



# How To Make Money as an Affiliate



Hi, this is Michael Cheney. Welcome to Michael Cheney's Affiliate Millions. This is the first video and I've got a few things to go through on this video.

The first thing you'll notice about some of these videos is that I will be using this kind of drawing tool just to kind of illustrate some points. I've found this really useful for pointing at things and for highlighting things as we go through the videos.

This first video is going to deal with two main things. It's going to deal first with how to make money as an affiliate. I'm going to come on in a moment and speak about how you make money as an affiliate marketer online.

The second point is I'm also going to share with you an exciting piece of news about your unadvertised bonuses for buying this course. I've got some great exciting bonuses that you're going to get at the end of this video!

Let's get started straight-away then and focus on how you make money as an affiliate.

Before I go through it, on the other videos I'm going to be going through the practical kind of step-by-step information, bang bang bang, 1 2 3 4, a b c d – all that stuff – on the other videos, but it's important that we get this foundation right, right at the beginning.

So what is affiliate marketing about? Over here on this side is obviously the money. This is why we're doing it. You want to make a lot of money by recommending other people's products.

These are the people that you're going to be recommending to. Here's one of my world-famous stickman drawings. So these are the prospects. These are the guys who have the cash to buy the products that you're recommending.

All you've got to do is get them over here. They give you the money, you recommend the products, everybody wins, they get a great product. The product owner gets money. They've made a sale, and you get a commission on that product.

But how do you actually do this? How do you get them onto your site?

Well, before you can do that you've actually got to overcome this issue called the River of Doubt. This is a river here in the middle, the River of Doubt.

When this person first comes into contact with you, whether it's on your website, whether it's on your list, whether it's on your blog, or whether they see an article

that you've written or a post you've made on a blog, or anything – they're on this side of the River of Doubt. You are on this side.

Now when you get them over onto your side – so this is you over here – once you get them over onto your side, then they will spend money. They will buy your recommendations. Whatever you tell them to do, within reason, they will go off and do.

But to begin with, there is this River of Doubt here. Now why is there a River of Doubt? Why do these people not trust you? Why do they doubt you?

Well, to begin with, they don't know who you are. They've got all these questions.

- Who are you?
- Have you got my best interests at heart?
- Do you know the marketplace?
- Do you know the information you're telling me here?
- How well do you know these products?
- Have you bought this product yourself?
- What makes you qualified to talk about this product?
- Can I trust you?
- What's your background?
- Who really are you?
- Do you have a physical business?
- Whereabouts are you based?

So they've got all these questions that create this doubt, that stop them from coming over here and clicking on your link and buying your affiliate offer.

Now luckily for you there is a way to combat this doubt, and that is called using stepping stones over the River of Doubt. Stepping stones like this are going to help this guy get over this River of Doubt.

He'll step on this one, he'll step on this one, he'll step on this one, and then he'll trust you, he'll buy the product that you recommend, you'll make a ton of money, and everybody's happy.

But what are these stepping stones? This is what I'm going to go through in the remaining videos. We're going to talk about how you can combat these questions, how you can demonstrate proof, how you can demonstrate that you know what you're talking about, how you can demonstrate credibility, how you can demonstrate that you do have their best interests at heart.

Once you do that and you provide them with these stepping stones – and I'm going to show you how to create your own stepping stones, how to build your own mailing list, how to create your own freebie, free report, or free audios to

give away, how to run the best campaigns, what to put in the emails that you send out – I'm going to go through all this stuff practically on the screen.

As I said, it's important on this first video just to get this principle clear. Once you know how to do this, they will overcome this River of Doubt and these people will come over to your side where they trust you, they know you, they understand you, and they know that you've got their best interest at heart, and they will buy on your recommendations.

That is what you need to be thinking about, this diagram, in terms of getting people over that River of Doubt as you're going through this as an affiliate marketer.

Now the second main point that I said I want to get through to you on this video is all about value. The more value you can give to people, the more they're going to give back to you in return.

Yes, you want this, you want obviously the dollars coming in, but in order for you to get this you have to deliver value to the people that you come into contact with.

I'm going to show you how to do it, so we're not talking just conceptually in any other video – it's just in this first video – but what you need to do is give value. When people come into contact with you, you've got to give them loads of free stuff.

You've got to over-deliver. Whatever they expect, give them more. Give them ten times more than what they expect. Go above and beyond, what I call the ABCD formula for success in affiliate marketing – you've got to go Above and Beyond the Call of Duty.

If you do what all the other affiliate marketers do and you don't go Above and Beyond the Call of Duty, then you're not going to make much money. If you just slap up a link, you're not going to make much money.

But this course shows you how practically, step-by-step, how to go Above and Beyond the Call of Duty as an affiliate marketer.

Let me demonstrate what I'm talking about right now by actually giving you the free bonus that I mentioned. Let me just go and show you what this is. This is me walking the walk, as well as talking the talk.

I'm going to give you six secret super-bonuses, unadvertised bonuses that you're getting right at the end of this video. I'm going to forward you to this page, where you'll be able to go off and get these six bonuses as part of buying the Affiliate Millions program.

What are they? The bonuses are these Affiliate Millions VIP calls. These were invite-only VIP calls that I did for buyers of a previous product, very very exclusive calls. I did three calls. I think one of them is an hour, another one is like 40 minutes, and another one is like 55 minutes.

You get each of these VIP calls right now to download at the end of the video you're watching right now. You get Affiliate Millions VIP call 1, VIP call 2, VIP call 3, and I'm also giving you the transcript for VIP call 1, the transcript for VIP call 2, and the transcript for VIP call 3.

You can actually listen to these things, put them in your iPod or put them on your computer and listen to them, and you can actually get the transcripts and read this information. This is additional super top-secret VIP Affiliate Millions information available to you right now at the end of this video.

I'm going to forward you there right now. Make sure you get this stuff, because this is super super important for your success in the entire program. I'm going to forward you there right now. Get these secret bonuses – the audios and the transcripts – and I'll see you on the next video.