



# How To Create Cascades of Cash With Killer Conversions



Now it's time to talk about how to create cascades of cash using killer conversions.

What are we talking about? We're talking about the seven layers of proof.

I'd like to thank my friend, Mike Morgan – he's a superb copywriter – for educating me on these seven layers of proof. I've used this in every single affiliate promotion I've done to generate an absolute fortune, and you can do exactly the same.

So what are the seven layers of proof? Let me just go through them quickly and then I'll explain what they are in detail, then I'll go and show you real-life case studies of how you can actually do this.

The main purpose of layering proof is to get people to buy. Remember we've spoken about this River of Doubt. You've got to get people from this side over onto the side where they trust and they're going to buy stuff. Even if it's not your product, you're promoting other people's products for affiliate marketing, you still need to give them seven layers of proof.

You need to give them:

- A reason why
- Specifics
- A guarantee
- Demonstration
- Explain the mechanism
- Give them testimonials
- Candor

What are these? Let me take you through them in detail.

### **Reason why**

You have to give people reasons why every single step of the way. Why you're promoting this product, why you're telling them to buy it, and why will it improve their life?

### **Specifics**

What will it actually do? What are they getting? Are they getting an ebook? How many pages is it? Are they getting videos? How long are they? What are the audios? Be specific. Don't just say, "Go and get this product. It's great." Remember the specifics.

### **Guarantee**

You have to emphasize the guarantee. Yes, it's the job of the seller in creating the product, but you can also emphasize it as well or even add your own guarantee as a promoter.

You can say, "The product creator has given you a guarantee and I'm also giving you a guarantee. I've seen this work really well in the past. He's giving you your money back if you're not happy. I'll give you the price of the product back again."

If you're that confident in the product, that's going to see your conversion go through the roof and result in more money for you.

### **Demonstration**

Make sure you actually demonstrate the product in action if you can, either through video, audio, or email. We'll show you how to do that.

### **Explain the mechanism**

If it's something complicated like a bit of software or some new strategy or technique, show them how it works. How does it actually work? Get behind the scenes. Get into the nuts and bolts of it, rip the covers off, go behind the curtain – whatever it is that you need to do to explain why this thing works, why it's so powerful, why it's going to improve their life.

### **Testimonials**

The sixth layer of proof is testimonials. Just ask the product owner if you can use some of the testimonials on their home page. Even better still you can actually get testimonials from your buyers. If you're contacting the people who buy through your affiliate link, which you should be from Clickbank or wherever these products are coming from, you can email them, you can send them bonus products, you can even sell them additional products once you've contacted them.

Also you can ask them, "Would you give me a testimonial on buying through my affiliate link and getting the free bonus that I offered?"

You can then get those testimonials and feed those back to people on your website and on your list. You'll make more sales as a result.

### **Candor**

Candor simply means being open, being honest, being totally forthcoming on some of the shortfalls perhaps of the product. Don't say it's the best thing since sliced bread if it's not. Be honest and say, "It's a great product, but it's a little bit

slow to load,” or “It’s a great product but I don’t like the color or there’s too many pages.” Be honest.

You’ll actually make more sales if you point out one or two weaknesses in the product as opposed to just saying that it’s totally perfect, because people will appreciate that and they’ll know you’re being honest.

So those are the seven layers of proof.

Now it’s down to two people to actually make sure that the buyer or potential buyer is getting these.

The first person is you and the second person is the seller of the product. Don’t just think that it’s just the seller’s responsibility because it’s also your responsibility.

I’m going to show you a case study in a moment of an affiliate program that when you join it you get good commissions and it actually goes through and it does all this stuff. The seller does all this stuff for you, but it doesn’t mean that you can’t also do it. I’m just saying that there are affiliate programs out there that make it very easy for you to earn money because they know all this stuff and they’re ticking these boxes – explaining the mechanism, demonstrating it, doing the guarantee, they’re being specific, they’re giving the reasons why, and they’re being open and truthful about the product.

As I’m going through this, consider joining this affiliate program for one, but also think about the affiliate programs that you’re going to join. Do they do these things? If they don’t, maybe you shouldn’t join them, or if you do join them remember that you are going to have to compensate and do these things for each of the prospects – give them the guarantee, be specific, give them the reasons why, etc.

That’s enough of the theory. Let’s dive in straight away.

The first thing I want to show you is the affiliate sign-up page for this product. It’s my affiliate program for Michael’s Traffic Videos. You can get to this page and sign up by going to [www.MichaelsTrafficVideos.com/affiliates-page](http://www.MichaelsTrafficVideos.com/affiliates-page). You can actually see the URL there.

I’m going to send you to this sign-up page at the end of this video as well, so you can sign up. Why? Because I think this is a great affiliate program. It’s selling like crazy, it’s converting like crazy, and I’m going to show you why.

As I go through this, remember that you can look out for these things when you’re finding other affiliate programs and other products to promote.

The first thing I do right on this page is I ask people, “Have you got a Clickbank ID? If you haven’t, go and get one here in 30 seconds.”

I then get people onto my affiliate list by getting them to sign up. The reason for me doing that is when you join this affiliate program I send you the top tips, the top tactics that people have used to make the most sales. I email you and help you every step of the way so you can actually make as many sales as possible.

Let me scoot away from that one moment and we’re just going to see what happens when you send a person to my website.

The first thing they see is this opt-in page. This is what a potential buyer sees. You join the affiliate program, you send them to my site using your affiliate link, and what they see is this opt-in page.

Now what happens is I’m testing every single page of my website every day to make sure that as many people as possible go through to the next step, join the list, and then take advantage of the offers and buy the products. I’m doing everything in my power to make sure you earn as many commissions as possible.

What happens is they join this list to unlock the traffic secret. They’re then presented with a one-time offer where they can actually get \$20 off the usual cost of Michael’s Traffic Videos, so right away I’m incentivizing everybody that you send to my site to actually go ahead and buy.

Going back to our layers of proof, I’m giving the reasons why. Why is it \$20 cheaper? It’s \$20 cheaper because you’re not going to see this offer anywhere else. I cannot repeat it. It’s a one-time offer. A lot of people go off and just buy it straight away at \$77. Some go and say no thanks and they walk away from this.

If they do walk away, they’re then taken to the sales page for Michael’s Traffic Videos which has the guarantee, you’ve got the eight-week money-back guarantee, and it’s also got all the testimonials from previous buyers and the results that they’ve got and how much traffic they’ve got – 24% more traffic in seven days, 500 new visitors within 30 minutes of using one tactic – you get the idea.

So already people who have landed on the site have opted in, they’ve been given free information – I’ll show you in a moment – they’ve been given this offer, so I’m already trying to monetize that visitor by giving an irresistible one-time offer to save \$20, then they’re being given this, the sales letter, to see the testimonials and the proof and all that.

If they go ahead and click order from here, I’m also giving you another way to make money. I give them an upsell. This is where they get extra elements to the

Michael's Traffic Videos. They get the mp3 recordings, they get the transcripts, they get a conversation with myself and Mike Morgan, they get this bonus report, and they can get that for \$47.

So as an affiliate I'm giving you 50% of the upsell as well. I'm giving you 50% of this as well as 50% of the \$97 from the main product. That's what you'll get as an affiliate.

Let me just show you what the prospect gets. The first thing is I email them. They join that list. Remember, they see this on the home page, you send them here, they're going to join this list, and what I do is give them loads and loads of free stuff. Why? Because I'm giving them the reasons why, the specifics, the guarantee, the demonstration, I'm explaining the mechanism, and testimonials.

The first thing they get is two sample videos. These are actual videos from the paid product that they get for free. You send them here and it's a great incentive for you to send them. They get these two free videos. They can watch them in full and that's it. It will help them judge.

In the main product they're going to get over 50 videos, so it's only a sample, but what does it give them? It gives them the specifics. It shows them inside the product. It gives them the candor. It explains the mechanism actually inside the product.

But I don't just stop there, oh no! I then give them this hour-long teleseminar recorded call on life-changing traffic. They can either download it or they can listen to it right on the web.

What does that give them? Again, that gives them the reasons why to buy the product, it gives them specifics. I go through step-by-step traffic tactics on what works and I repeat the guarantee. I demonstrate the methods in action. I explain the mechanism.

Also towards the end of the recording I list the best testimonials that I've got, so they're getting testimonials and, again, candor. I actually show them right on that 60-minute call all this stuff. Every single element of the seven layers of proof is right on that call and they're getting all that for free.

Why? Because this is helping move them along over that River of Doubt from where they don't know me, they don't understand me, they don't know what the product is, they don't trust me, to where they see, "Ok, I've tried two of the videos for free. They were great. Now I'm trying a 60-minute call for free. He's giving me loads more free information. The paid product must be excellent."

I don't stop there, oh no! I then go on. I give them this 40-page e-book, "How to Avoid the Top 20 Traffic Disasters." Again this has got multiple links with your

affiliate link in there sending them to the site, giving them the proof of tactics that work, showing them the benefits of getting the product.

I don't stop there. I then give them a video documentary on how traffic has changed my life. They're getting all this stuff for free when they sign up. They're getting the two free videos. They're getting the 60-minute call. They're getting the 40-page e-book. They're getting this video documentary.

So what does this mean? For you as an affiliate it means you make a ton of sales because I am doing all the work and ticking off every single one of these: giving them reasons why, specifics, guarantee, demonstration, explain the mechanism, testimonials, and the candor. All that stuff is getting done.

What does it mean for you? More cash in the bank, simple as that.

So I'm going to send you in a moment off to this page. If you're interested in promoting this product, I recommend you do, it's converting like crazy and I'm showing you exactly why. Stick in your details and I'll send you the stuff

Now what you get on the second page is this. You get all your affiliate tools. You get the brandable e-book. You can go off, grab this e-book, and start promoting this product. I also give you these ready written benefits, the ready written emails, an interview that you can use on your blog, possible Adwords, signatures, banners, etc. You get the whole shooting match already ready for you to promote this product.

Now even if you're not interested in signing up and putting in your name and email and promoting this product and making the good commissions from the main product and the upsells and all that stuff, if you're not interested in making money from this site, it doesn't matter. You can still use these principles, these seven layers of proof, to get more money, to create those cascades of cash with killer conversions with every affiliate promotion that you do, even if it's a dog training product.

It doesn't matter. Make sure you're giving the reasons why, the specifics, you're reinforcing the guarantee, you're demonstrating how the product works, you're explaining the mechanism and getting behind the scenes, you're emphasizing the testimonials, you're being open and honest and giving candor when you're actually doing these products.

That's it for this video. I'm going to send you right now to this page. Get signed up and start promoting, and I'll be sending those affiliate commissions right away.