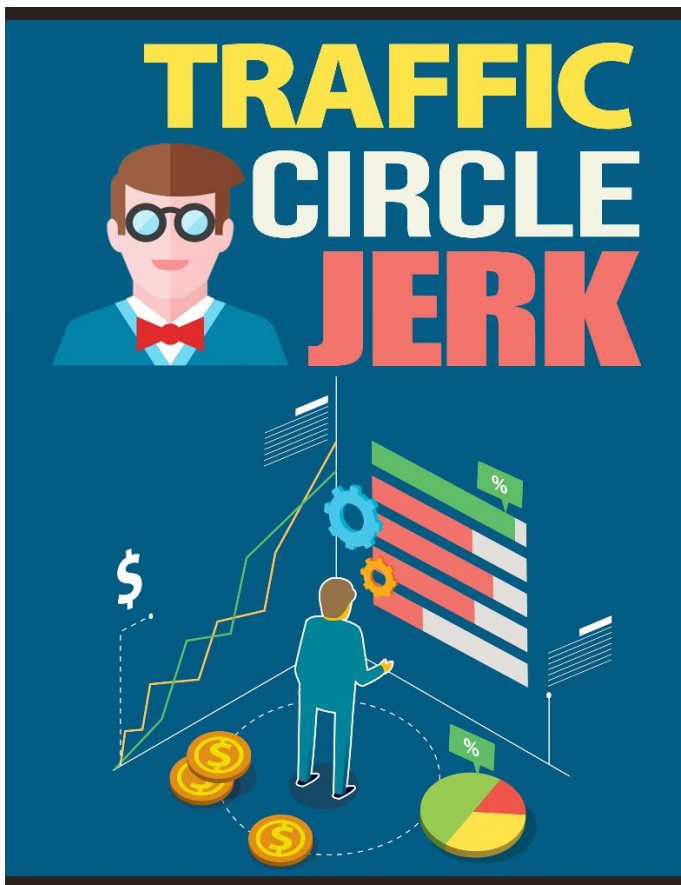




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Traffic Circle Jerk

I want to talk about something here. During the time that I recorded this for you, we were at the launch of the Rapid Profit System. It's brought to light something that I think - I knew it existed. I just hadn't thought about it for a long time, and in recent years, it's obviously gotten more advanced.

I want to talk about junk traffic. I want to talk about this situation, where you have affiliates out there that will sign up to promote your product launch, then they'll send you shit traffic, to be honest with you. It affects things. It affects your product launch, when somebody or a group of people flood your offer with traffic that is untargeted that will not convert. It affects your EPC. Because what happens is the more visits you're getting to your button, the higher the number that is divided by your earnings to come up with the EPC figure. That means that you want to try to have as much targeted traffic as possible.

What happens as a newer vendor is you think that any traffic is good traffic. That isn't the case. You must be strict with who you approve, to promote your product because if you're not, it's inevitable that you're going to have some crappy affiliates. I say crappy affiliates, because - there are two types of crappy affiliates. There's the on-purpose crappy affiliate, and there's the I-don't-know-any-better crappy affiliate. One is a newbie; one is a scammer. In either case, they're both sending traffic that's hindering or hurting your launch. Trust me when I say you have no moral or ethical obligation to let somebody mess up your launch just because they're getting started or they're new. I slap the ban hammer on anybody that's hurting my launch.

I want to talk to you a little bit about how this happens. I guess I can do this. I can show you a sales report here. I wanted to show you an affiliate that I banned earlier. Let's grab the Rapid Profit System report here. Let me look at all affiliates. I'm going to click on Visitors here to sort this list.

You'll see this affiliate, ras109. We have a strict approval process. But ras109 sent 630 clicks, made 0 sales for those 630 clicks. That's when I banned him. I banned him at 630. I should have banned him at 200. The moment that I banned him, those clicks that continued coming and stopped counting as him, and now they went into No Affiliate.

If you look at No Affiliate, you're talking 4228 clicks. There are 32 sales because those are the ones sent by my clicks. When I'm promoting something, I promote it with a non-affiliated link. I use a raw link. That way, if any of my customers are being copied by another affiliate, the other affiliate gets the credit. But nonetheless the rest of these links - I assure you I'm not capable of sending 4228 clicks in three days. I wish that I was, but I'm not. We can probably send 300 or

400 clicks per email. We've sent an email per day. We've probably sent about 1200 clicks all in all, not 4228. Out of our 1200 clicks that we've sent, we've probably made these 32 sales. The rest of this is nonsense traffic.

I mean, even JVZoo. This is JVZoo, when they emailed for Product of the Day. You can tell up here. This is the Product of the Day banner. At the time that I recorded this video, we were the Product of the Day from Homeless to JVZoo Millionaire. What I'm getting at is they sent 2549 clicks. Even JVZoo, who is considered sometimes by many people to send untargeted, very broad clicks - even by their standards, 2549 made 149 front-end sales. Now we just did the math earlier before this. Altogether when you add, they've made \$2,000 on the front-end, but they've made \$5,000 altogether when you count in the upsells and all that. I'm not going to go through all the math.

I wanted to point out that there are going to be quite a few affiliates here that will send a lot of traffic and then 0 sales. 185 clicks, 0 sales. How about this one? This person named awalkerwbb 210 clicks, 0 sales. 132 clicks, 0 sales; 129 clicks, 0 sales. You go down this list, and you add up all those clicks for 0 sales, you're going to have thousands and thousands of clicks and 0 sales which are affecting your EPC.

Here's why that's bad. That's bad because the EPC is the number one thing that new affiliates or possible affiliates, potential affiliates look at. It's a deciding factor of whether they determine whether they're gonna promote your product. If they see a low EPC, they think, "Oh, this product isn't performing well" Then they stop promoting or they don't promote.

When even though the public visible EPC was low - let's look at our top performing affiliates. Let's sort this now by sales instead of clicks. When we sort it by sales instead of clicks, and we look at our top performing affiliates, JVZoo is at \$0.87. They're not even on the leader board because JVZoo doesn't compete in the contest. But top-performing affiliates: \$2.69 EPC, \$1.60 EPC, \$2.29 EPC. No Affiliate - obviously this is not on the leader board either but \$0.08 because of all these watered-down clicks. \$0.96. How about this affiliate? \$6 EPC. It goes on and on. If you were to judge the product by just what you see publicly of \$0.48 which is diluted by all these clicks, then you would probably put off promoting something that can make you a lot of money.

What if this affiliate that's getting \$6 a click right now - what if that affiliate had chosen not to promote based on this EPC that he saw, he would've put off making a lot of money. You might say to yourself, "how the hell is this happening?" You know what? Maybe you're even an affiliate, and you believe that getting the greatest number of clicks that you can is the best possible thing. I'm here to tell you that more clicks do not equal more money. More targeted clicks can equal more money. Because it's about other things as well. How's your page? Is your page designed properly? How's your headline? There are things you should split test: your sales copy, your video, your offer. The offer is the number one thing to test. What exactly is the offer? The offer is quite simply what they get for what they're paying.

I want to talk just about the traffic here. What we did to start tracking this down is we created this spreadsheet. Let me just open my Google Drive, and I'll show you. What we did is we went to our server, our stats, and you can see who's referring affiliates. I'm going to go and just click on Recent here. Let's look here. This is the Affiliate Research List. Let's open this up.

This is just a list - I had one of my team members, my webmaster goes and research on the server every referring website. Then what we did is I said, "These are the sites that are sending a lot of clicks." Then I said, "Okay. What I want to do is I want to then click on the site and look at what is the page that's sending these clicks." Then once I look at the page that's sending these clicks, I want to click on the actual sales page to then go read the affiliate ID on the order page.

Let's start with this one. I'm just going to click on this one. This is one that we saw a lot of clicks coming from. We said, "Let's put it on checklist - on the research list." I'm going to click on this one. It lands here. This is Ben. Now I know Ben is one of our affiliates. I know that is Ben, and he's, our friend. That's why there are a lot of sales coming from this page because he's promoting. He's on our leader board; he's making a lot of sales. That is an approved affiliate. But sometimes it's not that easy. This has a picture of Ben. I know it is Ben, but sometimes it's not as easy.

I'll give you an example. This one. This one we didn't know who it was, Pangea Group. Let's click on it. Let's see where this goes. This looks weird. Oh boy, this looks strange because I know that that's not my website. What's this counting down? Nine seconds. Open Site. Fave site. Credits? I have egg level 9. I don't know what any of this stuff means. What is this banner? This is my website, but I don't understand any of these. What's happening? I don't get it.

Let me find out who sent this traffic. The way that I find out who sent this traffic is I'm going to literally click the Order button. I click this Order button. It's gonna take me to the Order page. I'm going to come down here. Woah, BBC 1. This sale is right now being credited to 1. That is JVZoo. I can tell you why this is happening. This is happening because I've already blocked the affiliate that was sending this, so it is crediting the sale that comes through here with my last cookie. If I clear my cookies, this would be a No Affiliate site. the example that I wanted to give you, I can't give it to you now because I've already banned all of the affiliates that were sending this traffic. I just kind of screwed myself. But this is the way that we test it.

As a result of making this page - it sucks. I didn't think about that before I started making this presentation. I apologize. But because of making this page, just so you understand my thinking, what I did is I created a color-code system. That is basically red, yellow, and green. I went through each one of these, and I checked them. We clicked through, and then once we found the affiliate ID, we went, and we put that affiliate ID here.

This Pangea one, the affiliate ID was this guy, 789197. The way that I found that his name is awalkerwbb was, quite simply, I went to my report. I go to the JVZoo sales report, which is this

one here. That's an older one. Let me go to a more recent one. This one. Then what I do is I just do a search. Right here I just pop up the Search tab. Soon as it opens, there it is. Find. Then I'm gonna paste that guy's ID. Let's go over here. This is a report that I pulled from JVZoo. If you don't know how to do that and put it into a spreadsheet, it's relatively easy. I can show you that in a minute. Remind me to show you how to pull that report and put it on a spreadsheet.

Let me come over to the research list. I already showed you how we go - we click on the link. We go, and we get the ID. Then we grabbed that ID. I'm going to copy that ID for this person. I'm going to copy it. Then I go over to my report. Then I'd find that affiliate number in my report. Find that person. There it is. Found it right here. See how I colored it. There I learned the name of the person.

Then I take the name of that person, and I look. I say, "This person has sent 207 clicks." As I scroll through this, I see that those 207 clicks have resulted in 0 sales, 0 conversions, 0 anything. Those are bad clicks. The clicks that were coming from this page were bad clicks. What the hell is this Pangea thing? I don't understand it. I didn't understand it. I investigated it.

I'll explain that to you in a second. The next thing I did the moment that I realized that that was going on was I went back over to my JVZoo account. I went over to Sellers. I went to Affiliate Options. I went to Banned Affiliates, and I typed right in here that ID or that person or that name. You'll see right here. I've banned that affiliate. I banned that affiliate so that those bad clicks coming from this website would no longer affect my earnings per click and be counted in the equation.

What is going on here? Why is that logo messed up like that? Why is that logo stretched on our sales page? Stand by. Let me click through this link and go to our Sales page. Fix that. Get [Devon 0:15:15] to fix that. Why does our logo look like that? Who would do that? Unbelievable.

Getting back over to what I was talking about. We found the affiliate; we banned the affiliate. Now what happens when you ban the affiliate is - let me come back over here and show you. If we go and we find that guy - let me click this By Visits again. What was his name? Here he is. He had sent 210 clicks. I blocked that guy. I also blocked some other people like this guy that sent 630 clicks. He was a result of another one of those bad links. I went down that research list. I clicked through every one of those. I found that the ones that are in pink here, these affiliates - they were sending bad traffic. These were traffic exchanges.

Let me explain how this traffic exchange thing works. There are various ones.

Let's look at this one, listsurfing.com. This is another one. You've already earned credits and impressions from visiting this site. You've already earned an impression. What happens is this. People that have no idea how to do affiliate marketing think that it's just about flooding websites with traffic, with clicks - that that's how you make money. Nothing could be further from the

truth. It's targeted traffic that you want to send there. What happens is these people sign up to these traffic exchanges.

The way that a traffic exchange works or a surf exchange or whatever you want to call it is you earn points by sitting in front of your computer and just clicking through websites. Just clicking and clicking and clicking. For every 50 sites you click, you get a point. For every 10 points you get, they send 1 click to your site. You're literally clicking on other people's sites, to get clicks to your site. This is called a traffic exchange. But it's never equal. It's always like 50 clicks in exchange for 1 click to your site.

Guess how you were getting your click to your site. Well, they basically add your site to the list, where other people are clicking. It's a big circle jerk! You're in this thing. They're sending clicks to you, and you're sending clicks to - nobody's here to read the page or buy anything! It's just ridiculous. It's retarded. What ends up happening is it dilutes the EPC. It hurts your lunch. Nobody wins with this because EPC is important to attract new affiliates. If an affiliate that's considering promoting your launch, looks at your EPC and sees that -

Here's another one. This one is called the 10x Mailer. You see they all have the same kind of style. Then what happens is you see how somebody over here bought advertising. They bought a banner. This is how that link exchange makes money. Look. Now that banner just rotated to somebody else.

These guys are circle jerking each other for traffic. The host, the guy that put together the circle jerk party is selling tickets to this guy that's advertising in the circle jerk. That's what a traffic exchange is. This is what people think is going to help them get traffic to an offer. It's ridiculous. It makes no sense, but it's what people do. It's sad. It is sad that this is what happens.

I don't know why I'm not hearing sound. It was probably broadcasting that sound that whole time that I was talking. I must delete it from the audio track.

Anyway, I wanted to make this presentation to show you that these sites - there are a lot of them. Build my down lines, list surfing, 10x mailer, pangea group, click voyager, your viral mailer, state of the art mailer, safe list group, red rocket surf - all of these are just scammy websites. Here's another one, 10x mailer. Here's some other ones that my web master has added on here that I have yet to look at - amberbamber.info. Not sure what that one is. Curious. Is that a legit affiliate? Prosper 2000. This is amberbamber.info is sending traffic. Not sure who that is. Earn your upgrade - here's another one. Let's see what's happening here. Must be logged in. This is an ad clicker. This is a credit per click. Click logger. These are all just scammy sites.

What we're going to end up doing with these if we don't have an affiliate ID is we just block the site. We don't let the site hit our server and affect our traffic and our impressions and therefore our conversion. I don't want bad traffic. It's affecting the EPC. It dilutes your metrics. It dilutes your EPC, and it hinders your launch.

My recommendation to you as an affiliate - don't use these sorts of traffic methods. They are not real traffic methods. They are circle jerks. They are Ponzi schemes. They are a waste of your time. What ends up happening is you get banned. You get banned from JVZoo. How many bans on JVZoo can you suffer before you lose your account? How many JVZoo accounts can you create? You can create an unlimited account, but you're not going to be able to connect - how many times can you connect your PayPal account? You know what I mean? You can't create an unlimited amount of PayPal accounts. As you start losing account after account after account, you're going to run into problems. As an affiliate, it is not a good idea to use this sort of traffic.

As a vendor, it's important to be vigilant and look at where your traffic is coming from. Who is hindering your site? Who got flooded? We got flooded with bad traffic. This is just one example. We had some malicious traffic as well at our launch. Our launch day, the initial EPC - we're still recuperating. Three days into it, we're still not up over \$1; we're in the mid \$0.70 now.

Where was our EPC at the time that I recorded this? Let's go to Sellers. This is internal EPC. This is not the same. It is counting all the non-affiliate and all the bad clicks. That's the internal. But if we go to see the Product Library EPC, like for example if we go to Affiliates, we find Products here. You go to type in Rapid Profits. Initially when we started getting hit with all this bad traffic, it was like \$0.39 or something like that. We've been slowly clawing our way back up. We've been able to make 1000 sales in the funnel. I think it's like 700 or 800 sales on the front-end.

Although the EPC was like that because we've had a good affiliate recruitment team, and her team have been doing well communicating with affiliates. We've been able to keep people promoting and still making quite a bit of sales and doing very well with this launch. By the time it's said and done, we'll be at 2000 units, which is great. I'm not complaining. It's important. It pays to be vigilant because I think that we could be at more than this, maybe even double this, had I been more aggressive with banning people. I didn't start banning people until frankly just early in the third day of the launch. By that time so many bad clicks and bad traffic had gotten through that the EPC was already watered down.

Learn from my experience. Number one, don't approve of everybody. Have rules for your business. Have rules for a reason. Affiliates are salespeople. You are company. Every time you approve an affiliate; you're basically approving a salesperson to represent your company and your product. You're basically saying, "Yeah sure. It's okay for you to go and throw my brand and my name into your little circle jerk."

You know what? If this was a brick-and-mortar business and you were interviewing salespeople, I guarantee you, you'd be asking them for references. You'd be looking at a resume. You would want identification from them. But in JVZoo, for whatever reason, you throw out common sense and just conventional wisdom gets thrown at the window. What you do is you go in there, and you start approving everybody without having contact details from them, without having references,

without knowing what they've done. You're just so eager to get sales that you think that the more affiliates you have, the better you'll be; when it's not the case. It's the better affiliates.

Interview your people. Have rules for who gets to promote for you. We have rules for who gets promoted for us. You must have a low refund rate. You must be a member of JVZoo for a certain amount of time. You must have a certain number of sales. You must have proven sales. If you don't have a proven sales history, if you don't have experience, I'm not going to put you in front of my customers and let you represent my product. Why? Because you don't know what the hell you're doing. You're going to represent my product inside of a circle jerk.

Don't be that guy that participates in the circles. Don't be that guy or that girl that is oblivious to the fact that this is going on and that your product is being used in this process. I hope that this has raised an eyebrow or at least raised awareness for you of something – every business, this is the underbelly of things that happen online.

As much as I'd love to say that everybody follows a certain code and has a value system and that they want to do the right thing - I'm sure that a lot of the people that are driving this traffic don't know any better. But you know what? That's too bad. You're getting banned because the fact that you are ignorant does not mean that I should let my lunch suffer and that I should hurt and that I should pay the consequences of your ignorance. That is not the way that business operates.

It's important to be vigilant. If you're going to try to give a newbie a chance and you're going to approve somebody, you got to be vigilant. You have got to be looking at where the traffic comes. You must be willing to swing the ban hammer when some kind of chicanery is taking place.

I hope you've enjoyed this. I hope it's brought some new concerns, and it helps you to learn from my experience. I'll see you in the next video. Take care.



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