

**Cash In On Big-Ticket Product Launches As An Affiliate**

# **How To Cash In On Big-Ticket Product Launches As An Affiliate**

**By Dennis Becker and Rachel Rofe**

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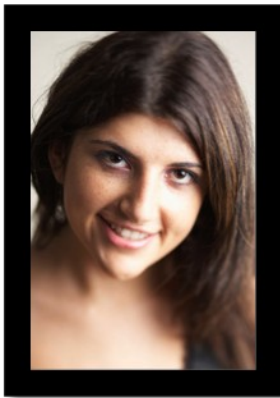
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofe** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

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## How To Cash In On High-Ticket Product Launches

If you've been around the internet marketing world for any length of time, you've probably watched the "big ticket" product climb in price. At one time, several years ago, \$197 was considered a high priced launch.

That price has gradually crept up, to \$497, \$997 and \$1997. Now we're even seeing launches beyond that level.

From a buyer's perspective, those increasing prices have meant the cost of learning in this business has been getting more and more expensive.

But from the affiliate's point of view, those increasing prices have meant the commissions on those high-ticket launches have been getting more and more attractive. Many of them pay 50% commissions, so instead of \$100 commissions, **you can be looking at \$1000 or more per sale!**

In this report we're going to look at some strategies for taking part in those launches and standing out from all the other affiliates and "gurus" promoting those same products.

## Where To Find High Ticket Launches To Promote

One of the first hurdles you'll face is actually finding the high-ticket launches in order to get signed up as an affiliate. Many of the high-profile "guru" launches aren't necessarily open to the public. In other words, they don't allow "just anyone" to sign up as an affiliate.

In some cases, you might need to submit an application in order to qualify to be an affiliate. In other situations, you might need to be an existing

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customer in order to promote it.

The first place you can find out about upcoming big-ticket launches is by watching your email. If you're on many marketers' email lists, you might look at them as more of an annoyance than something of value. But they can be a great source of information, if you treat them as a research tool rather than a "*what I need to buy next*" tool.

Many marketers will start to talk about new products well before they're scheduled to launch. When you see these upcoming products being mentioned, you can contact the marketer to find out whether they are accepting new affiliates.

You might be able to just email them, or you might need to contact them through a help desk of some sort. You might even need to put in a little extra effort and dig up a phone number for them, or contact them in some way that will make them notice you in the stream of information and contacts coming their way.

And keep in mind - if you can find a way to stand out from the crowd when you contact them, **it's going to go a long way towards convincing them that you have the skills to promote and sell their upcoming product.**

The interesting thing about getting your foot in the door this way is that once you overcome the initial hurdles to get on the "inside" you're going to hear about a lot more opportunities. The first step is often the hardest, especially when you're contacting them "cold" as an unknown in their eyes.

If you buy a big-ticket product during a launch, that's also a good time to look for information about getting yourself signed up as an affiliate for future promotions. Sometimes this information will be sent to you automatically, with an offer to join their affiliate program (most commonly in the internet marketing niche). But other times you might need to get in touch with the marketer to find out more.

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Having just spent X number of dollars on their latest product can also provide a bit of leverage for getting yourself signed up for future launch notifications...

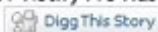
Another good source of information about upcoming high-ticket launches, at least in the internet marketing space, is a website called [JV Notify Pro](#). It's built around finding joint venture opportunities, and a lot of the higher-ticket marketers add their launches to the calendar there.

This screenshot shows just a few of the launches that were posted for December, 2010:

December 1, 2010

### New Product Launches - December 2010

Here's A Sampling Of The Popular [New Product Launches](#) And [Joint Venture Announcements](#) JV Notify Pro Has For You In December 2010.



November 24th - [Mark Ling - Affilojetpack Relaunch](#) - JV Invite

November 29th - [BIG John Bair - Explosive Cashins](#) - JV Invite

November 29th - [Brett Ingram - My Autoblog Business](#) - JV Invite

November 29th - [Lanny Morton - Bob Proctor - Cyber Monday Sale](#) - JV Invite

November 29th - [David Guindon - Mobile Success Blueprints](#) - JV Invite

November 30th - [Mick Moore - Micro Niche Profit Formula](#) - JV Invite

November 30th - Jerome Chapman, Chris Fox + Mike Merz Jr. - Hot Keyword Spy - JV Invite

November 30th - [Andrew X - CB Traffic Warrior](#) - JV Invite

November 30th - [Shaun Parsons - Mobile Concierge Plan](#) - JV Invite

November 30th - [Jason James + Maria Gudelis - One Paper Cash System](#) - JV Invite

November 30th - [Alex Goad + Mark Dulisse - Dominating Video](#) - JV Invite

New Product Launches and Joint Venture Announcements - December 2010

December TBA - Mike Merz + Mike Merz Jr. - JVNotifyPro 2.0 + JVNewsWatch (Beta) - TBA

December 1st - [Mario Brown \(Alex Shelton's Underground Student\) - Google Places Unleashed](#) - JV Invite

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There are probably several names of well-known marketers that you recognize in that list.

And right now, there are already launches scheduled as much as 5 months into the future so you can find plenty of opportunities with enough lead time to really dig into some of the strategies we're going to go over in this report.

Just a couple of things we should point out about the information on JV Notify Pro.

First, a lot of the launches on the calendar have dedicated JV pages with all kinds of information about the product, who else is promoting it and so on. Read these with a grain of salt. They're trying to sell you on promoting the product, just like a sales page is trying to sell you on buying one. Don't take everything you read at face value - do your own research.

For example, a product that is currently listed (and shall remain nameless) has a list of all the people who have signed on to promote it, and a list of all the people who haven't confirmed yet.

The list of people who haven't confirmed is like a who's who of the internet marketing world. It's possible that they might sign on, but it's more likely that the marketer selling the product has sent JV invites to all of them, but few - if any - will take part in the launch.

Second, in a lot of cases, especially as you get further out into future months, there will be launches scheduled by well-known marketers, but they're listed as TBA (to be announced).

This can mean one of two things. They either don't want to disclose the product until closer to the date, to avoid "copycat" products popping up beforehand, or they haven't even got the product figured out yet and are

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just planning a launch at that time.

If you see a name you're interested in promoting, keep an eye on the site for more information or try to contact them directly and see if you can get more details privately. But don't bank on these launches until you have all the details - they may or may not suit your purposes.

### **Differentiating Yourself From The Crowd**

Once you've settled on a high-ticket launch that you want to promote, you're going to want to plan your promotion for it.

Most of these launches provide all kinds of promotional tools:

- Pre-written emails
- Banner ads
- Adwords ads
- Blog posts
- Articles
- Videos
- etc.

These can be great sources for research and information that you can use in your own promotions, but using them as they're provided - especially canned emails - is a sure way to kill your results.

Think about how many times you've seen exactly the same email from several different marketers on the day of a big launch. And every one starts out "My good friend so-and-so is letting me hook up the people on my list

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with such-and-such."

When you see that same email from a bunch of different people, it completely kills any sense of personal connection, let alone trust.

The real key to getting good results from a promotion is something that has to be done well ahead of the promotion itself - building a relationship with your email list.

**Because let's face it, the single most effective way to run these type of affiliate promotions is with an email list.**

If you run an ad on Google Adwords promoting the offer on launch day, you're going to be competing with an entire page of ads promoting the exact same thing, and every one of them is promising the best bonus or promising to reveal the launch as a scam (which it isn't, of course, but that's a pretty strong hook).

Creating a review site that you SEO to death ahead of the launch can be a good way to generate some traffic and sales, provided you can get it ranked in the top few spots on Google. But when it comes down to convincing people to buy through your link, who do you think has the advantage - someone they found on Google but might never have heard of before, or the person whose emails they've been getting for a while, and has proven to offer valuable information?

So the key is to build a relationship with your email list ahead of time, then they'll already know and trust you when it comes time to promote the launch.

There are lots of strategies for building a responsive email list, which would require an entire report of their own to cover. But here are a few simple tips for building rapport and trust with your list:

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1. Worry more about the value you're providing them than the revenue they're providing you. There's nothing worse than a marketer who treats their email list like some kind of cash machine - send a promotion, wait for the money to roll in. Then nothing until the next promotion.

Give them good value and do what you can to engage them, whether you're promoting something, giving them something, or just sending a quick follow-up to keep yourself fresh in their minds.

2. Respond to people when they email you or reply to your emails. If you've got a large list, this can take some time but showing people that you're a real, live person on the other end of the connection makes a big difference. Even if you outsource this and someone responds on your behalf, it shows that you're listening.

Have you ever emailed a marketer and never heard back? It certainly doesn't make you more anxious to deal with them in the future, does it?

3. Ask for feedback. Whether you ask for direct replies via email or create a survey they can fill out, giving the people on your list a chance to tell you what they want can make a huge difference in your results, particularly if you actually act on what they're telling you.

You never know what you'll learn - you might even find out they want you to make *more* offers!

## Avoiding Burnout With Your Email List

One of the things you'll find about email marketing is the people on your list have varying degrees of interest in different topics. Some people might eat up as much as you can send them about subject A, while others couldn't

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care less about it and really want to know all about subject B.

This is true even if your list is fairly targeted. There are some topics that will excite some people while they bore others to tears.

But assuming your list is more wide-ranging, or you've got several lists for different topics within a market, you're going to find that not everyone cares about any particular product launch.

Rather than causing list burnout by promoting offers to people who aren't particularly interested in them, you're much better to segment your lists so you're only speaking to those people who are truly interested in what you've got to offer.

It sounds almost too simple, but the easiest way to segment your list this way is to simply email the entire list, telling them that you've set up a new list about subject XYZ, and if they're interested in learning more about that topic, they should go and sign up.

Create a new email list in whatever autoresponder you use (Aweber, GetResponse, Mailchimp, etc.) and create an opt-in form for it.

Then set up a simple opt-in page on your site to send them to. The great thing about doing this is that you don't even need to create a typical squeeze page that tries to sell them on signing up. They're only going to click through to the page if they want to get more information about that topic so all it really needs is a headline and the opt-in form.

There are a couple of ways to approach this "break-off" list:

1. Call it a "private" or "insiders" list about topic XYZ. You're going to share more in-depth information about the topic at hand, but don't

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want to annoy people who aren't interested in it.

2. Just tell them that you're going to be taking part in the launch for product ABC and if they're interested, to sign up for the special list. Of course, you'll also let them know that you're going to be sharing some information that will be valuable even if they don't buy the product in question, as well as the fact that you're going to be offering a bonus that adds real value to the deal (more on these two points shortly).

When you create this targeted list, you'll want to create a presell sequence of emails that will go out by autoresponder to everyone who signs up. To get the best results, you should provide some actionable information specifically related to the product you're going to promote - information that people could put to use even if they didn't buy the product itself.

This is going to help position you as someone who provides true value, as well as create a bit of "reciprocity" with your readers - the feeling of "owing" you because you've given them something of value.

This presell sequence will also talk about the bonus that you're going to offer to everyone who buys through your affiliate link. We'll get to the bonus in more detail shortly, but essentially you want to "sell" your readers on your bonus as much as you want to sell them on the product itself.

The reason for this should be fairly obvious. If you convince them that your bonus is necessary, or it will add serious value to the main product, that's a big hook for them to buy from your link. Selling them on the product itself is fine, but if they can buy the same product through a dozen other marketers, you really haven't done enough to keep them "in house."

Doing this will usually lead to "bonus shopping" where they compare bonuses from several marketers and buy from the one whose **bonus** they like the best.

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These pre-sell sequences don't have to be very long. Three or four emails is usually enough to get the job done. A typical sequence will go something like this:

**Message 1** - Tell them what you're going to share over the next 2-3 days and give them a brief overview of the topic to whet their appetite. You can mention that you'll be giving them more information about your bonus in an upcoming email, but don't reveal exactly what that bonus is yet. You want them to have a reason to open each email you send, because they want to know what that bonus is going to be.

**Message 2** - Get into more detail about the topic, and start to share some actionable information that your readers can put to use whether or not they buy the product you're promoting. End this email with a bit of a "cliffhanger" so they'll be anxious to open the next one, to see how it ends.

**Message 3** - Finish off the information sharing, and do some preselling for your bonus. Again, don't tell them exactly what the bonus is, but talk about how it's going to complement the main product and maybe what holes in the main product it's going to help fill in. Again, leave them hanging a bit so they want to open your next email. Some teaser copy about your bonus, without really revealing what it is, is a good strategy here.

**Message 4** - This is the main sales pitch for your bonus offer. This email is all about selling them on why your bonus is not only valuable, but necessary if they want to get the most out of the product being launched. As we already discussed, if you sell them on needing your bonus, it practically kills all competition, since nobody else can offer them that same thing.

The thing to keep in mind is that your main job isn't to sell the launch product. Sure, you want to do a bit of preselling in your emails and make it clear how it will help your readers, but the bulk of the selling is going to be done by the marketer launching the product.

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**You want to sell your bonus, to make sure they buy through your link.**

We'll talk about your bonus offer in more detail in a moment, but first let's just look at a couple of points about segmenting your lists this way.

First, as you participate in more and more of these launches, you'll be creating more highly targeted email lists. You'll need to keep track of the lists somehow or it won't be long before you forget what list is for what product. Most of the autoresponder services have a limited number of characters for the list name, and an abbreviation that makes perfect sense today won't six months from now.

You might think it will, but trust us - it won't :-)

There are several things that you should consider tracking:

- List name
- List purpose
- General topic
- Date created
- Date last mailed

The date last mailed information ties into the second point - you now have highly targeted email lists, made up of people who have basically raised their hands and said, "Yes, I'm very interested in topic XYZ."

You can leverage those targeted lists for future product launches related to the same topic, or you can use them for more general promotions for other products that aren't necessarily part of a big launch.

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Having the last contact date handy will help you determine when to start "warming up" the list for future promotions.

Note: This isn't as big a deal as it sounds. These highly-targeted lists are going to be almost exclusively made up of people who are already on your more general lists. So provided you stay in contact with them through there, it's not like they won't have heard from you in a while when you fire up the special list again. Usually a simple, "Hey, I've got some new info coming on topic XYZ shortly" sort of email is going to be all it takes.

Okay, let's get on to the bonus offer.

### **Creating An Irresistible Bonus Offer**

Bonus offers are pretty much required if you're promoting a big-ticket product launch. You might see some of the top names in your market sending out an email with no bonus offer, but they're really just playing a numbers game. If you have a list of 100,000 people, you're bound to get a few buyers even if you don't offer any extras.

And when you're dealing with the kind of commissions that these big-ticket items usually pay, a few buyers can make for a pretty decent payday.

But even the most well-known marketers usually make some kind of bonus offer when they're promoting these launches.

The thing is, in most cases they use their own products as the bonus. These products often sold for as much (or more) than the product being promoted, but there are a couple of problems with these types of bonuses:

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1. They're typically not directly related to the product being promoted.
2. Their buyers wind up with two large packages of information to digest, which can lead to "analysis paralysis"

Another problem that can occur with these "guru bonuses" is that a lot of the potential buyers of the new product may have already bought the bonus product when it was originally launched. There are quite a few people who buy a lot of these high-ticket products, hoping for some kind of magic bullet.

This can actually backfire in some cases, because suddenly that person is thinking "Gee, I spent x number of dollars on this and I could have got it for free if I'd just waited!"

The other type of bonus that you'll often see is the "pile it on" bonus where marketers will come up with a laundry list of bonuses that are usually totally unrelated to one another, and might even just be a bunch of PLR or resale rights products that they have sitting on their hard drives.

Again, these bonuses don't really add any value and can actually hurt buyers' chances of succeeding by giving them too much stuff to go through.

The solution to these problems with bonuses - and the secret to convincing people to buy from you instead of anyone else - is to provide a bonus that is both **relevant and valuable**.

This can be done in a number of ways:

- Create a new product
- Give away an existing product that's relevant
- Offer follow-up webinars, coaching or other personal services
- Offer critiques or clinics to help buyers work through the product

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## ***Create A New Product***

No matter how good the product you're promoting as part of the launch is, there are going to be holes in it that can be filled in with supplemental information. These "missing link" type products make perfect bonuses, since they are highly relevant to the main product.

If your presell emails are doing their job, your readers will know that the product is either lacking in some way which your bonus fixes, or your bonus will make it even more effective (because you've come right out and said so).

These bonus products can take many forms:

- Infoproduct
- Software
- Training for the main product
- Assets such as web templates, graphics, etc. that can be used in conjunction with the main product
- etc.

Offering a product-based bonus will often require you to have pre-launch access to the main product, in order for you to be able to go through it and analyze where it might need some additional information.

You're not going to be able to get early-bird access for all product launches, particularly if you're coming into it as an unknown. So this isn't going to work in every case.

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If there is enough pre-launch material available about the product, especially videos and demos of the product itself, you might be able to come up with some ideas from that. But creating this type of bonus really works best when you can get pre-launch access to the product itself.

And remember - you don't necessarily have to create the bonus yourself. Once you come up with the idea, you can outsource the actual creation. If you're on a really tight deadline, you could even outline the bonus for your buyers, but not deliver it until it's ready.

This has the added benefit of giving you a window for any potential refunds. If you're concerned about people getting your bonus and then refunding the main product, having a short waiting period can help minimize this problem.

### ***Give Away An Existing Product***

This is very similar to the first option, except you aren't going to have to actually create the bonus - it's something that already exists.

The danger with this type of bonus is the urge to just throw in something that you already sell in that general market, whether it's relevant to the launch product or not. Don't fall into this trap, because it really weakens the power of your bonus.

You want it to be something that your list can't get anywhere else, and is going to make the main product better in some way.

### ***Follow-Up Webinars, Coaching, etc.***

Follow-up webinars, coaching or some other type of hands-on help with the product your list is buying is a great way to create a highly relevant bonus

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that adds real value, even if you haven't had a chance to review the product ahead of time.

This is assuming that you are going to buy the product yourself, of course (or get a "comp'd" copy once the launch is live) so you can actually work through it and give the people who qualify for your bonus real assistance.

The method of delivering this type of bonus can vary, depending on how much time you want to invest in delivering it and how many buyers you expect to qualify for it.

If you offer two hours of one-on-one coaching, for example, and you have 20 people who buy through your referral, that's potentially 40 hours of time you're going to have to invest to deliver the bonus.

A webinar, on the other hand, can address all of them at once, so even if you open it up to questions and wind up spending 4 hours on the webinar, you'll still only be investing 10% of the time for the bonus.

Another option for delivering personal coaching and assistance is to create a private blog or forum where you can interact with those people. This can also help to create a community among those people, and they may wind up helping each other as well as looking to you for advice, so it can be a win-win situation.

### ***Critiques or Clinics***

If the topic of the product launch is such that the buyers are going to be creating something tangible, such as a website, sales copy, an action plan or something else along those lines, offering critiques for your buyers can be a good bonus.

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This is especially powerful if a lot of the buyers are likely to be relative newbies to the topic, since they are probably going to doubt their abilities more and having someone experienced who can look their work over and make some suggestions for improvement can make a big difference.

These critiques could be done privately or publicly for the group, so they can all benefit from the information you share. If you were considering doing public critiques, you'd have to clear it with the people involved, naturally. Not everyone would want their work made public this way.

A clinic is very similar, but would be more of a cross between a webinar and a critique. It would be a group situation, where you're presenting to a number of people at once, and you could provide the same sort of information you would in a one-on-one critique.

### **Competing With Other Bonus Offers**

One of the things that you may find yourself up against when offering a bonus for your buyers is the perceived value of what you're offering. Many of the "gurus" who add their own products as a bonus will show the value of that bonus, based on what it sold for when they launched it.

eg. If they're offering a course they launched six months prior for \$1,997 they can honestly state that the actual value of the bonus is \$1,997.

The same goes for the people who just pile on as many extras as they can to create a massive list of bonuses. They can add up all the selling prices, and even if they're conservative with those values, it can add up.

You don't want to compete on price if you can avoid it. Unless you can show how the monetary cost of your bonus can match up with those others, it's going to be a losing battle.

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You're much better off to compete on value and relevance. Make it clear to your buyers why your bonus is so much more valuable to them than all those other high-priced ones that are out there.

Today's buyers are well aware that there will be a lot of bonuses they can choose from, especially in markets like internet marketing where these types of launches are common, so they will often "shop around" for the best one. You want to create a need so strong for your bonus that they won't even bother looking to see who's offering the most "expensive" one.

if you'd like us to help you put together a custom bonus package with products that complement your product launch, just send me an email at [5buckguy@5bucksaday.com](mailto:5buckguy@5bucksaday.com) and tell me what you have in mind.

### **A List vs B List Affiliates**

Recently, the idea of "A List" and "B List" affiliates has come to the forefront, thanks in part to some discussions of it by high-profile marketers.

The idea here is that there are two levels of affiliates - the "super-affiliates" or "gurus" who drive the majority of the sales and the smaller affiliates who create a lot of social proof around the launch by helping to get the word out, making it seem like "everyone" is talking about it.

Whether or not this "affiliate tiering" actually happens, it's not a bad way to think about the process.

The "A Listers" are the big names in the market - the guys (and gals!) that get all the press and most of the market has heard of.

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The "B Listers" are the lesser-known names that might have a following of their own, but aren't necessarily high profile - not everyone is going to know who they are. This is most likely the level we're going to be working at.

It might seem difficult to compete with those people who have the name recognition, and probably have their own big-ticket products that they can offer as bonuses, but the reality is that it's not as tough as you might think.

In a lot of these launches, when you look at the final leaderboard for the top ten or top twenty affiliates, you'll see names that you might never have heard of before, or you know aren't working with massive lists that have 100,000+ people on them.

The reason those people do so well in many big launches is because of the relationship they've built with their lists. They can send out a small fraction of the total number of emails the "gurus" do and still do almost as well or better when the dust settles.

And while refund stats are never released, it's likely that those people also see fewer returns than the bigger names, whose lists aren't nearly as targeted and often buy on impulse, but then refund the product shortly afterwards.

### **Will This Work In Any Market?**

If you're reading this, you're obviously familiar with the internet marketing niche, and likely recognize a lot of the information here as being directly applicable to that market.

But what about other niches? Will these strategies translate across to different subjects and markets?

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The answer to that is yes and no. These strategies are pretty well universal, so they will work in any market, but not all markets are suited for this type of product launch.

The fact is, you won't even be able to find big-ticket launches in a lot of niches, and trying to sell one to some markets would probably fail miserably.

But you'll know if you're in a market that supports these types of products, at least you should if you've done much market research before jumping in. And if you've identified big-ticket products as being available, you'll be able to use these strategies within those markets.

### Conclusion

Affiliates promoting big-ticket product launches have a lot of competition for buyers' referrals. But if you put in the extra effort to make yourself stand out from the rest of the crowd, you'll not only be successful with the product launch, you'll build an email list of fans - sometimes *raving* fans.

While the commissions on the product launch itself are likely to be quite lucrative, having a good relationship with the people on your list is an even more valuable asset in the long-term.

Make sure you do everything you can to cultivate that relationship, and help it to grow. The dividends will definitely be worth the effort!

Again, if you'd like us to help you put together a custom bonus package with products that complement your product launch, just send me an email at [5buckguy@5bucksaday.com](mailto:5buckguy@5bucksaday.com) and tell me what you have in mind.

## **Cash In On Big-Ticket Product Launches As An Affiliate**

### **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

[Earn1KaDay Blog](#) – Our weekly-updated blog where we give you top-notch internet marketing information.

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