



the  
Reality  
Online  
Income  
System

by Peter Turner from



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## How the 'Make Money Online' Industry Works

Although there are several exceptions, many of the most heavily promoted, products relating to 'making money online' and 'internet marketing' are over-hyped and of little to no practical use.

The people who write the sales copy for these products tend to take advantage of people who are new to the industry and desperate to find a way to earn money online by implying in their sales copy that all the buyer needs to do to solve all their financial problems and become a millionaire within a few weeks is buy something that costs between 12 and 17 bucks, follow a few simple instructions (usually 3 steps) and then watch the money flood into their bank account.

A depressingly high percentage of the new products which are launched by the most prolific product creators are just rehashed variations of the same sales pitch which basically convinces people that they are moments away from buying something which will change their life forever by unlocking the latest income generating technology that nobody else has ever used. The product behind the hype may enable you to automate some marketing task or other but it is rarely anything truly game-changing and, after purchasing the front-end product, there are always several upsell offers which are designed to maximize profits for the product vendor and their affiliates.

One characteristic of this type of product is that the sales pitch usually constitutes a 'blind offer', in as much as very little information is actually disclosed about what the buyer will actually gain by making a purchase (other than the opportunity to become wealthy). How the product works and what it actually does is very often not covered by the sales copy.

Unfortunately, blind offers which sell hope also sell like hotcakes and affiliates jump on the opportunity to promote them due to their high epc (average earnings per click) ratings. As a result, low-quality blind offers are responsible for a large proportion of the revenue generated by online business and internet marketing niche products.

Whilst there are lots of low quality offers in the 'earn money / internet marketing' niches, there are also several really useful, high-quality products and resources that can automate several marketing tasks and thereby enable you to build your business much faster.

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Products like this will always provide you with details of what it is they are and how they work though.

## The Easiest Online Business for Ordinary People

Although there is no 'easy button' which you can use to instantly achieve success with your online business, there are several different legitimate online business models that you can operate from home.

Some require considerable financial outlay and/or expertise to launch and operate.

However, the model I use which I am about to outline for you in this report is the most accessible for people who have little or no technical abilities, no particular marketable professional skills and minimal financial resources.

My online business model is 100% home-based and you do not need to travel, attend meetings, buy inventory or acquire equipment beyond an internet connection and a device to access the web.

That said, as with any business, if you have a little starting capital you can use it to enjoy results much more quickly than you would if you were starting without any money to spend on resources to accelerate your progress.

## The Affiliate Business Model

My business model is a particular version of affiliate marketing that minimizes the amount of time and/or money required to generate income by eliminating anything pointless or unnecessary.

You're probably already familiar with the concept of affiliate marketing but just in case you aren't, affiliate marketing just means being financially rewarded for promoting other peoples' offers or selling other peoples' products

It's a widely used system where affiliate marketers are compensated by the vendor of a product for referring sales on their behalf.

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Affiliates are usually compensated for their efforts with a percentage of the sales they personally refer via their personalized affiliate links.

For example, someone might purchase a pair of gardening gloves from Amazon after seeing an advertisement on a gardening website placed by an Amazon affiliate and then clicking their affiliate link.

The affiliate who placed the advertisement containing their link would then be eligible for a small percentage of the value of that sale.

A lot of affiliates promote physical products like those available from Amazon, but I focus on digital products because the commission rates are much higher.

## Digital Products:

Before you can promote digital products, you need to understand exactly what they are.

Digital products, sometimes referred to as 'info-products' are products which are distributed and accessed via the internet, with no requirement for any physical items to be transferred.

They include e-books, reports, website hosting, online advertising, website memberships, video training courses, digital assets like domains, software, apps and licences to sell other peoples' products.

## Launching an Affiliate Business

Anyone can be an affiliate marketer. However, most affiliate marketers don't have an affiliate business.

An affiliate business is a venture which generates a reliable income stream which can eventually be scaled up to a job-replacing income.

Most affiliates are hobby marketers, they don't approach their promotions like a business and either get little to no sales or spend more on advertising than they earn in sales.

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The real key to creating a successful affiliate marketing business is being able to create affiliate campaigns that generate a positive ROI (return on investment).

## Return On Investment (ROI)

A return on investment is the percentage of your invested money that is returned to you in the form of sales or profits. For a project to be profitable this needs to be >100%. Financial investors rely on correctly predicting whether a currency, commodity or stock will increase or decrease in value. As digital marketers, we rely on optimizing a digital sales funnel so that it will generate more revenue in sales commissions than it costs to advertise.

Whilst it not impossible to create a profitable affiliate business without spending ANY money, it is 100% impossible to do it without any investment.

Even if you don't spend a single cent on advertising or tools for your business, you are still forced to invest time on building an audience for your offers and presenting offers to them.

For example, let's say you have no website of your own and therefore no hosting fees, but you have a large social media following and the ability to earn affiliate commissions just by sharing content with your followers containing your affiliate links. In this scenario, you would still need to invest time on creating engaging content that motivates your followers to buy.

In this example, as long as your time spent on content creation yields at least one commission, your promotion could be regarded as having a positive ROI but this would also depend on your personal view as to how much your time is worth.

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## Calculating ROI

It's important to understand how to crunch the numbers so that you can calculate whether an affiliate campaign is profitable and the ROI you achieved from that campaign.

This might be something you already understand but I have included it just in case you require further clarification:

$$\text{Number of Visitors} \times (\text{EPC} - \text{CPC}) = \text{Profit}$$

For this to be a positive value your EPC (average earnings per click) must be higher than your CPC (average cost of a click).

Let's take a realistic example:

Let's say you buy a solo email ad and send 500 visitors to an affiliate link for a product that costs \$20 and converts 4% of your visitors to buyers.

You receive 50% of the sales you refer as affiliate commissions and therefore receive \$10 for every sale you refer.

Your average EPC in this instance is  $\$10 \times 0.04 = \$0.40$

However, real targeted traffic is expensive so you're going to be paying at least \$0.50 for every click on your solo ad.

The profit for this affiliate campaign would therefore be:

$$500 \times (0.40 - 0.50) = -\$50$$

..which would mean that the promotion lost you \$50.

Nowadays, it's nearly impossible to achieve a profit by promoting an affiliate link with paid advertising.

Whatever anyone tells you, visitors are costly, and so called 'free traffic generation' isn't really free as it takes a lot of time and isn't guaranteed to work.

There is no way around these simple facts.

However, there is one thing you can do to shift the balance in your favour..

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## Building Your Own Audience

When you send cold traffic (people who don't know you) to an affiliate link and the people who see your affiliate offer don't buy it, your business only grows if you derive a profit from that traffic source, and with paid traffic the odds are heavily stacked against you due to the high advertising costs of most platforms.

To enable you to succeed with affiliate promotions you need to create your OWN traffic source in the form of an audience which knows you and trusts your recommendations.

There are numerous ways to build an audience such as building followings on social media sites but the only way to build a traffic source that you truly own is to build your own email list. The asset that separates affiliates who make a lot of money from those who don't is usually an engaged list of email leads.

## Building a List of Email Leads

If you collect email leads before you send people to a sales page, the mathematical formula for calculating your ROI for a given campaign changes..

$$\text{Number of Visitors} \times [(\text{LCP Conversion Rate} \times \text{EPL}) - \text{CPC}] = \text{Profit}$$

EPL is your expected earnings per lead from the initial affiliate link click and your subsequent email follow ups, which are sent to give your leads several more opportunities to buy the product via your affiliate link.

Your EPL needs to be high enough to exceed your CPC when your EPL is multiplied by the fraction of your visitors your LCP (lead capture page) converts to leads.

For example, if your lead capture page converts 25% of your visitors into leads, your LCP conversion rate in the above equation would be 0.25 or ¼.

*Let's apply the previous 500 visitor solo ad example but this time with the visitors being sent to a lead capture page with a conversion rate of 25% for this traffic source.*

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$$500 \times [(0.25 \times 2.8) - 0.50] = \$100$$

That's a \$100 profit.

In the above equation I have used an EPL based on 28% of your leads going on to buy the \$20 affiliate product (which pays you \$10 per sale) at some point during their initial exposure to the product and your subsequent follow up sequence, which I think is a realistic figure.

Studies have shown that, on average, only 8% of the people who go on to buy a product online, buy it on their first exposure to it.

The example therefore realistically illustrates just how essential it is to collect leads rather than just sending visitors to an affiliate link.

Although the 2nd formula is a bit complicated, the thing you need to take onboard from all this is that:

*List building is essential if you want to earn more than you spend.*

Also, this profit calculation doesn't take into consideration sales you make from your newly generated list for different affiliate products you promote to them in the future.

When calculating ROI for any campaign, which you should calculate after your follow up messages have been delivered, the formula for this is simply:

$$\text{Gross Profit} / \text{Ad Spend} \times 100 = \text{ROI (\%)}$$

Applied to the above example:  $350 / 250 \times 100 = 140\%$

This ROI calculation does not include the value added to your online business in the form of new email subscribers which would be considerable.

**\*VERY IMPORTANT:** Please remember this..

Lots of internet marketing products are promoted in such a manner as to give you the impression that you will make "7 figures a year" just by buying them and without the need to learn anything or even do any work.

They then show screenshots of lots of big figures from affiliate accounts etc.

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Remember and never forget that, in order to make ANY PROFIT AT ALL you must first achieve an ROI of >100% on a campaign. After you know how to turn 1 into 1.1 or more you have a business.

If a product helps you to do this then it's worthwhile.

Only products that enable you to boost your ROI on either money or time invested can help you to grow your business faster.

Personally, I am more than happy to make a net profit of zero (or even endure a slight loss) with paid affiliate campaigns just so that I can build my email list for free (or very inexpensively).

## Flow Diagram Illustrating the Architecture of a Profitable Affiliate Marketing Campaign with Front-End Lead Capture



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## A Brief Overview of my Affiliate Business Model

- **Sell Digital Products as an Affiliate** – This means you have no physical products to buy, earn a high commission rate (usually 50% or more), have an unlimited supply of products and no product creation is required as you're promoting other peoples' products. You could choose to start selling your OWN digital products or white-label products you have rebranded as your own, but I find affiliate marketing much easier.
- **Sell Products using Email Marketing** – Email marketing (list building) gives you full ownership and control of your own traffic source and has been continually shown to be the most effective online selling strategy.
- **Sell Products using Digital Sales Funnels** – Effective digital sales funnels are the key to making more in affiliate commissions than you spend on advertising. This is because the most profitable thing to promote online is a sales funnel containing a front-end email subscription form, followed by a paid offer, followed by upsells and downsells, followed by a series of email follow-up messages which provide your prospects with further opportunities to purchase your digital product(s). If you've ever bought a product related to making money online, chances are that the product you bought was promoted to you via a digital sales funnel with this structure or something very similar, whether the product recommended using that sales strategy or not. In short digital sales funnels WORK and that's why nearly all entrepreneurs who sell things online use them.
- **Add value to your prospects** – Giving people valuable content in return for their email address makes them more responsive to your paid product recommendations and builds your personal business brand.
- **Leverage money instead of time** – The ultimate purpose of a digital sales funnel is to create something that makes more money than you spend on it. An effective digital sales funnel will yield a positive ROI so that you can scale up your advertising and resultant revenue rather than trading your valuable time working for money. We only have a limited amount of time available each day that we can devote to work. Most people need to sleep and even if you don't sleep much, you are limited to a maximum of 24 hours work per day. If you earn an hourly wage you are limited in how much you can earn by how many hours there are in a day. That's why learning to leverage your money rather than your time is essential if you want to become a digital entrepreneur.

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# A Step-By-Step Guide to Duplicating My Affiliate Business Model

**1. Choose your niche:** Some of the online sales niches that have a huge potential for people promoting digital products include online business (make money online / internet marketing / online investment), health and fitness (get fit / weight loss / muscle building / nutrition / stomach abs), hobbies (sport / woodworking / DIY / gardening), pets (eg. dog training), green living (renewable energy like solar power and wind turbines / growing your own food) and personal development (positive thinking / personal development). Some marketers promote digital products across a range of niches. Personally, I have had the most success with the online business niche, although I have promoted stuff in the green living and diy / hobby niches and I am currently trying hard to get into the growing your own food niche as it is something that is interesting me more and more. Often, the best approach is to promote something you are truly passionate about, although it is quite easy to become passionate about a subject if it's profitable to do so. It does help a lot if you know what you're talking about and understand the goals of people in your niche.

**2. Select a digital product you want to sell as an affiliate:** This could be a software product, an online training course, an e-book, a web-based tool or any instantly accessible digital product that requires no delivery and can be immediately accessed via download or log in after purchase. You MUST do your research on the product. It MUST be a product that you believe will help your prospects and convert well when presented to your leads. Clickbank is a great place to start when looking for products to promote as an affiliate. The products are generally of very good quality and getting paid is a straightforward process. You either get paid directly into your bank account or by cheque. Another good thing about Clickbank is the marketplace which you can use to search for products in multiple niches. Detailed statistics are provided for each product including 'gravity' which is basically a measure of how well a product is selling. Products with a higher 'gravity' have been selling well for affiliates.

**3. Identify the target market for your product:** This means working out who the ideal customer for that product would be. Consider what kind of person would want the product you're going to promote. What problem will that ideal

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prospect have that the product solves? Also think about which keywords or key phrases that person would use if they were searching for a solution to that problem. For example, someone who really wanted to learn how to build a website with Wordpress might search for 'learn Wordpress' or 'Wordpress tutorial for beginners' or 'how to use Wordpress'. You can tag your lead capture page with these sorts of keywords to optimize your chances of getting search engine visitors to your lead capture page who are interested in your product. You can also get keyword suggestions with the Google Adwords keyword tool. In this example you would be aiming to collect email leads who are interested in improving their Wordpress skills by offering a lead magnet that provides useful guidelines on using Wordpress effectively. Your paid product could be something like a premium Wordpress theme that makes creating a professional looking website easy or alternatively a Wordpress video training course.

**4. Create a High-Quality Lead Magnet:** Produce a giveaway report or another type of locked content which would provide useful information that would help your ideal customer to go some way toward solving their problem. In the above example your giveaway content is a report outlining how to use Wordpress and your paid product is the premium Wordpress theme or the video training series. There are lots of premium Wordpress related products available for anyone to promote that you can find on the affiliate marketplace at Clickbank, or on other affiliate networks such as JVZoo and WarriorPlus.

**5. Publish a Lead Capture Page:** This is the web page that requests an email address so that your visitor can access your lead magnet. Having said that, you can build an email list and use digital sales funnels without using lead magnets by using 'affiliate funnels'. An affiliate funnel is a digital sales funnel which presells an affiliate product and then collects a visitor's email address in exchange for the opportunity to see the product.

**6. Create Follow up Messages:** These are a sequence of pre-written messages geared around building a relationship with your prospects and selling your premium product to them. They are sent automatically at pre-determined intervals by an email marketing tool called an autoresponder. Your follow up messages should add value to your leads by giving them useful information in an entertaining manner. They should also explain why they would benefit from buying your premium product and give them lots of opportunities to buy it. There is a saying that goes "the fortune is in the follow up". It is an accurate

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statement when applied to email marketing. I've used multiple autoresponders over the years but the one I have stuck with is [Aweber](#). This is because it works and it's easy to use and understand. It also supports single opt-in list building, which is a faster and more effective way to build your list.

**7. Advertise Your Lead Capture Page:** You cannot sell digital products unless interested visitors land on your lead capture page. The easiest way to get interested visitors to any webpage is simply to buy them. A lot of people talk about free traffic but there really is no such thing. Traffic always costs something, whether it's the time you spend creating content, building backlinks or posting free ads, it still costs. Making money by selling digital products on the internet is simply a case of producing good quality lead magnets and digital sales funnels and sending visitors to them in either a time or cost-effective manner.

**8. Track Conversions:** By tracking how well your advertising performs in terms of conversions, you can determine how much profit a large ad spend is likely to yield. I use a premium Wordpress plugin to create tracking links for my campaigns when I am testing a new advertising source but you can track conversions with the free link tracker at [LeadsLeap](#) if you aren't yet ready to use a paid conversion tracking solution. A LeadsLeap pro account enables you to track links via your own domain name(s). We will look at the methods you can use to track your conversions shortly.

**9. Scale Up Your Advertising:** Once you know that you have a digital sales funnel and a traffic source that is likely to yield a large profit, you then scale up your advertising and income. This is how successful affiliates make money in real life. You might hear a lot of stories about 'secret wealth loopholes' and stuff but this is usually what the people promoting the 'secret loophole' products actually do.

**10. Bribe Potential Buyers with Bonuses:** When recommending a product to your list, a strategy that works well for boosting sales is offering bonuses to people who buy from your affiliate link. The bonuses should ideally be products related to the niche of the affiliate product your promoting, which complement the product and add even more value to it. For example, if you were promoting a landing page building software, a good bonus to add to that would be a set of royalty free images the buyer could use with the software to make more effective landing pages.

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# The Core Skills You Need to Develop to Grow Your Affiliate Business

**1. Creating Your Affiliate Funnels** – Promoting a raw affiliate link to a product sales page sets you up to lose money straight off the bat. You need to create an automated digital sales funnel which builds your email contact list on the front end so that you can grow your contact base while you promote. After your visitors subscribe to your email list to get your free offer, your funnel needs to automatically present the product you're promoting to them. Most people don't buy a product on their first exposure to that product, which means that building a list so that you can give your prospects further opportunities to buy your product massively increases your affiliate campaign's profitability. If you're promoting with paid advertising, a good digital sales funnel can mean the difference between a huge return on investment and a huge loss from promoting raw affiliate links. If you're promoting with free traffic, using a digital sales funnel means you work less hard for more profit.

**2. Promoting** – There's a lot of misconceptions about traffic and it's important to understand the difference between targeted visitors and 'clicks'. There are a lot of sites around that will sell you a 100000 clicks for 5 bucks or whatever. This type of traffic won't make you any money because the clicks, if they're even made by human visitors, aren't targeted. In other words, your website isn't getting visited by people who are interested in your offers. Many affiliates think that any clicks will eventually convert into sales. The truth is that clicks must be targeted to convert into leads and sales. If you don't get targeted traffic, you won't make any money – it's that simple. There are only 2 basic ways to send visitors to a webpage: with paid advertising and with free traffic methods. The fastest way is with paid advertising although some free traffic methods can also be very effective. One type of paid advertising that has worked better for me than any other is solo advertising. In my experience, the best place to get cost effective solo ads is at [Udimi](#). This is a marketplace where you can buy solo emails to established marketers' lists. Advertisers leave ratings for solo ad vendors so that you can see what sort of results other people are getting with each vendor. There are a few free traffic methods that have yielded good results for me. For example, if you're promoting products related to making money online, you can get lots of free targeted visitors by using ad exchanges. These include mailers, safelists, text ad exchanges and traffic exchanges. Whilst these sources won't work as well as real solo ads,

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they're free and most of the people using these sites have an online business to promote, so your sites are being visited by people who want to make money on the net. Personally, I've never had any success with trying to gamify search engine algorithms with seo, so I don't really do any search engine optimization. On the other hand, social media sites have worked quite well for me, although no free traffic source I have tried has worked anywhere near as well as paid advertising and if you want to get your affiliate business launched quickly, paid advertising is by far the best solution.

**3. Tracking** – All successful affiliates track both clicks and conversions. Tracking clicks enables you to determine whether your advertising is getting you any visitors. Tracking conversions enables you to determine whether the visitors are real and interested in your offer. Unfortunately, there are a lot of advertising sellers online that get you a ton of clicks but the clicks they get you never convert to leads or sales. It is also worth mentioning that buying incentivized leads is not a good strategy for affiliates, as people who sign-up to offers just to receive a few cents or whatever are very unlikely to buy anything from you. In the 'Tracking Conversions' section of this report, we will look at the different metrics you can track and how to track them.

**4. Tweaking** – Adjusting your affiliate campaigns in response to your conversion tracking statistics is something else that successful affiliates do. Put simply, this just means testing whether making changes to various components of your affiliate campaign such as your lead capture page (a.k.a. a squeeze page), solo email copy, banner ad design or email follow-up copy increases or decreases sign-up conversions and/or overall profit for the same traffic source. You can also 'split-test' 2 different versions of a lead capture page to see which gets the most sign-ups with the same traffic source. Don't worry if tweaking campaigns sounds a bit complicated – just get a campaign launched and promoted and then worry about tweaking after you've got some results.

**5. Engaging** – People buy stuff from other people. Once you have some email leads it's important to try to connect with them so that they know who you are, trust you and care what you have to say and what products you recommend. If you connect with your leads, you'll be building the most valuable asset an affiliate can have – a responsive following. There is a huge difference between a list of opt-in email addresses and a responsive following. You can have 100000 email addresses and not make any significant income from your list but if you have a small list of targeted, responsive followers, it

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can make you very wealthy. You can connect with your leads by telling them about yourself – some of what you tell them is very likely to resonate with them as most affiliates start out for the same reasons, like wanting to make money from home so they can spend more time with their families and wanting greater control over their lives than can be achieved by having a 9-5 job. Running a blog is a great way to engage your leads as it gives you a brand platform to communicate your ideas. Sending regular emails to your email list with links back to useful blog posts shows your leads that you want to help and if your blog content is good you can brand yourself as a leader in your niche. The advantage of being perceived as a leader in your niche is that your leads are much more likely to open your promo emails and buy the products you recommend to them.

**6. Helping** – If you want to really connect with your leads and build a long-term loyal customer base, it's important that the free content you give to your new prospects really helps them. If your giveaway product is a free report, your leads will base their opinion of you on that report, so giving them a shoddy, poorly written and uninformative report will not help you at all. It's also essential that any premium product you recommend genuinely provides your buyers with a solution to whatever problem the product claims to solve. For instance, I mostly promote digital products related to affiliate marketing, I am therefore particularly careful when looking for products to promote as I don't want my leads to buy a crappy blind offer which makes big income claims and then disappoints when the product behind the sales page turns out to be a massive dud. Sometimes you can find poor quality products which sell very well. They have huge EPCs, fancy videos, big promises and loads of (misleading) testimonials on the sales page and lots of affiliates promote them just to make a fast buck. Promoting offers like this is NOT a good strategy for building an affiliate business because it is unethical, it damages your brand and it disappoints your lead base, making them very unlikely to buy from you again. Obviously, the good products make big claims too and if they didn't they wouldn't be able to compete in today's digital product marketplace. It's therefore important to buy and test products yourself before you promote them so that you can separate the hypey offers which are worthwhile from those that are just 100% hype. There are lots of hypey offers in the digital product marketplace so testing products to make sure they work is an important step for every ethical affiliate who promotes digital products.

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7. **Selling** – Whilst you can still create a profitable affiliate business without doing any hard selling, if you want to grow your business as quickly as possible, you need to pitch products to people now and again. Some people are natural sellers, and some aren't. Personally, I'm not a natural seller, and wouldn't be able to persuade people to buy things over the phone. Fortunately, you don't need to talk to people to sell affiliate products these days, you just need to be able to write a good sales email and press 'send' to broadcast it to your subscribers. In fact, if there's an amazing offer which would really help your lead base, you owe it to them to try to get them to buy it.

8. **Scaling** – Once you've successfully launched a funnel, got some visitors through it and achieved a good ROI, you can scale up your advertising to increase your campaign profit. You can also take that same successful campaign model and apply it to more affiliate products. Each time you do this, you will get a little bit better at 'plugging leaks' in your funnel which could reduce your overall profit by improving your advertising copy, lead capture pages, lead magnets and follow-up sequences.

## Essential Resources for Creating Digital Sales Funnels:

**Your OWN Website** – Although you can create funnels, build your email list and earn affiliate commissions without your own domain name using the free resources at [LeadsLeap](#), if you're serious about being a full-time digital marketer and chasing down your dream lifestyle, you really need your OWN website – not a free one – a domain name which you actually own.

If, like me, you regularly use the funnel builder at LeadsLeap, with a LeadLeap pro account, you can connect your own domain(s) to the page builder, so that your LeadsLeap landing pages can be promoted via your own domain(s), without affecting the functionality of your own hosted domain(s), which can still be used for their original purpose, eg. as a blog or membership site.

I know there's a lot of conjecture out there about making money online without investing anything but my experience, which spans several years, is that to build a real, lasting online business you need to invest money in it. One thing you that will really benefit your brand and add value to your business is a

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domain name that reflects what your business is about, as well as reliable hosting.

Having your own website on a domain name that you own shows people you are serious about your business and projects a much more professional image than a free website or blog. People also instinctively trust a unique domain name more than web content posted onto third party sites such as social media sites, forums, article directories and blogging platforms as a unique domain name gives your content a more authentic feel.

If people have more trust in your website, by extension, they will trust you more and be more receptive to any affiliate recommendations you have included on your website.

Your website provides you with a perfect platform for communicating with your customers and leads, thereby building your 'brand'. This is really important, as people buy stuff from other people, generally people that they trust or even like. A website is a great way to tell people a little bit about yourself, show them that you are not just another 'marketer' selling to them but a real person.

The days when you could just advertise an affiliate link and make money from cold traffic are long gone. Today's internet marketing requires you to do so much more than that if you ever want to make a reliable income from it, let alone the huge pay days you might have heard you can make as an online marketer.

However, getting your own domain name and website is the very first step on your journey to becoming one of the very small percentage of marketers who make a lot of money online.

When deciding on a domain name there are a few things you need to consider but the most important points for me are that your domain should be something which quickly tells people what your website is about and something easy to remember so that people can easily type it straight into a browser if they notice your domain name advertised and decide to see what your website is like. It is also advantageous to get a domain that contains keywords or keyword combinations that people who would be interested in the products or services that your website is going to promote would be likely to search for in the search engines.

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**An Email Autoresponder** - Having an effective email autoresponder is VITAL if you want to use digital sales funnels because you need to follow up with A LOT of email leads if you want to make a regular online income and autoresponders automate this whole process.

There are a lot of autoresponder companies out there. You could even host your own if you have the right script, but I personally choose to use a premium 3rd party autoresponder service ([Aweber](#)), as they have people working for them whose job is to keep your emails arriving in the inboxes of your leads and customers instead of their spam boxes, by maintaining good relationships with major personal email providers such as Gmail.

Inside your autoresponder back office, you have systems for creating email marketing campaigns which include an email opt-in form creator which enables you to put opt-in forms into your webpages using html, thereby creating your lead capture pages.

You can set your autoresponder lists to either 'double opt-in' or 'single opt-in'.

Double opt-in means an email lead who subscribes to your list will have to log into their email accounts to click a link in a confirmation message sent by your autoresponder, to confirm they wanted to give you their email address in the first place.

Personally, I only use a single opt-in system for capturing leads as a single step system (without the need for your subscriber to confirm their email address) gets you more email leads more quickly.

You also have a follow up email builder enabling you to write media-rich email messages which are set up to be sent to your leads according to your chosen schedule eg. every day, every 2 days or whatever you prefer.

The other important function your autoresponder will have is the ability to send 'broadcasts' to your lists.

This is how, when a new affiliate launch occurs, some of the top affiliates will bank 20000 USD in commissions with just 1 or 2 email blasts. They have large responsive lists that they built using an email autoresponder which they can message whenever they want with a short but punchy email promotion that makes them in a few hours what most people take months to make.

If you don't have the funds available to use a paid autoresponder account, you can use the free autoresponder service provided by [LeadsLeap](#) which is an

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effective email marketing solution for beginners and professionals alike. Although your lists cannot be set to single opt-in, your new leads are confirmed as soon as they click a link in your first follow-up email, **or** your 'confirm subscription' email, which works better than only confirming the subscriber when they click the link in the 'confirm subscription' email.

## Tracking Conversions

Tracking conversions as well as clicks is essential if you want to make a profit from your online business.

Unfortunately conversion tracking is a tedious and confusing process but one which you need to master in order to succeed.

Without conversion tracking you cannot know which of your traffic sources is providing you with leads and customers as opposed to just clicks (which may or may not be made by real people) and you have no accurate means to measure how profitable your paid ad campaigns are.

Once you can identify profitable ad campaigns, you can increase your budget for those traffic sources that work and stop wasting money on any sources that don't perform.

First of all, let's look at what types of conversions can be tracked.

Here are some of the marketing funnel conversion metrics we can measure for a given traffic source.

1. ***Basic Click Tracking***
2. ***Call to Action Click Tracking***
3. ***Lead Capture Page Conversion***
4. ***Sales Conversion Tracking***

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## **Basic Click Tracking:**

If you are using a traffic source where your visitors are in no way *incentivized* to click your link such as Twitter or Youtube, simply counting the number of clicks the link you include in your tweet, or the link you add underneath your Youtube video receives will give you some valuable information as people *won't* click the link unless they are inspired to do so by your tweet or video.

Tracking clicks generated via incentive traffic sources (where people are rewarded in some way for clicking your link) like traffic exchanges and ptc sites doesn't really give you any meaningful data other than whether or not the sites are delivering the clicks allocated to your campaign(s). For this kind of incentivized traffic, and paid traffic sources like ppc ads and solo email ads, you need to use more in-depth conversion tracking methods.

## **Call To Action Click Tracking:**

This is a way to measure whether people who land on your site from a given traffic source are interested enough in your offer to click a call to action button and learn more about it. This can give you an indication of the level of engagement generated by a particular traffic source.

I particularly like to use this tracking method as it is very easy to use and quickly gives you an idea of whether or not a traffic source is worth your attention, as people click buttons more often than they submit their email addresses and much more often than they buy things, so you can gather data quicker.

The way it works is as follows:

1. You create a splash page like [this one](#), with at least one call to action.
2. Your call to action should be linked to a tracking link. I often use a premium WordPress plugin called [PrettyLinks](#) to create my tracking links but there are lots of link tracking services you can use for free.
3. You create duplicate splash pages for each traffic source you want to test, each with a different tracking link connected to the call to action on your splash page.
4. Each splash page and tracking link should be used for just one traffic source.

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5. The number of clicks you get on the tracking link connected to the call to action on each splash page will be automatically recorded as you send more and more visitors to the splash page. This gives you a measure of how many of the people who land on your splash page actually respond to the call to action on it.
6. A traffic source which is highly targeted to your offer will give you lots of clicks on the call to action which are recorded by your tracking link.
7. If you are paying money for, or spending time on a traffic source which does not yield many (or any) tracking link clicks, this would indicate that the traffic source is not right for your offer.

This method enables you to evaluate a traffic source more quickly than would be possible by measuring events which occur less often in a promotional campaign like squeeze page submissions and sales conversions.

### **Lead Capture Page Conversion:**

This is the metric we measure to determine how many of the visitors you receive from a particular traffic source go on to become email leads. It enables you to calculate your cost per lead (CPL) for a given paid traffic source.

Lead capture page conversion tracking involves recording which traffic source delivered the new subscribers who land on the thank you page of your funnel ie. the page your new subscribers reach straight after submitting their email address to receive your lead magnet.

One way to do this is to create a different thank you page tracking link for every traffic source you use.

You then create a new duplicate lead capture page for each traffic source, each with a duplicate version of your sign up form in it which redirects your new subscribers to the corresponding thank you page tracking link for that traffic source.

Tracking the number of unique clicks your thank you page tracker link for a given traffic source received will give you the number of leads generated by that traffic source.

Dividing the number of leads you generated by the number of unique clicks your lead capture page received and then multiplying that decimal by 100 will give you your lead capture page's conversion rate percentage for that

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particular traffic source. Dividing the cost of the traffic by the number of leads will give you your **Cost Per Lead (CPL)** for that traffic source.

### Sales Conversion Tracking:

If you're tracking sales conversions for your own product from a particular traffic source, then creating multiple thank you pages – one for each traffic source, each with a different product payment button and tracking link for your product access page corresponding to each traffic source will enable you to determine which traffic sources are sending you buyers by tracking clicks to each product access page tracking link.

If you're promoting affiliate offers, you don't control the buy buttons your leads click or the access pages that people who buy those products reach so you cannot use the above sales tracking method. However, depending on the affiliate network you are using, you may be able to track affiliate sales conversions by creating multiple affiliate links, each with a tracking id which corresponds to a different traffic source.

This image illustrates how to add tracking code to a Clickbank affiliate hoplink:



Quick Power System -10%+ Conversion Rates, Epc\$2.0 (view) Gravity score 21.67

Close

### Creating a HopLink

Earn commission for every customer you refer to this product using your personalized hoplink.

Nickname Account  
peterrt  
Required

Tracking ID  
Optional

Create HopLink

You can add a different code for different tracking sources. This link is a [Clickbank hoplink](#) for an affiliate marketing training product and I added a tracking id. so that, if any sales are generated by the link, I will know that the sales conversions came from this report.

<https://37d90kfmldvk1udb2q5a1l6vej.hop.clickbank.net/?tid=theroisystem>

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These tracker affiliate links can then be put on duplicate copies of your thank you page corresponding to each traffic source. I know that this process would involve creating multiple thank you pages rather than just multiple tracker links for the same thank you page but knowing which traffic sources send you buyers is extremely useful and enables you to scale your business faster.

### **Conversion Pixels**

If you have access to the html code for the 'goal' page that your visitors reach following a conversion that you wish to track eg. your thank you page for a lead generation conversion or product download page for a sales conversion, you can use something called a conversion pixel to track visits to that page. This conversion pixel is basically an invisible image on the page and every time someone loads the image by visiting the page, a visit is tracked. Each conversion pixel you use is tagged to a particular traffic source so that you can count the number of conversions produced by that traffic source. You need to create a duplicate goal page for each traffic source, each with the correct conversion pixel corresponding to that traffic source, so that your tracking results are accurate. You place a conversion pixel on a page by adding a string of code into the html code for the goal page. Both using conversion pixels and using specific tracking links for your goal pages do the same job ie. recording visits to your goal pages and thereby tracking conversions.

### **Branding Your Tracking Links**

If you have your own WordPress site and you want to create tracker links using your own domain name, you can use a premium WordPress plugin called [PrettyLinks](#) that enables you to create branded tracker links. It is the self-hosted tracking solution I usually use for my funnels and much cheaper than most other tracking services. There is a free 'lite' version of PrettyLinks but it lacks some of the capabilities of the pro version including, among other things, link cloaking and conversion reports.

### **LeadsLeap**

[LeadsLeap](#) is a software-as-a-service click tracking solution that you can use to track both clicks and conversions and it does not require you to have a website of your own. For each link you track, you can create up to 2 different conversion pixels which enable you to track conversions coming from the link in question to 2 different goal pages eg. a thank you page and a product download page. Leadsleap tracker links also enable you to identify 'real' traffic

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made by actual people and 'fake' traffic made by bots by counting total clicks, unique clicks and real clicks without the need to set up any complex conversion tracking systems with multiple goal page tracking links or multiple duplicate goal pages with different tracking pixels embedded into them. This is an ideal feature if you don't want to go to the trouble of tracking visits to your thank you pages or product download pages but still want to get some meaningful data about the quality of your traffic sources. Leadsleap links also include an incredibly useful measurement in their tracking statistics called "Response Tracking" which is a rough conversion measurement for actions such as clicking a link on a page, playing a video, clicking a LeadsLeap Adbar or filling in a form. In fact, LeadsLeap enables you to perform professional level tracking activities, that most other services will charge you for, for free, for life, which makes it a truly exceptional resource for marketers. With the Leadsleap Pro account you can even track links via your own domain name(s).

You can also access very effective free advertising at Leadsleap, as long as your offers are related to making money online or marketing as most of the people who see your ads will be primarily interested in those topics.

You can even earn money with their publishing program!

## An Extra Strategy for Boosting Conversions and ROI:

Bonus Incentives: Bribing your prospects with bonuses for purchasing affiliate products via your link can yield a massive increase in conversions, especially if your bonuses complement the product you're promoting. For example, if you were promoting a landing page building software, a good bonus to add to that would be a set of royalty free images the buyer could use with the software to make more effective landing pages. If you don't have your own products to offer as bonuses, or you're thinking of selling your own digital product instead of promoting someone else's as an affiliate, it isn't too difficult. You can purchase digital products like e-books and video training courses with PLR (private label rights) quite cheaply. Although the terms of plr licences vary and you should always read them before licensing a product. Generally speaking, buying private label rights to a product enables you to digitally repackage it

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and sell it under your own brand. Before offering a plr product as a bonus, you should check that the terms of your plr licence enable you to do so.

## More Information about Traffic

If you're interested in learning more about driving targeted traffic to your site with both paid advertising and free (time consuming) traffic methods, I created another report which goes into more detail about this vital marketing topic. You can access the report, for free, via the following [link](#).

## One Final Important Point to Remember

Sadly, there are no push-button solutions which will enable you to make a lot of money with affiliate marketing without the need to invest any time or money.

Once you realize this, you're a lot closer to achieving your business goals because you're no longer distracted by the BS designed to lure people into buying over-priced, over-hyped and under-delivering products and training.

You can then focus completely on the activities which will be most profitable in the long run - creating affiliate campaigns, testing traffic sources and building an audience for your promotions.

If you're looking for something which will give you an enormous advantage over other affiliates, please watch the webinar you can join via the following [link](#).

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