

How to Make \$erious Money Using Viral Affiliate Marketing

Affiliate Marketing Techniques Guaranteed to Make You Money Quickly

You don't need to have a large e-mail list or a website that gets a lot of traffic to make money online. You can make serious money without either of these things just by using other people's e-mail lists. It's 100% legal, and everybody wins.

This eBook will show you, in detail, how you can start doing it today in just a few easy steps. It really works and you will be amazed at how easy it is once you understand the model.

We will also show you how to recruit large numbers of second tier affiliates so you can double, triple or even quadruple your personal sales income.

Affiliate Marketing Basics

If you already know how affiliate marketing works, skip this section and go to "How to Find Second Tier Affiliates". If not, it's critical that you understand this first.

Affiliate marketing or referral marketing is very simple. A company says, "If you will sell our product, I will pay you X% commission". It really is no different than a real estate salesman or even an MLM. You get paid for a sale, and only for a sale.

The Futures Trading Secrets Affiliate program works exactly the same way. When you sign up as one of our affiliates, you'll get a series of special marketing e-mails and banners from me that contain a unique link with your affiliate ID. If you send one of these e-mails to your mailing list and someone from your list clicks on your unique link and buys one of our products, I'll pay you 35% of the sales price as a referral commission.

[To join the Futures Trading Secrets Affiliate Program, click here now](#)

First Tier Affiliate Sales

Here's a more specific example. Say you have an e-mail list with 5,000 people.

You send an e-mail to them that we've written with your affiliate link already embedded into the email. 40% open and read the e-mail (this is a typical open rate). That's 2,000.

30% of those actually click on your affiliate link. That's 600 that actually go to our sales website.

Of those, 2% actually buy our \$997 futures trading course, Futures Trading Secrets.

That's $12 \times \$997 = \$11,964$ in sales. 35% of that is \$4,187.00. That's your commission. All for sending one e-mail.

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You do the math if you have a larger or smaller list. We will talk about list building a little later in another email. A bigger list equals more money.

Second Tier Affiliates

Now let's take it one step further. If you don't have an e-mail list yet, it's going to be hard for you to make first tier sales. Most affiliate programs are 2-tiered. This means that if you sign up as an affiliate and refer someone else to me, and that person signs up as an affiliate, then you get a second-tier commission for everything that they sell. Again, this is what you are really looking for to leverage your time, effort and your bank account!

Here's an example of using second tier affiliates. Let's assume you know someone who has an e-mail list with 10,000 people that actively promotes futures, stock, option or currency trading courses. You simply send them an email promoting the Futures Trading Secrets course with your special link that lets them sign up for our affiliate program.

You can get all types of recruiting information in your affiliate resource center. There are two affiliate programs, one for product sales (Default Affiliate Program) and the Affiliate Recruiting Program. This is the one you want to use for adding your second tier affiliates. Now you get this person to sign up. They are now on your second-tier.

1. Your new second tier affiliate sends an e-mail to their list with their special affiliate link.
2. Using the example above, say they make 20 sales x \$997 = \$19,940 in sales.
3. We pay them \$5,929 (35%) in first tier commissions.
4. But because they're on your second tier, we also pay you 20 x 997 x 10% or \$1,994.00 in second tier commissions! That is a house payment or a car, a boat and some toys each month your second tier affiliate emails his list!

Not bad for just referring one quality Internet Marketer! Because of the automatic tracking cookie used

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by our system, every time your “second tier” affiliate makes a sale, you continue to get paid 10% in commissions.

The other great thing is the cookies that reside on the computers of people who receive your emails and your second tier affiliates email last for 900 days. So if any one of those folks who opened the email and visited the Futures Trading Secrets website ever decide to purchase the course in the next 900 days (almost 3 years) you and your second tier affiliate collect the fee.

Here is another profit example to consider. We assumed over 1500 people actually visited the Futures Trading Secrets website from the one email from you and one second tier affiliate. If 2% of those purchase the course, you make another 30 sales, the combined residual income from one mailing each could be as much as \$6,081 from your emails! As you can see, the residual part of an email is just as great as the first email.

Because we send out additional emails to referrals who visit the website, we know that many purchase after 1-7 emails (we give them 20). We have students who watch our website sometimes for months and then purchase, so we know this is a realistic scenario for any affiliate.

This is how to use other people’s e-mail lists to make lots of money online. So the real question is how many **Quality second tier affiliates** can you find to work the system for you?

How to Find Second Tier Affiliates

Now that you understand affiliate marketing, here’s how you can do this with any market and any affiliate program online. Simply put, what you’re going to do is sign up for an affiliate program where you want to recruit second tier affiliates for your affiliate program.

After that, you’re going to search for other affiliate programs, sign up for those, and then recommend your main affiliate program to the manager of all the other affiliate programs.

The reason you sign up for other affiliate programs is to build rapport with the affiliate manager. These people get a lot of e-mails, so a quick way build rapport is to first sign up for their program. This shows that you’re serious and want to help them out. Confused? Don’t worry; it will all make sense shortly. Here is the step-by-step process.

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1. Choose a market that already has people selling products with affiliate programs. This is really important. How? Go to www.Google.com and search for 'affiliate program directory'. You'll find a bunch of sites that list affiliate programs. Look for only 2-tiered programs that pay at least 35% and 10%. Ideally, you also want a product that sells for at least \$150. The higher the better. Good markets are futures trading and real estate investing. You're looking for 'info products', or information products. These are basically 'how to' courses and eBooks.

2. Find an affiliate program that is 2-tiered and pays at least 35% and 10%. Ideally, this program is for a product that sells for around \$300-\$500 or even more. If you can find evidence, testimonials, or ratings as to how this program performs and pays, this will help. Sign up as a first tier affiliate for this program. If you aren't given a special link that will let you recruit second tier affiliates, ask the program manager for this link. If they can't give you one, find another program. This is critical.

3. E-mail other affiliate program managers your special link that lets you recruit second tier affiliates. Go to Google and search for products that are in your market and directly compete with the product you signed up for in step 2. Ideally, look for products with their own affiliate programs. Sign up as a first tier affiliate for all of these. Why? Not because you want to market their products at first, but because it's going to be easier to communicate with the program manager if you're already an affiliate of theirs.

4. After you sign up as a first tier affiliate for other programs, you'll get all sorts of welcome e-mails from them. Reply to the first or second e-mail, tell them how excited you are to begin marketing their product, and recommend that they sign up for the main affiliate program you're trying to market (the one you signed up for in step 2). Present them with all the stats, ratings, and testimonials. That's it. Repeat this step and e-mail as many affiliate program managers as possible. Every time they sign up on your second tier and make a sale, you'll get credit!

The reason you're looking for competitors of your main affiliate program is because most affiliate marketers actively market their competition's products to their own e-mail list. Why? Because they're only going to sell their own product to about 10% of their list, at the most. The other 90% they want to market other products to in exchange for an affiliate commission. So, you're signing up second tier affiliates who are active and hungry. This is critical.

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Guide to Affiliate Riches with Futures Trading Secrets

Now that you understand the general overview, here's a specific, step-by-step plan that will let you quickly and easily begin to earn second tier, 10% commissions for our \$997 Futures Trading Secrets product. This means that every time you refer another to me, and that affiliate makes another Futures Trading Secrets sale as your second tier, I'll pay that affiliate \$348.95 for every sale, and I'll pay you \$99.70!

The main product that we sell is Futures Trading Secrets (www.futuretradingsecrets.net). If you're not used to these types of sites, don't let these long copy sales page websites scare you. They work like a charm and have been proven to sell products better than any other type of website out there.

If you are really not comfortable with this format then you can also select www.futuretradingsecrets.com but you must notify us so we can change the default connection for your affiliate ID.

When a potential purchaser signs up for our Free Trading Lessons, he automatically gets sent back to the www.futuretradingsecrets.com website anyway, so you have multiple ways to sell to him and earn a commission. We recommend you sign up for our Free Trading Lessons to see how effective these emails really are. Besides, you will now know what your prospects are getting from us.

In less than a year, we've paid out over \$50,000 in commissions to our affiliates. We've paid our top second tier affiliate over \$10,000. This means that all he did was send e-mails with his special affiliate sign up link to other affiliates. \$10,000 isn't bad for sending a handful of e-mails.

1. Pick an e-mail address to use for all affiliate signups and communication. You're going to get a lot of e-mails when you enter the world of affiliate marketing. I use our primary e-mail address, but you might not want to receive tons of e-mail to your primary email address. If this is the case, just set up a free Gmail (www.gmail.com), or Yahoo (mail.yahoo.com) e-mail account.

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Tip: If you're setting up a new e-mail address, you may want to make the name relevant to the industry you're working in. In this case, we're selling futures trading products, so something like "futurestradinginfo@gmail.com" or "bestfuturesinfo@yahoo.com" might catch the eye of a potential second tier affiliate better than your own name. This isn't crucial, but something to consider.

2. Sign up for the Futures Trading Secrets affiliate program. Go to <http://www.futurestradingsecrets.com/ap/affiliateprogram.html> , follow the prompts and fill out the Affiliate Signup Form. Make sure you use a valid e-mail address. You'll receive a welcome e-mail with your username and password.

- Sign in to the Futures Trading Secrets Affiliate Resource Center to get your special affiliate referral link that will let you sign up second tier affiliates.

- Go to Futures Trading Affiliates

- Click on 'Affiliate Sign In'

- Enter your username and password from the e-mail you received in Step 2.

The Affiliate Resource Center contains marketing banners, e-mails, and other copy to help you market the Futures Trading Secrets Course. You can also get reports showing your commissions. For now, click on 'Get Links' at the top of the page. Then, click on 'Get Links and Marketing Tools.'

3. Scroll down and find the Choose a Program named 'Affiliate Recruiting'. There's a text box with a line of HTML code that contains your referral link. Highlight just the actual link portion of this by clicking and holding with your mouse (shown in yellow in Figure 1 below). Be sure you don't select the double quotes. Then press Control-C to copy it.

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Futures Trading Secrets

Affiliate Login

User Name:

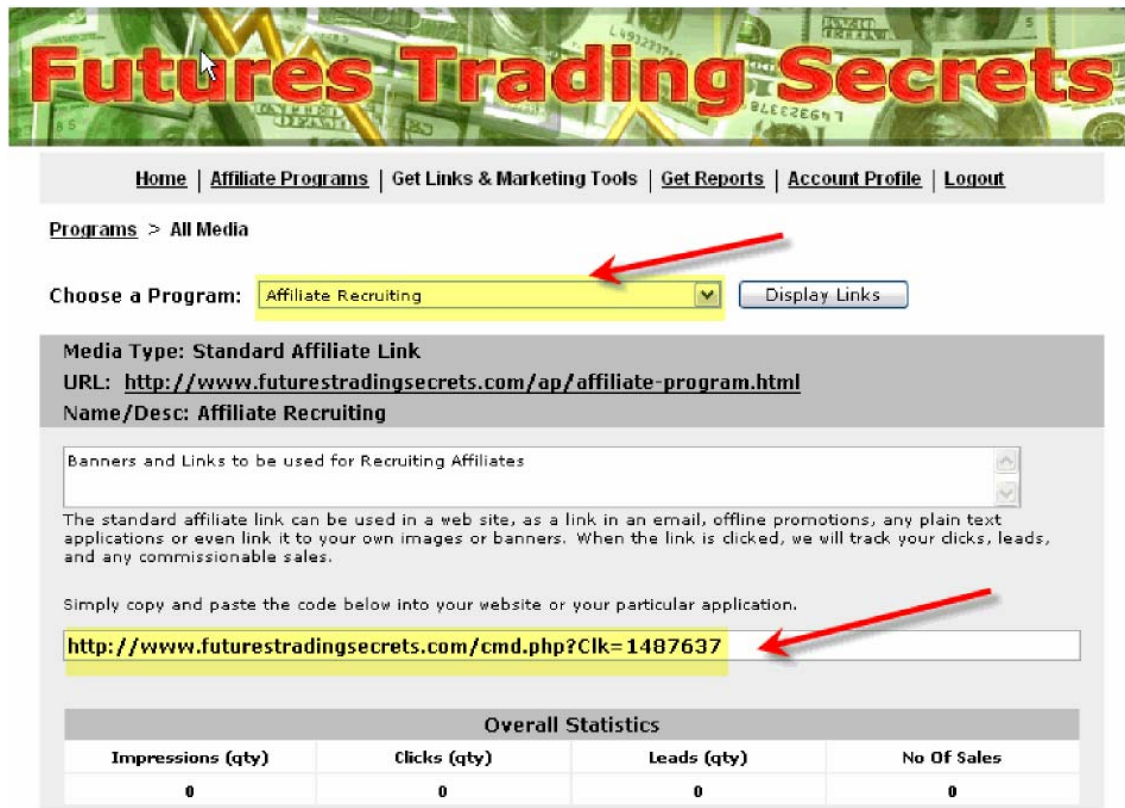
Password:

Don't Save Your Password

Lost your password? We'll email your password to you.

Email Address:

*This website uses cookies and Javascript, and won't function correctly unless you have them enabled in your browser.



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[Home](#) | [Affiliate Programs](#) | [Get Links & Marketing Tools](#) | [Get Reports](#) | [Account Profile](#) | [Logout](#)

[Programs](#) > All Media

Choose a Program:

Media Type: Standard Affiliate Link

URL: <http://www.futurestradingsecrets.com/ap/affiliate-program.html>

Name/Desc: Affiliate Recruiting

Banners and Links to be used for Recruiting Affiliates

The standard affiliate link can be used in a web site, as a link in an email, offline promotions, any plain text applications or even link it to your own images or banners. When the link is clicked, we will track your clicks, leads, and any commissionable sales.

Simply copy and paste the code below into your website or your particular application.

<http://www.futurestradingsecrets.com/cmd.php?Clk=1487637>

Overall Statistics			
Impressions (qty)	Clicks (qty)	Leads (qty)	No Of Sales
0	0	0	0

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Affiliate Resource Center for Bill McCready (ID# 73544)

This area is where you quickly and easily get all the marketing communications 'Media' you need to sell online. Click on the Menu bar above to find the following information:

Programs – Click on this link to review available Affiliate Programs for your promotions and campaigns. This is where you'll find everything from text links to classified ads and various display advertising from banners to pop up ads.
Select and use this Media to attract prospects' attention and increase your sales.

Reports – Click on this link for complete, real-time tracking and comprehensive reports of all your traffic, clicks, leads and sales. New 'in line' reporting has been added to each individual Affiliate Program and Media type.

Account Profile – Click on this link to edit and save your Account Profile information, including your contact information. This is also where you change your password and find the Terms of Service.

Affiliate Resources Profile – Click on this link to find additional resources.

Logout – Click here to exit the Affiliate Marketing Center area.

4. Now open up a simple text editor or word processor. If you're using Windows, you can use Notepad (Click Start, Run, then type 'notepad' and click 'OK'. Type Control-V to paste your affiliate link into the text editor).

5. Highlight the sample e-mail text from Figure 2, type Control-C to copy it, and then paste it into the open text editor with Control-V. The text is shown below.

6. You may modify it to suit your taste, however, this format has worked very well for many of our affiliates.

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Title: High Paying Affiliate Program...

Dear [Insert Prospect Name Here]

I recently signed up for your affiliate program and I look forward to building my email list and marketing your products and services.

From one affiliate marketer to another, I just found another great affiliate program that you might be interested in. They have a great futures/Forex information product that sells for \$997 and pays 35% and 10% on the second tier. That is \$349.95 and \$99.70 per sale.

In the last few years they have paid our over \$50,000 in commissions to their affiliates. And best of all, all their clients have kept the programs, so this is a high quality product with great back-end service and support.

Because some of my other associates are marketing this program, I can verify that commissions are paid on time.

If you are interested in checking this out, here's the link:

<\$AffiliateLink\$>

Again, I look forward to marketing your products as well.

Have a GREAT marketing year.

<\$Name\$>

<\$email\$>

<\$affname\$><\$affid\$>

Earn \$348.95 per sale as a Futures Trading Secrets Affiliate
<\$AffiliateLink\$> to learn more....

OR

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Title: eBook The Truth About Trading Systems

Hi <\$Name\$>

I've asked Futures Trading Secrets to allow you the opportunity to receive a f/r/e/e "The Truth About Day Trading" eBook giving you a flavor of the teaching techniques used by Bill McCready...

<\$AffiliateLink\$>

This eBook discusses the Futures Trading Secrets method and it also covers the myths that surround futures trading programs.

To download Bill's' eBook, and the f/r/e/e daily trading results please go to:

<\$AffiliateLink\$>

Good Trading,
<\$affname\$>
<\$affEmail\$>

P.S. Go here to get your eBook,
<\$AffiliateLink\$>

7. Your affiliate links in the sample e-mail will automatically be inserted by our Affiliate Management Program, so all you need to do is copy the whole email.

8. Clean up and customize the sample e-mail to your liking. Add your contact e-mail and phone numbers in the signature line if you want.

9. Before sending this e-mail, be sure to replace FIRST NAME with the first name of the person you're sending this to.

10. Save this e-mail copy to your computer for future reference.

You may be wondering why this e-mail mentions signing up for an affiliate program. This is covered in the next step.

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Now that you have your e-mail copy with your custom affiliate link, it's time to go recruit second tier affiliates! You'll never have to repeat steps 1-3 again, but you can repeat step 4 as often as you want depending on how much money you want to make!

Go to www.google.com. We want to find other stock, futures or currency trading products that have affiliate programs. To do this, try searching for terms like, "futures trading course", "futures trading course", "options trading course", "forex trading course", "commodities trading course", "day trading course", etc. When the search results are displayed, take a look at the right-hand column. This is where the sponsored results are displayed, which means that people are paying for these listings. Anyone who is paying for a listing is a flag for me that they're probably serious about their business and likely actively promoting and working on selling their products. They may be more likely to have an affiliate program of their own. This is what we want.

Right-click on every sponsored link and open the link in a new window (so you can easily come back to the original search results page). Ideally, you're looking for the following criteria:

- A stock/futures/Forex, etc. trading info product. Usually an eBook, home-study course, CD, DVD, etc. that teaches some aspect of trading the markets.
- An affiliate program. Scroll down to the bottom of the page and look for a link called 'Affiliates', 'Affiliate Program', 'Associates', 'Associate Program', 'Webmasters', or something similar. If you can't find one, try adding '/affiliates' to the end of the link that got you to the page you're looking at. If you still can't find one, you can try looking for a contact e-mail address and asking them if they have an affiliate program. However, if you can't quickly find a link to their affiliate program, I would move on and pass on this site.
- Small companies versus big companies. Tiny, one and two person companies or websites will likely be more interested in affiliate marketing than medium to large businesses.

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Note: If the website looks 'cheap' or 'homemade', this is probably a GOOD THING. Fancy and complex websites often mean a bigger company that doesn't have a clue or an interest in affiliate marketing.

When you exhaust all the sponsored links, try as many of the regular search engine results as you can handle. Also try searching for 'affiliate program directories' and explore those websites, which will likely let you search for affiliate programs by keywords, like 'futures trading', etc.

Sign up for the affiliate program. Use your real information – no fake information. You are signing up as a legitimate affiliate. You should never have to pay a dime to sign up for any affiliate program. Some affiliate programs are closed and require that you first buy their product. Skip these unless you have reason to believe that it would be worth spending the money to build rapport with the affiliate program manager.

Wait one day and check your e-mail. You'll usually immediately get a welcome e-mail with login and welcome info. If you wait a day, you might also get another follow-up e-mail. Find the most recent email they send you and hit the Reply button in your e-mail program. Reply to the e-mail with the e-mail copy you created in Step 3. Customize it and be sure to use the person's name if you have it.

It's probably a good thing to customize the beginning of the e-mail to refer to their affiliate program so the e-mail doesn't look like a form letter. Don't spend too much time on this, though, because you want to repeat Step 4 A LOT. We've had the best responses sending e-mails Tuesday through Thursday, and in the morning. If you're really clever, try to figure out what time zone the recipient is in, based on their mailing address and send the email so they get it around 10:00 am on one of those days. Never e-mail on weekends or holidays.

Keep track of every affiliate program you sign up for and the date you sent out an e-mail to each one. Consider using MS Excel to do this, as you will sign up for dozens or hundreds of them.

That's it! You're done! This is numbers game. Repeat Step 4 often. The more e-mails you send out in this manner, the more people will sign up as second tier affiliates. Every time they make a sale, you get paid 10% of the sales price. All you need to do

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is find a few 'whales' that have huge e-mail lists and let them go to work. Don't get discouraged. This is not magic -- it can and does work!

Here are a few helpful hints to keep you on track:

Set aside 15 minutes every day to search for new affiliate programs. Make it a goal to find at least one new affiliate program every day.

Only e-mail potential affiliates Tuesday through Thursday, ideally around 10:00 am in their time zone. Never e-mail on weekends or holidays. You can research the potential affiliates any time, of course. If you find a bunch on the weekend, for example, just wait until Tuesday to e-mail them.

Always be on the lookout for other high-paying, high-rated affiliate programs. You can apply this concept to any affiliate program, not just Futures Trading Secrets.

Put your affiliate signup link in your e-mail signature so that every e-mail you send to anyone is a potential lead for a second tier affiliate.

Become an Affiliate Recruiting Master with these Resources

We have included a list of both affiliate training programs and other resources here to help you get your affiliate marketing off the ground quickly. These are programs and resources that we use every day to promote our many websites and other people's affiliate programs. If you are interested in developing an affiliate empire, making you literally hundreds of thousands of dollars, we recommend you get the following programs.

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[The Super Affiliate Handbook](#). See how Rosalind generates over \$500,000 a year.

[Affiliate Cash Secrets](#): Build an affiliate money machine that works.

[The Affiliate Link Cloaker](#): Keep all your affiliate profits and hide links from thieves.

[Advertising Headlines That Make You Rich](#): Why some ads always make money.

[Instant Sales Letters](#): Just Point and click and you've got a professional sales letter.

[xSite Pro](#): Develop web pages in minutes or hundreds pages effortlessly.

[aWeber](#): Use aWeber for unlimited autoresponders for all your programs.

[Auto Responder Magic](#): A huge collection of auto responder sales messages.

[Thousands of Products to Sell at up to 60% commission](#)

[Audio Generator](#): Add sound to your website and increase sales by 30-100%.

[Video Generator](#): Add Streaming Video To Your Website Without Expensive Equipment Or Technical Know-How.

[Domain Registration](#): Use a domain that matches closely to your affiliate program

[Hosting Services](#): With this hosting service we placed over 200 websites for \$50. Make sure you are using a Linux Server.

[1Shopping Cart](#): A complete, integrated back office solution. We have used this for over 8 years. In addition to a shopping cart/e-commerce system, it includes order management, email list management, autoresponders, ad tracking, couponing, and affiliate program management.

Here's to your success as an affiliate marketer!

Sincerely,



William (Bill) McCready,

Futures Trading Secrets Course Developer and Trader