

"The Robert Plank Show"



Episode #012

How to Setup an Affiliate Program with Clickbank, Rapid Action Profits, WarriorPlus, and JVZoo

This report is for personal use only. You do not have resale rights of any kind to this report.

Facebook: www.RobertPlankShow.com

Blog: www.RobertPlank.com

If you're an author, speaker, coach or info-marketer, do you want more money without any extra work?

Robert Plank is a highly successful Internet marketer whose business grossed over \$1 million in sales before the age of 25. Today he's going to explain how he earned \$101,934.10 in 80 days from low ticket products, zero traffic, a tiny list and one simple technique - it's called setting up an affiliate program.

Imagine if you could recruit your customers and prospects to promote your business for you. You wouldn't have to pay for advertising. You wouldn't have to work to build a list. If someone wanted to recommend your \$10, \$100, or \$1000+ product or service, they would only have to grab a special link and generate extra sales for you. Now is the time for you to become 100% focused and discover the true recipe for recurring passive income.

Affiliate Programs Explained

If you don't know yet what an affiliate program is, chances are you've heard of one, this is the kind of thing where you sell let's say an e-book, maybe an e-book and some videos for \$100 and people can recommend you using a special link and if they send a new customer your way - let's say that you get \$50 and they get \$50 every single time.

It really freeze up a lot of your time and freeze up a lot of your energy and effort because it means that you don't have to chase all the latest shiny objects, you don't have to investigate all the latest traffic sources, you don't have to say, "What's the latest way of getting traffic today? Is it from this ad network or from this social network or from this other site?" You set this thing up called an affiliate program and now you can have other people recommend you.

Seriously, if you want to get a pay raise this month, if you're making even a little bit of money online then the best thing you can do is let's say for now sign up a site called Clickbank.com. I'll give you that right off the bat, Clickbank.com. Clickbank charges you \$50 one-time fee and that's it. They take a cut of the sales maybe 7.5%.

What's really cool about Clickbank is that they will actually handle your payments for you, they will pay out your affiliates for you, and they will pay you what's left over. I don't know if you've might have heard of affiliate programs from other people where you have to keep track of payroll, taxes, mail out checks and it ends up taking you more time and effort than it really is worth, to be honest.

We want to give you an extra boost in traffic, in sales, and in subscribers by having this thing called an affiliate program. Our most compressed amount of affiliate sales was we made \$101,000 (under \$102,000 actually) in 80 days and that was about 6,770 sales.

It was 6,770 sales from four information products. It's a product called Free Traffic Fast, a product called [Setup a Fan Page](#), a product called Setup a Membership Site, and a product called Backup Creator. We even more recently have done this with products called WP Import, WP Notepad, and Paper Template.

Early on in my Internet marketing career, I noticed a number of things. Number one was that I didn't have a lot of name recognition and that I noticed that a lot of people were really making more money than me and they have inferior products, inferior marketing, all that stuff but they were making more money than me. I also noticed that some people would you know pass my product around or I wasn't making as much money or as many subscribers as I wanted to.

Setup on Clickbank

What I did was I signed up for this site called the Clickbank because there were so many choices. I'm sure you've seen some choices of different affiliate networks and this was the simplest one. I signed up for an account with them, paid my \$50, and I filled in a few things like where am I selling my product at, what is my download page, what price do I want to charge, what percent commission do I want to give to the affiliates. They had to go look at my site and they said they want me to change a couple of things and they wanted me to add a couple of notices and that was fine. Within about a week I was approved on this site called Clickbank.

What I noticed was that I would end up getting a lot more what I call accidental sales from people just wandering in, I had more people mention me, and what was also cool is that the piracy, the sharing of my product went down dramatically almost to nothing. Because if someone likes your \$10 e-book, are they going to give it to their friend or are they going to try to get \$5 or \$10 out of that? It's a lot more of an incentive to do business in a legitimate way. If you buy something and you like it then you send it to your email subscribers, your Facebook subscribers, you blog about it, you send traffic to it, and you're rewarded with the actual sales that you make.

By having this affiliate program setup, I made some extra sales. I did something that might seem obvious to you but didn't seem too obvious to me at that time was on my website on my sales letter, I actually had a link down to that affiliate program so that when someone went to my webpage, if they didn't want to buy, they just want to promote they could find that tiny little link, get a special web address, and they could begin setting their subscribers my way.

Every now and then even in the early days I would randomly get \$1,200 for example in a day. It was come and go where in a given day I had made a flood of sales because some big name saw my product, they wanted to recommend it, they wrote one quick email to their subscribers, I got all these sales, and the next day they were gone. It was cool and also frustrating at the same time but that was all free money and free subscribers that I wouldn't have had to earn, for lack of a better term, otherwise.

I linked to that affiliate program and I began doing things like linking to that affiliate program to my buyers. After someone bought, let's say someone bought a product that I called Simple PHP, then on the download page they would get a link to sign up and to be an affiliate and to promote my product called [Simple PHP](#).

I began doing things like sending emails to my subscribers saying, "Here's a link to sign up." I began doing things like saying, "Here's the exact email I wrote to promote Simple PHP. All you have to do is copy and paste this to your own subscribers." I began taking every product I had for sale and putting it online on this site called Clickbank.

Even if you're already selling some kind of a digital information product online, there's nothing wrong with also selling it on Clickbank. What you can do is make a copy of your existing sales letter, put it in a different folder and change the payment button from PayPal or whatever you're using and have it go through Clickbank instead.

Affiliate Tools

I began giving my affiliates these tools and I went to a site called 20DollarBanners.com and I had them create some wide banners, some square banners, some long banners so that people could begin promoting this on their own blog site bars, for example. This became really cool because I had a product called [Action PopUp](#) and a few prominent bloggers picked it up, liked it, and began making multiple, multiple blog posts about it. At the end, they linked back to my site with their affiliate link.

This did a few things. First of all, it made them money. So when this led to hundreds and sometimes thousands of dollars depending on the person every single month, they sure as heck wanted to talk about me some more because the fact that they had content mentioning me made them money.

The other thing that was really powerful is that when I saw all these records, I could see which affiliates were worth going after even more, which affiliates were worth my time and I could go in and give them free copies of my other products or interview them. This was really cool. I went from the point of not having any affiliate program to having the affiliate program to giving affiliates all these interesting tools.

At some point, this trend happened and at the time it was called the \$7 script. First of all, at the time it was the norm to sell what we call an e-book, a PDF report for between \$15 and \$30. This was the norm years and years ago. Then some genius at some point said, "I'm going to be crazy and sell for \$7." That was like such a low price point at the time.

They said, "You know what else I'm going to do is, this is a low price but I want people to promote it." But the problem is with an affiliate program people only really are going to get a couple of dollars. They're only going to get \$2, \$3 if someone buys. It's worse than someone throwing in an Amazon.com product. So, what they end up doing was saying, "I want to give 100% of that sale to you. I sell a \$7 report, you promote it as an affiliate and you don't get \$3, you get all \$7, and you get paid that instantly."

This is a cool little concept and it came and went. To be honest, when it first came out I didn't take too much advantage of it. I think I might have promoted one product that way, but to be honest it was untested and I was a little afraid of it like you might be afraid with the mentioning this whole \$7, 100% commission idea.

Then I met this guy named Lance Tamashiro who I'm now a business partner's with and I happen for several years. When I first met him he was making about \$500 - \$1,000 a month and this was when he was first, first starting out, his first month online, the first month marketing I should say. He was one of my students, took a few classes, and one time I ended up talking to him on the phone. I asked him how this one product was selling that he happened to be selling. I think it was the Setup a Membership Site product.

I said, "How is it doing?"

He said, "I made about 2,000 sales."

I was thinking, "You mean \$2,000, right?"

He said, "No. This week we made 2,000 sales of that \$17 product."

I was thinking, "What the heck is this guy on? What the heck is this guy doing?" At that point, I have built a subscriber list of buyers for years and years very slowly and suddenly this guy Lance who had a list of his own, it was small, it's freebie seekers, suddenly out of nowhere 2,000 sales?

The answer was this thing called 100% commission affiliate program. He used this in addition to all the other techniques I've been talking about and the most powerful one is recruiting your buyers into affiliates. He did this a little bit differently. Instead of selling at \$7, he sold it at \$17, but the idea is the same. If someone goes to this site, they see this course about membership sites for \$17, they go and they buy it.

On the download page it says, "How would you like for your purchase that you made to be 100% free? All you have to do is get one other person to buy this \$17 product and now you've made \$17, now you've made your money back. If you get two people to buy now you've doubled your money."

I want to be even clear. I want to be really careful here. We're not talking about multi-level marketing, MLM, biz up kind of stuff. We're sexing up our affiliate program, basically. We are selling a real product. When someone pays \$17, they could choose not to use that affiliate program, they could choose not to promote, and they still have something that's worthwhile. They still have an entire course, something they could use, something they will value from when in this case it's setting up membership site for their \$17.

This is still in a good white hat kind of area, but it's right there on the edge. But it works so well and it's so cool because in a way, your affiliate program, because you gave 100% and you recruited your buyers now it became viral. What I mean by that is let's say that I sell this product on membership sites and you buy it - even if I made a couple of sales, because you're giving away such a high percent of a commission, in this case 100%, then even if I get a couple of sales I make a good amount of money. I'm going to mail to my list, put it on my follow up sequence, put it up on my fan page, and you make a couple of sales. Let's say you make three or four sales, one of those buyers ends up promoting, and it grows and grows and grows.

This is a way to get sales consistently, get leads consistently, and to make a bunch of money, a bunch of subscribers quickly. But whenever we mention the 100% commission affiliate program idea, we get a few people saying, "I'm not so sure."

Fraud & Refunds

Let me defuse everything for you right now. The number one thing that we hear about 100% affiliate program is "What if someone defrauds me? What if someone goes in and they buy 100 different copies from 100 different accounts, they refund them all, now they've stolen a bunch of money, and now I'm in negative money?"

I want to tell you, that does not happen. I would say in the past five years one person tried, but we talked to PayPal and we refunded all the transactions. That's the first thing. Is someone going to abuse the system or are they going to defraud it? The answer is no.

The platform to sell with this 100% commission affiliate program is called Rapid Action Profits (RAP) and it actually has a lot of built-in fraud. If they see that the sale looks a little fishy, like if the person who bought and the affiliate looked like they have the same name or the email address is the same, they will actually deny access to your digital product and they can go refund themselves. So fraud, non-existent.

The other issue is if someone legitimately wants to refund. The tricky part is that the money doesn't hit your account. If I sell a product with 100% commission and you recommend it to someone else, they pay you directly. This one is through Rapid Action Profits and PayPal. They hit your PayPal account directly.

The thing about digital products is that you have to provide a refund period. It's pretty much the way it ends up working out. We provide a 30 day refund period. For any reason, if someone doesn't like their digital product, they can get their money back. If you end up not using it, if you use it and you don't get the results you wanted or whatever it is, you can get a refund.

The problem is, if I'm the seller and you're the affiliate, and the buyer buys directly through you and they want their money back, I can't click that button. I have to say, "Go over to that affiliate and refund their money." I have to go and tell you to refund the buyer. So people say, "What if my affiliates don't do that?" Usually they do. First of all, refunds are pretty rare and pretty rare instance in the first place with PayPal. At least with me, it's under 1%, with Clickbank it's around 5-10% because of the quality of buyer you get. Some buyers will buy with the intention of refunding. That's how it is.

In this case, very few people refund. And if they do refund, then talking to the affiliate, if they want to maintain a legitimate business they'll just refund. So most of the time, people won't refund but in the odd chance they do, we can talk to the affiliate and chances are they will refund.

Now let's say that the affiliate's being difficult or they won't refund. We can talk to them and say, "If you don't refund this person then you will be removed from our affiliate program and now you will not get credit on any future sales. You can't sell through us. You can't sell our product." Usually that will do it. If that doesn't do it then we tell the buyer to open up a dispute directly with PayPal. PayPal will investigate it and usually refund.

The refund issue, first of all, it's a very, very rare instance but if there is then we can first talk to the affiliate, threaten to remove them and they won't get any more sales from us, and finally open a dispute with PayPal. That is a non-issue as well.

100% Instant Viral Commissions

The final one with the 100% commission affiliate program is "How do I make any money?" In this issue where we talked about making almost \$102,000 in sales in 80 days, most of that was given away. Most of that money went to the affiliate. So you're thinking, "I'm not running a charity here. If I make my \$7, my \$17 sale, why should I give all that money away?" The answer to that is in the upsell.

I get someone to buy my \$7 product and if they like that, then they'll buy my \$30 video course. It's all about the upsell.

I know some people who they don't like that idea of selling something for \$7 and my answer to that is, there's something you could sell for \$7. Take a piece out of one of your courses and sell that piece for \$7. After they buy that they can buy the rest of the course for \$30, for \$97 and they don't necessarily have to buy it right away. It doesn't have to be a one-time offer. You can get them on your list and give them something else to buy later on.

What's really important about this whole upsell idea is that you're in control of what money you give to your affiliates or not. What I mean is that I used to run an affiliate program on Clickbank. I had my commission at 60% and I would give my affiliates what we call both the frontend and the backend. If someone bought a \$17 product from me, the affiliate will get 60% and if someone bought a \$197 product from me, the affiliate would also get 60%.

Honestly, I didn't mind because the thing to remember with affiliate sales is that's a sale that you would not have earned otherwise. Someone wrote a blog post about you, paid for some ads, sent to their mailing list - they brought you a buyer and otherwise you would have had zero dollars. In the past, I'd give a percentage for both the frontend and for the backend upsell and the way to do it with 100% affiliate commission program is to not give the commission on the backend.

You sell a \$7 product, give 100% and if the upsell is even something like \$47 then you give 0%. That is not part of your affiliate program. Most people who promote \$7 products like the \$7 price point because they are terrified of the thought of trying to earn a \$500 or \$1,000 sale, and so this low ticket is great for them because they can make a bunch of sales upfront. Maybe their subscribers are trained for this low price point and they get paid instantly because it's 100% commission.

If you make 100 sales at \$7 and you give away \$700, and out of that \$700 let's say 14% of your buyers end up buying your \$50 product... what ends up happening was, you made \$700 on the frontend, \$700 on the backend, and you gave away that \$700 on the frontend but you kept all of that \$700 on the backend. So what do you really have? In that case, you have a 50% affiliate program. Because if you think about it, you gave away all the small, tiny sales but you kept all the big sales.

You know what, you've built a list of buyers. For us to get an extra 6,770 at all at 80 days is awesome, is amazing. But to get 6,770 people who are all buyers, who owned credit cards, who are proven to be interested in this topic is huge, is amazing, and by doing this over and over again we've built a huge following and built a huge list so when it comes time for us to launch something high ticket or recurring or a class, those affiliates have already built our list for us.

How to Do It

As we're winding this call down the question is "How do you do this?" The first step is I would sign up and put your \$50 in to Clickbank.com. Before doing anything else, fill in their little form and fill in what they called the pitch page which is your sales letter, fill in your price point, the commission and for now on Clickbank give 60% or so. Give away as much as you can. I think they may let you go up to 75% but give away as much of that frontend sale as you can because they are building your list for you.

It might take a few days for Clickbank to approve you. You might have to change a few things. But once you're set up, list your affiliate program, list a signup link on your sales letter. By the way, a great, easy way to make a sales letter is at PaperTemplate.com.

I told you that if you don't have your product for sale yet, then Clickbank is a great way because they will take the money, they will send your buyer to their download page, they will pay the affiliate, figure out the tax stuff, and send you your money as well. Now if you're a little technical and you use a membership plugin like Wishlist Member, Wishlist Member integrates with Clickbank so you're on the right track there.

Once you have that affiliate program set up, then on that web page where you show people how to sign up for your affiliate program, you add what's called the solo ad, a solo advertisement, the email that you sent to sell the product in the first place. That way someone can register as one of your affiliates, grab that text document, paste it in their autoresponder, and now they've made some money or put it at their new blog post and now they've made some sales.

Go to 20DollarBanners and get a few graphics made. I think it's called the Armand Morin package or the Secret PPC package, but there's a package for about \$127 maybe where you can get banners made in the most common sizes for blog post.

Link to your affiliate program from everywhere - inside of your product, in your presell follow up sequence, in your post sale follow up sequence, link to on your download page, link to it on your sales letter because so few people do.

If you want to get really crazy - I'm not giving you choices, I'm saying first set it up on Clickbank so that you have some kind of an affiliate program. Now go up to the next level and sell in this additional marketplace as well. There's no rule that says you can't sell on Clickbank and sell on PayPal and sell anywhere else that you want. They're different store fronts where you are selling your own product.

You sell through PayPal. You probably have a PayPal account but if you don't, sign up for a seller account at PayPal.com. There are a few plugins that you have to install. If you go to SetupAnAffiliateProgram.com you can see how to do that. We have a whole course for you on that. There's this script called Rapid Action Profits and you can install that and that will allow you to give away 100% commission. That will allow your affiliates to make sales and for you to see all the different sales right there. I'm pretty sure that your affiliates can track everything in there. They can say, "I've made 100 clicks, I've got 20 sales," and that's the end of it.

Inside [Setup An Affiliate Program](#), we show you how to customize all the different things like how to customize the sales letter, how to customize the welcome emails, how to customize the affiliate sign up page because you put all your tools right there in your Rapid Action Profits area so that people can grab their solo ads, their banners and all that good stuff. They have add on even for Wishlist Member. If you happen to have a membership site like Lance and I do to manage all of these thousands of sales, then you can make that all work together in that system.

At that point, it's a matter of joining affiliate networks, going out and getting affiliates. What are affiliate networks? They're places where people who promote things as affiliates all sign up.

First of all, one is RAP Bank. I think there's some kind a fee there but you can spend a certain fee and get a plugin. Now your product that's being sold for 100% commission can now be listed on this special site. I think we put our Setup An Affiliate Program product there and not even realizing it, we've made an extra \$12,000 in sales or so by being listed in different marketplace.

There's another affiliate network called WSO Plus, if you're in the Internet marketing space. Another affiliate network called JVZoo, if you're in the Internet marketing space. Another affiliate network called PayDotCom. You know what, I'll be honest. There have been people who have bought what I call resell rights from me and taken my exact same product, put it up online somewhere else, and joined one of these extra affiliate networks and made thousands of dollars in sales by being listed.

You need to figure out by looking at your competitors where they're all selling, what affiliate system are they using, and is that an affiliate directory where you can be listed. Once you're listed in these affiliate networks, it's time to go out there and get affiliates. Contact your own subscribers, contact other people who might have been competitors or people who maybe have a complementary offer where you can put a special link on their blog, on their download page, on their unsubscribe page, in their member's area, in their products. There are all kinds of possibilities here.

If you have any viral reports or extra videos to give your affiliates, that can't hurt as well. RAP has a plugin called the Cookie Jar addon where you can actually setup for example a video or a webinar replay page and make it so that affiliates can send traffic directly to a special page and still get cookied or credited as an affiliate.

It also helps to know your numbers so if you can track your conversion rate and it could be as simple as going to your cPanel, checking out your AW stats area, looking at how many people came to your website this month, look at how many sales you made this month, and divide the number of sales by the number of visitors. If you want to get even fancier, you can get a free Google Analytics account and figure out your conversion rate so now you can tell your affiliates that this particular sales letter converts at 10% and sells at \$7. By you knowing your numbers will get you an extra number of affiliates along with being listed in these marketplaces, along with giving people these extra tools.

You know what, you need to go after people. That means that if you can contact your best affiliates or contact any affiliates and see if they can get on the phone with you for a 20-minute interview that you

will record using Skype and Camtasia if you know how to do that, then great. Now you can help them generate content for their blog, for their site, and in return at the end, you can pitch your product.

When Lance and I setup a new 100% commission site we will make a bunch of sales in a short amount of time. We will launch the product in the proper way, lead up for about a week to a one-hour free webinar, demonstrate a few things, and at the end, tell people to go and buy at this special address. We'll email our list and tell people to go and buy at this special address all to get in a bunch of sales and show people this is a hot product because, yes, we did have a bunch of extra subscribers but even with that we got so many people to buy our products that it's a hot seller right now.

That's about it from me today. I don't necessarily know your business personally. I don't know your niche personally. I don't know your idea or your product, so obviously I don't have a crystal ball. I can't guarantee that you'll make a flood of sales like Lance and I do whenever we want to run a big affiliate promotion, but what's important is getting all of this setup. I don't want you to get overwhelmed with a bunch of choices or decisions like, should I run a contest for affiliates? Should I give away prizes?

Get the thing setup, get a Clickbank account and that will get you listed in the Clickbank marketplace, get registered in these other affiliate networks if it applies to you in your niche and make those extra sales because if you only make a handful of extra sales this month and you end up giving away all that frontend commission, those are still people that are on your subscriber list who you wouldn't have come in contact with otherwise.

How about this, over the course of the next year could you meet people, could you meet potential affiliates for 100 interviews? That might sound like a lot, but that's just about two per week. What if every one of those interviews over time even got you about 10 extra sales? I don't even know what price point, \$7, \$100, \$500, \$1,000, whatever you want, even a monthly recurring item, but if one of those interviews gave you an extra 10 measly sales then you've made a thousand sales of your product extra this year. That means 1,000 new people, subscribers, buyers, people who might buy again, whatever you want to call it and you'd be an idiot to pass that up.

That's all for me, I'm Robert Plank. Go ahead and like us at The Robert Plank Show and find out how to setup an affiliate program at SetupAnAffiliateProgram.com.

Tune in next time for episode 13, [How to Create Sell and Software on the Internet](#). I'll talk to you very, very soon. Thank you.