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The Traffic Anatomy

Today, we're gonna be talking about Good Traffic vs. Bad Traffic. You might be saying to yourself, ", come one! Traffic is traffic. I can never get that much traffic to my website! I want traffic. I want all the traffic you can throw at me. Just give it to me!" Well, all traffic is not created equally, and most traffic hurts your business. That's right. MOST traffic hurts your business. It's a fact that websites have a greater bounce rate than opt-in or conversion rate. Right? Conversion rates tend to be low. In the single digits usually. Sometimes, it's as low as one or two percent. And that's considered okay. Which means that the other 98% of people, the other 98% of that traffic, sucked! It did nothing. It either bounced or didn't buy. It was bad traffic. Let's talk about the differences between good traffic and bad traffic and I'm gonna talk about some of the important things that you should keep in mind when you create your sales page. Let's dive in.

You may argue this one with me because you've probably heard that driving traffic is the most important part of your business, but you know what, chances are, you've been brainwashed to think that way because it's just a myth. You've probably even thought that it's a good idea to get as many affiliates on board as you possibly can, hundreds or even thousands, the more the merrier right? I know this because so many people often approach me in the whole cookie-cutter style on Facebook, through email, even at events.

Cookie-cutter style - they literally approach me to promote their product. They literally think it's just about throwing spaghetti on the wall. They just gotta ask as many internet marketers as possible to offer many and eventually I'll get it off to people to make money. That's the stupidest business plan I've ever heard of in my life. As a matter of fact, that's not a business plan at all. That's just kind of' shooting in the dark. The reality is that this way of thinking is gonna stunt your business growth.

A little side note here, recently on internet marketer's cruise, there was this very pushy, very aggressive JV broker type of person there, we called her "The Cookie Lady" and she was adamant about me meeting someone. "Oh my god, you've gotta before the end of the cruise I've gotta sit you down with so and so because he's got a problem and he's got a product that's gonna be excellent for your list and I want to make a connection with you and I've told them all about you and it's like Oh my God, it's like the heavens are gonna open up and unicorns will fly out and the connections that you guys are gonna make and so many people will benefit because this product is unbelievable."

This is like me in my impersonation of the cookie lady on the cruise. But, you know, eventually I met up with the person (I was cornered) and she brought me the person. And their product had absolutely nothing to do with my market, with my business, it was such a mismatch. It was

totally wrong, it wasn't just -- it would be wrong for me to mail this. It would be a waste of both my time and that person's time to even promote this. And that was to me a prime example of someone just thinking that any traffic is good traffic, and it isn't. It isn't. We would've harmed one another's business by sending this to groups of people. We would have created upset people, and it didn't make sense it would've just created such a bad connection. So, this is what I mean by this way of thinking will stunt your business growth. Don't just think that you need traffic as much as you possibly can and any traffic is good traffic, it isn't. I'm gonna explain a little more about this.

In my last launch, again, take specific notice of numbers that I'm gonna be giving here, okay? Approximately 80% of the affiliate traffic came from less than 20 people - 20 people, 20 internet marketers. When it comes to affiliate traffic, here's the reality that no one's probably taught you - Quality is way more important than quantity. I have hundreds of affiliates that promote my launches, but the reality is that 80% of the actual traffic, the actual buyer traffic, the sales, came from less than 20 people. Quality is way more important than quantity, okay. So, having a whole bunch of affiliates that are wrong for your product, wrong for your offer that are just in the wrong market is not going to help you at all. It's gonna hurt you, it's gonna waste your time. It's gonna stunt your business growth and it's dangerous. Not only is the large number of affiliates unnecessary, but it's also dangerous. I can confidently estimate that 10 people produced over 70% of the sales for my last launch.

My last slide I said, approximately 80% of my affiliate traffic came from less than 20 people, okay. 80% of the affiliate traffic came from less than 20 people so, out of all the clicks that were sent from affiliates using an affiliate's link, so meaning not myself promoting my own product or from my ads, 80% of my affiliate traffic came from 20 people. The other 20% came from me or assorted affiliates, okay. However, 70% of the sales came from the top 10 people, the top 10 affiliates. Think about that, think about the amount of time that it takes to recruit the hundreds of affiliates for the launch and think about the reality that 70% of the gross revenues is created by 10 people. That's crazy, right? And there's a lot of idiots and scammers that pretend to be legit affiliates. That is the danger of it all.

One of these guys in my last launch sent me 13,000 clicks. One affiliate sends 13,000 clicks to my sales page and guess how many sales he makes? None - Zero - Nada - Zilch - Zip! Why? Because it's bad traffic or isn't just -- when I say it's bad traffic - it's not the right people for the offer. It's not the right market. It's not the right demographic. My product won't appeal to them. And these 13,000 clicks that you might think, "I need that, send the traffic, send the traffic." and somebody purchases saying "Yeah, I can send 13,000 clicks to your offer" and you might rush to say "Yeah". But I'm telling you, don't rush to say yes. Ask them the tough questions. Ask them about the market. Ask them about the clients. Ask them about what type of clicks these are, where they'll be coming from, how did he build this list. Is it a list at all? Is it Zolos? Is it redirect

traffic? Is it pop-up traffic? Where is it coming from? Coz it can be dangerous. Why is it dangerous? Let's talk about that.

Why is this traffic dangerous? First and foremost, it hurts your stats. If an unknown affiliate just sent you 13,000 clicks to your page and just made zero sales, your earnings per click just went down through the floor. You literally just killed--because remember, now the number of sales and profits that you've made gets divided by those additional thirteen non-converting clicks. So, these terrible clicks are hurting your metrics. So now when a good affiliate comes over to your offer, to your page or whatever, in Clickbank marketplace or JVZoo marketplace or whatever other tracking mechanisms you have in place and says "I was thinking of promoting your product" I go in and take a look and "Oh my God, this is converting terribly" and it might converting pretty good if you haven't had this clones sending bad traffic, right?

It turns away good powerful JVs. Good affiliates like me require proven metrics. Look, I'm running a business, and I can't risk that your product won't sell. I need to see how it's performing before I promote it. When the metrics are skewed or your EPCs are low, an affiliate like me may turn down the promo out of fear of poor performance when that might not be the case at all. Again, it varies. Because, I might know someone, I might have seen the offer, I may have promoted for you in the past or maybe trust factor there because I have a relationship with you. So maybe I will mail for you right at the starting gate before I see metrics. Just based on the quality of the product that I've seen, just based on the sales page, based on the conversation we've had about the product leading up to the launch. You know maybe just based on the history of promoting for one another in the past. There's a lot of things that affect the decision to promote something but let me tell you something. When you don't know somebody and you're thinking about promoting your product, the thing's gonna convert man. They just gotta look at the metrics before they make that decision.

Why else is this dangerous? Well, it gets your URL blacklisted. Unknown affiliates use a lot of underground sneaky tactics to send traffic. I mentioned some of them a minute ago. They may even be spamming, literally spamming. So, they may have acquired leads that you know -- they may have a list that they purchased or that they know or otherwise do not know them that may not even be interested in this sort of thing. And now, what happens is, if 13,000 unsuspecting people just clicked the spam button on an email containing your URL (regardless of what affiliate it was that sent the email) it's your URL that was in all those emails that's got spam reported on.

So now, your URL gets put on the email blacklist. This kills the inbox deliverability of all future emails containing that URL even those that are sent by your good affiliates, did you know that? So, you're out there saying "Yeah man, I don't care if you've got shady tactics just go ahead and send all the clicks that you can because I need to make money and maybe 20,000 clicks will equal two sales". Yeah, okay. Good luck with that. Maybe you get two sales but now you're blacklisted and now every other affiliate that's been mailing for you, his emails ending up in

people's spam filters because you're on some spam filter list somewhere, you're on some blacklist, on spam houser or who knows what else. Your URL gets blacklisted using unknown affiliates with shady bad traffic tactics if you're letting them promote for you.

It turns away good powerful JVs. Again, I require proven metrics, and I can't risk that this is the kind of thing that this is going on.

Why else is this dangerous? Well, it increases refund rates. It's very likely that unknown random affiliates are just in it for the money, right? Well, I mean we're all doing business for the money but there's a trust factor involved as well. If it's an unknown random affiliate, they may just create a "hyper" or even deceitful message, promotion ads, or landing pages for your product to try and trick people into buying. This results in higher refunds and poorer metrics for you, right. So, think about that, you let any Joe Schmoe promote your product and he's using underground tactics and he's tricking people into buying. He may be lying to people and making promises - false promises, right. And now suddenly, he gets a whole bunch of (...) but now those people who were tricked into buying by some random unknown shady affiliate that you allowed to promote your product because you wanted the traffic, those people are unhappy, and they start posting about you. They start posting about your product not about the affiliate because they don't realize that there's an affiliate involved. That guy didn't even use his real name, they didn't realize that. They just think they've been scammed by the product owner. They think it's you that send these emails that got them to buy. They think it's you that tricked them. Now, they're all-over social media, bad-mouthing you. They're on the scam reporting sites, BB whatever it's called this week, Better Business whatever. And (you know) they're reporting on you and now hurting your image, hurting your traffic, preventing other affiliates from signing-up, precluding other people from buying.

Here's another one. It increases your PayPal risk. Angry customers seldom go through the proper channels. They don't go email you. They don't go through your support desk and create a ticket because, "Oh wait a second, I didn't think this -- I got tricked." They're not gonna go to your support, they don't care. They're gonna go right to their PayPal account, they're gonna open a dispute and you know very well, too many disputes can get you on to PayPal's radar and have a manual reviewer evaluating your site. Now you're under a microscope and you're gonna risk losing your PayPal account or being suspended or limited (if you're lucky). None of that stuff is fun. So, you don't want to be on PayPal's radar. That's obvious, you don't want to be that guy that's gonna lose his PayPal account because you were just (you know) letting anybody promote your offer and send any kind of traffic.

Here's another big one, here's a big mistake I wanted to add to this presentation because I saw somebody doing it very recently. They're so eager for the traffic. They're so eager to get as many possible affiliates on board as they can because that's where the money's at. They think that having more affiliates -- they advertised their affiliate program on their sales page. I see -- this is

very common on WSO, have you ever seen this at the bottom of the WSO offer, they have big banner saying, “Would you like to promote this product?”

I see a lot of newbies make this mistake and it may sound like a good idea to you at first because you need more traffic, but did you know, bad traffic is dangerous. It devalues your sales copy. When you put these kinds of ads trying to recruit affiliates on the sales page itself, it's kind of hard to trigger important impulse factors like urgency, scarcity and fear of loss when you have a big ass banner looking for affiliates at the bottom of your sales page. So, think about it, how can you tell people “Hey this thing is converting like crazy, this is a limited offer, only a certain -- are you an affiliate coz we really need people to promote this. We really could use the traffic.”

Right, think about that! It literally defeats the purpose of good sales copy. It hurts your profits because now many of the prospects themselves go to your affiliate page instead of your payment page. Now they're gonna try to purchase from their own link, you know become an affiliate and purchase from their own link and they seldom drive any significant traffic. You all have a bunch of affiliates signed-up and they all make one sale themselves. You know what I mean, come on. There's always an exception here and there, right. So, I'm not saying that this is always the case, however, you're not gonna recruit many super affiliates this way trusts me. [And] remember what I said before, most of your sales come from a handful of JVs and these are the ones that you have a relationship with. The ones that you get these silly banners are the unknown kind, the other kind that send you the 13,000 clicks that do nothing. They just send bullshit traffic, or they (you know) try to buy the product themselves.

Here's another reason, it pisses off PayPal. Plain and simple especially in the case of WSOs and things that you're launching in forums. It's no secret that PayPal has a bad taste in their mouth about forum launches, the warrior forum specifically. PayPal has been burned too many times by bad sellers and now they're very apprehensive about this kind of offer. They don't fully understand the system and they classify most offers as a “Ponzi Scheme”, right. If you get evaluated by a manual reviewer from PayPal and he sees this big glowing banner inviting affiliates to send traffic, it's just gonna justify their suspicions. Remember, these evaluators don't think like us. They think like EBAY, and it looks like a scam to them. It looks like a “Ponzi scheme”. It looks like your sales page is just trying to recruit people to sell your product. So, wait, this product, he just made this product so that he can get people to sell this product (you know what I mean). That's why they look at it like a Ponzi scheme and it literally pisses PayPal off.

Get good traffic, it's not that hard. Look, research first. Don't just create a product because you think it's a good idea. Find the demand first. I was blown in the face saying this, just today, someone was emailing me about this issue with a product and they can't get any traffic to because the product is ridiculous, it's stupid. They should've never created that product because there's literally no traffic for that out there. They literally must create a market to sell the product now and that is tough work. There are no affiliates that they can go into, they are literally the first

of their kind to create this product. And it's gonna cost so much time, and so much money to market that thing and make it a household name and get it in front of people and get people on board.

They literally must build the marketplace for it. It's stupid, that just makes no sense. Why would you do that to yourself when you're trying to kick off a business? Find the demand first. Where are the buyers and what are their needs? Do this first before you even start creating your product. If you know exactly where your customers are then all you must do is make the product and go put the link in front of them and they're gonna buy it because you found them first, you know what they needed then you created exactly what they need, and you put it in front of them. Traffic will never be a problem if you look at it that way. And if you are starving for traffic right now, and let's face it, you probably didn't do enough research before you started. Get good traffic.

Recruit specific JVs. You can do this personally or you can hire or partner with somebody that's good at it. Make a dream list of people that you wish (you know) would mail to you. Make it a smart list also, not every product suits every marketer (remember that). [So] Just 'coz you know that people that JV they have a list doesn't necessarily mean that they should promote for you. Approach all those JV way in advance of your launch. You know what I'm talking about those JVs, I mean the ones that qualify to promote your product. Build a relationship of value with them first. Don't just send them a message that says: "Hey dude, love your stuff I'm a big fan. I have a launch coming up and you can make a lot of money by promoting it... blah blah blah..." I get these daily, I laugh, and I go and unfollow or unfriend whoever it is that sends it because it's just stupid. You don't do business this way. This isn't the way you do business. Don't be that guy. Get good traffic.

Provide value to that potential JV first. Become useful and even (you know) not just useful, become necessary to them. That's gonna give you leverage. Find out about that JV. Learn about them. What do they need in business? How can you provide value for them. What can you do that's gonna make them feel obliged to you. That's what you need to be focusing on. Don't be afraid to relinquish higher commissions either, even 100% commissions for big JVs because this pays off huge down the road. You can barter services in exchange for promos. Hell, you can even offer to pay someone to promote you like a solo ad. Be creative. Be valuable and be patient.

Use a whitelisting system. For God's sake, don't just settle for whatever traffic you can get. Make JVs earn a position to promote. If you are running a company hiring salespeople, you'd have an interview, right? Well, at the bare minimum, have them apply to promote your product. This is gonna help you weed out the riff raff and it's also gonna make your launch more exclusive. This appeals to a lot of JVs like me because I know that not every Tom, Dick or Harry will be promoting. It makes me feel that I have a better chance of making more sales knowing that I must apply to promote for something. There's an approval process. It doesn't must be elaborate

(you know) and most is for example, JVZoo has a system in place where you could see how many sales, you could see the history of that affiliate first.

If somebody's never made any sales before and you don't know them, you should not approve them. You should not approve them, why would you? Would you hire someone without interviewing them? Without seeing any kind of a work history, without -- no you wouldn't. Would you let anybody babysit your kid without (you know) checking their references and stuff like that? No. But, why would you put your business at risk? Why would you let (you know) risk getting put on blacklist, getting bad traffic? Why would you literally risk the reputation of your launch, the metrics, all of that by approving an affiliate that has zero sales, zero history that you don't know? Why be greedy like that? Why think all traffic is good traffic, it isn't. All traffic is not good traffic. Remember, you should be tactful about your affiliate traffic. Failure to plan is the same as planning to fail. Don't just create a product and build a website and leave traffic for last. Traffic is the first step. Find that first, begin building those JV relationships as soon as possible, this way - when you're ready to launch, traffic won't ever be a problem.

I hope this helps. I look forward to seeing you in the next video.



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