

How to Earn Super Large Passive Incomes Using Residual Affiliate Programs

Transcript of Live Teleclass with Tom Antion

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Welcome to the virtual studios of Antion and Associates. I'm Tom Antion and I'll be your host for the evening. We are broadcasting tonight as always from The Great Internet Marketing Retreat Center where people come in from all over the world to study Internet marketing in the lap of luxury.

Tonight's program is how to earn super large passive incomes using residual affiliate programs. Hopefully, most of you have watched the video at

<http://www.HowToUseAShoppingCart.com/KickStart> .

Don't go watch it now if you haven't done so yet. The video is about 11 minutes long. That's absolute proof of the power of what I'm going to be talking about tonight.

So far, promoting this one particular program, I've pulled in about \$800,000 over the past couple years. Right now, if I quit all the other facets to my business, I would probably be making about \$27,000 a month. I'm not just pulling that off the top of my head.

I could sell this big honking house and put several million in the bank. I would still have \$27,000 a month coming in just from a couple of these residual affiliate programs.

All this is verifiable. There are people on the line that have seen the numbers. When they come to my house, they see my actual bank statements. This is serious stuff.

Announcements

Before we get started, just a couple brief announcements.

Financing Mentor Program

For a while now I've been offering to finance my mentoring program. So if you like high quality training, total access to a guy like me and a trip to our retreat center, check it out at <http://www.GreatInternetMarketing.com/MentorProgram.htm> .

This site is where we offer a finance deal. It's \$1199 down and 12 payments of \$399.66. I don't know how much longer I'll be doing the mentor program, but you'll be guaranteed a year of training.

High Rankings with Video CD

Last week's call on videos just went super platinum. The attendance was very high and people are making videos.

If you missed last Thursday's call, Email me. I will send you the link where you can buy it. I think we have just received the CDs back from the duplicator.

There is a window open for the use of video right now. You can dominate the search engines to get high rankings, even if you have a brand new website. It was a very powerful call last week. Email me if you want to get involved in it.

Video Networking Club

We started a little club of people interested in helping each other doing these videos. We rate each other's videos and so forth. It was a very well attended call, a very powerful thing you should have in your arsenal.

Affiliate Programs

Let's get started on how to earn super large passive incomes using residual affiliate programs.

First of all, for those of you that are brand new, I'm going to do a brief discussion on what exactly is an affiliate program. We get a lot of people that don't have much of a web presence yet. This will just take a few minutes just to discuss.

First Type of Affiliate Program

There are two major types of affiliate programs. One is where you install affiliate software on your web server, or you can get an affiliate program. The KickStart shopping cart that we use has a program included.

So you make the investment in the software and you get other people to promote your stuff. If they sell something you give them a commission. In other words, you pay them a commission for helping you sell your stuff.

That's the first part. That's not what tonight's call is about. That's one thing that will help you sell more. A lot of people help me sell stuff, and that's a whole different animal than what we're talking about tonight.

Second Type of Affiliate Program

The other way and what we will be talking about tonight is where somebody else has already made the investment in affiliate software. They want you to help them sell their stuff and they will pay you a commission.

That's a whole different animal and you don't need to have the software. You don't have to service customers. You're just recommending that someone should buy something from somebody else. When they do buy, that person has to service the customer and they pay you a commission.

How to Join an Affiliate Program

Now these types of programs, almost all of them are totally free to join. I'm just going to give you a brief little thing. If you see a product on the Internet that you think you would like to sell for

somebody else or recommend for somebody else, and we're going to discuss this more in depth later.

You'll usually find a little link, maybe way at the bottom. Sometimes it's at the top that says 'affiliates' or 'make money referring our site' or something like that.

The link is usually not the biggest thing on the page. It's usually down on the edges somewhere. That's the first place to look to see if they already have a program in place.

Not everybody advertises their affiliate program to the general public. Because a lot of affiliates that sign up for things are totally worthless.

It costs the person more trouble to deal with the affiliate that doesn't really do any recommending. Sometimes you have to Email them or contact them to see if they really do have a program.

Multilevel Marketing vs. Affiliate Programs

Now, let me talk about the difference between multilevel marketing and affiliate programs. Affiliate programs usually only go to what we call two-tier.

That means if I refer somebody to Jeff Herring, the article guy, who's on the call list tonight, and they sign up to be an affiliate. Now maybe they bought something from Jeff and maybe they didn't.

If they bought something from Jeff, I get an affiliate commission on that sale. But if they also sign up to be an affiliate of Jeff's, and they start recommending people to come to Jeff, I get a little cut of whatever they sell.

So I get the biggest amount from recommending people that buy stuff from Jeff. But if somebody I recommended starts recommending people, then I get part of their sales.

In multilevel marketing that goes on and on to many levels. In a two-tier affiliate program that stops right there. If the second person refers somebody then it stops.

Jeff might, whoever referred them, might get something. But two-tier means if I refer somebody then I get a little piece of what they sell. Multilevel marketing goes much, much deeper.

Residual Affiliate Programs

We're on the call tonight to talk about a residual affiliate program. Let's just briefly talk about what this is. Toolie the travel guide is on the call tonight.

Let's say she has some type of monthly CD club. Somebody else might have supplements, vitamins or something. Every month you buy a new supply. Or maybe every month Toolie sends you a CD or maybe she has a membership site.

When I refer someone to Toolie, when they buy something the first month, I get paid. Then if they buy something the next month, in other words if they sign up for her regular monthly stuff, every month I get paid.

This is what we are talking about when we say residual. It keeps coming. The reason this is so great is because I refer it once, but I keep getting paid as long as that person stays in the program. This is why it's so powerful.

I still get checks, believe it or not, from people or companies, that I referred somebody to maybe six years ago. Now that's a way to build some wealth.

I don't totally ignore one-shot deals. A one-shot deal is: You have a product, I like it, I refer it, and you pay me. It's a done deal. But I like it better if you keep paying me.

I don't want you to ignore the regular affiliate programs. But I really want you to concentrate on the residual ones. That's the one that gets you the money over and over and over again.

Work and Get Paid, Paid, Paid

Which brings me to why do I want to talk about this topic. Some of you have known me for many years.

I have talked about work and then get paid, paid, paid, paid and paid some more. That's why I want you to build websites that are out there working for you while you're sleeping.

These residual affiliate programs fall into that same category. I refer it once, which is the work, and it doesn't even have to be work to refer somebody. When I show you a lot of the ways that we get affiliates to buy stuff, it's not really any work, but I get paid, paid, paid, paid.

Anything you do with regard to this, if you do it right, it's an enormous return on your investment of time. Because you refer things once and you keep getting paid. That's the beauty of it.

Security

Also, it's a security like an insurance policy for you and your family or your business. I put out a little story about when I hurt my leg playing tennis.

I'm sitting around all day watching TV and \$24,000 came in that day. I hadn't sent out an Email, I hadn't done any proactive marketing. It was just from these programs and websites kicking in and bringing money in.

You really have to think about that, when I was young I didn't think about that too much. Now, it's either if I get sick or if I get hurt or if I just want to quit altogether because I'm sick of this. Then I still have a lot of money coming in. It's a good security blanket for your family and your business.

Good Business

It's just a good business move. If you have an influence with people or if you can gain an influence with people, which is part of what I'm going to talk to you about tonight. Then you'd be crazy to ignore something like this. It will keep paying you over and over again.

Unless you're just a glutton for punishment and you don't want a lot of financial security. The hardest part is, "Can I handle all of this money coming in?" I don't know, boy that's tough. Well you'll get over that in a hurry when it starts coming in regularly.

Promoting an Affiliate Program or Product

Now let's talk about the basics of promoting an affiliate program or product. These are just some of the general things.

A lot of people say, "Oh I can make money referring stuff," but they have no influence with anybody. They think it's just instantaneous, they sign up for an affiliate program and they get rich.

Well that's totally ridiculous and I would never preach that kind of stuff and this is the same thing. You have to do something. For those of you that do not want to do something, then hang up. This is not that kind of call, none of my calls are like that.

Endorse the Product

The first thing you have to do is endorse the product. A lot of people want to lump. This means to just sign up for a bunch of affiliate programs. Then throw them all on a webpage or in an e-

Book or something, and then throw it out there and cross their fingers.

Hardly anybody really makes any money this way. It's easy to do, you can go sign up for 10, 20 different programs tonight.

If you lump them all together, here's the psychology of it: the person that you want to click and then go buy, gets too confused. There are too many choices in front of their face.

This is basic web selling. I hardly sell anything from my main catalogue at <http://www.antion.com>, called the Speaker Shop. I sell almost everything through specific promotions or just putting one thing in front of people's faces.

So don't go hog wild and just sign up for a million of these affiliate programs and lump them together. You will not sell anything.

Use the Product

The best bet is to actually use the product. You don't have to do this. But to make the highest amount of money, you can be more credible when you say something good about the product.

If you've never used the product yourself, then you're on a little shaky ground endorsing it whole-heartedly. I have done this, on things that, maybe I didn't need the product myself, but so many of my colleagues used it and loved it.

So I felt comfortable to recommend it, but most of the time it's not like that. It's usually I use the product myself and then I endorse it enthusiastically.

When it wouldn't be this way is for instance, a Webmaster. A Webmaster may not need my shopping cart system because the Webmaster doesn't sell any direct products. Most of the time they are just collecting a check for making a website.

They are in a position to recommend my shopping cart to loads of people. Because everybody that comes to them has a website who would be a potential candidate, if they were trying to sell things.

In that case, the Webmaster wouldn't actually have to have the product to be able to do a good job referring it and to make a nice residual income. Most of the time, it's a good idea to use it yourself so that you can really enthusiastically promote it.

Show How Others Have Used the Product

Another thing you can do is to show how others have used the product to make money. I do this all the time in my mentor program. I show you all these other people that have made a lot of money because of what they learned from me.

It's the same thing with promoting affiliate stuff. If you can show how others that used the product made money, you'll refer a lot more people to your affiliate program.

The Basics

Protect Your Commissions

Another basic thing you need to know about is how to protect your commissions. When you sign up for an affiliate program, you usually get this humongous link. A lot of times the actual website is in the affiliate link.

Let's make up a golf website, Golfers R Us or something. Your affiliate link might say something like <http://www.GolfersRUs/afid=12345> .

Well a lot of people that see those, just to be ornery, cut off your affiliate link, because they can see the main website is Golfers R Us. If they cut off that affiliate ID equals so and so and just go to Golfers R Us, your affiliate commission is out the door.

I'm going to show you a way to protect that. There are two websites that I use for this. I happen to like one over the other. They are called <http://www.SnipURL.com> and <http://www.TinyURL.com> .

These are sites that will take a humongous link and make it real short. This is also very handy if you Email the link to someone. Because some of these links are really long, I'm talking humongous. They've got all these characters in them and they just go on forever.

So by putting them in <http://www.SnipURL.com> , you can reduce the length of them. So that if you Email the link, it doesn't get broken.

See if you put a really long URL in an Email, a lot of times it'll get broken. People don't know any better to copy the whole thing into a browser. They can't even click on it and then they don't do what you want them to do.

Another thing is it hides the fact. Let's use the Golfers R Us example. If you use <http://www.SnipURL.com> ,it hides the fact of the actual destination.

So people can't just cut off the end of the link and still go to Golfers R Us. So <http://www.SnipURL.com> and <http://www.TinyURL.com> are the way we protect our commissions.

I'm going to show you a more advanced way a little later. But these sites are a basic thing that you must use. You'll end up using them for a lot of things. They are very handy.

Offer an Incentive

Another way that people increase their sales or their referrals is to offer some kind of incentive. Sometimes, if the affiliate

commission is worth it to you, you might say, “Hey if you show me the receipt that you bought this so & so through my link, then I will throw in X, Y, and Z.” So it’s an incentive for them to buy it through you, that they can’t get anywhere else.

A lot of times it’s no secret to somebody that you are referring something for a commission. But if you make a better deal, and a lot of times on the web you see a lot of people referring the same product. That’s when a lot of people will kick in an incentive that’s unique. That will sway the people to order from you. So offering incentives is one.

Build a Database

This gets way, way, way easier if you start building up a database. Everybody on the Internet, including me, harps on how it’s great to have a database.

Some of you have zero right now, or very small ones. That’s okay that’s the way I started too. But I always want you to think, build that database. Because this gets so much easier when you can just hit a few buttons, tell a bunch of people about a product that you like and affiliate commissions just pour in.

I’ve done it sometimes and \$30,000 to \$40,000 came in. The last one I did was like that, I also won an X-Box 360. Which I didn’t even know what it was, so I ended up giving it as a prize or something when I did on a contest in one of my other sites.

It can be very lucrative, very fast if you build up a database. I’m not trying to discourage you, I’m just telling you to shoot for that in the future, take control and build up a database.

How To Do This

I’m going to go through a whole bunch of ways. Let’s say you’ve already located a good program you’d like to promote. **I’m going**

to show you how to locate them a little later. Let's say you already did. I'll tell you what.

Part of my selfish reason of having this call is because I want you to promote that darn shopping cart of mine. I mean everybody loves it. Nobody gives it up once they get it. It's made me a load of money and you can make a load of money off of it.

I'm going to use my shopping cart as an example quite blatantly throughout this call. The same techniques apply to anything that you're going to promote that's residual.

Landing Page

The first one I'm going to start out with is if you have a website. I promised you loads of ways that you can do this even without a website or a combination. You still might have a website. You can still be doing these on the side, even not connected to your website at all.

This way is with a website. The first thing you would do is you would make a page in your website. Let's go to the Golfers R Us example.

Let's say you happen to own Golfers R Us and you wanted to promote a specific affiliate product that you didn't make. You have a whole catalogue of stuff but you found some other gadget for golf that you really like and you joined their affiliate program.

You would put a page on your website. Let's call it 'Super Driver'. That's going to be your affiliate product, although it's not residual. Let's see, how can I make this residual? Let's say, it's golf balls, so you have to buy them over and over again. Every month they send you a dozen golf balls because you're pitiful and you lose them all or something like that.

You're going to put a page on your website called <http://www.GolfersRUs.com/MonthlyBalls> . I hate to say it but how about that, there's your page on your website. That's where you would say, "Listen, I found this great program. They have discount, big name, Titlists, golf balls. All you have to do is sign up and every month they're going to ship you a dozen golf balls at 38% or 65% off of retail."

Notice what I'm doing, I'm endorsing that one deal. I'm saying, "Wow! What a great deal I found for you. Sign up for their monthly thing and you can get a dozen golf balls a month, really cheap and they're name brand and blah...blah...blah..." I'm getting you all fired up about this deal.

Then, on that page, in my website, I would put a link, something like, 'click here to get signed up for your super golf ball deal'. Underneath those words 'click here to get, etc', I would have my humongous link from when I signed up at the place that's selling the golf ball.

That is the basic way to do it on a website. Then anytime I drove people, or I wanted to tell them about that deal, that would be called my 'landing page'.

If I wrote an e-Book and talked about golf, and I said, "Hey for a great deal on golf balls, go to <http://www.GolfersRUs.com/MonthlyBalls> . That would be embedded in an e-Book driving them to that page in my website. That's a 'landing page'.

You don't want to make them go to your home page, and go search around for the monthly golf ball deal. You'll lose them, so you want to drive them directly to the exact page in your website. That's one way on a website.

Pop Up Windows

Another way would be to have a pop up window on a website. I don't want to hear any crying out there saying, "Well, people don't like pop ups." Pop ups work, every major company on earth uses them. I'm not saying be obnoxious about it, but I'm saying using them judiciously. They really, really work.

An example would be on my home page of <http://www.antion.com>. The pop up box hits you in the face every time you visit. That thing went from 200 sign ups a week for my Ezine to 400 sign ups a week from the pop up box.

In this case, you could put your affiliate deal in a pop up window on your website. It doesn't have to be all over your website. That's why some people mess up really bad because they think they have to put a pop up window on their home page, or they have just one pop up window.

No, you can have various different pop up windows on your site for different deals. So, don't shy away from them.

Now the ones that are currently unblockable are called Dynamic HTML, DHTML. You can find one called Hover Ads at <http://www.GreatInternetMarketing.com/jv>.

Now does anybody out there question if that's an affiliate site of mine? Well don't, because it is. However it's the one I use, it works great and it's made me 200 extra subscribers a week for years now.

Go to <http://www.GreatInternetMarketing.com/jv> to get a dynamic html pop up box generator. In that case, that's where you would put your affiliate link. More than just the link, you'd put your little endorsement in there.

Confirmation Page

Let's look at some other places on a webpage. Let's say somebody signed up for your Ezine, or signed up for something, a free download, or whatever they happen to be signing up for.

That's called your 'confirmation page'. That's where, when they sign up, the page pops up and says, "Thanks so much for signing up for our... whatever it is. Here are some extra deals for you while you're here."

You could put affiliate links, residual affiliate links, links to your other products. Your confirmation page is a beautiful place to put a residual affiliate program. When it pops up after they've signed up for something at your website.

Thank You Page

Another beautiful place is your 'thank you page' from your shopping cart. KickStart cart has customizable 'thank you pages' depending on what the person bought.

In that case, when they buy something from you, you know that's a good prospect because they have already spent money. Much better than an Ezine subscriber because these people actually pulled their wallet out and gave you money.

Perfect time when you pop up your 'thank you page' after the sale to suggest something else. That something else could be a residual affiliate link. So, that's another good place to put them in.

Entire Website

Here's a more advanced thing that I do. Sometimes you'll make an entire website just to protect an affiliate link. Now I'm pulling back the curtains here folks. You can screw me over here if you want, I don't care. I'm not going to miss \$10 a month that bad, although I want the \$10 a month.

I have a site called <http://www.KickStartSound.com> . It is the most pitiful site, wait until you go over there. We may fix it up one of these days if you're listening to this recording later. But right now it's just pitiful.

It has a logo that says KickStart Sound and a couple of links on it. The whole reason that that site exists is because I'm promoting Armand Morin, Alex Mandossian and Rick Raddatz's audio generator program.

Now there's other audio programs out there that do close to the same what this one will do. But this one is better overall for a couple of reasons.

The one thing is it has more features, so it is better. The other thing is that it is \$29.95 a month. For everybody that I recommend to this program, I get \$10.00 a month as long as they keep the service.

This is another one of the services that nobody ever gets rid of. Because it puts audio on your website, sends audio postcards and puts audio in eBay auctions. You can get people to call in testimonials for you on a telephone. It's just awesome.

In fact, the audio postcard feature gets me enormous click through rates. I do not know of any other service that has that feature. The last one I sent out, I think last week got 67% click-through rates.

Do you know how humongous this is? If you're brand new, you're clueless about this. But if you've been around for a while, getting a 67% click-through rate is just outrageous. That's what these postcards do.

So I promote this program like crazy. **But, if I just had audio generator which most of the time you will never hear me say that word.** I'm only doing it because I'm pulling back the curtains for

you right now. You could just go directly there, and then I'm screwed out of my \$10.00 a month.

People say, "\$10.00 a month is not that much Tom." It adds up, I think I get a thousand bucks a month from them. That's a lot of money. I make a lot of money but I don't pass up stuff that's a thousand bucks a month, and it's growing all the time.

The reason KickStart Sound was made is so that it sounds like an audio program. It's easy to say, I can remember it no matter what I'm doing.

If I flew to Australia and I got off the plane and I'm dead tired after 24 or 40 hours being awake. I could still say, if somebody asked me, what do you use to put audio on your website?
KickStart Sound.

So if you do this, make sure you get a domain name that sounds like it makes sense for the program you're recommending. Then when you go to KickStart Sound, I have a little use of the product. I just do a little introduction to it and tell you to click. Well as soon as you click, you're tied to me for the affiliate commission if you purchase the program.

I highly suggest that you do. It's really great. It has never failed once in all the years I've had it and I get it for free! Because if you get \$10 a month and it costs \$30.00, all you have to do is recommend it to three people. Then you get to use the service for free.

As soon as you recommend the fourth, you start making \$10.00 a month and then you just keep referring it. It keeps adding up and you still get to use the service.

That's why I picked this one over all the others because it has the audio postcards. And it has this mechanism that allows me to earn money and use it for free.

Now we could switch around any of this stuff I'm telling you. In case you decide to make a residual affiliate program for you and have other people promoting it. These kinds of things are what make people like me interested in joining. It is that I can use the service and make money on it too.

Just make sure it's very easy to say. One of the ways we want to be able to easily promote stuff is through word of mouth because you're not always going to have people run to your website.

You're not always going to be doing a speech. A friend of yours might say, "Hey, what shopping cart are you using?" I want you to be able to have a website that says, "I use Super KickStart," or something like that. It is where you've made a domain name, and you can say it easily.

If they buy it, you're looking at a lot of money coming to you over the next couple of years just from one person. **Not only if you really get serious and promote it to a lot of people.** That's one way to really protect an important link is to make a site. It can be a really simple site. It just has to be easy to say.

Blogs and Ezines

Some other places that you can promote your affiliate programs are in your blogs, if you have a blog. And in your Ezine, if you have an Ezine.

So those are all the ways if you have a website, any of those methods are easy to implement. If you already have a website, it's just adding a little bit to it.

Of course in the blogs, just a simple blog posting on the edge of your blog is even better because it doesn't scroll away on you all the time. So you can have a link on the edge of your blog that takes them to a page, endorses the product and gets them to click on your affiliate link. Great!

EBay

I promised you a way to promote one of these programs that would cost you \$0.35 a day. That's eBay. In fact, eBay is one of the main reasons that I pulled in that \$800,000.

It's not the only reason. Most people know me as an Internet guy and I have a pretty good influence with a lot of people. But, I have never, prior to this year, really done any serious outbound promoting on the shopping cart system.

All I did was I had an e-Book that I wrote. If you read the e-Book and don't conclude that this is a great shopping cart system. Then you probably can't read that well or you are kind of clueless. Because it really lays it out all of these things about how good the shopping cart system is.

So, I wrote this e-Book, it took me about six or eight hours to write it. I remember when I had finished it. I was in Las Vegas in a hotel room when I finished it and then I just gave it away.

But on eBay, you can't just give it away. I guess you could, but I sell it for \$0.99 and they go out, three, four, five a day for years now. I have just made a load and I'm the Number One re-seller for this shopping cart system just from giving that e-Book away.

If you went to the site

<http://www.HowToUseAShoppingCart.com/KickStart> . You can customize your own version of the e-Book, with your affiliate link in it and give it away.

I'm begging you to do it because if you do, whoever signs up, you get 30%. I get 20%, which is another way to get people really interested.

Most people selling the cart, they only give 20%, they keep 30%. I switched it around, where I give you an extra 10%, and I'm the Number One re-seller for their whole company.

I don't get greedy on this stuff. I don't care if you promote it on eBay too. I wish everybody on this call would do it and we would just totally dominate.

We'd all get our fair share of it. If auctions are ending every few minutes with all of our stuff, we are all going to make money. This is where I sell the e-Book for \$0.99, on eBay.

Record a CD

Here is another thing that I do. I threw a Teleclass a long time ago. It's one of the goofy ones where the lady that was recording it for me at that time was peeing. You could hear her peeing in the background, and I couldn't do anything about it.

It's the shopping cart CD. I give that away at seminars or Butt Camps when I do the Internet Marketing Camp. But I also sell it on eBay.

All you'd have to do is, you don't have to throw a Teleclass, but you could make a CD. Almost read the book, or just look at the bullet points and talk about the book. Instead of the KickStart cart, you would say whatever name you make up for it or whatever page name to go to on your site. Then give away or sell a CD on it. That's another way to promote it.

If you do have an influence with people, you can make money. It is so great because I'm getting paid tonight to talk to you about this

stuff. I got paid to record that original Teleclass by throwing a telephone seminar and recording it live.

So if you have a group of people that would benefit from knowing about this shopping cart, then you could throw a Teleclass. Make people pay to be on it, record it, and have your new CD. You're going to give away and sell the CD, because what you really want is that back end commission.

Even though I'm talking about the shopping cart, of course, because I really want you to jump on that bandwagon. This kind of thing works for anything.

The audio program that I'm telling you about, or whatever other programs you want to promote, the same idea works. You throw a telephone seminar, get paid to do it, record it, burn a CD, give away the MP3 file for iPod download, put it on iTunes. All of this is a way to keep more and more people signing up under your affiliate link.

E-Course

Another great way is an e-Course. This is a free thing. An e-Course can also be given away on eBay. I'm going to give you a little trick on eBay.

EBay is very tight, you can't put links in your auction out to any other website that sells anything. But there's one loophole. If you have a profile page on eBay, you can link to whatever you darn well please.

So this is what I do in my auctions. I say "don't forget to visit my profile page and get a free e-Course, on either speaking or Internet marketing".

When they go over there, I get them in my database for future follow up. I think we get about 100 to 150 customers a month off

of eBay, into my main database. Also in the e-Course that they get, they hear about the shopping cart.

I bet you it didn't take me two hours to write a little e-Course. Anybody on this call could write one on shopping carts just from the book.

What I may do is go ahead and write one and just give it to all of you. Anybody that wants one, it shouldn't take me long to write one. You can put your name on it, give it out and put your affiliate link in it. I should have done that by now. I don't know why I haven't.

So e-Courses are a way to promote, totally free. They can be given away on your website also, but they don't require a website.

This is another one that you could just hire an auto responder system like AWeber. I don't really want you to hire AWeber because you can go to KickStart and just get auto responders also. It would make more sense of course, if you were promoting the shopping cart.

Articles

I told you about e-Books. I told you about CDs, using eBay, e-Courses, and telephone seminars. We have, I think the number one expert on his block, Jeff Herring is here, the article guy. Jeff and I, lots of people on this line and our students just love articles.

One of the things you can do with articles is promote affiliate programs or residual affiliate programs. These articles could be placed in your Ezine.

They can be placed in other people's Ezine's. Shortened versions could be given to blog owners, article directories, and other websites that you can get to place them.

The writing of articles is just one of the most powerful things. In case I didn't get it on the recording earlier it's Jeff@JeffHerring.com. He has all kinds of resources for you on writing articles fast.

Connie Green is on this call too. She is another one of both Jeff 's and my students. She has some kind of record for writing 100 articles in 80 days or something. It was just amazing. So this is a very powerful way to promote affiliate programs.

You have to be careful though, you can't just write a big advertisement because nobody will read it. This is what you do.

You talk about how great this thing that you discovered was and why it's great, what it did for you, and how you heard it helped this other person. If they'd like to check it out, 'click here'.

Of course under the 'click here' is buried your affiliate link. **Or some of the places that you can put articles won't actually accept affiliate links.**

That's the time when you might want to have a website. All I'm talking about is a one page website, on a cheap hosting server, that's easy to say.

So you purchase a domain name, put a one pager up, talk about the product, and then that site will be listed in your article. **The reason that's especially good is because places like MySpace have spiders that go out and look for affiliate links. They will cancel your account, if you use MySpace, the big social networking site.**

So in this case, it just looks like your own site. You won't get thrown off these social networking sites and you can use them. There's enormous traffic to them, all searchable. When you pick a program, you can write a little article about it, and shove it up on all these places for free.

Printable Flyers or Handouts

A lot of times I'll hand out flyers at my events that have KickStart Cart on them or KickStart Sound, whatever it happens to be. My market is a lot of speakers. There are a lot of speakers on the line tonight. You can put them in your handout. This is especially slick.

Most of the places I speak, they want me to sell stuff. But a lot of times when I was coming through the ranks and many of you might go to places where they don't want you to sell stuff. But nobody ever says a thing about resources in a handout. You can slyly slide in all kinds of stuff.

But if it looks like a humongous affiliate link, you'll look like a goober number one. Number two, if they tried to type it in, they're going to mess it up if it was some humongous affiliate link. SnipURL doesn't work that well either because again it looks funny.

So this would be a time when you'd probably want to make a little website, dirt cheap to print there that looks like a normal website. They can easily slide it into your resource section, and then nobody knows the better. That's where you can sell where you're not allowed to sell.

I've been quite a master at this over the years. The people running these things are goofballs and they don't know the value of all the stuff for their attendees. They just want to say 'no'. I've slid in and sold tons of stuff where I'm not allowed to sell and never got in trouble for it by using these methods.

In your speeches, of course you want to mention them. Again you can't mention a really humongous affiliate link. You want to shorten it somewhat to something manageable that you can say from the stage and that you don't have to read or recite.

Publicity

Another great way is publicity. I pretty much built my whole career on being in the news before the Internet came along. If you're good at that, and it's even better nowadays, because you have the online press release services.

You could simply write a press release. Any of you that are thinking, "Oh man! That will never fly. The journalists would never go for that."

You have to be up to speed on the new rules. That's the name of a book, 'The New Rules of Marketing and PR' by David Meerman Scott. Also, 'The Publicity Hound', Joan Stewart has information on this.

The new rules mean that you're writing for the public now, a press release. It's not the old style press release that would go to journalists. We don't care about journalists anymore because that's shooting for the moon.

If the journalist happens to read it, awesome! I'd rather have 12 million potential customers read it than a couple hundred journalists that might write about me if I kiss their butt long enough.

You can get free publicity by using modern day techniques with press releases online. And you can get in front of Google News, Yahoo News, **topics, they don't care what link you put in there.**

You can bury affiliate links in there until you turn blue. When people start clicking on them, you'll start making money. So that's publicity.

Printed Books

I'm thinking about taking the e-Book and printing it up. Again there is no need for a website, for any of this stuff. Speeches, word of mouth, printed stuff, publicity, printed books.

This is a cool thing James Malinchak, the guy from College Speaking Success did. He was going to give away something, I forget what he was going to do.

They said, "No, no. You can't give that away." So he said, "Can I give a book away?" It was a sales letter, he was going to make available for people to take, a flyer. They said, "No, you can't do that."

So he printed the sales letter up and it looked like a book. And he said, "Can I give a book away?" "Oh yeah, you can give a book away."

He printed his sales letter up, made it look like a book, and it was just given away by the hundreds because it was a book, instead of a flyer.

It cracks me up because again, you're selling where you can't sell. So you can make a little book up on whatever you're promoting. If it's worth it to you, you can hand it out.

Classified Ads in Ezines

Now you can also put classified ads either in your own Ezine, or you can put them in other Ezines. I put a one-inch ad in my Great Speaking Ezine, it had to be at this point, eight years ago, and I still get checks from that company.

Even if you don't have your own Ezine, you can put a little classified in somebody else's Ezine. Then you can get sales from them or referrals from them. Also remember folks, you don't have to service the customers in these affiliate things.

One of my favorite stories is a lady named **Rosalyn Gardner**. She pulled in about \$435,000 last year and never even had her own website. She only got her own website because people begged her to tell them how she did it.

It was all for affiliate programs. She would do a review website on different dating affiliate sites, <http://www.Match.com> and <http://www.EHarmony.com> and whatever else is out there.

She drove traffic to it using pay per click search engines and reviewed all the different websites. They were pretty nice, legitimate reviews.

Knowing that virtually everybody that's so excited about it was going to sign up for one of the dating services. She didn't really care which one. Because they are all going to pay her a commission and it's going to be recurring for at least as long as that person was in the service.

Now dating probably isn't the greatest, although there is a lot of money in it. People by definition aren't in it forever. Unless they're really pitiful and they can't find someone eventually, then I guess they'd be in it for a long time.

It certainly made **Rosalyn** a boatload of money, just by having a review site and putting up all the different affiliate programs. Earlier I told you don't put too much together, but this is an exception to that.

If you start a review site, then put all the same products together and give your honest opinion about them. Whatever somebody buys, you still get a commission on them. You don't really care, but I still would try to make the reviews as legitimate as possible.

I will warn you that if you type in any kind of product and then review, unless you're going to Consumer Reports or CNet, something like that, you've got to be very skeptical of the reviews.

A lot of them are using the idea I'm just telling you about. But they are totally channeling you into what makes them the most money.

They have total disregard on whether it's any good or not. So you have to be very skeptical of reviews outside of the big players that are known to have a good reputation.

Google AdWords

I mentioned how **Rosalyn** was sending people to affiliates, her review site using pay-per-click. Google AdWords allows you to do this, but they have very strict rules.

This is one that could cost you some money. So you better have your act together before you do this one. Most of you have seen on Google, sometimes at the top but on the right hand side there are these little ads.

Those are pay-per-click ads from the Google AdWords program. Google allows one affiliate per product. The reason this is a little iffy now is because if a program is really good, a lot of affiliates will sign up. But Google will only allow one ad to show at a time.

I was reading the details of it. It's a little complex, I'm a little afraid to advise you to use this method. You have to be really good at using Google AdWords to get the cheapest clicks. You are limited because again they are not going to let 50 people do it.

You may not even get a chance to promote any of your favorite programs. It's available to you, but you better be pretty slick before you do that.

Make sure that there's enough money coming in from your affiliate commissions to pay for your clicks and make you a profit. I'm not going to harp on that one. That's kind of an advanced one.

Discussion Boards

Other things, you can stop by discussion boards. On the Internet stuff, I happen to use Warrior Forum and Tony Blake Forum.

You see all the time, somebody will say, "Hey what shopping cart do you use?" If I happen to be there, I would say, "I'm involved in it but KickStart Cart has been great and here's why, blah...blah...blah..."

You can't just blatantly advertise there. It's a good idea in a lot of these forums to let them know your relationship. Because if they find out that you're trying to promote something and hide it, then once they out you, you could get banned from the forum. People will say lots of nasty stuff about you.

If you have a legitimate discussion and somebody asked a question, you can answer it. Another thing you can do is put your link to your website where this affiliate program is in your signature file.

That's perfectly acceptable but you just have to make sure that you're legitimately answering or being involved in a discussion.

YouTube

Just like we were talking about last week, YouTube and various video sites are a perfect place to promote your affiliate programs. I made almost 200 videos last month, little 2-minute videos, all based on key words.

This is totally free. If you can get the skill, this is another benefit of using videos. I highly encourage you to Email me to get that call from last week. It's not up on my shopping cart yet but I'll get you the link if you want to get it.

Last week's call shows you how to use YouTube to get high-rankings in the search engines. I am using the same exact techniques to get a high ranking in the search engine, but to promote an affiliate program.

Nobody is policing this. Nobody cares as long as you're not doing pornography or something. You can pretty much at this time get away with murder.

They might crack down sometime in the future. But right now you can really promote the heck out of things, all for free on YouTube and the various video sites. I highly recommend you jump on that.

How to Find Residual Affiliate Programs

Forums

There's a site called 'Associate'. Affiliate and Associate are pretty much synonymous. If you hear somebody talking about a residual associate program, it's probably the same thing.

You could go to a forum, at <http://www.AssociatePrograms.com> that talks a lot about this issue. People say, "This company screwed me over but this company was great and this company was slow pay."

You'll get a lot of true discussion about the programs. Again, always take everything with a grain of salt. A program could sneak somebody in there to make good comments about themselves. There's always an air of skepticism on the Internet until you can really trust whomever you're dealing with.

Another thing is if you happen to run across a program, here's one way that I would check them out. I would Email them or fill out their contact form with a question.

See how long it takes them to get back to you or if they ever get back to you. If they get back quickly with a nice response that kind of tells you they are taking care of their affiliate program.

If you don't hear from them or if it takes three days, they might not be taking care of their customers and you're going to hear about it. So that's one way to check them out.

List from Tom

There are tons of affiliate programs. I have a list of things and I also Emailed you in the reminder. You also got it when the confirmation page popped up. There's a bunch of places.

I'll read them out for the recording:

<http://www.LifeTimeCommissions.com>

<http://www.AffiliateGuide.com/Residual.html> , and

<http://www.ResidualIncomeFinder.com> . I also told you about

<http://www.AssociatePrograms.com> . Here's one called

<http://www.ClickQuick.com/TopRated.asp> . You can look around.

They have a couple things going on over there.

CJ

One of the biggest is <http://www.cj.com> . They are a little bit hard to figure out. One of their big benefits is that they manage really big serious powerful affiliate programs for other companies that are usually substantial. No little guys have CJ running their affiliate program for them, there's probably a really big management fee.

The benefit to you of learning how to use it is the fact that whomever you sign up for, all of the money is collected by CJ and you get one check.

You don't have to monitor a bunch of people and hope you get paid. If CJ sees that they're not paying, they're going to throw them out of the program.

It's not something that they want to get thrown out of after they've already paid a lot of money just to get CJ to manage them. If you find a bunch of places through them, you can be assured you'll get paid because CJ collects the money.

I told you, it's a little bit hard to navigate and figure out. They have CJ University where they'll teach you how to use the site.

Another really good benefit is that they rate the programs. Let's say you're interested in some kind of childhood education product. All the companies that sell childhood education products are listed and rated by CJ. Because remember CJ handles all the money and they handle all the details of how many people came to the site.

They tell you what their average payout is per 100 visitors. So if one childhood education site for every 100 visitors, let's say the affiliate payment is \$12, that's what it ends up to be on average.

If the next childhood company paid \$78 average for every 100 visitors, which one would you want to pick? As long as the products were in line with what you were trying to promote. Of course the one that paid \$78 for every 100 visitors.

So that's another big benefit is you can see how well the affiliate programs perform. You don't want to send a lot of traffic to a place and not get paid much money for it.

If you're sending the traffic, you want the best program that's able to convert those people to customers so that you make the most money. CJ monitors all of this for you.

I'm not suggesting that you ignore a good affiliate program because it's not run by CJ. In fact most affiliate programs are not run by CJ. There are other ones, like LinkShare or SharePoint or something, but not that important. CJ's got enough to keep you busy for a long time.

Then of course, I said, if you find something that you want to promote, look around the edges of their site where it says affiliate or make money with our site. You must read their details very closely.

I'm going to show you some things you want to avoid, here in a minute. But I have one more link I want to tell you about, <http://www.AffiliateSeeking.com/Residual-Income.html> . Now I'm not really endorsing any of those places.

I will tell you the most well known are <http://www.AssociatePrograms.com> and <http://www.cj.com> . The other ones are just ones I came across in my research. I'm not vouching for them in any way. But they may lead you to programs that would interest you.

Programs You Want to Avoid

The type of programs you want to avoid. I'm a member of at least one of these. When I tell you to avoid it, it doesn't mean I didn't try it out. This is just my not so humble opinion.

Amazon

For instance, <http://www.Amazon.com> . I have never since their inception been a proponent for people to join their program and here's why. It's called the leeching effect. Another one is <http://www.CDNow.com> . It is another enormous affiliate program, and it is not that they're not reputable. It has nothing to do with that.

I buy from Amazon almost every week. I love them. But for me to encourage you to join their affiliate program, that's where I draw the line.

Here's why: It's called the leeching effect. You refer the customer to them and you make initial commission on their

purchase. Which by the way is usually very small and takes you a long time to collect.

After this, the customer goes back directly to the site either CDNow or Amazon or a program like this, and buys direct. Then you're cut out from any repeat commissions.

Now even my commissions and Jeff Herring's and most people that use the KickStart cart. I've paid commissions for a long time. I think up to three years. If you send me a new customer through my affiliate program, you will get paid up to three years for whatever else they buy.

I'm sure Jeff referred some people to tonight's call or maybe he didn't since it is a Sunday night. But he'll end up getting the check because he originally brought them in to my database. So he gets paid for three years on whatever they buy.

So those are the kind of affiliate programs you want. Either residual commission or at least commissions on repeat purchases, even if you didn't promote that particular purchase.

Places like Amazon, you don't get that, it's only one time. That's why you must really read the deal closely. All affiliate programs have terms of service. You need to look at them. A lot of them will brag about this.

If they pay for life, they're going to brag about that because they know that attracts super affiliates like me and other people that have big lists.

They want us on the team because we'll bring in lots of new customers for them. Just read the deal and again you might want to just make a purchase.

Final Thoughts

That's another thing I just thought of, some affiliate programs allow you to purchase through your own affiliate link. I have one that's kind of a hybrid. There are certain things you can't purchase through your own affiliate link, but most things you can.

I learned this from Cory Rudul along time ago. Some of your best customers are your affiliates. So if they sign up to be an affiliate, that's kind of giving themselves an instant discount forever. They know whatever they buy from you they get the affiliate commission back.

So on most things, other than my mentor program, you can buy through your own affiliate link. You'd want to check that out, in case you have an interest in the product that you're promoting. You can buy it at a discount just by being an affiliate.

What I want you to do is definitely visit <http://www.HowToUseAShoppingCart.com/KickStart> . I want you to go through that whole page, see the money, if you haven't done that. Sign up to be an affiliate for KickStart.

What else do I want you to do? I want you to join the mentor program. We have a payment plan now which we haven't had before so you can find that at <http://www.GreatInternetMarketing.com/MentorProgram.htm> .

I want you to get the CD on the videos from last week and I want you to get in our video-networking program. This program is no cost to do and we help each other by rating each other's videos and reviewing and so forth.

That's pretty much all. But folks this call, I'm not making that much hoopla out of it. Its very simple if you just get off your butt and do some of these things because the money keeps coming in.

It kind of cracks me up. I get all these nay-sayers, “Oh yeah, you’re not making that kind of money.” I feel like telling them, “Go back to your landscaping job. Do what you do back at Burger King.”

This is real. This can make the difference in the house that you buy, the cars you drive, and your kid’s education. If you get sick, this is real stuff.

I’m begging you, get this going for you and your family. Get a bunch of different products going. This gives you more security across the board and let me know how you’re doing.

Here you go, that’s Tom Antion signing off. I’ll have a recording of this probably tonight. I’ll probably distribute it back on mp3 and streaming so you could listen to it again if you like.

I think everybody will get CDs on this, we had about 150 sign ups. Send me any brief questions to <mailto:orders@antion>. I’ll catch you next time.