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About the Publishers

Jerry Reeder



Jerry lives and breathes advertising. With over 20 years of advertising experience in the toughest most controversial niches around, it's no wonder he is a highly sought after copywriter, ghost writer and marketing consultant.

Known for his list monetization techniques, he is also a master of message to market matching. And he is well respected by beginning marketers and established professionals for his no nonsense, tell all approach to seminars

Together Mike and Jerry have held numerous seminars on List Building, including 4 week intensive courses. Separately, they each have conducted hundreds of seminars on different facets of Internet Marketing

Mike Paetzold



Since 2000, when he first came online, Mike has been busy. He founded the Beginners List Formula as well as co-founding Affiliate Funnel and the Optin Masters Course. He is a well respected bonafide list building expert.

Mike is also an avid blogger and social media user. Known throughout the blogging community as the Wordpress Guy, Mike is the "go to" guy for help with your blog.

His growing list of products include Word Press Made Easy, 15 Minute Blog Traffic, Twitter Saver and Sunday Night Cash Plan

Jay Hines



Jay is a gifted programmer. He has uncanny ability to see easy solutions to complex programming issues. That's why program owners stand inline just get a quote for his services.

Jay also owns QuickTabChange.com and EasyViralPdfBrander.com.

Mike and Jerry Are Back!

...the information was priceless as always with Jerry outlining **the sure fire way to plan your list building for maximum revenue.** No nonsense, Hype free, Pitch free training



Paul Kinder
co owner
AffiliateFunnel.com

Announcing The Passive Profit Generation System!

For all the details on a BRAND NEW system that "automatically" generates profits for you as you GIVE AWAY e-books, [click here](#)

Introduction

My name is Jerry Reeder and I have about as much use for long winded introductions as I do for theories. And I have to tell right now, I can't stand theories.

However, as much as I hate to admit it, I can't stand here and say the insider tips, tricks, tactics and secret strategies for getting a flood of paid signups – you'll soon discover - will work with any program.

Let me explain...

Basically, there are 7 factors that weigh heavily in determining whether or not you will be successful promoting affiliate programs

1. Your Mindset – (You need an entrepreneurial mindset)
2. How Much Marketing Do You Actually Do
3. The Programs You Promote
4. Who You Promote the Programs to
5. How Many People You Promote to Them to
6. How You Promote the Programs
7. Do Your Prospects Trust Your Program Recommendations?

You never hear much about having an entrepreneurial mindset, do you? Well, there are two really good for reasons for that

- 1) You would drastically slash the number of prospects when you started talking about what being entrepreneur entails. Some people define entrepreneurs as risk takers and that is partially right. However, it misses out on this crucial fact; **entrepreneurs take risks when the rewards are high enough.**

Basically, entrepreneurs act even though they are fully aware the risk of failure is looming overhead – no matter how well thought out their marketing may be. You can see how mentioning this will scare away many prospects, can't you?

- 2) Many people do have the right frame of mind for starting a business but they don't know it. (You certainly don't want to scare these people away, do you?)

As you can see, many marketers are afraid of telling you the truth because they are afraid you might not join if you saw what's hiding behind the curtains. I only mention this because I promised to tell you the truth - no matter how ugly it may be - and I don't back out on my promises.

Anyway, let's briefly talk about the second critical factor.

It's pretty obvious, isn't it? You need to act. You need to do. You need to take the knowledge you gain from reports like this and put your newly gleamed knowledge into action. Otherwise, your business will be going nowhere fast.

One of my mentors, Jimmy D. Brown, says there are two ways to get the top of an Oak tree. One is to climb it. The other is to sit on an acorn and wait. If you're going to wait; reading this report will do nothing for you. So you pack up and leave right now. On the other hand...

If you're ready to climb the tree of success, then this report is your ladder.

With the first two factors dealt with, let's take a good hard look at the last five;

1. The Programs You Promote
2. Who You Promote the Programs to
3. How Many People You Promote to Them to
4. How You Promote the Programs
5. Do Your Prospects Trust Your Program Recommendations?

Do you notice how all 5 factors mention the program? Do you also notice they reference your audience and you too? When you sit down and think about it, **every step of the marketing process involves an interaction between you, the program and your prospect.**

...including how you go about choosing the programs you promote.

And if you are anything like me, you probably have been looking for the "ultimate affiliate program," haven't you?

You know, the only comes around once-in-a-lifetime type of program... That almost magical affiliate program that gets paid signups all by itself because it's inexpensive, it turns ordinary customers into evangelists and it pumps out the cash like clockwork.

That would be a pretty sweet program, wouldn't it?

While programs like this seem to be the stuff of legend or the pipe dreams of slot machine marketers, some do in fact exist. And they are not as rare as you probably think. A little bit later, I will reveal a foolproof way to picking programs your prospects can't help themselves from joining.

Unfortunately, many programs suffer from fatal fundamental flaws that doom them and their members to misery right from the start. There are many reasons why programs fail but the biggest ones are:

1. Owners in over their heads
2. Poor selling skills
3. Run of mill ho hum products
4. Obsolete – It happens!
5. Not enough people willing to buy –common problem-

I am not going to deal with this. I am going to pre-empt it instead. I just wanted to let you know that like most affiliates, most program owners fail too. That means, if you are using sound marketing methods and are going nowhere fast, it's probably not your fault.

You can ask anybody who is successful and they will tell you the same thing. (Yes, there are thousands of affiliate programs you can promote. However, you will find most these programs are, at best, annoying time wasters.)

Basically, it boils down to this . . .

If you want to get a flood of referrals, and I mean TONS of referrals and you want to get them as fast as you can, you need to promote the right program to the right audience at the right time. And you need to do it using proven tactics and strategies that deliver the results you want.

And that's what **this report is really all about** . . . helping you find the right affiliate program and **showing you the forbidden tips, tricks and secret strategies** that previously were kept under tight lock and key -lest average people discovered the REAL secrets **to building HUGE insanely profitable downlines**, practically at will.

Since we just finished talking about why many programs are doomed, let's get to...

A Foolproof Way to Picking Lucrative Affiliate Programs That You Can Promote on Complete and Total Auto-Pilot

Let's start with painting a picture of the ultimate magical once-in-a-lifetime affiliate program, okay? Pay attention. This is going to be fun, educational and profitable.

The way I see it, you can be the hunted or you can be the hunter. Myself? I would rather be the hunter. But not any ole type of hunter. I see a high tech right-out-of- the-future type of hunter.

The hunter is loaded for bear because the affiliate programs he promotes have G.U.N.N.S

G - Great Owners Selling Great Products with Great Pay

U - Universal Appeal to

N - Network Marketers and Affiliate Marketers and

N - No

S - Selling is Required On Your Part

I know that probably sounds like a bunch of hype to you. But we are talking about the ultimate affiliate program. So let's go through it on step by step basis so it becomes crystal clear in your mind, how you go about picking the "right" programs.

Great Owners Selling Great Products with Great Pay

You absolutely must be promoting quality programs with owners who know what they are doing, have integrity and are committed to running a successful business.

Because the whole point of building trust and credibility is to get people to trust your recommendations; the products have to deliver far more value than what your prospects expect. It's the program you recommend that really gets people to trust you.

And because most of referrals are going to be new marketers full of questions they want answers too. Some are going to be pretty basic "how to" questions like setting up links and such. Other questions may very well require knowledge the average program owner does not possess. Those questions must be answered in timely fashion too – 24 to 48 hours. If they can't or won't deal with questions in a satisfactory manner, your credibility takes a hit too.

And you certainly don't want to be put into the position of having to answer questions related to customer service issues. A little while later I will show you how to use these questions as a way to attract even more prospects.

The Affiliate Toolbox Paradox

While it's far more effective to design your own advertising materials, most of your referrals don't have the time, knowledge or resources to do so. They need and want well stocked affiliate tool boxes where they can get a wealth of banners, text links, classified ads, splash pages, emails, safelist ads, forum signatures, thank you page ads and more.

Eventually, you'll want to create your own materials. That way, you stress different benefits and differentiate your ads from everybody else's. After all, some ads have become so common place - people don't notice them anymore much like the homeless in large cities go unseen.

Basically, it's easier to get referrals when the toolbox is well stocked even though you will get more referrals designing your own materials.

And your referrals must be shown how to use the tools. Therefore, it is imperative that...

Communication Between Owners and Affiliates Must Be More than Sending Emails about the Latest Joint Venture Offer Making the Rounds

It never ceases to amaze me how many affiliate programs don't have a regular newsletter offering tips and techniques to help their members get more paid sign ups.

Most newsletters, if you can even call them newsletters, are nothing but buy this product or join this program. That's because many programs are started with sole intention of building a list of members the owner can blast offers to.

I can't see why so many owners keep on doing this when all it does is stop people from opening their emails. After all, your referrals don't want endless pitches; they want strategies, tips and techniques on how to best use the program.

Great owners use a combination of forums, videos, weekly seminars, audios, blogs and PDF files to help new marketers use the program and refer new members.

Don't think for a minute, that I am saying owners shouldn't promote programs with email. All I am saying is...some of the emails should provide real value without having to join some program to get that value.

Speaking of communication, getting emailed when you get a referral tells you that you just climbed another rung on the ladder to success. These notifications are important in keeping your downlines active.

Quickly paying commissions are the ultimate communication between affiliates and the program owners. The thrill you get when your efforts are quickly rewarded with money is hard to top. Your program should pay no later than the 15th of the following month but weekly payments are better.

And that bring us to...

The Real Affiliate Secret

When the economies all over the world went belly up in 2008, I saw significant decreases in onetime sales for some of the products I sold. That was the norm in talking with other marketers at that time. And not to be unexpected - if you're tuned in to CNN or worried about losing your home or job, then you're probably not going to be placing orders for things you don't have an overwhelming desire or need for.

That's the thing about selling one-time purchase items, if you are to make a sale, then someone must click the order button. And they simply aren't going to do that while they are concerned about another great depression happening.

While my commissions from onetime offers and one time product sales decreased over the few weeks that followed the collapse of Wall Street, my residual income through the various affiliate programs I promote (monthly memberships sites, autoresponders, hosting and ad tracking services carried on}

And that points out the importance of residual income.

Definition

"Residual income" is any income that is derived from existing customers making additional purchases every month. For example: If a customer orders a web hosting package through your affiliate link, they pay a MONTHLY fee for that hosting service, and you earn a MONTHLY commission for your referral as long as the customer's account remains active.

Why did those sales continue to grow?

Because those payments continue to come in AUTOMATICALLY, even when most of the world is watching for the latest news reports to ticker across the television screen.

There needs be no involvement from the customer to generate sales. The subscriptions are in place, and payments are made automatically via Paypal, Alert Pay or their credit card data on file.

The following truth is so profound and so critical to understanding the "real affiliate secret, " I decided to highlight it as a sidebar to make certain you don't skim past it without realizing its significance...

SIDEBAR

With "REGULAR" sales, the customer needs to click in order for you to generate profits. [I.E. Place an order]

With "RESIDUAL" sales, the customer needs to click in order to STOP you from generating income. [I.E. Cancel their subscription]

Big Difference!

Do you see the significance here?

While inevitable events of life [like war and other catastrophic events, "down" websites or servers, saturated market, etc.] often slow one-time purchase sales, there is a nice feeling of security in knowing that the residual income you build will continue to come in like clockwork.

So, here's the "real secret" to earning huge affiliate checks every single month. While everyone is promoting the heck out of all of the same basic programs you are, you need to refine who it is that you are promoting.

Why work hard to get customers who buy ONE THING from your referrals and earn you ONE commission from those purchases, when you can use the exact same effort to get customers into systems that earn you commissions MONTH AFTER MONTH *with no extra work*?

Bottom line: **Start FOCUSING on those affiliate programs that offer MONTHLY commissions.**

There is no way I can place too much emphasis on picking programs with great owners selling great products with great pay. But it's time to deal to see if the products have...

Universal Appeal to Network Marketers and Affiliate Marketers
Shovel salesmen never run out of prospects during a gold rush

When times are tough, like they are now, the number of people starting their own businesses goes through the roof. These new marketers are the "starving crowd" the late great Gary Halbert referred to when he talked making obscene profits in the "How to Make Money" and Business Opportunities niches.

While there is definitely money to be made in almost any business opportunity niche, especially the "health and wellness" and beauty niches, I think a big key RIGHT NOW is to focus on providing the tools and resources other marketers can use to build their businesses. This is simply because **it easier and cheaper to find people already promoting business opportunities** than to advertise to non marketers.

While some of these new marketers are seeking out business opportunities, almost all **new marketers are actively seeking insider knowledge, marketing systems, secrets, tools and traffic to become a HUGE success** with their existing opportunity.

It doesn't matter what they are promoting, every marketer is going to use many different types of shovels while trying to hit the mother lode

And if you are selling shovels your best prospects are people without shovels. Providing the shovel is how you apply Zig Ziglar's famous line; "You can get everything you want, if you help enough people get what they want."

That's why...

New Marketers are the Rocket Fuel that Power Automatic Money Getting Machines

But don't take my word for it. Wade through the offers flooding your inbox and you'll see with your own eyes that all the big name marketers are selling "How to" guides, webhosting, marketing systems and traffic getting systems as well as every marketing tool imaginable. And the vast majority of these products are designed to help newbies get what they want from their internet business.

And that brings up a big question that almost everybody gets wrong. The question is simply this; **what do people want?**

When they visit YOUR affiliate site, WHAT do they buy? Take a minute and think about this. Your answer is absolutely important.

What do they buy when they pay for ad tracking? If you said "tracking software" then you would be WRONG.

Why do people use safelists and viral list builders? If you said "to send emails" then you would be WRONG.

What do they buy at your site? If you said "my product" you'd be WRONG.

If you ever want to earn significant profits doing business online (or anywhere else for that matter), then you need to understand WHAT people buy.

They don't buy products. They don't buy services.

They buy RESULTS.

Get that into your head right now. **People buy what they buy because they anticipate getting the RESULTS they want.**

People don't join safelists or viral list builders to send emails; they join safelist to get more referrals

People don't use giveaways to build their list. They join to get targeted leads.

Think about it: folks don't use autoresponders to send out emails, they use autoresponders to make money on autopilot.

Your prospects buy products or services or upgrade in programs because they anticipate getting the results they want.

The Dark Dirty Secret Everybody Wishes Stayed in the Closet with the Other Skeletons

I really don't want to admit this and I am sure you don't want to either. But just about everybody has some element of the herd mindset influencing the decisions they make.

The herd mindset is simply people following people.

We are brought up to be led and listen to authority. Once we are old enough to think for ourselves, we usually become a part of the herd mindset in one form or another because it is natural to think... "Everybody else is doing it so it must be right."

Knowing how to tap into this herd mentality can results in HUGE profits, especially if you can convince a mass of people that you are an authority or are right on the money about something they care deeply about. People will follow you because it's hardwired into our brains.

And it's just not in the internet marketing niche where you find this mentality. Every million dollar (or billion dollar) company markets to the herd mentality in some fashion or another.

Let's look at what people buy again. They BUY results, right?

And everybody, from the total newbie to the heavy hitting guru, wants faster, easier and less expensive ways to get the results they want.

The easiest (and often times laziest) way to accomplish a goal or get a job done are ideal programs to promote because they have it what takes to big sellers.

If it's weight loss, then popping a pill is much more attractive than doing 30 minutes of cardio exercise per day. Everybody knows that doing cardio exercise every day is an effective way to lose weight right? But who wants to do that? That's just more work added to our lives.

But, popping a pill once or twice per day isn't work. It doesn't require 30 minutes or an hour of time that we could be sitting on our butts watching TV. It doesn't require us to sweat and put forth any sort of real effort. Because it requires no work, the pill popping idea of losing weight sells big!

And the same applies with internet marketing, especially with traffic exchanges. New marketers love traffic exchanges because they get free traffic quickly and easily.

After all, how many new marketers want to sit there and spend days or weeks writing articles, blog posts, learning HTML, figuring how social media really works and solving the arcane mysteries of search engines when they don't have a website?

With traffic exchanges you don't need to know how to do any of that stuff. All you have to do is plug in your links and you can start getting 1200 to 1500 visitors just by surfing a handful of big exchanges for a few hours after supper.

What could be easier? What could be faster?

No wonder traffic exchanges are EXPLODING. They really are a FAST, EASY and FREE way to get a tremendous flow of traffic. And marketers are addicted to getting traffic.

But some things are never good enough for some people. Getting 1200 to 1500 visitors after supper wasn't good enough for Jay Hines. So he invented [QTC](#), a free piece of software, that helps you get up to 40 percent more visitors from Traffic Exchanges.

But even with fast flowing targeted traffic, most surfers fail. So William Brant published [13 Deadly Traffic Exchanges Tragedies](#) and Tony Tezak released [Traffic Exchanges Solutions](#). Both books teach surfers how to effectively use Traffic Exchanges to get the results they want.

I am not going to spoil the books for you because they are freely available. But, basically, both books teach using traffic exchanges as places to advertise your list.

Why would you want a list besides people hammering you over the head with "the money is in the list" mantra?

It's all about relationships and making sure your affiliate links are front of your prospect when they feel comfortable making the buying decision. A tiny minority acts immediately while the vast majority takes their time.

Here I will show you.

The [National Sales Executive Association](#) found

- 2% of sales are made on the 1st contact
- 3% of sales are made on the 2nd contact
- 5% of sales are made on the 3rd contact
- 10% of sales are made on the 4th contact
- 80% of sales are made on the 5th-12th contact

Sobering facts, aren't they?

And the fastest, easiest and least expensive of making those repeated contacts is by building a list. However, building a list requires specialized knowledge. You get that knowledge for free at [ListBuildingConferences.com](#)

And surfers also begin to realize they need specialized tools as well to build that list.

Guess what?

There are programs like [TE TOOLBOX](#) that provides ad tracking, rotators and even hosting to an extent. Basically, [TE TOOLBOX](#) gives their members free workable versions of almost all the tools you'll need to effectively use traffic exchanges **except the most important tool in any marketer's arsenal.**

And that tool happens to be the "ultimate" residual income program around

Yes, my friend, we are talking about [Traffic Wave](#), an automated emailing service that offers unlimited autoresponder accounts. **It's how you make sure your affiliate link is front of your prospect when they are ready to buy.**

BUT, here's the kicker...

....once people join and start USING [Traffic Wave](#), they don't quit! Why? Because they start building their lists and they are advertising their list all over the internet. Can you imagine the pain it would be to attempt to go back and change all of those links and ads if they decided to quit [Traffic Wave](#) for some reason?!

Or throw away a big fat list of subscribers?

Impossible!

So, they are customers for life -- and they earn you commissions for life!

Here's the thing...

Remember the bit about it making *much more sense* to **focus** on promoting affiliate programs that *bill monthly and pay commissions monthly*? That way, you continue to earn profits from the same customer base.

Unfortunately, far too many people stop using [Traffic Wave's](#) after taking advantage of the free one month trial because they didn't get any referrals.

I hear that all the time and it never ceases to amaze me how many people go about promoting programs like [Traffic Wave](#) all wrong. If your referrals are measuring their success by the size of their [Traffic Wave](#) downline, then you are in dire straits.

I am not going to get into the detail of getting referrals this very instant. We'll cover that a couple of pages from now. All I am going to say for now is this; when your referrals measure their success with [Traffic Wave](#) by the size of their list and the income it brings in, then you have a golden shovel.

And speaking of building your list, that's something Mike Paetzold, Jay Hines and I are good at. In fact, Mike Paetzold and I used to teach [Affiliate Funnel](#) members how to build big fat lists of people interested in buying the stuff you sell.

But teaching means learning and learning implies effort.

After a while, it seemed to us that everybody wants to build a list but most people don't want to invest the time and money into doing it the right way.

However, some people do. They are the ones that showed up week after week to gain additional insights on how they could grow their business. They were the people who picked our a 94 page e-book and 2.5 hours of hardcore money making email marketing methods at [TheListMarketingSystem.com](#).

But most beginners would rather use the incomplete and often bad advice, found in a lot of the free e-books about list building than invest in solid proven methods. That shouldn't surprise you because most new marketers don't know who to trust yet as well as being bombarded with endless free offers for this, that and the other thing.

BUT...Acting on bad advice can kill your business dead faster than RAID kills bugs.

That's why Mike Paetzold, Jay Hines and I created [GetReferralsFast.com](#) where you all have to do is plug in your [Traffic Wave](#) autoresponder code and drive traffic. In short, you supply the autoresponder and we supply full blown hosted mini sites and prewritten emails. It really is a turnkey list building and pre-selling marketing system.

I will cover the difference between pre-selling and selling a bit later.

But for now...

STOP AND THINK

Do you see a pattern developing here?

Traffic exchanges are used by hundreds of thousands of marketers because they are free easy ways of quickly getting visitors to your website. Jay Hines' [QTC](#) helps surfers get even more visitors from traffic exchanges.

[13 Deadly Traffic Exchange Tragedies](#) and [Traffic Exchange Solutions](#) are free e-books that teach people how to use Traffic Exchanges.

[ListBuildingConferences.com](#) teaches surfers exactly how to build lists.

[TE TOOLBOX](#) provides almost every single tool you'll need to build to effectively use traffic exchanges to build your list.

[GetReferralsFast.com](#) provides turnkey list building and referral getting systems designed to help new marketers start building lists quickly and easily.

All these programs piggyback on the GROWING popularity of traffic exchanges by helping surfers get the results they want.

If you only take away a few things from this report, make sure they are these 3 key points you can use to get more referrals ...

- 1) Dreams do not have to be about money and mansions and sport cars and permanent vacations on sunny beaches. Easy dreams can be about getting easy traffic or any other aspect of internet marketing
- 2) Learning is hard and work is scary. Providing easy solutions your prospects want to problems they already have is much more rewarding.
- 3) You can piggyback on other people's successes by making existing easy dreams even easier to live

In short, the way to get tons of referrals is to get your hands on an easy button that's does the hard work your prospects want done. And those easy buttons are merely ways to automate the difficult stuff people can't or won't do for some reason.

We are almost done with picking and choosing the ultimate almost magical affiliate program that gets paid signups all by itself like clockwork.

But we have not yet addressed what many consider to be the most vital aspect of any affiliate program. And that is the money. Now, it shouldn't take a Harvard M.B.A. to know that money has to change hands before you will get paid a commission, right?

The program still has to be sold before money can change hands.

If learning is hard and work is scary, selling is a back breaking nightmare. Just the prospect of having to sell is one of the biggest objections you will ever face.

It's no wonder you when you consider selling is one of the hardest skills to learn because while the basics of selling can be taught; the only REAL way to master the art of selling is by trial and error with REAL customers and their REAL money.

That's why so many opportunities SHOUT from the rooftops;

"NO Selling Required On Your Part"

I have to let you in on a little secret; every affiliate program on the internet can make that claim because the sales happen on the vendor's website not the affiliate's site.

Instead of actually selling products, services or opportunities; successful affiliates pre-sell them.

The point of pre-selling is to shift your prospect's mindset so they click on your affiliate link with mindset open to the idea of owning some product/service or joining some program. In order to effectively pre-sell;

- 1) You have to know what desires your prospects already have**
- 2) You have to know how to bring those desires to the surface**

You can see how doing this can be hard for most new marketers to learn and do. And you need a superior understanding of the psychology of sales. While anybody can learn how to do these things, it is unrealistic to expect your and your referrals will become instant masters of psychological marketing.

Now, the easy button approach to making dreams easier to live says, "find an easy solution to doing that and you will have a winner, right? "

That is an understatement, my friend. The fact of matter is...

It's absolutely imperative - the affiliate programs you promote make pre-selling easy, especially if you want to keep YOUR residual income earning downlines active

There are many ways to pre-sell and best way depends on your prospects. The problem is different people respond differently to different things. And you really don't know what appeals to each prospect, do you?

The way around that is by using as many pre-sell devices as you can. You can use blog posts, review sites, interviews, videos, PDF reports, emails and many other methods.

One of the best ways to pre-sell programs is to take your prospect by the hand and walk them through using the program. You point out different benefits and how to best use the features. In short, you demonstrate to your prospect exactly how the program helps them quickly and easily get the results they want.

This isn't new. This isn't ground breaking. It's how vacuum cleaners and countless other items have been sold for decades, if not centuries.

Another way to pre-sell programs is by using educational marketing. You teach people how to build successful online businesses and some of them will follow you into some of your programs or use your affiliate link for purchases.

The most effective form of educational marketing is the useful but incomplete approach of promoting affiliate programs. That's where the [Get Referrals Fast](#) demonstration portion of our [List Building Conferences](#) excels at getting people to use [Traffic Wave](#). The demonstration focuses on how getting a free membership at is the fastest and easiest way for beginners to start building their list.

[GetReferralsFast.com](#) is a very useful site for new marketers who want to fast track their online business without having to learn the mysteries of hosting, file transfer protocols, web page design and myriad of other things you need to know before you can even start building your list.

But it's incomplete because you need a [Traffic Wave](#) account to use the site.

And then there is the EVENT method of pre-selling business opportunities. It too has its' roots offline. Multi level marketing companies have been doing this for decades because it is extremely effective in getting people to join programs.

The great thing about using events is simple; they remove the objections; "I don't know how to sell" or "it sounds too hard for me to do." It's a lot easier to get people to join a program when they realize all they have to do is invite people to events where the actual selling of the program is done for them.

While many online opportunities use telephone based technologies to hold events, your prospects can't see how many people are attending the event. A packed room conveys a sense of excitement. More importantly, when your prospects look around and see dozens of people, the idea of "HEY, I can do this too" seeks in deeper into their mind.

And then there is the networking aspect of real meetings which are missing with telephone based events.

That's why our [List Building Conferences](#) uses chat room based technology to hold seminars and training sessions. That way your prospects can see how many people are attending. Chat rooms also let solidify your relationships and create new one.

While Mike and I, as well the occasional guest speaker, handle the pre-selling, the demonstrations and the questions that invariably come up; it's important for you attend the conferences to meet your prospects and create the packed room feeling.

It's like how some people are always upbeat or laugh a lot. You find yourself feeling better or laughing more when you are around them. Events are like laughter. They make people feel better and the feelings are CONTAGIOUS.

Conclusion

Everything you read in this report is based on the simple affiliate marketing principle of find out what people want to buy and figure out a way to get them to buy it through your affiliate link instead of somebody else's.

When you are promoting to new marketers, who are coming online in GROWING numbers, you want to keep things as simple as you can. After all, your prospects don't see a learning curve when confronted the sheer volume of knowledge it takes to do things by themselves; they see a cliff.

You can help them climb the cliff or you can sell them what they want - an elevator to the top. While there are no BIG Red Easy Buttons that will get them to the top, there are little red easy buttons that can take them to the top of a smaller mountain. Affiliate programs that make some aspect of internet marketing easier to do are the elevators to the top of the smaller mountains. They are the little red easy buttons people want.

Wishing you success with your business

Jerry Reeder, Mike Paetzold and Jay Hines

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