



# How To Power Up Your Profits Using TV's Secret Formula



Let's now talk about how you can power up your profits using TV's secret formula.

Now to show you this I'm going to show you a real TV advert and I want you to work out what the formula is.

Here's the advert. It's only 20 seconds. Just have a look at it and see if you can work out what the formula is, and I'll show you afterwards.

[play ad]

So there you go, that's the advert for Cillit Bang. You might have seen that. It's quite an amusing advert, totally over the top, but what do you think the formula is? Well, I'm going to show you. This is the simple formula that you need to repeat to power up your affiliate profits. Are you ready?

There are three elements:

- Before
- During
- After

That is the formula for all successful TV adverts, particularly ones that are focusing on low-end products. They show you what something is like before, so in the advert I just showed you it's the dirty sink, the dirty toilet, the dirty bathroom.

They show you what it's like during, how easy it is to use. Did you see how quick that was? It only took like a couple seconds to wipe away that dirt.

And then finally the after picture, how clean it was.

That's it. That's the secret formula for TV and you can apply that to your affiliate promotions.

I'll go over this again. I know this is simple but it's extremely powerful and it's worth an absolute fortune to you if you start applying this

First, step 1 you show people what the situation is like before. I'm going to give you some internet marketing case studies on this in a moment. So step 1 is what are things like now before using the product?

This is where you need to stir up the pain. Really get in there and tell people what the problem is, what their challenge is, explore it with them, and get into the

detail of how they're feeling before they even have the product you're about to promote to them.

Step 2 is very important. You've got to get into how you actually use the product. What's it like to use? What's the experience of it? Is it easy to use? Is it quick? Is it simple? Are there instructions? What is it like during the process of actually using the product?

Then finally and most important of all, Step 3 is after. What happens after you've used the product? What are the results? What is the proof? What is the effect?

So Step 1 you explore the current situation, how painful it is without that product, what their life is like without that product.

You then go to Step 2 and say, "Look, this is what it's like to use the product. This is how easy it is. This is how quick it is. This is how cool it is. This is how fun it is."

Then Step 3 look at these results.

So using that advert you can see this formula in action.

- The before stage – there was a dirty kitchen, a dirty bathroom, a dirty sink.
- During – it was quick, it was a 2-second thing, very easy to do, very simple to do, very quick.
- After – you saw the bright and shining kitchen after, or the bright and shiny equipment afterwards. You can see how easy it was and the end result.

Let's now then go and take a look at that principle, this formula in action for some internet marketing products so you can see how you can apply this to your own affiliate promotions.

The first one is a video I recorded for an article site, [www.Article-Underground.com](http://www.Article-Underground.com). What this site does is this guy, Mike, has an army of ghostwriters and they go and write all this unique content, it's already spidered for the search engines, and you can buy hundreds of these every single month.

This is a video. What you're watching here is a video of what I sent out to my list about this product.

What I did is I introduced an issue. I said, "This is Mike," but first off who is he? What's his background? But also what is the issue? What is the main problem? What is the before picture of content online.

The before picture of content online is that everybody needs content. That's the problem. That's the challenge. You need content online. You need these words,

but where are you going to get them from? How difficult is it going to be to write hundreds of your own articles a week or a month? How expensive is it going to be to pay a professional writer to do that? We're stirring up that challenge and stirring up that pain.

I then went on and said, "This is what Mike has done," so this is the 'during.' This is his site. This is me taking you on a walk through Mike's site showing how easy it is.

Then I go on to say, "You can see here 'The previous phase of this that was released is sold out,'" so I'm showing the 'after.'

- The 'before' is how difficult it is to create content.
- The 'during' – I've shown Mike's site. I'll just skip back for a moment and I'll show you that. I'm going through Mike's site, the fact you get links from his site, so you're getting page rank, all the articles that you actually get delivered, 400 articles a month that you can get and use totally as your own.
- Then I go on to the 'after' – what are the results. Well, it's been selling out like crazy.

I then go into the forum here. That's the forum of case studies. I go on and I highlight some of these particular case studies, the results in improved search engine rankings, traffic, and increased earnings that people have had.

So that's one example over at [www.Article-Underground.com](http://www.Article-Underground.com) of a before, during, and after case study.

Let me now give you another one. This is a video documentary I did for [www.MichaelsTrafficVideos.com](http://www.MichaelsTrafficVideos.com). Again this was a before and after. This was a slightly different approach, and rather than showing the product what I did is I showed people a before, during, and after of my own life and what I was doing.

I actually went back and I shot outside where I used to live. I used to live in a one-bedroom bachelor apartment and I showed people on this video "That was where I used to live. This is also me walking down the street where I used to work," so I went and actually showed people where I used to work before I got so much traffic that I was able to quit my job. I showed people what it was like before I knew how to get this traffic.

Then I went on to a 'during.' I showed people where I was living currently and then I showed people my new house that I was able to buy as a result of getting all this traffic.

That was a slightly different approach to the before, during, and after.

Let me now then show you another one. This is one I did for an affiliate promotion, again about traffic, again a video.

What I did here is kind of go through the before, during, and after picture again. This is the 'before' picture. Obviously you can see here what I'm trying to do is build up on that pain, that frustration that every website owner has that they want to get traffic.

This guy is frustrated, he's upset, he's depressed because he wants to get traffic. So that's the 'before' picture.

I then go on and talk about that and how frustrating it is and how you need to get traffic to make money.

Then I go and introduce the product over at [www.WantTrafficNow.com](http://www.WantTrafficNow.com), then sort of go through the results of getting this traffic, actually go through the product itself, so that's a bit of the 'during' and a bit of the 'after' all at the same time.

Again, I go through some of the other elements, the proof elements, and then send them up to the website.

That's again another way that you can get over this before, during, and after. You can do this in video format or you can do it in an email. You can do it in a case study. You can do it in a review website. It doesn't have to be video.

The point here is you need to show people, really get inside their mind and say, "Look, this is what the situation is like before you've got this product. Look how difficult it is. Look how challenging it is. Look at how frustrating this is for you. Now let's take a look at this particular product and how easy it is to use, how quick it is, how effective it is, then we'll look at the results and we'll look at the after picture, how great your life is afterwards, how easy your life is, how much traffic you're getting," or whatever it is that the product does, how obedient your dog is or how much better your life is.

That's before, during, and after. That's the secret formula for success that's been used to generate billions of dollars on TV, in newspapers, in magazine adverts, and now you can apply the same formula to make massive profits from your affiliate marketing campaigns.