



How To Activate Auto Pilot Affiliate Riches



Let me now show you a product that I promoted, an affiliate promotion I ran that generated me around \$20,000 the first time I promoted it. It then has gone on – this was probably a year ago now – and it still earns me \$500-\$1,000 every single month just by sending a couple of emails to new people that come on my list.

I hope you understand we're talking \$500-\$1,000 a month every month for a year, and what have I done in that year for this product? Nothing, absolutely nothing. It's just new people who join my list who are getting sent two emails.

I'm going to show you what those two emails are, how I do it, and you can do this as well. You can go off and do it on this product or any product. The process is exactly the same.

This is the product. It's called Website Content Wizard by David Watson. Essentially what that does is it takes articles and it multiplies them into high-quality unique articles using fancy bits of software. You put in different variations and permutations and it's real high-quality unique content that it creates.

So what did I do to bring in this \$500-\$1,000 a month? Let me show you.

First off, this is the landing page. This is the page where people land after I've sent them. It's called Website Content Wizard, so I have registered the domain www.Content-Wizard.com. That is the domain I registered to promote this product. You can see why, it's pretty obvious.

On the first page that people land on, they've got a picture of David. They've got this headline and this idea about this 14-second solution to getting over this duplication penalty and not getting banned by Google by using duplicate content.

They have to put in their name and email address, and that is where they land. They land on this page after I send them via an affiliate link of course to this site. So they land on this page.

After they've opted in they're shown this page, which gives all the various benefits, the story behind the product, obviously a picture of the product, the various bonuses that you get with the product, the various articles, video tutorials, access, podcasting, etc.

It's just a standard sales page, but they've got to go through that thing first.

The other thing that this sales letter shows – and they only see this page remember after they've opted in – is this. This is a video from David Watson, the creator of this product. He takes them through and shows them how it works.

That's his kind of sales process, if you like. I wanted to show you that because that's where people end up, but what am I doing to generate that money?

Let me just take you through. Here we are on Day 1. This is the first email that people get about this product. This is the very first email they get. I only send them two emails and it earns me \$500-\$1,000 a month.

What am I doing in this email? Very simply just raising curiosity and raising awareness. You have to see this video – www.Content-Wizard.com. You get David's 9-minute quality video where he shows you how to create these articles in 14 seconds, and you get ten articles that you can use on your website.

I go in and I explain why it's so important. You see here, "You probably heard Google is clamping down on duplicate content," so this is a fear angle here, fear and potential pain. What happens if you do not get lots of content for your website? You may get clamped down and you're not going to get a lot of traffic.

I put here reinforcing it, "You can never have enough unique content. When you see this video you'll understand why."

So what I've done here is really just kind of raise the awareness, raise the fear and the pain that you need lots of good unique content, and if you've got duplicate content on your site you're at risk from Google, of all people, which as we know is responsible for a lot of revenue for website owners.

So I've stirred up the pain, stirred up the fear, and said "Go and check out this free video." No sale, no product, nothing – just pain, fear, and go and watch this video.

When they go off and obviously click on this link, www.Content-Wizard.com, they end up on this page and the only way they're going to get to see that video that I've talked about is by opting in.

So I'm giving David a lot of people on his list, but in my opinion it's worth that \$500-\$1,000 a month for me to do that. David's a great guy and he obviously converts a lot of them. A lot of them will already be on the list at this point.

They'll then scroll down and get onto this page after they've opted in, and they'll go and watch this video, so they'll see David's video.

Now this is all great, but as an affiliate it's not going to work 100% and let me tell you why. It's not going to work because it's the product owner saying that this product is great. Every product owner thinks their product is great, even the guy who's just trying to make artificial ice and sell it to Eskimos thinks his product is

great, so very few people are going to take the word as gospel from the product owner.

So although it's great that people are checking out this video and they're maybe seeing a little bit of the product in action and finding out a little bit more about it and why getting lots of good unique content on your website is a good idea, it's really not going to probably sell that many because it's just the product owner saying "My product is great."

If you take the example of Tony Robbins, the well-known motivational speaker and author and everything else, it was really only when he started getting famous people on some of his infomercials on TV that he really started to break through. I mean he was doing really well anyway, but when he started getting people coming on board and offering to say, "Look, I've used Tony's techniques," that's when things started to really take off for him.

You need to do the same thing. For the people that you're trying to sell to, don't just give them the word of the product owner, give them your word. This is what I do in the second email, so let's go and take a look at that.

Up till now they've gone and opted in. They're aware of the duplicate content penalties and all this stuff. Fear has been evoked. They've seen a video from the product owner.

Now I've emailed them the day afterwards and said, "Look, you said that real proof would help you decide." I then go on to say, "You know the story about a website content wizard called David, and you've been asking me does it really work, how easy is it to use, what do the articles that are created look like, can you really create 100 unique articles in 14 seconds?"

What I've put here, kind of stirring things up, I put "You can't. You cannot create 100 unique articles in 14 seconds, that's all, but you can create 200 unique articles in 14 seconds, and you can watch me do this live in real time as I show you how easy it is to do," and I send them off to my website, again reinforcing the relationship that I've built up with them, to /proof.

I said, "I've grabbed my copy and installed it. I've spent 10 minutes learning it. I've now recorded this video showing you how easy it is to use." That's all that's in that email. You can see it right there.

It just said, "You wanted real proof. You asked me to show you proof. I've got it. I've installed it. I've used it. I've video'd myself using it. Click here and go watch the video."

So this is the video. The video page is a bit large so I'm kind of moving around so you can get the flavor of this page.

You can see right at the top what I've done, I've put here, "You can see how happy I am with my copy, so get your copy of Website Content Wizard by dashing to www.Content-Wizard.com now." I put a photograph of myself again just to reinforce that relationship. People trust me, they trust my name, they know I've got their best interest at heart. I'm only going to recommend products that work. They see my face, they see the recommendation, and off they go to buy it.

What does this video do? It's just a screen grab video and I'll give you a couple options in a minute. I've mentioned the sites before and I'm just going to go and show you those sites and there's actually a free option that you don't even need to pay anything and I'll show you that in a minute.

So what did I do in this video? Well, quite simply – I'll just start it playing – all I did is use the software. We just go through and I just recorded myself using the software. I created one article here and just showed them on screen – you can see the highlight pen there that I used to show them, as I use to show you in this video –

I said, "Look, this is the article that I used. I pasted it here into the software. I hit a button and off it goes and creates 200 articles in 14 seconds." I show them exactly how to do that.

This video is only 5-1/2 minutes long. You don't really want it to be any longer than that for this type of video. Try and keep it as short as you can.

For something like this, where the concept is really basic, it's really obvious what's happening, you just want to show them "Yes, it works, yes, it's cool, it's really easy to use and the result is fantastic."

Now there's three things I would normally recommend that you do. Let me just scroll down here and we'll use this little bit of white space down here. There's three things I would normally recommend that you do when you're promoting something, whether you're using video or email or anything else:

1. Bring the pain. It sounds harsh, but people won't buy unless you make them aware of the pain of not buying, so talk about the pain. This is not a negative thing to do. This is just the real thing to do. You want to help them and the only way to help them is to tell them the pain of what's going to happen if they don't buy.

The pain in this case is duplicate content penalty, getting banned by Google potentially, not getting enough traffic, being cast out as a leper by your family – whatever the pain is.

2. The second thing I would normally tell you to do – whether it's in a video promotion that you're doing as an affiliate or text, doesn't matter, whatever the format – is to actually show the 'how.' How does this tool work? I don't care if it's an e-book – what are the tactics? If it's software, how does it work? Is it quick? Is it easy? Is it simple to install? Is it frustrating to use or is it easy to use? What is it like during the process of actually using it?
3. After you've done that, show the proof, arguably the most important, the actual results. We can represent this by a graph. Your sales will go up. Your traffic will go up. Your self-esteem will go up. Your muscle mass will go up, or whatever it is.

So those are the three things I would always recommend you do:

- Bring the pain
- Show them how the product works, as in this video. If you can't do that, do it in a case study.
- Show the proof. What were the results of actually using it?

In this video you can see, based on what I just told you, I don't really talk about this, this pain element. All I've really addressed in this is the how and the proof. I literally show them on screen this is how many articles it creates and it will create 200 articles in 14 seconds.

So I show them how to use the software, how easy it is to use, and I show them the proof. I don't talk about the pain in the video. Why? Well, to be honest, I probably didn't think about it at the time, but the other thing is I've included it in the emails.

Remember that first email introduces the concept of the pain and why they actually need to buy in the first place, so the emails are already tackling that point 1, which is pain. If you're not doing that, or even if you are, it's still worth doing those three steps: the pain, then introduce how, and then the proof or the results. Those are the three steps. So that's what you need to be doing. It doesn't matter what the format is.

Let's now go off and I'll show you very quickly the options for getting some video software to do this stuff.

You don't need to use video. I highly recommend that you do, though. If you're not going to use video, you can obviously just use straight text emails to promote. You can just write your review on your website or your blog or whatever.

This is Camtasia. The website is www.TechSmith.com. I've given you that before. You can see here you can download a free trial. What you could do is just

lock yourself away for a month, use this free trial, and create as many of these type of affiliate videos as you can. Download Camtasia Studio for a free trial for 30 days. It runs out after 30 days and you've got to pay. I can't remember how much it is. I think it's a couple hundred dollars.

You've also got a free option, but don't immediately go over here, because there are potential issues with getting this. This is www.CamStudio.org. This is a free option for you if you don't want to try out. I personally suggest you get over to www.TechSmith.com and try Camtasia. At least use it for the 30 days and then maybe flip over to CamStudio.

Why am I saying don't just get CamStudio, even though it's free? Well, scroll down this page, there are issues. This is actually on the home page. It says here a number of people mention trouble viewing flash versions of the video, which means that you can't view them in Netscape or Firefox. Quite a lot of people nowadays are using Firefox, and if you're creating flash videos with CamStudio you may have issues.

There is a workaround. It depends how techie you are. I see stuff like that and I'm like "What the heck is that?" and run to the hills. I just want to point and click, something that works. Camtasia works, it's point and click, but that's what you pay for.

Ok, that's it. You've seen it. If you're listening to this and watching this and thinking "Well, is that it?" yes, that is it. I've shown you how easy it is. This is bringing \$500-\$1,000 a month just from the small list that builds up day by day from people who join my list. I'm not making \$1,000 a month by going off and doing any work whatsoever. It's just new people joining my list just with that first couple of emails.

In fact, let me just rewind. I've told you a total lie in this entire video. The whole thing is collapsing in a heap around me! I can't believe it! I missed an email. I do apologize, but I missed an email.

This is the first email, so you can do this in three emails. Let me just go through this. I know this in reversal, but bear with me.

The first email then, I've shown you email 2 is you have to see this video. Email 3 is the one where I send them to my proof video.

The email 1 – so I'm actually doing it in three emails, I apologize, I forgot to tell you about this one – this is the first email. "_____ is the Harry Potter of website articles."

Two things I'm using there – obviously the curiosity, who is _____, and Harry Potter. Everybody knows Harry Potter. Instantly it means this guy is a wizard with articles.

I start this like a story – “Once upon a time in rural suburban England there was a wizard who lived under the stairs. This website article wizard wore spectacles just like Harry Potter....”

It draws you in. You have to go and read it. I go off and say this stuff, again introducing this idea of what the product does, so it's just an additional email.

Ok, three emails, but I don't send these emails. I wrote this emails one time. They sit in my autoresponder and they get sent automatically, so still three emails going out for \$500-\$1,00 a month and that's how it works.

You copy this format, copy the style of emails, go off and do your review video of a product just showing how quick it is. Make sure you know how to use the product before you start pointing and clicking and recording.

At the end of this video you can change it so that it automatically forwards to the website of your choice. Obviously put your affiliate link in and it forwards off directly at the end, and you can put in your link here so that people can click if they want to click part-way through watching the video. It's always a good idea to do that.

That's it! Go on over and do this stuff. I hope you got a lot of value and I'll see you on the next video.