

How to Apply the Unconventional Marketing Tactics of a Teenage Super Affiliate to Your Business

Interview with Joshua Elizetxe

Tom: All right, Josh, let's begin by telling your story, and how you got involved in marketing, specifically affiliate marketing.

Josh: I started making money online about four years ago. I started with a program called AdSense. Before that I discovered the actual concept of making money online just by searching [for] it. I think it was a Google search. I just randomly [started searching], and that's when I discovered a couple of articles talking about a few books [written about] different ways to make money online.

I went out to my public library and found those books. I started reading and then before I knew it, I was reading about twelve hours a day. I was just reading and reading and reading, absorbing everything I could. I was instantly hooked.

I [then] began to implement. I read, I think, ten to twenty books on different web designs. I started learning how to design websites. After designing websites I implemented a few of those moneymaking techniques. And then I started making a few cents a day with AdSense and was ecstatic to bring in that amount of money from online. It kind of made it [a] reality [for] me.

After that I kept reading and I kept learning different ways to improve my website and how to make more money. Then I stumbled onto affiliate marketing. It was easy for me to grasp because with AdSense you get paid for clicks. With affiliate marketing you get paid for sales. So I said, if I'm delivering clicks, I can deliver sales.

Just a little before I discovered affiliate marketing, a company that was releasing a technology product sent an email to [me on] one of [my] blogs. I [was] blog[ging] about different technology. They said, "We'll pay you two hundred bucks—I'm not sure of the exact amount—for one month to post up a little banner.

I didn't know what to say. I said, "Heck, yeah." And I Googled how to accept money online and I found PayPal, [so] I signed up for a PayPal account. And then after discovering PayPal, I discovered eBay. So when I actually found out about affiliate marketing, I was selling stuff on eBay, too. Nothing big. I was making maybe twenty bucks a day, maximum, in profit.

So now I had discovered affiliate marketing and I said, *Okay, if I can do this with clicks, I can do it with sales.* So I sold some of my blogs and made, I think, [around] a thousand dollars. I sold all those and started reading again. I read [about] AdSense and I read [about] affiliate marketing.

[I] signed up to my first network and just went in [and] kind of played around. Then I started reading different blogs from different affiliates, top affiliates. I just kept reading [and] reading. And then [again] I said, *Okay, it's time to implement.*

So I chose a couple of products to start off with. I chose a diet product. I chose Stamps.com, because they paid, I think, \$30.00 [per] sign-up which [was] very appetizing [to] me. So I kind of played around with that.

What's funny is when I started with affiliate marketing, I actually took it offline first, because I said, *Okay, I don't know necessarily how to implement it all the way online yet, but if I made a flyer and I put it around with my tracking code on it ...*

I look back on it, now, and I would never do it the way I did it. But I actually had the entire tracking code on [a] page [of] the flyer. So in order to sign up for the product that I was promoting, you would have to go to XYZ.com/TrackingCode/Link/ProductName. You know, it was this huge link. I didn't know any better, but I got my feet wet playing around with that.

That's kind of where the taste for affiliate marketing started, but I think it was within a year of finding out about affiliate marketing, I made over \$80,000 with the acai berry. So I jumped on it really quick[ly].

[Now], I don't want to say jump on it [as if] it was the thing [only back then]. Affiliate marketing is now, and [affiliate marketing is] the future, so that was just one product that I messed around with. That was using YouTube, [and] I'll go over, later in the interview, the method I used to generate that amount of income.

I was hooked, and I still am hooked. I love what I do, and I wouldn't trade it for the world. Aside from affiliate marketing, I ran an online real estate firm with my aunt [and made] a good sum of money with that. Then I also learned how to buy and sell websites. I was brokering websites. I bought my first car, a 1988 Toyota Camry. I bought that with cash. That was \$4,000. That was my first big website sale. It was an image hosting site.

Then I used that money to buy software and different things to make more websites. I invested in advertising like Google AdWords and the Yahoo! advertising. And that's pretty much where I started. That was about three years ago, so I just evolved from there, and that was the first discovery.

And I know that affiliate marketing and CPA marketing, cost per action marketing, which is a form of affiliate marketing is where I want to be. This is where the people wake up in their pajamas and work for a couple of hours and make \$10,000 a day.

I have my laptop and I can work from anywhere. I can be in New York. I can be in San Diego. I can be in India and I can be running my affiliate marketing campaigns from

anywhere. So it's really cool, but to answer your question that's kind of where it started and where it evolved from.

Tom: I think there probably are some people that aren't familiar with affiliate marketing, and we'll go into it in some more detail here, but first I wanted to touch on something.

I remember when we first met where you had mentioned that at the beginning, you started with basically ten dollars, and [that] back then your parents weren't quite sure what this Internet marketing thing could do. Especially now, [with] business budgets [being so] tight, [and] especially when it comes to marketing, you've really proven that you can take off with a very minimal budget. For those people that do have minimal budgets like you started with, what kind of advice do you have?

Josh: A great question. I was reading an interview yesterday with one of the top affiliates. [When the guy started] he was \$50,000 in debt and the guy does a million dollars a month in affiliate commissions. That's what he gets paid each month.

But to apply that to what I went through, when I first started online a few years ago, I actually had no money at all, and I actually asked for a loan from my dad for ten dollars. And the rule that I learned which is really, really important is don't make excuses for yourself. There's no excuses. I started with ten dollars. I bought a domain name, I bought hosting for my blog and I put up a free blog with WordPress. I was up and running in a week with less than ten dollars. I think it was like nine something.

And that's it. That's all I started with. I was ready to rock 'n' roll. And still to this day, I use a lot of techniques that don't require much money or much capital to invest just because [of] the return on investment. The less you invest and the more you make, the return on investment is higher. [Those are] the things that I focus on. I kind of got used to making a ton of money without having to spend much, just because I had to.

You're twelve years old. You can't go to the bank and say, "Oh, I want to make money online. Give me a loan." No one is going to listen to you. So I started with the ten dollars. And you have to realize something. Even now, the campaigns that I start cost [about] the same. They cost me ten bucks. Every campaign I start costs ten bucks.

I spend maybe thirty bucks testing it out, and then once I see some things working, then I can scale it up because it makes sense. If I'm going to throw a hundred bucks at it, I want two hundred bucks or at least a hundred and fifty bucks or a hundred and twenty, as long as that return on investment is there.

But the number one rule is just don't make excuses. Go out and do it. Start small and end big is the way I look at it. And it doesn't really matter how you start, how much you start with. All that matters is that you end up coming out with the big pockets.

So that's kind of my tip. If any of you are afraid of getting into this game or any of you are afraid of marketing, even if it's not affiliate marketing, even if it's just advertising your service or your company or whatever it is, realize that the best step is the first step.

And the first step is to do something. Get out there [and] start doing something. Whatever it is. Something productive. And use me as mental proof every time you make an excuse. I've met people that say, "Oh, affiliate marketing. Yeah, I heard you could make good money but you need \$100,000 to advertise to make any money."

I would say, "No way." Just keep that in your mind every time you want to make that excuse. There shouldn't be any excuses.

Tom: I think that is the same thing in basic marketing. There are plenty of business owners out there that think that you need a [large investment] to actually get a successful return on any kind of marketing effort which is a huge misconception. There's just so many things that you can do online, especially. They cost time, but they don't cost financial resources, and I'm sure we'll go into some of those here in a little bit.

So basically you get to choose what products that you get to promote and I'd like to go into how you decide on what products to take on. But first, before we go any further, for those people who may not be familiar with affiliate marketing, could you just give a brief explanation of what affiliate marketing involves?

Josh: [I like to call affiliate marketing] Avon on steroids, because what you're doing is you have a merchant or an advertiser. An advertiser is a company or an individual that owns a product, let's say a teeth whitening product.

So he has his product and he wants more sales. He says to himself, *Where do I go to get more sales?*

So he goes to a marketing agency which is called an affiliate network. [The] affiliate network works with the advertiser. They say, "We can get you more sales for your teeth whitening product. How much is each customer worth to you?"

And this individual or company that's selling this product will say, "For every customer or for every free trial that you send us, to me it's worth thirty bucks. That's how much I'm willing to pay you."

So the network will say, "Okay, that sounds reasonable."

Then what they'll do is they'll put [his product] on their network. That network could [consist of] just a couple of affiliates, or a thousand affiliates. You know the top networks have 10,000 people that are ready to push and promote offers.

So the network is kind of the middleman between people like me that go out and make the sales and the advertiser. You may be thinking, how does the middleman make any

money? What they'll do is, they'll say, "This guy is going to pay us thirty bucks for every free trial we send him, so what we're going to do is we're going to pay our affiliates twenty-five bucks [for] every sale that they send."

So they run [in] that middleman status, and some of them do just an amazing job at doing it. That's what affiliate marketing is. You're taking someone else's product, you're selling it, you're pretty much marketing it, you get the sale, then you're getting paid for each sale or free trial. Whatever that action may be, you're getting paid for that. You don't have to deal with any of the headaches of actually owning the product itself. You just deliver the sales. You just deliver that action, and you get paid for doing that.

Tom: So what are some of the ways that you determine what might be a successful product for you to promote?

Josh: Well there's a couple of things that play into that. What I suggest if you're new and [just]getting into it [is] to go for the top converting offers. What that means is that those are the offers that are getting not just the most sales or the most results, they're getting the most bang for the buck, so to speak.

Those are usually going to be teeth whitening, diet products, financial products like debt solutions, things like that. And then maybe you'll have the anti-aging products. Those are always going to be the top converting just because there's that emotional connection through all those and they're always there.

So I would say to start in there. But if you're more into an advanced stage of affiliate marketing, there's a few things you want to look at. You want to look at [something called] EPC. EPC tells you how much each visitor is worth to you. So the higher the EPC, the better. And they tell you all this in the network. When you sign up to a network, they have all the statistics for each offer.

[Let's say] they have a teeth whitening product. They'll have how much they pay you. If it's twenty-five bucks, that's pretty good. But to be completely honest, the only way to really tell, unless you're really psychic or you have fifty years of experience with this, is you have to look at the website.

Have a look at the website you're promoting. Is it nice? Is it appealing? Are they paying you enough? If it's too much work to make just one dollar a sale, you may not want to promote that.

The big mistake that I made is I jumped onto networks and I went for the top paying offer. *Oh, my God, I can make \$100 for each sale. Man, if I only get one sale a day ...* What I didn't realize was that they pay so much because it's so hard to get a sale. So I was draining twenty to thirty bucks, and that's not a lot, but like I said, I'm used to not paying much to start off advertising a product. But I was wasting my time with those.

You want to go for the top converting, the ones that are hot. And a lot of people will say, "Why am I going to go for the hot one when there's so much competition?" It's kind of a catch-22. There's so much competition because it's converting so well, so you want to definitely dip your hands into it.

And if you're lucky, you'll see a product that's rising up the charts, and if you jump on that wave, you're going to get some extra cash in your pocket until it hits the top, and you're still going to be making money because it's at the top for a reason.

Really, the main thing that you have to do is testing. And you have to optimize your campaigns. Maybe you're not spending money, but time is money. So if you're spending six hours [a day] promoting this product, and you're making five bucks from it, that's a start. I'm not saying [to] quit. Don't jump out of it.

But now what if you're spending fifty bucks and you realize that for every fifty bucks you're [spending], you're making forty, so you're losing ten bucks. You might want to optimize that campaign if you have the money to play around some more.

Optimize your campaign. Maybe switch up the way that you're doing things or the way that you're promoting it. Whatever it is, switch it up or jump off the boat. If you have a gut feeling, and you [think], *This offer just isn't for me, or it's not really working out for me.* I'm going to jump off.

I'll give you one tip that I've learned over the last year with meeting these top affiliates in different networks. The guy that makes a million a month, 90 percent of his income comes from just one offer. Just one. He specializes in that one offer and milks it. He milks it and makes as much as he can from that one offer.

So you don't have to have a hundred different offers. You don't have to have a diet one, a financial one. Focus on one at a time. And the way to find that one, that first one is get something that's hot, jump on it, play with it, and then scale it up if it's working. That's what great about the networks is that you can jump from one offer to another without much hesitation. You can just try out different ones. That's what I like to do.

Tom: That's a great tip, to focus on just one. Especially when it comes to affiliate marketing, there's so many different products. How do you figure out the one to promote? You gave some things that you can look at besides what to promote/ By just focusing on one, it definitely lessens the intimidation factor because you just have to put your attention to one product and then see what happens with that.

Josh: Definitely.

Tom: So let's say now you've decided to take on a new product. What are some ways that you determine the most effective way to start marketing it? And I'm hoping that some of this stuff can carry over just to people who have their own businesses that may not necessarily be doing affiliate marketing, but I'm hoping some of the strategies that you

have can carry over to them when they're deciding how they should get in front of a target audience.

Josh: The way I look at it is if you can promote and make money off someone else's offer, you should be able to apply the same techniques to your own offer or your own company or your own service to make money. So what I like to do [that has been] really huge for [maybe] the last five years and still is, is article marketing.

Now for the most part I don't write the[se articles] myself. I outsource them. What I do for outsourcing is hop onto Elance.com or Guru.com, these freelance sites, and I'll post a project on those for five bucks and just say, "Hey, I need ten articles written everyday about green tea weight loss." And then I'll have people bid. I'll pay maybe ten to twenty bucks a day and I'll have ten articles in my inbox every single day talking about green tea weight loss.

So what I'll do with those articles is I'll actually post them on a blog I created about green tea weight loss. So let's say you have a service providing weight loss consulting. One week you do green tea weight loss. One week you do colon cleansing, things like that. You build that content onto your website or your blog.

What that does is that tells the search engines like Google which keywords are relevant for your website, and it also ranks you up pretty high, so you're going to be getting customers. You're going to be getting leads.

And to apply that to offline, it's exactly how I apply it online. Another one that's my favorite is video marketing. You can go on those same websites that I said, Guru.com and Elance.com—and Freelancer.com is another big one—you can go on there and say I need a 30-second video made for YouTube about bla bla bla.

You can give them a script or you can do it yourself, if you know how to do some video editing or have a video camera; then upload it to YouTube, and you attach your website on there. You say, "Click here for more information." So maybe you're doing the weight loss consulting and you make [one] video or maybe a few.

You say, "Hi, I'm the owner of Tom's Weight Loss Consulting. I've been in this business for ten years, and I would like to give you a free seven-day guide of how to lose weight fast. Just click on the link below and I'll see you soon."

And what I did there is I created some positive reinforcement. That's a way to bring leads in. Because if I just said sign this at the bottom or give me your information, what are they getting out of it?

And that's one of the most important factors when you're trying to generate leads, is *what's in it for me?* It's huge when you're trying to collect their information. And that's what I do in the videos or in the articles.

You don't have to write the articles in [the] first person: I this, I that. If you're talking about green tea, just research [the] facts. And oftentimes, what's funny is your visitors or your members, they don't have to read this content. Who has to read it is the search engines, and it's a really cheap way to get ranked in the search engines, by providing that fresh content.

You're putting five articles every day on your blog about weight loss, and that's going to tell Google, "Hey, this website is all about weight loss. They know what they're talking about. We're going to rank them pretty high for these keywords."

And then the videos really, really help. If you don't know, YouTube is owned by Google, and they play very nice[ly] together. And there's a couple of tricks [about what] I use to rank high using keywords. So if you're in Scottsdale, Arizona, maybe you put "Scottsdale weight loss therapy". Maybe that's [the] keyword that you want. Put it everywhere you go.

Another big way to do it for free is to go to Google and search weight loss blogs. Go through the top ones and go through some of their posts on there, and post comments. So you find this really cool blog. It talks about weight loss, and it has lots of visitors. The way to leverage that is go to some of their posts and post valuable comments.

Don't post spammy type comments saying, "Hey, visit my website." You're going to get deleted pretty quick. Let's say you're reading an article. Put down there some feedback. You don't have to read the entire article. Sometimes I'll read just the last paragraph of the article on the page, and I'll just reference that last article. "Hey, that was really great. I found out that apple actually helps suppress your appetite, and then I would just put my website right beneath it."

So that way all those people that are reading that blog (which isn't your blog), see a comment [and] they're going to say, "Wow, this guy provided some valuable information. I didn't know that about apples," and they're going to click your website. And boom, there you go. You have a visitor. And you can view that as many times as you like across as many blogs as you can regarding your area of interest.

Those are some of the easiest ways to start building traffic for your website without having to shell out a bunch of money. And that can be applied either way: To affiliate marketing or to your own products and services. And still, to this day, I spend about thirty minutes to an hour just building up comments on different blogs for whatever websites that I'm running. It's really a great way to generate visitors, generate traffic, generate leads and phone calls.

Whatever [your call to action] is, whether they put in their email address, whether they give you a call and set up an appointment, whether they do appointment scheduling online, that's bringing in what you need. So I guess those are the top three or four ways that I would suggest to people getting started online or wanting to increase the amount of visitors they receive to their website.

Tom: So I just want to confirm two things that you said. It sounds like a lot of your marketing strategy centers around just giving good, valuable information to people and then number two, not necessarily trying to make that sale right off the bat. You're really delivering value, first, before you're attempting to pitch them on something. Is that correct?

Josh: Yes, definitely. The bait. The bait is there.

Tom: That's excellent. So then what are some ways that you determine what type of information that your ideal prospects might want? Are there tips that you have for that? Or if you're commenting on blogs, are you just giving information related to what a post is?

Josh: Yes, when you're commenting on the blogs, you don't want to pitch them directly on there. You just want to talk about the post and just silently [post] your link. Because you can't force them to click on your link, so the most you can do is provide some valuable information and hope that the people find it valuable that are reading it, and they click your website.

And once they get to your website, then you have something there. So if you're doing the weight loss therapy consulting, then you should give away a "Three Day Guide to How To Lose Weight Using Tomatoes" or "Seven Breakthrough Foods That You Should Stop Eating Right Now". And then they can put in their name and their email.

Or, if you're doing something where they have to call to set up an appointment, you can have up there "Call in the next 24 hours to receive 50 percent off your first consulting hour". Or "Get a free hour of on the phone consulting by calling," and just have your 1-800 number there.

There's different ways to play around with it, but you definitely have to have something there. You have to have that bait that kind of just brings them in, and I see so many websites fail because they just have a form there, just sitting there.

And what I tell people is, "What do you expect? Do you expect people to just want to enter in their information?" You have to give [something away]. And to be honest, many people may not even read what you give them. They may not read the seven day guide you give them.

But you're creating that value, that face value so that they put their information in, and now you have them and now you can build the relationship and you can send them emails. You can talk to them on the phone. You can give them that free hour on the phone to up sell them to something else, or to at least build that relationship. You're building a list of prospects, and the bigger the list—it's a numbers game—the bigger the list, the more you're going to convert on sales, on whatever it is.

Tom: I'm so glad you mentioned building a list, because you're so right. I mean, most websites, you just don't see people doing that, and especially when budgets are tight and people are looking to [save] money, to get in front of new prospects all the time, that takes money.

But when you have on your website a way to collect prospect information and give them, as you call it, some kind of a bait, some incentive for them to give you that information, well, you're constantly building a list that you can market to anytime you want. And it's not really going to cost you anything. And like you said, it develops the relationship, so I'm glad that you mentioned that.

So in the last four years that you've been marketing online, is this what you've consistently done? The article marketing, the commenting on blogs, or have things changed over the last four years or so?

Josh: Things have definitely changed, but I have to admit that the tactics or the ways that I tackle new products [and] new websites are pretty much the same. I do have fun with that. There are just more tools now. That's why I spend three hours every day just reading news [and other things]. Not necessarily just sitting and reading through forums. I actively read through these things really fast, and I find out new tools. Or, *Hey, wow, this is really cool. I'm going to implement this.*

And things are changing in a better way, so you kind of have to adapt on pretty much a monthly basis on the new products this month: What works, what doesn't, what works for you and what doesn't work for you. And that's kind of how it changed.

When I first started, it was extremely easy to do the blog comments, the CAPTCHA, those little codes, those annoying codes that you have to put in to prove that you're human. Those weren't those huge when I started. I could open ten YouTube accounts and I would be able to offer all kinds of different videos for different accounts; one for weight loss, one for this.

And now, you know, they have different rules and different restrictions. YouTube has changed a lot for the better. There's nothing wrong with that. YouTube has changed. Craigslist has changed a lot. When I used to sell things on eBay, I would post them on Craigslist as well, and I was able to post ten, twenty posts a day. Now they watch you or if you get reported for SPAM, even by accident, your post is gone.

[Things like that are] better for the entire online community. We've kind of upgraded from four years ago and we're still upgrading every month with new tools. But that's the best part about it. It's exciting.

The best time to start is now. It's always now. Because you can dive right into online marketing, you're going to get the best tools. It took me almost two years to find out what someone can learn in a week now just by reading a blog. They can read a blog

about affiliate marketing, and they can learn in a week or two [what took me two years] of reading twelve hours a day.

But that's what's cool is it's always changing, but it's changing for the better. I haven't really encountered any times where it's really been too bad. Things are changing. You have to adapt. That's the number one thing.

[I wanted to touch on [something] I mentioned earlier when I was talking about] the guy that I read about doing a million a month. He focuses on one product, but this is what's cool about online marketing. You're not really putting all your eggs in one basket. What he does is he diversifies that offer. He puts it in different areas, different arenas. And if you're making that much each month, I'm sure he has direct connection to the advertiser. He's probably just a phone call away from saying, "Hey, something's going on here."

I know for a fact he has really good connections with the network that he works with, and he can call them and say, "Hey, I need a check early," or "Hey, what's going on? The clicks aren't showing up on my account."

But yes, things change. They're changing every day. They're changing every week, which means you have to stay on top of it. If not, you kind of fall behind. But nonetheless, it's exciting. It makes it exciting.

It makes it so that new people can come in and have the same opportunity as people that have been there for three years. They just need the dedication and know what they want to do, and anyone can start. Anyone. I think I was turning twelve years old when I started doing things online.

So that just goes to show you, you don't need \$50,000. You need \$10. You need a desktop or a laptop, as long as you're on the internet. You need determination, obviously, and you have to know where you want to be. Set goals.

I'm [know] I'm going into this motivational spiel, but it's really what I did and that's what really helped me is I set goals. I started with three or four cents a day I was making with AdSense, and I said, *Okay, if I can make three or four cents, I can make three or four bucks. I said, Okay, if I can make three or four bucks, I can make three hundred or four hundred.* And before I knew it, I was pushing \$4,000 a day in revenue.

So you start from somewhere and it's beautiful. I've seen people that have started and within two months they're making \$50,000 a month in gross revenue and taking home \$20,000 a month in profit. And that's a true story. And I've seen seven-year-olds making \$20,000 a month. And I've seen a twenty-one year old right now that's doing \$170,000 a month. And the guy that's making a million bucks is about age twenty-two or twenty-three.

The age doesn't matter online which really is great, and the experience ... I mean, it does matter [that you know] different avenues to promote products, but you can learn it.

Anyone can learn it. You just have to get out there and you have to start doing things. But that's what's exciting about this industry. It's constantly changing and it's constantly exciting.

Tom: I think one part of online marketing that is changing—you touched on this a little bit—is video. It just seems like it's a medium that is exploding and it's become easier and easier to use video to promote businesses, to market businesses and just to get your message online. Can you go into some of your suggestions on how to properly use video online, from both a business and a product promotional perspective as well?

Josh: Depending on the business, of course, the top two ways are to either do a testimonial type video, either from a third party or just a random type upload. Or you do a direct, I'm the company, or this is the company.

And what's really good about it [is] I've done a lot of studies with viral technology, viral techniques in video marketing, especially. This is the tip to viral marketing with videos. You have to make the video short, thirty seconds to a minute. And I've seen some last, actually, a little more.

But make it thirty seconds to a minute and make it fun. Make it fun and give value to the person viewing the video. Make it so that they want to tell their friends about it. Make it so that they want to comment on the video. Make it so that they want to view it again and again.

If that means something quirky, if that means getting the cute kid to talk about one of your products or even like those eTrade commercials, they have the babies talking [like adults]. Those are some of the top viewed videos even on YouTube. You have people watching them everywhere because it's funny. And it's viral. If you own a business, [whether offline or online], you want to have that call to action. So you're not just giving them fun.

And when I say providing value, you don't necessarily have to say, "Here's a seven-day diet." You can provide value by making them laugh, making them cry, providing them value in terms of wanting to share it with others, share that feeling.

When someone is doing a video, something hits them, and [it's like an] epiphany. They realize, *Oh my God, this is a cool video. I have to share this.* And they share it. *Oh my God, this is a great video. I have to comment on it.*

And the way to make sure your video is going to be successful ... Check out this number. 100,000 videos uploaded to YouTube daily. How do you separate yourself? And that's a question that I hear many times. How do I separate myself? There's 100,000 videos. How am I going to get any of these views?

There's a couple of ways. I mean, YouTube [now allows you] to promote your video on there. It's called a Featured Video. You can put your video up there and it's a form of

advertising where you can pay anywhere from a dollar a day to \$100,000 a day to have your video up there so people can see it. That's a really cool way that I've been experimenting with, for the last year, that has gotten me pretty good results.

But definitely, if you make your video short and sweet; you make it fun; you provide some type of value, even if it's a laugh or it's a free seven day trial, whatever it is, you provide that little sense of value there, and you're going to get views. They're going to come. And I've seen videos that have taken three months to get past a thousand, and I've also seen some that take a day to get past 20,000. [I've seen] 100,000 in one day for a video that I was working on. So it really depends.

One of the videos I did for a diet product ... Now I'm going onto the online marketing aspect of video marketing. I did one for a diet product, and I titled it, "How to get Acai Berry for a Dollar" and I labeled it as a tutorial. So I showed people how to go onto the website [and] how to order it. I did step-by-step.

And I created this relationship with the people viewing the video. I said, "Here I'm going to show you how to get a discount. I'm going to show you how to save money on what you want to buy. You want this product anyways. Why don't you watch this friendly video of [some] guy showing you how to save money on it?"

So what they would do is they would click on [the] link [I would include]. They would click on it and then they would just follow the steps. Every time they [got through] step four or step five, I got paid \$30. I was getting paid \$30 a sale.

So I have all these people watching this video and just doing what I was doing. and I was making tons of money doing it. And that video actually shot up to half a million views in just over a year. I created that video, I think, in ten minutes. It was such a simple video.

Just threw it up on YouTube. You never know what's going to happen. But the way to hope for the best is to keep it short and sweet and get your vision out there quickly. But you have to think of it in not just a promotional way. "Here's Zwigo's Consulting. We've been in business for fifty-eight years and we can help you this and that. Make it quirky. Make it fun. Make it a little bit different. You can have that promotional one also.

There's no problem with having two types of videos. You can have the promotional one, and then you can have the quirky, fun one or [maybe] one that is animation. You can hire someone on those websites that I told about [like] Elance.com to do animation for you.

If you do auto repair, have maybe a little Muppet or a little puppet thing driving a car and a tire falls off. And then they're scared. They don't know where to go. Thirty seconds. And have some fun music in the background. Cool, little things like that, so that people want to share this video. And that's the number one key to having a viral

success, is to make it catchy, short, sweet and provide value to the person viewing your video.

Tom: Wow, Josh, that tip about the *how to*. How to articles are my favorite articles to write, but I never thought about taking it to the video side of it, and from an affiliate perspective, I mean, the link that they're clicking on is your affiliate link and so you're just walking them through to educating them in how to get a discount. That is a phenomenal tip. That one just blew me away.

What I always tell clients and prospects that I'm working with is that you've got to think about how people use the Internet, and a lot of people use the Internet in a way to get information, to get questions answered or problems solved.

Well that type of video, a how to video ... I can understand why it got so many views because that ties right into people's tendencies when they're using search engines are the actions that they're typically taking. Someone is looking for that specific product and they could get it for a dollar. I mean, that's an offer that you can't turn down. That is such an awesome tip. I appreciate you sharing that one.

Tom: [A little bit earlier] you touched on how, especially when you got started early on, [you were taking] online promotions offline. Can you go into some of your strategies for doing some offline promotions and what's been successful for you?

Josh: What kind of got me interested in offline marketing was I remember viewing an offer for a \$50 free gas gift card. I saw that and my mind must starting going in circles going, *Okay, what can I do with this?* Why don't I just print out a picture of the gift card. I put in really big, bold letters, Free \$50 Gas Gift Card, and I'd go around to these gas stations and I ask if I can put this up there.

And I got turned down a couple of times, but for every time I was turned down, I was able to do it at another gas station. I was getting paid, I think, \$1.50 for every person that would put their email into the offer.

I think I printed out fifty of these, and I put them in nearby gas stations, as many as I could, and I put it where people where pumping [gas]. So while they were pumping, they were reading this little flyer that I created. And [as] they're pumping gas, they see their money disappearing. They're at \$30 and they're pumping gas and they're griping about gas prices.

And they see this thing here. It says, "Free \$50 Gas Gift Card". And what people would do is they would just take the flyer off and they would take it home. They would enter in my domain name, my website, they would enter in their email, and [I would] get paid \$1.50.

So that was one of the easiest ways that I used to implement offline marketing, was to create simple flyers to just get the word out there. You don't have to have anything fancy. You don't have to necessarily go door-to-door, none of that.

The way I see it, the way I see offline marketing, is that the places that you go to put your flyers out, those are your areas of interest. So I did one for an anti-aging product and I also did one for a diet product. With the diet product I created a quick, easy flyer and I took it to gyms around the area. They [would] have hundreds of cars parked outside.

So what I would do is I would just set it on the windshield of every car there. These people would come out. They would see that. They're obviously interested in losing weight.

And out of a hundred flyers that I put on the [windshields], even if I got one sale out of it, I was paid thirty bucks. So [I'd be making] thirty bucks an hour [as it] took me less than an hour to distribute those hundred flyers on the cars. So I would just do that.

But what I also did—and this is a really cool method and still a really great method—is I would contact the local pizza delivery companies. I would call them up and ask, "Hey, can I set up a quick, five-minute meeting with the manager?" And they would say, "Oh, yeah, yeah, sure." Some would say no.

And I would bring a batch of these flyers to the pizza owner. I would say, "Hey, I have this new product that I just started working with. And it's a local product (depending on the product I was showing). Or if you own a business offline, let's say the weight loss consulting, you would say, "I have this business that I run. I'm just trying to get more customers, and I'd really appreciate it if your pizza delivery guys would place this on top of the box when they deliver pizza."

And they said, of course, "What's in it for me?"

And what I found out was that these managers or these owners of the pizza delivery places, instead of saying, "Okay, you have to pay me," they'd say, "Well, you can pay my pizza delivery guys, because they're the ones doing the work. They're the ones delivering the pizza."

So I worked out a nice little price point where for every hundred flyers, I would pay \$20.00, and I would pay that straight to the pizza delivery guy. So the pizza delivery guy would get paid a nice little bonus, a little tip, and what I was doing is I was promoting the diet offer.

So the flyer would be on the pizza box. The family would eat the pizza, then before they'd throw away the box, they're all full, and they just ate a 2,000 calorie meal, they'd see this little flyer there for a diet product.

And I would put something [factual] on there like [the amount of calories in a pizza] or something like that. Some of the pizza places didn't allow that just because it would run against their business. But you could do different things. Like a hamburger, [the amount of calories] a hamburger has.

And you appeal to their emotions. They just ate a pizza. And [after people] eat, they're saying, "Crap, I shouldn't have eaten that much," or "Oh, man, I should go work out. I should go work this off." Now they have something in their hand, they're most likely at home, near a computer. They hop on the computer. Boom, I get paid thirty bucks if they sign up.

So if I just got one person out of the hundred flyers that were distributed to sign up, I'd make ten bucks. So it was a really low investment. It's really creative. Different things like that to go outside of the regular realm of advertising and do some creative stuff and make a ton of money doing it.

Tom: Well, your competition is pretty slim, because you're thinking so creative[ly]. There's no other offers on a pizza box, so it really makes your message stand out. So, that's really a great idea. Do you ever do stuff offline as far as print advertising? Newspapers? Magazines?

Josh: Yes, definitely. I've actually done some billboard design with Alpine Marketing. I've also done newspaper print ads. I was running an alternative energy company last year, and I experimented with tons of magazine ads, newspaper ads.

And actually with the offline marketing, what I did to generate some revenue is I would go up to the newspaper. [With] a lot of newspapers now, you can pay online and you can upload your ad and they'll include it in the next week's distribution. I forget how much I paid. I think I paid two hundred bucks. It was kind of hefty. I think it was a free iPod offer, or it was a debt consolidation offer. And it was just a small, little ad there.

I ended up bringing in about \$800 of revenue. So I made \$600 just putting up this little ad. And imagine, if you make \$600 with one newspaper, you put it [in] ten different newspapers, and there you go. You have six thousand bucks you're making each cycle that these papers come out.

And you can do it with all sorts of different offers. You can do it with your own business. And that's really a good way to do it. I would suggest starting off with local newspapers. They don't charge too much. You start off with a hundred bucks. You say, *I'm going to put a hundred bucks in. I'm going to see what it brings me, and if it brings me something good, then I'm going to scale it up. I'm going to maybe buy a bigger ad. I'm going to go in more newspapers.*

Things like that really do work for both avenues, for the online and the offline. If you own a business offline, if you're running affiliate offers online, anyway you run it ... And what's cool is that not many, at all, are promoting affiliate offers offline. So there's

virtually no competition offline when you're promoting affiliate offers, and if you're doing weight loss consulting [and] have some catchy little ad, if you apply the same principles that you would to get a viral video up on YouTube, to get a viral ad up on there ... Something quick.

And Tom, you're a copy dude so you know front and back how to write those. But I didn't know any better. I just put up there, "Have More than \$5,000 in Debt? Get a Free Consolidation Now by Visiting ..." and I had just a little link there. This newspaper got distributed to I think 10,000 or 20,000 people, and out of those 10,000 or 20,000 people, I made a \$600 profit.

So it's definitely something to play with. The billboard advertising right now is something that I'm playing around with, with these big companies like Clear Channel, to do affiliate marketing on billboards, because the return on investment, as far as I've tested, is really, really huge. So I'm kind of venturing into that.

Magazines are fantastic. Newspapers are fantastic. These offline flyers are fantastic because not a lot of people are doing it. Not a lot of people are realizing the potential of just going out there and doing some creative things offline to bring prospects to your online website and convert them into paying members.

So, it's definitely a growing market in terms of potential because so many people are going online now, that all the people that used to market offline are saying, "Oh, I'm not doing that anymore."

But what happens is there's no one really marketing offline, that creates this [opening] for you to say, "Okay, I'm going to do some offline, because no one else is doing it, and I'm going to do some creative stuff, so that way people see this ad and they [can] react to it.

And advertising offline, I have to admit that it creates a sense of security for the person reading it. Online, people say, "Oh, this is a scam. Oh, this weight loss therapy, that's a scam." If they see it in the newspaper that they read once a week, they're going to have that sense of security. They're going to say, "Oh, it's in the newspaper. It has to be real." Or, "It has to be top-notch." You know, things like that. And hopefully you're providing top-notch service, but at least you're getting that backup from a big banner on a billboard or from the newspapers or from the magazines.

So it's definitely something to play with, and it's actually not hard at all to get [in] the newspapers and magazines. I thought it was hard when I first heard about it. But I went online. I found the niche that I wanted to be in. I made one call to make sure I was doing everything okay. I submitted my information and I was on the next week. So it was really, really easy, and it's a great way to make some money in creative ways offline.

Tom: And when you're doing offline, like you do with your article marketing, are you still looking to build that list and develop the relationship with prospects first? I suppose you're driving them to a website?

Josh: When I do the offline, I want the direct action. I want the sale. I want the lead. But one of the ways to capture their information is to include a coupon code when you submit these ads. So your coupon code is AZ25 or whatever it may be, and either they call your 1-800 number and they say, "Oh, yeah, I'm calling. I saw your ad in the newspaper with the discount code AZ25." That's not only going to help you with your tracking, you're going to say, "Oh, wow, twenty calls this week were from this magazine We need to advertise more here."

It's going to allow you to create this relationship. One of the [things] that I did when I [used] the gas card [was] before they got to my actual website, I had a blank page and all I had was, "Enter your coupon code (and it had a little box there) and then enter your email address to verify." Then they would just enter their email address, they would enter the code, and then they would submit. They were a part of the list and then I would ask them if they wanted to be a part of my list.

You have to be careful with the CANSPAM rules and things like that. You don't want to force people onto your list. But that's one of the ways to just build it up. If they call your 1-800 number, you want to say, "Would you like to be a part of our club? We send different discounts each week. Or do you have an email that we can send you the printable coupon?" That might be a way. "Oh, yeah, sure, I'd like to." Boom.

There's different ways to do it, but definitely, you always, always, always want to get as much as you can from each prospect, even if it's just an email. Or if it's a sale, you want their email as well. You want their first name so you can address them. You want to build this list so that you [can] look back in a year and say, *Wow, this year, I built 5,000 members to my list.*

So every time I come out with a new product, I can send them an email and let them know I have this new product. I'll give them a discount of 25 percent off just because they're on my list, and now you have this group to leverage off. You have value, now. You have this membership.

But definitely; if you're doing offline, if you're doing online, you want to build relationships with all your customers. Even if you're doing affiliate marketing, you still want to build some type of relationship with them because they're going to buy one offer from you. They're going to go to one website, and you can send them [to] another website next month if there's a new product coming out. So definitely, you always want to build that relationship.

Tom: Excellent. Well, we're getting just a little past an hour, and I want to respect your time. But I have one more quick question I wanted to ask you. We're going to go back online

here, and specifically what I wanted to ask you about was the role of blogging in a marketing strategy.

Right at the beginning you mentioned that the first thing that you did when you got into Internet marketing and affiliate marketing was to set up a blog. From a business perspective, what role does [blogging] have in a marketing strategy? And I guess along those same lines, with the changes in the Internet, do you see blogging is becoming more essential now, or is it something that has run its course?

Josh: Well, there's different ways to look at it. [I forget the exact number, but] about two years ago there was hundreds of thousands of blogs created every week, and there continues to be hundreds of thousands blogs created every week. But this is the thing.

Having a blog is crucial in terms of building trust [with] your visitors, in creating content so that you rank higher in the search engines. It's all still there. There's no reason why you shouldn't be blogging right now. And if you run an offline business, my tip is to do this: Say you want that weight off therapy that we've been talking about.

Don't just talk about the weight loss therapy. A great way to do blogging is to take a topic and do tips. Every day do a different tip. Do it 365 [days a year]. Maybe you can have a blog called "365 Tips to Weight Loss," and every day you give a new tip.

You don't want to directly sell on your blog in terms of what you post. You don't want every single one to be a commercial. You want it to be valuable information.

Because what happens is, the visitors will find value in your blog, they'll sign up to your list, and they will continue reading. You're going to build this relation with them, and they're going to say, *You know what? Tom Trush really knows his stuff about weight loss therapy. I want to get his next product. Or, I want to buy something from his store because he knows what he's talking about.* And that's kind of really how you tackle blogging as a company that's running offline.

If you're doing online marketing, it's pretty much the same thing. I'm not going to go out and say "Buy this colon cleansing offer". I'm going to create a blog about weight loss for people between twenty-five and thirty and that's going to be my blog. That's going to be it. And you can do different blogs. You can do different types of things.

But to be honest, blogging is huge right now. I don't see it disappearing anytime soon just because it's so valuable. It really is essential to online and offline success. And you're really building value to your product or service or affiliate offer. You're building this value and you're making yourself an authority in any topic of interest. If you're in weight loss, you're becoming an authority.

All this value that you're giving up, but you're getting their email, so you're getting that. You're getting their trust. And then when you come out with a product, you say, "Hey,

check out my new product," they're going to say, "Yes, I'm going to buy," instead of just randomly coming out of nowhere and saying buy my product.

Yes, it will get some sales, but think about it. Let's say I'm reading Tom's blog for weight loss therapy. I'm reading it every day, for 365 days, and [suddenly] he has an interesting product that comes out. I've been reading this guy's stuff every day [and] I'm going to buy it. There's more of a chance that someone that has a relationship with the company or the blog owner is going to buy that product or buy that service than someone just coming randomly.

So blogging is essential. You're going to see a lot of corporations, if you haven't already, that are opening blogs, that are opening Twitter accounts, Facebook accounts, YouTube accounts. They're having forums where you can ask questions.

This realm of blogging is now a part of social media, and social media is blowing up, right now, and it's going to stay that way. Before you know it, everyone is going to be on Facebook. Everyone is [going to be] on Twitter. You know, all communication is going to be done that way.

[For example], headhunters don't go looking around like they used to. They go to LinkedIn. They go to Facebook, to groups. They go to these networking sites. It's huge. You don't post job ads in the newspaper, anymore. You post them on Craigslist.

It's insane how this revolution is occurring before our eyes, but we need to realize it, we need to appreciate it and we need to become a part of the system and not be left behind. And the way to do that is definitely in blogging.

Tom: Well, [if you don't have a blog], get out there and get your blog set up. Well, Josh, I really appreciate the time and all the tips that you provided. And what I especially liked is, I mean, so many of these ideas, they do take time but from a financial perspective, these are very budget friendly, so I really appreciate all the tips that you provided.

But before I let you go, I want to give you an opportunity to give out your contact information and let people know how they can get in touch with you with additional questions or your blog, as well, so feel free to give any contact information you want.

Josh: My blog is IfByClick.com. That's what I call the daily online marketing blog. That's where I post a lot of the different methods, a lot of the different ideas. This week I'm posting a detailed tutorial of how to get a blog set up on online and tips to keeping a successful blog online.

If you need to contact me for anything regarding design, or if you need help with something, whatever it is, my website is MoreAboutJosh.com, and there's an email form on there that you can use to contact me and there's also my phone number on there. So that's probably the best way to contact me.

I would love to hear from you guys, and if you have any questions, I'm always open and always ready to do a blog post on any question you have so that everyone can share information.

Tom: Well, thank you Josh. And those websites again are IfByClick.com and MoreAboutJosh.com. So definitely go check out those sites. As you found out here, Josh provides a ton of valuable information and you can get even more on those websites.

So again, Josh, thank you very much and I really appreciate the time.

Josh: Thank you so much, Tom.

[End of Audio]