

Profit-Boosting Lessons From Today's Most Successful Super Affiliates ...

FREE! 
Profit-Boosting
Report

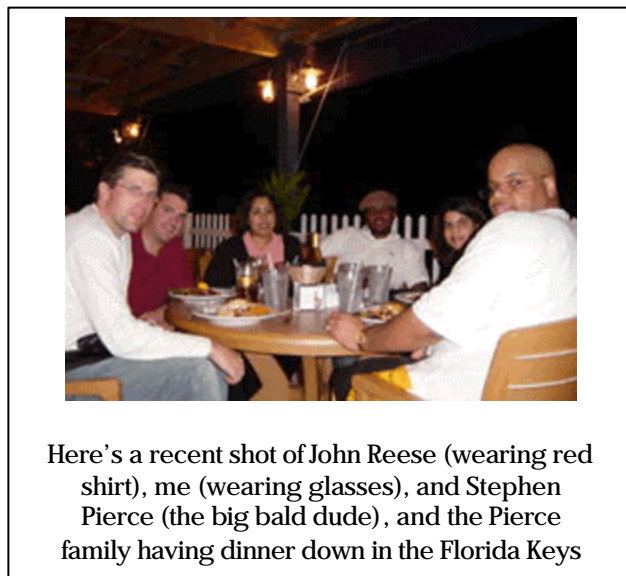
From: Jason Potash, PickTheirBrains.com
Thursday 10:10 a.m.

Let's talk a bit about affiliate marketing.

A couple of weeks ago, I had the pleasure of speaking with John Reese, Stephen Pierce and Rosalind Gardner about the secrets and strategies responsible for their incredible success online with affiliate programs.

And today, I'm going to share some of my "takeaway" notes with you. I hope that you will put some of these ideas into action -- and not be like 80% of people who click the "close" button and then immediately *flush* what they've read into their subconscious mind -- never to be used (or acted upon) again!

Besides the fact that John, Stephen and Ros have been generating an impressive **\$30,000+ per month each** in affiliate commissions, that's not what's important here...



Here's a recent shot of John Reese (wearing red shirt), me (wearing glasses), and Stephen Pierce (the big bald dude), and the Pierce family having dinner down in the Florida Keys

After all, how the heck can you expect to bring home \$30K per month tomorrow? We both know that this won't happen, right? BUT... their insight, strategies and knowledge will help you to boost your income online with affiliate programs. Just imagine what an extra \$400 per month could do for you right now? And in a few months... who knows... that \$400 can turn into \$4000 *if you are serious about affiliate marketing.*

If you are not currently promoting other people's products and services to your current customers, subscribers and traffic, then you are *seriously* missing out on one of the critical keys to maximizing your profit potential online.

Here's a BIG mistake that many people make online. But first, let me ask you this... Do you have a product? If so, then you are probably guilty of this more



Tip:

Promoting other people's products & services is a major KEY to your online success

than anyone. Most people are in LOVE with their product! That's right, "my product is incredible" ... "my product is unlike anything else out there today" ... "my product is the best" ... blah, blah, blah...

Anyway, you get the idea...

And this "romance" with your product will severely limit your income potential online. You already know this, but I'll tell you again... everyone will NOT buy your product. It's obvious.

So, rather than lose a sale and lose a potential customer, you are doing your subscribers and visitors a disservice by NOT making them aware of other products and services that you endorse and that might interest them.

Yes, that even includes other products and services that compete with you.

Just because someone doesn't buy YOUR product, doesn't mean that they are NOT interested in gardening, yoga, web design, dog training, etc, etc

That's why, every bookstore carries dozens of books on each topic. People won't buy just ONE book. They need choices. However, if they are ready to buy, they will buy.

The question is ... will they buy from YOU?

Anyway, we're a little off topic here, but I wanted to get this point across to you since I see so many people falling into this same trap.

I'm hoping that you won't be one of them ;-)

I've known Stephen Pierce for a couple of year now. He is a very *dynamic* marketer. What most people don't know about Stephen is that selling *how to* products to Internet marketers like you and me is not how Stephen makes his money.

Stephen runs a *thriving* info-products business that caters to the investment community - day traders, stock market players... that sort of crowd.

And Stephen reports that about 35% of his income each month is derived from the various affiliate programs that he promotes. 35% might not seem like much to you, but consider this...

Stephen makes over \$100,000 per month. So, that 35% affiliate income equals HUGE dollars for him every month!

A few weeks ago, Stephen spoke about something that he has never spoken

about before. He revealed several pearls of wisdom during our recent live [Affiliate Marketing webinar](#), but the main focus of his 30-minute presentation was his *Blogiliate* model.

What the heck is a *Blogiliate* you ask?

(It sounds like a disease!)

This is not a standard term. Stephen coined the phrase.

You see, blogs are so HOT right now. People are always interested in good, solid content and blogs deliver just that. Without the filtering, spam, and undeliverable issues that we all face as email marketers.

Not to mention, if you set them up correctly, blogs are proven to get the search engines to crawl your site within a few hours, boost your search engine rankings, get more traffic to your site, and much more!

But, few people actually make money with blogs. Many blog enthusiasts use their blog as an *outlet*, a hobby, or a way to express themselves. But, this will change soon.

Blogs are also becoming a very profitable way to generate affiliate income online. In fact, Stephen spoke about a 19-year old kid who is making \$50,000 per year (working 3 hours per week) with a blog. Unreal!

One of the BIG takeaways that I received from Stephen was about *content sampling*. In fact, his *Blogiliate* presentation inspired me to write you today :-)

Most of us are afraid to give away too much. You might think, “if I give away my best stuff, people won’t buy my product”. This is rarely true. If you go to Costco or Sam’s Club on a Saturday afternoon, take a look at how many people are stuffing their mouths with the free food samples.

Sausages, orange juice, bagels and cream cheese... you can sample it all. And you know what? Many of those people are loading up their carts with the same stuff that they sample. Sure, a few of them just want the free food. But, the extra sales generated by *sampling* more than justifies the percentage of people who don’t buy.

How can you offer more samples to your customers, subscribers and visitors? How can you give away more free reports, mini-courses, ebooks to help you promote affiliate products?

Stephen really gave me a kick in the pants to start offering more samples to my valued customers and subscribers (just like you). I am also toying around



Tip:

Allowing others to sample your product or service is a key to building buyer confidence and boosting your sales

with the idea of starting a blog for my site PickTheirBrains.com using the same *Blogiliate* profit model that Stephen explained. It's extremely powerful.

Very few people are doing this today. You have two choices: be ahead of the pack and do it now... or, try and catch up with everyone else once it's old news.

What can I say about John Reese?

John is a good friend of mine. A great guy. He is also the sharpest marketer that I know. Seriously. This guy is a Tiger Woods/Wayne Gretzky of Internet marketing.

As usual, John WOWed everyone with his *content-rich* presentation about email marketing. Sure, everyone has a list. Everyone has an autoresponder. But, as John pointed out, the majority of people make *silly, sloppy* mistakes that *rob* them of more profits online.

Odds are, you are making these same mistakes as well.

For those of you who don't know, John is a "testing freak". I've called him the *mad scientist* on more than one occasion. The man tests everything! So, when he tells you something about the dos and don'ts of email marketing, you know it's based 100% on fact and tests, not theory or guesswork.

One of the big takeaways that I got from John was that of autoresponder length. How many emails should you have in your autoresponder sequence? 4... 7... 10? How many is *too* much?



Tip:

Most people have too few sequences in their auto-responder. 4-7 is simply not enough follow-up emails

As John pointed out, most people have way too few sequences. They stop at 5 or 7 emails. This is a huge mistake. You need to load up your autoresponder with as many emails as possible. Some of John's autoresponders have like 80+ messages. **(Yikes! 80???)**

I know, this might seem like basic stuff. But, ask yourself this... How many sequences do YOU have in your autoresponder sequence? Exactly!

John also threw out many other gems and personal insights about the best day/time to send out emails for maximum response... how to get more people to opt-in... the right way to use viral ebooks to *shatter* your current affiliate income... how to use multimedia to *crush* your competitors... and his secrets for making huge commissions promoting high-ticket products.

And I'm only scratching the surface here. I received many emails after John's 45-minute presentation. There was simply too much to absorb in one sitting. That's why everyone was relieved when they received the MP3 audio

recordings, transcripts and PowerPoint slides from John's presentation.

John's presentation was definitely the kind of *meaty* information that you'll be referring to again and again.

Before, I go on for another 3 pages talking about John's presentation, let me share a few takeaways from Rosalind Gardner.

Many of you have heard her name before. She's the person who makes \$437,000 per year promoting other people's products and services.

And Ros is one of the most pleasant people who will ever meet. Very down to earth and genuine – no fluff, no B.S. But, I have to admit, I'm a little *jealous* of Ros. She only works (if you want to call it that) like 3 hours per day as is always jetting around the global to some *exotic* destination.

Then there's you and me, who are in *email jail* 99% of the time and work at least 8 hours per day.

One of the BIG takeaways that I got from Ros was regarding Google AdWords. Many of us have *dabbled* with AdWords. In fact, AdWords are so popular right now, it's no wonder that my [Ultra-Advanced GoogleAdWords Strategies](#) live webinar with Perry Marshall and Don Crowther was a SOLD OUT event and my MOST successful webinar in 2 years! If you missed it and want a copy of the 4+ hour audios, transcripts, slides and handouts, [click here now](#).

Anyway, back to my point.... AdWords are HOT. People need traffic. People want to generate cash with affiliate programs, FAST... AdWords gives you the best of both worlds.

But, what most people do (yes, I've been guilty of this too), is post up an ad on Google, put in their affiliate link, and send the visitors straight to a webpage.

This is pretty standard stuff, right?

B-I-G M-I-S-T-A-K-E !!!!

One of the success secrets that Ros uses to haul in \$437,000 online is to NOT use this approach. In fact, Ros creates mini *content* sites

(Sidenote: Content? Hmmm ... remember Stephen Pierce's Blogiliate model we mentioned earlier? Do you see a pattern here?)

Her content sites contain just that – content! She provides valuable *information, articles, reviews, comparison charts* and gets the visitor to opt-in to her newsletter.



Tip:

When using pay-per-click search engines to promote affiliate products, use reviews, content comparisons, etc... to make the sale



Tip:

When promoting affiliate products and services you MUST get the visitor to opt-in to your newsletter

Compare this to what you (and most other people) do. They send a visitor straight to an affiliate page. They don't get the opt-in. They don't get a chance to follow-up, They don't get a chance to offer other products and services. They don't ... *have I said **don't** enough yet?*

Anyway, I hope this is getting through to you. You've just been given Rosalind's \$437,000 secret right here. Obviously, there is much more to the puzzle and Rosalind spent 30-minutes sharing her strategies for her *wild* success using Pay-Per-Click search engines (Overture, FindWhat, Google, etc).

A few people told me that her advise on keyword selection, how to price bids and listing positioning was alone worth the price of the entire event.

In conclusion: There were a TON of Affiliate Marketing nuggets revealed throughout this 4+ hour live webinar. And rather than take my word for it, why don't you scroll through and read the 208+ testimonials that we received with 72 hours after the event. The feedback was nothing short of incredible!

[Click here](#) if you'd like to glance at some of the rave reviews that we received... (look at the right-hand column when you visit the site)

I hope you also got a few *takeaways* from this report. Ask anyone who is making \$100,000 per year online and most of them will emphasize the importance of Affiliate Marketing.

The question is NOT... are you promoting affiliate products?

The question is... why are you not promoting MORE affiliate products?

If you would like to get further inside the heads of 3 of today's top super affiliates -- Stephen Pierce, John Reese and Rosalind Gardner -- I recommend that you check out the MP3 audio recordings, transcripts, and PowerPoint slides from our recent live webinar. [Click here to read all about it.](#)

Wishing you great success with affiliate marketing!

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