

# Profit LOOTING

7 Essential Tools For Swiping Cash From Big Launches!



# Profit Looting

*by*

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## Getting Started

Have you ever wanted to get in on the BIG launch action, but didn't know where to start?



You've seen the million dollar launches all around you. Savvy marketers with massive lists and highly charged teams of affiliates promoting high-ticket items that sell out in less than a week, and sometimes only a few short days.

Yet, *you've* barely been able to make enough to justify a paycheck from ClickBank!

I've been right where you are, and I remember how frustrating it was working double time to promote quality products, in the hope of making a decent living online.

Not only was the competition fierce, but I was always under a massive workload, trying to get a few steps ahead of every other affiliate, promoting the same product. From an exhausting number of finely tuned squeeze pages, to pouring thousands of dollars into PPC marketing and list building, I ended up spending more money than I ever saw coming back to me.

*But then, everything changed...*

I made a few small, yet significant changes to the way that I promoted launches.

Like you, I wanted to make more money in less time, with less work, and to do that I knew that I needed to be able to sell **FEWER** products at a **HIGHER** price.

The math makes sense, right?

With high ticket launches, if you only manage to sell a handful of products, you'll end up making 3, 5, even **10 times more money** than you will, with lower priced ticket items.

So, how do you go about setting up a successful affiliate campaign, so you can siphon commissions from those super size launches?

It involves **7** important tools of the trade, and once you're equipped with these invaluable resources, you'll quickly be able to get in on the big ticket launches, and claim your share of commissions.

Let's begin!



## Essential Tool #1: Insider Information



Every super affiliate is equipped with important tools and resources that help them set up shop quickly, whenever an upcoming launch is announced. These tools are invaluable to affiliates because we need to know when there is buzz building up around an upcoming launch BEFORE

the majority of the public ever finds out about it.

The easiest way to make money with big launches is to have your system in place weeks before the launch actually happens. That way, you not only position yourself in the search engines for when the big day comes, but you're given enough time to create "value enhancers" that will draw customers to you, rather than the competition.

One of these important tools is JV Notification. When you subscribe to a JV or launch notification program, you'll receive emails and updates about upcoming product launches long before the information is made available to potential customers. In fact, many times, you'll find out about upcoming product launches long before the merchant even begins to contact their own affiliates!

Consider how valuable this information is.

When you know about upcoming launches in advance, you can secure web properties, build lists, set up Squeeze Pages, and even create bonus products that add value to the offer, AND you can start preparing your material well in advance,

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**FREE Webinar Reveals How To Make \$1,250 Per Sale and Get 90% Commission. Click Here Now!**

<http://drhilalonline.com/event-registration/>

so that you have time to fine-tune your system before launch day.

One of the best ways to stay up to date on upcoming launches is by becoming a member of JV Notify Pro.

JV Notify Pro has been online for years, and is the premiere source for launch buzz and upcoming releases. Merchants can post affiliate sign up pages, offer free product previews and get in direct contact with potential affiliates (like you!). Best of all, JV Notify Pro is absolutely free to use as an affiliate, and you can create your account at [JVNotifyPro.com](http://JVNotifyPro.com)



## Essential Tool #2: Keyword Driven Domain

When it comes to cashing in on commissions from big launches, your domain name means everything. You want your domain to be keyword based, so that you can quickly rank in the search engines and “be found” by those desperately searching for more information about the product before, and during launch.



The key is to purchase a domain that is close to the product title, or website URL of the main launch. For added value, consider registering a domain name that includes keywords such as "bonus", "truth", "review", or perhaps "overview".

Examples:

*ProductNameReview.com*

*ProductNameTruth.com*

*ProductNameBonus.com*

And don't overlook domains with hyphens that break up the keywords, such as:

*Product-Name-Review.com*

*Product-Name-Bonuses.com*



## Essential Tool #3: Optimized Website



When launch day takes place, customers will receive notice through email campaigns and lists that they have signed up to receive.

However, the majority of customers won't purchase directly through email. In fact, most people feel that they need more information before making an informed decision as to whether they should purchase the product.

### ***This is where you come in.***

You want to build a website that is positioned within the search engines top results, so that people considering the product can find your website, explore your information, and eventually, purchase through your affiliate link.

One of the easiest ways to convince potential customers to follow through on a purchase is to provide them with valuable and detailed information about the product. You can set up a website in a number of different ways, but the fastest and most cost effective strategy is to install a copy of Wordpress, and then write detailed reviews and descriptions about what the product has to offer.

The more information you provide, the better your chances at securing the sale.

The great thing about Wordpress, is that even if you lack experience creating websites, or you don't have a technical bone in your body, you will still be able to create highly optimized webpages quickly just by taking advantage of the built-in optimizer tools and free themes.



You can download a copy of Wordpress from [Wordpress.org](http://Wordpress.org)

You can then browse through available themes at [Wordpress.org/extend](http://Wordpress.org/extend)

To enhance your website and further optimize your site for the search engines, you can plug in additional components, known as "plugins" that will make it even easier to gain top search engine rankings.

Here are the top plugins used by seasoned affiliate marketers:

## **All In One SEO Plugin**

This plugin makes it easy to optimize every page on your Wordpress blog for top search engine rankings! You can define Meta tag information, add keywords & descriptions, and customize your website right down to defining "noindex" for pages and archives!

Download >> <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

## Google XML Sitemaps



This plugin will allow search engine spiders and crawlers to quickly index and archive your website pages, providing better positioning and overall tracking of new posts, pages and content!

Download >> <http://wordpress.org/extend/plugins/google-sitemap-generator/>

## Awesome Slider

This plugin provides an exceptionally awesome feature for grabbing those all-important, *"money is in the list", emails addresses!*

This tool also makes it easier to create a clean looking website, by providing a super cool slide-in optin form that you can add to your Wordpress site without taking up space!

In addition, it looks so good that anyone visiting your site, simply cannot ignore it, and it's free!

Download >>> <http://www.AwesomeSlider.com/>

(This plugin also comes with full and easy to follow instructions for installation of plugins, on Wordpress sites!)

## Essential Tool #4: Quality Information That Encourages Action

Once you have a domain and website up and running, it's time to work on plugging in quality, informative and relevant content that will help potential customers make the decision to purchase the product through your affiliate link.



Reviews need to be written so that they demonstrate to potential customers that you have personally evaluated the product, and have experience using the material. Potential customers don't want to read reviews from affiliates, when they believe that the only reason you are recommending a product, is because you will earn a commission from doing so.

While you always want to be transparent and comply with FTC regulations that stipulate that your visitors must be informed that you are compensated for any purchases made - you can still position yourself as an honest and reliable source of information by creating full featured reviews that highlight both the pros' and con's of purchasing and using the product.

The best, most successful reviews are always written from a customer's perspective. They're designed to communicate directly with potential customers by getting into **their** frame of mind, and addressing the questions and concerns that **they** have. This means that you need to know your market!

## Information Quality

When you understand your market, you will be able to create compelling reviews and information pages that clearly address any potential concerns, and when you do that, you lower the wall of resistance, and are able to create high converting affiliate campaigns.

When creating your website prior to launch, you'll want to evaluate the product so you can write detailed descriptions and reviews about the upcoming launch.

Give people a unique perspective on the product; let them know how you truly feel about the product, and whether the brand promise is fulfilled.

You never want to promote products that you haven't evaluated, or that you don't feel will live up to the buyer's expectations.

Remember, every product you promote reflects your brand ethic, and demonstrates to customers whether you have their best interests at heart, so be cautious when promoting high-ticket items.

You want to push people towards products that will ultimately help them achieve their goals, so that they will purchase through your campaign again, in the future.

Set yourself apart, by focusing on promoting products from honest, experienced, and reputable sellers.

Your customers will thank you for it!

## Essential Tool #5: Secure Web 2.0 Properties

From the moment that you decide to promote an upcoming product launch, you'll want to secure as many Web 2.0 properties as possible, including:



### Squidoo

<http://www.Squidoo.com>

### Hub Pages

<http://www.HubPages.com>

### Ezine Articles

<http://www.EzineArticles.com>

### Feedage

<http://www.Feedage.com>

### Weebly

<http://www.Weebly.com>

### Blogger

<http://www.Blogger.com>

### Wordpress

<http://www.Wordpress.com>



You want to create optimized web pages that all link back to your main website, or in the event you don't have a website of your own, create one main hub and have all additional feeder sites point to your main "money page".

The key to effectively using Web 2.0 properties is to boost your ranking within the search engines through keyword-optimized content. Since these Web 2.0 properties are considered authority sites, you'll gain immediate backlinks and "SEO juice" just by creating quality pages within these free community sites.

The higher you rank in Google on launch day, the more money you'll make from direct commissions - it's as simple as that!

You only need a handful of original, high quality articles focusing on the product or in the event you don't have enough information about the product, you can simply create articles around the subject matter.

For example: When I was promoting a training course on website flipping, instead of writing about the product that I hadn't yet evaluated, I hired a freelancer to write 10 articles focusing on new website flippers.

This way, I could begin submitting content immediately to gain positioning within the search engines. As I later evaluated the product, I adjusted the content to better fit (and promote) the niche market. In many cases, you can leave your content as is, and just add your affiliate link to the page when it gets closer to launch day.

Make sure you check out the affiliate program terms, so that you can identify whether you are credited for all future sales immediately (by a cookie set with each referred visit), or whether you are only credited for sales that take place within a specific time frame.



You also want to know whether the affiliate program is set up to credit the first referral, or whether another affiliate can override your referral in the event a potential customer who has clicked on your affiliate link later clicks on another.

It's important that you are credited for all of your promotional work, and the majority of merchants will reward the "first referral" with the credit of the sale but make sure you verify this before setting up your campaigns.

You might have come across a website where the affiliate instructed you to remove your cookies and clear your cache before clicking on their link.

They do this so that in the event you were originally referred by another affiliate, that affiliate link is wiped out from your machine.

The only time this method should be used is in the event that you are offering a bonus to potential customers, and you want to make sure that they purchase through your affiliate link, otherwise play fair... If another affiliate has worked hard to secure a referral, don't swipe it from them!

## Essential Tool #6: Killer Bonus Offer



Are you looking to stand out from other affiliates promoting the same launch? You need a hot, irresistible bonus offer that will motivate them to purchase through your affiliate link!

Bonus offers need to tie in directly with what is being offered. They need to be relevant, but more importantly, they need to extend the value of the purchase.

For example, your bonus offers should serve as ***auxiliary components*** to the main product. If you were promoting BloggingToTheBank.com (a fictitious example), you could offer bonus items that included Wordpress themes, Wordpress video tutorials, or maybe content packs that new bloggers could use to jumpstart their websites.

Analyze the product you are promoting, and determine what is missing or lacking in the main product. Then, create your bonus product around that unfilled need or demand.

When creating your bonus product, you don't have to develop it yourself. You can minimize costs by using high quality private label content, or other types of content that allows for distribution.

You can then create compilations from existing material, or develop extensive bundles, collections, and packages that fit with the product you are promoting.

## Essential Tool #7: Mailing List

You now have the basics and understand the importance of a keyword driven domain name, Web 2.0 properties, an optimized website, and a killer bonus. To tie it all together, the final step is to set up an autoresponder system so that you can capture leads and follow up with potential customers.



Building a list using squeeze pages and incentive offers will ultimately make your job as an affiliate much easier. You will be able to get your message out to an instant audience of confirmed subscribers, and will be able to minimize your workload when promoting future offers!

List building is all about connecting with your target audience by offering them high quality information in exchange for their confirmed email opt-in. You simply set up a targeted squeeze page that illustrates the benefits of joining your list, produce an irresistible incentive offer, and convert those leads into sales.

Email marketers collect leads by using a combination of squeeze pages and opt-in forms. These forms are generated by your autoresponder provider and are embedded into the HTML code of your squeeze page template or the easy [Awesome Slider](#) plugin.

Each time a visitor to your squeeze page enters in their name and email address, they are added to your mailing list database, and become an active subscriber of your newsletter.



List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list; you are able to develop a relationship with them. This relationship will

encourage sales, as well as repeat sales. *This will make up the largest majority of your email marketing income!*

When it comes to setting up a mailing list, you will want a professional autoresponder account. An autoresponder simply collects the information from every lead that enters in their name and email address, storing it in an online database that you can access through your autoresponder administration center. Autoresponders also deliver content automatically, allowing you to set-up pre-loaded campaigns, that will deliver content based on specific time frames or dates. *This kind of system allows for complete automation, so you can build it once and let it run on autopilot!*

There are many different autoresponder providers to choose from, including:

Aweber

<http://www.Aweber.com>

Get Response

<http://www.GetResponse.com>

iContact

<http://www.iContact.com>

Once you have created your autoresponder account, you will be able to generate "opt in code" which is then installed on a squeeze page. The opt-in code is a form that asks visitors to enter in their name and email address and when entered, it triggers your autoresponder account to send out a confirmation email.



A potential lead clicks on the confirmation email, verifying their request to be "added" to your list and once clicked; they become an active and verified subscriber!

Your squeeze page is where the magic happens. It is where visitors are converted into subscribers – giving you the opportunity to transform subscribers into customers and repeat buyers. This is where you are able to grow your business, your brand, and your authority in every niche market you choose, it is the springboard to every product launch, and ultimately, the center point of your entire online business.

The building of targeted mailing lists is such an integral part to the success of your online business; your squeeze page will serve as the entry point of your sales funnel. Therefore, you need to push them through the doorway into your backend system.

Your incentive offer is the primary 'pull' that will motivate visitors into giving up their name and email address in exchange for access to your special offer,

however, your squeeze page needs to be designed to showcase and highlight the benefits of being a subscriber. To begin with, your squeeze page needs to be clean and free of clutter.

You want visitors to focus on filling out the opt-in form generated by your autoresponder account. This means that you would need to take a very different approach to constructing your squeeze page, than in constructing a traditional sales page.

**JOIN OUR**  
**mailing list**  
**TODAY**

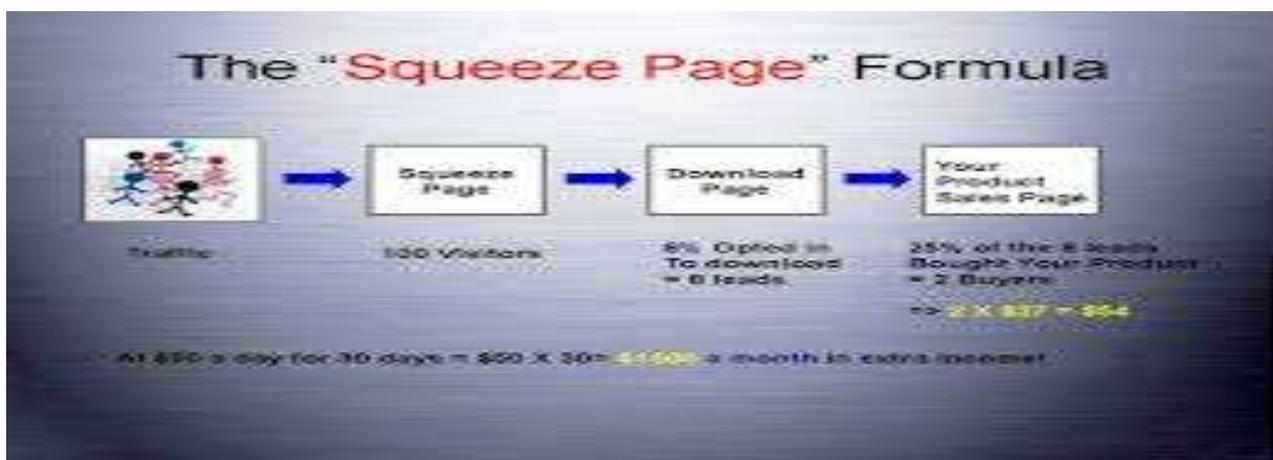


## *Your squeeze page should include:*

- 1) Captivating **headline** and sub headline
- 2) **Bullet list** detailing the benefits of joining your list
- 3) High quality, targeted **incentive offer**
- 4) **Opt in box**, clearly identified on the page (preferably above the fold)
- 5) **Privacy statement**
- 6) Your **name** and **contact information**

That's it! You don't want a squeeze page that is graphic intensive, slow loading, complicated or confusing. You want to eliminate external links or navigation menus so that the **ONLY** option visitors have on this page, is to subscribe to your mailing list!

You now have the 7 essential tools to building profitable affiliate campaigns around big-ticket launches. The next step is to go out, find an upcoming launch that you are interested in promoting, and begin building your complete system!



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<http://www.drhilal.com/drhilalebook>

3- Get 2,100 optin leads every month. Guaranteed!

<http://DrHilal.com/Resources/organic.html>

4- Learn how to make \$1,575.90 - \$2,556.80 Per DAY in easy steps.

<http://DrHilal.com/Resources/gsniper.html>

5- Let other people build your list on autopilot and make you much money.

<http://DrHilal.com/Resources/hfs.html>

6- BIG guys only! Want to make \$20,000 per customer?

<http://DrHilal.com/Resources/mlr.html>

7- Brand new business opportunity in pre-launch. Get it as soon as you can.

<http://DrHilal.com/Resources/daoptin.html>