

**S1:** Hi! Welcome back to module 5. In this module I will show you how to become an Affiliate Superpower. To become one, you need to build an empire of loyal subscribers. And I will show you how.

**S2:** So, what you will learn in this module is how to set up a simple site to increase your list exponentially and become a superpower. How to write simple, fast and effective promotional email to grab your subscribers' attention and make them take action. Finally, when to follow-up with your subscribers.

**S3:** Here's a warning. I know I have said this before but I must bring it up one more time. Do NOT simply send traffic directly to the vendor's page through your affiliate link.

**S4:** Because if you do so.. 97 to 99% of the traffic you are driving will be wasted. Especially true if you opt for paid traffic, but the vendor's sales letter don't sell. Result is, you will not earn any commission from the traffic you brought in, instead you lose money for paid ads.

Let's say the vendor's sales letter sell, and you managed to earn the commission, he gets to grow his email list from the sales, NOT YOU.

So if you do not take advantage of the traffic you are bringing in, you lose either way. This is not the way of an affiliate superpower . This is a way of a loser.

**S5:** So, how to WIN? Simple answer, collect all your visitors emails! Why? To build your own email list and be a superpower of course! More emails, more leads, more potential prospects, more commission. This will be the formula to WIN.

**S6:** Next I will show you how to collect your visitors' emails. You can simply collect them by using something called 'squeeze page'. It is a simple page to collect the name and email of your visitors.

**S7:** Here's an example of a squeeze page. Very simple, no lengthy page or going super-detailed. Just short Big Letters paragraphs grabbing your attention, an image of what is being offered and call-to-action opt-in form.

So now you get a rough idea how a squeeze page looks like. I will show you the basic format of a squeeze page.

**S8:** The first thing that will grab your attention the moment you lay your eyes upon a squeeze page is the headline. To grab your audiences' attention with the header, you need to make sure the headline are in largest font compared to the rest of the words in the page. You can also bold it if you want. The color of your headline can be dark red or color #be3333, or the color black. From experience, I found out that red is the most effective color in headline. However, you can experiment with other colors if you want.

You can also include a teaser to your headlines. In the example squeeze page, the teaser is 'stop thinking that keyword selection is a mystery – we teach you what we use and other internet marketing professionals are using'

These fonts I'm giving you are the recommended fonts but you can also experiment your own anytime, they are: arial black, tahoma and helvetica. These fonts seem to be doing well in my squeeze page so I truly recommend you to use it as well.

**S9:** As what being shown previously, squeeze page is actually really simple, just a large headlines, an image followed by red arrow and a call to action opt-in form. The red arrow gives a psychology impact to your visitors to divert their focus to, which is where we want our visitors to pay attention to, which is the opt-in form. Include words that make your visitors take action such as 'subscribe NOW!' 'Take Action Now!' 'I want Instant Access!'

A bonus tip is to use the color orange or yellow for the button in the opt-in form as these colors is proven to bring in the best result in conversions.

**S10:** To build your opt-in form, you will need an autoresponder. And I recommend 2 autoresponders to begin with, which are GetResponse and Aweber since both of them do well and had been in the market for a long time. However, there are also many other autoresponders out there such as icontact, autoresponse plus. But, go ahead and go for my 2 recommendations for now and build your opt-in form.

**S11:** After your visitors opt-in, where will you bring them to? There are 2 places you can redirect your visitors.

The first place is to the vendor's page through your affiliate link. The second place you can redirect them to is your bonus or review page which we had discussed about in the previous module. If you already had it done and own a bonus or review page, even better.

**S12:** To sum it up, this is how the full structure of affiliate marketing will look like. It is made up of 3 simple steps only. First step is to send traffic to the squeeze page. Second step is to have your visitors opt-in. The final step will be redirecting your visitors to the vendor's page or your bonus or review page. By following this 3 simple steps, you may double or even triple your commission because there are a lot of engagement going on in the entire structure. If done properly, This will result in you having build up a giant email list and hence, you are very much closer to become an affiliate superpower.

**S13:** Now we have our subscribers in our email list, what will we do with them? We write them follow-up emails, that will go out with automation anytime we want. So how do we write them? I will show you the email format.

**S14:** The format of follow-up email is pretty much the same as promotional emails, you need to have an attractive subject line. Use sentence case in your subject line. Examples of sentence case are such as 'my honest review for superoptimizer', 'newly launched software'. Avoid using single word as headline as your subscribers might just ignore your email. Another way to create an

attractive headline is to use numbers and create scarcity. An example is 'Bonus deal! Only limits to 30..' Such subject line will result in your subscribers have the sense of urgency and being forced to take action especially when it's a limited offer. Such headlines will increase the chances of your subscribers to open your email and take action.

**S15:** When you are writing the subject lines, use 35 to 50 characters only as you don't want your subject to be too lengthy. You can also give a teaser in your subject line such as 'how I lose 10lbs in just 30days...' 'will this be the best product you will ever come across?' without giving away too much information. Reason is, you want to make your subscribers curious and open your email. All these tactics will help your conversions exponentially. Remember, the ONE true goal for a follow-up email headline is to make sure your subscribers open your emails.

**S16:** next we move on to how to write an email's body. A rule of thumb to follow is use only 200-300 words, 55 characters per line. You don't want to write a lengthy email to your subscribers to bore them and beating around the bush. The purpose for your email is to pre-sale. Just give them straight to the point information. Remember, you are not their best friend or family member, you wouldn't want to read a lengthy mail from someone who tries to sell to you right? Also, never write too many characters per line so that it will be easier on the eye for your subscribers. You never want to read from one end of the screen to the other, especially if you are using a wide screen monitor right?

Additionally, I recommend to insert at least 3 URLs to the same site. You can place it in the beginning, middle and the end of your email so that whenever your subscribers want to click on the link, they don't have to browse the entire mail again to find it. Also, having more URLs generate more conversions as it stands out more than having one. Your URL can also be linked to your affiliate link or review / bonus page which is the most recommended.

**S17:** Now you are ready to send out your follow-up emails. When do you follow-up? A format I commonly use is to send out at least 4 follow-up emails with interval of 1 email per day. So, on Day 1 I send out my first promotional email, Day2 I send out reminder email, Day 3 I send out Q&A email and on Day 4 I send out last call email. Realize that there is a lot of engagement going on in these four days? First email serves as a presale, then followed by emails urging subscribers to take action. Follow this format and you will produce a good conversion in your affiliate business!

**S18:** Although auto-responders provide link tracker as default, but using your own link tracker or link cloaker is advisable. Reason is using them are actually much more reliable. Use YoURLs.org and simplify your link to [www.yoursite.com/recommends/something](http://www.yoursite.com/recommends/something) so you are able to track the source where your clicks are coming from.

This will conclude module 5 and with this knowledge, you are able to work yourself up and become an affiliate superpower in no time! In the following

module, I will show you how to generate traffic and this will be one of the final piece to become a commision crusher.