



Chapter 1: Creating an Affiliate Website that Sells like Crazy

A. Affiliate Networks

OK. I'm not going to "baby" you here, but I will cover a few basics first. So many "gurus" tell you to simply join affiliate programs, and you will be on your way to making a bundle of money. That couldn't be further from the truth. If you have joined any before, you already know this. You will always be faced with the following questions:

**What affiliate programs should you join?
How do you promote the programs?
How do you get quality traffic to your affiliate website?**

Do you have an affiliate website that makes people want to buy anything? Well, finding the top affiliate programs is the easy part. While some companies have their own in-house affiliate program, others have theirs run by a major affiliate network. The top affiliate networks in my opinion are:

MUST JOIN

- 1) [Click Bank](#) - Dedicated to digital products, i.e. products that are available by download.
- 2) [Commission Junction](#) - The top affiliate network for companies that sell physical products like computers, credit cards, clothing, etc. Some of the biggest internet properties in the world have programs here.
- 3) [BeFree](#) - Also owned by Commission Junction.
- 4) [Linkshare](#) - Some of the top companies on the web have their programs available here.

MAYBE JOIN

- 5) [Performics](#) - Some decent, large brick & mortar companies here.
- 6) [Web Sponsors](#) - Another "boutique" network with a few decent programs such as "free giveaway" programs.
- 7) [Shareasale](#) - Worth a look. Not bad, not great.
- 8) [ClickxChange](#) - A few hundred small advertisers. Only network I know of that accepts programs like foreign pharmacies.

JOIN IF BORED

- 9) [Clix Galore](#) - Multi-tier affiliate network offering a decent variety.
- 10) [Fine Clicks](#) - A division of Shareasale.com
- 11) [Fast Click](#) - Small network that thoroughly screens merchants and affiliates for quality control.
- 12) [Affiliate Fuel](#) - Medium sized network. Sites must be a top level domain and have a minimum of 2,000 unique visitors per day.
- 13) [Dark Blue](#) - Reasonably sized network of programs. Unique in that it doesn't charge any fees.



Finding the top paying affiliate programs at Clickbank, CJ, etc. is easy. You can check their EPC (earnings per click) and join those that convert the best. Clickbank calls this “gravity”. I will say it MANY times....I believe selling INFORMATION on the internet is the easiest way to get rich. Although many of my strategies can be applied to physical products, I always make a killing on informational products. That is why I think Clickbank is the best network to join.

Once you have been to the affiliate networks mentioned above and decided which products you'd like to try selling as an affiliate, its time to write/create a sales letter that you will later plug into your website (creating your own website is discussed later if you don't have one).

B. Sales Letters

The following five strategies (as well as an optional 6th) for writing sales letters, have been instrumental in all of my online success, whether I'm selling my own product or someone else's as an affiliate.

**You are now about to learn the 5 aspects
of every successful website I've ever created.**

1. Create Hope

Thousands of people search every day for “hope”. That's right, people buy money-making ebooks, diet ebooks, how-to-gamble ebooks, and many more based purely on hope. 99% of these people will not put these ebooks into action whatsoever. But they have it in their head that if they buy a certain ebook, they will learn a secret that will change their life. And once they finish the book (if they even read it), they don't put it into action because they ultimately find out it takes too much work. Then a month later, they're searching on the internet for the same thing – a magic formula for success in a particular facet of life such as money, looks, health, etc. And they gobble up these ebooks like there is no tomorrow.....at least the ones that have good ad copy. And the sellers of most of these ebooks rarely reveal anything you don't already know. And they know it. But they offer their money back guarantees because they know that more than 75% of people will put the ebook on the back burner and forget to request a refund.

So, invoking HOPE is the first of 5 aspects I ALWAYS utilize to make a killer website that sells. And you can give people hope in many ways, with many different products, but I find it most effective with informational products, because somehow you can get away with practically promising the world, and then under-delivering. You are basically telling people what they want to hear. However, hope can also apply to physical products, such as a credit card for example. “Get your xyz credit card today and re-build your credit quicker”. Or how about “Order the Pentium 4 xyz computer today and do things on a computer you've never dreamed of.” Of course, those sentences aren't really convincing enough to make you get the credit card or computer, but hope itself doesn't sell things. There are 3 more things to add to the puzzle.



2. Cause a Sense of Urgency

The second aspect of a killer site that sells is giving people a sense of URGENCY. I'm sure you've seen products for sale that say something like "order by midnight tonight and you will receive a \$20 discount". But I guarantee if you go back to that page the next day, it says the same thing. Buyers may even consider that, but do they really want to risk the \$20 discount not being there the next day? Chances are, if it's an impulse buy, they won't want to risk waiting and possibly missing out on the deal.

My advice is, instead of doing a "by midnight" html script that is easily spotted as a fake by most net savvy people, try making a real deadline of say the last day of the month or 2 weeks from now, and hardcode it into the site. After it passes, you can always make a new deadline. Another trick is to say only the next 100 members are being accepted, or something to that effect, and then have an image of 100 crossed out, and a number such as 82 next to it.

3. Appear as an Authority

The third aspect of a killer site that sells is to appear as an AUTHORITY. No matter what you are selling, you must appear to be an expert on the subject. As they say, appearances are everything. Why would I want to buy a gambling ebook from a guy that shows evidence that he won \$200 at a card game one time? Big deal. You want the ebook from the guy that won \$8 million at gambling. An advanced technique is to appear as an unbiased authority. If you can come across as someone who is trying to help, and doesn't really benefit from a sale of the products listed on your site, you are another step ahead of the game. People love to follow the advice of independent reviewers who are just giving their "honest" opinion of a product. They don't need to know you get a commission for the sale.

4. Appear Unbiased

The fourth aspect of a killer site that sells is to appear as an unbiased 3rd party. You can review products as if you are trying to help people make informed decisions without looking like you are affiliated with them. See my sales letter below for a unique example.

5. Encourage Fear

The fifth aspect of a killer site that sells is causing FEAR. You can actually instill fear into your visitors, by making them believe that they will face problems ahead if they buy a similar product elsewhere, or if they don't buy yours....NOW. How do you do this? How about this: "Get Rich Quick Scams Revealed.....". Then write an article about many occurrences of get rich quick fraud. But, don't name names. Be general in what you call a scam, because you don't want any legal trouble. Then, after your article, you could say that throughout your comprehensive research for the exposé article, you did come across a couple of money making programs that people were repeatedly happy with. You even spoke to the owners of the programs you recommend, etc. and found them to be very honest and straightforward, didn't you?

Well, you just set the hook, now time to push them to the sites you get the highest commission for.



Lets face it, when most people think of what the internet is best known for, they think of porn and scams. Since NOBODY wants to be scammed, you play on that fear.

6. Be VERY Unusual (optional – used mainly for selling your own product)

If you are selling your own product, you may not be able to use the scam or fear aspects. But the authority and urgency aspects will still work. In addition you need to use the UNUSUAL aspect. This means telling people NOT to buy your product. That's right, encourage them NOT to buy your product until they have tried your competitors' products and are unsatisfied with them, as you know they will be. Go back and look at my homepage. Not to boast, but I told you several times NOT to buy this eBook unless you were sick of all the other lame programs out there. It's the same thing when selling your product. Even if your product is not as good as your competitors', it costs more, etc., just using the unusual approach of telling people not to buy your product will work. By convincing them that you want them to go ahead and buy other products that you KNOW will fail them, you automatically earn a sort of loyalty, because you appear that you are not just interested in a sale.

FINAL PRODUCT:

Now let's put all 5 aspects (remember, the 6th is optional) into a small sample sales letter, which according to aspect 4 shouldn't really even look like a sales letter. Let's use the get rich quick subject again, as it's a hugely popular subject on the internet. **(see next page)**