

Email Fire Master Class Day 1

Affiliate Marketing Educational

Day 1 - Blind

SUBJECT LINE: A friend of mine told me an interesting story about his air conditioner...

A friend of mine told me an interesting story about his air conditioner...

He said that it just stopped working one day, right at the beginning of the summer.

You know...those days where the temperature is starting to creep up to like 90 degrees Fahrenheit?

Yeah, it was one of those days...

Anyways, my buddy called his local heating and ac repair company to come out and have a look at it.

Now keep in mind this visit costs 100 bucks just to show up. That's without even fixing anything.

So they came out to my buddies place and Matt the tech got to work. He cleaned the coils on the Central Air unit, he cleaned out a few parts in the furnace, he ran a couple of tests...

...now the whole time Matt the tech was working on this Central Air unit, my buddy was talking to him. They talked about football, basketball, fantasy football, MMA, weekend plans...you name it.

So anyways, Matt the tech wraps up his work and says to my buddy...hold on a second, let me go talk to my boss and I'll be right back with paperwork.

So he goes to his van for about 5 minutes and then returns.

And you know what he said to my friend?

“No charge, Kam. Have a great weekend man!”

So essentially, my buddy got probably \$200 worth of work done for free just because he took the time to talk to the tech.

It reminds me a lot of affiliate marketing.

The fact of the matter is, you won't see many results online until you find a way to get people to know, like and trust you.

You would be amazed at how far a little rapport will get you.

So when you are out there working on your affiliate marketing ventures, remember to take the time to tell some stories, maybe a joke or two.

Find a way to relate to the people who you are trying to sell to.

It will make a world of difference!

Tomorrow, I am going to give you some more great information on affiliate marketing and how to succeed with that. But for now...

...just remember. If you want a friend, be a friend.

[CLOSE]

Day 2 - Actionable

SUBJECT LINE: 5 Big Mistakes That keep you bad at affiliate marketing...

5 Big Mistakes That keep you bad at affiliate marketing...

Now you might be out there right now, wondering why you can't make any money with affiliate marketing.

It looks so easy. The concept is simple!

Find an offer that looks cool. Get an affiliate link. Send traffic through your link to the offer and when they buy...you make money.

Wow easy.

But If it's so easy...why are so many people failing to win at it?

Look...

...the bottom line is this. Affiliate marketing is a lot like chess. It's easy to learn and quite hard to master.

It takes practice. There is a learning curve to getting good at most things in life and affiliate marketing is no different.

That being said, let me give you 5 things that I see keeping people from making money with affiliate marketing over and over again:

One - Not Tracking - I see this over and over. Someone starts to promote a product. They do a youtube video, they send out an email, they post on facebook, they do a blog post, they even post on the Gram and a few other places.

They are running around like crazy every time they promote. Expendng tons of energy and time.

The problem is they are not tracking where the sales they are getting are coming from. If they are getting more sales by email than anything else, then that needs to be a priority when they are campaigning.

If they are getting ZERO results with their efforts on facebook, then they should divert the energy and time that they are spending on that to an area that is getting results.

In this way they can maximise their efforts.

YOu can only know this information if you are tracking where the sales are coming from. Do it!

Two - Promoting too many Products - Man it's so easy to go out there and find a cool product and get an affiliate link. YOu start promoting it and then all the sudden what happens?

YOu see some other people promoting something else and they arfe making money!

YOu start thinking...I want to ride the money train! ANd you go and get an affiliate link for that product too!

The problem is, you are spreading yourself too thin.

You are not being efficient with your time and energy.

The fact is if you have a good product, give it the time and energy it deserves.

There was a reason you wanted to promote that product. So give it the time and respect to make some sales with it.

The more focus you give to something the more results you will get. The more thin you spread yourself, the less results you will get in all areas. That's the bottom line.

Three- Not testing - A big problem new affiliate marketers run into is not testing the actual product that they are going to promote. They just look at the sales page and go!

This is a big problem because, you need to know that the product is actually good. But also you need to know what the heck the product is, on a level that only someone who has been through it can know.

Being knowledgeable on the product you are promoting is going to help your affiliate marketing 10 fold.

When you are newer it's harder to get review copies.

I recommend starting a review youtube channel. ANd doing simple reviews on the products you promote.

When you ask for a review copy, tell them you are an affiliate marketer and you do youtube videos on products. Give them a link to your channel. This will help tremendously.

Four - Give and take - When you are doing affiliate marketing you are going to be essentially asking people to take action in a monetary way.

When you do this over and over, they start to grow a little sick of hearing you trying to always sell them the latest and greatest thing.

And new affiliate marketers do that all the time. As a result their audience grows extremely unresponsive.

So how can we combat this as affiliate marketers?

We do it with the give and the take.

The rule goes like this. Whenever you are going to ask for something, make sure you give something in return.

What I mean by that is, when you are going to send out an affiliate promotion, always provide some kind of entertainment value in your email and or some kind of actionable content in your email.

This is the give.

After you have done this, now you are free to “take” (i.e. pitch) a product.

If you can be aware of this simple “give and take” philosophy, you will improve your affiliate marketing incredibly.

Five - Lack of Angles - Most beginner level affiliate marketers send out a promotion on a product and have their minds wrapped around this one idea about the product.

Angles like “It helps you drive traffic” or “It helps you with email marketing” and you will see them hitting on that one angle the entire time they are promoting.

ANd as a result, their affiliate promotions don’t do as well as they should.

The truth is your audience is dynamic and they all don’t respond to the same thing.

If I am promoting a traffic driving course, some of my people might respond to that direct message of “hey do you need more traffic?” but many of them might not.

What if on the next day I change my approach and I talk about a story that happened to me and I add a takeaway about how I learned how important new sources of traffic were.

What if that story I told actually gave them a new traffic source right there in the email?

The point is some people will respond to a direct message about what they need. Other people will respond better to a rapport building story that teaches a lesson and gives some actionable content as well.

There are a thousand different angles to use with affiliate marketing. It’s in your best interest to learn as many as you can!

Essentially it’s about the idea that not all email leads are created equally. Some of them are much more exposed to the market and some of them are

much more vanilla. It's a great module that I really enjoyed and I highly recommend you check it out!

Alright, that's 5 plus 1 big mistakes I see newbies making all the time with affiliate marketing. If you apply these lessons you will be wayyyy better at the craft!

So get out there now and do some damage! Stay tuned for tomorrow, because I have something else really cool to teach you about this fine subject of affiliate marketing!

[CLOSE]

Day 3 - Actionable

SUBJECT LINE: Ad Sense or Affiliate Marketing?

Ad Sense or Affiliate Marketing?

A friend of mine has a youtube channel about making money online. For a while he just got paid from the little commercials you see in the front of youtube videos.

YOur know the ones?

Anyways, that is called Ad Sense. AND honestly it's not really a great way to make money. It takes a lot of traffic to make money with those ads.

Take my friend for example.

He had this video that he put up reviewing this piece of software that he used.

He monetized the video with google ad sense but he also put an affiliate link in the description for the software.

He showed me the analytics for the video over the course of 1 year and my mind was blown with the results.

Over that 12 month period his video had earned around 500 bucks in Google Ad Sense revenue.

Over that same 12 month period, his affiliate link in the description of that video had earned him over 15k!!!

I was astounded at the difference and the message rang loud and clear to me.

Affiliate marketing is a much better way to make money online than with ads that pay you (i.e. Google Ad Sense). It's about 10 times as much.

So if you are out there and you are thinking, you know what...maybe it would be easier to just do ad sense or put ads on my blog than do affiliate marketing...

...well I have to tell you...you will make a lot less money doing so unless you are driving insane amounts of traffic to those ads.

ANd then you could argue if you were driving insane amounts of traffic...it would probably make 10 times as much with affiliate marketing.

That's all I got on this one. YOu can take that advice however you like, but I were you, I'd take it to the bank!

[CLOSE]

Day 4 - Break

Day 5 - Link out to Value

SUBJECT LINE: 1500 in 24 hours?

1500 in 24 hours?

SO the last few days we have been talking a lot about affiliate marketing. The tips, the tricks, the mistakes people make...

...today I want to take you on a field trip outside the inbox for a change.

This link here:

[>>>\[LINK OUT\]<<<<](#)

Yup that link there, is a really cool case study I did about affiliate marketing with my blog. I made 1500 bucks in less than 24 hours with a simple 500 word article and a link on a facebook group.

So be sure to [check that video out](#) and leave me a comment letting me know what you think!

Now tomorrow I have a really important question to ask you but for now...enjoy the video!

Day 6 - Variable (question)

SUBJECT LINE: Question for you...

ALT SUBJECT LINE: Are you interested in this case study?

Are you interested in this case study?

I just saw a really cool case study that Reveals A Brand New,
Newbie-Friendly Method For Making \$243.17 Per Day With FREE
Traffic...

...And I thought, “hey this is awesome and I think a lot of people could
benefit from it.”

Would you be interested in this case study?

Let me know. Reply back to this email!

Can't wait to hear from you!

[CLOSE]

ALTERNATE DAY 6 (for engagement only)

SUBJECT LINE: Question for you...

Question for you...

So over the last several days we have been talking a lot about affiliate marketing as you know.

Now I have a simple question for you. It;s important because it's going to shape the direction and the kind of emails I am sending to you.

See, I want to provide you with as much value as possible. I want to make sure you are getting the most out of the emails I am sending.

So here is my question:

What do you think the hardest thing about trying to make money online is?

Let me know. Reply back to this email!

Can't wait to hear from you!

[CLOSE]

Day 7 - Break