

DERRICK VANDYKE'S

Automatic Money Machines



Your Step by Step Profit System

Brought to you by Mike Saunders

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Introduction: Building Your Automatic Money Machine

What you're about to learn is a *step-by-step blueprint* for making money online as quickly and easily as possible. I'm going to show you exactly how to start from scratch and make at least \$1,000 a month online without a website or a product of your own.

This is how I got started making money online...and if you follow these steps to the letter, you can easily build your own *automatic money machine* within the next 7 days.

Here's how the system works...

1. You send highly targeted traffic to a squeeze page where they opt in to your list to get your free report (these are your leads to keep).
2. You direct your new prospects to an affiliate website and make 50% to 75% commission to recoup your ad spend.
3. Your autoresponder follows up automatically with multiple back-end offers for related products and services.

And It All Runs 100% on Auto-Pilot! Your main goal as an affiliate is to drive traffic to your squeeze page and convince people to opt-in to your list so you can follow up and pre-sell your prospects with quality content. Why? Think about this...

If you spend time and money to drive traffic to a merchant's website, fewer than 5% will buy. So what happens to the 95% who don't buy? If you aren't capturing your visitor's email addresses, you're throwing money right down the drain.

If you get people to join your list first, **you can sell multiple products to the same prospects** and maximize your advertising efforts. The long term profit potential of your business relies on repeat sales from the same customers.

Can you see why it's so important to capture leads? Why continue spending money on ads, sending people to the same page and hoping for a sale, when you can get them on your list first and have more control over the conversion process?

You've got to expose people to your message multiple times to maximize your chances of making a sale. This will save you so much time and money you'll wonder why you ever did it any other way.

Before you even think about generating traffic to your site, you need to make sure that your marketing system is in place first so you can maximize your profit from the traffic you drive to your site.

The basic components of a marketing system are:

- A hot product to promote
- A squeeze page to collect leads
- A followup system to sell for you
- And traffic...

Once you learn how to set your marketing system up correctly, you can do it over and over in any profitable niche market.

The process is simple and once you understand and apply the principles outlined in this report, you'll have your first automatic machine up and making money within a week.

The clock is ticking, so let's get started...

Step #1: Target a Profitable Market

You've probably heard the saying, "Do what you love and the money will follow." Well I say, "Follow the money and then you'll have the time and freedom to do what you love!"

You don't want to waste your time promoting products that won't make you any money. So you need to select a market that you know will be profitable.

Many new marketers think you need to find untapped niche markets to be successful. But markets with high demand and no competition are very rare.

You might be able to make a little money in a niche market where there is no competition. But you can't build a business in a market with low demand.

You want a *competitive* market where a lot of money is already being spent. There will always be room in a market of cash-in-hand buyers. All you need is a small slice of the pie...

What Makes a Market Profitable?

Any market that helps people make money, save money or improve their life in some way will be profitable.

Some examples of profitable markets are weight loss, Forex trading and self improvement. But the most rabid market in the history of the Internet is (you guessed it) **making money online**.

There are literally thousands of markets that could be profitable. But since we are promoting affiliate products and you want to make money fast, I suggest you stick with Internet Marketing where there are hundreds of profitable affiliate products to promote.

In fact, I suggest you start with [Affiliate Cash Secrets](#) because you can build a huge residual income with this system. **You make \$20 per month for every referral for as long as they remain a member.** That means you only need to refer 50 people to make \$1,000 per month, every month - even if you stop promoting!

Step #2: Find Hot Products to Promote

Now that you have chosen a profitable market, you need to learn how to find good affiliate products to promote. Remember, you're building a list so you can promote *multiple* products and services.

Here's what to look for in a good affiliate program:

- High commission (50% - 75%)
- High converting sales letter
- Quality product that you would want to buy
- Proven marketing tools (email ads, graphics, etc.)

Promote Digital Products

I highly recommend that you only promote digital products such as information and software. Digital products are available for instant download so there is very little overhead and profit margins are much higher than they are with hard goods.

That's why merchant's who sell digital products pay higher commissions. In fact, there are thousands of programs online that will pay you 50% - 75% commission and it costs you nothing to join as an affiliate.

Look for a Salesletter that Converts

Having said that, not all digital products will make you money just because they pay high commissions. You need a program with a salesletter that converts visitors into buyers.

So how do you know if a salesletter will convert?

The obvious answer is to read the entire salesletter. If you're convinced that the product is worth buying, that's a pretty good sign that others will buy it too.

For example, if you promote [Affiliate Cash Secrets](#), you are very likely to make a lot of money because my sales process converts over 6% of my visitors into paying customers! (The industry standard is 1-3%).

I provide a lot of quality promotion tools for my affiliates including solo ads, graphics, classified ads, and PDF report that you can brand and give away

to your subscribers.

If you study my sales process and how my affiliate program is set up, it will be easier for you to spot other programs that will make you money too.

The ClickBank Marketplace

The best place to start your search is in the [ClickBank Marketplace](#). There are over 11,000 information products to promote in dozens of markets and most pay 50-75% commission per sale.

Choose one of the main categories from the dropdown on the left. Next, select a subcategory from the dropdown on the right. Show 20 results per page and sort by popularity. Choose one of the subcategories as your target market. Click "Go."

Next, look for products in the \$27 - \$97 range that pay 50% - 75% commission. A good info product in this price range is easy to sell. Visit each website and study their marketing. If you're impressed, add it to your product portfolio.

Step #3: Create a Free Viral PDF Report

Once you have found a few products to promote, you need a free report to give away as an incentive to join your list. The secret to making this work is giving your subscribers rights to give the report to other people.

That's called viral marketing...because the report will be branded with your affiliate links and you encourage your subscribers to pass it on to others who will, in turn, pass it on to others as well and multiplying the viral effect!

Soon, your branded PDF report will be circulating the Internet, making you money on autopilot from all the affiliate links inside!

The report only has to be 5-10 pages long - basically an outline or review of the product you want to promote. Give them just enough information to whet their appetite for more.

Simply review the steps or chapters in the product you are promoting. This is a very powerful technique because you give the reader a taste of what they'll get.

For example, I wrote this report to give away to my visitors as an incentive to join my list. It's basically an overview of my [Affiliate Cash Secrets](#) marketing system and it gives you everything you need to get started. But if you want a new plug-n-go squeeze page system complete with a brandable report every month completely set up for you - no website necessary - then you need to [sign up for the free 7-day trial](#).

The sole purpose of your free report is to pre-sell your prospect on the affiliate product you are promoting and make them eager to buy. It's not a hard sell. You just want to warm them up to the product and make a recommendation.

Sidebar: Todd Gross and I have created a unique system that gives you professional videos that pre-sell your visitors - increasing conversion rates - for the most popular products online. Click here to [get a free trial to PreSaleVideos.com](#).

As I touched on earlier, you will recommend the main product you are promoting and imbed your affiliate link in the text. You can also recommend additional products throughout the report.

All you have to do is find related products that have affiliate programs and recommend them to your readers. For example, people who want to make money online will also need an autoresponder service and hosting. You can make money by telling people why and how to use those services in your report.

When you join [Affiliate Cash Secrets](#), you'll get a brand new viral PDF report (just like this one) *every month* that is automatically branded with your affiliate links and delivered to your subscribers. [Click here to start your free 7-day trial!](#)

Step #4: Write a Followup Series

Now that you have products to sell and a viral PDF report to give away, it's time to load your autoresponder with a series of email messages that will be sent automatically to your new subscribers.

The first message will go out immediately after they verify their subscription to your list. This is a good time to start building a relationship with your new subscriber and establish yourself as an authority on the topics related to your market.

First, thank them for subscribing and let them know who you are and what to expect from you. If you've had success with the product you are promoting, let them know by telling your story. Don't forget to add a short endorsement for the product you're promoting at the close of the message.

The next message should be queued for the following day. This message should be more pre-sell content such as an article, a product review or a video. Include the product endorsement with your affiliate link at the close of the message.

The third message should go out the next day. This should be a hard sell stressing all the benefits of the main product.

The next four messages should be sent two days apart. You can send more information about the product or promote related products and services.

That's a total of seven followup messages. You don't want to queue more than that because you'll also be sending promotions for other products frequently.

When you join [Affiliate Cash Secrets](#), you'll get a complete followup series *every month* that promotes all of the affiliate products inside your viral PDF report. Each message is automatically branded with your name and affiliate links. Just copy and paste the pre-written messages into your autoresponder. [Click here to start your free 7-day trial!](#)

Step #5: Create Your Squeeze Page System

The purpose of your squeeze page is to promote your free report and collect the visitor's email address. It's called a "squeeze page" because there is only one course of action they can take on the page - join your list.

An effective squeeze page should contain an attention-grabbing headline, a high-impact ecover graphic, a bulleted list of benefits they will receive from reading the report, and a call to action above your opt-in box.

If your squeeze page looks professional and *enticing*, you will get more signups. And more signups means more money! In fact, you can easily make up to \$1.00 per subscriber per month using my system. Get 1,000 subscribers on your list - make \$1,000 per month (every month!).

Using Verified Opt-In

SPAM regulations are very strict these days and I highly recommend that you use verified opt-in to build your list. Not only will you stay out of trouble with the "SPAM police", but you'll also build a higher quality list.

What is verified opt-in?

When someone visits your squeeze page to download your free PDF report, they must first "opt in" to your list by entering their name and email address.

Without verification, their information would be added to your list and they would be redirected to the download page. So they could easily mistype or intentionally give you a bogus email address and still get the free report.

When you use verified opt-in, your subscribers are redirected to a page that instructs them to check their email for the download link. When they click on the verification link inside the email message, they are added to your list and redirected to the download page and you *know* you have a valid email address.

Maximizing Your Verification Rate

The problem with verified opt-in is the fact that some people won't bother to check their email for the verification link or may never receive it do to SPAM filters. However, there are several tactics that I use to get verification rates (the number of people who verify their subscriptions) as high as 85%!

The first tactic I use is personalizing the thank you page (the page that your subscribers see after opting in to your list).

This requires some programming knowledge so I won't go into too much detail here. Basically, there is a way to pass the name and email through an autoresponder like [Aweber](#) or [GetResponse](#) to the thank you page on your website and imbed those variables into the page.

I know that sounds complicated, but imagine this...

After your subscriber gives you their name and email address, they are redirected to a page with a big headline that reads...

Just one more step [firstname]...

We just sent the download link to [email]

Please check your email right now for the download link. If you accidentally entered the wrong email address, you can simply hit the "back" button and submit a new one...

Can you see how powerful that is? And when you add detailed instructions about whitelisting and SPAM filters, well...it all adds up to more subscribers on your list.

The second tactic I use is personalizing the verification subject (the subject line of the verification message).

Which of these two subject lines do you think would get the best response?

1. RESPONSE REQUIRED: Confirm your request for information from {!listname}@aweber.com

OR

2. {!firstname}, Confirm to Download "Automatic Money Machines"

I'd bet you picked the second one because it's personalized with the subscribers name and the title of the report. Personalization is one of the many psychological triggers that will significantly increase your verification rate.

Those are two of the many powerful tactics I use to add hundreds of quality, *verified* subscribers to my list every day. And if you join [Affiliate Cash](#)

[Secrets](#), you'll have instant access to plug-n-go squeeze page systems that utilize every technological trick and psychological trigger I know to maximize your opt-in rate and build your list at lightning speed!

[Click Here Now to Start Your FREE 7-Day Trial!](#)

Step #6: Generate Targeted Traffic

The number one question that I always get from new affiliate marketers is, "How do I get traffic to my squeeze page?"

My advice is to use methods that have been proven to work. Try one method at a time. Make it work for you, and then move on to something else.

In this section, I will show you the **#1 traffic generation technique** that is *proven* to generate traffic and add hundreds of subscribers to your list without costing you a dime.

Are you ready for this?

One of the methods I've used to add thousands of new subscribers to my list is called, "Ezine Ad Swaps." You simply make a verbal agreement with another list owner to endorse his ezine (by sending your subscribers to his squeeze page) and in return, he endorses your ezine to his list.

But what if you don't have a list to start with? You have no leverage...or do you?

Now pay attention, because if you grasp the power of this concept, it's really going to get you excited! It's all about psychological triggers...

Here's how it works:

You contact a list owner and agree to advertise his product in your autoresponder series - forever (include your affiliate link in the endorsement so you make some money).

In exchange, you ask him to promote your squeeze page *just once*. If he has a good sized list, you'll end up getting a bunch of *free subscribers*.

You'll also want to mention that he'll get sales from all the other link partners who are added to your autoresponder series! Think about it...endless sales - who could resist that offer?

This system is *proven* to work and you can download my step-by-step action plan - complete with sample emails - when you join [Affiliate Cash Secrets](#). In fact, this is just one of many *unique* traffic-generation techniques that I will teach you.

[Click Here Now to Start Your FREE 7-Day Trial!](#)

Step 7: Send Promotions to Your List

Once you've set up your squeeze page, added followups to your autoresponder, and found a good source of traffic, you could let it run on auto-pilot and continue to see profit for months or even years from that one product.

But that's really just the beginning...

You can make even more money by selling backend products to the same prospects and customers. There are new products entering the marketplace every day that people will buy on your recommendation because you have established trust by recommending good, quality products.

Promote Time-Sensitive Offers

Time-sensitive offers are my favorite because they create a sense of scarcity and urgency. Nobody likes to be left out or miss a good deal.

You see this all the time off line. Department stores have 3-day sales, furniture stores have going-out-of-business sales, car dealerships have overstocked inventory sales, etc.

If you're on the right lists and keep your eye on your emails, you will find plenty of time-sensitive offers to promote.

Limited Time Offers: The merchant offers a discounted price for a limited time (72 hours or less is best). After the sale, the price goes up.

Limited Quantity Offers: The merchant limits the product or memberships to a certain number. After that number has been reached, the product is either taken off the market or membership is closed. Sometimes there is a waiting list to get in when people quit.

Fire Sales: The merchant sells a product at a price that increases every day or every few days and ends at the maximum price in a fixed number of days.

Dime Sales: The merchant sells a product at a price that goes up every 10 - 30 minutes and ends at the maximum price in a fixed number of days. There is usually a one-time offer and that is where you make the money. When you come across a time-sensitive offer to promote, it just takes a few minutes to send a quick note to your list and you can literally see results within 15 minutes.

Conclusion

You now have a complete system for making money online. Once you apply this information and create your first automatic money machine, you can duplicate the process time and time again with different products in different niche markets.

Imagine having dozens of automatic money machines generating leads and pulling in profits day and night without you even lifting a finger. I've given you the game plan. Now you just need to follow it and stay focused on your task. If you can do that, success is almost guaranteed.

Just take it one step at a time because, unless you win the lottery, nothing is going to make you a million dollars overnight...

Sincerely,

Mike Saunders

AffiliateCashSecrets.com

Recommended Resources

Affiliate Programs

- [ClickBank](#)
- [PayDotCom](#)

Domain Hosting

- [NameCheap](#)
- [HostGator](#)

HTML Editor

- [MyFreeWebsiteBuilder](#)

Squeeze Page System

- AffiliateCashSecrets.com

Autoresponders

- [Aweber](#)
- [GetResponse](#)

Survey Service

- OneMinutePoll.com

Adwords Guide

- [Google Cash](#)

Article Marketing

- [Article Profits](#)

Press Release Software

- [Press Equalizer](#)