How To Create Hungry Hordes of Happy Buyers

Here we are. We're going to go through affiliate marketing from A to Z. I'm going to show you a campaign. This campaign made me in the order of $20,000 and it was a pretty low-priced product, so you can imagine how much of this I've sold.

I'm going to show you everything that I did step-by-step as quickly as I can.

You might be thinking at the outset that this had a lot to do with the size of my list. Yes, you do need a list to do affiliate marketing. I'm also going to be touching on that as well.

You also really need a website. If you don't have a website yet get over to www.KioskWebsiteHosting.com. Apart from that you're pretty much ready to go and I'll show you every step of the way exactly what I did.

First off let me go through how I actually promoted this product as an affiliate. It doesn't matter the size of your list. You can have 100 people on your list and have a massive payday. Do not get obsessed with the size of your list.

The first thing I did is I started pre-launching this and pre-selling this before the product even went live. It went live on a Tuesday and this is the Monday – not the Monday before the launch, but the Monday the week before the launch, so this is over a week before the product went live. This is the email that I sent out.

"Surprise, surprise! Here's another pdf newsletter for you…" and I sent them off to my blog, giving them some snippets of what is in the newsletter, which included this bit…

"Ex-Gangster Turned Internet Marketer Reveals His Site-Stealing Secrets"

This is a promo. The product that I'm telling you about – let me just click back there, I kind of jumped the gun a little bit – is this, Harris Fellman's www.SiteStealing.com. That is the product. It's essentially a product that tells you how to swipe and steal sites legally, model from the best, borrow from the successful campaigns. That's the product and this is what I did.

So I sent that email out. That was the first step that I did, sending people to my blog, so this is on my blog where I sent people first. I sent them to go and grab this pdf.

When you're building up your list it's a great idea to send multiple things out to them in different formats. Don't just send email text. Send video, send audio, stuff that they can download, and people on my list really love these pdf documents.

So I sent them to my blog to go and download this, and some people obviously went on and commented.

So you download this and what happens? This is what you actually get. This is inside the newsletter, and then here you can see – so this is again a week before the product's gone live I'm putting it in the newsletter. This is a free newsletter. There's a lot of free content in here, and also in here I've got this headline –

"Éx-Gangster Turned….reveals his site-stealing secrets next week" – so I'm telling them that it's coming, it's on the way.

"I've been reviewing a new product that a lot of marketers have missed the boat on. It's being unveiled on Tuesday, the 17th of July, next week."

I'm telling them about it but I'm importantly not giving them a link to click on. That's really getting people hungry, building up their desire, making them feel curious, but not actually giving them anything to click on.

I include a little picture there. The reason I've done that is to start the branding. Harris had a really well-branded site. It was branded all the way through to this character they called Sal the Gangster, all throughout his website with videos and in the product as well, so I've just put that in here so that people see it right from the beginning. Over a week before the product's gone live they start to associate with this character.

Who is he? Is he really a gangster? Is it like a made-up thing? Can you actually steal sites? How am I going to make money? What's the link? What's the website called? Who is this guy? I'm raising and creating curiosity.

Scrolling down, there's the rest of the newsletter with various things in there.

"P.S. You're going to discover how you can legally steal sites next week. I'm going to show you who this guy is. I've included another picture of him here."

It's important that you try this type of technique by blacking things out, name censored or removing things, giving people a little bit of the information but also holding some of it back so they're thinking, "I really want to find out what that is," even if they're not 100% keen on getting the product. They want to find out what that information is.

So that was Step 1, sending out that pdf newsletter and raising curiosity.

Let's go back to my list of emails then and I'll show you what the next thing is that I sent.

Later that week on Thursday I emailed people with, "If site stealing was legal, would you do it?" This is tapping into people who have already read the newsletter and it's giving them a little bit more information.

I've said "Yes, it's coming out next week. Don't sue me. None of these tactics are actually illegal," and then I start dropping further carrots.

"This is the fastest way to improve results of almost any sales page. If you correctly _____ _____, your results can skyrocket."

Level 2 – "_____ and run. If you're starting out you'll love this strategy."

I go and I've used this stuff. I haven't created this stuff myself. I grabbed it from his sales page, so remember that. It's a great idea when you're putting an affiliate promotion together, whether you're sending it via email, putting it on your website, your blog or anything, is to use the sales letter from the product. Either get permission or just go ahead and borrow some of the stuff from the product sales page and give that to the people that you're trying to educate.

"Look, this is the great stuff, the cool stuff," so I've done that, but I've blanked some of it out, again to raise curiosity.

Even now you can see in the newsletter there was no link, and even in this email there's no link. I put here, "Do you want to know more about site stealing?"

Then I'm saying, "What happens next week Tuesday when it goes live?" I say that I'm going to be doing an incredible bonus, and then I say, "P.S. What's wrong? Are you looking for something to click on?" because I'm not giving them a link.

People want a link at this stage. They've already seen the newsletter. They've seen the pictures of the guy. They know a bit about the product and the site stealing idea, or the notion of it, but I'm not giving them anything to click on. I'm building up the curiosity.

The only thing I did send them to click on is my blog so they can go back and post comments and discuss with other people how they're getting excited about it. This is all the week before.

It then gets to the week of the launch. This one, as you can see, is the Monday before the launch. I'm priming them now. I'm telling my list, "Get ready, it's coming."

"How to Steal Sites. Here's your free video review."

"I've spoken to you about promising a video review. Well, I've gone through it. Here it is."

Now notice how I've used this URL. It's on my domain, but I'm reinforcing the branding, the idea of site stealing. Throughout this entire campaign I've referred over and over again to site stealing. Let me just show you that very quickly. It's important and I'll tell you why in a moment, why it's important. I've referred to it as that, site stealing, in that email.

Let's go back here into the newsletter – all over the place I've referred to it as site stealing because the site itself, the official website, is actually called SiteStealer.com. In fact he had to actually change the name. It was a bit too controversial. Harris changed it to SiteSwiper.com, but it used to be SiteStealer.com.

I didn't refer to it as Site Stealer Secrets. Right from the beginning I called it Site Stealing Secrets because – and you can probably guess this – but because I bought SiteStealing.com. That is the domain I bought and I put a redirect on that domain so that if anybody typed in SiteStealing.com they would end up clicking through to my affiliate link and ending up on the official site, SiteStealer.com.

How do you do that? Well, it's very easy. You put in this code, this is the code you use. You buy a domain and you put in this code. It's called a php redirect. Hopefully you can make that out. It's called a php redirect.

Basically you put this bracket and question mark, php, header, this, and then obviously here you put your affiliate link. Your affiliate link goes in here and you save this. Just create this file in a text document or text editor and save it as index.php and upload it either to the root of your website that you bought or the root folder that you're using to create.

When people land on that, this index.php loads and it automatically sends people here without them actually seeing the page, so they get sent to your affiliate link and land on the official site, even though they originally actually just put your web address in.

It's very very important if you're doing a large campaign that right from the outset you start dropping pieces of bait, convincing and educating people and putting in people's minds about the brand and tie the brand to your website domain name.

Something else and other ideas you can use on the domain name front, rather than just getting a permutation of the domain, you can go for 'GiveMeProductName.com' or 'BuyProductName.com' or 'GetProductName.com' or 'ProductNameSecrets.com' or 'ProductNameUnveiled.com' or 'ProductNameNow.com.'

I've tried all these and they've all worked really well. Ideally, this is really the best one you can get is something where you can actually tie in the main theme of what the product's about to an actual domain name.

So if the product is called SearchEngineOptimizerPro560, don't try to register SearchEngineOptimizerPro560Revealed.com. Go for something like UltimateTopRankings.com or TheBestTopRankings.com. Focus on the benefit, focus on the end result, what people are actually getting when they buy this product, as opposed to just the product name. Those permutations are really going to help you.

Moving back to what I was talking about, this is the Monday before launch, so I've already sent out the newsletter, which sent out a long email explaining a little bit more about what's inside the product but not giving them a link to click on.

Then the day before the launch I've done a video review. Now don't be put off by video if you don't know how to do video. I'll show you how can do this in a minute. It's very very simple.

What I've done is I've placed this video review on my site, SiteStealing.com. There's two reasons for that. SiteStealing, I've used that folder name, because it reinforces that domain name that they're not even aware of yet, but they know through all this communication that this is about site stealing, site stealing, site stealing.

So when I give them the web address, www.SiteStealing.com, it's going to feel natural. It's not going to feel like an affiliate link. Even though they'll know it's an affiliate link, it will just roll off their tongue and they'll remember, "Oh yeah, to get that site stealing thing I need to get over to SiteStealing.com."

What else? I've also used my domain name. That reinforces the trust that I've built with my list and the relationship that I've got with them, rather than just sending them off to some random domain that I might have, another blog, or sending them straight away to the registered domain that I've got, SiteStealing.com/videoreview.

At this stage I don't want to reveal that. I've just put them over to my site with /sitestealing. So I'm giving them a video review, and here you also find out who this ex-gangster really is.

I've been Zeigarniking them, kind of dangling the carrots, throughout this promotion from Day 1 on a couple of things: What is site stealing? Who is this guy? Is it real? Who is this? What are the tactics?

Then finally in this video review – I'm going to show you this in a minute – I'm telling them they're going to find this out. At this point they may not be wanting to

buy it, they might just want to know who is this guy? They're going to go and click on this to watch the video review. So here is the video review.

What is this? This is just a Camtasia video of the product and the sales letter. I got previous access to the sales letter before it went live. If you're promoting something that's already live, you can go ahead and do this.

How do you create a video? If you've not done it before, you need to get over to www.TechSmith.com. This is not an affiliate link. Go to www.TechSmith.com and check out their products. There's various products.

The one that I use is Camtasia. I think there's also something called CamStudio. Go and buy one of those video products. It's the product I'm using to create the video that you're watching right now. I use it for my affiliate videos. It's absolutely an invaluable piece of software. It's worth a small fortune and they only charge a couple hundred dollars. If you can't afford that, look around and you'll find cheaper versions.

So this is the video that I did. Let me just click play on this and we'll set this whirring away.

[play video]

The video is now clicking away. What I did on this video is, as I've said, I've gone through the sales letter, I'm showing people the sales letter, and you'll also see at the bottom throughout the entire video – and this is something you can do with Camtasia – it will let you overlay the video with something that stays on top the whole time. I've used that here: "How to steal sites legally. SiteStealing.com" so I'm giving them the actual domain at this point. This is the first time they've seen the domain. They're going to be going off and checking this stuff out.

This video goes through the main points, the most powerful things that I found in this sales letter. It's got the proof, some of the case studies, the headlines – I then go into the product itself. This as you can see is a joint venture preview copy that I got of this product. It says here "Confidential."

This is the product I got from Harris before it went live and I've reviewed this. I'm reviewing this in the video that people are getting, so they're getting access to something that isn't yet live. It further reinforces the exclusivity of it and also tells them, "Look, you want to get your hands on this when it finally goes live."

I kind of end up on the sales letter again. The real reason for me doing that is just so that when they get to the sales letter they're probably not going to want to read this because I've already shown them it.

If they really are interested in getting this, I'm kind of pre-selling them again. I'm forcing them by watching this video to actually read through the sales letter, even without getting to the site, because they're watching this video.

So when they do finally go to the site here and it's live, they probably won't even bother reading this, which is great for me because I've already converted them into a sale. They'll just zoom right down to the bottom and click on the 'buy' button, and that's exactly what happened as I went on to make nearly $20,000 with this.

We'll zoom on to the end of the video, and I think at the end of the video as it forwards on to the actual SiteStealing.com product, this obviously again SiteStealing.com is my domain that redirects to SiteStealer.com using my affiliate link, so everybody that goes through that is cookied as my affiliate. Off they go and buy and I make a ton of cash.

So that is the affiliate video, the review video. It's a great way to show people inside the site. If you don't want to do the sales letter, get them inside the product, show them inside the members area, give them a little bit of something to show the value of the product, but obviously don't give too much away, and if you are going inside a product always get permission from the product owner. You can do that very very easily.

Incidentally, if you don't want to buy the Camtasia product, if you can't spare a couple hundred bucks, there's another product on there I think called SnagIt. You can get a trial version of that for 30 days. It's a lot cheaper as well.

It won't do moving video I don't think like I'm doing for you right now, but it will do screen shots, like a slide show that you can speak over the top of. As long as you've got a mike, you just dump in a lot of images and you can speak over the top of them.

So what you can do is a 'print screen' of different parts of the product, rather than the moving video, and then talk over the top of it. All you do to get 'print screen' of what you see, there's a button on your keyboard that says 'print screen.' Hit that and then go and paste that into an art package and save it as an image. You can dump those into SnagIt and speak over the top of them as a slide show, and you've got like a movie. It's not on screen. You're moving through a site, but it's pictures that you're talking over the top of, so that's another way that you can do that.

If you want to stay totally away from audio and video, then you could just go off and do a text review and just write a review to send out to your list.

Let me go back. I'm going 100 miles an hour and I'm not going to stop because I want to give the ultimate value to you, so keep on scribbling notes.

That is the pre-launch.

I think in that video – I haven't got time to actually go through and show you that video inside out – but in that video I mention the bonus, that they're going to get a killer bonus and then on Tuesday this is what I send them. This is launch day. This is what we've been building up to for over week, a week's worth of work here.

Now if you think this is a lot of work, it is. Is it worth $20,000? You bet your socks it is!

So on the day of launch what happens? I send them this.

"Re: SiteStealing.com now live. Here's your bonus. Hurry now to SiteStealing.com [remember that domain]. Discover the secrets."

Now a lot of this is going to be straightforward. It's just about giving them the URL and telling them that it's live. I don't have to sell the thing because I've done all that in all the previous communication. Do you see how powerful this is? I've already given them all the reasons why, who is this guy, what's the background.

Remember in this long email I didn't even give a link. I was explaining the product, some of the benefits, what they're going to find out, what's it going to do to their earnings.

So when it comes to the launch day, if you do this process right, it's just a case of sending them the link and cashing in.

I've given them this bonus. A bonus is extremely important, particularly in a launch when a lot of people are promoting at the same time. So what is the bonus I've given them in this instance? It's a blueprint to copy the $500,000 worth of sales that I created from one site. It was a 25-minute video.

Basically I went through my entire sales process for Adsense-Videos.com and showed people how I managed to get $20-40 extra from every single sale and how I've generated over $500,000 worth of sales from Adsense-Videos.com. So that was the bonus.

How did they claim this bonus? They need to go off to SiteStealing.com. I reinforce that they must order from SiteStealing.com, then I send them an email giving them access to that bonus.

How did I do that? It's simple, I just went through into the affiliate area, the shopping cart if you like for this particular product, as the sales were coming in, and they came in freaking fast! I emailed everybody on that list. It actually took

me quite a long time. You might want to automate it, and I'll speak about how you can automate that in a moment, but I emailed everybody.

What that does is it protects you from anybody trying to claim the bonus. You're only going to send that bonus out to people who are actually buying the product.

So that's what I did and made a whole bunch of sales.

Let me now go on and explain a couple more things on this. First off, I said if you haven't got a list I would show you very quickly what you need to do. What you need to do is get over to www.GetResponseFast.com. That's an affiliate link to GetResponse.

What happens? You get onto this site and click on 'Order now.' I'm not going to take you through the entire thing, but I'm just showing you this is what you need to do. This is what I use. Half of the top marketers online use GetResponse, the others use AWeber. This is my personal favorite.

When you get here, I'd probably get Silver if I was you. You can get Bronze, but you're actually making a pretty big saving. I know it only says $6 there, but quarterly you're making a big saving over Bronze. You could get Gold or Platinum, it doesn't really matter.

Do not get the free version. There's no point whatsoever honestly. I'm not just saying that. You can go straight to get GetResponse.com rather than GetResponseFast.com, which is my affiliate link, if you want and go and do this, but don't get the free version. It's just not worth it.

There's adverts in all the emails you send. You can't send people to a specific page afterwards, so if you're serious about list building and making a lot of money from affiliate marketing, get the paid version. Dip into your pocket. This is an essential item. Your entire livelihood online is in your list. Don't skimp.

You fill in your stuff there. Let me then show you very quickly what you do.

Once you've activated your Silver membership, you'll get through. Click on 'Create campaign.' It might take you there straight away. You just put in your campaign name, whatever you want to call the campaign, 'My affiliates.' Put in your name and your email address. This is what people are going to see when you email them out from your list. If they hit reply, this is what's going to appear in the thing.

'Title' – this is what people are going to see if they try and unsubscribe, so put in whatever it is. If you're selling in a particular market, put in NameSecrets or NameTactics, a little bit of a description, and create the new campaign.

After that – let me just go and do this. I'll pause this and we'll go and do this real quick. If you've got a list, bear with me. I'm only going to spend a maximum of 1-2 minutes on this, and then we'll get back and I'll show you the remainder of what I did to generate $20,000 from this campaign.

You put in those details and then get options. Do you want to create follow-up messages? These are the messages that are going to send out automatically after people join your list, Day 1, Day 2, Day 3, Day 4, etc. Do you want to do that?

Do you want to create a broadcast? Probably not because you've just created your list so you haven't got anybody to send to yet. Do you want to preload messages, if you've already got some messages set up in other accounts and you want to import them in there. Probably not.

Let's go in here. Let's go and create a follow-up messages. You click on follow-up messages and you'll get to this part. It's a little bit confusing. It offers you various graphic templates. Just ignore all that. You don't want to be sending graphics.

Just say this. "I don't need to choose a template, I'll just create a plain text message. Do not show this again."

Hit 'Next step.' Here we go, this is you creating your very first message for your very first list. I'll just very quickly show this.

What's the subject? Something like "Thank you for joining my list." Make it more exciting than that. "Here's your bonus." You're going to be offering them a carrot of some sort of bait or incentive or freebie to get them on the list.

How many days? Intervals – 0 days means they get it immediately, 1 day means they get it a day after they sign up, you get the idea, and in here you put their stuff.

Two square brackets and then the words 'firstname' without a space, and then another square bracket – what that does is when they sign up it's going to put their first name in there. It's going to substitute that.

I'm not going to do all this, it would take too long, but whatever you want to say in your first message. That's it, off you go.

Every time you add a message to your system, whether you're doing a broadcast, make sure you do these things – spam check it, spell check it, test the message and send it to yourself. Once you've done that, add the message down here. That's how you add messages.

I'm not going to take you through any more. There's a whole bunch of videos on GetResponseFast.com that are going to train you how to do all this stuff. I just wanted to give you a real quick thing on how you do it.

The other thing you need to do before you start adding anybody to a list, make sure you go to 'Campaign settings.' Let me just take you through this real quickly. It's very very important.

Here we are on Campaign settings. You've got various fields here at the top: Messages, Subscribers, Personalization, and General.

Let's go into Subscribers. This is something you need to do right now. If you get this wrong you've screwed up the whole thing and wasted all your time. It's this, just hidden out of the way down here, 'Set confirmed opt-in.'

'Set confirmed opt-in' means if somebody joins your list, they're going to be sent an email that says 'Click on this to confirm.' In my opinion, not a great idea. Yes, you might get higher quality people, but I'd rather just get everybody that I can on my list and convert them to high-quality people by sending them high-quality information. That is my theory and personal opinion.

So what I want is I don't want 'confirmed opt-in' for anything. Because of the way that this is set up, you have to leave one of these ticked, so 'Email subscriptions' is if somebody sends an email to the email address at GetResponse. I don't want that as a confirmed opt-in.

I definitely don't want web subscriptions to be sent a confirmed opt-in.

Import – I'm not going to import anybody into this list, so I don't mind if that's set as confirm. That's it. That's all you need to change on that particular page. Click 'Save settings' and move on to the next part and you're nearly finished.

Next click on 'General.' You're nearly done with setting up this campaign.

'Email notifications' – you can put in your email address here and it will send you an email when people sign up. You can add a signature.

Right here down below you need to put in a postal address. It's against the anti-spam laws not to put in a postal address, so make sure you put one in there.

That's it, that's your list. I said I would do that quickly. Hopefully I meant that for you. If you haven't got a list, get over to GetResponseFast.com. If you have, I apologize and hopefully you got something a little bit from those couple of minutes.

What else did I do on this campaign then? What else I did is I went viral. I got viral on this campaign and created some videos on YouTube.

Here we are on YouTube for one of the videos I created. Now this particular video – I call this 'Cute baby hits her gangster dad with baseball bat.' It's kind of a catchy headline. I thought it would jump out for YouTube visitors and would get a lot of traffic, and guess what, I was right. 6,681 visits to date.

You'll notice in this video that I've included this, the URL at the bottom of the video. Now you can't click on it because it's on YouTube, but it's there and people can see it.

What is this video? I'll just show you it and you can see it as it plays through, this is a video that Harris sent to me as a joint venture partner. He sent this to all his joint venture partners, sort of saying, "Look, this is my daughter. She's going to beat me up." This is him as the gangster character. He said, "She's going to beat me up like this if you don't promote."

I thought it was a really funny video. What I did is I recorded it with Camtasia, so I just played the video that he sent me and recorded it and created my own video out of it. I should really have got permission, but I'm good friends with Harris so it didn't really matter, plus I was using it to sell his product so I didn't think he'd mind.

So that worked really well. As you can see, 6,000 views, 13 comments, 5 sites are linking to it, so that's got me a lot of traffic. I'll be totally honest with you, I don't know how many of those 6,600 actually went and checked out this site, but I imagine even if it's 1% that's quite a few people. I would have got a few sales out of it. I imagine it would probably be a lot more than 1%.

So that worked, just putting up a viral video, kind of a funny video, about this particular product.

I also did this, which didn't work quite as well, which is just the same video that I showed you that I put out to my list, a video review, but this time I put it up on YouTube. This one got nearly 1,500 views and no comments, and it didn't get a great rating, I guess because it's more commercial. It's not sort of entertaining.

It got 2 out of 5 stars, this got 3 out of 5 stars, but basically it's still 1,400 people seeing this message and some people will have gone through, seen this site, and gone off and visited the site. So that's all I bothered about. You can write whatever you like. It's got 1,400 people viewing it. That's all I'm bothered about.

So that's another way. Once you've got that software, Camtasia or SnagIt, you can start uploading video to YouTube. It's totally free to do it. Get a YouTube

account at YouTube.com. Off you go. Start putting these videos up there to try and get traffic.

A couple of real quick tips on YouTube:

Put in the domain name -- it's often a good idea – in the actual heading of the video and the description of the video. So in the description I put SiteStealing.com so people are seeing the domain a few places.

Obviously overlay the domain in the video when you're recording and making the video.

This one I wasn't too crazy with. I just kind of dumped it up there, but it still got 1,400 people.

This one I spent a little bit more time thinking about it, this idea of the cute baby. People like things that are cute, babies, it makes people think "What is he talking about? Did she really hit somebody with a baseball bat?" It gets people wanting to click on it, which is why this one got nearly 7,000 views and the other only got 1,500 views.

So there you go. There's a few ideas for you that you can start to use to promote your affiliate products.

I know what you're saying – yes, I've got a large list and that's why I generated $20,000. No, that is not why I generated $20,000, although it did contribute to it. Obviously I'm not going to be foolish and deny it, but it's all this stuff that I've shown you, this entire process – the drip feeding, the pdf newsletter, putting people on the blog, social proof of people posting on the blog and saying "Yeah, I want this, when does it come out?"

Then sending another email describing some of the best benefits, hiding some of the benefits, blanking them out, getting people kind of foaming at the mouth for this product but not giving them a link to click on.

Again linking this main site stealing concept to the domain that I bought that has that redirect link set up, doing a video review, again emphasizing the site stealing concept that links to my domain name, offering a bonus, giving them this video bonus and giving them this email on the launch date and sending them that stuff.

Something else you can do as well, which I didn't do for this campaign but I probably should have done, is actually collate everything on one page. What you can do is actually create a page where you build up on it throughout the entire launch process, so you start adding items as you go along.

You have a page that to begin with just has the product and the review, then you add the video review, then you add the bonus link, then you add the sign-up page to get the bonus and the link to go and buy the product, and maybe some of the testimonials from the buyers.

You start getting a pretty large page full of benefits, testimonials, all the offers, all the prelaunch stuff, the newsletter that you've done, the video review or the lead-up stuff, everything on one page.

Then what you can actually do is send traffic to that from all kinds of sources: from videos, from YouTube, you can send it from pay per click, actually send paid traffic over there, people who are bidding on that particular product name or that product owner's name, and that's going to be something that's really really convincing.

You're giving them a whole bunch of free content, free information, and then can use that and then hopefully go and click on the link and go and buy the product.

That's it for this video. I hope you've got a lot of great information out of this.

The key thing I want you to get is it doesn't matter if you don't have a list. Go off and get that list started at GetResponseFast.com. If you do already have a list, you can still use this to make a small fortune, even with a small list. Start applying these tactics.

Prelaunch people, drip feed them information, even if the product is already out. Just make it out that you're only going to tell them about the URL a week from now. Start drip feeding information. Get that domain registered that's similar to the product domain.

Sell the person, not the product, so try and give a profile and a platform to the actual product owner. Get those benefits, get those features in there, use video, use Camtasia or SnagIt software, send the emails out to people getting them excited, but don't give them a link initially, send that pdf newsletter – do all this stuff. You can do all this right now and you can make a lot of money from your affiliate promotions.