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## Welcome to [The Perfect Affiliate Storm](#)

In this report we are going to be covering great tips, trick and strategies that you can integrate within your business to begin creating your very own affiliate storm and start rocking it as an affiliate by promoting products.

The main goal for YoU within this system is to see success with your affiliate promotions by positioning yourself to be making sales from each promotion you undertake.

If you plan correctly in advance, and follow some or all of the steps contained within this guide you are most certainly going to be growing your affiliate income, brand and even your email marketing list in the process...

When the time comes for the promotion what you are going to want to do is access products, review them and deliver our thoughts and reviews to as many people and widely as possible. You can do this using many different methods and platforms, and we are going to cover this within this guide.

Affiliate marketing is very lucrative and many of our reviews still bring us in sales months and even years on - so these methods flat out work, you simply have to put the work and effort in up front and follow our proven systems.

The Perfect Affiliate Storm is MORE than Launch Jacking on Steroids - it is a complete system, where we teach you many different methods you can use to make sales and dominate the leaderboards when you properly plan and execute your Perfect Affiliate Storm strategies.

Sit back and learn what you can from this course as we cover MANY different strategies that any affiliate can employ to dominate for any promotion they wish to run..

# The Perfect Affiliate Storm

**Picking a product to promote** As an affiliate it all starts with promoting products where you make commissions for the sales made via the traffic you are able to send to the offer.

Now choosing your product to promote is something you will get good at over time.

As you grow you will know what excites you, what fits your list (if you have one), what is currently hot within the marketplace, and of course what commissions you are comfortable earning from your efforts.



Remember you can promote products in ANY niche, however we are going to look at iM products as the example within the course, though - always remember the techniques we discuss within this report are also applicable in MOST cases for any product you are promoting as an affiliate partner.

Firstly to promote products as an affiliate we need to know where to find them, where do the vendors hangout and list their products. Where is all of the buzz going on... and within the IM niche you are going to look at;

## Top Places to search for IM products

- > [Clickbank](#)
- > [CB engine](#)
- > [WarriorIV.com](#)
- > [Muncheye.com](#)
- > Facebook Groups (See additional PDF for links)

## The Affiliate Networks

You are also going to have to join many affiliate networks to enable you to promote the products that are currently selling on their networks. So my advice to you is to spend the time and join ALL of these networks as this will enable you to get moving with your promotions.

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- > [WarriorPlus](#)
- > [IVZoo](#)
- > [Clickbank](#)
- > Any other Applicable networks

Simply go to each of these networks, register your account and sign up as an affiliate. You are going to need your email address, PayPal information and other details to enter as you join. Once you have joined it is best to go to your profile and enter as much information as you possibly can into all of the provided fields; this way people may get to see a lot more about you and of course your business. So take the time and enter this information within each network as you will look 100% more professional by doing so...

So what do we look for in a product?



Of course we want to be looking for quality products that are going to convert, make us sales and result in commissions.

I also love to pick out new products that are just about to be launched as there normally is a big buzz around these, and I find it helps me with the early bird pricing and early sales offers to make easy sales.

Now you can of course look for products that are already launched and selling. This is also a great strategy as in cases like this people will be more inclined to go to Google or YouTube to search for reviews of these products, and this is where we can capitalize with our strategies.

[Requesting to promote](#)

Many people simply send a request to promote without any details. They also send vague messages to the vendors and this may be the reason why they never get approved to promote. You want to do this very differently.

What you want to do is be fully transparent and open with them from the outset. Sending a message like *'Hi, I would like to promote your product'* is **NOT** going to work.

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***On the other hand - sending a message like;***

*'Hi I'm Chris Cole, and I am a new affiliate to this network. I would love to have the opportunity to promote your product. My plans are to create a review video and also promote this product using xyz methods. To know more about me then here are my details:*

*Facebook Profile <link to your profile*

*My blog*

*Skype*

*Previous reviews*

*Thank you for considering me [YOUR FULL NAME!]*

*This will 100% improve your chances of them approving you as an affiliate!*

## **Why?**

The reason is you are showing them you are a real person who is looking to build an honest and ethical business. YOU have also stood out from the many faceless requests from affiliates who honestly do not have a clue how to build a relationship.

The serious vendors will check you out, and if they see previous reviews and promotions (even if you don't have many sales) and they like them, then they are going to be more open to the idea of approving you.



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Not every vendor will approve you, or at least not immediately. There are many reasons for this, but one of them is down to the launch strategy that the vendor is employing. Their sales and conversion stats are important to them and they do not want new affiliates or non-established affiliates promoting early for their launches...



*(It's nothing personal to you if they deny your request)*

so keep trying and working hard in the early days with quality reviews and promotions and eventually you will have a good portfolio of promotions you can refer to if needed to grab your affiliate links.

## Requesting to Promote Older Products

vendors of these products may also be more inclined to accept you as an affiliate as they have normally had their initial launch and they are just not as worried about the early launch stats. They are happy to see people interested in promoting their offers and will also have the time to chat to you or at least consider your request.

This is a great strategy to get yourself going if you find it hard for gaining approval for upcoming launches. it also helps you to better understand your review and promotional process, and it also enables you to get some fantastic reviews completed for reference when requesting newer products.

## Asking for review copies

Many people think they are guaranteed review access. some vendors may never do this however if you are known to the vendors and ask before a launch then they may grant you review access, however this is not a given.

They may have already given away all the review copies they want to give out or they may simply just not know who you are.

*Again this is all about establishing credibility and relationships with the product vendors.*

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If you haven't gained a review copy, then you can always buy the product yourself and go through it.

This enables you to review and promote it as a paying customer, you will have your own experiences as a customer and these can be valuable insights for any product reviews. Many people like to listen to paying customers as they have bought and still recommend the product. So this is also a great option for you.

***TIP - \*\*\*Never ever purchase through your own affiliate link\*\*\****

## Creating Your First Review

When you are crafting your review of the product, there are several routes you can take to create your review. My advice is that it is always best to think in the mind of the buying customer.

They are going to want to know what they are getting for their money, what is on the inside, how it can help them with their problems, make them more money and of course what your thoughts are on the product.

So i always try to show the inside of a product where possible as this reveals to them what they are buying. Though remember to never reveal any URLs or direct links and some people will use these and avoid purchasing.



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**Finally** - Sum the product up with your thoughts and of course who the product is best suited for. If you don't like the product or have an issue with something, then you can mention this as this can gain you even more respect and trust from the buyers. Though you don't have to pick fault in every product...

Just be open and deliver as much information as you can within your reviews.

## Promoting your reviews

Now there are methods for getting your reviews and of course affiliate links out there - there are easy methods, quick methods and spammy methods.

In this course we are going to be looking **ONLY** at ethical promotions but never underestimate the power of the combined storm we are going to be drumming up with our efforts.

What we want to do is set out on our promotions with a clear cut strategy and then follow this plan.

I am going to cover simple methods to get you going, and in some cases this may be all you need to rank and see results, then of course there are the medium competition products and here you are going to have to put in more work - though only if the rewards are worth it!

And finally there is the full on everything you have got in your arsenal strategy - this one I roll out whenever there is a **BIG** launch coming up and I want to promote this and of course make the commissions when it goes live.

You will know what these products are as they only come along once in a while. They are the products that have a deep funnel or have fantastic commissions and warrant the work you put into them.

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Before you begin - Set out your strategy

Once you have chosen your product to promote you are going to go and look to see how much buzz is around the product. Are there already reviews on Google or YouTube? If so how many?

What we are doing here is gauging the competition we are faced with and this will guide us to the steps we need to take... There is no point blasting everything you have if you can easily rank for a term.

Is the product being launched by a well-known vendor? If this is the case, then there could be some stiff competition and you will have to plan for this.

So always check out the competition as you set out to promote, and then keep an eye on this.

So what methods are we going to use in our promotions?

There are many different methods and some of these we are going to be using to support other methods.

our reasoning behind this is that we want to be driving traffic and more importantly sales from the methods that have the best impact.



We also want to vary our methods, as if we all do the same, then nobody really stands out.

Take an example where someone searches for a product review and they are returned with 5 videos and yet they are looking for more information, or they simply hate watching videos. At this point a blog post or article could be the perfect option for them.

What we want to do is be in all places at once with our promotions. We are going to be using;

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- \* YouTube
- I Google Hangouts
- I Interviews
- \$ Review Blogs
- I Facebook
- I Facebook Groups
- I Slideshare
- I Blogger
- \$ WordPress
- I Pinterest
- I Twitter

*Now this may sound a little daunting but in reality it isn't!*

## Why do I say that?

We are going to be using some of our content in many of these different places. So the initial work in creating the reviews is not much more and by doing it like this we are also leveraging many other properties online where we can rank and have our plenty more of our affiliate links working for us.

## Writing your review

*Plan your keywords in advance:* This is a great step to take as it will reduce the work load on you at a later stage. So as an example you may want to target 'The Perfect Affiliate Storm' or 'The Perfect Affiliate Storm Review' or even specific keywords.

You know your market best and should therefore know what keywords you want to go after, but with IM if you're going after a product launch (and you should) then you can get in early, have your keywords ready to go and move onto the next step.

*Writing your Product description:* After looking over the product, you can begin to write out a description for what is contained within the product, tell people what is on the inside, what you liked what you didn't like and of course your opinion of the product.

By writing this at this early stage you are preparing yourself for the following stages of the promotion. I always recommend writing something that is 300+ words and up to 500 words where you can, if not a lot more.

Look to be as thorough as you can and include as much information as you can. At this point you are going to write out your article once and re-use this again and again...



Okay once you have your content on a notepad or document file and you are happy with it, then we are very nearly ready to begin our promotion stage.

However before this we want to have our affiliate links ready to go as well. So go into whatever network the product is selling on and grab your affiliate link. Add this to the bottom of the review document and save this.

*The next stage is not critical, but I highly advise this from the outset!*

**Install Pretty Links:** Here we want to clean up our ugly affiliate links, count the clicks and also enable us to do further stuff with our links, as you will find out later within this guide.

Go to whatever domain you wish to use as your redirect and look to add a new plugin and search for and install pretty links. You do not need the pro-version as the free version is enough.

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Once you have pretty links installed you can add your affiliate link into the plugin and give your pretty url and the link will appear as:

<http://youdomain.com/prettylink>

This is now your affiliate link as the pretty links plugin know that when this link is triggered that they are to be forwarded to the affiliate link you entered and they will be redirected to that link.

Additionally pretty links will also count the hits you have had to your specific links.

So now we have our written review and got our pretty link (affiliate link) we are now ready to start our storm...



## Start With Your Own Review Site

If you are serious, then you are going to want to have your very own product review site. This way you can upload and publish your reviews here and also add your affiliate links.

As you review more products over time this site will grow in content, affiliate links and of course authority. it is a great idea to have your own review site and use this as your affiliate hub.

*This is also where you can host your pretty links installation*

As well as the reviews you write up we can come back at a later stage and also add in other content to grow our review site and pages within.



## YouTube Reviews

Now you can do this many different ways and I also recommend using most of them if you have the time. Do not be afraid to create many different videos all promoting the same product!

**Create a PowerPoint video** - This is great option if you're not comfortable in front of the camera. Here you can take the content from your initial article and add this into a PowerPoint presentation. Once you have your completed presentation you can record yourself going through the presentation and create your own review video.

Once recorded you can upload this into YouTube and begin to optimize it and begin adding your affiliate links.

**Webcam Video Reviews** - Again this is where you show yourself on camera and chat about your thoughts of the product and make any recommendations. You can mix this with showing your screen also.

Videos like this are also great as people can see your face and get to build a connection with you. They will also like the fact that you are happy to put your face on camera and recommend a product.

**The Show and Tell** - Here we are going to actually show the prospective purchaser what they're going to get when they buy. You can show the inside, reveal features and chat about the product in-depth. People love these videos as they can see what is on the other side of the payment button. They are very close to buying and just want final reinforcement or information that the product is good and something they'd like to buy.

By showing the inside they can see it, hear your thoughts and of course make their minds up to buy.

## Google Hangouts

These are used as a live way of streaming your reviews, show and tell videos and the reason they are used is due to the leverage and advantages you gain from running Google Hangouts.





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As they are a Google owned property and the content is deemed as fresh and live then Google gives an advantage to them. They seem to rank a lot easier and get that initial boost that we want to gain as an affiliate marketer.

This is why you will see Affiliate marketers using them to their advantage for this specific reason.

## The showcase app

*This is a feature that many affiliates are NOT currently using and they are simply missing a massive trick here.*

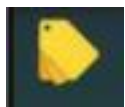
This app used in conjunction with your Google Hangout allows you to add in your affiliate link and this will appear within the sidebar of your Google Hangout.

Not only that but it is also visible within the replay in different places as you will see later. Giving you MORE of a chance to get people clicking your links ;)

## Let's look at the showcase app:

Okay so look to use the showcase app for every Google Hangout you run and are promoting stuff. Additionally you can go in afterwards and edit or add more links.

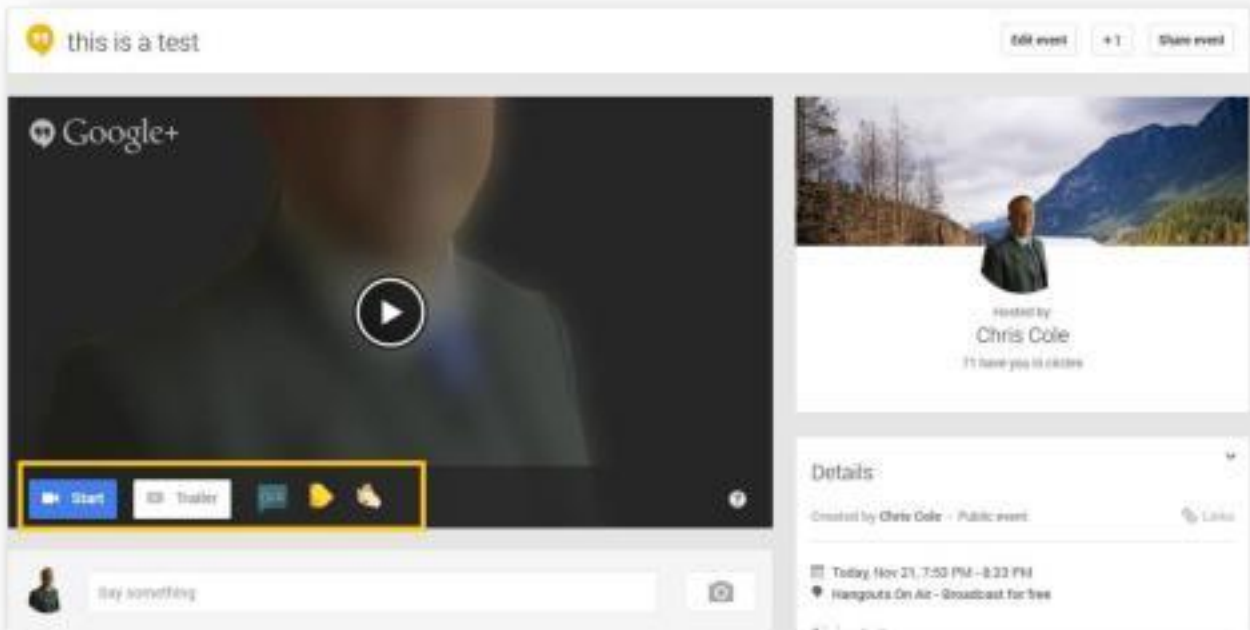
## The Showcase App in-depth



Google have launched their new Showcase App and now it couldn't be easier to promote products with Google Hangouts. Let's show you how this works.

This is now activated for you as you are in the process of starting your Hangout. If however you wish to turn this or the applause feature off, then this option is presented to you after you have created the event, but not clicked the blue button to start.

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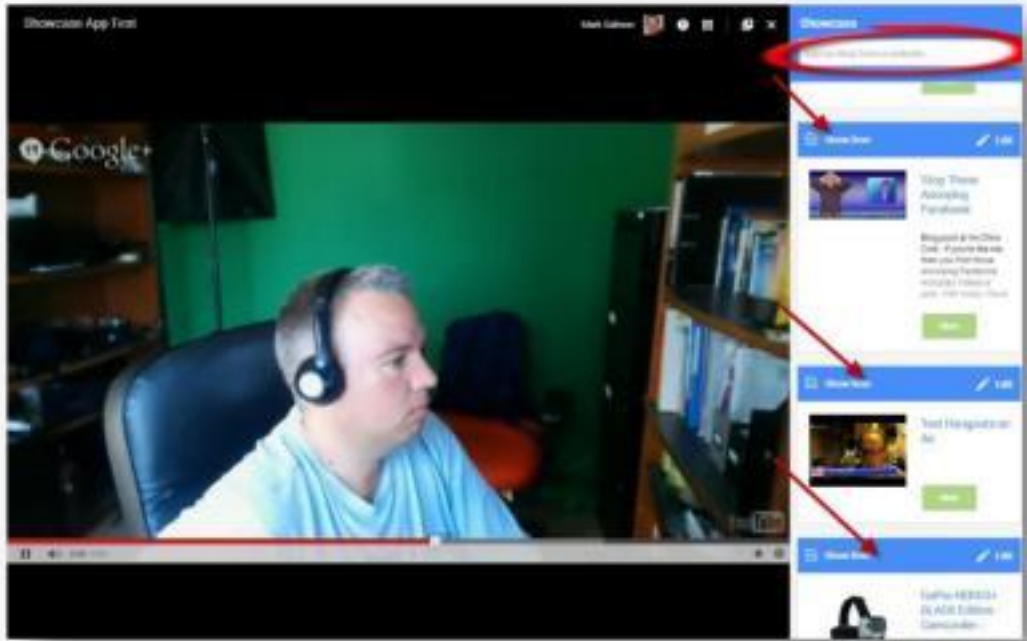
I personally turn the applause app off but I always ensure I leave the showcase app active for my product reviews and selling videos.

To use the app during the live call, you simply get the URL of your sales page (or your affiliate link/pretty link) and paste it into the Showcase App inside your Hangout and it will pull the description and any images from your page and feature them in the sidebar.

As you can see in the picture below, you can promote multiple products at the same time, if you wish.

When you view this on the Google events page this is how it looks

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The headline of each promotion and the green 'More' button are clickable links.

When you embed it onto a web page you will simply get a link like this to view the video on your Google+ Event page with the showcase sidebar:



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## YouTube Live

There are another great trick that you can use to gain a competitive advantage. Just like with the Google Hangouts, YouTube is another Google property and they favor live and fresh content.

So you can use FREE software and run events via the live streaming service and stream your product reviews, show and tell videos etc...

What is so cool about YouTube live is you can know you are going to rank even BEFORE you go ahead and record your video.

Now you may be thinking NO-WAY! Not Possible.

.It is!

You need to create your live event within your YouTube channel and ensure you properly optimize the event for your keywords. Set your date and time and save this.

Now you can go and check and search for your keyword and you can actually see it ranking almost immediately!

## Vendor Interviews

***These are fantastic for conversions!***



What you want to do is try to get the product vendor onto an interview. Then record this and upload the interview in both video and audio format.

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What you also want to try and do here is teach a little within the interview. Try to get the vendor to reveal a little and of course talk in-depth about their product.

These interviews help the buyers get to know the vendor, hear them being interviewed and find out more about the product. The TOP affiliates do this often for good reason... They simply work!

So if you can, then make arrangements for interviewing the vendor and prepare your questions prior to the interview. Then talk in-depth about the product and reveal as much as you possibly can. This way any prospective buyers are going to get their answer and hit your affiliate links.

## Ranking your Videos



As a lot of our methods use the power of video and the engagement and brand building that brings you, we also want to discuss actually ranking your YouTube videos within its own section.

In reality many affiliate videos are not going to be hard to rank so if you learn this process, then you are going to see a great advantage for your video marketing.

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## Initial Video Optimization Steps

Just like having to do on-page SEO and optimization on any normal webpage, you also have to consider this with YouTube. This will help your video to be indexed and ranked within the search engines and YouTube's index.

The most important part is having our video is indexed and ranked for the given search terms we are actively pursuing. Once you have determined your main target keyword you can then continue with the following steps.



*Ok, here is what you need to know and use every time you upload a video.*

## Uploading your videos

When it comes to uploading your videos, you may think it is just selecting the video and uploading it. This is where many make their mistakes and do not even realize that they are missing out on a very critical stage of optimizing your videos and giving them the best start on YouTube.

We are going to cover the steps you must take whenever you are uploading any video onto YouTube, and these steps are very important!

### Video Filename

Many people overlook this, and this is a very simple thing to fix. We want to ensure we always rename our video file from **547643.mp4** to

**ourkeyword.mp4**



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This is really simple to do and is the first step you MUST do before you upload any videos into YouTube.

## Once your video is uploaded

Once your video has uploaded you are now ready to optimize your video for your given keyword.

This is simple to do once you know how, yet it still surprises me the amount of videos I come across that haven't done all of the following steps.

Many of these videos are from marketers and they are the ones who should know better!

## Video Meta

### Your Video Titles:

*Your Keyword / Watch or Check your keyword*

### For Example:

*Perfect Affiliate Storm - Kicking up the Perfect Storm as an Affiliate*

*or*

*Is Perfect Affiliate Storm A Good Product? My Honest Review*

We have our keyword inserted two times within the first title, and this is the format you should use all of the time to get the best rankings. Likewise it is also good to consider something that will create intrigue or interest. This will also have people clicking into your video to check it out.

### Tips for your video titles:

What you want to do is use catchy or shocking titles that grab people's attention. You could pose a question that draws the viewer into your video to watch it.



# Thu PRrfnnt Affiliate Storing

This is especially helpful in gaining views when you may not be ranking in first position. Pose a question or draw them in and they will pick and view your video.

## Your Video Description:

With your video description you are looking for several things. All of these combined are what helps to boost your video for your chosen keyword.

Whenever you are adding your descriptions you should be considering adding relevant text description directly below the video. This allows you to explain and describe what is discussed within the video. You can also add in additional and supporting information below the video.



Here you want to ensure you ALWAYS have your target keyword within the text. You should be looking to add a minimum of around 250 words and have your keyword sprinkled within the content.

it is always best to try and create long descriptions using your keywords, Google loves indexing long descriptions!

## Adding Links in the Description

You are not going to get a hyperlinked keyword within YouTube, but you can still provide a link. What you MUST insert is your raw URL including the http:// into the description for YouTube to convert this into a clickable link.

# Thumbnail Affiliate Storing

Once you add this into your description, then YouTube will recognize this and create a clickable link within your description for the viewers to click and follow



## Where to place your Link?

Best advice is to add it first within your description. This is because YouTube will only display the first few characters of your description below your video (they truncate the rest), and if you add your link too late, the viewers may not even see the link. Best advice is adding it first, and then add in your description text, check out the screenshot below.



Additionally you will also want to ensure you add your links inside your video. These are the best links you can add as the viewers can't help but see them and click them. We deal with this in more detail later in the report. ©

## Video Tags:

When you are uploading your videos it is essential that you also add in as many keyword relevant tags as you can think of.

TIP - You can also go and check other competing videos to see what tags and keywords they have used.

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*Here are some examples:*

# Thu P^rfunt Affiliate Storm

Perfect Affiliate Storm, Perfect Affiliate Storm Review, Perfect Affiliate Storm Free, Perfect Affiliate Storm Download, Perfect Affiliate Storm Bonus, Perfect Affiliate Storm Testimonial, etc...

*You want to include the full phrase, you can also add your tags like this:*

Perfect Affiliate Storm, Review, Free, Download, Bonus,

Testimonial **Video Category:**

You know which category is best suited to your niche, so pick the one that works best for your keyword. Always ensure that when uploading a video, you select your category that is most relevant to your niche.

**Custom Video Thumbnails:**

Try to pick an eye catching image for your video - These are used for several reasons.

**Firstly** - adding custom thumbnails allows you another opportunity to optimize for your given keyword. You create it and name the 'image product name review.jpeg' - again you are telling YouTube what you are optimizing for.

**Secondly** - You want to stand out from all of the other videos by using an eye catching image.

You will get the best response if you consider just how many videos get a lot of views simply because of its eye-catching thumbnail!

So even if your video is not in the top spot, you can still gain extra views because your video LOOKS enticing or interesting. (Always remember that)

If you do not have these settings available within your account, then you have to pick one of the suggested thumbnails YouTube provide, and you do not have any other choices.

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Getting your account enabled for custom thumbnails is simply a matter of enabling video monetization even if you never wish to serve ads over your videos.

Now let's look at [Ranking your videos](#) . . .

The following list is what we consider to be the most important factors you must consider when ranking your videos. (order of importance)

1. Titles, Description, Tags and Category
2. Video views
3. Likes to your video
4. Comments on your videos
5. Backlinks to your videos

To rank your videos you need to fully optimize your on-page factors **FIRST**, and then look to go and build backlinks to both your channel and directly to the video page itself.

These will help to increase your search engine rankings and this is something you need to do for any video you want to rank.

Off-Page SEO is also important for your rankings; you must build social bookmarking links and Backlinks to your videos, but **ONLY** after optimizing the on page elements.

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## Storm

Views, Likes and Comments

Getting views and likes and comments is extremely important for your ranking. You can allow time and let the natural traffic come to your videos and watch them. This of course is what you really want.



If you spend the time being active on YouTube building your brand, and interacting with others, you will receive natural traffic to your videos. Additionally if you are active on other social media sites as well as your own website (if you have one), you should begin to see traffic coming in to your videos quite quickly.

if your video also ranks within Google for its keyword, then you are going to be picking up the natural search traffic into your videos. The aim here is to grow ALL of these traffic sources.



### How to Rank your videos in Google

when you search for your given keyword, you are looking to find the videos that are currently ranking for that search term. The following are the details you should be interested in:

- Age of the video
- Number of video views
- Number of video Likes
- Number of video comments
- Channel Authority

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You also need to consider how well these videos are optimized for the keywords within:

- Video Title
- Video Description
- Tags

You need to analyze the competing videos carefully and know how well they have optimized for the keyword. You want to ensure you are completely optimized for your given keyword. Make sure you go the extra mile over and above the other video owners.

## Video Embeds

Once we have all of our video content we are going to look at embedding our videos in as many places as we can.

Embeds are favored by YouTube and help towards the ranking factors for your videos. Additionally you are creating another page online where you can also add your affiliate links.

Additionally you can add in your video annotations into your videos and when you embed your video into other web properties your annotations and affiliate links go with them. [I talk about this in-depth in my 'Tube Traffic Blueprint' course available here.](#)

So remember that every time I mention embedding your video that you are also embedding another instance of your annotations and affiliate links. ;-)

## PINTEREST Yeah

Pinterest...

*Here you can upload images, but more importantly you can also 'Pin' Videos.*

Why would we want to pin our videos?

Again we are embedding our videos into another authority website. These serve as backlinks to your YouTube videos AND also another page on an Authority website.

*But how is this good for you?*

Again we have our videos in another location, but we also have a chance to build another page that contains our affiliate links. When people find out pinned videos they have the chance to click over to YouTube or click our annotations and they are then going through our affiliate links.

[Slideshare](#)

*Now you may be thinking Slideshare?... Why would I use Slideshare..?*

*Really - SLIDESHARE??*

# *slideshare*

*Here's why I recommend using the power of slideshare:*

[So Why slideshare?](#)

Did you know that it was recently voted amongst the World's Top 10 tools for education & eLearning.

In 2009, the official website for the US President (Whitehouse.gov) signed user agreements with eight of the world's leading social media websites SlideShare was one of them...

It is regularly used by the Whitehouse and many other US govt departments

So it's considered an authority website (that many affiliates overlook)



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## Overlooked by many others

Yes, slideshare.net is one of those under the radar sites that many people never think about. It is simply overlooked by the masses. This is brilliant for us, we will have less people flooding their reviews onto slideshare.

## It's a very simple method

Now we have our products reviewed we simply copy and paste the review over into a PowerPoint presentation file.

(We already created one for our first YouTube videos) ©

We can also embed our affiliate links directly into the presentations, and they will become live clickable links once they are live and online at slideshare.

## Did you catch that?

***They will become live clickable links once they  
are live and online at Slideshare!***

## VERY EFFECTIVE

As slideshare has an interactive element to it, and the people searching online will not normally see the slides they will be curious. They will want to read, interact and click the links.

## Speedy

It really only takes a few minutes to create a presentation and upload it into slideshare. We have only to make it look interesting, add our links and upload and optimize the slideshare page.

## Highly repeatable

Once you go through the process once, you will see how simple it is. This can be repeated for other products or even the same product with a different presentation ;)

You can have many of these online and making you money in a short space of time.

## Here is why I recommend Slideshare ...

- Slideshare have a PageRank of 8
- Incredibly easy to upload your presentations
- Very easy to rank your slide presentations
- Very quick ranking results from

Slideshare [Besides presentations SlideShare also supports](#)

...

Documents, PDFs, Videos, Webinars, you can download presentations on any topic and reuse or remix and you can even embed YouTube videos inside the SlideShare presentations!!

Because of the authority associated with Slideshare, you will notice your presentations can rank totally naturally without any extra effort on your part.

What we do in the beginning is to share the presentations on Facebook, Twitter and as many other social sites as we can. We will socially bookmark and ping the URL and let it go at that. Some take extra effort, but not always!

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Blogger/Tumblr/WordPress/Web 2.0's



These are great places for embedding your YouTube videos and content with your affiliate links. Again as you grow, so will your web 2.0 properties and any authority that they have.

As these properties are on a larger authority website you gain an in-built authority advantage, and you can begin to backlink these with a lot more force. These will in turn grow in authority helping them to naturally rank, and of course serve as backlinks to your review videos, presentations and articles.

Additionally Google like to show other websites within their results and Blogger/Tumblr/WordPress/Web 2.0's are perfect for this.

Now I recommend having properties on ALL accounts and using these to submit your product reviews, videos content and of course Affiliate links...

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## Twitter

Again we want to be active on Twitter with our marketing. We want to tweet about everything as we create it. Each and every time you build or create a new page or embed you want to tweet this out.

If you grow a following on Twitter and tweet at specific times of the day, they you are more likely to get engagement and clicks to your links. So tweet often and tweet everything is my attitude.

## Facebook

Again just like Twitter you want to add your content into Facebook. Only with Facebook I would be more selective what I share.

I would always share the direct links to my review blog and add in my direct (pretty link) affiliate links with my review.



I would also add in my YouTube Videos into the news feed. Again you can get engagement, views and even clicks as you have your comments with the video and links. Likewise you also have your annotations within the videos inside of Facebook. ©

## Facebook Groups

These can be super powerful if you are active within groups that enjoy your reviews. Now I urge you to NEVER spam groups or post your content if it is against the group rules or not welcome.

But if the groups are engaged and you share your insider's view or content then they are going to enjoy your posts and possibly click on your links.

## My Workflow - Your Plan of Action



So now that we have discussed the best properties available to you as an affiliate I now want to give you an easy workflow for your promotions from the point where you have your review article written...

*Step 1:* I go to my review blog and upload my post and format it to my liking. I also ensure my blog post is titled 'Product Name Review' or something like that.

Then I also ensure I ALWAYS fill out the Meta tags for this post. That is my Title, Description & Tags within the post.

I also love to create a custom image for my blog posts (I also reuse these) and I save the file out as 'Productnamereview.jpg' - I upload it and set this as the default/main image for my blog post.

Add in my pretty affiliate links and hit publish.

*Step 2:* Share this blog post on all platforms where possible

*Step 3:* Google Hangout time - here I will go create a Google Hangout, name the Hangout 'Product Name Review' and hit broadcast.

Within the review I will discuss the product, show and tell and of course tell the viewers what they are getting when they buy.

I also ensure I ALWAYS use the Showcase App to add in my affiliate link. This will be shown within the sidebar and it looks very nice and additionally it

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pulls in images and shows the viewers a 'read more' button that is going to go through your affiliate link.

Once you have ended your review you have to TELL the viewers what to do next. TELL THEM to click the links and go check the product out.

Additionally save the 'Event Page' URL as we can use this with our SEO later.

*Step 4:* Once the Google Hangout appears within my YouTube account I go in and edit the information.

I go in and ensure my title is good and normally change it to 'Product Name Review | My Review of Product Name by Vendor Name'

I also add in part of my article into the description ensuring I have my keywords sprinkled throughout the content. I also always add in my pretty link FIRST and then my content. And also to the end of the content within the description.

I lift my tags from my blog post and add them into my video tags. (Save changes)

*Step 5:* I go into annotations editor and ensure I add in my affiliate links to the video. This means that wherever my video is embedded my annotations are also visible and clickable. Meaning my affiliate links are going to be spread far and wide with this video. (Save all changes)

*Step 6:* now this is pretty new to me, but I am going to be integrating YouTube live into my campaigns moving forward. The reasons are for the leverage I gain and the speed at which they rank.

Once you set these up you need to ensure you use best YouTube practices for titles, descriptions. Then you have to stream them live using Wirecast for YouTube (free)

Once the video has been streamed live you can go back in and ensure all of your titles, descriptions, tags and annotations are all set.

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*Step 7:* Create a PowerPoint presentation from the article; I also like to add in my affiliate links as hyperlinks within the presentation and ensure these are clickable links.

I then record and upload my video. Again I will use the good optimization steps mentioned above and also add in the annotations to this video.

*Step 8:* Let's share baby...

After this you want to use the sharing options that are actually provided for you below each video. YouTube actually provide you with links to share your content, so always ensure one of the first things you do is share the videos using these handy links.



If you are signed into each of these accounts then all you simply need to is hit share, follow the procedure for each and you're done. You have now created the first wave of shares and links to your videos.

Feel free to repeat with as many videos as you like. Just make sure they are all unique and adding value to your channel.

*Step 9:* Pin my Videos on Pinterest.

This is very easy with the sharing function within YouTube. I like to pin my videos into one of my accounts and of course pick a suitable board and pin the video. If you then go across and view this you will see a fully functioning video complete with your annotations and affiliate links.



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These also serve as a video embed and help to rank the main video on YouTube

*Step 10:* Upload my PowerPoint to slideshare. Again I always look to save my presentation file as the keyword name. As I upload my presentation I also use good practice and enter my optimized title and all other relevant information.

Once you click on publish you can visit your presentation and check your links, you will find these will be active when they are uploaded

*Step 11:* Did I mention Web 2.0's? ©

Here we want to take our articles and create blog posts or mini posts on our web 2.0 properties. These are going to serve as backlinks to our main review blog and also our YouTube videos. Additionally we are also going to add in our affiliate links for good measure and publish them.

The reason for the Web 2.0's is that again you have another place for your links, you also have another embed of your YouTube videos AND you can backlink these properties heavily and they will grow in authority and act as tiered backlinking as you grow these out.

The Web 2.0's can also rank within the search engines in their own right and again you are there with your videos, articles and links ©

*Step 12:* This is where I look at beginning my SEO campaigns. I will pick my main properties (from my saved URLs) and look at building backlinks to them.

Now I personally outsource this, but what you can do is go to Fiverr and find some good gigs. Now there are those that do not recommend using Fiverr and whilst it is always best to build your own backlinks, if you know what you are looking for and doing with SEO then you can use several gigs and build a nice set of links to your properties.

Now it is time to wait, watch and see where you rank. If you feel you need to boost your pages, then you can always build more links and repeat the process.



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Eventually you will begin to gain authority on all of your properties and then you will be an unstoppable force.

[Ninja tricks](#)

[Affiliate List building](#)



As an affiliate you will always see better results when you have your own list to market to and drive traffic from there to offers. This is often the missing link for many affiliates and as such they may not see the results they expected.

it is, however very easy to build a list and in this section of the course we are going to cover some super methods for building your list, and in many cases they are actually free.

This takes your affiliate marketing into a whole new stratosphere and it is something I URGE you to begin today.

To build your list you will have to get inventive. You could create your own products, offer special bonuses and become your own product vendor. This is one of the best methods for growing your list, but you are not stuck if you do not have your own products yet...

if you can crack this list building thing, then you are moving into the big leagues. You will begin to feature on leaderboards, win the competitions and grow your own authority and brand in the process.

So please do not put off building a list as this is a hugely valuable asset for your affiliate promotions and it is something you should actively be working on when you're not working on your promotions.

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## *Method 1: Your own review blog*

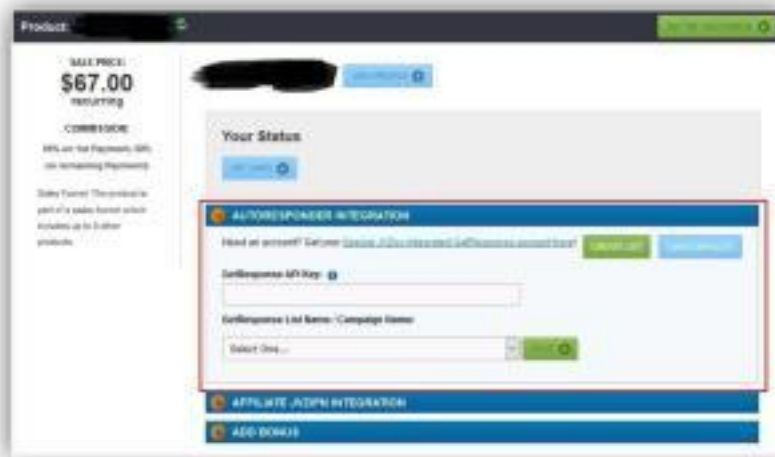
One thing many people do is build a blog and then forget to add in list building or offering a great offer in return for peoples name and email.

Here you want to ensure you offer something of value, so that the blog visitors will be enticed enough to enter their details.

Many people here actually panic, run for the hills or simply not even consider this and they are missing an opportunity. Likewise MANY people over-think this and feel they have to be giving away a lot in return, when in reality it could even be a simple research spreadsheet, report or even a simple video teaching something. The key is to get creative and test different things to see what works. Over time, and if you drive enough traffic to your review blog you will begin to grow your list.

## *Method 2: JVzoo Affiliate Links page*

If you look at the following image you will see that on the inside of the affiliate links section for any product you are promoting, you have the option



to integrate autoresponder.

In essence what this means is that for ANY affiliate sale you make, the buyers of the product are also added into your list.

This means you are growing your list with known buyers who have bought via your affiliate links in the past.

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## *Method 3: Create Simple \$1 WSOs*

This method is going to cost you \$20 to list your thread, but in return you can see anywhere from 100-200 easy sales. Again you do not need to create a large product as 'its only a dollar' mentality comes into it and people will be happy enough to pay \$1 if the offer is enticing enough.

If you correctly setup your offer, you will also be capturing your new customers email addresses and guess what... These are their PayPal email addresses - so they are BUYERS!

## *Method 4: WarriorPlus Alerts System*

Following on from the previous example we are going to be creating offers. Now normally these are free, and once you set these up, the traffic is free and you WILL see optins and new subscribers onto your list every time.

What you do is take advantage of the WarriorPlus alerts system that is

[PRODUCT ALERT] chris cole added a new product

WarriorPlus [Add to contacts](#) 23/10/2015

To: [1 »](#)

chris cole,

A new product was posted by a vendor you are following:

[FREE WSOI CPA \\$100 Payday Secrets](#)

Posted by: chris cole

Learn how to finally crack the CPA code and learn the secrets to \$100 Paydays with CPA

[View this product»](#)

This message was sent from the WarriorPlus Alert system. [Manage your alerts](#)

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triggered for keywords and also vendor name each time you list a new offer.

Once you hit the publish button WarriorPlus then alerts people you have listed a new offer via email and there will be people who hit your offer and optin. So here you are getting new subscribers via the WarriorPlus system.

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Additionally, if you wanted you can also make money from this method. Simply create your free offer, but rather than just delivering the product when they optin, you can take them to a sales page for a different offer that is for sale - if they buy then you have made money on top of gaining the extra subscribers.

*TIP - If you are targeting an upcoming launch, then ensure you use the above methods in advance and have your list primed for launch day.*

## *Method 5: YouTube Videos*



You can upload videos teaching a simple strategy or tip and then link back to your blog or even directly to your offer. By doing this and explaining to the viewers within the offer what they are going to receive and if it is of value to them, they will click your link and optin to your list.

Here is an example. I was planning to promote an upcoming graphics package, and as I do not have graphic specific people on my list I created a simple tutorial video and also give away the PSD (Photoshop file). My video was helpful, I had a free PSD on offer file for the viewers - and more importantly I grew my list of people who had Photoshop and were interested in Graphics.

This only takes a little creativity and prior planning to see great results from an upcoming affiliate promotion.

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## Method 6: The Back End Bonus Spot



This one is an amazing strategy, and it is one you should try to use whenever you get the opportunity to do so.

The reason why this method is so powerful is because the people who do optin to your list are normally someone else's buyers. Yes I said BUYERS!

If it is a bonus spot within product launch, then your bonus is going to be inside the members area, and the people who have access to the members area are going to be the customers of the product - though not your customers.

I say that because they have nothing financially invested in you, however you do know they are paying customers and it is up to you to build a relationship with them.

*Getting a back end bonus spot is all down to building relationships with the product vendors and simply asking them if they have a spot free.*

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Some will not offer them, others will have limited spots - however if you are sending them sales or have done so in the past, then they are more likely to agree to giving you a bonus spot.

If you are also creating and launching your own digital products, then you will find the whole process a lot easier. You will have your own products to use as a bonus, you will have your own buyers list and most likely offering bonus spots inside your member's areas to other affiliates and product vendors.

Do not be put off if you do not have your own products, but be warned that it may be harder to get those elusive spots unless you have built a great relationship with the product vendor. Though you can always ask, the worst is they will say no! ©

## Increasing Conversions as an Affiliate



## Bonuses

Offering bonuses with your promotions is a fantastic decision maker for buyers who may be on the fence.

By simply creating or accessing a related bonus and then offering this with any purchase can make or break many sales for you.

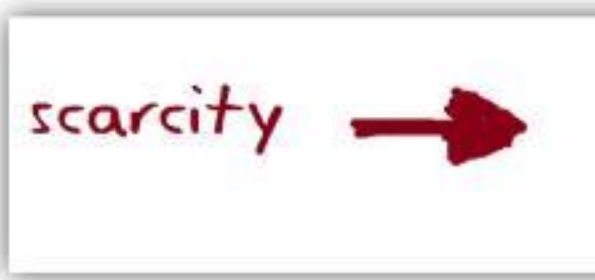
Now you can create your own bonuses, buy PLR, or give something away as a bonus. Then ensure you mention this with your promotions. Letting people know you have created this for them if they buy via your link.

You can normally upload your bonus and then add the URL for this into most affiliate platforms for the buyers to access the product and also your bonus.



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## ADDING SCARCITY



■there air/'/  
enough '/■o go  
aroKjr\d<sub>f</sub> yall

Adding in scarcity as an affiliate is often overlooked, and many have never even considered the fact that you can add scarcity as an affiliate!

So how do we integrate scarcity as an affiliate?

We look for angles or leverage points we can use in our promotions and ensure they are made obvious to the prospective buyers.

### *Time based scarcity*

If you have nothing else apart from knowing there is a special launch price, you can mention this giving the people who are checking out your reviews a sense of urgency.

Example: if a launch is running for say 1 full week, then ensure you mention this. Let people know that the product is not going to be on sale forever, and they need to go over right away or be disappointed.



*Bonus Based scarcity* If you are offering bonuses with a promotion or even if the vendor is offering bonuses, you can add time or even number scarcity. So say you allow 2 days from launch day for buyers to pick up the product and also grab your bonuses for the first period before the time limit runs out.

Here you are adding value to the product by adding relevant bonuses so the buyers can pick those up as well. People just love to get something extra for free as well.



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So set time limits for your bonus package, let people know about this time period and stick to it.

*It even gives you a great angle for emailing your subscribers...*

Simply email them and tell them your bonus copies are either time limited or copy limited and the limits are closing soon.



*Dime Sale based scarcity*

Many product vendors will also increase the price as the launch progresses. Again, this is to get sales and interest with the product and also gives the early bird purchasers a good reason for buying early.

They get the product at a special launch price or the cheapest price possible.

So if a vendor is running a dime sale, then ensure you also use these angles to help you with your conversions.

**Tools to help you**

When you have a review site you can also use specific tools to increase your scarcity element. In some cases the simple fact that you add a **countdown timer** into your page will increase urgency and help with conversions.

We use and recommend you look to use these tools to help you with your affiliate marketing. So of you picked up our special plugin bundle you will see we have included a countdown timer that will help you add a sense of urgency to your promotions.



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## EXIT TRAFFIC



You have worked hard getting people to come and visit your site. You do not want them simply hitting the back button and leaving.

*Love them or hate them, the simple facts are exit pops or pattern interrupt offers **can and do work.***

With an exit pop, you can have another bite at the apple - give the visitors another offer, offer them a free gift to get them onto your email list or even send them directly to the affiliate offer anyway.

There are a lot of great options available to you when you use an exit pop plugin as you can increase conversions, sales and even grow your list.

So if you picked up our special plugin bundle you will see we have included a Exit Pop plugin that will help you with your promotions.

### Conclusion

So as you can see there is more than just one website you can leverage as an affiliate and as you grow in your promotions - so will your authority, skills and promotional techniques.

You can learn to grow your list, brand and following as an affiliate with a carefully thought out plan.

