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Understanding Web Traffic

Today, we're going to talk about understanding web traffic in general. Understanding what it is. A lot of people have some misconceptions about what traffic is, how to get traffic, where to find traffic and how to manage abundant traffic sources. There is such a thing as abundant traffic sources and you might be looking in the wrong place if you're just thinking that traffic is like highway traffic or vehicles moving through a highway. That's not quite what it's like.

You must master the process of getting traffic. Once you master it, I'm not going to say if, I'm going to say when you do master it, you'll be able to make money on command because internet marketing is very simple. It's not easy to do but it is simple to explain and understand. You need to get traffic to an offer. You must have an offer, something online for sale. You must get people to that offer. That's the traffic. Once you master the part about getting traffic, there's an abundance of products online that you can sell so you can essentially make money on command.

The key is to avoid platform and other dependencies in the process of generating this traffic. This is a trap that a lot of people fall into when they're first starting. They think, "Well, oh my God. I must get traffic, but I don't have any money so I'm going to do it with SEO. I'm not going to buy the traffic. I'm going to wait for my traffic to come in forever and then I'm going to complain during the process that it's taking too long to making money."

They start creating a platform dependent business. They start trying to appease Google and trying to appease Bing and Yahoo! and all these search engines and try to create the perfect webpage that will come up on searches for keywords that they never even really investigated creating a product for. It's very difficult to create organic traffic and develop platform dependent businesses in the process. That's why I'm going to say you want to master the art of, I'm going to talk about, three ways to get traffic and how to avoid these platform dependencies.

But in my business, I do zero SEO, zero, literally zero. I care not at all about whether I'm on the first page of Google or that or the other thing and I still make millions of dollars a year. It just is about mastering the process of getting traffic and don't fall into the trap of becoming dependent on Google or someone else's traffic because the moment that they change something, your business, it just stops.

Once you perfect the process of creating a positive return on the investment for the traffic that you're making, that investment could be a cash investment, it could be a time investment, whatever the case might be. Once you master that with your traffic campaigns, you can literally write your own ticket in any niche. This isn't specific to internet marketing, making money online, personal development, supplements, health and fitness; it doesn't matter. Once you understand

the principles of getting traffic, you're going to be able to make money on command, regardless of the niche that you're doing business in.

Let's start right here. What is web traffic? It is not a whole bunch of people surfing the wires of the internet to get from one website to another. That is not traffic. Conventional wisdom makes us think that traffic is like driving in a vehicle. Usually when people are driving in a vehicle, they're going from one destination to another.

Online, traffic is just people on the web. It could be a bunch of people that are already at the destination. They're not in transit to get there. The word traffic kind of makes you think that they're in the process of moving, that they're going from here to there and that your job is to jump in front of them. People are surfing the web, and I want to jump in front of them. I'm going to wave next to them and hold up a sign saying, "Wait, stop surfing. Come here." That is a tough job to create for yourself because that's not what it is. It's not cars on a superhighway.

It's more like people wandering around in a giant mall. They're not speeding from one destination to the other. They're just there for various reasons. Some people are there shopping. Some people are there just browsing, spending a Saturday afternoon or a Sunday afternoon. Some people are hanging out trying to pick up chicks or guys or whatever. Some are just having a good time. Some might have gone to dinner. It's a bunch of people there. They are at the destination, but they might be going from this part of the destination to the other part of the destination. They might just be congregating in one part of that destination. Maybe they all just went there to drink and they're at the bar. Who knows? It's a place where a whole bunch of people are congregating. The traffic itself is the people that are on the web.

Your job as a marketer, if you're going to be successful at traffic, is identifying where are these people congregating. And, by what means do they congregate. What is it that brings these people together? Once you master that, you will have mastered getting traffic because you will be able to infiltrate and influence these groups of people. That's a big difference from thinking that they're just zipping from one place to the other and that you gotta jump in front of them as the word traffic implies.

Here are the types of traffic. First, remember from this point forward whenever I refer to traffic, I'm not talking about people zipping from one starting point to a destination on the internet. I'm talking about just people on the web in congregations. Not all these groups are equal. They're not created equally. Therefore, not all traffic is equally effective. Some of it is better than others.

There's good traffic and there is bad traffic. There is literally traffic that can hurt you. I'm not talking that there's traffic that didn't convert which means converting from a visitor to a buyer because obviously that's non-responsive target traffic or untargeted traffic or traffic that just sucked and I couldn't sell, but there is bad traffic, traffic that can hurt your business. We'll talk a little bit more about the specifics of bad types of traffic with another slide here but there are

types of traffic that you want to stay away from because they could hinder the prosperity of your business.

When you create a campaign that's successful, what you're doing is you're doing a bunch of things right. There's a bunch of variables to make this work. An offer doesn't just fail because of the traffic. There's a bunch of things. You have got to have the right offer for the right group of people and being presented the right way. I talk a lot about this in other videos where I cover product creation and where I cover sales copy.

We're not going to dive into it here because this is more about the traffic itself, but you can't sell to everybody the same product in the same way. There are three things there that you've got to consider. You got to consider the type of person, the type of product, and the type of sales message. We might be selling with video, or we might be selling through long form sales copy, or we might be selling through a billboard, or through a letter, or through a magazine ad. There are so many ways to sell. That's part one.

There are so many types of people to sell. There are tech savvy people and there are not tech savvy people. There are people that are very intelligent and there are people that never graduated or never got out of grammar school or dropped out of school. There are people that are baby boomers and then there are people that are generation of the millennials, they just got out of college or whatever. You've got various types of people. You could have somebody that's a baby boomer that's very tech savvy. You might have a millennial that doesn't even know how to use a smartphone. That's usually not the demographic structure, but my point is that you've got a lot of different ways to sell to a lot of different types of people.

You have different types of products that you sell. You might be selling coaching, or you might be selling a digital information product like an eBook or a video course. You might be selling a widget, or software, or something technical like that. You could be selling software to a baby boomer through video, or you could be selling an information product to a millennial through a long form sales letter. There are so many different combinations of campaigns, of offers that you could put together. We can't just blame the traffic. There are a lot of other variables that are involved.

But just remember that not all traffic is created equally. It's usually weighed heavily by a particular type of audience. I can't say that "Well, this traffic is just baby boomers. There are only people between the age of 60 and 75," or whatever it is. You could never just identify it that way because there's always going to be some mixture in the traffic, but it's usually weighed heavily on things.

One of the things that we do amongst us marketers is we assign a temperature to these traffic sources, and to these leads more specifically. Lead temperature is one way that we refer to the traffic. Warm leads are ones that have been marketed already or they've been presold. They have

a greater propensity to buy. Cold leads have no idea who the hell you are or what the product is. They've just been thrust into this thing. Usually, when newbies come on the scene or when people just first start to do their business online, they tend to think that the more traffic you have, the better things are going to be. That is not the case.

I've learned this firsthand in the brick-and-mortar world as well because the type of traffic is very, very important. Have they been marketed too? Have they been presold? Do they have a propensity to buy your product? I learned this lesson the hard way when I was selling door to door. I used to sell pizza coupons. You just have these coupon books for pizzas, great deal. You get buy one, get one free pizza for a year for \$20. When you buy one of these coupon books, you get one free pizza which is the value of the price of the book. \$20, you get a free pizza and then you also get buy one get one free pizza for the entire year. Great deal for \$20.

Here's the thing. I'll give you an example. I'm trying to give you the best possible example. When I would go with that pizza certificate into an Indian neighborhood, Indians generally live in this neighborhood, and I would go in there, they would just buy it up because Indians are vegetarians, and they buy a lot of pizza. They eat a lot of pizza. That type of traffic right there, that congregation of people was much more targeted to the offer that I had. If I was walking around with a coupon book for Omaha Steaks or something like that where it was a meat lover's thing, then I wouldn't perform very well for that traffic. Even though I had all these buyers there in this huge apartment building that wanted to buy from me, and I can go from door to door to door to door super quickly, I have all these leads, but they're not targeted.

There are warm leads, there are cold leads and there are specific types of traffic. Targeted traffic is people that you've identified as having a propensity to buy based on variables like prior interest, prior action, or demographics. I just made an example of demographics. This Indian culture in this part of town, in this neighborhood, there's a big group of vegetarian eaters and if you have a vegetarian type of offer in that area and you're selling door to door or you're doing a postcard mailer to that area, you're going to do much better than if you mail them a steak offer. In that case, demographics played a role.

Another case that might be something to consider, prior action. What if you were targeting people that had already filled out a request for information form? Those people are very hot leads because they've literally asked for more information on the product which means they've demonstrated a prior interest. They've demonstrated a prior interest and they've taken prior action. If they've never shown a prior interest, if they've never taken prior action and they're not a targeted demographic, the traffic is cold. You're going to assume that's cold traffic.

I mentioned earlier about bad traffic. Bad traffic can be dangerous, and dangerous traffic is something that you must be mindful about. This is traffic that hurts a vendor's stats and can

cause blacklisting. This is usually unsolicited or unwitting or traffic that you force onto your page or onto your offer. It's when someone has zero propensity to buy.

If you put a billboard on the side of a highway and people are driving past it, if they're not interested, they're just going to keep driving. But when you block the road with that billboard and they're not interested in it and now you're somehow inconveniencing them or affecting their lives in a way with something that they have zero interest in, guess what, now that person is upset.

That traffic can hurt you because that person can click a spam button, and that person can report your site to their ISP. What happens is that little spam button on that email client and on that browser, when people click that little button, what ends up happening is when the ISP (Internet Service Provider) gets a whole bunch of these reports from people that are reporting a specific site as malicious or as hazardous or what have you, they might just be upset. You might not be malicious, you might not have any kind of virus or anything like that that you're trying to do, but they're just upset that they were forced onto this page, that they didn't click to be on or somehow, they got onto this thing.

I want to give you a perfect example. You ever go to a website then you open website, this happens a lot with these blogs like celebrity blogs and advertisement blogs, you go there, and you click on the thing because you saw an ad somewhere and then suddenly it doesn't just open one site, it opens three. These other things are going to open and you're going to be like, "Oh God, why did I click on that? I saw the picture of the girl with big boobs, and I clicked it and suddenly, I've got 10 things opened on my browser." Now you're trying to close this one and it opens another one. Like, "Oh, what have I done?" It's happened to everyone.

The situation that you have now is you're going to have people that are possibly going to click the spam button, they're going to report that page. If you're sending traffic this way to offers, that traffic is dangerous. If you're the vendor that's receiving that type of traffic from affiliates, that affiliate is hurting your business. It's possibly going to cause your domain, your URL or your IP address where your website is to get blacklisted. Like I said, this usually is caused by unsolicited, unwitting, or forced traffic. I've learned this lesson the hard way as a vendor.

Usually when we're talking about traffic, driving traffic, it's about making sales. The purpose of learning to drive traffic to an offer is because we want to make money. That offer might be our own product as a vendor, or it might be someone else's product that we're promoting as an affiliate. Nonetheless, it's an offer. When we're talking about dangerous traffic, it's dangerous to you both ways. If you're an affiliate, you shouldn't be trying to drive forced traffic. You shouldn't be forcing people to go. If that person didn't somehow show an interest or if you didn't cause that person to first be interested in the product that you're going to be marketing to them, you're sending very sketchy traffic to an offer. You're not going to convert well. Your metrics are going to be skewed.

As a vendor, I've learned this lesson the hard way because like many marketers, when you first start, you think, "Man, I just need to get as many affiliates as I possibly can. The more traffic, the merrier." That isn't the case because if you start approving affiliates that you don't know and they don't know what the hell they are doing, you got two people who don't know what the hell they are doing, you got a vendor that's just approving anybody as long as they got a pulse, they can market and send traffic to me through your phones.

But if that person is not sending the right kind of traffic, if they're not preselling and pre marketing to that traffic, they're sending you cold traffic. That traffic is going to hurt you not just because it could be potentially dangerous and get you blacklisted, but it's also going to affect your metrics because it's going to be traffic that doesn't convert. It's untargeted. It's people that weren't presold. It's not going to perform well. Now, it's going to count as a lot of hits that don't turn into sales. It's going to negatively affect your metrics or your statistics for the product and those statistics are what big affiliates look at when they're deciding whether they're going to promote your product. Again, bad traffic can be dangerous in various ways.

You're going to hear me talk about types of traffic and ways of getting traffic. There are three types of traffic. Later, you're going to hear me mention three ways of getting traffic so don't confuse the two.

The three types of traffic are evergreen, transient and viral. Evergreen traffic is traffic that's consistent and perpetual. It's something that's just constantly coming in. For example, you set up a lead acquisition on a particular website that's constantly frequented by new people and now all of a sudden, you're constantly having an evergreen source. Whenever you hear the word evergreen, it generally means open forever, like perpetually open. That's usually what the word evergreen means. Lasting forever, not expiring, not ending. That's what evergreen traffic is. It's consistent, it's perpetual. It's traffic that continues to come in even though you've just set it up one time.

Traffic that is transient is traffic that spikes up for a specific event. Transient traffic is what we see when we do a product launch. When you do product launch, this is a coordinated effort to get a whole bunch of people to click that link around the same time. That usually is a launch date. You might be the vendor in this scheme, or you might be the affiliate, but the launch is planned for a specific date and time. What the vendor tries to do is get everyone of his affiliates, he recruits affiliates, and he sets this all up with them days in advance to get them to mail their list of prospects that they've presold obviously because these are not cold people. These prospects know the marketer that they're subscribed to. It's not cold traffic, it's warm. Your product is being recommended to people that ask to be on a list of marketers that typically recommends products. He or she is going to endorse your product in an email before sending you that visitor. This person is warm. This is a warm lead.

Cold traffic is a little bit different. It's traffic that somebody is just sending right off the internet through maybe an ad or doing some form of keyword targeting. These are people that don't know and until right now, this moment when they clicked, they didn't even care. That's transient traffic. It's usually timed towards a specific launch date, and it spikes up and then it quickly dies down.

Viral traffic is usually customer or prospect referred traffic. When things go viral, it's because the people that are visiting it are spreading it at the same time. That's generally what viral means on the internet. I'm going to recommend that anything that you're doing, whether you're an affiliate or you're a vendor, you should strive for it to go viral. I teach this in both the vendor side and the affiliate side. We've been very, very successful.

Nobody's done viral affiliate stuff in the internet marketing space the way and I have. We're the trendsetters in viral traffic when it came to affiliate promotions of creating contest for prospect on product launches not for affiliates but for prospects that were going to buy the product. We've done this so successfully to the tune of hundreds of thousands of dollars per campaign.

The cool thing about viral traffic is that it's generally free traffic because it's the people that are arriving at your website that are inviting more people to arrive at your website and so on and so on. When you strive to create those kinds of processes in your marketing, you're going to be very, very successful. You're going to, in essence, use viral traffic to create evergreen campaigns.

Let's talk about the acquisition of traffic. All traffic is going to come at a cost. It gets under my skin when people are like, "Oh, no. I just want free traffic." Listen, what you think is free traffic is the most expensive traffic of all. Traffic comes at a cost, and you must choose the currency that you're going to use to pay for it. You can pay with money, or you can pay with time. To me personally, I know that when it comes to time and when it comes to money, there's only one of those two things that I can make as much as I want to of. You don't have the ability to make time like you could make money. When you ask me what would you rather pay this with? Would you rather pay for this with a week of your time, or would you rather pay for this with \$100 out of your bank account? I'll choose the \$100.

Unfortunately, most people, me included, when we start out to build a business, for some reason we got it in our head that it was a good idea to build a business when your flat broke. Like, "Oh, I'm flat broke. My car is about to be repossessed. I'm about to get evicted and I think this is the perfect time to start investing in a business." It's ass backwards, but unfortunately a lot of people find themselves in that situation when they turn to the internet to make money. No smart businessman, investor, or entrepreneur would go into a money-making venture or any kind of investment when they're in a bad situation in their lives. It just makes no sense but unfortunately this is what we see. Because of that, most people choose to try to compensate for the lack of money by putting in time, and then they complain when things aren't working instantly for them.

I was recently talking to one of my friends that's made millions and millions of dollars through email marketing. We're talking about the subject of advertising and we're talking about making \$100,000 a month. One of the things he said to me is that "making \$100,000 a month using Facebook advertising or email marketing is super-duper easy, but the thing is that most people aren't willing to invest what it takes to make \$100,000 a month." I said, "What does it take to make \$100,000 a month the way that you're doing it?" He said, "It takes about \$300,000." I'm thinking to myself, "Wow, okay." He goes, "And that's an awesome return. That's a 25% return. Show me any kind of regular investment opportunity that gives you 25% return."

When you start thinking of your business like this in terms of actual business, of the way that business and finance and the real world that operates, not this fantasy that you've created in your head about how you're going to be rich tomorrow because the internet said so. When you start realizing that business is about investment and to make \$100,000 in a month, you need to invest \$300,000. These guys are making \$100,000 in profit through advertising. They're investing \$300,000 a month in ads. At the end of the month, the topline says \$400,000 and the bottom says \$100,000. They made \$400,000 and rotated it in gross revenue but \$100,000 in profit, a cost of \$300,000 in order to make \$100,000.

A lot of people that set out to do a business, they figure, "Well, I'm going to compensate for the fact that I have little or no money by learning how to do everything myself. I'm going to just learn how to do everything myself and I'm going to do it for free traffic. I'm going to learn how to drive traffic for free by spending hours and hours and hours learning SEO and backlinking. And then because these traffic methods are free, they are time consuming, and they are very latent. They take a long time.

The difference is when you invest cash into advertising for traffic, you are getting that traffic right away. If you put \$100 on it today, within an hour you've got \$100 worth of traffic on your site. There are your visitors. You paid for your visitors, here you are. It's like you can go to the store, you can go to the restaurant, and you can pay for the meal, or you can go to the forest and you can hunt it down. One of them is going to cost you money, the other one is going to cost you time. One of them is going to take a lot longer and is a lot riskier.

Let me tell you something, it is not the paid way. A lot of people have this misconception that paid traffic is the risky way. No, let me tell you something. Paid traffic, you pay for that traffic, you're going to know what kind of traffic you're going to get. First, you can order the specific kind of traffic that you want. You can really laser target the type of traffic that you're getting to depend on the type of method where you're buying the traffic. You can get really, targeted traffic that you're paying for. You'll have it instantly. You'll know whether your offer works. You're going to be tweaking that offer and perfecting it by tomorrow, you can be making money with it. If it's right from the get-go, you could be making money with it within an hour.

The other guy, the guy that says, “No, no, no. I’m not going to spend \$100. I’m going to teach myself SEO. I’m going to spend the next month gathering every single bit of information that I can about SEO and then I’m going to spend the month after that trying to rank my site and then I’m going to spend the month after that waiting to see if Google likes my site or not. For three months, I haven’t done a damn freaking thing as far as money is concerned because I’ve got no money to invest. I didn’t want to invest \$100 or whatever it is to buying traffic.” I just want to make sure that you don’t think I’m bashing free traffic. I understand that some people have no choice, I want to say that everybody has a choice but usually most people are choosing wrong. They are choosing to pay with time instead of taking a couple of bucks and putting it into paid traffic.

There are generally three methods of acquisition. We’re going to be talking about those. There’s buying traffic, borrowing traffic, and creating traffic. Buying traffic means that you pay cash for clicks. This is also referred to as PPC or pay per click advertising. This can also be solo ads or media buys. Pay per click advertising is when you go, and you run an ad on a platform like Facebook. You can run those little ads on the side of Facebook, a very easy thing to do and very profitable. They have rules that you must follow, but the cool thing about tapping into the Facebook user base is that there are hundreds of millions of people that you can tap into. It’s very easy to target them. It’s expensive traffic though. It is expensive traffic, but you get it instantly.

Solo ad traffic is when you approach an email marketer that has a mailing list, that has built a mailing list through various methods, and they have these lists of people, and they offer to email that list for you in exchange for a fee. They will send you clicks to your site in exchange for a fee.

Media buy would be banner ads, video ads. There are different types of media that you place on different networks that go and buy ad space on highly trafficked websites. There are literally advertising firms just like there are advertising firms that you can buy billboard space on highways. There are advertising firms that sell billboards space on websites. You can put all kinds of videos and banners and stuff like that. Those are generally the types of traffic that you can buy.

Borrowing traffic implies a joint venture. Traffic fusion with another affiliate or a JV partner, somebody for example will put a banner for your product on their download page in exchange for you putting a banner of their product on your download page. When someone buys their product, they get to their download page to access the product that they just bought, and they see an advertisement for your product. Now, when your traffic comes to your site and buys your product, they might see an ad for this. This is called fusion of traffic. You’re sharing one another’s ads inside of each other’s website. Just like barter, if you will.

Another thing and another way to borrow traffic, the most common way that we see in our space would be scheduled promotions or ad swaps, if you will. That is where I contact an affiliate and I say, “Hey, listen man. I’ve got a launch coming on this day and this time. I’m going to be doing a

giveaway. I'm going to be doing prizes. I'm going to be doing this. I'd like for you to promote my product on that day." And they schedule a promotion for you. Usually, there is an incentive. There's gotta be something in it for them. Maybe they're going to be competing for a price. Maybe you've promised to promote their product for their launch that's coming up or something like that, but generally ad swaps, this is where we're swapping ads. We're swapping an email promotion. I promote for you, you promote for me, or we're swapping some sort of banner or some way fusing traffic in one way or another.

The third way, we spoke about it a little bit earlier. It's creating your own traffic. This is powerful. It's very time consuming. Creating your own traffic is powerful because once you've got this, it generally tends to be targeted. I must tell you this. It can be organically created through SEO, but man I am going to advise you to stay away from SEO. SEO when it comes to internet marketing and affiliate marketing, it's just such a time hog. I'm saying this because of my personal choice, my opinion. I've gone the SEO route. I tried it and it was just tedious. You're always trying to juggle and trying to appease the search engine. Everything can change in a minute's notice when they change their algorithm. It's tedious, it's time consuming, it takes a while for it to happen. It's competitive, you're competing with other people for keywords. You got to rank higher than them. Why bother with all that stuff?

One way of creating your own traffic is building a list. Building a list of customers is probably the most powerful way to create your own traffic. It's like a license to print money. When you have a mailing list of customers or prospects, people that have opted in or given you their name and email and said, "Hey, mail me with information about stuff." When you mail them, you make money. It's that easy. Send emails, make money. The more emails you send, the more money you make. That's just the way that it is. If you're not building a list, then you're probably doing the wrong thing because everything that you should be doing online should be geared towards building that list. Building a list is time consuming, unless you buy the leads. That's another option for you.

When it comes to the type of marketing that I'm talking about here and creating your own traffic, building a list is something that we do through squeeze pages. It's something that we do through providing value first. I'm not referring to buying leads, I'm referring to providing value and creating an ethical bribe in exchange for someone to give you their name and email and subscribe to your list and now you can market to them. Doing that, especially in the beginning until you've learned to master traffic, building a list is time consuming, it's tedious. It took me three months to get the first 700 people on my list. To do that, I had to create products to give away for free. I had to sign up to a whole bunch of free giveaway events and do all kinds of things, build squeeze pages and do things like that to get people to start giving me their name and email so that then I would have the power to send an email and make money on command.

These are tedious endeavors. Both SEO and list building. I think every single one of you should be building a list. I don't care if you're doing this as a vendor or doing this as an affiliate. You should be building a list. I don't think any of you should be focusing on SEO regardless of whether you're doing affiliate marketing or vendor marketing. SEO, that's just a trap for somebody that's new. That's my opinion. You can ask 10 other marketers, you might get 9 other opinions, that's just what I'm recommending to you.

One thing that I will mention to you, whether you're buying the traffic, borrowing the traffic, or creating the traffic, one thing to be sure is don't waste the damn traffic. Wherever you are sending traffic to, capture it, collect it, retarget it and monetize it repeatedly. Nowadays, there are so many ways of capturing traffic. If you're sending traffic to a page, whether you're buying it, borrowing it or creating it, traffic is precious. Whenever it gets to the target page, you should be seeking to capture it, seeking to get people to enter their name and email, seeking to drop a pixel on their computer set, a cookie, do whatever you need to do to be able to retarget them.

There are applications that you can use to retarget people. I'm sure this has happened to you when you visit a site and maybe you were shopping. This happened to me recently when I was buying a lamp. I was shopping for a specific type of lamp to do lighting for my videos. I had done a Google search, and I went to this website that specializes in this type of LED lamp for photography. After I visited that website, it seemed like every website I went to after that had a banner ad for that light. It was like I would go to YouTube, there's an ad for the light. I'll go to the TechCrunch, there's an ad for the light. I go to Mashable, there's an ad. Would you believe I go to Facebook and there's an ad for the damn light, the exact light.

This isn't random and this has probably happened to you. You're being retargeted. When you visited that website, the site set a little cookie, a pixel on your computer, and now they can track you. They can track where you're going on the internet. The next site that you're at, they can market to you. This is the technology that you should be using as a vendor. Even as an affiliate, you can be using this certain technology when you run ads to bonus pages and things like that. What happens now is you'll be able to advertise to people that have already shown an interest. Thereby, your conversion and your return on your investment in that advertising traffic is going to be very high because it's hot traffic. They qualify. They've shown an interest, they've taken action. They've visited a page where you set a pixel on them, this is why we do that.

I want to talk about affiliate links and metrics. There are two things that I still want to cover here. First and foremost, affiliate links are referral links. There's a product or an offer. It's on the web. You want to get somebody to buy it. You need a way to send them there and you can't just give them the URL to the website because how is the vendor going to know that they came through you? The way that a vendor knows that a person came through you is by using an affiliate link. That's how you refer to people. We get these links from affiliate networks. Usually, products are listed on an affiliate network. I use JVZoo. There are other networks out there. There's ClickBank.

There's DealGuardian. There are a few others. There are a lot of others but JVZoo is the one that you should be using. When people click your link and buy the product, the network pays you a commission; simple, self-explanatory.

There are things that we do with our affiliate links. Obviously, you want to saturate the internet with your affiliate link. There are right and wrong ways of doing it. Cloaking is a tactic that we use to disguise that link. Affiliate links, I don't know if you've ever seen an Amazon affiliate link, it looks like this giant, they must have like 100 characters in it, scary. It's like you click the link, "Wait a second. Where am I going here? If I click this, am I going to be taken to porn or something? Where is it going to go? It says that it's going to go to the lamp but what are all these other letters and characters?"

Cloaking a link is disguising it so it doesn't appear to be a long, scary and intimidating thing. We use a tool called Pretty Link to shorten and track. Pretty Link is a Plugin for WordPress that allows you to create subfolders. What happens is let's say my website is My Unfair Advantage. I can create a Pretty Link using this Pretty Link Plugin and that link, I can take my affiliate link, and I can paste it into Pretty Link and then Pretty Link gives me a vanity URL so to speak. That vanity URL is something that I can name. I could name it myunfairadvantage.com/lamp. What happens is whenever I share my link, they're seeing the URL, the domain says <https://theeducatedaffiliate.com/map/plr>. Somebody that's reading that domain is like, "Oh, okay. I'm going to see some PLR that will make me more educated as an affiliate marketer. It almost relieves apprehensions before they even click on the thing because we all know it's about preselling and you don't want to must sell somebody that's scared, that was scared to click.

Cloaking is a way that we disguise clicks. We shorten them and make them a little bit prettier. Another thing that cloaking does, and by the way you noticed, I mentioned this in the product bullet with certain tools for cloaking they also have built in tracking so you can go back and since you've created this little linking mechanism, it keeps track of how many people have clicked on it. Tracking is usually performed by the networks, the affiliate networks like JVZoo and what they do is they use something called cookies.

You probably heard the term clear your cookies. That doesn't mean chuck up your lunch on the floor. Clearing your cookies means erasing little bits of information that websites are storing on your computer. When somebody visits a website through an affiliate link, the network sets a cookie for that affiliate and that product on the user's computer. Essentially, the network has set a little post it note on that computer that says, "This computer visited The Educated affiliate through Damo's affiliate link. If anytime in the future when the person that owns this computer is buying a digital product from The Educated Affiliate, one of the things that the buy button on every website does is it looks on the computer that's purchasing to see if there's an existing cookie to credit that affiliate with that sale. What happens now is your computer is loaded with a whole bunch of cookies that were set for different purposes. This cookie application that we're

talking about is for crediting affiliates with sales. These little bits of information are what keep track of who gets paid for what.

A lot of affiliates use their own tracking methods. Like I was just mentioning Pretty Link and things like that, but cookies are more so for crediting affiliates than they are for tracking. They are also used for tracking. We'll know a lot more about the device and the people and things like that by setting cookies. But for the most part, this is how we track who sent the referring affiliate, who was it exactly that sent the sale.

Let's talk about redirecting an affiliate link. When you apply a method of pointing or moving the user from one site to another, this is when after they have acted. Redirecting someone means they're on this website and they do something and then they're automatically taken to another site, that is redirecting the traffic. This can be done effectively, and it can also be done in a way that freaks people out because you don't want to all of a sudden, I'm on this website and all of a sudden, I'm on this other site that I was not interested in or whatsoever.

Redirecting plays a role when you're creating affiliate links because for example, I redirect people when they exit my bonus page. If somebody closes out my bonus page, I automatically do a redirect using my affiliate link to the target page. It's not generally going to upset people because they were already on a page where I was explaining to them that this is a bonus for the product that's for sale. When they leave, I redirect them. I put my affiliate link on the redirect. They didn't click the button to go and buy the product through my affiliate link, but I redirected them through my affiliate link, so I set my cookie on their computer without them even realizing it. If that person ends up buying that product later, I'm going to be credited with that sale because my cookie is sitting there because of the redirect.

Spreading your affiliate link around the internet is the key for getting clicks. You've got to be weary of using methods that could get you banned from groups and forms. One of the biggest newbie mistakes that I see made all the time is people, they're like, "said I've got to get a lot of clicks to this link in order to make sales." Yeah, you do but it's got to be the right clicks. The wrong thing to do is to jump into a place where a conversation is taking place and then just interrupt and be like, "Hey, hey. Click this." You're going to be seen as rude. You're going to be banned. That's viewed as spam. That's like showing up at someone's birthday party and whipping out your whiteboard and trying to do an Amway presentation. That doesn't usually go over very well.

Let's talk a little bit more about dropping cookies. As an affiliate marketer, a cookie is your affiliate marker. It's a little marker that gets set on the visitor's computer. The reason I want to talk about this a little bit more is because cookies are the methods by which affiliates make money. It's the way that you get paid. Most affiliate networks work on a last cookie basis. Obviously, last cookie implies that there's also a first cookie basis. What that means is that if multiple people are promoting the same product to the same potential buyer, which happens all the time, don't

ever think that the people on your list are only on your list. You could say to yourself, “Oh, I don’t mail my people on Sundays because that’s just rude.” No problem because somebody like me is going to be mailing them and they’re on my list so guess who they’re going to buy from on Sundays? It isn’t going to be you because you don’t mail. They’re going to buy it from me or somebody else. Trust me, they buy. People buy products on Sunday so don’t be that silly marketer that thinks, “It’s offensive to mail on Sundays.” Don’t do that.

Networks tend to work on the last cookie, at least the good ones do. I would never work on a first cookie network. The last cookie means that the last person that moved that traffic, that stimulated that prospect, is the one that gets credit for the sale. In the natural order of things, in the natural universe, that’s the way that sales should work. I’ve had an argument with people that don’t understand sales. I’ve had arguments with them like, “No, I sent the person there first. I should get the sale.” Yeah, but you failed at getting them to buy. You didn’t get that person to buy. “Yeah, but I worked hard.” Yeah, but you didn’t work hard enough. I came along and I got them to buy so I get credited with that sale. “Yeah, but that’s not fair.” The world’s not fair, honey. You don’t get a trophy, cupcake. Relax.

When you’re going door to door, this is a very important lesson that you learn. I can go to somebody’s house, and I give them my pitch and they don’t buy. I just didn’t convince them. I wasn’t persuasive enough, maybe I didn’t look right. Maybe I looked like a gizmo I had on my shirt on top and I just looked terrible. My presentation just wasn’t good, and the person didn’t buy. And then maybe another salesperson could come by tomorrow and she knocks on the door and they love her and they buy from her. Do you think it’s fair for me to say, “Well, you know what, I should get paid for that sale even though you made this. I should get paid because I knocked on that door yesterday.” Door knocks don’t count. Presentations don’t count. Sales count. The last person that spoke to that person, to that prospect before that prospect purchased, that’s the person that deserves to get the sale.

Just because you visited the store and you said, “Hey, what’s up? Mention my name next time.” Just because you talked to a salesperson today, that doesn’t mean that that salesperson should be the one that gets credited with the sale. If you honestly didn’t have the money and that person sold you, if he sold you well enough, then the next time you come back you’re going to say, “Hey, I was brought by John. I want to make sure John gets credit from my purchase.” That’s John doing his job properly. If John didn’t do his job properly, then the next guy that greets you, he’s going to get credited for the sale because ultimately, he is the one that influenced the purchase. The guy that presells isn’t the one that gets credited with the purchase, the guy that sells is the one that gets credited with the purchase and that is the way that it should be. If you set it up any other way, you’re removing incentive essentially for people to promote.

Getting a prospect to clear his cookies before they purchase is important so that you don’t get overwritten by another affiliate in the last cookie schema. Here’s what I mean by that. Telling your

prospect that they should clear their cookies before they buy basically says, “Hey, look, I’m the one that’s selling you here. Clear your cookies to make sure that I get credited for this sale.” If they don’t clear the cookies and you haven’t set an overwriting cookie, you might not get credit for that sale because there is no cookie to track you.

For example, if I watched a video where you’re doing a demonstration of the product and you’re referring me to go to buy that product, if I watched that video on my iPad and I said, “Wow, what a great product and says that if I buy, he’s going to give me this and that and the other thing.” But then, while I’m watching the video on my iPad, I typed the URL manually to the website on my computer and then I buy that way. Guess what, is not going to get credit for that sale because you didn’t click ’s link. You didn’t get a cookie set on your computer that told the order button and the network who referred you. And then you’re going to submit a ticket later saying, “Hey, I’d like my bonus.” And I’d say, “Well, shoot me your receipt number so I can check if you bought from me.” And then when you shoot the receipt number, I’d see you didn’t buy from me and I send you a message and say, “Sorry, you didn’t buy from me.” You’ll say, “What are you talking about? I watched your video.” Yeah, but did you follow the instructions?

You must give instructions to people. Tell them to clear their cookies. That way, anybody that has presold them is going to be overwritten. Let them know what you’re doing. Say, “Look, I need to get credited with this sale. If you want these bonuses, then you need to buy through me. I am giving you these bonuses in exchange for the commission that I’m going to make when you buy through me.” When you’re honest and upfront with people about that, then there’s no problem with it. If the person says, “No, I don’t want these bonuses. I’m not going to clear my cookies. I’m going to buy through the other guy.” Then that’s fine.

It’s no different than the salesman in the store. If you didn’t make the sale, say, “Hey, when you come back, here’s my business card. Make sure you ask for me or make sure that you tell my manager at the door that you bought through me.” If that person just shows up and walks up to the shelf, takes the item off the shelf and then goes and pays for it, that’s just regular traffic. They’re not going to give that commission to a salesperson. That could have been just someone that was driving by, saw the sign for the store and said, “Oh yeah, I’ve been wanting to pull in here. Let me pull in and go and buy.” They don’t owe a salesman a commission on that. That could have been sold by a TV ad that the company paid for. The vendor might be running ads and that might just be some organic traffic. You must make sure that you’re telling people to clear cookies.

Speaking of cookies, there’s something that can be done called hard coding cookies. Hard coding cookies is something cool that some vendors do. What that means is they basically tag your referrals. You send them a customer and then they put some technology in place on their site where now the vendor can track any future purchases from that same customer and credit you with those purchases as well. Pay you commissions for life on anything else that they buy. That’s

also cool and that's called hard coding, but that's done on the vendor's side. It's not particularly done on the prospect's computer.

Stuffing cookies. This is something that's done on the prospective computer and this is done by not so cool marketers. Cookie stuffing is when prospects are tricked. There are various ways of doing this, but they're tricked into clicking something that overwrites the cookie. They weren't sold by another marketer, the cookie wasn't purposely overwritten because the offer or the sales pitch was better from another marketer, but rather because that other marketer used some clever trick to overwrite cookies and inserting their own cookies.

We used to see this all the time with vendors that are stupid enough to have comments open on their sales page. That is the stupidest thing. People say, "you know what, it's that social proof, dude." That is just silly. I don't do that. I'm not saying that it's terrible to do but we see cookie stuffing in all those scenarios. That's where cookies get stuffed. People put them in comments. People insert little images and little tags, and these hackers are getting better and better, and they find ways of inserting cookies on the comments that are on the page where the buy button is. You're literally allowing people to insert text and code and stuff into a field on your order page. Why would you do that? "Oh well, "because it's cool for social proof." There are like a million other ways to show social proof and fear of loss and indifference and greed and sense of urgency. Why would you open up comments on an order page? It's now going to a separate page to see reviews and things like that.

You know where we see this as prevalent? WSOs in the Warrior Forum. This used to be a big, big problem. I haven't been in there in a long time because it's just a public toilet, so I don't go in there anymore. I'll tell you what, a lot of people would go and stuff cookies for WSO products in the comments. They would literally steal all the credit for all the sales until they got found out and then they would shut down and they would delete that cookie and then they just go create another account and do it all over again. This is perpetual hunt to kill the cookie stuffer. Stuffing cookies is something that can happen, and there are so many ways. I've seen people stuff cookies on the play button for a video. There are clever little tricks and stuff to know. It's just something that I wanted to cover in this section, so you know that that's out there. That's happening. You don't want to be one of the people that does that.

Tracking. I mentioned tracking being handled by the affiliate network, but you can also use certain software to do this. Most browsers allow you to see cookies that you set. You can go and see the cookies that are on your machine right now by going to your browser settings and displaying the cookies. You could see and you can clear them. You can clear the history and clear the cookies and clear the cache of your browser. That's what I recommend to people. I literally give people instructions on my bonus page on how to clear their cache and their cookies before they buy through me.

What does this have to do with tracking? When you're doing tracking for yourself, as your business gets more and more advanced, you're going to want to be keeping track of who's clicking on your links, how many of those clicks got to the target page, how many of those are converted. I do this in different ways. In my email, for example, in my auto responder, I can see how many people open my email, how many people clicked my link and now I can take the number of people that click my link and compare it to the number of visits that I've gotten. If I see that there's a mismatch, if I know that I've gotten 100 clicks on my emails, my autoresponder says you've got 100 clicks, and then I look at my metrics on the sales page or on the affiliate networks and it says there's only been 10 clicks, there's a problem. Where are my clicks going? There's an issue going on that needs to be investigated.

When you start doing these promotions and you're setting cookies and you're looking at different platforms and you're using an affiliate network plus you're using an auto responder, maybe you're using something like Pretty Link, you're adding several redundancies in there to check you and track your clicks and conversions.

Speaking of clicks and conversions, let's explain exactly what the differences are. Clicks are the count of users that have pressed on your affiliate link to get to the target page. Those are clicks. Anytime somebody clicks that affiliate link, the link itself is what's counting the clicks, not the target page. You might say, "Shouldn't they all get to the target page?" Yeah, but visitors and clicks are two different things. The amount of people that click a link is pertinent in one regard and the amount of people that land on the website is pertinent in another regard because for example, the same person that you've set the same cookie on could click that link 10 times. That's going to count as 10 clicks but only one visit. Does that make sense? Even though they go to the site multiple times, it's going to count as just one person.

Hits are the number of total impressions. How many visitors are robots? That's another thing. This is the reason why there are visits and there are different types of visits. There are unique visits and then there's just hits. Hits are how many times something or someone has landed on the page. A hit can be how many people have clicked through a link to get there and how many robots have visited. There are tons of robots crawling the internet. All the search engines have robots out there clicking. There are all kinds of tracking robots out there and there are literally programs that visit and scan your website. When they get there, that hit counter is counting that visit as a person. This skews your metrics. If you had 20 robot visits today, and you only had 2 human visitors, you got 22 hits. If you're looking at that and you're like, "Well, 22 hits, I'm converting at 1%. I should have made a sale. Why haven't I made a sale?" Well, because 20 of those people weren't human. 20 of those hits were not human. The important thing to remember is that hits are measured at the target site, not at the link. Clicks are measured by the link; whatever technology is being used to put that link in place.

Visits are the total impressions, but visits are unique. Unique visits typically don't count returning users from the same IP address. Remember, every single computer that's on the internet has its own IP address, its own internet protocol address. It's a string of numbers. Every single visitor, whether it's a robot or it's a person, they originate from a computer. They are all traceable by their IP address. When it comes to differentiating unique visits versus hits, what is usually a platform or whatever mechanism you're using to count these visits, what it does is it looks at the IP address. It says, "Okay, this IP address has been here 10 times so we're not going to count it as 10 clicks. We're going to count this as 10 hits. You could have one number that represents clicks, another number that represents hits and a completely different number that represents visits. Visits tend to be the more accurate number to use when dividing metrics.

What kind of metrics do we divide? There are two primary metrics that we want to look at when deciding whether an offer is converting, whether it's doing well, whether we should promote it. The first and most important of all is called EPC. That represents earnings divided by clicks. It predicts how profitable an affiliate might be. If I look at an offer's EPC and it's \$2 per click and I know based on my list and the history that I have in my email marketing, I know that I can send 200 clicks per email, then I know if that thing has \$1 EPC, I'm going to make an average of \$200 per email that I send to that product. EPC is the most important metric that an affiliate looks at when making the decision of whether to promote a product but it's not the only metric.

The other metric that we look at, and it's second to EPC, would be conversion. How well is that page converting visitors into buyers? A conversion rate is the percentage or ratio of action takers to non-action takers on a given site. The way that the networks generally arrive at this is they divide clicks by buyers. Okay, so how many clicks got to the page? How many clicks did the link get, and how many people bought on the page? When you divide those two numbers, you end up getting a conversion ratio. These are the metrics that we usually see in the stats column, in the stats section of JVZoo and most affiliate networks. You've got clicks. You've got hits. You've got visits. You've got EPC. You've got conversion. They're the main ones that you should know about.

Remember, traffic, it's not necessarily a stream of moving targets that you're going to be showing a billboard to but rather traffic is a congregation of likeminded prospects that you must infiltrate. They're hanging out in the mall, they're there. They're not necessarily going from one place to another as the word traffic implies. Traffic can be bought, it can be borrowed, or it can be created but ultimately all traffic must be paid for with either time or with money. Ultimately, you're going to must choose which of those currencies you value the least. I know that in my case, I can always make more money, but I can't make more time. To me, every opportunity that I must pay for traffic, I will take that opportunity. I would choose that opportunity over investing my time.

With that said, I'm going to end this with saying don't put the cart before the horse. A lot of people go out there and they create a product first or they go find the offer first and then they go nuts trying to create traffic for the offer. Instead, the right way to go about this to be successful at

affiliate marketing and at vendor marketing, the right way to go about this is to find the traffic first. Find the congregation of likeminded prospects that you're going to be infiltrating. Once you infiltrate them and find out their likes, their desires, their wants, their needs, their problems, go out and find now the offer that they need and put it in front of them. That is how you're going to be much, much more successful. I hope you've enjoyed this presentation, and I look forward to seeing you in the next video.



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