



A Revealing Look Inside The Affiliate Video Money-Making Machine!

By Jason Shepherd
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-1-

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YouTube: The Next Craze to Generating a Quick and Easy Online Income!

In the past year, the popularity of YouTube.com (the online video website) has exploded. It's now the 5th most trafficked site on the internet.

Millions of viewers from a wide-range of ages and backgrounds now visit or stumble upon the site everyday. It generates far more traffic than giants eBay.com, Facebook.com, and MySpace.com.

A gigantic portion of all web traffic flows through its doors.

As a result of this growth, some marketers have noticed. Many now use it as a way to generate traffic to their existing products.

Yet, many more have ignored this phenomenon for two reasons:

- 1** **Your first impression of YouTube is that it only has videos for young people.** These people then don't have any extra spending cash and so only buy a very limited amount of products.
- 2** **Videos seem like they're difficult and technically involved to create.** They think you have to videotape yourself giving a professional presentation and then use complicating software to edit it.

In reality, these two beliefs are misleading. Although a majority of users do tend to be young, there are videos for every topic under the sun – not just those that are ranked as the most popular.

There is, in fact, a large portion of the viewers that have available cash to spend.

In addition, it is true videos *can* be difficult to make. But, the most effective ones for selling usually are not. In fact, being too professional can hurt you.

-2-

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You want your videos to appear like you're just an average member of the community. Otherwise, you may face a backlash.

On top of all this, nearly all marketers have missed another important way to profit from YouTube.

You DON'T need your own product. You can use the power of "affiliate programs" to get paid generously.

If you're new to affiliate programs, they can also be described as "Internet referral programs" where merchants pay you a commission for those who buy that you referred.

All major websites have them, from Amazon.com, Wal-Mart.com, to small one-person "mom and pop" sites.

Once you've joined an affiliate program, they give you a special tracking link and credit you for all of the sales you generate (the commissions per sale might range from 5-100% of the sale).

By combining YouTube and affiliate programs, there's an amazing opportunity. In fact, I've combined the two to generate well-over \$10,000.00 in the past 8 months.

And this is WITHOUT:

- Any start-up investment,
- Major time or effort (only spent 0-10 hours a week on it),
- Any special marketing or technical expertise. I was a complete internet marketing newbie just a short time ago!

In other words, this is a system just about anybody can master. In fact, I even helped my 13-year old nephew create and upload his own video. It took him about 45 minutes, had zero voice narration, and ended up doing \$100.00 in its first month (it still continues to bring in sales).

-3-

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Let me prove to you the results of combining YouTube and affiliate programs. Here's an income statement detailing one of my best days with a profit of \$268.58:

Found 108 items, displaying 1 - 100. Total (all results): \$2,642.99

Actions	Date	Time	Receipt	TID	Pmt	Txn Type	Item	Amount
	2007-09-06	09:12	DZ5xxxxxx		PYPL	Refund	1	\$-16.35
	2007-09-04	14:24	0F0xxxxxx		MSTR	Ref		\$-24.92
	2007-08-31	23:01	851xxxxxx		MSTR			\$33.90
	2007-08-31	20:13	PTZxxxxxx		VISA			\$24.92
	2007-08-31	16:15	84Txxxxxx		MSTR	Sale	5	\$33.90
	2007-08-31	12:13	4KVxxxxxx		MSTR	Sale	5	\$33.90
	2007-08-30	18:46	KS5xxxxxx		VISA			\$16.61
	2007-08-30	18:42	2LFxxxxxx		VISA			\$24.92
	2007-08-30	18:39	0F0xxxxxx		MSTR			\$24.92
	2007-08-30	13:17	HF3xxxxxx		VISA			\$16.02
	2007-08-30	13:07	0SDxxxxxx		VISA	Sale	5	\$33.90
	2007-08-30	11:15	0WVxxxxxx		MSTR	Sale	5	\$33.90
	2007-08-30	10:54	TKLxxxxxx		MSTR	Sale	5	\$33.90
	2007-08-30	10:02	0FBxxxxxx		PYPL	Sale	1	\$16.61
	2007-08-30	05:51	0WWxxxxxx		AMEX	Sale	5	\$33.90
	2007-08-30	04:19	FFGxxxxxx		VISA	Sale	5	\$33.90
	2007-08-29	22:11	RWMxxxxxx		AMEX	Sale	5	\$33.90
	2007-08-29	16:19	WBVxxxxxx		VISA	Sale	4	\$24.92
	2007-08-29	13:33	0L1xxxxxx		VISA	Sale	1	\$15.68
	2007-08-29	08:20	H4Xxxxxxx		VISA	Sale	1	\$16.35
	2007-08-29	07:38	8M4xxxxxx		MSTR	Sale	5	\$33.90
	2007-08-29	06:43	6JMxxxxxx		VISA	Sale	5	\$33.90

\$268.58 In Only One Day!

And I Didn't Even Turn The Computer On That Day!

This may not sound like much compared to what many "Big name gurus" promise with their systems. But, it's a giant return on investment

considering they were free to make and only took me 30 minutes to an hour to create.

Moreover, the videos that paid me here still bring in sales. So, as more videos are made, my profits grow!

And here's my revenue statement for the entire year of 2007:

[How is my check calculated?](#)

[Why haven't I received my check?](#)

Sum of 2007 Paychecks: \$21,839.18
 Sum of 2006 Paychecks: \$0.00

27 items found, displaying 1 to 25.

[First/Prev] 1, 2 [Next]

Period Ending	Credits	Debits	Release	Allowance	Paycheck	Balance	CSV
2007-12-01	\$720.84	\$-48.66	\$272.23	\$94.69	\$849.72	\$0.00	CSV
2007-11-16	\$1,021.49	\$-23.76	\$232.75	\$123.30	\$1,107.18	\$0.00	CSV
2007-11-01	\$977.63	\$-2.50	\$207.24	\$118.49	\$1,062.88	\$0.00	CSV
2007-10-16	\$1,782.72	\$-142.05	\$188.89	\$182.21	\$1,646.35	\$0.00	CSV
2007-10-01	\$1,476.06	\$-2.50	\$153.60	\$162.97	\$1,464.19	\$0.00	CSV
2007-09-16	\$1,585.23	\$-24.07	\$70.88	\$163.45	\$1,468.59	\$0.00	CSV
2007-09-01	\$2,743.08	\$-102.39	\$79.33	\$272.23	\$2,447.59	\$0.00	CSV
2007-08-16	\$2,429.29	\$-163.02	\$58.70	\$232.75	\$2,092.22	\$0.00	CSV
2007-08-01	\$2,122.51	\$-127.27	\$74.72	\$207.24	\$1,862.63	\$0.00	CSV
2007-07-16	\$1,792.24	\$-18.84	\$112.95	\$400.00	\$1,697.46	\$0.00	CSV
2007-07-01	\$1,498.88	\$-36.40	\$71.04	\$450.00	\$1,379.92	\$0.00	CSV
2007-06-16	\$685.20	\$-2.50	\$23.60	\$70.00	\$635.42	\$0.00	CSV
2007-06-01	\$809.81	\$-35.48	\$16.50	\$70.00	\$711.50	\$0.00	CSV
2007-05-16	\$641.82	\$-57.29	\$0.00	\$50.00	\$532.82	\$0.00	CSV
2007-05-01	\$785.40	\$-48.99	\$2.24	\$74.73	\$670.02	\$0.00	CSV
2007-04-16	\$1,125.50	\$-24.07	\$13.34	\$450.00	\$1,014.02	\$0.00	CSV
2007-04-01	\$751.60	\$-43.67	\$0.00	\$71.04	\$638.89	\$0.00	CSV
2007-03-16	\$236.03	\$-2.50	\$0.00	\$23.60	\$209.93	\$0.00	CSV
2007-03-01	\$107.15	\$-2.50	\$0.00	\$50.00	\$145.98	\$0.00	CSV
2007-02-16	\$91.26	\$-32.32	\$0.00	\$0.00	\$0.00	\$57.83	CSV
2007-02-01	\$99.97	\$-19.11	\$0.00	\$0.00	\$72.52	\$0.00	CSV
2007-01-16	\$87.06	\$-2.50	\$0.00	\$18.84	\$137.34	\$0.00	CSV
2007-01-01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$88.32	CSV
2006-12-16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$88.32	CSV
2006-12-01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$88.32	CSV

Again, \$21,839.18 isn't bad for a part time gig. This was done in addition to my normal full-time job and part-time eBay business!

Just imagine what this amount of extra money means to your lifestyle. You can go out more, travel, or even buy a new car or boat!

This then brings-up the question of how can you do it as well?

It all comes down to 3 simple steps:

1. Pick an affiliate program that's likely to sell well (which is a breeze once you know a few simple points to look for).
2. Create a video for the product (this can be done in a flash and without ever stepping in front of the camera).

3. Upload your video to YouTube so your video is optimized to rake-in viewers likely to buy.

Then, you're set! In 6 hours, your video starts showing-up all around YouTube.com and the traffic pours-in.

Then, in the coming days, you likely begin to gain viewers from two more sources:

First, you can get traffic from Google.com, Yahoo.com, and MSN.com.

You see, the major search engines love YouTube... and by listing your videos on it (optimized in the right way), you dramatically increase your chances of gaining top search rankings. These ranking then provide some VERY high-quality traffic that can last for a long time.

This is because the traffic you get from Google is looking for a solution or more information. Those just from YouTube.com are more likely looking for entertainment and so the quality of the traffic may be less.

In addition, you also can get traffic from blog and website owners picking-up your videos and displaying them on their sites.

When this happens, your sales explode because you get tons of views from that website owner's normal visitors. Moreover, other blog and website owners who see your video may then decide to pick-up your video as well!

Your video then spreads all around the web.

Let's look at a couple examples of affiliate products being sold on YouTube (all could be improved to sell more):

1. <http://au.youtube.com/watch?v=dkrQM3C3VzU> – This affiliate has created a simple video on an egg whites product for body builders.

All this video consists of is the affiliate receiving his package of egg whites, opening it up, and explaining why it's a good product. The audience

-6-

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watching it has little idea that he's an affiliate. He seems just like another member of the community.

For physical products (not digital ones), the most successful affiliates record their videos with a video camera and do a demonstration, as displayed in this video.

Keep in mind that physical products tend to have low commissions and so you should look for those that do offer a fair share to affiliates.

2. <http://au.youtube.com/watch?v=A41BOeBF0Ko> – This is a quick amateur video thrown together for a membership website that has tattoo designs. Nonetheless it's an excellent example of how this system can work.

It's effective because it's optimized to gain top search results in YouTube (so folks can find it), it's short and to the point, and it gives the audience a “taste” of what the affiliate product has to offer.

Typically, for digital products (such as membership sites, e-books, or software), this type of video is all you need. These can be thrown together at lightning fast speed.

For your first product or two, I recommend you stick with digital products before you start promoting physical ones.

3. <http://www.youtube.com/watch?v=noLTAj4RbOs> – This video is an amateur effort as well. However, since it was optimized in the right way and has a high-ranking inside YouTube.com for the search query “Lose weight,” it has received over 6,125 views (at this time) and likely has a few sales to show for it.

In addition, the owner of this video has about 10 other videos optimized for this term, each with hundreds or thousands of views.

4. <http://www.youtube.com/watch?v=kYsVJlBk-0o> – This is a longer video, but it's an excellent example of how your video should appear to be

-7-

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helpful and not an advertisement. Notice how it has over 20,000 views!

5. <http://www.youtube.com/watch?v=gaiOb6HmYyE> – Here's another example of a sports betting system reviewed. There are some key areas where it can be improved, but it does the job well-enough.

As you may be able to see, there's a common thread linking successful affiliate videos.

Good ones offer a review of a unique product the YouTube audience would never have thought to look for on their own!

Here are just a few more ingredients to successful videos that sell:

- **They're short and to the point.** They don't try to appear to be a professional sales presentation and go overboard trying to sell the product. The viewer appears to be another member of the YouTube community. At the same time, they do offer a strong call to action and recommendation for a product.
- **They have entertaining qualities to them.** The screen changes a lot and the video doesn't drag along. Remember, most YouTube users come there for entertainment. So, don't bore!
- **They offer products the YouTube community wants.** There are a lot of different types of products that can be successfully sold (and few that can't), but generally the best ones do appeal to younger viewers.

The bottom line is that anybody can use this system. Let's talk more about how easily they can be made.

When most people think about videos, they think you have to record it with a video camera, a green screen, and then use complicated software to edit it.

In reality, this is far from accurate.

-8-

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Far easier is to create your simple videos with screen capture software (which can be downloaded 100% free).

Screen capture software allows you to record what's on your computer screen and then you can add text or voice narration.

For your affiliate videos, you may record certain related images to the product, pictures of the product, or even just the sales page of the product you're recommending.

You also might put together a short PowerPoint presentation to record.

All of my videos so far have been done with screen capture software. They then usually only take about a half an hour or so to throw together!

Of course, there are some key points to creating your video in the right way.

Here are just a few:

- **Introduce your affiliate URL inside your video and in your description with the right call to action.** If it's hard to find your affiliate URL, you won't generate any sales. At the same time, you need to be careful not to make your video look like one big advertisement.
- **Show visuals of what your viewers want to see.** If you can show an image of your product or what it has to offer, this is a must. For example, if you're selling an e-book on how to hit a better golf swing, then images of golf courses and golfers having a good time are effective.
- **Add music and design your video to keep your viewers' attention with frequent new eye-catching visuals.** Even a good video presentation can fail if it moves too slowly.
- **Offer something of value to your viewers, even if it's just pointing them in the direction of a product that he or she would otherwise**

-9-

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have a hard time finding. Related to this, if you can offer a freebie, this can be very effective to build interest.

- **Plan the basic ideas of your script carefully, but still have it appear to not be pre-planned.** Your script is important to getting sales, but if it appears too polished, this can actually reduce your sales by turning off the YouTube community.

For many more tips to creating killer hot-selling videos fast (including a step-by-step real-life example) check-out a new guide called, “Tube Mastery” at <http://www.TubeMastery.com>.

Here’s a small sample of what you discover inside:

- ✔ **An eBay.com secret that generates 1/3 of all sales for my videos** (virtually nobody is aware this technique exists).
- ✔ **Why amateur-style videos generate more sales than polished presentations!** In fact, if your video looks too professional, it *kills* your sales.
- ✔ **A step-by-step real-life example of how a successful video was created at lightning fast speed** (all of the details are revealed)!
- ✔ **How to uncover the most profitable referral programs to promote in your YouTube videos with a few simple steps...** and why a profitable program elsewhere may not have a chance on YouTube.
- ✔ **The best places to get *high-quality* images for your videos (including 1 place that's 100% FREE).** Then, you're shown how to use the graphics the right way to "wow" your viewers.
- ✔ **5 questions you must ask yourself when creating your script to guarantee it "hits" the "bull's-eye" and gets sales!** Plus, you also are given a simple formula your script should follow for success.
- ✔ **How to create a script that sells like crazy in a flash** (Hint: the best scripts are already written for you on the affiliate sales page).

-10-

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✔ **Where and how to place your affiliate referral tracking link for the maximum amount clicks** (do this wrong and your sales may completely bomb).

✔ **Secrets to effortlessly edit your recordings with a FREE software that's already installed on most computers!** Just point, drag, and click.

✔ **How to optimize your video title, description, and other information to dramatically boost your chances of getting prized rankings in YouTube and the search engines!** Plus, have them work together to increase your sales, instead of turning off the YouTube community.

✔ **What your username should say for maximum results and why it's so crucial.** This knowledge can dramatically increase your sales and views to your video.

✔ **How to market your videos the right way once they're uploaded for even better results** (and why you should only spend a limited amount of time on this).

✔ **Plus, much more.**

Simply put, “Tube Mastery” shows you how to create your videos in the right way to get results.

Go-ahead and get the full story on how you can profit from YouTube and affiliate programs now at:



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