Marlon Sanders here with details on how I got **2,826,874** million unique visitors to my web sites, as documented by Web Trends Live.

In a minute I'm going to prove to you that those visitors exist. Then I'm going to show and tell you how I got **2,826,874** million unique visitors to my web sites and finally, I'll give you 10 steps you can follow to get more traffic to YOUR web site.

But first I'm going to talk about traffic in terms you need to understand:

1) UNDERSTAND THE DIFFERENCE BETWEEN HITS, VISITS, PAGE VIEWS, UNIQUE VISITORS AND OTHER TRAFFIC STATS MEASURED.

In the beginning, there were hits.

Today, tracking "hits" is a pretty inaccurate way of measuring traffic to a web site...

So why is it that **some people still insist on marketing the living daylights out of their hits?**

Well, that's pretty simple...

It's all about the numbers.

When someone tracks actual "hits" to their web site versus "unique visitors", what they're doing *(whether they know it or not)* is using at a unit of measurement that in no way reflects the actual number of unique people that visited the web site.

But it sure looks good in print, doesn't it?

"GET 1 MILLION HITS - ONLY $199"

Or:

"MY SITE GOT 85 MILLION HITS"

There are plenty of new internet users and business owners that aren't aware counting "hits" doesn't really mean much as far as web site popularity. Or as far as the true number of visitors to the site. So they're impressed when they see these types of figures.

And I imagine that's what some advertisers are hoping for... that you won't know the difference between a million "hits" and a million "unique visitors" or a million "page views."

Of course I'm not citing any one company in particular but there are plenty of people who'll tell you all about their hits without ever revealing the true number of unique visitors to their web site,.

The problem is that most people actually don't know the difference between the different ways to measure traffic.

So here are the three most commonly used terms with a brief explanation of what each one is and does:

TRACKING HITS:

This is the easiest way to understand this: Take 1 web page with 100 images on it and when 1 person visits it, that counts as 101 hits.

Every "image" on the page counts as a hit when the page is loading!

TRACKING PAGE VIEWS:

The easiest way to understand this is:

Someone comes to your web site and they view 5 pages before leaving. That equals 5 "page views", but in reality it's still 1 person visiting the site.

So a single visit by one person can result in hundreds of "hits", or lots of page views, but that doesn't change the fact it was still ONE single visitor on the web site.

TRACKING UNIQUE VISITORS:

According to Web Trends, a "Unique Visitor" is someone who visited your site during the report period.

If someone visits more than once in a 24 hour period, they are counted only the first time they visit, resulting in their being tagged as a "unique visitor".

There are exceptions though, such as if the person has cookies turned off. If so, the "session" is counted as a visit by logging the IP address which prevents them from being counted as a "unique" visitor MORE than once every 24 hours

For the purpose of this report and when making any reference to the traffic I receive, I am going to be quoting "Unique Visitors", although I do talk about page views and hits in other areas of this document.

Now that you can see the difference between the three different ways of measuring traffic, when you think about unique visitors being the closest form of measurement you can get to the true number of actual human beings that have visited a web site, don't you wonder why anyone counts anything else?

In other words, **why bother with counting hits and page views?**

Tracking page views can be important if you have a content site or portal and you want to make sure the site is easy to navigate, that people are interested in the content and that they are visiting multiple pages on your site before leaving.

The problem with some counting hits and some counting uniques is caused by the lack of an industry standard. Not all statistic software programs are created equal and many of them track different things.

For example, the length of the cookie embedded into the end user's computer can vary from one program to the next.

Web Trends lets you set your own cookie expiration time so we set ours to expire every 24 hours. Other programs have cookies that expire as soon as 30 minutes from the time the person visits the website.

What happens with these shorter cookie expiration times is when someone comes to the site, it tracks their "unique visit" and sets the cookie and if they come back BEFORE the cookie expires, it won't count them as a unique visitor again. It'll tag them as a "repeat visitor" or "returning visitor".

But... if the cookie HAS expired then it doesn't know what to do but count that as another visit. So what happens is they get tracked as unique visitors again, when in fact they are returning visitors. So it counts uniques that really may not even be "unique" in that they were already at the site more than 30 minutes ago.

In addition to the cookie expiration, there are also big differences in terminology used between programs.

For example, Web Trends Live shows you unique visitors and page views and they also display hits but they're well hidden from view. So they are tracked in the system but the focus is on unique visitors, not page views or hits.

Hitbox Pro tracks page views and they also show "daily rolling uniques" which measures the number of visitors who used one browser application to view your Web site one time within a 24-hour period.

In order for a visitor to be measured at HitBox as a rolling daily unique, at least 24 hours must elapse between their visits to your site.

Fortunately neither company just reports your "hits" but a lot of stat tracking companies do.

I know someone using a different program (one that's free or low cost) and all she can see through there is "hits" to her site.

And the trouble with that is, the number of "hits" you get depends on a very simple factor, which is:

(Pay very careful attention to this next part!)

The more images you have on your web site, the more "hits" get tracked in your stats.

I'll repeat that:

The number of HITS you get to your web site depends solely and entirely on the number of IMAGES you've got on your web page!

To put this in terms you can easily understand and relate to, let's say you have a web site (a single .html page) with 30 images on it. When someone visits the web page, what happens is the loading of the .html page counts as 1 hit, then as each image loads, it counts those as individual "hits" so what you get in the end, with 1 page and 30 images is 31 HITS.

(The .html page is counted as 1 hit and each image that loads is a hit, so a web page with 30 images will count as 31 total hits, even though there was only 1 unique visitor to the web site.)

So someone saying they got 5 million hits may not actually have received 5 million real unique visitors and the total figure COULD be much lower.

It depends on how many images they have on the site.

In the mid 90's, tracking hits was a lot more popular than it is now. I remember people talking like crazy about how many "hits" their sites got. You could sign up for free "hit counters" to put on your page and so forth.

Nowadays if someone's comparing their "hits" to someone else's unique visitors then you're going to see outrageous differences in traffic between the two and **this is where tracking real true unique visitors is very important.**

For example:

In the last 24 hours my Web Trends Live account shows that I got **2604 visitors.** Those are actual unique visitors, not hits or page views.

HERE'S A SCREEN CAPTURE FROM WEB TRENDS WITH PROOF OF THE 2,604 UNIQUE VISITOR:

Visitor Summary	⊗
Visitors	2,604
Visitors Who Visited Once	2,417
Visitors Who Visited More Than Once	187
Average Visits per Visitor	1.09

What the figure in the last screen capture means is that two thousand, six hundred and four individual people visited my web site in the 24 hour period. And it also shows 187 of them came back again for a subsequent visit.

Now for comparison let's take John Doe who has a web page with 30 images on it.

John Doe gets the same number of unique visitors as I did in a 24 hour period, but because he likes to quote the highest possible traffic stats he can to impress people

who don't know the difference between uniques and hits, instead of saying he got 2,604 unique visitors, he'll tell you he got 78,120 hits.

(I arrived at that figure by taking the number of unique visitors, which is 2,604, then multiplied that by 30 which is the number of images on our John Doe's sample page, resulting in 78,120 hits.)

Now let's say I'm trying to sell you banner advertising. Or information. Whatever, it doesn't matter. Let's just call it widgets.

Both myself and John Doe are selling widgets and while researching my company, you see that my web site gets 2,604 visitors a day, on average, but John Doe's site gets 78,120 "hits" a day, on average.

If you don't know the difference between the two types of measurements and don't know a "unique visitor" from a "hit" then it's likely you're going to be way more impressed with John Doe's traffic than mine, even though both sites get an equal number of unique visitors.

And of course you're thinking "with that many hits then John Doe's widgets are probably better" than mine, or so you think... and you end up buying his.

What you need to keep in mind is that getting 78,120 hits like our fictitious John Doe got doesn't mean 78,120 people came to his web site that day.

In reality he had the same number of visitors that I did, which was 2,604. But by quoting "hits" versus "unique visitors" he is able to make the figure seem significantly larger. And to someone who doesn't know better, you can easily be misled by these tactics.

So to wrap this up, the only way to get a true traffic count is to track unique visitors. And to dispel the myth, when someone says they got "85 million hits", that may not mean 85 million people came to their web site.

Maybe 1 million people came to the site with 85 images. Or 100,000 people came to a site with 850 images or 1 person went to a web site with 85 million images on it.

The latter isn't likely but the average number of images on a web page could range from 10 to 50 or so. It depends what kind of web site it is, of course.

If you have a site that hosts images, like a photo gallery for example, you can end up with hundreds of "thumbnail" images on a page so each "visit" by 1 person could count as hundreds of "hits".

So anytime someone wants to make it look as though their web site is getting a "ton of traffic", all they need do is track the "hits".

> **Want to double your "hits?"**
> **Just double your images.**

There's actually no limit on how much inflation you can attach to your web traffic when you track hits.

But in the mid 90's I know tracking hits was popular and pretty much every web site had a "hit counter."

Today there are a number of services that provide you with web statistics, including:

WebTrendsLive: http://www.webtrendslive.com
HitBoxPro: http://www.hitboxpro.com
SiteMeter: http://www.sitemeter.com
Xtreme Tracking: www.extreme-dm.com/tracking/

There's no shortage of companies to track your stats for you but I recommend Web Trends Live simply because I've used their services extensively over the last 5 or so years and the reporting has always been reliable.

In the last month or so, Web Trends Live has morphed into what they now call the new Web Trends 7 On Demand and in addition to offering the hosted tracking solution, they also have one you can buy and have installed on your server.

Right now I'm using the Professional version of the hosted solution but they also have the Small Business version at $35 a month.

That's affordable for pretty much everyone to track the number of "unique" visitors that come to their web site, the referring URL's to see which sites are sending traffic, the visitor demographics to see which countries send the most traffic and other optional things, like using the e-commerce abilities to track not only visitors but also

sales/revenue.

2) KNOW THE DIFFERENCE BETWEEN THE TYPES AND QUALITY OF YOUR TRAFFIC:

Here's why conversion rates don't really mean anything:

It's easy to end up getting a lot of "junk" traffic.

Some affiliate program owners or product sellers like to brag about their conversion rates, which is fine, but what you have to take into account is that **the conversion rate anyone achieves is only relative to the quality of their web traffic.**

If you take 1 person with a 7% conversion rate and someone else with a 1% conversion rate it's easy to think the person with the 1% conversion hasn't got a very powerful sales message or that there's something wrong with their product or service. Maybe they don't have enough bonuses, a bad headline or a weak guarantee.

Unfortunately that isn't always correct.

Just because there's a pretty big difference between the conversion rates of both sellers doesn't always translate into one product being any better than the other. Or one sales letter "out pulling" the other.

Conversions are calculated by taking:

To calculate your conversion rate you need to take the total number of sales you made and divide them by the total number of unique visitors to your web site.

So you take your total number of sales and you divide that by the amount of unique visitors.

Example #1:   1 sale/100 visitors = 1% Conversion
Example #2:   7 sales/100 visitors = 7% Conversion

Now the reason you can't easily compare one person's conversion rate against the other is based solely on the different TYPES of traffic that each person can get.

The person with the 1% conversion could have had what I call "crap traffic" to their page, while the person with the 7% conversion could have been sending a promotion to his own customer list.

Let's say 90 out of the 100 visitors the person with the 1% conversion got weren't of very high quality.

(*Assume the 90 visitors are coming from a traffic exchange and they're only on the page to get credit for their visit, so they spend 15 or 30 seconds on the page before getting whisked away to the next site.*)

That leaves 10 real people (100 - 90 = 10) who came to the web site with the intent to learn more about the product or service.

If 1 of the 10 "real visitors" on the page buys the product then you've suddenly gone from a 1% conversion to a 10% conversion, so to speak...

So to summarize, your conversion rates can't easily be compared to someone else's because they're only relative to the quality of traffic you're getting.

Unfortunately without digging through all your traffic stats and referrers it's hard to see day by day what the quality of your traffic is so all you can usually do is take your visitors and sales and calculate a rough conversion. But that can change dramatically depending on the type of traffic you're getting.

If you buy a zillion hits from someone then your conversion is going to slide to an all time low because most of the traffic usually won't convert.

On the other hand if you do a joint venture with someone that has a very responsive list, the conversions can skyrocket. The same applies to doing a promotion to your own list.

How we can visually see, real time, who's sending us traffic, how much traffic they're sending and the true QUALITY of the traffic -- LIVE -- as the traffic comes through our site.

Through our live chat operator window (pictured below), we can see traffic coming through to our web sites and although it doesn't happen too much now, people have

sent us visitors from exit exchange programs and traffic exchange programs in the past.
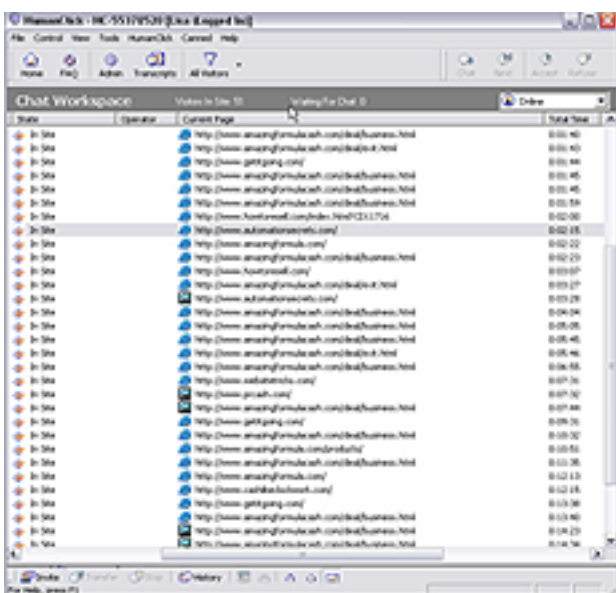
How we can visually see the quality of the traffic is pretty simple. All we do is look at the REFERRING URL, time spent on the website and the number of pages the person has viewed.

This image shows the referring URL and pages viewed:

Referrer	google.ca/search?hl=en&q=marlon sanders
# of pages	2

This image shows the time spent and when someone's on the page longer than a few seconds it's an indication that they're really reading the information.

0:12:15
0:13:38
0:13:40
0:14:23

If the referrer shows "hitbot" or some other type of traffic exchange, we can actually see this and 99% of the time when you have traffic like that, it doesn't convert.

Through the operator window we'd watch this type of traffic sit there for the required 15 or 30 seconds then exit off the site and you could always tell they really

weren't real" because no one would ever view more than one page and if you clicked the chat invitation to open up a chat with them they'd never answer it.

On the other hand, when you're watching real traffic live on Human Click and you can see the people spending ten or fifteen minutes on the site, going from page to page and some filling out the order form then you know at least they aren't "quasi" visitors and that they intended to read your sales letter.

A fairly interesting new feature recently added to our live chat service is the ability to see when someone has come to your web site through the search engines.

A special icon shows next to the person's listing in the operator window that identifies them as coming from a search engine.

So you click on the icon and it shows you what keyword or keyword combination they searched on and which search engine they used.

And when you see relevant keyword searches like "marlon sanders" or "amazing formula" you know right away that they aren't from a traffic exchange and so forth.

They've gone to a search engine and specifically typed in a search phrase that's relevant to your site then clicked through the search listing to your web site.

Another good thing about the chat service is that when we send an email promotion to our list we can instantly see when it hits and how it's doing. All we have to do is open the operator window and you can see pages of visitors. But in addition to that, anytime a visitor comes

on the site you can hear a "ding" sound, like a doorbell. And on a day when you send a large promotion it starts ringing like crazy, so it's hard not to notice the promotion made it out.

So not only do you get to see when your promotions hit but you can see which resellers are promoting the product(s) because their reseller ID's will appear in the URL of the page the visitors are reading.

www.amazingformula.com/support/users/
www.pushbuttonletters.com/index.html?CD18606
www.amazingformula.com/products/
www.pushbuttonletters.com/index.html?CD13094
www.amazingformula.com/products/
www.cashlikeclockwork.com/
www.pushbuttonletters.com/

NEXT TIME SOMEONE TELLS YOU THEY'VE GOT 1 MILLION, 10 MILLION OR 50 MILLION VISITORS TO THEIR WEB SITE, ASK QUESTIONS...

If someone wants to impress someone else with their traffic stats all they have to do is go to a "hit generating" machine like the type that delivers nothing but generic non-converting traffic and pay for a million visitors.

Some hit generation machines can easily send you a million visitors to your web site but what a lot of people don't know is that those visitors are actually redirected traffic. And by that I mean it's **poor quality traffic.**

So when you're driving traffic that is of poor quality to your page what happens is your traffic stats look good but your conversion rates look absolutely horrendous.

The problem with buying traffic in that volume is that most often it's non-converting traffic. Like washed traffic from porn sites or MP3 sites and so forth.

But if you can afford to pay for it and you want to quickly boost your Alexa ranking (for whatever reason) then just do a quick search on Google with the term "buy hits" and it'll brings up several PPC ads on the right that offer to sell you "hits" and "visitors".

If you've ever thought about buying that type of traffic (the going rate for 10,000 hits looks like it's about $8) then make sure you ask them what kind of traffic it is.

You may even go so far as to ask to see their referrer logs to make sure you don't see stuff like:

auto surf, hit exchange, get hits

Or other combinations of keywords that make up the domains typical to a hit exchange.

In the old days (several years ago) I noticed the traffic exchange systems were a lot more popular than they are now and I'm not saying that sales weren't generated from traffic coming through the exchange... But what sales existed were few and far between because everyone was so busy surfing from one page to the next trying to build up credits so their page could be displayed to other people surfing for credits and so on.

Nowadays someone selling "hits" or "visitors" for low dollars could simply be "washing their traffic", so even if you see what looks like reliable domains in the referrer logs that doesn't always mean it's good traffic. In other words, what you see in the traffic logs may not be the type of visitors you get. Or the traffic could be "laundered" porn, MP3 or exit pop traffic.

Of course there's another point to buying traffic if you're inclined to do it and that's simply for the purpose of boosting your Alexa ranking. (More on Alexa shortly.)

Naturally I don't condone washing or laundering traffic OR boosting your Alexa ranking artifically, but it does happen and if you think about it, if the quality of the viistors are so good, if they're highly targeted prospects and not just washed exit traffic then why are they being sold so cheaply?

In my Google search I came across a site that offered to sell you "hits" (which are then also referred to as "visitors" further down the page) with a promise to "help web sites increase traffic, page rank, and profits".

I'm not sure about the profits on that but if you really want to skyrocket your traffic stats for a day then you

can do it for a few bucks.

So the bottom line is to always ask where the traffic came from in the least, especially if you're considering buying advertising from someone you don't know.

I wouldn't consider buying leads to send Direct Mail to without first asking where they came from, so don't be shy about asking where the 100,000 or 1 million visitors will be coming from -- and HOW they got on this list in the first place!

3) TRACK AND KEEP YOUR STATS OVER TIME USING A RELIABLE STATISTICS PROGRAM:

Until this last week while pulling these stats and graphs it really dawned on me how vital it is to pick one stats tracking software program and stick with it for as long as you possibly can.

Fortunately one of the things we did back in the year 2000 was to go from tracking our stats via cumbersome, hard to use and hard to analyze log files to installing Web Trends Live on our web pages.

I've been using Web Trends for over 5 years now and the result is that I'm able to login and see every single visitor I've ever had to my web site since March 2000.

I can also see 5 years of referrers and other statistical data that I can sift through any time I want.

Of course the total number of unique visitors I'm talking about in this report which is 2,826,874 million unique visitors doesn't include any traffic prior to March 1st, 2000.

**So what you're seeing is the MINIMUM number of visitors I've had**.

The rest of the visitor statistics were lost in the .log files we retained for 1997 to early 2000 during a computer crash.

So our recommendation is that you pick 1 stats program and stick with it over an extended period of time and to help illustrate just how important this is, I'm going to show you what having a tracking program can do for you and how it'll benefit you in keeping your stats for a long period of time.

In addition to showing you the stats, at this point I also want to give proof of the traffic I've been talking about.

During the launch of the "**Amazing Formula That Sells Products Like Crazy**!" I didn't have the same type of stats tracking on my web site that I do now, so the earliest record I have of traffic to those domains is the year 2000.

Here's what the traffic looked like during the months of the year 2000 **where I first added the tracking code to my web pages:**
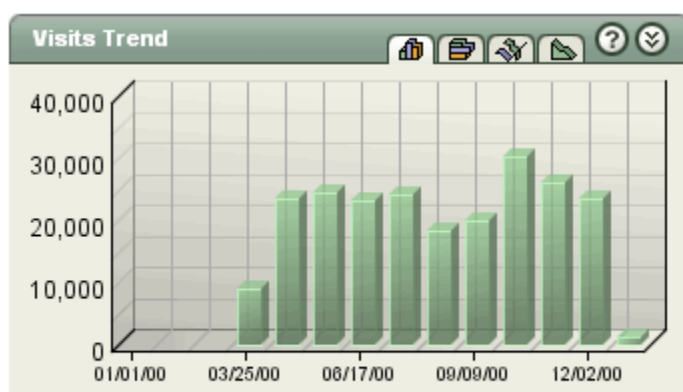
What this shows you is a pretty steady stream of traffic, numbering approximately 20,000 to 30,000+ a month.

Here are the actual figures from the year 2000:

It shows a total of 182,138 unique visitors during the 9 tracked months of the year 2000.

What I notice is back in 2000 it doesn't look like Web Trends was counting repeat and returning traffic, so under "Visitors Who Visited More Than Once" it shows 0.

It may either be the way they had the system set up then

or perhaps I had an outdated tracking code on my page.

Either way, we'll just look at the Unique Visitors for now so ignore everything else but what's listed under "Visitors" in the screen captures.

Remember: I didn't have the code on my pages for the first few months of 2000 so what you're seeing is the minimum number of visitors. In addition, I know I don't have the code on all pages so there's a lot of traffic that didn't get tracked at all

What I want to do is show you the two years, 2000 and 2001 on their own, then do a side by side comparison to show you the difference in traffic from one year to the next.

That lets you see just how powerful a well established affiliate program can be in generating a constantly growing stream of traffic as new resellers sign up and everyone continues bringing new buyers to the site.

Here are the actual figures from the year 2001:

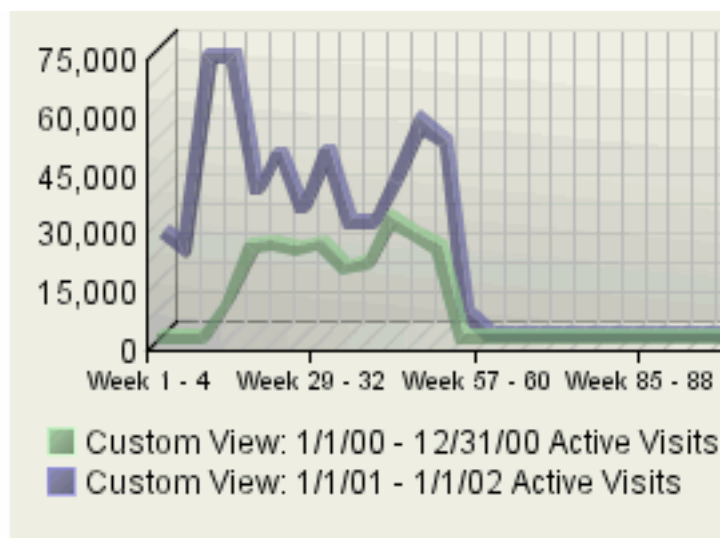| Visitor Summary	
Visitors	416,703
Visitors Who Visited Once	0
Visitors Who Visited More Than Once	0
Average Visits per Visitor	1.33

It shows 416,703 unique visitors during the 12 tracked months of the year 2001.

The previous chart for the 9 months in the year 2000 shows we had 182,138 unique visitors so **that's an increase of 234,565 visitors** which means my traffic more than DOUBLED from one year to the next.

Now here's an easy to view comparison chart that shows the 130.07% increase in traffic:

Custom View: 1/1/00 - 12/31/00	Custom View: 1/1/01 - 1/1/02	% Change
182,138	419,041	130.07% ▲

Now take a look at the actual number of visitors from one year to the next and you'll see a 130.07% increase from one year to the next.

Here are the actual figures from the year 2002:

Visitor Summary	
Visitors	687,987
Visitors Who Visited Once	0
Visitors Who Visited More Than Once	0
Average Visits per Visitor	1.4

It shows a total of 687,987 unique visitors during the year 2002 and that's another steep increase from the year before.

Here are the actual figures from the year 2003:

Visitor Summary	
Visitors	715,167
Visitors Who Visited Once	0
Visitors Who Visited More Than Once	0
Average Visits per Visitor	1.51

Here are the actual figures from the year 2004:

Visitor Summary	
Visitors	535,991
Visitors Who Visited Once	0
Visitors Who Visited More Than Once	0
Average Visits per Visitor	1.47

I don't have stats for all of 2005 yet, but here's the big picture which shows you every single visitor I've ever had since installing the code on my pages in March/April 2000, to date, totalling 2,826,874 uniques visitors:

Visitor Summary	
Visitors	2,826,874
Visitors Who Visited Once	122,881
Visitors Who Visited More Than Once	14,111
Average Visits per Visitor	1.42

In addition to tracking my unique visitors through **Web Trends Live**, I've also paid careful attention to my "Alexa Ranking" which is an overall measure of your traffic, page rank and web page reach.

How **Alexa** works is that it ranks your web site against 7 million other sites on the Internet and the ones with the most traffic to them get a lower "Alexa ranking". (On Alexa a LOW ranking is considered good, high isn't.)

In the past my ranking on **amazingformula.com** was always around 5000 to 6000, however during the last few years it's been declining due to a change I made on

the way I set up new web sites.

Here's a the ranking for the last 2 years on Alexa:

You can see the high point at the beginning of the graph where **amazingformula.com** is ranked just over 5000 in the last quarter of 2003. From there it starts to decline and continues on a decline through 2004

Fortunately I know both reasons for the decline and they're not something I'm concerned about.

I'll explain:

The biggest decline is caused by a change I made on my end with the way I set up new domains.

In the past I only had two domains, **amazingformula.com** and **higherresponse.com** so when I wanted to create a new product, instead of registering a new domain like I do right now and putting the sales letter and order form there, I created a "sub directory" on **amazingformula.com** and funnelled the traffic to the new product sales letters that way.

So instead of your going to **www.pushbuttonletters.com** to learn about that software like you do today, you'd have gone to:

http://www.amazingformula.com/pushbuttonletters

Instead of going to **www.gimmesecrets.com** you'd have been taken to http://www.amazingformula.com/gimme

I had all my domains set up that way and while that doesn't affect the actual number of unique visitors I had throughout the years, it did affect the Alexa ranking.

What happens when you set it up this way is that is all your traffic goes to 1 domain and the more visitors you get the higher your Alexa ranking is, so I ranked about 5000 or 6000.

It wasn't for a year or two after the launch of the Amazing Formula that I started registering a new domain for each product, like **pushbuttonletters.com**, **gimmesecrets.com** and **getitgoing.com**

And once I started doing that the ranking started going down because Alexa only tracks activity to 1 domain.

So all of a sudden my Alexa goes from 5000 or

6000 to 15,000 or 25,000+ because I'm sending traffic to **pushbuttonletters.com**, **actiongrid.com**, **directmailbux.com** or **gimmesecrets.com**, instead of amazingformula.com/whatever.

Another factor in the ranking decline has to do with "pop up window" blockers and what I mean by that is, back in the year 2001, 2002 and so forth, I had been serving up an exit pop up window from ALL of my web sites and the exit pop was triggered FROM the **amazingformula.com** domain.

So even though you were on **pushbuttonletters.com** or **gimmesecrets.com**, when you left the site an exit pop would load from amazingformula.com and when that pop loaded, it counted as a "visit" to the **amazingformula.com** domain which affected the Alexa ranking.

Although I was using individual domains at this point I still drove all exit traffic through an "on exit" pop that was called from **amazingformula.com**

Nowadays the pop up blockers are preventing the exit window from opening and if the window can't open when someone exits the site, it doesn't affect the Alexa rankings. So the additional decline in rank during the last quarter of 2004 and early 2005 was caused by more and more people blocking pop up windows.

Now before we start putting this traffic into perspective, let's talk for a minute about <u>what someone's Alexa ranking REALLY tells you about their traffic.</u>

What I noticed while doing research for this report is that quite often what you see on Alexa don't correlate to what someone is saying about their "traffic".

For example, awhile back someone told me they got 30 million visitors to their web site, but when I checked their Alexa ranking to see what position they were in, I found an Alexa ranking that's HIGHER than mine.

I found this odd for someone to have an Alexa ranking that's higher (meaning the site is less popular) than mine when they're telling me they have TEN times MORE traffic than what I receive.

(eg: 30 million visitors versus my 2.8 million.)

Although not an exact science, my Alexa ranking was between 5000 and 6000 and I've had 2.8 million visitors.

So it stands to reason that if someone has TEN times the amount of traffic that I have (eg: 30 million visitors) then their ranking on Alexa should TEN times better. Or close to 10 times higher...

But what I found was an Alexa ranking that's nowhere near as good as the 5000 or 6000 ranking I'd received.

What that tells me is their stats tracking software is probably quoting "hits" or "page views" and isn't actually showing them true unique visitors.

Another example that's a little closer in comparison:

Last month I visited a website that had a graphic claim at the bottom of the page that says:

"OVER 3 MILLION VISITORS"

What that means is this person has MORE traffic than I can prove I have, yet when I took a look at their Alexa ranking, this is what comes up:

NOT IN TOP 100,000

Here's the actual Alexa image (with URL removed) that shows this website with the claim of 3 million visitors as not being in the top 100,000 on Alexa when I view

Daily Traffic Rank Trend

the 2 year graph.

So next time someone tells you about their traffic, check their Alexa ranking and see what that looks like.

Just go to **www.alexa.com** and click on RANK then enter their URL. Then click the tab that says "Traffic Rankings" and go to the 2 year view.

Now compare their traffic and Alexa ranking. Does it correlate? If not, you've got to wonder if they're counting hits, versus genuine unique visitors.

Here's something to keep in mind when evaluating your own Alexa ranking or that of your competitors.

If you have a site that draws a lot of repeat traffic, although your "Unique Visitors" may be different (lower) than what your Alexa ranking shows, it can be attributed to repeat traffic.

If you have a content or portal site or a really popular blog you can end up with people returning 2, 5 or 10 times a day, like CNN, Yahoo, Microsoft and so forth.

When that happens you will end up with an Alexa ranking that doesn't correlate to what your unique visitors look like, but you can find balance by taking the REPEAT visitors into consideration.

Something else to keep in mind when comparing traffic or conversions is that Internet marketing is a pretty targeted topic compared to something like Viagra and quite often the two are so vastly different that it's nearly impossible to do a fair comparison.

Because of that, 10 or 50 million visitors to a targeted product isn't going to do you much good.

If someone offers to sell you 5 million visitors and you've got a product like Push Button Letters, those 5 million visitors won't do you much good.

You'll end up with only a small percentage of the prospects on the site actually interested in the product and the rest is just a waste of bandwidth.

I realized this when of my friends with several large email lists sent a promotion out for the Amazing Formula and it didn't make him much money at all because it's just not a really extreme broad interest product. So much of the mailing was wasted.

If he'd promoted something else with a broader interest I'm sure he would have had more success.

For that reason, if you're thinking about buying traffic or forming a Joint Venture with someone who has a very large list, just make sure you keep in mind that the more prospects there are, the less targeted the list will likely be.

4) PUT YOUR TRAFFIC IN PERSPECTIVE

Now to put the whole thing into perspective:

A lot of people don't know how many people actually live in the world and from the total world population, how many English and Non-English speaking people there are so I'll start with a few facts.

These are things you need to know and understand so you can put the traffic you're getting into perspective.

HERE'S SOME KEY THINGS TO KNOW:

To really get a grasp on the 2,826,874 million UNIQUE visitors that came to my web sites in the years 2000 to 2005 (current month is September 2005) you need to take a look at some World and English speaking population internet user statistics.

But before we do that, here are a few interesting facts about the world population and the number of people with Internet access in all countries:

Fact: There are 6.5 billion people in the world.

Fact: There are a total of 6,912 different languages being spoken in the world.

Fact: 64.2% of the world population speaks a language OTHER than English.

Fact: The number of people who speak English is approximately 35.8% of the total population.

The only way to get an idea of whether the 2.8 million visitors to my web sites in the last 5 years is significant

compared to the total number of potential visitors is to **consider the total POSSIBLE number of internet users not just with Internet access worldwide**, but those that specifically speak English.

To get the number of English speaking people in the world you take 35.8% of 6.5 billion and the total number is: 2,327,000,000 (2.3 billion)

That means in the whole world there are 2.3 billion people who speak English.

So does that mean there are 2.3 billion people who could potentially visit my web site?

The answer is no.

Here's why:

Since my web sites aren't translated into any other languages and my customer service is provided in English, the potential visitors I should be trying to attract would be those that LOG ON to the Internet using a computer that is set to the English language.

So **if I had every single person in the world that spoke**

English come and visit my web site, I'd be able to get a total of 2.3 billion visitors to my site.

Of course that's not even remotely possible because the reality is that **only a specific percentage of the English speaking population actually hav**e:

1) A Computer
2) Internet Access

For a complete description of who is deemed an "English Speaking Internet User" see the description at the end of this document.

So taking that into consideration, the 2.3 billion people I'd consider my "target market" is now reduced to a final figure of:

287,500,000 Million

That means there are 287.5 million English speaking people in the world who have Internet access that I can consider my potential "target market".

So what this means is, there are 287.5 million POTENTIAL "UNIQUE VISITORS" that could come to my

---

The "Big Picture" of Languages and Users:

WORLD INTERNET USAGE AND POPULATION STATISTICS (Updated July 23 2005)

World Regions	Population (2005 Est.)	Population % of World	Internet Usage, Latest Data	World Users %
Africa	896,721,874	14.0 %	16,174,600	1.7 %
Asia	3,622,994,130	56.4 %	323,756,956	34.5 %
Europe	731,018,523	11.4 %	269,036,096	28.7 %
Middle East	260,814,179	4.1 %	21,770,700	2.3 %
North America	328,387,059	5.1 %	223,392,807	23.8 %
Latin Amer./Caribbean	546,723,509	8.5 %	68,130,804	7.3 %
Oceania / Australia	33,443,448	0.5 %	16,448,966	1.8 %
WORLD TOTAL	6,420,102,722	100.0 %	938,710,929	100.0 %

web site. But of course you can't consider all 287.5 million as prospects because there's no way to get every one of these people to visit my web sites.

Here are the actual statistics on these calculations:

Internet World Usage & Statistics:

As of July 2005 the World Internet Population is:

938,710,929 Million
(Source: **internetworldstats.com**)

As of July 2005 the English speaking Internet Population is:

287,500,000 Million
(Source: **internetworldstats.com**)

As of July 2005 the Non-English speaking Internet Population is:

516,700,000 Million
(Source: **internetworldstats.com**)

The non English speaking population is broken down into the following groups:
European Languages

(Non-English)   276 Million Users

Scandinavian Languages   14.6 Million Users

Asian Languages: 240.6 Million Users

What this means is, from the 938,710,929 total Internet users, 287,500,000 million speak English.

Now let's go back to my total traffic (aside from the traffic from 1997 to 2000 that I don't have statistics for) and you'll see I've had:

2.8 million visitors to my web site

THAT MEANS 1 OUT OF EVERY 102 PEOPLE ON THIS EARTH THAT SPEAK ENGLISH AND HAVE A COMPUTER HAVE BEEN TO MY WEB SITE!

(1% of 287+ million is 2.8 million, which is the total number of unique visitors I've had to my site.)

Now when you think about 2.8 million visitors in the usual sense it may not seem like much.

I imagine that Yahoo or Google gets that in a few months, maybe every week. I don't know...

The "Big Picture" of Active and Deleted Domains:

			new in last 24 hours			
ACTIVE	DELETED	ON HOLD	NEW	DELETED	TRANSFERRED	
40,570,770	43,091,527	346,746	230,939	183,550	37,493	.COM
6,219,962	6,525,179	63,376	48,787	14,170	5,781	.NET
3,808,179	2,624,227	33,401	13,139	7,298	2,602	.ORG
3,700,869	1,211,665	1,274	2,669	12,141	1,692	.INFO
1,224,886	624,478	1,021	2,567	1,075	1,525	.BIZ
885,149	715,127	490	1,763	737	1,550	.US
56,409,815	54,644,988	446,308	299,864	218,971	50,643	Total

But **as far as I'm concerned having 1 out of every 102 people who speak English and have net access come to my web sites is really quite amazing.**

If someone asked me in advance to guess at the figure I'd never have imagined my web sites were that far reaching.

Based on the fact all of my products are related to Internet Marketing that means 1 in every 102 English speaking people in the WORLD is interested in starting their own business, creating products, writing sales copy or getting traffic to their web site!

> **The big picture of world wide web traffic, potential visitors and number of new domain names registered daily.**

In addition to traffic possibilities, one thing that is nice to know is the total raw number of domain names registered and deleted every single day and the total number of active domains and deleted domains.

TO CONSIDER: The number of new domains includes all types, .com, .net, .org, all country specific and personal web sites as well. So if you're thinking of new domain registrants or owners as potential customers or prospects, then you will want to make a few deductions.

First you'll have to deduct a fair amount for people who are registering bulk domains.

So let's take off 25% (1/4 of the total) from people making bulk purchases or for those that buy domains without ever using them.

Then deduct another 25% to cover the people who register domains for their own personal use.

And the total is... 299,864 new domains registered every 24 hours.

That means **every 24 hours, after our 50% deduction for bulk buyers and personal domain name purchases, there are approximately 150,000 potential new buyers for your product or service**.

Phrased differently, there are approximately 150,000 **potential** new customers who are registering a domain and may be planning to put up a web site and start their own business, or expand and grow their existing business.

On the flip side for every 299,864 new domains activated every 24 hours there are just a few less that are deleted and put back into the system, with 218,971 deleted domains every 24 hours and 50,643 domains being transferred every day.

And there are 40.5 MILLION total active domains.

THE TRAFFIC OVERVIEW WRAP-UP:

In the next section I'm going to show you how we got the 2.8+ million unique visitors, but first I want to summarize what we just covered.

To really understand traffic and know how to assess yours (and other peoples traffic stats) you have to understand all the basics including:

• The difference between hits, page views, visits, visitors and unique visitors.

• The difference between good traffic and bad traffic.

Having read this far you should already have a better understanding of traffic, unique visitors, page views, hits and so forth.

So now we're going to talk about how we got the 2.8 million unique visitors, not to "brag" about it or what I've done (because that's irrelevant to you) but to show you in terms you can use and benefit from in your business.

Please Note: I don't claim that by following these steps that you will get 2.8+ million visitors... but I will show you what I've done using AFFILIATE program marketing to achieve this.

I am dividing this into basic steps you can follow:

Step 1) Choose the model you want to use to get traffic to your web site. *(In this case the model will be affiliate program marketing.)*

Step 2) Decide on commission structure, payout methods and other important topics.

Step 3) Setup your affiliate program software.

Step 4) Set up site with tools for your resellers and create new and exciting product promotions.

Step 5) Pay a well connected source 80% or more to launch your affiliate program and/or product.

Step 6) Create and send regular communications to your resellers with updates, contests and so forth.

Step 7) Recruit your super affiliates or actively recruit affiliates.

Step 8) Move beyond affiliate marketing to buzz marketing and other activities.

Step 9) Grow your business using other methods.

Now I want to walk you step by step on how we got the traffic. But I'm going to do it in context of explaining to you of what you need to do.

The first thing you need to do is choose the model you want to use to get your traffic.

---> STEP 1: CHOOSE THE MODEL YOU

WANT TO USE TO GET YOUR TRAFFIC

There are a lot of different models for getting traffic.

A lot of people go the Search Engine route but we've never played the search engine game very seriously because the rules just change too much.

In this case, we'll choose the "affiliate marketing" model because that's what I do and that's what I've become my own "expert" on.

But if you're absolutely not interested in affiliate marketing or want to try something else, you can use Search Engine Optimization or Pay Per Click Search Engine Marketing, to name a few other options.

The bottom line is that you need to do is take 1 model, become an expert and be better at that one thing than anyone else.

While the SEO and PPC industries are always beckoning for my attention, there are several disadvantages, with each, including:

<u>Disadvantages of Search Engine Optimization</u>:

A) It can take a long time to become an "expert" on Search Engines which is a topic that's rapidly changing.

B) It can often take a long time to see any results.

C) There's absolutely no guarantee you'll succeed.

D) Each page you've got is limited to a specific number of search terms. What you'll end up having to do is to create numerous copies of each page you've got, each one optimized for specific keywords or keyword combinations. You've got to be careful about keyword "spam-

ming" as well and with ever changing algorithms it can be daunting to try and keep up with all the changes.

E) You'll have to make changes to your web pages(s) If you go the search engine route you'll often have to make changes to your pages. So you can end up taking a sales letter with a conversion rate you're happy with and "add" content to the page to make it more keyword rich.

It's always been my motto, " if it ain't broken, don't fix it", so the idea of making changes to my sales letters isn't very appealing.

Disadvantages of Pay Per Click Advertising:

A) It can be downright expensive because the prices aren't stable.

B) You never stop paying!

C) It's time consuming to maintain.

D) Keyword bidding wars can really cost you.

E) It's hard to get a good volume of clicks.

To get a better idea of what I mean, take a look at the keyword:

Web Site Hosting

The top #1, #2 and #3 spots are paying:
(Advertiser's Max Bid: $3.20
(Advertiser's Max Bid: $3.19)
(Advertiser's Max Bid: $3.02)

At $3.00+ plus PER click, the fees can really add up and if there's a statistic on this somewhere I don't know of it, but I imagine that every person who's looking for hosting will compare at least two, three or four companies against each other.

So the company pays $3.20 for my click through and

that doesn't even guarantee I'm going to sign up. I may sign up but I may just click the BACK button 2 seconds later...

Under the more generic term of "HOSTING" the top advertisers bid is: Max Bid: $3.99

So the PPC route can be time consuming and costly and you're limited to a specific volume of keyword searches every month.

Now let's take a look at the advantages of having your own affiliate program:

Advantages of Your Own Affiliate Program:

A) You pay ZERO money until after a sale is made. You don't have to pay up front for advertising that doesn't result in a sale.

B) If you pay commissions monthly, you have up to a 30 day float on the funds.

C) If you have a 2 level program your affiliates help you recruit more affiliates. So the program becomes somewhat viral.

D) Your efforts to obtain affiliates are highly leveraged because they can make sales for you in the months and years to come, once you obtain good affiliates.

E) The investment up front to run your own affiliate program is minimal if you use automateyourwebsite.com or clickbank to run your program.

(See: **http://www.automateyourwebsite.com**)

F) If you find yourself in a capped bind you can send a promotion out to your affiliates which costs you only the cost of e-mail. And within a few days you can quite possibly have a surge of sales come in. The same can be done anytime you want to raise your cash flow.

G) The cost to obtain affiliates is basically your time and

energy in making some quality contacts and doing some networking.

H) When you launch a new product all it takes is 1 e-mail to your affiliates and there'll be a virtual stampede to promote it.

The bottom line is that for a really small amount of money, for something like **AutomateYourWebSite** you can have an affiliate program that has a very high upside potential in comparison to what you've invested.

Your break even is about 1 or 2 sales a month and you've broken even on the costs. Everything about that goes towards your overhead, labor and profit.

As I mentioned earlier I've chosen to go the affiliate marketing route so for the balance, we're going to focus on setting up an affiliate program.

But before we move on, one more interesting note I'd like to make is...

Everyone I know that sells Search Engine Positioning "how to" info-products are actually getting THEIR traffic through AFFILIATE MARKETING.

---> STEP 2: CHOOSE YOUR COMMISSION STRUCTURE AND PAYOUT METHODS.

(WHAT TO PAY, HOW TO PAY, WHEN TO PAY)

Let's talk for a minute about instant gratification which is a big motivator for affiliates.

Until May 2004 I always paid my affiliate commissions monthly, between the 10th and 12th of the month for any sales generated the month prior.

And for the longest time I mailed out actual checks to affiliates until one rogue affiliate took a check I'd written, scanned it in, changed $93.00 to $93,000 and used it to buy 1000 hard drives from someone in California.

Fortunately my bank caught on and we managed to put a stop to that. But it could have been a $93,000 mistake. And since then I've completely stopped sending checks and rely solely on **PayPal**'s Mass Payment feature to automate my commission payouts.

However, within the last year and a half I've been fortunate to be able to switch to paying DAILY affiliate commissions through my program at www.getyourprofits.com and unless my affiliates tell me otherwise, I don't see myself switching back to monthly payouts for any reason.

I also don't see myself changing the structure of the commissions themselves.

Right now the LOWEST commission you can earn through my program is 50%.

And I've got payouts on some of my big ticket products like the **Action Grid**, **Cash Like Clockwork System** and the **Direct Mail System** as high as $598.00 PER sale.

The Action Grid (Pays Up to $598.20 a Sale!

The average is 50% to 60% and I pay that out on multiple back end products, including:

• The Amazing Formula
• Gimme My Money Now!
• The Push Button Letters Software

I pay a 70% commission on the **Marlon Sanders' Marketing Dashboard** from **www.getitgoing.com** and finally, I've got various recurring billing programs as well, with a 45% monthly recurring payout on my **Milcers Private Membership Site** and a 50% recurring billing on my Push Button Software Trials.

To my knowledge no-one else sends daily commissions and I'm sure that's because it's extremely hard to manage without the right software program.

It wasn't until I moved away from **AssocTrac** to the system I'm on now (along with some custom programming... of course) that I was in any position to be able to handle the administration tasks and duties behind paying out daily.

But we've got a system implemented and it's working fine with payouts daily, Monday to Friday.

If you're still sending paper checks to affiliates every month versus sending commissions by **PayPal** then technically it would be hard to do daily payouts.

I've done several surveys on the topic of payout frequency just to make sure that everyone was on board with getting paid daily and each time the majority vote was for daily payments by **PayPal**, versus weekly or monthly.

For the resellers to be paid this frequently it really helps off-set the usual 60 to 90 day wait they experience with a lot of affiliate programs, like the type you'd join through **LinkShare** and **Commission Junction**.

Even 30 day waits can be difficult for resellers who are just starting out and don't have a large cash flow.

For non USA resellers what usually happens is the affiliate can't be paid from these programs until their balance reaches $100.00 USD and often the affiliate is left with $97 or $98 in commissions for months on end, never really being able to get that money.

I find that really frustrating, especially for resellers in other countries where $98 is a lot of money. So no matter where they're from, I like to pay my affiliates every business day.

What you need to do is come up with a payment schedule that works for you. The most popular is to pay affiliates every month, like the last day of the month.

I find that applies to smaller programs. With some of the "heavy hitters" hooked up with **LinkShare** and so forth, they have a payout that requires a lengthy 90 day wait.

This is to prevent fraud and to make sure that no affiliate is ever paid a commission on a product that "could" technically be refunded.

So they hold the funds for up to 90 days before the affiliate sees even 1 dime. I'm not fond of that system and I'm sure a lot of affiliates aren't either.

Another big issue to consider when you're starting an affiliate program is, do you pay commissions on the first front end sale or pay them on repeat sales? And how much are you going to pay on front end sales?

Make sure you really think about the amount you can afford to pay before you advertise anything because while it's always possible to INCREASE it, it's really hard to tell your affiliates you've decided to give them LESS per sale...

So figure out your hard costs and what you can afford to pay. And if it's not lucrative enough to start then you can always adjust it by increasing it. You just can't decrease it without risking bad publicity from your affiliates.

Now way back when, 3 or so months after I launched the **Amazing Formula**, Site Sell launched and they were paying "permanent lifetimes commissions" so to compete with that, we decided to offer commissions on back end products and currently, repeat billing products.

As logical and sound as that appears to be, I'm not sure

it obtains increased promotion or loyalty with affiliates, to be quite honest.

You'd think so. On the surface if you think you paid on repeat purchases and other programs didn't, that they would promote yours versus the other programs.

The reality of the marketplace is there are a lot of affiliate programs that pay on one product but if the customer comes back and buys another product, no commission is paid to the existing associate.

That's how **Clickbank** works and their program is very popular.

In fact, because of this we planned to offer at least one or two products through **Clickbank**, to take advantage of their base of affiliates.

So the question is, do you offer commissions on repeat purchases?

The answer is, you have to look at who your affiliates are, what the market is, and what competition is, but don't bet on it buying you loyalty or increased performance from affiliates.

In our market we think they just promote the hot product of the month. Whether they pay low amounts or not, or don't pay on repeat sales, it doesn't matter.

It's a case of "this is new and we're mailing it to our list".

So in our case we pay repeat commissions and I am certainly not changing that now but if I had to do it over again, I'd think twice about it.

Another crucial decision is 1 tier versus 2 tier.

We are a 1 tier affiliate program. That means when you sign up for my affiliate program and you make a sale, you're the ONLY person to get credit for it. That's why I can afford to pay a 50%, 55%, 60% or 70% (in the case

of the **Marketing Dashboard**) on sales. Because the affiliate making the sale isn't splitting the commissions with the "parent affiliate".

We've always felt resellers make more money with 1 tier commissions versus 2 tier and while it sure is a dream to get the big 2 tier checks, I just don't know how many "average" affiliates get these payouts from other programs.

From the other affiliate program operators I've talked to, very seldom do those 2 tier checks materialize and I think a lot of affiliates who are "in the know" prefer 1 tier.

Having said that, there's no doubt a 2 tier program is more viral. And if everyone else is offering a 2 tier program and you're only offering a 1 tier, to some degree you're at a disadvantage, at least to the affiliates who prefer a 2 tier structure.

When we surveyed out list it was fairly obvious that (at least in my program) about 70% or more wanted one level commissions versus two.

So the survey says 1 tier is better.

I have reservations about the 2 tier legal structure, even though there appears to be no repercussions from this arrangement.

I felt it's too close to multi-level or would fall under stringent multi-level laws in the USA.

From what I've seen this hasn't occurred and that's made me consider going two level, but based on the survey I recently did with my resellers, I'm not doing it. At least not at this time.

But on the other hand they say they like 1 tier payouts but maybe they just say that because we are 1 tier.

If we offered 2 tiers, it may be different and I am not totally against considering two tier but right now I just

sleep better at night knowing we're 1 tier and are complying with all the laws.

And when I say "complying with all laws" I'm also referring to the "terms" imposed by **PayPal**.

Although **PayPal** states this is a "grey area", their Acceptable Use Policy clearly defines a 2 tier affiliate program as "Multi-Level", as quoted below:

(The following is quoted from PayPal's user agreement, accessible from www.paypal.com)

> *PayPal prohibits as a Multi-Level Marketing plan any business in which payouts occur at* <u>*two*</u> *or more levels.*

For More Information:

The full Acceptable Use Policy can be accessed by going to **www.paypal.com** and then clicking on the User Agreement link at the bottom of the page. From there click on Acceptable Use Policy and then scroll down that page until you get to: Multi-level Marketing, Pyramid and Matrix Programs

From the terms it's clear they don't allow two-tier programs but I've heard people say the issue is just that the product value is in question.

If you're considering using **PayPal** to take orders and will be running a two-tier affiliate program and want to make sure you comply with their terms then what they suggest is to contact their Legal Department with your product sales letter and affiliate program information.

They say they'll review it and let you know if it falls into the "acceptable" category or not.

When you do that there's obviously the possibility that

what they deem acceptable today won't be acceptable tomorrow or later on if they decide to more closely scrutinize the pages, they may change their minds.

From what I can see **PayPal** is the only online payment system that so clearly defines what they do and do not accept as far as two-tier affiliate programs but this may also apply to other merchant accounts as well. If you're on another system and plan to offer a 2 tier program then make sure you check the terms and read them carefully.

Daily Commissions:

My model is to serve my affiliates better than other people so we offer daily commissions in lieu of monthly payouts as most programs offer.

We surveyed them and by actual survey the vast majority told us they like the daily commissions and the balance would rather be paid weekly or monthly.

I like paying them daily because resellers know they make a sale and they will get paid on it right away and their commissions aren't dragged out forever.

In addition, as a business owner it makes it easier to plan my cash flow. When your affiliate program really starts rolling you can end up owing a lot and if you accidentally spend the $15 or $20 grand you need to pay out, you can really end up scrambling for money.

We could never pay daily commissions if we had a regular merchant account because the funds don't settle for 2 to 3 business days and the regular merchant accounts are where the fraud prevention is really stringent.

In addition, it's a little easier to manage big ticket commissions this way because anytime you're paying out commissions over $200 (in the case of most of my big ticket products the payouts are as high as $400 to $500 on one sale) you run the risk of attracting affiliates who try to process fraudulent sales through the system.

It's scary to pay those big commissions on a daily basis. Fortunately due to the great fraud screening at **PayPal** and in our affiliate software we're able to offer this to our affiliates.

I think it's great that an affiliate can make a sale and get up to $500 in their account the next day. Well, week-days, not weekends. We only pay Monday to Friday. Sales accrued over the weekend are paid out on Monday morning.

On the topic of merchant accounts, **one of the biggest defining moments in this business was when we switched from our merchant account over to PayPal alone.**

According to my records our gross sales did go down when we went to all **PayPal**, but we didn't have a choice.

The merchant account fraud was out of control and with 2 to 4 chargebacks a week we were on pretty thin ice. In addition the $50 chargeback fees on a digitally delivered $67 product just weren't worth it anymore.

In the end there were so many fraud problems and chargebacks back then, I just felt we had to go to PayPal.

And overall I really love **PayPal**. The one disadvantage is, there's a $1000 limit before people have to verify their account and if they are over the limit they can't buy without account verification process taking place.

But given the choice between that and all the fraud nightmares, keeping refunds down and chargebacks, I just love **PayPal**.

In the last while they changed the way they accept orders so now no-one actually has to sign up for **PayPal** in order to buy from you and it's a lot more user friendly than it used to be.

The last straw with the merchant account was when we had to fax over a zillion documents to them proving that we fulfilled every order we received. It was nearly impossible with hundreds and hundreds of pages of orders being faxed in with notes on who got what delivered to them, IP address stamps and so forth.

I know if we weren't able to provide that to them they would have terminated our account and we didn't even do anything to attract that trouble aside from the fraud which isn't something we could control.

Although it may seem a small inconvenience at first, when you screw up on a regular merchant account you don't just get to move to another merchant. What happens is you get on the Terminated Merchant list and you can't get a merchant account with anyone.

Or you have to make an enormously large deposit to do so and even then they can still shut you down if your refunds go past a certain percentage.

Of course that was awhile back now and some changes did take place since then.

For example, the innovation that came along that may have changed our experience is the form field on the order form that asks the customer to input the 3 digit "security code" on the back of the card.

We didn't use it once it was offered because it was so brand new, although it may have been a fraud decreaser I was more worried about customers not knowing where to find the number.

We also went to physical products to try and lower the refund rate and once we switched to sending the products on CD by Fed Ex or US Mail we did cut the refund rate way down. By that I mean, we were able to eliminate the whole group of people trained in the art of buying digital products, then promptly refunding them.

And believe it or not, there are more of these people than you may think, which is why, if you sell digital products you really need to use **PayPal** or **Clickbank**,

unless you're in a really loyal system, with a merchant who's more open to e-commerce than some are.

When I first started in this business I'd read Corey Rudl's course on starting affiliate programs. He had this software from a company called "Hypermall" and before I knew it was hooked up.

This was back in 1998 so there wasn't a lot of choices on where to go and what software to use so I didn't see anything wrong with the Hypermall set up, but by today's standards it's pretty bare bones.

For example, back in 1998 there were no such thing as "point 'n click" autoresponders or simple to use e-mail broadcasts or robust affiliate software programs.

Here's a screen capture that shows you the "admin" screen for the associate program software at Hypermall.

One quick glance and you'll see it's extremely "bare bones" compared to the system I'm on now, or the systems I've used in the past.

What you're seeing in this image is the master "administration" control panel (believe it or not!) where you run the whole program.

The worst thing is, this same admin page is exactly what affiliates saw when they logged into their accounts.

Not exactly robust, especially if you compare that to the

affiliate software I'm currently using. (Pictured below)

Whereas the old system only had 2 options, either to view sales stats or edit an account, the new system I'm on now is jam packed with robust features for viewing statistics on sales, campaigns, creatives and also includes fraud management tools, an e-mail system to automatically send affiliates their ID every month and so forth.

One particular improvement was the ease of use in being able to pay affiliates.

This is what the old system looked like:

I literally had to click "Edit" then "Select All" to highlight all the records on the page (about 9000 of them back then) and then paste them into an Excel file

to find the sales.

It was either that or start scrolling through a list of 9000 accounts to see which ones had a sale!

Now take a look at the type of affiliate sales stats there and, all accessible pretty much within 1 click.

Add Code	Name	Company	Payment Threshold	Amount Due
CD22	Rick Hanson	N/A	$20.00	$432.37
CD88	scott dantzer	N/A	$20.00	$55.00
CD143	Dan Porteous	N/A	$20.00	$249.50
CD241	Gail Buckley	Vital Solutions	$20.00	$172.50
CD722	John Griffin	john griffin	$20.00	$291.47
CD767	TEXT AD ON GOOGLE DO NOT SEND CHECK	GOOGLE AD	$20.00	$141.44
CD915	Steve Schneiderman	Schneiderman & Associates, LLC	$20.00	$166.17

In between Hypermall and the system I'm on now, when Corey had his own affiliate program software at **assoc-trac.com** we moved over to it and used it for several years before we decided the desire to start sending daily commissions and wanting to have access to richer data was too irresistible, so we decided to move to the system we're on now.

What happened when we moved from one system to the next is actually shocking.

Despite the fact we went to daily commissions, despite the fact the system was so much more robust, despite the fact that affiliates did NOT have to change their links it looks like an affiliate program move of any sort isn't a good idea. *Unless of course your existing system stops functioning.*

The result of the move was a fairly significant decrease in affiliate sales which we can only attribute to confusion caused by the move or uncertainty as to whether links had to be changed or not.

In addition to the fact the affiliates got confused, the move from one program to the next wasn't exactly what I'd refer to as "easy" so **when you're selecting your**

affiliate program software you need to do so with the idea in mind that you'll be sticking with it for a long time.

In an ideal world I suppose you should never change affiliate software programs and if I knew then what I know now, I'd have considered staying at **AssocTrac**. I could have paid to have a few of the more irresistible elements custom programmed in.

Over the years I've seen programs come and go. I've seen people start out on **Clickbank** then switch over to their own program and each time I got one of these 'we're moving' notices, it always started out the same way:

"As of XXX date your affiliate links will stop functioning. Please change ALL your links now."

What that means is that all the links I'd have, in e-books, on products delivered on CD, in e-mails, wherever, they'd all have to be changed.

So when it came time to get ready for the move from AssocTrac to the system I'm on now, I kept this in mind and was able to come up with a CUSTOM programmed option to redirect all old affiliate links. This means not a single affiliate would ever have to change their links. And not only that, but every time someone clicked on an OLD affiliate link out there somewhere, not only would the link redirect them to the new system, but a brand new 10 year cookie would be set on the customers computer.

I did notice that despite the number of times I sent an e-mail to affiliates with details on the program switch, I still got questions from affiliates asking when their links would stop working.

My answer was always the same...

If you're an affiliate of mine and have been for longer than 1.5 years then READ this:

Your OLD affiliate links on the old system will always function. You do not need to change them. They automatically redirect and during the process a new 10 year cookie is set on the customers system.

The only thing you need to start doing differently is to check your stats here: **http://www.getyourprofits.com**

To get the links redirected we simply hired a programmer to set this up for us so when an old link is clicked, like this one:
http://www.amazingformula.com/cgi-bin/t.cgi/118777

It redirects through to the new system where the 10 year cookie is set and ultimately takes the customer to the main page of the site.

---> STEP 4: SET UP A SITE WITH TOOLS FOR YOUR RESELLERS TO USE IN THEIR PROMOTIONS.

Over the last few years we've tried various different approaches in the way we provide tools to our affiliates.

At first (years ago) the only tools our affiliates got were in the form of text links provided in a REALLY long e-mail "welcome kit" that they got when they joined the program.

(You should have seen this e-mail, it was so cluttered with links and instructions and information on where to check stats, what payouts there were and so forth...)

That was replaced in January 2001 when I registered the domain **www.hitsncash.com**

In retrospect it wasn't the best domain choice. For one it's hard to spell.

Two, if you ever tried to verbally give it to someone over the phone it was like a nightmare.

It was supposed to read as "hits AND cash" but I chose an odd spelling and paid the price later.

Aside from that, the whole **hitsncash.com** tools site was incredibly successful.

Here's a screen capture that shows what the first original layout looked like:

In the end it topped out at 500+ different tools for resellers including:

13 404 Error Pages
36 E-book Product Covers
124 High Click-through Banner Ads
11 Product Letters
13 Full Page Ads
42 Micro Buttons
75 Entrance and Exit Pop Up Windows
19 In Site Product Tips
4 Product Tip Windows
11 Q & A's
7 Navigation Bars
7 In-Site Graphics
5 Product Stories
4 Opt-in 7 Day E-mail Course Entrance Pops
13 Professionally Written Product Reviews
No Pop Up Window URL's (pop free pages)

One of the absolute best tools we came up with during that time was what we call the "**Auto Refreshing Cookie System"**, in the form of a site called **www.emailbux.com**

At a time when there's a brewing tempest over cookies and all the big-wigs scrambling to find a solution to the

cookie blocking problem that is now being deemed the #1 biggest problem marketers are going to be facing in the coming year, we've already come up with an absolutely beautiful solution.

If you're an affiliate and you're worried about your cookies being over-written by another affiliate OR you're worried about their being erased by the prospect, then check this out:

The brand new "Auto Refreshing Cookie System" is a tool that we created for resellers to put on their web site in the form of an opt-in subscription box that continually refreshes the cookie on the prospects computer in the form of an email sent weekly.

The way it works is:

1) The affiliate adds their ID to a piece of HTML code, then pastes that into their web site and they upload the page.

2) When a prospect lands on the affiliates website an "on entrance", "on exit" or "in site" opt-in subscription form will load that offers FREE Weekly Tips.

3) When the subscriber enters his or her e-mail address and name into the form, it'd subscribe him/her to our

autoresponder.

Every tip (they get 1 every week) has a NEW affiliate

link in it and when clicked, it tags the system with the affiliate ID again.
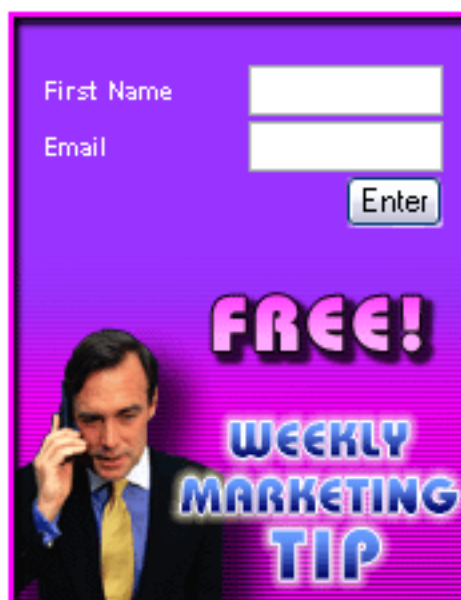
4) The new subscriber starts receiving 1 brand new weekly marketing tip in his/her e-mail inbox.

Each e-mail had a tip and a tie-in to a product offered through my affiliate program and each tip/tie-in had an affiliate link that was PRE-CUSTOMIZED to include the actual Affiliate ID.

So even if the subscriber clears his cookies daily, or weekly, whatever, you were guaranteed that every 7 days a new cookie would be embedded into their computer and even if they deleted the cookies, the affiliate would still get credit for the sale.

The system has been set up here, if you'd like to sign up and take a look at how it works: **www.emailbux.com**

Here's what one of the opt-in forms looks like that the affiliates can add to their websites:

The forms could be used as entrance pops, exit pops or by adding them right into your web page.

Some time after creating the first page of "tools" for af-

filiates we made some changes to the layout and design and created a web page with a series of 3 simple "buttons" you clicked on called "3clicks2profits".

Here is a screen capture of how that system was designed:

CLICK THE BUTTON AND SIGN UP!

CLICK FOR INSTANT PROMOTIONAL TOOLS

CLICK TO GET YOUR WEBSITE TRAFFIC!

The first button took you to sign up for the program.

The second button gave you access to "Pre-Made Reseller Web Pages" that the affiliate could customize with their reseller ID.

The third button took all resellers to a page of step by step instructions that walked them through all the different options they had for promoting the products.

Of course we still had the page of 500+ tools linked to off that site so anyone could access those if they wanted to. We dubbed them "advanced tools".

Later on we semi-retired the 3clicks2profits system and came up with another program that gave the affiliate up to date tools and promotions to use.

This was located at: **www.resellertoolkit.com**

The reason for the last change is two-fold.

First, once we moved to our most recent affiliate software we realized that we couldn't really edit a lot of the content that the affiliates saw, and felt the default tools page was confusing.

So we created **resellertoolkit.com** to replace the tools page in the main system.

Second, you've got to keep trying new things and you've got to keep your web design "look and feel" up to date. As tools became outdated we replaced them.

As more and more e-mail was being eaten up by spam filters, we had to constantly revamp the type of text and HTML e-mail promotions we provided the affiliates.

Of course when anything is changed you do run the risk of confusing the affiliates, but we pretty much kept everything as simple as "1, 2, 3" to offset this.

We call it the "step by step" system and we've taken that approach on pretty much every single tool, web page and promotion we've ever created for affiliates.

For example, here's a screen capture of a page we set up at **resellertoolkit.com** that had TEN traffic generating methods the affiliates could use to get sales.

1 Please Take Our Reseller Survey

Take a minute and let us know what YOU want more of by taking our affiliate survey posted at the link below.

Click here to take the affiliate survey

The survey will take just a few seconds to complete and your feedback will be invaluable in our being able to serve you better.

2 Check Your Email for Your Reseller ID

Your Reseller ID is sent within 10 minutes of signing up, so check your email now and you should see it there.

If you don't see it within 20 minutes then go to THIS URL and click to chat with us live during US business hours, or post a support ticket if it's after hours or on a weekend.

Once you have your ID you can proceed to use the tools below.

3 How To Send an Email Promotion To Your List

If you have an email list, the fastest and easiest way to make sales is to send an email to your list.

PART A: Click here for instructions on how to send an

9 How to Set Up Your Own Blog To Sell Affiliate Products

If you've never heard of blogging it's actually short for "web log" and likens to an online "diary" of sorts, or at least most blogs started out as online journals or diaries. Lately though I'm seeing more and more blogs being set up for business purposes and it's actually a great idea because blogging is simple, FREE and the best part is that your blog can contain any type of information you want, including marketing tips, product recommendations and so forth.

Unlike a website, it's easier to get traffic to a blog. Now of course the traffic will vary because most of it will start out coming from other blogs but as your blog develops, the quality of the traffic should too.

If you've been thinking about setting up your own blog but don't know how then here are step by step instructions you can use to get your blog set up and have your first affiliate product advertised there within 15 minutes or less.

STEP ONE: Go to www.blogger.com

When the page loads, click the orange arrow that says: "Create Your Blog Now", just like the image you see below:

Create a **blog** in **3** easy steps:

1 Create an account
2 Name your blog
3 Choose a template

CREATE YOUR BLOG NOW ➜

(The image only shows 3 steps but there are 10)

The 10 steps covered the following topics:

- How To Send an E-mail Promotion To Your List
- Grab an Article To Use In Your Promotions
- Boost Your Traffic with Free Viral PDF Reports
- How to Make Referrals to Your Friends
- How To Promote In Marketing Forums
- How to Promote With an E-mail Signature File
- How to Set Up Your Own Blog To Sell Products
- How to Use the Power of Video to Generate Leads!

Each of the 10 traffic generating methods came with it's own "sub steps" so no matter what level of skill the associates had, they'd be able to use most or all of the tools.

Here's an example of part of the page for setting up your own blog to promote affiliate program products where you can see just how step by step we created it:

Finally, just this month we decided to revamp the "pre-made web pages" for resellers by giving them a new look and feel and set those pages up here:

http://www.promotemarlon.com

What we'll do now is merge together everything at re-sellertoolkit.com with the contents at **promotemarlon. com** and stick with 1 domain.

There will be the top 3 promo items on the main page, which consist of:

- Text Only Affiliate Links
- Text Emails (or HTML Emails)
- Pre-Made Reseller Pages

At the bottom of that page we'll put a link to the advanced reseller tools that we've always used, which are

located in a table like this:

The way the tools page works is that the affiliate comes onto the site, enters his/her affiliate ID into the form at the top of the page and then they click SUBMIT.

From there, every single tool has their affiliate ID automatically embedded into the code so all they do is copy the code, paste it into their site and start promoting.

---> STEP 5: PAY WELL CONNECTED SOURCES 80% (OR MORE!) TO LAUNCH YOUR PRODUCT!

For ten years I struggled painfully in sales and marketing. Then I started finding simple ways others were making a fortune in business through off-the-beaten-path marketing methods.

I discovered new ways to generate leads and prospects. Ways most businesses never heard of. I found unique ways to write simple letters that cause people to buy stuff.

I found secrets of getting repeat business and referrals by the thousands.

I discovered the lies and deceptions that wrecked careers and businesses and caused good people to throw hard-earned money after bad marketing ideas.

All of a sudden things started working differently for me.

People started paying me up to $12,000 to create marketing letters for them. I got invited to speak at over 100 one-day seminars people paid $3,000 to attend.

I'm a weird guy. I'll admit it. I eat, sleep and drink marketing. My direct mail archives go back more than 20 years. I spend upwards of $30,000 a year on books researching everything I can on the topic of marketing.

If you own a business or want to start one and you're looking for proven ways to generate traffic then **what you learn here could make all the difference in the world** because in addition to getting access to the same steps I used to generate over 2.8 Million UNIQUE VISITORS to my web sites, you'll be able to adapt everything in this report to your own business.

It all started with the launch of the *"Amazing Formula That Sells Products Like Crazy"* from **http://www.higherresponse.com** in March 1, 1999.

(Currently I promote that product from www. **amazingformula.com**.*)*

The launch of my Amazing Formula product back in 1999 was the first really big success I had, although by then I was already selling several products including "How to Create Your Own Product in 2 to 10 Hours", the "Big Course" and "How to Create a Non-Stop Web Site Order Taking Machine".

It's funny when I think back on the sales of the "Big Course" all those years ago because I'd been told over and over that it'd be next to impossible to sell a $500+ package that I was planning on DIGITALLY delivering to the buyers. And in fact just the opposite happened, with sales of the Big Course rolling in at a rate of several a day.

Here's proof of those sales in the form of a screen capture from my old (but still active) merchant account at Hypermall **-->**

```
595.00  04-19  11:59
 67.00  04-19  11:59
595.00  04-19  12:07
300.00  04-19  12:11
595.00  04-19  12:28
595.00  04-19  12:31
```

These sales were recorded on April 19th, 1999 and only represent a small portion of the total sales that day.

Here is the actual April 19th, 1999 end of day summary from my merchant account that shows a total of 41 sales, totalling $10234.00 which was the highest day I had in April 1999 for sales.

```
     SUMMARY of SETTLEMENT REPORT / VALID TRANS.
                Batch 000199      04-19-1999
TRANSACTION---------- TODAY--------
  TYPE        COUNT     TOTAL
------------------------------------
Sale           41     10234.00
```

Back in those days the **Amazing Formula** really pushed the $500+ back end "Big Course" and in spite of the fact everyone said it wouldn't sell, it sold like gangbusters!

Prior to the **Amazing Formula** and it's back end Big Course, the first recorded sale I made online was way back on June 29th, 1998 and that was for "How to Create Your Own Product in 2 to 10 Hours".

The first recorded sale for the **Amazing Formula** was March 18th, 1999 but I hadn't yet officially launched the product.

What I did on the official **Amazing Formula** launch was to team up with a friend of mine by the name of Rick Beneteau who had a great relationship with a very large and loyal following of his Mirror Ezine subscribers.

The idea was for me to give Rick a huge commission on each sale through an affiliate program URL and he'd mail the offer to his list for me.

Essentially it was a Joint Venture and the idea is beautiful in it's simplicity, which is to find someone with a big list and give them a generous commission on each sale for them to promote the product for you.

In addition to the 80% commission I also gave Rick a good amount of "lead time" on getting the product out to his list before I started promoting it myself.

At the time that Rick started promoting the Amazing Formula I was in Hawaii doing a seminar that he wasn't able to attend, so in exchange for him hooking me up with the seminar gig I offered him the opportunity to be the first person to promote the **Amazing Formula**.

That gave him significant "lead time" on promoting it, and promote it he did!

Here's an excerpt from Rick's diary that he was writing at the time he mailed out the actual offer to his list:

Having made the decision to venture out on my own with a brand new company, this week was supposed to be the start of launching one of my new projects. And I was as excited as a tyke in a toystore!

It involved my good friend, Marlon Sanders. He offered me a generous lead time to promote a great, inexpensive new marketing tutorial called "Discover the Amazing Formula That Sells Products Like Crazy!". Perfect timing, as my new affiliate program was still a week away from launching.

***Monday**: Unleashing the Beast*

*I prepare my newsletter supplement to offer this wonderful tool (The Amazing Formula) and its 7 FREE BONUSES to my 4000 Mirror subscribers and mail it out. A new article submission (with a soft-shoe pitch about this product in the cover letter) to the ezine/ newsletter editors is readied and I press the send button. **As expected, orders start flooding in immediately.** GREAT!!*

---

It turns out that Rick not only mailed his own list with the offer but also came up with the idea to give other people a percentage of his commission in exchange for them mailing the offer to their lists.

So not only was he making sales to his list but other people went crazy promoting it for him on a 2nd level.

After just a few days the sales really took right off.

Rick Beneteau was happy because he got a large chunk of every sale (80% of $67) and I was happy because I was able to JV with him on the launch and reach a lot of new potential customers!

Here's a screen capture from 1999 that shows income from the launch of the **Amazing Formula**:

Sales $ By Month

Shows GROSS Sales, Not Net
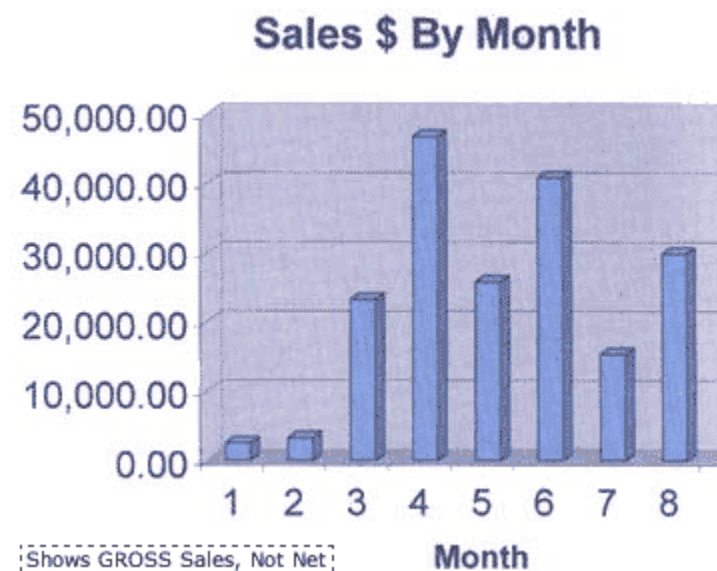
The first month (listed as 3 in the screen cap which is March 1999) you'll see sales were just over $22,000.

(That translates to approximately 328 sales of the $67 product in the first month of the launch.)

Nowadays selling 328 copies of a $67 product may not seem like a lot, but it was back then.

Especially when I was pretty much doing all my own customer service on all those digital downloads from people who barely knew how to download a .exe file.

of SETTLEMENT REPORT / VALID TRANS.
     Batch 000238   06-01-1999
------- TODAY--------
COUNT   TOTAL   AVG
----
  132   11436.00   87

In a 24 hour period of time on June 1st 1999 I sold 132 copies of the Amazing Formula as shown below:

You can see it in the traffic logs and sales reports during the early days of the **Amazing Formula** launch and although I can't say what would have happened if Rick hadn't partnered up with me, what I do know is the JV between myself and Rick is a great example of how paying a high 80% commission to someone with a big list you can't otherwise reach can really pay off.

To this day the **Amazing Formula** is still one of my top 3 selling products!

If you're just wrapping up the development of a new product or you're finding it difficult to get your product in front of the right people then consider a JV offer.

Find someone you like and have something in common with and give them 80% to launch your product. Or give them as high of a commission percentage as you can afford.

This can catapult the potential success of your launch by leaps and bounds.

In 1998 Allan Gardyne started to establish his **associateprograms.com** web site and just over a year later when I launched the **Amazing Formula** (right after Rick Beneteau sent his e-mail promotion for it) Allan and a few other people started their promotions.

I took a look at Allan's page in the Way Back Machine and it looks like he gave the **Amazing Formula** top

billing on his page for awhile in April 1999:

Associate Programs Directory

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, XYZ
Commission programs are listed by subject and A-Z.

The Amazing Formula

I think I've just discovered the most persuasive sales message on the Net. Sanders convinced me. See if he convinces you:
Discover the Amazing Formula that Sells Products Like Crazy!

Take a look at the graph below for the 4th month (April 1999) where sales were around $47,000 in a month. (The highest point on the whole chart.)

Sales $ By Month

Shows GROSS Sales, Not Net
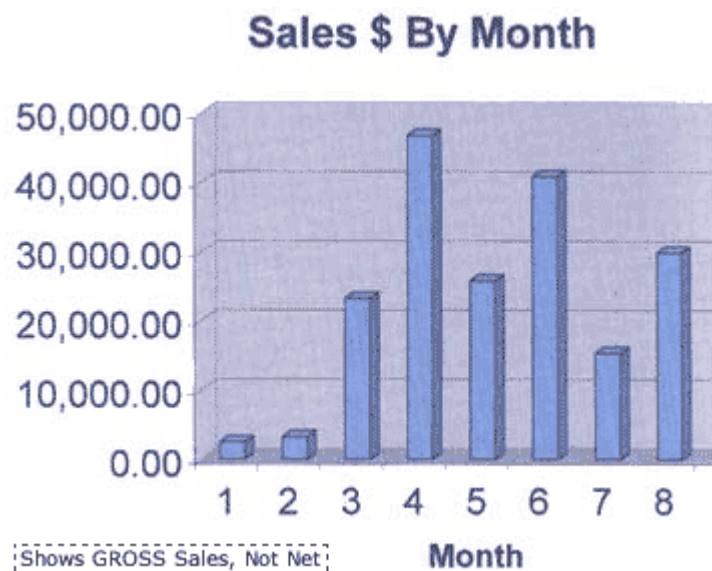
That corresponds with the **associateprograms.com** top of the page listing, at least for the time period.

And although I was receiving traffic from other resellers and via my own e-mail promotions I do want to thank Allan for his support over all these years.

The sales in the "Sales $ By Month" chart on the bottom left hand side of this page translates into 700+ copies of the product sold in one 30 day period of April 1999.

It's too bad I don't have my traffic from 1999. It'd be interesting to see the conversion rates from one year to the next.

Listed separately in the "Top 10" Associate Programs,

the **Amazing Formula** was listed in the #2 spot the same year, just after Declan Dunn's "Winning the Affiliate Game" and just before Cory Rudl's "Insider Secrets" course.

It remained in the top 10 list ranging from the #2 to #6 then back to #2, finally settling in the #4 spot from 1999 all the way through to the end of the year 2004 and it's currently ranked in the #8 spot with three different products listed there.

1) The Amazing Formula
URL: **www.amazingformula.com**

2) Gimme My Money Now!
URL: **www.gimmesecrets.com**

3) Create The Ultimate Automated Web Business
URL: **www.automationsecrets.com**

The result of that increased exposure just from Allan alone on the top 10 list really helped generate a ton of new associate sign ups and sales.

HERE ARE A COUPLE STRATEGIES ON GETTING PEOPLE TO ENDORSE YOUR OFFER:

#1) Give review copies of your product to potential endorsers in advance and get their endorsement which helps your sales.

Also, since the endorsement is on the web page it makes it more likely they will promote the product.

We did this for the launch of the **Marketing Dashboard** by "seeding" a certain number of people with an advance copy of the product.

Prior to the launch they gave their testimonial so when the site went live the page was already packed with lots of written and audio testimonials.

#2) Before you launch your product you really want to line up as many potential JV partners as you can.

Offer them a high commission and the opportunity to promote the product before anyone else.

Do this with 5 or 10 partners, however many you feel comfortable with, but not too many so as to take away the exclusivity from everyone involved.

#3) If you are publishing e-books then you can use the strategy that Stephen Pearce did.

He reviewed a number of e-books to endorse and those that were favorably reviewed by others were the ones he was more likely to endorse, and to my knowledge, he did. So he looked for e-books that had good endorsements then selected the top ones and promoted them.

#4) Another strategy some people use to get people to endorse the product is to interview the potential endorsers on a conference call for the product and strange as it sounds, just the act of interviewing often endears them to you and make them more likely to promote your product.

#5) There are a lot of other Internet Marketers out there with very good reputations and loyal subscribers and customers that simply aren't asked to do interviews all the time.

When you try to reach the same top 10 marketers all the time it can start to be a pretty tough sell, so look elsewhere, look for marketers with great reputations and loyal subscribers who aren't right in the spotlight.

Obviously the better strategy is to go to people who aren't the big names but have loyal lists and try to establish a Joint Venture with them.

Another strategy is deliberate recruiting where you identify different markets and deliberately recruit resellers in each market.

There's even a possibility of only allowing someone to be an affiliate if they meet a specific number of sales each month for a specific period of time and if they don't continually meet the sales requirement then their affiliate status is revoked.

I've also seen products released, first to a select number of super affiliates who get first crack at the market, then the 2nd tier of affiliates.

The bad news is this doesn't endear you to the 2nd tier who don't get first crack at the product but they do tend to promote it after they see the super affiliates promoting it.

It's difficult to get super affiliates on board unless they get some kind of additional benefit, first crack, larger commissions or 2nd tier commissions and so forth.

It really helps if you have a super affiliate with a lot of respect to endorse the product because it helps bring in a lot of other affiliates.

If a major name never goes to bat for you then you have a harder time getting people to be your affiliates so it's a good plan up front to include your super affiliates in the survey or creation of the product if you can.

A lot of corporations do this with focus groups where they invite a group of targeted people to help create the product from the ground up.

In the end the whole product is created based solely on what this group says they want and what they like. They select the name, they choose the colors, then design the product box and so forth. And while that's a little different than having a select group of people involved with the creation of your e-book or info-product, the strategy is the same.

Try to get them involved right off the bat. Try to include information about THEM in the product itself, or establish a connection between them and the product so they'll want to promote it.

It's no secret that people like to see their name in print so include references to these affiliates in the product and that makes them much more likely to want to send the product offer to their list.

This applies to any e-book, info-product or print book. For an interesting idea on what you can do with print books to get your readers involved or past customers interested in your newest release, here's what several mystery writers do to get their readers involved:

They start writing their new book, get chapter one finished and polished up, then upload that to their web site for the fans to read, for free.

On the site they have an opt-in box, so all along they've been building their subscriber list and once chapter #1 is online they broadcast an e-mail to the list that says:

"Chapter 1 of my new book is online, click here to read it for free!"

Once the fans are finished reading chapter #1 the author gets them further involved in the whole process by setting up a contest that invites everyone to submit titles for the book.

They have a form on their site that asks the readers to submit as many titles as they want for the book. When the author selects one, the name of the person who submitted it actually becomes a character in the book!

Several other readers (say 10 random names) win a signed "ARC" (Advanced Reader Copy) of the book so they get to read it before anyone else and it's personally endorsed and hand signed by the author, to them.

So the readers go to the site to read chapter 1 which leaves them wanting more, then they get personally involved with the process by submitting book titles and they continue to re-visit the site with a vested interest to check and see if the title they submitted has been selected or if they've been selected to get the signed advanced reader copy.

Even if they don't win the naming of the book they've invested time in the process and have an emotional attachment to the author and the new book and rush right out to buy a copy the day it hits the bookstores.

Now obviously that strategy isn't going to work for all types of products, but it's popular with mystery writers and other types of authors as well, I'm sure so try to figure out how you can put a twist on this strategy an adapt it to the creation of your next e-book or info-product.

You can also adapt a similar "name in print" strategy with your affiliates and resellers.

---> STEP 6: CREATE REGULAR AFFILIATE COMMUNICATIONS AND CONTESTS

Aside from having lackluster affiliate software back in 1998 and 1999 that didn't come with the same automated options to run your business as there are now, life was pretty sweet...

For example, in 1998 when you uploaded a new web site to your server you could just head over to any one of the search engines (**altavista.com** was big back then) and submit your URL.

You didn't have to pay and even if it was a bit slow, eventually you did get indexed.

Everyone was establishing reciprocal links and FFA sites were commonly used to promote your web site.

The amount of spam was really low. Maybe a couple spam mails a day came in, not like the 2000+ junk mail letters we get here every day. And there weren't such things as pop up, pop under or exit pop windows in the early days either. Along came X10 pop unders and from there pretty much everyone started using them.

> Note: Love 'em or hate 'em, as soon as I started using an exit pop on my site and gave them as a tool to my resellers and from that I was getting an extra $30,000 in sales a year. So although a few people complained about them they really did work!

The click through rates on banner ads were pretty darn high (I had Scott Covert create a ton of banners for my reseller program and the click through rates were pretty darn high, at least for me and some of my friends in this

industry) and **there were no such thing as Pay-Per-Click search engines that took your money** on a per keyword basis to put your site at the top of the results.

What is **Yahoo! Search Marketing** today (formerly Overture.com which was formerly GoTo.com) didn't exist until June of 1998 and they didn't accept paid placement until August 2001 (according to archive.org which archives copies of their pages) when they came out with their Premium Listings.

If I'm not mistaken, back then the Premium Listings, as with Yahoo, weren't anything that guaranteed you top placement. I think what they did was guarantee you a SPEEDY review of your web site, but that didn't guarantee placement at all. At least not for Yahoo.

It seems so long ago now that I can't remember if GoTo.com, (formerly Overture) also offered premium listings for consideration or whether they guaranteed you placement. Either way though, buying your way to the top wasn't an option then.

Tip: If you want to see what a web site was like or looked like in the past just go to **www.archive.org** *and use the Way Back Machine.*

All you do is enter the URL and it shows you the first page ever indexed along with any changes as they took place over the years.

Most of the time you can see the whole site but now and then, even though the site is indexed, it's hard to go through all the pages and pull up all the info. (Like the price of domain names at Network Solutions.... It's got the pages archived but to see the price you need to click to order and that link isn't working.)

Other interesting events to note is that in 1998 there were no such thing as <u>inexpensive</u> sequential autoresponders and it wasn't even until Nov 1998 when Corey Rudl came out with **MailLoop** for $700.

In a newsletter he'd written back then he mentioned finding a program called Mail Loop, getting excited about it and then it appears he bought the rights from the programmer, so although he didn't develop the

software himself from scratch, he was a definite pioneer in that industry!

The autoresponder I use right now, **Aweber.com** didn't exist until Dec. 1998 and **GetResponse** didn't come onto the scene a month or so later, in 1999.

So by the start of the year 2000 the autoresponder industry was starting to shape up and you no longer had to struggle to build, e-mail and broadcast regular communications to your resellers.

There was also SmartBotPro from Sanford Wallace, Lyris and a few others on the scene.

But I mainly used **GetResponse** to send e-mail to my customers and resellers, who I regularly offered hot new e-mail promotions they could send to their lists.

In the "old" days when you wanted to build your mailing list you didn't have the nifty opt-in forms on your web site like you have now.

Most people who were building lists used a single "submit" button that, when clicked, would open your default e-mail reader to prompt you to click SEND so a blank e-mail could reach the list owner.

It was quite some time later when you could put an actual form on your page that sent the details to you via form mail.

Here's a copy of my old opt-in form that I used to build my list starting in December 1998:

When someone clicked the **Join The List** button what happened is the cgi script on the server would send a copy of their e-mail, name and optional fax number to me by e-mail.

The problem with that is you had no way to send them back an instant e-mail unless you set up an autoresponder in your e-mail program like the older versions of **Eudora** or Pegasus which was popular back then.

Once I signed up with **Aweber** I started using this shorter form which automatically added the person to the list:

So you could fill the form out and receive an instant response from the system with your first message.

As soon as I got that form set up I created one specifically for my affiliates that offered them 1 weekly "Reseller Tip" by e-mail.

Everyone that joined the program was added to the Reseller Tips autoresponder automatically, or you could subscribe without signing up, through a form like this that was embedded into my web site.

I actually still use that form on some but not all of my pages but in addition to the sidebar opt-in, I also use a hover ad window, like this:

The reason I switched from the regular javascript exit pops to the hover ad is because they're really just made out of Cascading Style Sheets and can't be blocked.

In addition to articles which is one of the all time most requested tools, we also had new e-mail promotions that affiliates could copy to their autoresponders and send out to their lists.

Here are a few sample e-mail promotions that we've given affiliates over the years.

This was for my new 2.0 version of the Push Button Letters Software from **www.pushbuttonletters.com**

This next one was for the new 2.0 version of "How To Create The Ultimate Automated Web Business" from **www.automationsecrets.com**

To date we've probably sent upwards of 50 to 60 different HTML e-mail promotions to resellers to use but by far, the most successful one was for the **Marketing Dashboard**.

It consists of an actual screen capture of the program itself, along with a text introduction to what the product was about, like this:

The screen capture shows the whole e-mail promotion which starts off by showing what the Dashboard looks like and ends with text information on what the bonus is for taking action now and other details on the product.

In the past we used to be able to send the HTML e-mail promotion just like this:

But with all the spam filters and so forth, the rating on "HTML" alone is too high. So you have to offset it by adding a lot of text under the image, like you saw in the first image.

(By the way, if you're interested in learning more about the **Marketing Dashboard** you can get all the details at

www.getitgoing.com.)

Earlier on I mentioned my strategy as being affiliate programs and I have tried over the years to make my program better than other program out there.

For example:

- We have more products by far than anyone else.

- We offer recurring billing commissions

- We pay high commissions on back end repeat sales when a lot of other marketers don't.

- We've tried to provide more and better tools than a lot of the other programs and currently we have over 500+ different tools for our affiliates to us.

- We've held contests and events to make it exciting.

- We've given away thousands of dollars in prizes ranging $1000 cash prizes to digital cameras, flat panel monitors and other hot gadgets.

Around the time we started doing our contests I noticed a few other marketers also following this model so I want to address this topic.

Starting a contest can be a great idea for your resellers but this is another strategy I consider as "dicey."

While I don't have definitive answers on this, you need to be careful about holding contests. Especially if you're in the USA.

I don't know about other countries but in the USA there are laws surrounding contests.

Of course I'm not a lawyer so I can't comment on this but can tell you our preference is to have a contest that everyone can win.

Anyone can win the prize, whatever it is if they reach the specified number of sales.

As I understand the law, if there is "consideration" meaning a significant investment of time or money and an element of chance then you are coming close to what the law refers to as a lottery.

But again I'm not a lawyer and there are a lot of laws about it.

Anyway, throughout most of the year 2004 we held regular monthly affiliate contests to try and service our resellers better than anyone else and try to keep the program exciting and interesting.

Here's a contest where the affiliates can get paid $448.50 in commission on ONE sale, plus all associates who make 4 sales will win an IPOD, Canon PowerShot or HP iPAQ handheld AND to help boost their chances of making sales, they were given a $50 discount coupon that they could in turn give away to their customers..

One thing to note with these contests is that we always set it so there was a sales requirement, like 2, 3 or 4 sales for a product and anyone who made the required minimum number of sales WOULD WIN.

So **it wasn't just the top performing affiliates that could win the prizes month after month**.

For a long time it was Allan Gardyne and a few other super affiliates that kept winning so we devised a way that levelled the playing field for EVERYONE who made even just a few sales.

Here's another contest where EVERYONE who sold 4 copies of the product being offered would win an IPOD Mini.

As far as how well they work, we can attribute profits to the contests but only from a few key select affiliates.

What I mean is that a few resellers will always get involved and compete against each other for the first prize, but you don't see much of an activity increase across the board.

The upside is that we do see an increased number of sign-ups by other affiliates who learn about the contests and want to get involved.

The downside of planning and holding an affiliate contest is with the choice of prizes.

Some people like cash. Some like merchandise. It's a hard decision to make.

The toughest problem with picking the prizes is that you may want to give away a $1000 digital camera as prize #1 and your top affiliates may already have a brand new rockin' camera and may shy away from getting involved because the prize isn't something they don't yet have.

In one of the second to last contests we actually listed 5 possible options for the top prize.

When the winner was announced they were given the list of prizes and were able to pick 1 from the list. So basically they get to choose their own prize.

That ensures you won't alienate your top performers by offering a prize they already have or don't want.

Another problem with offering tangible prizes (even if you can get them at a discount), is with shipping the prizes to the affiliates after the contest.

I like to buy my affiliate contest prizes from a company online and have them ship the product directly to the affiliate on my behalf, but if the affiliate lives overseas, this isn't usually an option.

So you have to order the prize from the company and have them ship it to you, then turn around and send it to the affiliate.

Most often, having to insure the prize means the affiliate ends up having to pay Customs & Duties on the item when it enters their Country, even if you mark it as a "gift" on the customs form.

Example: If you send a $260 prize to an affiliate in Canada they'll end up having to pay customs fees on this, even if you mark it as a gift.

The first $60 of value is free on gifts, (all "gifts" must be accompanied by a handwritten note from the sender or else it won't be accepted as such) so the affiliate ends up paying duties on the remaining $200 and de-

pending on what the item is, that can total around $40+ the affiliate pays out of their own pocket.

I don't know the actual total but do know that when you send something to someone in the U.K., they pay a LOT of money for what's referred to as VAT, which is "Value Added Tax". I don't know the actual total but hear it's quite high.

So be careful when you send tangible "prizes" to people because you may end up costing them money out of their own pocket, just to get the prize.

One way around this problem and to make sure everyone is happy with the prize is to give away cash. Like $1000 or $500 for the top prize. More if you can afford it.

Cash appears to be the biggest motivator and it's the easiest to award because all you do is send it by PayPal when the contest is over.

One more thing about contests that I should note is that it takes quite a bit of time to put it together.

You need to create the web page with the contest information, then create the e-mail you're going to send the affiliates with the contest details and the e-mail they'll be using to send to THEIR subscribers.

What you do when you're finished creating the HTML e-mail (or text promo) is to copy the HTML code and all the instructions and put those on a web page for affiliates to use.

It's best to include the affiliates ID in the code by default, if you can.

But if not just make sure you put really good instructions on the page.

Here's a screen cap that shows another HTML e-mail

that we created for our affiliates to use, this time promoting one of the big ticket products:

For this purpose we've found the "step by step" 1, 2, 3 route to be the best.

Once you've got the promotion done and the web page with instructions you need to find the prizes, get photos of them and product information then write up the terms and rules of the contest and so forth.

So it takes a day or two each month from your webmasters schedule and from a marginal return, it's what makes the strategy dicey.

I don't necessarily have a definitive answer other than we chose to play in the affiliate arena and try to do it better than anyone else, so at least on occasion we do contests.

I think a great strategy is to have a BIG contest when you are launching a new product to help break through the noise. I think Stephen Pearce did this with the "Whole Truth" when he launched it.

In the past we held a new contest every month but lately they've been every three or four months.

The upside of a well chosen contest here and there is that it does generate new affiliate sign ups so you grow your affiliate base at the same time.

THE UPSIDE AND DOWNSIDE OF GIVING YOUR AFFILIATES RECOGNITION:

In the spirit of giving recognition I want to recognize the people who really made my traffic and sales of my **Amazing Formula** (and other products) what they are today.

I want to give special recognition to Rick Beneteau who basically launched the **"*Amazing Formula That Sells Products Like Crazy*!"** to his Mirror Ezine list.

Without the aide of Rick Beneteau I am not sure the **Amazing Formula** would have made a bleep on the radar.

Second, I want to give special recognition to Allan Gardyne from **www.associateprograms.com**

Allan Gardyne has always has been a strong supporter of the Amazing Formula over the years!

Third, I want to give special recognition to Knut Bratvold who sent an enormous amount of traffic from SmallBizFFA during 2000 and 2001.

In addition I'd like to thank Cathy Dupre who sent a ton of traffic from www.infoscavenger.com and of course Phil Wiley from ozemedia.com

In addition to the above named there are some other key affiliates who've sent us a ton of traffic over the years, including:

- Michael Wong
- Mike Merz
- Ewen Chia
- John Martin
- Brendan Conroy
- Michael Kimble
- Michael Campbell
- Rose Smith
- Dave Cones
- Bob Thompson
- Bill Hibbler
- Bram Smith
- Sean Burns
- Martin Franzen
- Phil Wiley
- Rosalind Gardner
- Felix Alvarez
- Stuart Reid
- Mitch Meyerson
- Larry Dotson
- Larry Brown
- Sigridur Kristjansdottir
- Allan Wilson

And everyone else that's ever promoted the Amazing Formula.

Now for the key people who don't appear in my Web Trends Live stats due to the fact they sent a TON of traffic before I started on that system....

My good friend Jonathan Mizel who gave us a lot of support, a lot of traffic and a lot of promotion in the early days.

I recognize him for not only the traffic he sent but also for having me at the Boulder seminar for the years it existed.

(An interesting tidbit of information is that in the early years, the Boulder Colorado seminar was the ONLY one you could attend on Internet Marketing. At least to my knowledge.)

Being a constant speaker at the Boulder seminars defi-

nitely helped my visibility and credibility. So thanks to Jonathan for that.

I'd also like to thank my friend Declan Dunn who gave us a very strong endorsement and great promotions on his site and to his list.

Patrick Anderson who turned me onto the idea of an associate program to begin with, based on his research.

The reason I want to give thanks to and recognize these individuals because this report really isn't about how I got 2.8 million visitors to my site.

It's about how the supporters of the Amazing Formula and my other products got 2.8 million visitors.

So the credit and recognition really goes to them for the hard work they did.

As I mentioned earlier, the Amazing Formula and other products are STILL listed in the top 10 at associateprograms.com so I just want to thank Allan Gardyne once again.

Allan Gardyne
www.associateprograms.com

A special "thanks" goes to Jim Edwards and Yanik Silver who continue to send traffic to the Amazing Formula, **Push Button Letters** and other web sites on a daily basis.

And finally to Stephen Pearce who gave us a strong recommendation in the Whole Truth.

Now that I've got my thanks out of the way, let's talk for a minute about the "downside" of giving recognition, particularly by putting their name in print. Throughout most of the year 2004 and into 2005 we

were known for doing some unique reseller/affiliate updates where we recognized our top performing affiliates by posting their successes along with their personal details.

Here's an example of the first web page we put together that recognized the reseller "All Stars" for the week:

The next week and into the next coming months we continued to recognize the top "All Stars" and "Power Team Members" which consist of the associates with the most sales made the week prior.

We also included separate recognition for the "Go Getters" as well as Honorable Mentions:

Go-Getters List for March 2004

A special thanks to everyone on my "Go Getters" List for March 2004:

Yanik Silver	Shelley Lowery
Phil Wiley	Jim Brewer
Cheryl Jack	Ken Hammond
Rosalind Gardner	Terrence Beresford
Kevin Wilke	Michael Ward

A Very Honorable Mention Goes To:

Martin Crespo	Dirk Dupon
Bill Hinckle	Phil Horsepool
Sean Burns	Rick Hanson
Alex Sampson	Bill Hibbler

And separate recognition was given to the week's "Top Referrers of Traffic"

* Top Referrers of Traffic *

A special thanks goes to every associate in the list below for being one of the top referrers of traffic (includes referrals to ALL associate products/domains).

www.rapidhits.biz
www.1shoppingcart.com
www.trafficracer.com
www.autohits.dk
www.emailpromoter.com
www.garagesalebonanza.com
www.freeweeklylotto.com
www.awusternuggets.com
www.topsurfer.com
www.freetraffic4u.com
www.artbiz2000.com
www.cashits.com
www.surfquestscreensaver.com
www.nomorehits.com
www.thewaymenthink.com
www.thefoldingdoor.co.uk
www.homebusinessonline.com
www.marketingebookreviews.com
www.webmasterquest.com
www.wjollimore.com
www.mikes-marketing-tools.com
www.yourmoneysecrets.com
www.trafficthatearns.com
www.statster.com
www.trafficflare.com

Finally, we paid a special welcome to all new associates joining us that month.

* Welcome To 337 New Associates *

337 New Associates Who Joined in March

I'd like to give a very warm welcome to every new associate who joined in March.

It's nice to see so many new resellers on board! If your name is in the list below make sure you send us your photo for our "All Stars" photo gallery. (See above on how to send us your photograph.)

Brian Grisonneau	Elsom Eldridge	Oralia Santos
Thomas Jorgensen	Eric McClanen	Jennifer Elam
Umar Chohan	Matthew Bishop	Thomas Denny
Dipak Chudasama	Adam Gardner	Lynn Terry
Kathleen Sanders	Scott Brown	Ron Davies
David Skier	R. Lindsey	EDGAR R SILVANO
Tanner Larsson	Maggie Mager	Juanita Locker
Bruce JOHNSTON	Dennis Eng	Paul Smith
Bob Mest	Fawzy Gassem	George Meston
Loren Thomas	Julie Cavanagh	Joe Rivera
Stefanie Wilson	Alex Yu	Teresa Harting-Rothove
Bradley Bahr	Julie Keeler	Phillip Davis
Michael Gravelin	Mila Stefano	T.S. Fox
Anthony Briggs	Daniel Spagnoletti	Sean Ulrich
Michael Plante	Robert Robert Watson	Paul Phillips
Rajiv Karnik	Neville Jack	Terrie Searer
Jan Demille	Adrian Bold	Trevor Wainy
Sigurd Olav Halland	Cipta Tusanda	Chris Morrison
Donald Berthiaume	Tommy Williams	FRANCISCO
Valetina Bincovscaia	Stephanie McKeon	BETANCOURT
Steve Billesberger	Alan Yates	Robert Godette
Wayne Foreman	Ounie Phakouxonh	Edvard Page
Jerome Freedman	David Ponciato	Stephen Sweet
Pauline Houston	Giulio R.	

While we don't have real statistical proof of this, on the upside, some of the affiliates really appreciated the recognition and liked seeing their name in print, but on the downside, it makes them vulnerable to being approached by other marketers and being recruited.

Essentially you're enabling other marketers to get easy access to your top performing affiliates.

With that in mind we decided to keep doing this for a few months because we really liked giving the recognition and kept coming up with new promotions, prizes and awards for the top performers but in the end we stopped this type of activity.

I have a question on how many of these top performers ended up being solicited by other programs, so I like the strategy because I like to recognize people, but on the other hand I think it's dicey to wave a red flag to your competitors to recruit these people.

I believe publicly giving recognition to top affiliates was a mistake so if you're thinking about using this strategy just remember that all your competitors have to do in order to find these affiliates is to Google their names. At least with names that aren't very common.

Giving recognition to top performers has always been a tradition in direct sales companies, but those people are employees so they are locked into the company and are more apt to stay even if approached, versus affiliates who can change their mind anytime on who or what they want to promote.

I tend to think that if you retain good communication with affiliates and resellers, this may not happen and we've just grown to a point where I have someone specifically in charge to contact the resellers and keep in touch, at least for now.

I'll re-evaluate this strategy in a month or so and see if there's any noticeable difference in productivity as a result.

There are lots of other things I'd like to do with my resellers but haven't yet been able to put into action because we live in a world where you can only do part or a fraction of what you want or should do.

I tend to think sending handwritten notes or cards to give affiliates recognition may be a better strategy than putting their names in a reseller update and broadcasting that out there for all to see.

On the flip side, putting someone's name in the spotlight can be rewarding and it gives them instant gratification.

We've also mailed out "blue ribbons" to top performing affiliates along with trophies and awards but once again it's hard to track that type of activity so I can't say whether it made that much of a difference.

More recently we've taken a similar strategy with our **Milcer Private Site** members by doing full page

interviews with a few members.

We sent the members a page of questions and asked them to answer at least 50% of them (whatever they felt they'd like to respond to) and then to return that to us with:

Full Name
Web Site URL
Type of Business
Name of Business

We also told them they could take as much room as they needed to send their success story and that they were welcome to add any other comments or information they wanted.

On the next page you'll see two sample success story/interviews from the last issue of the Milcers magazine:

Whether or not this paid off is something that's hard to track but I know they were really appreciative and wanted branded copies of the magazine to send to their customers and subscribers.

In the June and July issues of the Milcers newsletter we talked step by step about how you target potential JV partners and super affiliates, how to approach them, how you set up your Excel spreadsheet and all that and I don't want to reiterate but after you have your commissions going out, it's time to more aggressively recruit.

---> HERE ARE A COUPLE STRATEGIES ON GETTING PEOPLE TO ENDORSE YOUR OFFER:

Obviously the better strategy is to go to people who aren't the big names but have loyal lists and try to establish a Joint Venture with them.

Another strategy is deliberate recruiting where you identify different markets and deliberately recruit resellers in each market.

There's even a possibility of only allowing someone to be an affiliate if they meet a specific number of sales each month for a specific period of time and if they don't continually meet the sales requirement then their affiliate status is revoked.

I've also seen products released, first to a select number of super affiliates who get first crack at the market, then the 2nd tier of affiliates.

The bad news is this doesn't endear you to the 2nd tier who don't get first crack at the product but they do tend to promote it after they see the super affiliates promoting it.

It's difficult to get super affiliates on board unless they get some kind of additional benefit, first crack, larger commissions or 2nd tier commissions and so forth.

It really helps if you have a super affiliate with a lot of respect to endorse the product because it helps bring in a lot of other affiliates.

If a major name never goes to bat for you then you have a harder time getting people to be your affiliates so it's a good plan up front to include your super affiliates in the survey or creation of the product if you can.

A lot of corporations do this with focus groups where they invite a group of targeted people to help create the product from the ground up.

In the end the whole product is created based solely on what this group says they want and what they like. They select the name, they choose the colors, then design the product box and so forth. And while that's a little different than having a select group of people involved with the creation of your e-book or info-product, the strategy is the same.

Try to get them involved right off the bat. Try to include information about THEM in the product itself, or establish a connection between them and the product so they'll want to promote it.

It's no secret that people like to see their name in print so include references to these affiliates in the product and that makes them much more likely to want to send the product offer to their list.

This applies to any e-book, info-product or print book.

For an interesting idea on what you can do with print books to get your readers involved or past customers interested in your newest release, here's what several mystery writers do to get their readers involved:

They start writing their new book, get chapter one finished and polished up, then upload that to their web site for the fans to read, for free.

On the site they have an opt-in box, so all along they've been building their subscriber list and once chapter #1 is online they broadcast an e-mail to the list that says: "Chapter 1 of my new book is online, click here to read it for free!"

Once the fans are finished reading chapter #1 the author gets them further involved in the whole process by setting up a contest that invites everyone to submit titles for the book.

They have a form on their site that asks the readers to submit as many titles as they want for the book. When the author selects one, the name of the person who submitted it actually becomes a character in the book!

Several other readers (say 10 random names) win a signed "ARC" (Advanced Reader Copy) of the book so they get to read it before anyone else and it's personally endorsed and hand signed by the author, to them.

So the readers go to the site to read chapter 1 which leaves them wanting more, then they get personally involved with the process by submitting book titles and they continue to re-visit the site with a vested interest to check and see if the title they submitted has been selected or if they've been selected to get the signed

advanced reader copy.

Even if they don't win the naming of the book they've invested time in the process and have an emotional attachment to the author and the new book and rush right out to buy a copy the day it hits the bookstores.

Now obviously that strategy isn't going to work for all types of products, but it's popular with mystery writers and other types of authors as well, I'm sure so try to figure out how you can put a twist on this strategy an adapt it to the creation of your next e-book or info-product.

You can also adapt a similar "name in print" strategy with your affiliates and resellers.

---> STEP 7: IMPLEMENT THESE FIVE ADDITIONAL STRATEGIES

#1) Give review copies of your product to potential endorsers in advance and get their endorsement which helps your sales.

Also, since the endorsement is on the web page it makes it more likely they will promote the product.

We did this for the launch of the **Marketing Dashboard** by "seeding" a certain number of people with an advance copy of the product.

Prior to the launch they gave their testimonial so when the site went live the page was already packed with lots of written and audio testimonials.

#2) Before you launch your product you really want to line up as many potential JV partners as you can.

Offer them a high commission and the opportunity to promote the product before anyone else.

Do this with 5 or 10 partners, however many you feel comfortable with, but not too many so as to take away

the exclusivity from everyone involved.

#3) If you are publishing e-books then you can use the strategy that Stephen Pearce did.

He reviewed a number of e-books to endorse and those that were favorably reviewed by others were the ones he was more likely to endorse, and to my knowledge, he did. So he looked for e-books that had good endorsements then selected the top ones and promoted them.

#4) Another strategy some people use to get people to endorse the product is to interview the potential endorsers on a conference call for the product.

Strange as it sounds, just the act of interviewing often endears them to you and make them more likely to promote your product.

#5) There are a lot of other Internet Marketers out there with very good reputations and loyal subscribers and customers that simply aren't asked to do interviews all the time.

When you try to reach the same top 10 marketers all the time it can start to be a pretty tough sell, so look elsewhere, look for marketers with great reputations and loyal subscribers who aren't right in the spotlight.

---> STEP 8: MOVE BEYOND AFFILIATE MARKETING TO BUZZ MARKETING

There's another concept that you'll want to explore once your affiliate program is in place called "buzz marketing."

Anytime you have a customer talking to someone else about your product, whether they're recommending it, raving about or endorsing it, what they are doing is "buzzing" your product.

With all the affiliate programs in the marketplace now,

if you're in a crowded arena versus a tight niche, you may be more successful creating buzz for your product.

To create buzz for your product, as discussed in the last issue of the **Milcers** newsletter, what you need to do is to first create a "seed package" then compile a list of the people most likely to be interested in your product.

You want to reach the "centers of influence" or "trendsetters" in your industry and do what you can to get a copy of your product in their hands.

As long as your product provides real value or solves a problem for the person you're sending it to, you shouldn't have any problems getting people to buzz about it all on their own.

People buzz products on near auto-pilot and regardless of whether they had a positive or negative experience using it, they will tell other people about it.

If your product is focused on a tight niche, then the model you want to follow is to create "seed kits" for a Buzz Marketing campaign and get as many into the hands of your centers of influence as you can.

On the other hand, **if you have a product that appeals to a broad audience** then in addition to buzz marketing, you'll want to try and come up with a great "viral marketing" or "viral gimmick" campaign.

A good illustration of a "viral gimmick" that appealed to a broad audience would be the Burger King subserviant chicken from **www.subservientchicken.com**

When it first came out people were passing the URL around like crazy so the viral effect was there and they were successful getting people to the site because it appealed to a wide audience -- but did the increase in "awareness" of the Burger King chicken sandwich actually boost profits?

From what I've read, the answer is no. In fact I read the profits from that quarter were less than usual.

The problem was the subserviant chicken had really little to do with the "benefit of eating at Burger King" and the campaign (from what I've read) didn't do very well as far as increasing profits and brand awareness.

It's my understanding that while it was a popular viral gimmick, there wasn't an increase in sales of the chicken sandwich and while everyone was flocking to the site to play with the subserviant chicken, somehow the online traffic to McDonalds went WAY up.

I don't have all the figures and stats on that but it tells me they spent a LOT of money on bandwidth for the site and got little in return. I doubt most people can even remember the name of the chicken sandwich.

So while it was fun, it didn't really have any positive effect on profits or long lasting brand awareness.

Ditto for the deal between GM and Oprah Winfrey on the episode where Oprah gave away a brand new car to EVERYONE in the audience that day.

It made the news. Everyone was talking about it, buzzing about it, excited about it. The problem was everyone was talking about how nice it would be to win a "free" car. No one was talking about GM and hardly anyone could remember WHAT model of car was actually given away.

They just kept talking about how great it would be to win a "free" car. It can be a Ford, GM, whatever. Who cares what make/model if it's free?

GM says it cost them 7 million to pull that off and although cheaper than a Super Bowl commercial, they didn't see much return on investment either from what I understand and from what I've read on this.

So what this tells us is that there's a chance you can end up with a great viral video, website, gimmick or idea and it can get millions of pass alongs but you always run the risk of it having no real effect on the bottom line. Lots of people can talk about it but if they aren't saying the right thing then it's all for nothing, like in the case of GM and Oprah.

There are other examples of people who get huge amounts of traffic with viral marketing, but the examples I can see were for products that had a wide appeal, like fast food.

If you're selling to a tight niche, you won't get the mass exposure of someone selling "fast food", for example.

Because of that, trying to create a viral marketing campaign may not a really predictable or reliable model to follow but it's always an option you can explore. Take the subserviant chicken. Yes, it's fun. Yes, it appeals to a wide audience. But did it cause you to buy more chicken sandwiches? Probably not.

So what this tells us is, if you can come up with a great viral video or some other gimmick that people can pass around then the response can potentially be huge. But only if you have a product with broad appeal.

Remember, your ideas can also fail to generate the amount of interest you anticipate, so make sure you get a lot of feedback on your viral idea before taking it live.

Try giving the link to 10 people and check your traffic logs 24 hours later. Just ask them to forward it to a friend IF they found it funny/interesting/worthwhile and so forth. If you've still got 10 "unique visitors" 24 hours later then scrap the idea and try something else.

---> STEP 9: GROW YOUR BUSINESS USING OTHER METHODS.

Although I can attribute a great deal of the Amazing Formula success on the promotions by Rick Beneteau

and Allan Gardyne, they weren't the only things that we've done to build our business.

We're constantly building our mailing lists through opt-in forms on our web sites and to those lists we continually send new product offers and e-mail promotions.

We continue to keep in touch with our affiliates by sending regular (or at least 1 to 2 times a month) affiliate updates by e-mail.

Whenever possible we hold an affiliate contest or give an increase in commissions or a discount coupon they can send to their lists.

We've formed Joint Ventures with other marketers who've cross promoted our products for us.

I've spoken at seminars on all different topics of Internet Marketing, all around the world.

We have sent Direct Mail Postcards, Letters, Flyers and other printed material to our customers every week.

We've held free and paid conference calls on all sorts of topics to try and get new customers on board and so forth.

So once you've got your affiliate program set up and you're looking for new ways to generate traffic just start applying the same things you see here, into your own marketing.

- Build your mailing list and send frequent offers
- Send regular affiliate communications.
- Create affiliate contests.
- Attend seminars and form Joint Ventures.
- Give affiliates discount coupons to send out.
- Do the occasional commission increase to re-ignite interest in their promoting existing products.
- Use Direct Mail postcards, letters and flyers.
- Hold conference calls with prospects.

---> STEP 10: EXPAND INTO OTHER TRAFFIC GENERATION METHODS:

In the early days I used to write a new article weekly or twice a week and submit those to the ezine directories and ezine publishers and that strategy is a good traffic builder, although I haven't used it in a year or so.

I do know people who continue to write new articles every week and submit those and I know articles is one of the most requested tools by our resellers so I feel this is a strong strategy worth doing on a regular basis.

---> FINAL WRAP UP:

I've covered an awful lot of things from telling you about the differences between Unique Visitors, Page Views and Hits, to the big picture of traffic and visitors from around the world, to the proof that we got 2.8+ million visitors as measured by Web Trends Live and why I advocate using 1 software program over time to track your traffic.

I've also presented our 10 step formula for obtaining traffic using an affiliate program and covered a lot of what I think are nifty and neat details that you won't see or read about anywhere else.

Best of all, everything discussed in this report is what I do, what I've done and what I continue to do in my business, so I know it works.

The one thing that's certain about Internet Marketing is that it will continue to morph and change. It may be a year or two from now when affiliate programs become less effective than they are now and the "hot" thing may be doing buzz marketing or whatever, but for my money, as of today, right now, I think that affiliate marketing and buzz marketing is where it's at and I think that's what you call a wrap.

Best Wishes,
Marlon Sanders

Every single bullet in the sales letter revealed:

* How to see through the smoke screens of hits, page views, uniques and understand what's going on when people quote traffic stats, sometimes deceptively. [See Page 2]

* As amazing as it sounds, one out of every 102 English speaking internet users in the world have been to my website. I'll show and tell you how I made that happen. [See Page 10 - 15]

* Why the traffic numbers I'm quoting are actually low and the 1 thing you must do that we didn't initially do to have accurate traffic and stats reporting over time, otherwise, in retrospect, you're basically screwed. [See Page 10]

* The traffic tracking program we use and why we use it. [See Page 5 - 6]

* Why all stats programs are definitely not created equal. [See Page 4]

* The total number of actual Internet users in the world and why it's less than you probably think. [See Page 16]

* The big picture of Internet marketing, including Internet users by country, language and number of domains registered daily. [See Page 16 - 17]

* Our top 5 ways for aggresively finding new affiliates for your program and getting people to endorse your offer. [See Page 35]

* An honest accounting of several mistakes we've made along the way and how you can avoid these problems like the plague. [See Page 25 & 44]

* The astonishing result that happened when we switched affiliate software programs. It was definitely not what we expected! [See Page 27]

* Go behind the scenes with us as we reveal everything through a series of charts and graphs that PROVE we got 1 in 102 English speaking Internet users in the WORLD to visit our site. [See Page 10 - 13]

* Never before in print: The simple trick we used to funnel traffic from multiple sites into one to boost an Alexa ranking. [See Page 14]

* The hidden truth behind our affiliate contests. What we do and why... [See Page 37]

* When we conduct an affiliate contest, how many actually participate? [See Page 42]

* What motivate affiliates the most. Is it cash, or prizes? 1 tier or 2 tier payouts? [See Page 42]

* The various ways we've obtained traffic other than through our affiliate program. [See Page 52]

* Impressed by massive traffic numbers? There are certain things you should know about how that traffic is obtained. [See Page 8 - 9]

* What are you willing to do to get traffic? Before you get too impressed with people who quote huge traffic numbers like 1 million a month you need to keep in mind that not all traffic sources are "equal". [See Page 7 - 9]

* The 2 basic categories of traffic: Quality traffic versus junk traffic. How to know what's what. [See Page 7]

* How and why we did all of this without sending mass unsolicited emails or low-end business opportunities. [See Page 17 - 47]

Every single bullet in the sales letter revealed:

* How to easily, quickly and simply generate a million hits to your website. (Of course that and 3 or 4 bucks will get you a latte at Starbucks, but your friends will be impressed and it sounds good in your advertising.) [See Page 9]

* How to double your "hits" in 5 minutes. [See Page 6]

* What most people don't understand about the difference between a hit, page view, visit, visitor, and unique visits. [See Page 2]

* Why unique visits actually aren't even unique. [See Page 4]

* Why you often can't compare the traffic results from one stats program to another. [See Page 4]

* Why most marketers with products on search engine positioning actually get their traffic from a source other than search engines! [See Page 21]

* Our top tips for boosting your own traffic. [See Page 52]

* Our 10 step system for boosting your own traffic. [See Page Page 17 - 47]

* The real anniversary of the Amazing Formula and when I sold my first ebook on the Internet. [See Page 33]

* The hidden truth about the launch of the Amazing Formula. [See Page 33]

* Why conversion rates don't mean anything. [See Page 7]

* What we sold before the Amazing Formula. [See Page 32]

* How we can visually see, real time, who's sending us traffic, how much traffic they're sending and the true QUALITY of the traffic -- LIVE -- as the traffic comes through our site. [See Page 8]

* Exactly how to discover the quality of YOUR web traffic. Is it junk traffic or quality unique visitors? [See Page 8 - 9]

* How we sold a $500 digital download, even though other marketers said we couldn't. [See Page 32]

* The real reason we went from digital to physically delivered products that most people don't understand or know about. [See Page 23 - 24]

* The timebomb hidden in most merchant accounts -- waiting to explode. [See Page 25]

* Hits, page views and unique visitors... Who's counting what -- and why! [See Page 2]

* The brewing tempest over cookies and the "auto refreshing" cookie system we've created for our affiliates. I'll tell you what it is and how it works and what you can do to greatly avoid cookie problems. [See Page 28]

* How to do a reality check on someone's traffic if their quoted "visitors" seems too good to be true. [See Page 14]

* Why 50 or 100 million visitors won't do much good if you're selling a targeted product. [See Page 15, 50 - 51]

Product Updates and Other Important Notes

Here's some additional documentation on the usage of the term "English Speaking Internet Users" and how we calculate the 287.5 million users mentioned in this document.

The "287.5 Million English Speaking Internet Users" figure is not meant to represent the number of people who speak the language in question.

The figure of 287.5 million corresponds to the number of people going online to access the Internet in the English language.

Here is a graph that shows you the 287.5 Million "English Speaking Internet Users" in question:

Example: As an example of an English" speaking Internet user, say you JUST moved from the USA to Germany. You go online to chat with friends back home, in ENGLISH, so even though you may speak German fluently and live in Germany, you're still classified as an"English" speaking user because you're accessing the Internet in English.

So to wrap this up, when we say "1 in every 102 English Speaking Internet Users", we're referring to the 287.5 Million people who go online using the English language, whether or not they live in an English speaking country.

A	B	C	D
	Net Access (In Millions)	% of world online pop.	Total Pop. (In Millions)
English	287.5	35.80%	280
Non-English	516.7	64.20%	680
TOTAL WORLD	729.2		940

For the purpose of this report we classify the online users by "language used when accessing the Internet", not by region or country.

This is because even though you may live in an "English speaking" country, like the USA, or Canada, you may not be accessing the Internet in English.

Product Updates and Other Important Notes

Date: Thursday September 22nd, 2005

As of today, <u>Thursday September 22nd</u> 2005 we have decided to sell this product through our existing affiliate program and also through the Clickbank network.

This will allow us to access a new group of affiliates who promote Clickbank products via the Clickbank marketplace in addition to offering the product through our regular affiliate program.

Date: Friday September 23rd, 2005

Please Note: If you're an existing Clickbank reseller and you are new to promoting our products then you need to know that we have a ZERO TOLERANCE anti-spam policy.

Any affiliate account that receives a spam complaint will be removed from the program.