

Special Report

3 Keys To Creating Big-Time Commission Checks

By

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Benchmark Publishing, LLC

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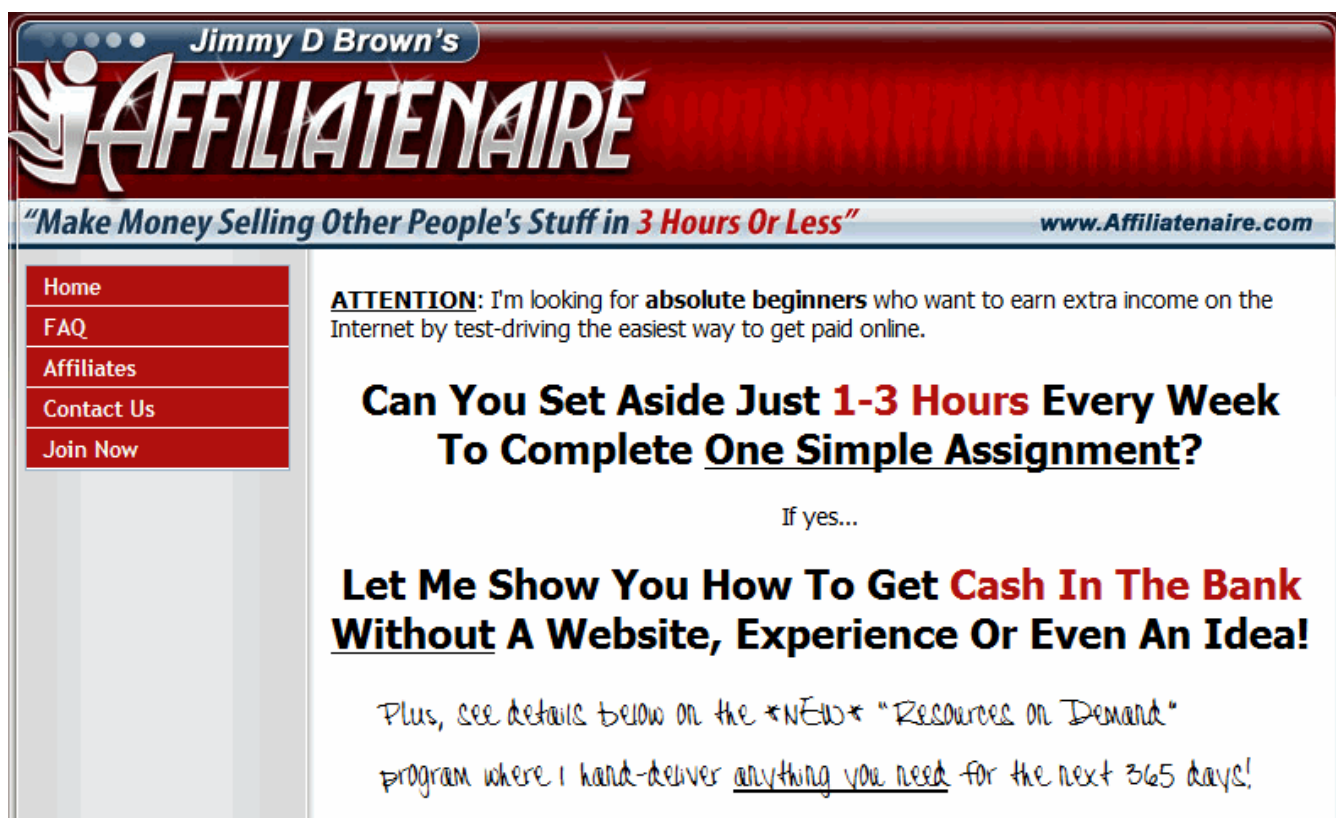
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The screenshot shows the homepage of 'Jimmy D Brown's Affiliatenaire'. The header features the site's name in a large, stylized font with a red and white color scheme. Below the header, a navigation menu on the left lists 'Home', 'FAQ', 'Affiliates', 'Contact Us', and 'Join Now'. The main content area has a red background with white text. It starts with an 'ATTENTION' notice about finding absolute beginners. This is followed by a bold headline asking if the user can set aside 1-3 hours every week. Below this, it says 'If yes...' and then another bold headline promising to show how to get cash in the bank without a website or experience. A handwritten-style note at the bottom mentions a 'Resources on Demand' program.

Jimmy D Brown's

AFFILIATENAIRE

"Make Money Selling Other People's Stuff in 3 Hours Or Less" www.Affiliatenaire.com

- Home
- FAQ
- Affiliates
- Contact Us
- Join Now

ATTENTION: I'm looking for **absolute beginners** who want to earn extra income on the Internet by test-driving the easiest way to get paid online.

Can You Set Aside Just **1-3 Hours Every Week To Complete One Simple Assignment?**

If yes...

Let Me Show You How To Get **Cash In The Bank Without A Website, Experience Or Even An Idea!**

Plus, see details below on the **NEW** "Resources on Demand" program where I hand-deliver anything you need for the next 365 days!

- **Let me send you a proven effective way to promote your affiliate link every week ... in just 1-3 hours!**
- **You tell me what "extra" resources (video tutorials, checklists, templates, etc.) you want custom-created!**
- **Every major affiliate traffic strategy made so simple that beginners with no experience at all can see results!**

[Click Here](http://www.Affiliatenaire.com) for All The Details

Key #1: Capture The Subscriber First.

Welcome to this special report. I'm Jimmy D. Brown and I'll be your tour guide.

We're going to jump right into the thick of things today with a **foundational concept** that is certainly going to increase the size and consistency of your affiliate commission checks no matter what program you choose to promote.

Key #1: Capture The Subscriber First.

Here's how a lot of people promote their favorite offer...

→ *They simply advertise their affiliate link and send visitors directly to the website where the product salesletter awaits.*

Two quick questions for you regarding this practice:

- 1) Who gets the ultimate benefit?
- 2) What happens to those who don't buy?

Think about this for a moment –

When you send a visitor to the salespage, who gets the ultimate benefit of your effort? I'll give you a hint: it's NOT YOU.

The owner of the product does. Why?

Because if they are any kind of marketer at all, they'll have a LIST of some kind for visitors to join.

And then they get to promote to that subscriber over and over again. And not just their products, but they can promote other people's products as well.

SIDEBAR: To be sure, they'll likely spend the first few follow-up offers to promote their own offer and you WILL likely earn a commission on referrals, everybody knows the real value is in the long-term offers being sent. Any of these future offers that they send promoting other stuff leaves you out of the loop.

And while you got them that subscriber through your effort, **you ain't getting paid a penny for all of those future sales.**

Moving on to that second question...

The average salesletter gets around 2% conversion. ***That means 98 out of ever 100 people you send to the site will NOT buy.*** What happens to those folks? They either walk away empty-handed never to be seen again, or they join the list and get a variety of offers presented to them. Either way, it's not going to help you in the long run.

That's a LOT of wasted effort, isn't it? You're looking at a relatively small payday for your investment of time and money in getting visitors to click thru your affiliate link.

Fortunately, there's a better way. A much better way.

And that is key #1: "capture the subscriber first".

Here's the better way to promote your affiliate link...

1) Setup a list at your site.

This can be to give away a free report, publish a regular newsletter, offer a mini-course (like the one you're reading), share articles, etc. It can be anything you want. Just make sure it's..

A. Desirable information that would attract subscribers.

B. Highly related to the offer you're promoting as an affiliate.

After you have your list setup and in place, do this...

2) Promote your list *INSTEAD* of your affiliate link.

Your primary objective should be to build YOUR list instead of someone else's. That way YOU can promote offers to them over and over again long-term.

3) Redirect them to your affiliate link.

Setup your list to redirect the new subscriber to a "thank you" page that confirms their subscription and notifies them to check their email for the first issue/lesson/download link, etc. Include a bold link that reads "Click Here To Continue." That bold link should be your affiliate link!

NOTE: Most list management tools will give you complete instructions on how to set this up. If yours does not, hire a techie at Elance.com to do this for you. Email me for a low-cost recommendation if you need.

Now what do you have in place?

- ➔ You build YOUR list!
- ➔ You build YOUR brand! (IE Your name, domain name, list name)
- ➔ You build YOUR credibility! (Through the content you share)

And, get this...

You STILL get them to the affiliate product salespage like you wanted to in the first place.

Only now you have them on a list.

4) Follow-up for long-term conversion.

Once new subscribers have joined your list, it's up to you to build a relationship with them. Offer them great articles and other content that promotes your primary offer.

And don't stop there. Promote other offers that are related to generate revenue for months and even years to come.

In the next section we're going to talk more about this as we examine key #2, so I won't go into too much detail here

Just remember –

You need to capture the opt-in FIRST.

Never send visitors directly to the salespage of the product or service you're promoting as an affiliate. Always make certain you get them on a list first. That way YOU get the ultimate benefit from your investment of time and money.

Key #2: Presell The Offer.

We'll be building upon what we looked at earlier, but before we get to that, I want to ask you a simple question...

How do you "feel" about affiliate marketing?

- 1) I'm just curious at this point.
- 2) I like the concept and am somewhat interested.
- 3) Show me exactly how to do it and I'm in!

WHich of these best describes where you're at right now?

HINT: There are no "wrong" answers. ☺

I'd like to have a seat on your couch and talk with you for about thirty seconds about where you're at, if that's okay.

If you're "curious", that's fine. I think as you continue to examine affiliate marketing you'll find that it really is the easiest way to get paid online for those with no existing background or training. And, it's also the quickest way to get started. The learning curve is a breeze compared to other options. Spend some time taking a look at this report, check out [the site](#) and satisfy your curiosity at this point.

If you're "somewhat interested", then it's time for a pep talk. You obviously see the merit in affiliate marketing and yet haven't made a commitment to getting further involved. What's holding you back? I'm reminded of what hockey great Wayne Gretzky once said:

"100% of the shots you don't take, don't go in."

That's not to say that you should blindly taken random shots in life. That's a recipe for disaster. But, it does have a lot of truth to it in terms of taking calculated shots. You've seen enough to know that affiliate marketing works. You find value in my content. You've read the [Affiliatenaire](#) salespage and you know I've got the goods. If you've searched Google.com for my name, then you see I've got a tremendous reputation within the industry and have been doing this since 1999. That's a "calculated" shot, don't you think? It's time to take yours.

If you're "motivated", then there's really nothing left to discuss. [Let's get started](#). Today. Now. I'll show you exactly how to do it -- week after week. If you're the kind of person who is willing to take action and get things done, this is a no-brainer. I'll definitely deliver on the showing of how to get it done. And you'll get it done. Please join now before I sound a little more like Larry The Cable Guy. Git-R-Done. ☺

Regardless of how you feel about affiliate marketing at this time, I'd like to have you join me at [Affiliatenaire](#). I'm convinced that I can help you grow bigger and bigger affiliate commission checks by sending you out new lessons week after week. Together we'll get traffic to your site, people clicking thru your affiliate link and referral sales being credited to you.

And now, without further comment...

Key #2: Presell The Offer.

What's the most effective way to get those who join your list as a result of yesterday's key to actually buy the product or service you're promoting as an affiliate?

The answer: presell the offer.

If we're going to talk about "preselling", then we should start by KNOWING what it is that we're talking about.

Which begs the question...

"What is preselling?"

In the years I've been online, I've not come across a better definition of "preselling" than as it is defined by Ken Evoy.

Ken, in describing the "pre selling" technique in regards to affiliate marketing says...

----- Definition -----
"Effective PREselling is the presentation of top-notch, editorial content, blending in *naturally* the benefits of a product or service as they pertain directly to your audience's unique needs." - Ken Evoy

What Ken is teaching is simply this –

***You gotta provide valuable content that
gets your readers to TRUST you.***

With that valuable information, you blend in product and service recommendations that directly relate to the information that you have provided, particularly emphasizing the BENEFITS of those products and services.

You use a two-step system that works perfectly with list marketing...

Step 01: Provide.

Step 02: Point.

In order to get the reader to respond as you wish -- namely, buying a product or service through your affiliate link, saying "yes" to whatever offer you have inside the content -- you need to

*(a) PROVIDE her with believable, understandable,
useful information that*

(b) leads her to make the decision to spend money.

That's how you get them to buy. You provide useful content that points towards an offer of some kind...particularly pointing out the BENEFITS of that offer.

----- Example -----
You can do this through a newsletter article or through an
ecourse -- which is a series of related articles that are
delivered sequentially through an autoresponder, or through a
special report like the one you are reading.

Now, that's not an easy thing to accomplish.

Give too much information and they don't need to buy something from you. Give too little information and they won't trust you enough (which is the important key to pre selling) to believe they need to buy something from you.

So, what's "*enough, but not too much*" when it comes to your information?

Since I began working with distributing free content, I've been using a phrase that I coined to describe how much is "*enough, but not too much*."

And that phrase is...

"Useful, but incomplete."

That simply means this: the content by itself is useful to the reader. It has value. It is beneficial on its own. It teaches, trains, it educates. In other words, the reader gains something they can use simply by reading it. That's the "useful" part of the equation.

But, there's something missing. The information can be MAXIMIZED by responding to an offer inside the content. It's good ... but it could be made better by obtaining something additional.

Let me give you some examples...

EXAMPLE 1

"7 Easy Ways to Landscape Your Lawn For Free" would be useful information to someone who is interested in landscaping. Inside that content (whether it's one article or a series of 7 articles, doesn't matter) could be an offer for an eBook entitled, "101 Easy Ways to Landscape Your Lawn For Free."

See how that works? The content itself is useful ... but, it's also incomplete. There are only 7 landscaping tips shared, when there are 101 available.

Do you think the reader is likely to purchase the \$29.00 collection if the 7 ways from the free content was useful to them? Sure he will.

EXAMPLE 2

What about an article or ecourse entitled, "7 Sure-Fire Ways to Earn Monthly Profits With Autoresponders." That's useful information to have. But, what's missing?

The autoresponder itself, right? So, the content would promote an autoresponder service as its offer.

That's the idea of preselling ... you provide useful information that qualifies you as someone "in the know." Someone who can be trusted. And you blend in -- naturally -- offers that the reader can respond to. Again, pointing out the BENEFITS of the products or services you are recommending.

The content leads the reader to an offer.

Provide and point.

Now, as an affiliate, let me give you three quick suggestions for content that you can use to "presell"...

1) Excerpted Content.

The creator of the product you are promoting as an affiliate may grant you permission to "excerpt" small portions of the paid product to offer as free content to your list. If they will do this, it's a great way to show the value of information being provided in the offer you're promoting. Then, it's easy to make comments like...

- ➔ This content was used by permission and is available in complete format at...
- ➔ This is only 1 of the 27 methods he shares in the course available at...
- ➔ You can get a complete, step-by-step explanation of how to use this simple strategy in his book at...

2) Interview Content.

Contact the creator of the product you are promoting and ask them to answer 3 or 4 questions related to the product. Then, you can use these answers as the basis of an article to share with your list.

Again, this easily affords you opportunities to let the readers know about the complete product. Provide and point.

3) Case Study Content.

Possibly the best option of them all is to explain to your readers how the product you are promoting has directly affected you. How did you use the product and what were the specific results?

A simple case study of your own experience with the product you are promoting is one of the most effective ways to presell.

Why?

Because at the end of the day all anyone really wants to know is this: *did it work?*

Think about it for just a moment. What's the first thing you ask someone who you know has obviously lost weight since the last time you saw them?

***** How did you do it? *****

When you answer that question and point towards a product as the source of "*how you did it*", you've got a winner.

That's what it means to "presell the offer". You use content that is "useful, but incomplete" to provide value and point towards an offer.

Then, we have the third piece of the puzzle coming up next...

Key #3: Create An Incentive.

In this final section I'm going to explain how to get your list that we talked about in key #1, along with the presell content we talked about in key #2 to merge into the perfect climax of a "buying decision".

But first, let me answer two common questions that a lot of people have been asking about affiliate marketing from folks visiting the [Affiliatenaire](#) site...

QUESTION #1

"You mean all I have to do are the three keys and then simply promote my affiliate link?"

The short answer is, "Yes". That's it. You simply get these three keys in place that we've talked about in this report and from there it's just a matter of getting as many people to get to your site and click thru your affiliate link as possible.

QUESTION #2

"How am I supposed to promote my affiliate link?"

There are variety of ways to promote your affiliate link. Some work, some don't. Some cost a lot of money, some are free or have minimal fees. Some are complicated, some are easy.

The trick is finding the ones that work, free and easy among those that don't work, cost a lot of money and are complicated.

That's where [Affiliatenaire](#) comes in.

As a member, you'll receive a weekly lesson that teaches you how to promote your affiliate link. Every week for a whopping 52 weeks you'll get a "step-by-step" lesson that walks you through the promotional idea.

Here's the thing, and I'll be honest with you about this up front:

➔ Nothing I'm teaching you in this series is gonna work for you UNLESS you learn how to market.

To be sure, there is great content in these three keys. And it's stuff that is incredibly effective in getting people to buy.

BUT...

It will only work if you know how to get people to your site in the first place.

Otherwise, all you have are the three keys in place just gathering dust ... because nobody is seeing them.

So, keep reading this report. It's gonna be invaluable to you. But, at the same time, you gotta realize that you NEED (it's required, mandatory, necessary!) to learn how to get as many people as possible to get to your site, join your list and ultimately click on your affiliate link.

And that's why I think it's in your best interest to grab an [Affiliatenaire](#) membership as soon as possible while they are still available. (Hint: I can't even guarantee they'll be available when you return to the site today.)

Now, on to this final key...

Key #3: Create An Incentive.

Why do some affiliates sell more than others?

It's not a trick question. Go ahead and think about it just for a second. In fact, grab a pen and some paper and jot down a few ideas. I'll wait.

<5 Minute Break -- Seriously, make your list>

OK, so you've got your list, right? If nothing else, you made a mental list. And what are some reasons that you came up with for that question "why do some affiliates sell more than others?"

Did you respond with any of these answers...

- They have a large mailing list.
- They have a high traffic website.
- They have a well known reputation.
- They have a large advertising budget.
- They have an influential network.

Your list probably includes one or more of those answers.

And you're not alone.

And you're also not incorrect. These are all plausible answers that explain why some affiliates sell more than others.

I want you to review that list again. And I want you to examine it, because there is an important **common denominator** in there that I want to point out.

Do you see it?

In EACH of the above listed reasons, the affiliate has a competitive edge over the average affiliate. Whether it is a large list or a high traffic website, the fact remains that many top affiliates aren't competing on a LEVEL playing field. They have something that the majority of affiliates do not have:

**** An Advantage ****

So, what's your advantage? How can you get your subscribers to order thru your affiliate link? And, how can you get them to do it NOW?

It's simple, really:

➔ You create an incentive.

In other words, you offer some valuable item for free to everyone who orders the recommended product through YOUR affiliate link.

SIDEBAR: You can even get people to take action NOW by creating a bit of urgency. "This offer is only available to the first 25 who order." See how easy this is?

Offline marketers have been doing it for years -- **and it works great!**

So, why not follow their lead and use the same technique with your affiliate business.

I've been teaching this concept for years and it's actually gotten almost out of hand with people offering incentives worth more than the product itself in some cases.

But the truth of the matter is this: it is producing sales like crazy.

Let me give you an example from the real world. Suppose you are looking to purchase a new car and you visit several different dealerships.

All of them have the EXACT same car that you are interested in purchasing. All are priced at the EXACT same price. Every factor is the same except for one...

***** One of the dealerships offers you an incentive.**

If you purchase the vehicle from him, he will throw in a year's supply of gasoline!

Now I ask you, which of the dealerships are you going to make your purchase from?

If you chose anyone but the dealer offering the free gasoline you probably shouldn't be on the road driving! ☺

Obviously, with all factors the same, you would want to make your purchase from the dealer who offered you **MORE value** for your money.

Affiliate programs are kind of like car dealerships - at least in one regard. Every affiliate in a particular program offers the EXACT same product at the EXACT same price. All factors concerning the affiliate program are basically the same for every affiliate.

So, who's going to make the sale?

The one who offers the added incentive, that's who!

The one who creates the advantage, the exclusive offer.

Why should anyone buy through YOUR affiliate link when there are potentially thousands of other affiliates promoting the same offer?

Want to outsell other affiliates? Want to outsell them even though you are all promoting the EXACT same product at the EXACT same price? Want to create an advantage that levels the playing field with the "big boys" who have the large lists and large budgets?

Offer More.

You need to create an incentive. Some unique and exclusive reason why folks should order through YOUR affiliate link and not one of your competitors.

That's your advantage. You need something that convinces folks to buy from you.

Now, there are several things you can do...

- Create a specialty report.

- Offer support or coaching.
- Provide a service.
- Make a cash rebate.
- Give away a free product of your own.
- Do freelance work.
- Deliver free advertising.

There are many, many things you can offer.

How about these two great suggestions...

1) Buy licensing to a valuable product.

There are many, many existing products that are available with licensing (either a resale rights license or private label rights license) that you can secure and then GIVE AWAY as an incentive to get people to order thru your affiliate link. Invest a little money up front and it will pay dividends for months and even years to come.

2) Hire a ghostwriter to create an incentive.

Want your own exclusive incentive? Hire a ghostwriter to create a set of articles, a report, content for a membership site or even a full-length product. Then, offer it as a free incentive to get people to order.

EXAMPLE

Just do the math here...

Let's suppose you've joined and are promoting [Affiliatenaire](http://www.Affiliatenaire.com). You'll pull in \$13.50 per MONTH in residual commissions for everyone who joins through your referral link.

Why not hire a ghostwriter to create a 10-page report related to affiliate marketing? It'll probably cost you \$150-\$200.

It will take just 15 referrals for this report to pay for itself in commissions. (15 X \$13.50 = \$202.50)

But, that's just for the FIRST MONTH. If they remain active for month two, then you'll DOUBLE YOUR INVESTMENT in commissions.

What if they stay 3 months? Or 12?

And, don't forget, that's just for 15 referrals. You can continue offering this incentive FOREVER to get as many referrals as possible for a lifetime.

That's money well spent, folks.

Now, let's put all of this together that we've look at so far in order to see the big picture of how to get big-time affiliate commission checks...

- 1) *Capture the subscriber first. Then,*
- 2) *Presell the offer. Then,*
- 3) *Create an incentive.*

Then, you simply repeat the process by promoting OTHER OFFERS to your existing list - and - adding new subscribers to the existing list.

That's how you effectively get people to buy. And that's how you get **big-time affiliate checks!**

Now, like I said earlier, all of this is just for nothing if you don't know how to promote.

The last thing you need is a ghost town for an affiliate link.

So, what you need to do right now is take a good hard look at the [Affiliatenaire](http://www.Affiliatenaire.com) membership. It's your step-by-step, weekly, training program to get promotion (mostly free!) for your affiliate link system.

*******INCENTIVE NOTIFICATION*******

I wouldn't be setting much of an example for you if I didn't offer you an incentive if you join today, would it?

Let me warn you up front that this offer is ONLY good for the FIRST 500 members who join. If you arrive at the site and do not see the incentive information on the page, then the limit has been reached and the incentives are no longer available.

But, if you are one of the first 500 who join Affiliatenaire you will receive 3-tiers of incredible "*time-released*" incentives...

Tier #1: Free Presell Content! After you've been a member for four months, you'll automatically receive a free copy of a special "members only" presell content package that you can use to presell others to buy what you're promoting through your affiliate link. This content will be "universal" so it will apply to whatever market you choose. (\$97 value)

Tier #2: Free Personal Consultation For 6 Weeks! After you've been a member for eight months, you'll qualify for 6 weeks of personalized coaching from Jimmy D. Brown (that's me :-). I'll work with you in a private message center ... personally, one-on-one. This is NOT a "group" coaching session, nor is it farmed out to a staff member. It's you and me, one-on-one, discussing your business and how to take it to the next level. **Hint: This 6-week personal consultation package is valued at more than you'll be paying for the entire 12-month training program!** (\$497 value)

Tier #3: Free Enrollment In Advanced Affiliate Training Workshop! After you've been a member for twelve months (when you "graduate" from the training program), you'll receive free enrollment in a 4-week online advanced affiliate training workshop! In this special event, you'll receive "advanced" training and tools to branch out from your existing affiliate business into the the "publisher" world so other people SELL FOR YOU. **Hint: This 4-week advanced affiliate training workshop is valued at more than you'll be paying for the entire 12-month training program!** (\$697 Value)

**[Click Here](#) now to visit the
site for all the details!**

It's been my pleasure sharing the content with in this report. And I'm looking forward to working with you for the next 52 weeks as a member of [Affiliatenaire](#).

See you inside!

God bless,

Jimmy D. Brown