



**THE AFFILIATE MASTER PLAN**

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You may pass this document on to others if you think it will help them.

I want to thank you for downloading this report, I hope I can deliver some real value and change the way you think about marketing as an affiliate as most newbie affiliates are doing it completely wrong and my aim is to change that.

Just in case you don't know me my name is John Thornhill, that's a picture of me while I was on vacation in Spain earlier this year.



My background is nothing special, I started working online around 2002 and became successful enough to go full time online in 2006 and since then I have generated over 1 million dollars in sales as an affiliate, however as I have already said my background is nothing special. I spent most of my 'working' life performing low skilled manual labour jobs in factories and life was a constant struggle. I thought life was always going to be like that until I received my first PC and got online, then things changed when I discovered there was a way out and the way out was to build an online business of my own.

That's what amazes me about the Internet, you see, anyone can become a success online. It makes no difference what qualifications you have, what country you live in, if you have any disabilities or what colour your skin is, as long as you can operate a computer and can get online you can earn a living as an Internet Marketer.

Anyway, enough about me and my thoughts about what the Internet can provide. I don't want to fill this report with fluff so I'm going to get right into it.

## **The Affiliate Marketing Shift**

There has been a massive shift in the way most affiliates are marketing in 2010, we have seen a great deal of questionable product launches and tons of hype filled launches promoted heavily by the gurus. Most of these products are using professionally written sales pages written by highly experienced copywriters that promise 'automated' or 'push button' riches from simply clicking a few times on your mouse.

Not surprisingly these products don't deliver and have extremely high refund rates, some I have been reliably informed as high as 70%. However, the real problem not the fact that the 'guru syndicates' (that's what I'm going to call them from now on) are flooding the marketplace with these inferior products that don't deliver what they promise. It is the fact most would be affiliates are following the gurus promotional methods and are getting lead down the wrong path when it comes to marketing as an affiliate.

If you have a mailing list of 1 million plus and are bringing in over 1000 new subscribers every day you can afford to use churn and burn tactics that don't deliver any value at all and involve sending one or two hype filled pitch fest emails **each day**. All you need is a 0.1 conversion rate and you'll still make very good money using these methods.

This is what the guru syndicates are doing, they each promise to promote each others trashy products and the result is the marketplace gets bombarded each time one of the syndicate launches a product, but this is starting to leave a very bitter taste throughout the Internet Marketing industry. I strongly believe that anyone who is just getting started in affiliate marketing will not make one cent if they use these churn and burn tactics and here's why...

Imagine you ran your affiliate business like a guru syndicate member, put yourself in one of their subscribers shoes. The subscriber would be pitched product after product **every day**, each day the emails you sent would say things like 'this is the one' or 'I've never seen anything like this before' or 'you simply have to check this out' only to pitch the same sort of product the next day.

It's a disgrace, it really is! You see the people who really suffer are the poor subscribers, what chance do they have of success when they are pitched trashy products from marketers who couldn't care less about their wellbeing and only care about making a fast buck.

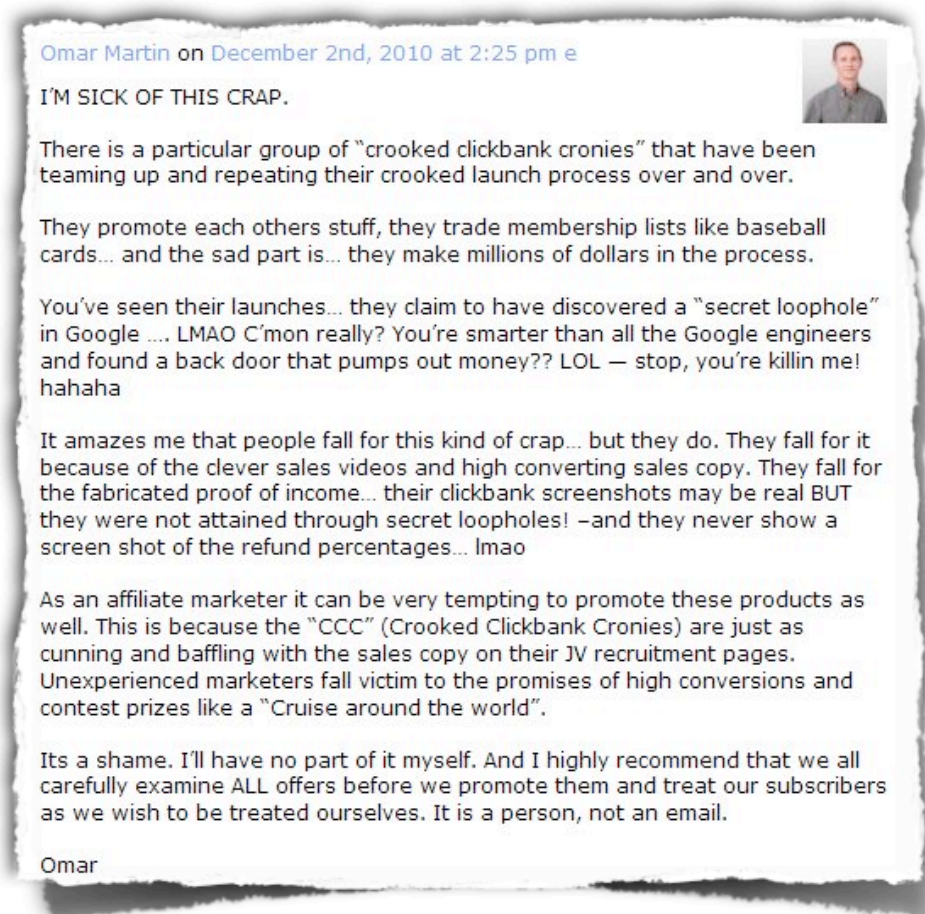
When there are millions of emails getting sent from the syndicate each time a product is launched these products can still bring in a million dollars from each launch (before refunds) so you can sort of understand why they do this.

However, most of us (myself included) don't bring in nowhere near 1000 new subscribers each day so we need to provide value before promoting anything, and even when we promote anything we need to do it correctly, and this is the big mistake I see newbie affiliates make. They see the gurus pitching every day and they think that's how you should market as an affiliate, so they begin to build a list and begin to market products as an affiliate. They start by looking at the latest launches and pitching these to their subscribers by copying the hype filled emails from the product creators affiliates page without even reviewing the products they are promoting. The result is usually **zero sales**.

So I want to ask you, as an affiliate would you rather go down a road that provides value and educates your subscribers or would you rather go down a road that provides no value and simply tries to exploit every one of your subscribers for every penny they have? If you have chosen the churn and burn route you may as well stop reading now...

I see you're still here! Excellent, you have made the right decision :-)

I want to point out I'm not the only one who is sick of these crappy products being launched lately. I have written a few blog posts on the state of the affiliate industry this year and in [this particular blog post](#) I wrote about how most affiliates were ruining their business before it even got going and most of the comments were from people who were as sick as I am, comments such as:-



There are a lot more, just spend 5 minutes browsing my blog or the Warrior Forum and you'll quickly see that most people are sick of the trash being pitched day in day out.

So as an affiliate marketer how do you know which products to promote and which products to avoid.

First, you review any product before promoting it. Yes, make sure you get a review copy, simply drop the product creator an email and ask for a review copy because you are thinking of promoting it, don't be afraid to ask any questions about the product in question, just imagine yourself as a potential customer and imagine what they would ask.

Most decent marketers will let you have a copy of the product and won't have any problems answering any questions you have. This means you can avoid promoting sub standard products and at the same time test the marketers response times. After all, if they don't respond to you they probably won't respond to a customer in need.

If you can't get a review copy you should really purchase the product you wish to review, there will probably be a guarantee with the product so if it doesn't deliver you can get always ask for a refund. If you can't afford a copy or simply don't want to spend any money do your research and find out if the marketer has a good reputation online. Usually a search for their name on [IM Report Card](#) will tell you a lot about most Internet Marketers, **feel free to check me out btw.**

You can also check out the [Product Reviews and Ratings](#) section of the Warrior Forum. This is usually a good place to get honest reviews, be sure to check reviews of the marketers previous products as this will indicate their level of support, customer satisfaction in general and refund rates.

If the product looks like it delivers value and you wish to promote it begin to educate your subscribers in a non hypey way, tell them how they can benefit from the product and tell them how you would use it. If it's software or something that's maybe a little techy video yourself using the product and show your subscribers how to get the most from it. By doing this you are providing real value and educating your subscribers at the same time.

Finally, provide some results from using the product and your subscribers will be eating out of you hand. The reason is that most of the time they receive hype filled emails from other marketers and the methods above mean you will stand out from all the crap that's out there. If you don't believe me imagine this scenario...

Bob receives 2 emails from 2 marketers promoting the same product.

The first marketer pitches just about every launch out there to Bob every day. The promotional material he uses is usually copied from the product creators affiliate page and is the usual hype filled crap Bob is sick of seeing in his inbox.

Along comes marketer number 2 (you) and they don't even pitch the product, they simply inform Bob that this could be something worth checking out and point out the benefits using the product could bring. They also show Bob how to use the product and how buying the product will help his online business grow.

### **Who would you buy from?**

There is a lot more too it but if you follow those 3 simple steps I guarantee you will earn more as an affiliate.

Remember, your subscribers are real people with real problems looking for real solutions. Provide the solutions, stand out from the crowd and your subscribers will love you for it and buy just about anything you recommend.

I'm guessing by now you're wondering why I've called this report The Affiliate Masterplan. Well, I actually have a Masterplan for anyone who wants to join me starting on the 14th of December. My plan is to form an alliance of super affiliates by teaching my methods and revealing all I know about succeeding as an affiliate.

Yes, I am launching a product and you probably already knew that but let me tell you this is like nothing you have ever seen. I have spent the best part of 12 months working on Affiliate Promo Formula and it's my only major launch of 2011. The plan is to help as many people as possible become successful Affiliate Marketers by providing the formula that has enabled me to generate over 1 million dollars in sales as an affiliate and win countless JV competitions while marketing in an **honest** and **ethical** manner.

I'm going to give you a step by step secret master plan that will reveal every aspect of the promotion process that I use to earn thousands. Literally nothing will be left out as I reveal some of my most closely guarded secrets for the very first time. Everything is explained in painstaking detail to ensure that you will learn exactly how to do things the right way from the start.

Here's just one of a massive list of results I have had from using the formula I have perfected over the years.

Rank	Name	Gross Sales	Prize
1	John Thornhill	\$36,258.00	\$1,000.00
2	Gabor Olah	\$12,934.00	\$750.00
3	jim cockrum	\$10,958.00	\$500.00
4	Doug Champigny	\$10,008.00	\$300.00
5	Ian del Carmen	\$4,063.00	\$150.00
6	Dave Guindon	\$3,461.00	\$200.00
7	Dan Thompson	\$3,011.00	\$100.00
8	Guido Nussbaum	\$2,910.00	\$75.00
9	Patric Chan	\$2,716.00	\$50.00
10	Jeremy Burns	\$2,633.00	\$50.00

Over \$36,000  
Gross Sales During  
a 7 Day JV  
Competition

This was a promotion for a product called Resell Rights Fortune by Socrates Socratous. As you can see from the results of the JV competition above I generated over \$36,000 in sales and have gone on to generate over \$90,000 in sales from a single promotion.

You will notice that I also outsold the number 2,3 and 4 affiliates combined and there were many big names below me, some of whom are highly respected in the Internet marketing world and most had mailing lists much larger than mine.

I have had tons of similar results and let me tell you I can usually outsell anyone with a list 10x the size of mine during any major product launch. What I do is not rocket science, it's just a formula I have created and perfected over the years.

However, I don't use churn and burn tactics, I promote each product ethically and honestly and give my subscribers what they want. I educate them about the product I am promoting and make sure I provide them with as much information as possible without being pushy and without using hype so they can make an informed decision of their own without feeling pressured. The result is a lot of sales and usually a ton of thanks from my subscribers.



Here's what Socrates Socratous, the creator of Resell Rights Fortune had to say about the promotion I ran for him.

Testimonial

## "\$44,871.20 in AFFILIATE Commissions"



What John has done for our last product launch is nothing short of AMAZING.

Personally I have NEVER seen numbers like these for an email affiliate promotion.

In the particular promo John sent 3784 unique visitors and to this date those visitors have generated \$44,871.20 in AFFILIATE commissions. That is around \$90,000 in total sales.

This is \$11.85 PER CLICK that goes into John's pocket. (It Adds up to OVER \$23 per click in total sales). Nowadays you would be LUCKY if you made \$0.80 cents per click but John's underground methods delivered with a BANG.

John became the TOP affiliate in that launch and also received over \$6,000 in additional bonuses and CASH.

And that is not all. John makes money from this promo every month from those visitors who signed up for a monthly membership.

Let me also mention that this is not the only offer that John has promoted for us. He has successfully promoted other products in the past with sales in the tens of thousands of dollars.

John's methods work and they work AMAZINGLY well. If you get a chance to learn from him, I highly encourage you to do it. John is at the top of my list when I need JV partners for a launch.

THANK YOU John,  
You ROCK man!

Socrates Socratous.  
SocratesBlog.com

So as you can see the formula I have developed works and it works well and on the 14th of December at 1pm EST I'll be revealing all, you will find out exactly how I have dominated many JV leaderboards and sold over 1 million dollars as an affiliate while still keeping a rock solid reputation with my subscribers.

If I can leave you with one final thought it would be this. The churn and burn methods that the gurus are using are slowly dying, the ethical approach is becoming more powerful and over the long term only the ethical marketer will survive while the churn and burn brigade will suffer.

You already know the path you want to take as you kept reading. If you're ready to succeed as an affiliate and want to provide value to your subscribers at the same time I'll see you on the 14th of December at 1pm EST:

<http://www.affiliatepromofformula.com/>

Here's to your affiliate marketing success.

John Thornhill