

Case Study: the Anatomy of Making \$1269 in Affiliate Sales From a List of 1300 and One Day of Emails

Here's the background:

The thing is, affiliate marketing is really powerful, and makes a lot of folks money . . .but the truth is, most people fail anyhow.

You see, there are some very specific components of a successful affiliate campaign that people don't talk about . . .

I remember when I first got started, I made money selling affiliate items before I had any products at all.

And about 10 days ago, I woke up, saw that a product I had intended to tell my list about, but frankly kept putting off even though it was an awesome product, but I had other irons on the fire . . it was going to be the LAST DAY of the promotion . . .

And I knew my list needed it . . .

So I decided to pull out all the stops and find a way to get AS MANY of my clients as possible to buy it . .

Because any client that got it . . would get a leg up

And any client that missed it . . would get a leg down (huh?)

Now, there was only the one day left in the promotion, but to a small list of just 1300, these are my stats from that one affiliate promotion:

Frankly, I wish there were 31 more \$\$ cause \$1 a subscriber in one day would sound really cool!

But alas . . .

Here's the thing, I used a very specific formula for those sales to happen . . .

And I've decided to write a very special guide, where I really step by step the exact formula I used to stimulate \$1269 in pure revenue in one day . . and of course change the lives of folks as they studied the training they bought . . .

Here's what you'll discover in my brand new print guide (yes, this one's print, if you know what's going on, you know I've had the flu, so I'm on the low-down, but my mind is now working again, so although I'm not up for bellowing on a coaching call, I'm able to write :-)

--> I reveal the 4 emails I used to stimulate \$1269 in sales . . and reveal WHY each email performs so well

--> I give you the powerful motivation I used to get super-excited about making it happen in one day

--> I teach you my affiliate promotion formula (the one I've personally used to generate well over \$100k in estimated affiliate revenue (and you can too)

--> The secret to building the trust necessary for subscribers to make affiliate purchases (this can really change things for you)

--> The secret pre-frame I used that practically made folks DROOL to be able to get the training

--> A break down of the revenue as you see it coming in . . .

--> and much, much more . .

In short, I'm revealing my own personal secrets of affiliate marketing that I've been using surreptitiously over the years to make hundreds of thousands of dollars but I've NEVER revealed them before . . but now you have them . .

Now, let's get started.

So the thing about affiliate marketing is that you can't think of it as affiliate marketing.

It's ALL about teaching your subscribers.

now, there are many ways to teach your subscribers: write blog posts, give seminars in your garage, rent out hotel ballrooms, do youtube video, sell training . . .

or sell someone else's training

You see, you can't teach everything.

But your subscribers want to learn things you don't teach.

So if you don't teach them, and someone else teaches them really well - so well that YOU would even be willing to pay for the training . . .

Then you can tell your subscribers about it and of course since there's affiliate commission, you can get paid too!

Notice how different what I just described is from the typical affiliate marketer: scouring the web, looking for high-commission deals to promote, hoping that people will get a little value so they don't unsubscribe . . .

Now, the end result might be the same . . you make sales.

But because the PROCESS is different lives are changed, people trust you MORE not less, so not only do you make money TODAY, but you also make money time and time again.

You see, so many affiliate marketers have this premise of building a fast list, make \$10 per subscriber in 30 days . . but then they get off his list, and he never makes anymore from them . . .

The whole thing boils down to the idea of offering massive value, what folks NEED and are PRIMED for.

So given that, I'll share with you how this campaign came about.

You might even find yourself a bit player in this story!

So one thing I mentioned is that promoting affiliate “thingees” isn't about finding something that converts really well so you can “sell” it.

It's about promoting someone else's training that teaches something your tribe needs, but you don't teach.

Or a small alteration to that, and it's something you DO teach, but part of your tribe doesn't “get it” but someone else's training might do it for them.

You see, affiliate marketing is NOT about “making money” it's about being one more extension of the work YOU do to change lives!

And when you promote things with that in mind, your promotion changes, your conversion rates actually increase, and so on.

So

One thing that is really important to my own tribe, my subscribers, is “driving traffic.”

Now, I rarely think of it in terms of “driving traffic” I personally think of it as people finding me based on they see me teaching something they need to learn.

For years they found me on ezinearticles, teaching in the articles I wrote.

For many more years they found me at warrior forum, teaching in the blog posts and WSOS.

And now that I've pivoted to doing so much of my training with video, they are finding me in my videos on youtube.

You see, for me, driving traffic is really about positioning myself so that people can "find me"

So anyhow, lately I've had thoughts about how I wish my subscribers could learn more about how I am using youtube to drive good traffic, and in fact, I think there's been a shift lately, and there is tons of good traffic on youtube that most people don't find because youtube is more work than anywhere else.

Let's face it, to pretend you are a "somebody" on facebook all you gotta do is write for 30 sec, post it to facebook and see what happens.

Twitter is even worse.

But for you to do anything on youtube, well you gotta do a little planning, turn on a video recorder, upload your recording -there's all these hoops to jump through that frankly speaking just filters out most humans who aren't willing to work hard enough to get onto youtube.

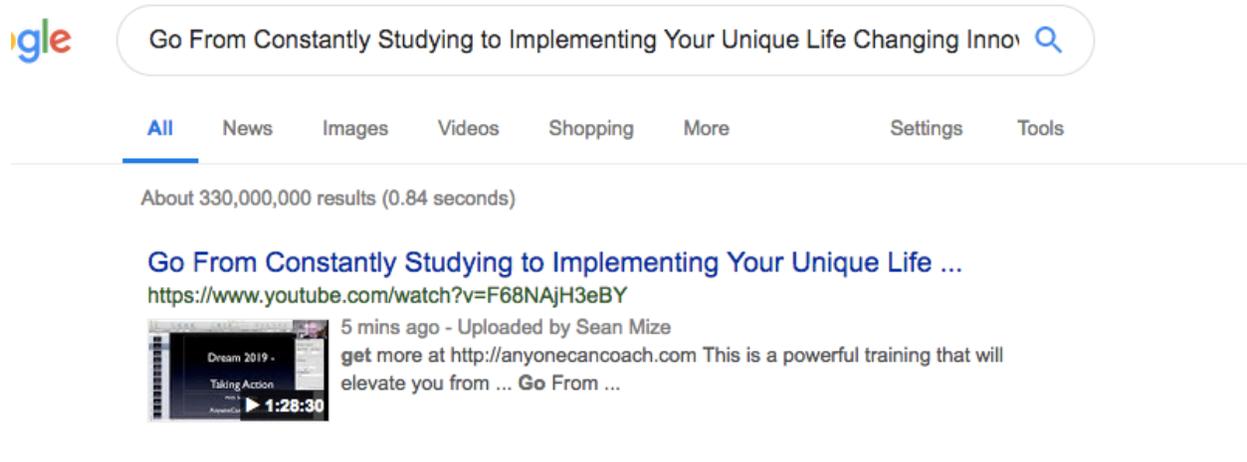
It's hard to believe I just wrote that . . . but it's how I feel!

So youtube is hot, really hotbut frankly speaking, I have so many other things going on right now . . . programming the new coach software, overseeing the new Inner Circle at Anyone Can Coach, and some other things . . .

So I just don't want to take the time to create a power course on youtube.

But . . . I had done a youtube video a few days before this affiliate promotion, and for some odd reason, I just looked it up on google 5 minutes after I posted it . . .and lo and behold, in 5 minutes, it was ALREADY #1 in google!

Here's the pic I took of it right away:



Note the time stamp.

5 minutes.

And the reason I took that pic is because I KNEW I wanted to prove to my peeps that this youtube thing is worth doing.

But I still didn't want to teach it.

So . . .

then comes Francis Ochoco with his youtube training . . .

Now I know if Francis made it, it's good . . .

and I really liked that it was so concise . . . a huge list of bullet points and he taught everything in like 2 hours!!!

This was EXACTLY what I needed for my list.

But I knew there were a few days left on the promotion, and I was really busy with some other things that week, I was building the software, planning things, fighting fires and catfights as usual . . .

So I didn't do anything . . .

But again, I wanted to . . .

So then I woke up Saturday morning

And Francis must have sent out one of those "last day" emails

and so I thought, oops, I really missed this one . . .

my peeps missed out

Then I thought . . well I KNOW my tribe needs this, how do I convince them to get it and study it

So that's simmering in my brain, and I see that Francis has this affiliate contest going.

Now, you may know I'm a sucker for a contest.

That's one reason I did so well at ezinearticles . . . they posted a list of top authors . .

I remember being author 100 . . .and I needed 29 articles to get to #99 . . so I wrote 29 articles.

Then I got to #99 and needed 36 articles to get to #98 so in 2 days I wrote 36 articles and when I got to #98 I needed 12 articles to be #97 and I saw that I needed 17 more to get to #96 . . so I pushed hard . .

I did that all the way up the ladder till I hit #1 (then the #2 guy got jealous and it was a war and after about a year of war, I bowed out!!)

EzineArticles Expert Authors

Displaying "ALL" Experts By Author's Article Count

ALL [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[\[Sort by First Name\]](#) [\[Sort by Last Name\]](#)

- [Sean R Mize](#)
- [Lance Winslow](#)
- [Abhishek Agarwal](#)
- [Jason Nyback](#)
- [Krista Hiles](#)
- [Fabian Tan](#)

[\[All Experts\]](#) [\[By Country\]](#)

[Sort by Articles]

24,590 Articles
22,724 Articles
7,025 Articles
6,972 Articles
6,363 Articles
6,048 Articles

That was when I was #1 - over 1800 articles above the #2

but after our war:

Order: **Articles** | [First Name](#) | [Last Name](#)

 <p>Lance Winslow 🇺🇸 Diamond Joined: Mar 23, 2005 26,535 Articles</p>	 <p>Sean Mize 🇺🇸 Platinum Joined: Mar 2, 2006 25,196 Articles</p>	 <p>Steve Wickham 🇺🇸 Diamond Joined: Nov 19, 2007 7,033 Articles</p>
 <p>Abhishek Agarwal 🇮🇳 Basic PLUS Joined: May 14, 2006 6,777 Articles</p>	 <p>Krista Hiles 🇮🇳 Basic PLUS Joined: Jun 15, 2007 6,356 Articles</p>	 <p>Andrew Stratton 🇺🇸 Platinum Joined: Mar 20, 2007 6,089 Articles</p>
 <p>Fabian Tan 🇮🇳 Platinum Joined: Feb 9, 2007</p>	 <p>Beverleigh H Piepers 🇺🇸 Platinum Joined: Feb 12, 2009</p>	 <p>Richard Brody 🇺🇸 Diamond Joined: Dec 3, 2009</p>

You can see that once he beat me, he quit too!

I've often thought, could I write 3000 articles in a year and submit them overnight!

Do you see how competitive I am?

By the way, here's my image after I hit 3,000,000 views on my articles!!!!

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Sean R Mize



★ **Platinum Level Expert Author**

Joined EzineArticles on Mar 2, 2006 

Published Articles:	25,180
Article Views:	3,000,053
Article Comments:	116
Article Niches:	107
Achievements:	  

About Sean R Mize

so you can see how competitive I am . . .

So I like to win affiliate contests if possible . . .

So here I am, I see that Francis has this contest going on:

Offer Name:

[Closing Saturday Midnight! PLR to Tubepreneur Program](#)

Description:

1 - \$500 (min 100 FE sales);
2 - \$200 (min 80 FE sales);
3 - \$100 (min 40 FE sales);
4 - \$50 (min 20 FE sales);
5 - \$25 (no min);
6 - \$25 (no min)

\$500 for top spot

Now, I wouldn't do this just for the contest.

But I had already WANTED to tell my tribe cause this training could change their life!

So I hadn't promoted at all, so of course I wasn't on the list of top promoters:

Rank	Affiliate
1	onlinebizgiant
2	danieltaylorAUS
3	countonuspr
4	crazyamit
5	Charles Harper
6	EdmundLoh
7	Val Wilson
8	WebBizExecutive
9	ddev
10	nicheblogger75
11	sorin2015
12	jeremiahv
13	barryrodgers
14	MichaelPineda
15	ShelleyPenney
16	dawudislam
17	SteveChase
18	kingbell01
19	RevRPM

19 people, I'm not on the list

So challenge on!

All the ingredients are here . . .

--> I wanted to teach my list youtube, but it's out of my zone right now

--> I already took the screenshot a few days ago to prove youtube works for seo

--> Now there's a \$500 contest, all I have to do is beat 19 people

So I decided to do it.

By the way that line is huge . . I decided to do it.

And when I mean I decided, I mean I went all in.

I wrote this email:

Subject line:

proof youtube gets you google rankings fast . .

Body:

Sean

I don't talk about it much, but youtube is my single biggest organic traffic priority for 2019.

it's like a hidden goldmine, because most people seem to think it doesn't work anymore.

But in 2019, I'm doubling down (actually quadrupling down) on youtube for my

primary organic traffic source . . .

[I took a picture to prove it stills works and FAST for google rankings:](#)

I don't know of ANY OTHER WAY to get google rankings this fast (5 minutes!)

Sean

Sean Mize copyright Sean Mize and Anyone Can Coach

P.S. Seriously, [take a look at this picture I took a few days ago](#)

Now notice that by writing that email - NOT about the affiliate thingee but instead about what I had already purposed in my heart days ago I was going to write - it was really genuine!

You see, that's one key thing about doing affiliate promotions and why so many people fail - because they are just doing it for the money, they can't be genuine when writing their email . . .

But because I wasn't doing it for the money (even though I was motivated THAT DAY to push because of a contest I probably couldn't win but it gave me the juice to spend 45 minutes writing 4 emails), I was able to write from the heart . . .

and that link went to this page on my site:

[Proof Youtube Still Works](#)

Here's the thing . . what I wrote on the first half of that page was NOT about an affiliate offer, it was essentially what I would have written a few days earlier when I took the picture, just for some reason I never got around to it:

that's right – in 5 minutes, the video was number one in google for the words in the title.

Think about this: if you create videos for the exact phrases someone might ask in google for YOUR NICHE . . . and you made a video for each one, and you got ranked for each one . . imagine the traffic.

Sometimes folks ask, well you had 25,000 articles written at ezinearticles . . how did that work . . JUST LIKE THIS!

I wrote articles and they got in google and I did millions in revenue from those articles.

Here's the thing, hardly ANY traffic source online works this fast, is this straightforward.

Sure, it's work.

But would it be worth the hard work . . to get an amazing amount of traffic (that is really really good traffic since video watchers on youtube spend a ton more than just about any other traffic source)

That's powerful because it's not salesy - and not because I was faking, because that's the truth, it's what I would have written if there WEREN'T a promotion . . .

so now that I did that . . . I could then APPEND the affiliate offer and the affiliate offer would BORROW from that copy the ease and comfort of what I just wrote:

By the way, if you want to learn how to do it in youtube, how to make youtube your #1 traffic source and have an amazing amount of traffic coming in, I highly recommend Francis Ochoco's training course:

[Youtube Guru Training Course](#)

Now, I know the page positions it as plr – but don't buy it for the plr (you'll get it anyhow)

Instead – it's a 2 hour training that is JAM PACKED with amazing training on how to get your youtube videos to get MASSIVE TRAFFIC

I get some of my very best traffic from youtube, and youtube is one of my own strong traffic source efforts . . .

Get this training, you won't be disappointed:

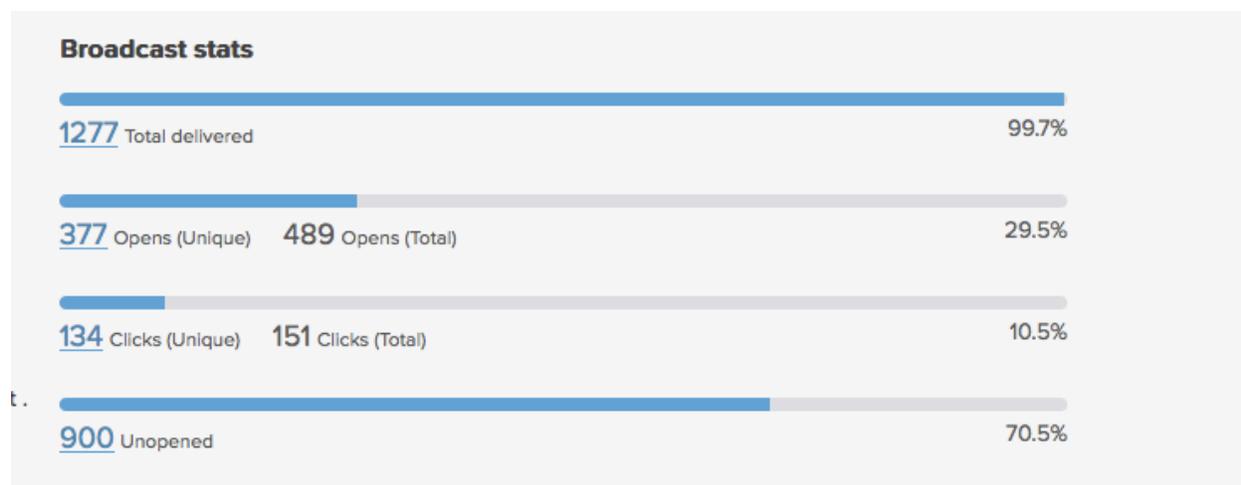
[Youtube Guru Training Course](#)

to your traffic success,

Sean

Notice how that copy just flows right along!

So I sent that to my list



that went to 1277 people

and only 134 clicked on it

and even fewer bought

but (and the timing of the next few pics might be slightly off, I don't remember the exact order, I think this is probably right, it doesn't affect the message here, but the timing of the next couple/three pics might be a bit off):

this happened:

7	Val Wilson
8	WebBizExecutive
9	ddev
10	nicheblogger75
11	sorin2015
12	jeremiahv
13	MichaelPineda
14	barryrodgers
15	dawudislam
16	ShelleyPenney
17	SteveChase
18	seanmize
19	kingbell01

Notice that in minutes I was on the list of the top 19!

Now, I know, #18, who cares?

But after just a few sales.

So then what happened was, in a way that post was like a test right,

if no one bought, no one bought . .

but people started buying

I didn't get hate mail

and I realized . . . I could send folks right to the affiliate page . . .

You see, I was so excited about sending folks to the picture I had taken a few days ago, it was like I felt like it was my RESPONSIBILITY to send them there first . . .

But since I had now sent everyone to the picture I took and the explanation, I felt like I could send a real affiliate email, so I sent this . . . but now looking at my stats, this email it seems didn't even go out till 4 in the afternoon!

I don't remember it that way, but surely the stats at infusionsoft don't lie!

Anyhow, here's the 2nd email:

subject line: How to Make Youtube Your #1 High-Converting Traffic Source Fast

Body:

As you may know, youtube is one of my very best traffic sources for high quality buyer leads . . .

I've thought about making a training program so it can be easy for you too, but it's just outside my wheelhouse . . .

but there's a powerful course that teaches you step by step, concisely, what to do FAST to get massive youtube traffic fast:

[Youtube Traffic Guru](#)

This course has my HIGHEST recommendation . . .

(plus it comes with plr, no extra fee)

This may be your ticket to unlimited traffic in 2019!

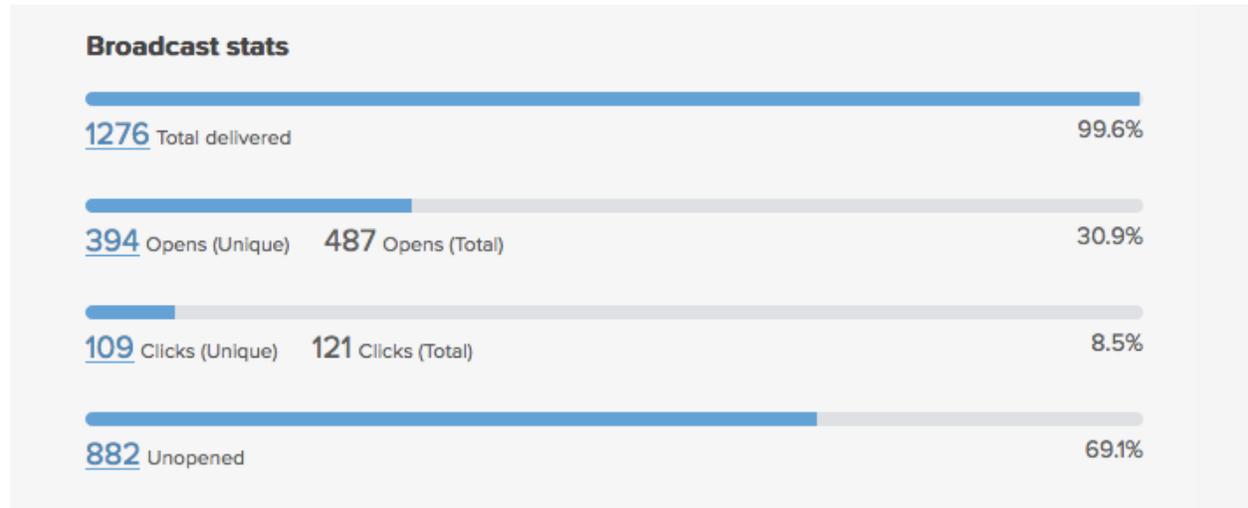
[Youtube Traffic Guru](#)

To your traffic success,

Sean

Notice that by now, I was bold enough to just tell all about it . . . this was heating up!

Here's the stats from that email:



And now I got to #8 in the contest, about 7 hours after my first email - from nonexistent in the morning!!

1	onlinebizgiant
2	danieltaylorAUS
3	countonuspr
4	crazyamit
5	Charles Harper
6	EdmundLoh
7	Val Wilson
8	seanmize
9	WebBizExecutive
10	ddev
11	nicheblogger75
12	sorin2015
13	jeremiahv
14	MichaelPineda

So now I'm really jazzed . . . I'm thinking, yeah, I can win this baby!

By the way, if I remember correctly, that 2nd email I had written actually in the morning, but didn't run it (I had plans during the day, this was a Saturday, I rarely work Saturday) until I got back, then when I was so excited about the increase in sales, I wrote 2 more emails and scheduled them for that night, one at 9 PM and one mistakenly at 11:45 PM

(I think when the 4th email went out the contest was either just over, or it was like 15 minutes one way or the other, but I had gotten time zones mixed up):

3rd email:

subject:

here's what you'll discover in the youtube guru massive traffic course today

body:

here's what you'll discover in the [youtube guru massive traffic course](#) today:

----How to get 1 million subscribers on YouTube.

----Sources of income that many YouTubers do not know even existed.

----Unorthodox methods of getting subscribers.

----How to build a digital "cash machine" that you can integrate with your YouTube channel.

----How to create videos that will go viral.

----Income streams that pay you 4 times more than adsense/youtube ads.

----What types of videos YouTube gives more exposure to.

----What you need to do to get your videos to rank higher in YouTube's search results.

----How one YouTuber got 1000 new subs in one day

----Which social media platform is best for promoting your YouTube channel (hint: it's not Facebook).

----How to earn a full time income with a tiny YouTube channel.

Ready to just get it?

==> [youtube guru massive traffic course](#)

-----12 income streams you can earn as a YouTuber.

-----A little known strategy for promoting your videos on Reddit.

-----My favorite income stream (and why).

-----How to get RECURRING income every month as a YouTuber (and no, you don't need a large audience or a lot of subscribers).

-----If you're new to YouTube, I'll show you how to get your first 100 subscribers.

-----How to monetize your channel (many YouTubers aren't aware of these methods).

-----How to make 4 figures per month with only a few YouTube subscribers

I am pushing this today, because it's the last day of the sale, and youtube is a huge priority for me this year, and believe it can be YOUR biggest bestest source of traffic:

==> [youtube guru massive traffic course](#)

P.S. this is what I shared early today, and I didn't realize today was the LAST day to get this training:

I don't talk about it much, but youtube is my single biggest organic traffic priority for 2019.

it's like a hidden goldmine, because most people seem to think it doesn't work anymore.

But in 2019, I'm doubling down (actually quadrupling down) on youtube for my primary organic traffic source . . .

[I took a picture to prove it stills works and FAST for google rankings:](#)

I don't know of ANY OTHER WAY to get google rankings this fast (5 minutes!)

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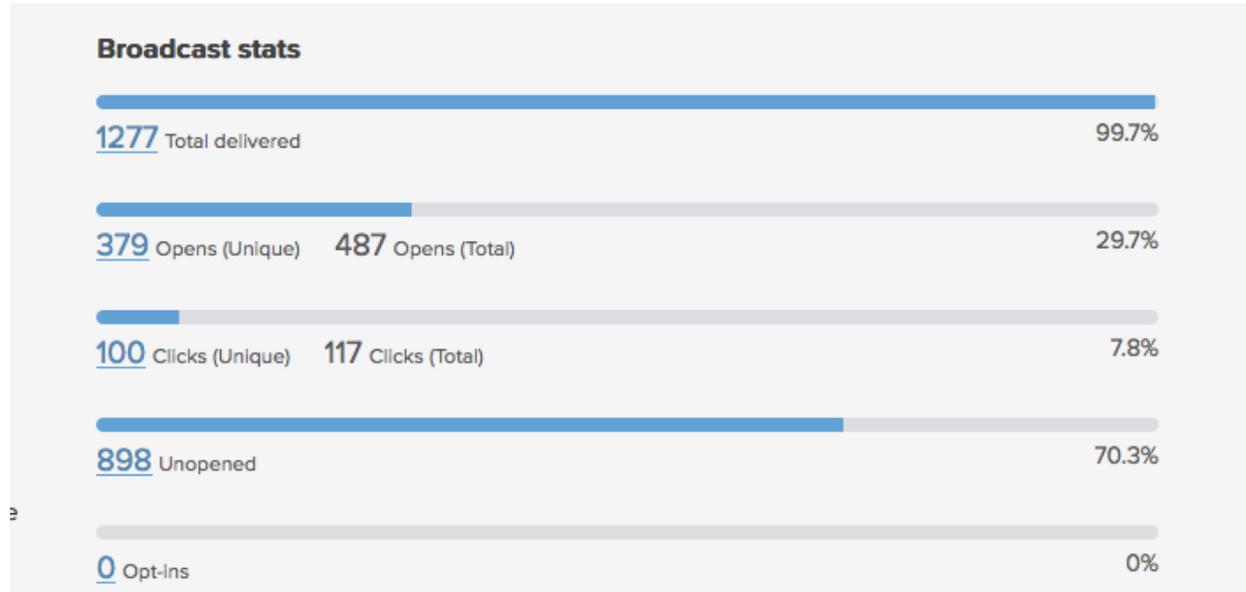
P.S. Seriously, [take a look at this picture I took a few days ago](#)

Now this my classic “here’s what you’ll discover” email with tons of bullets . . if you’ve been on my list long, you’ve likely seen this email . . cause it works!

and of course because I knew I was pushing the red alert by running 4 emails in one day, I decided to soften it a bit by going back to the story with the picture

Sean Mize copyright Sean Mize and Anyone Can Coach

here's the stats from that email:



So there's one more email still to go that day . . . but for all practical purposes, I think there were 15 minutes left of the contest, so for all practical purposes, I doubt it counted towards the contest

so with a 15 minute smudge here . . . here are the stats for the day:

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (1 items)	247	57	23%	\$2.78	\$12.04	\$686.13
Closing Saturday Midnight! PLR to Tubepreneur Program Francis Ochoco	247	57	23%	\$2.78	\$12.04	\$686.13

Notice that's only about 50% of the sales on this campaign!!!!

and yet by the end of the day, these are the contest stats:

Rank	Affiliate
1	onlinebizgiant
2	danieltaylorAUS
3	countonuspr
4	seanmize
5	Charles Harper
6	crazyamit
7	EdmundLoh
8	Val Wilson
9	WebBizExecutive
10	ddev
11	nicheblogger75
12	barryrodgers
13	sorin2015

I didn't win - but in less than a day I went from NOT ON THE CHART to #4 . . . with \$686 and 3 emails

the final email, which was supposed to push me over the edge, went out, I think 15 minutes before the contest ended

here's that email:

subject line:

Final chance to get the Youtube Traffic Training for 2019 - with plr included

body:

Final chance to get the Youtube Traffic Training for 2019 - with plr included:

[Youtube Traffic Guru - Total Youtube Traffic for 2019](#)

I really should have told you about this earlier in the week, but

have been so focused on the new software I am developing . . .

but this offers ends tonight and I don't want you to miss out -

this is going to be MY LEADING FOCUS this year for traffic . .

This course has my HIGHEST recommendation . . .

(plus it comes with plr, no extra fee)

This may be your ticket to unlimited traffic in 2019!

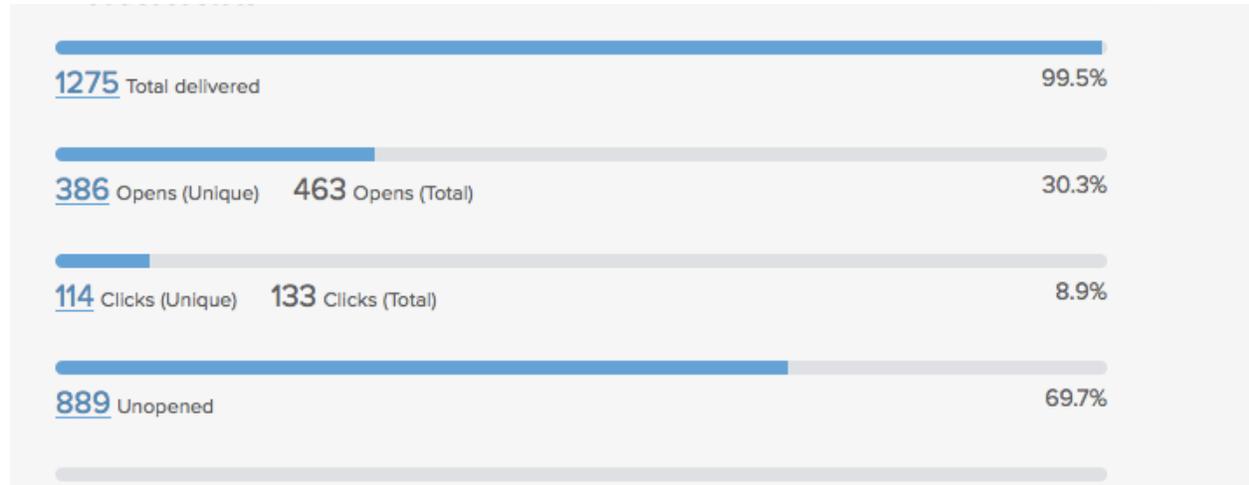
Final chance to get the Youtube Traffic Training for 2019 - with plr included:

[Youtube Traffic Guru](#)

To your traffic success,

Sean

that's my classic final chance email, which you've likely seen before, here are the stats:



Now, I don't know how many of those sales ended up in the contest . . I doubt many.

But that was it for my work on this . .

4 emails

An estimated 45 minutes of work writing emails and sending them

and the next day, Sunday, another \$557 sales came in (I got paid, of course, but they didn't count towards the contest!!):

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (2 items)	166	45	27%	\$3.36	\$12.39	\$557.70
▾ Closing Saturday Midnight! PLR to Tubepreneur Program Francis Ochoco	165	45	27%	\$3.38	\$12.39	\$557.70

And of course the final numbers (there was another \$25 on Monday when Francis got in and closed everything):

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (2 items)	448	104	23%	\$2.83	\$12.21	\$1,269.56
▾ Closing Saturday Midnight! PLR to Tubepreneur Program Francis Ochoco	447	104	23%	\$2.84	\$12.21	\$1,269.56

Now, I hope you've learned a lot watching this campaign.

You've seen what I do when I am gangbusters on an affiliate campaign.

These 4 emails are pretty much the format I use for most campaigns.

Not word for word of course, but in concept.

You've seen my thought process in getting a campaign out there.

You've seen a powerful campaign with proof of how I did it.

Now my question to you is this:

What are the 5 things you've learned most from reading this case study?

Can you see yourself becoming more powerful at making your own affiliate recommendations?

I've had fun writing this, and it's odd because I feel like I've just spilled the beans on a psychological process that I've used for years, I've taught it many times . . . but this time, with the pictorial documentation, I hope it feels REAL to you!

Sean Mize

<https://anyonecancoach.com>