

Nothing is written in stone

PROJECT

Wealthy

PROVEN WAYS TO SUCCEED
BROKEN WAYS TO SUCCEED



AFFILIATE MARKETING EXPLAINED



THE RICH
NEWBIE
GUIDE



About The Author - Norb Czufis

Have been heading a media company (www.ncmedia.ca - 11 years strong) offering full service marketing/advertising to fortune 500's across all platforms incl. web, print, TV, radio, mobile, DVD, CD, SAT, Digital Networks etc. I do 95% of the work myself as a contractor and consultant with over 7 years experience in long term executive commitments/employment.

Creative Director at age 20 for media conglomerate CanWest Global: Headed the art/new media dept of Int. film/television production/finance and distribution CO. Handled large volume design/prepress/web/audio/video publishing for over 1500 properties/movie and television titles. Anything to do with marketing or pitch material also ran through our dept for visual appeal.

Contract/freelance with tier 1 brands: Have headed dozens of 3-9 month contracts with both other firms and directly with clients such as Honda, Acura, Subaru, Eaton's, Sas e-business, FAME (Fitness & Model Expo, Intl.), Bite/Rogers Television, and hundreds of local to national mid-large sized companies. Improved budget allocation, ROI for marketing initiatives, drove more profits, introduced new revenue streams from existing resources.

TidBits: Always on top of market trends, mass appeal, youth culture, demographic breakdowns vs. supply/demand phases, creating revenue streams out of nothing more than simple ideas for internal productions/projects. Ability to manage teams effectively to ensure quality control of timelines, deliverables and budgets.



Dear fellow entrepreneur: It's been a crazy 11 year journey with on and offline marketing for my team and I. We've developed this package for like minded gurus who simply love converting their skills/talents into revenue streams with technology/science/design/business.

I've done my best not to over hype you, oversell you, or make any false promises that you will be a millionaire by tomorrow. Instead I want to prove to you that there is NO big secret or cheat sheets to making millions online. There are only proven traditional systems, and deregulated unproven systems.

The most effective and best ROI is not created by sheer size nor formulated message, rather how creative and targeted your message is and the reaction it causes. I want to prove that you can go so much farther with better campaigns diversified among all platforms than the best PPC trick in today's marketplace.

By the end of this course I want you to set realistic goals for yourself and do your absolute best to attain them. Whether you're a newbie or just need help with better conversions, this guide is going to open up your eyes to how our crazy world consumes and spends, and what it takes to reach & retain buyers both on and offline.

Developing and helping tier 1 brands with all their marketing assets has conditioned me to constantly stay sharp with my marketing and creative development (websites, movies, commercials, audio beds, logo/identity packages etc.). 11 years later, I'm cherry picking my most profitable knowledge into this course so you can learn and duplicate my systems. Perhaps even absorb some knowledge on overall marketing/business that you may lack.

Make it a GREAT day!
To your wealth and success,
Norb Czufis

Disclaimer

This product was originally created by Norb Czufis of NC Media. All efforts have made made to make the information contained in this eBook 100% correct. Norb Czufis and NC Media are not liable for any actions that may result from the information contained within this eBook.

Limits of Liability / Disclaimer of Warranty:

The authors and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The authors and publishers make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose.

The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought. The authors and publisher do not warrant the performance, effectiveness, or applicability of any sites listed in this book.

All links are for information purposes only and are not warranted for content, accuracy, or any other implied or explicit purpose. This manual contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.



What is Affiliate Marketing?

In short, you are positioning yourself between a vendor and a customer. Affiliate marketing has been around for ages, and is simply another form of a sales person. The general idea is to find products online that you know people would be interested in, and sell those products to people in your own ways on or offline.

How and why would people pay me to sell their online products?



For vendors this is one of the most popular ways to get awareness and monetize on their products through others. Here is how it works:

Let's say the product sells for \$100, and the company offers its affiliates 50% on any sale they make, that means you keep \$50 and the vendor keeps \$50. Now imagine if the vendor has a great product that many affiliates become interested in selling, this could mean the vendor attracts 100 affiliates that are all trying to sell his product. If each affiliate sells one a day - the vendor just made a \$5000 a day revenue stream (100x50).

So now you see why this system is so powerful. Most think that vendors are the only ones that make money, however this is not true. Successful products and vendors usually offer more than 50%, and are aware that if they can attract super affiliates, they will in turn make themselves AND the vendor large amounts of sales. Most vendors would rather have 10 super affiliates than 500 newbie's.

There are affiliates generating over 100K a month by simply knowing how to market other people's products, which products to pick, how to advertise them, get traffic, and make sales (all on autopilot-one campaign at a time). Over this course you're going to learn how to become both a super affiliate so you can sell other peoples products as well as how to put together an informational product of your own so you can attract your own affiliates.



Successful affiliate marketing gurus rely on several, if not hundreds of tactics to put all the marketing puzzle pieces together which in turn can generate millions of dollars. It sounds too good to be true, and yes while there are many people creating wealth online, many more simply take a quick unprepared attempt and walk away losing money and their belief of online success.

Throughout the Project Wealthy course - We're going to educate you on just about every angle of both affiliate marketing and how to monetize on your own products, websites, automated campaigns and more. Right now you are either fresh into the field with tons of interest, or you have been promoting products for a while and are not sure how to maximize your efforts to convert more sales.

Affiliate marketing comes with a steep learning curve if you plan on being successful quickly. Though we are going to do our best to give you a crash course like NO other, keep in mind that you will need to put in some smart and well planned work in order to really see your online marketing business take off. Every time you see an exorsize during the course - DO IT!

We're going to walk you through a few case studies, show you some of the products we have launched and why they are successful, and give you a behind the scenes look at how anyone that owns a computer can literally become a powerhouse marketer earning enough to be able to quit their stressful day to day jobs.

Things you will need (and learn about throughout this course).

**** Time:** This one is tough, but you WILL need to put in at least a few hours a week in order to keep the learning curve fresh and absorb it all properly.

**** Make notes/highlights:** When something sticks out, make a note of it.

**** Small capital to start:** Not much, in fact you will learn how to turn your time into money first, then how to turn time+money=more money.

**** Knowledge base BEFORE you begin:** Though you'll learn a lot here, we strongly recommend absorbing all the info before you start on any of your campaigns. This is quite important and you'll thank yourself later (and probably save yourself time and money). It's always better to prepare for a few days and launch with confidence than to launch and fix constantly until you've converted sales.



**** Patience:** We see so many affiliate marketers come and go. They sign up to a program, put in a few clicks to their affiliate landing pages with paid advertising, not turn a sale and walk away feeling like they failed. It is important not to give up, this really is just like riding a bike. Once you have the basics down, you'll be doing bunny hops and riding up/down hills in no time. If by the end of this course you do not understand how to convert your time or money into more money, we suggest you start over, read everything again and take another attempt.

Project Wealthy is going to cover everything from your first .com, to hosting, design, how to get paid and free traffic, ClickBank secrets (if you don't know what ClickBank is, you're going to love it, and we have a whole e-book on it in this collection), launching products and getting affiliates, offline advertising, PPC, adwords secrets, adsense, video marketing, article marketing, email marketing/list collection, forum and classified marketing, how to maximize social networks and so much more. Some of this stuff might sound like mumbo jumbo to those new to affiliate marketing, not to worry we explain everything in great detail throughout our e-books and you'll know what everything means quickly.

To be a successful affiliate marketer: Chances are you will already have at least some marketing knowledge and or experience on or offline. If not, we're going to give you some basic and advanced systems to work with. However, put on your thinking cap every time you read our books or try the exercises. Always try to think like both the end customer as well as the product owner. Affiliate marketing is STILL marketing, which means *"to get a message out there, create a call to action, and monetize on reaction"*. It's rather simple isn't it? All you need to know is where to get products and which vendors offer the best commission packages (this is without you having to purchase anything or keep an inventory, very important!). Guess what? We're going to show you all that and more, and mould you into an expert marketer both on and offline.

The writer and team have been around the block enough times with enough systems to make sure you avoid the wrong side of the tracks. In fact they will enable you to see past the clutter of poorly made products and affiliate systems, and give you a roadmap to your own success without any curves in the road or detours along the way.

This IS NOT a 'million dollar overnight' course, however it CAN and WILL give you the knowledge and skills to achieve huge revenue streams with unlimited potential for earnings. When you read something like that, it sounds too good to be true right? We think so as well, however this is a combination of straight powerful marketing systems that are used by fortune



100's, superaffiliates, and they WORK. This information is up to date, and has earned thousands of people a comfortable consistent income. Oh and of course, allowed them to quit their boring day jobs.

Another way to view affiliate marketing or reselling is to simply look at any store that carries inventory which others made. Almost 80% of vendors in the offline retail market are not selling their own goods; they are simply opening a store with a name/logo/brand, importing goods at a wholesale cost, and reselling them with a huge markup.

That's essentially what you will be doing, however you will not have a retail store, you will not have inventory to worry about, you will not have franchise fees or any royalty costs or any of that. Why? Because we're going to show you how to automate all that, sell digital products that do not need shipping/handling, the customer gets their goods and you get paid the moment they pay. THAT my friends, is the beauty of online affiliate marketing.

Whether you are selling your own products or someone else's, if they are digital (movies, e-books, ring tones, memberships, videos, wares, leads, etc) and you are the middle man, you have just saved yourself quite a bit of time and money, and have automated/streamlined your potential revenue!

There are thousands of vendors out there that make a great effort to attract affiliates to their programs, and fail. Why? Chances are because either the website selling the goods is poorly designed, the product is poorly presented, priced to high or is simply NOT in demand at the moment. Choosing a product(s) and brand to promote can mean the difference between huge sales or a huge hole in your pocket.

I have been marketing with affiliates for years, and understand both sides of the table very well. That's why I also created my product line specifically with the affiliate in mind (such as the product you're absorbing right now). The case study scenarios (in upcoming chapters) are going to show you first hand what is involved with market research, filling gaps with new products, taking advantage of disruptive growth products and how to research/get notified when a hot new product hits the markets before there are hundreds of affiliates promoting it.

Great vendors offer their affiliates a huge library of affiliate weapons so it makes your job easier to get advertising and marketing campaigns out the door. In general here is the sequence:



Traditional sequence:

1. Vendor launches product, and makes a library of banners, ppc ads, landing pages, keyword lists, articles, photography of the product, maybe even audio/video assets for affiliates to use.
2. Affiliates find vendor, like the product/sales page and locate the vendors affiliate program.
3. Affiliate signs up and starts to promote the product either with the affiliate weapons provided by the product owner or with their own tactics, or both.
4. Affiliate usually buys a domain name (\$2.99 godaddy.com) and forwards it to their product landing page (we will explain landing pages in more detail further in the e-books).
5. Affiliates often get bonuses if they can outsell other affiliates. I always give our best performing affiliates great bonuses. Why? So that they stay happy promoting our products and keep our business automated. The happier they are, the more revenue everyone is bringing in on both sides of the affiliate table for a longer period of time.

TAKE THIS ACTION:

You should now understand the basics of affiliate marketing, and marketing in general. The affiliate program that we are going to focus on for this series of e-books is going to be ClickBank. Why? Because it's the best place to start OR to improve marketing efforts without a big risk, and with a huge reward to those that are succesful with their efforts.

If you do not have a www.clickBank.com account yet, YOU MUST go make one, it is free and will be needed further along in the e-books and to make/collect your money. Once you have mastered ClickBank, the same principles will apply to 90% of your marketing efforts with ANY affiliate program. Once you have your CB account nickname, you are ready to dive into the next book, please close this and proceed. If you are still unclear on the basics, I suggest that you re-read this chapter again or you'll be lost throughout the course. The more often you re-read, the better prepared you will always stay for the next steps and next chapter. Once you go through the whole course, note the best ebooks that apply to you and re-read them to freshen you up before your first big move.

Make it a great day!

The Project Wealthy Team.