

**A Web Marketing Services Special Report**

# **SUPERSTAR ★ AFFILIATE ★ SPEEDWAY**

**2018 EDITION V1.0**



**GET IN THE MARKETING FAST LANE:  
MASTER THE SKILLS, WIN THE RACE,  
TRIUMPH OVER THE COMPETITION**

**Web Marketing Services**



**WebMarketingSVC.com**

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **ATTENTION: FEEL FREE TO SHARE THIS REPORT!**

Original content copyright © 2018 Web Marketing Services [WMS] – All rights reserved worldwide. All trademarks, servicemarks, brands and brand marks are property of their respective owners.

**YOUR RIGHTS:** This book is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaims any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.



Art Direction/Design: [MANN](#)

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **TABLE OF CONTENTS**

<b>Introduction .....</b>	<b>4</b>
<b>Super Affiliate Secrets .....</b>	<b>7</b>
<b>Crushing The Competition .....</b>	<b>10</b>
<b>Super Affiliate Stealth Secrets .....</b>	<b>13</b>
<b>Pre-Selling Made Easy .....</b>	<b>16</b>
<b>Speaking of Gorillas.....</b>	<b>22</b>
<b>No More Monkey Business.....</b>	<b>25</b>
<b>Conclusion .....</b>	<b>31</b>

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Introduction**

You've probably watched those so-called super affiliates with envy, haven't you? Don't be embarrassed. Everyone started somewhere, and they all looked on with wide-eyed wonder as a select few individuals seemed to pull money out of thin air.

But is it really that difficult?

No! Honestly, it's not some kind of voodoo magic. Absolutely anyone can pull in the kind of sales super affiliates do. You just need to know the tricks!

Here's the thing... those super affiliates will often tell you to just put up some links online and that the products really "sell themselves". Nope. That's total bull. The fact is, only a very few products sell themselves. The rest need serious help!

Why?

Because most vendors are totally lame. Like, to the max, dude.

They may have the greatest product ever made, and they may have poured their heart and soul, and tons of money, into its development. It may have even taken them months or years!

But they fell so in love with their product that they believed everyone in the world could see its value just like they do, so they slapped up any old sales page and figure it would work.

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

Then they went out and tried to recruit some affiliates to sell it for them, figuring it would sell itself because it's just such an awesome product.

## **WRONG!**

The prospect can't see the quality of the product until **after** they've bought it! So it doesn't matter how good that product is if the sales page doesn't sell it!

Here are a few of the most common factors that cause problems on sales pages:

- **Low response sales copy** – It just doesn't excite people. It doesn't push any emotional buttons. It's just blah.
- **Sloppy page design** – This makes people fear the quality of the product and also makes them worry about scams. A professional design puts people at ease.
- **A sales page leak** – If the sales page links to a bunch of stuff that won't make you any money, it's costing you sales! It shouldn't have ads on it. It shouldn't link to Facebook or Twitter. It shouldn't link to the vendor's blog. It should have critical links only!
- **Commission hijacking** – Sometimes the vendor is just plain shady. He might have multiple payment links on the page, but only one gives you commission. The other gives him the direct sale. (It could be accidental, but it still costs you money!)

**So should you promote a sales page with these types of problems?...**

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Yes!**

If the product is solid, but the sales page is terrible, you can work with it! There are some tactics you can use to boost your conversions even on products with terrible sales pages.

NOTE: One of the products covered extensively in this report, **Commission Gorilla**, has a powerful add-on feature which allows you bypass bad sales pages entirely, and send traffic directly to an order page. This means you can use your own landing page. Need to build your own order page? We recommend **Landing Page Monkey** for that. Both products are discussed below.

In this report, you're going to learn how to get killer sales on products with really lackluster sales pages. As long as the product is good so you don't harm your reputation, you're all good!

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Super Affiliate Secrets**

Super affiliates have a bevy of tricks at their disposal. They use these tricks to amplify their sales in a number of ways.

### **Become An Authority**

One thing you'll probably notice among super affiliates is that they don't just promote affiliate products, they also create their own.

There's a really good reason for that. Two, actually:

1. It helps build authority in the niche
2. It helps warm audiences for other products

Think about it...

If you've bought a product from someone and it was a really killer product, doesn't it give them some credibility in your eyes? Doesn't it make them seem like an "expert"? So wouldn't it go without saying that it would make you more likely to buy something they recommended?

Building authority is a great way to improve sales, because it gives you the credibility you need to really establish trust.

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Here are a few tips for establishing authority:**

1. Always speak as though you are an expert, even if you're not. Just be confident!
2. Become a published author. If you're a published author, even self-published, people tend to trust that you know what you're talking about.
3. Showcase your expertise. Publish a product, a book, a blog, a newsletter... whatever you feel will show your skills and knowledge best to your audience.
4. Show your credentials. If you have any kind of credentials... a degree, an award, a title... anything... make sure to mention it on your "about me" pages and bios.
5. Act like an authority. Get interviewed by blogs and the media. Let people come to you sometimes. Never beg for anything!

As an authority, you'll have a warm audience, meaning they already trust you, they've probably already bought from you, and they already believe you're an authority in the niche.

This will help get you more sales, because it amplifies your trust.

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Add Value To Offers**

Super affiliates don't just throw links into emails and expect to get a flood of sales. They understand there's a lot more to it than that, especially if they are promoting a hot new product that many of their competitors will also be promoting.

Thus, they add value to their offers by using tactics such as:

1. Adding bonuses. By adding a valuable bonus to the offer, you can give the prospect something your competitors can't.
2. Using in-demand bonuses. Don't just use some junk reseller rights stuff. It needs to be really valuable!
3. Automate the process. It takes lots of time to verify sales and send out bonuses, but you can use an affiliate network like JVZoo.com or Zaxaa.com to automate the process. Or, you can simplify the process by using **Commission Gorilla** (see below).

In addition to offering bonuses, you can also make sure to include additional moneymakers in your bonuses. Put in upsells, affiliate links, links to your own products... whatever you've got!

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Crushing The Competition**

All affiliates have competition. If you're in an extremely competitive niche like internet marketing, you'll have to stay way ahead of the competition in order to survive.

There are a few ways you can do this, and start bringing in the same types of commission checks the big boys do.

### **Create a Review Blog**

A review blog will really help boost your conversions, because you'll be positioned as an authority, you'll get a built-in traffic source, you can use it to build your mailing list, and it captures an audience that isn't already on your existing list.

Make sure your blog contains the following:

1. Product reviews and announcements. Be honest in your reviews. Don't just review products for commission!
2. Upcoming products. People want to hear about the latest products right away!
3. A way for people to get on your list! You can give a way a free report, case study, "how to," video or other item of interest.
4. Contests. People love contests and will come to your blog just to enter one. They'll also share the contest with others if you make it easy for them – or better still, incentivize doing so.

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Choose Great Products**

Never, ever promote a product just because you want a commission. I know, the bottom line is making money. But remember, if you promote a product without checking it out to ensure its quality, you could destroy your reputation in your niche!

### **Here are some tips for choosing great products:**

1. Be sure you're promoting quality products.
2. Make sure they appeal to a wide audience. If they are too specialized, you'll lose sales.
3. Focus on new product launches.
4. Chose recurring commissions whenever possible.

## **Preselling**

You always want to presell prospects, because the sales page may not be enough to get them to buy. Additionally, they're already warm because they know you and trust you. (Remember, you've built authority!)

### **So how should you go about preselling? First, establish the basics:**

1. **Make sure they know and trust you.** If they like you and trust you, they are much more likely to buy.

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

2. **Add value.** People will always prefer to buy with a bonus. Who doesn't like free stuff?
3. **Trigger reciprocity.** If you give someone something for free, they feel indebted to you. This makes them more likely to do what you ask.
4. **Presell the product itself.** Let them know how good it is and why you think it's so good.

Once the basics are in place, it's time to start preselling in earnest. Even if the vendor's sales page is pretty good, preselling will always boost conversions.

## **Here are some ways you can presell prospects:**

1. **Use an email series.** Build excitement and anticipation using a series of related articles or emails.
2. **Share the product's benefits.** Tell them exactly what is in it for them if they buy. What benefits will they see? What problems will it solve? Push those emotional buttons!
3. **Use a strong call-to-action.** Make sure you tell them exactly what you want them to do. Don't expect them to guess! Tell them, "Go grab your copy right now, because my special bonus is only available for another 24 hours!"
4. **Use notification bars.** You can overlay a bar over the sales page that will draw attention to a special offer, create a sense of urgency and include a call-to-action. This will increase conversions. (We'll take a closer look at this bar later.)

# ***SUPERSTAR AFFILIATE SPEEDWAY***

V1.1 09-2018

## **Thanks for Reading!**

This excerpt contains **only the first three chapters** from the full report. We hope you enjoyed it to this point and want to continue reading. After all, you won't get to the **really good stuff** unless you do. ;-)

You can get the full report, for FREE, by clicking the following link:

<http://wms.bz/sas>

You can watch a video excerpt here:

<http://wms.bz/sasx-vid>

Be sure to check out our other **FREE “HOW TO” REPORTS** as well as be the first to hear about our Contests, Giveaways and Freebees, in which we give away goodies valuable to anyone in business online:

<http://wms.bz/our-site>



**KARL**

Karl Stevenson

MARKETING DIRECTOR • WEBMARKETINGSVC.COM

## We'd Love to Hear What You Think!

You can help us improve this report. Tell us what you really think. Please visit our site. [Rate and/or review this book](#). The most useful feedback gets your name in lights – and more. Check it out. Thanks.

[Join Us on Facebook](#) for marketing-related news and discussions which can help your business.

[Follow Us on Twitter](#) for news, announcements and our (in)famous Marketing Tricks and Tips, which we post every day.

Sign Up for [Web Marketing Mojo Report](#). Be notified of new posts, new and revised “How To” reports, as well as our Monthly Goodness Giveaways and periodic contests, wherein one or more lucky winners receive **valuable online services** 100% FREE.