

GUIDE
BOOK



COMMISSION HEIST

SCARCITY, BUZZ & BIGGER COMMISSIONS FAST!

Commission Heist

www.CommissionHeist.com

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INTRODUCTION...

After 12 years marketing online I'd say the most valuable question I've ever asked myself is... **"What If?"**

Watching what other marketers are doing, studying the greats of the last two hundred years and pouring over pretty much every marketing text book, method and strategy and then asking "What If?" has led to some of my most amazing discoveries and successes.

It's also, almost always, led me on a path to some of the best paydays you could ever imagine. I couldn't give you the exact number, I stopped counting years ago, but if I had to guess I'd say it's now pretty close to 8 figures.

Two words: **What If?**

Powerful Stuff - Let me give you an example that illustrates why I'm writing and you're reading this right now:

As a product developer I know without a shred of doubt that the simplest way to increase sales, to get that spike of profits and to do it in the fastest time possible is to **introduce an element of scarcity** into a product's pitch.

And as an affiliate I know that the best products to promote are new ones, the ones where a vendor has built considerable marketplace buzz and anticipation.

Specifically products that are launching and even more specifically products that are launching with that all powerful element of scarcity.

When you combine all 3 elements...

- Newness
- Marketplace Buzz
- Scarcity

... and (*as long as the vendor doesn't completely screw it up along the way*), you will pretty much be guaranteed lots of commissions.

And this isn't just specific to the world of Internet marketing (or the 'Biz Op' space), these 3 elements pretty much work across any kind of market, product or service offering.

Whether it's a new WordPress plugin or the new iPhone from Apple or the launch of a new gaming console, if the public fears that there are limited quantities available, chances are they'll purchase if given the chance.

Companies employ scarcity tactics all of the time as part of their buzz-generating marketing campaigns. Why? Because **we are hard-wired to want to be part of something that is exclusive; it's as simple as that.**

If you can find a new product, that's generating lots of buzz, that has some kind of scarcity applied and the vendor isn't a complete idiot, then promoting it will almost always make you money.

The problem I've found of late is that a lot of these kinds of products are indeed put out into the marketplace by complete idiots.

More time is invested in recruiting affiliates and JV partners, in the sales copy, the marketing, the graphics, the commission payouts and the post launch parties and prizes than the actual product itself.

The products suck!

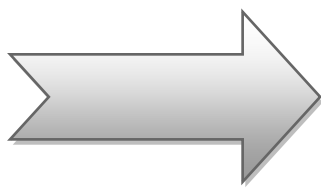
Unfortunately far too many vendors don't care.

In the short term it works for them. They generate a lot of cash, they jump into a circle jerk of 'launchers' promoting their crappy products, then

promoting someone else's until the majority of buyers realize they just aren't worth listening to or buying from and then they're consigned to history.

I've been around long enough to see it happen over and over again.

Those vendors come and go. And if you're an affiliate promoting that kind of products, (basically just for the money or because these guys promoted one of your products)... And you're doing it **without any regard to the value you're offering to your subscribers** then you'll eventually go the same way.



You see being a "super affiliate" is not always about hitting a big launch and making some easy cash. **It's about caring about the people that you recommend products to and actually having some integrity.**

I don't mean "caring" in some kind of "let's all hold hands and sing kumbaya together" kind of way - but long term success is about adding value, sharing your expertise and yes "giving a damn". That attitude coupled with a finger on the pulse of your marketplace and a few smarts will keep you in business and life's luxuries for a long time - ***It'll also result in more commissions than ever before.***

But if a market is saturated with inferior products and the alternative is good products that lack those 3 key elements, what should you do?

Well if you ask yourself "What If?" you might come up with a solution a little like the one I'm going to show you over the coming pages...

... However just before I jump into this, let me assure you the method isn't that complicated. If you're already promoting products you can do it and you can do it without spending a penny upfront, *(or if you take my advice, you can invest around \$40 and save yourself about a week's work on every promotion you put together)*

So here's the question I asked myself:

What If I could add newness, buzz and scarcity to a product that I know is good, but that doesn't have it or the vendor has done a bad job of implementing?

Seriously, you may find it surprising but often some of the best products out there have the crappiest sales pages and are presented terribly.

It sometimes happens because the creator/vendor has put all their focus on the development of the product and none whatsoever on the marketing, promotion or presentation of it. *(It's the reverse end of the spectrum to those guys that make crap products and invest all their time and effort into making them look great)*

Now one option is what I call the **'move in'**

In a nutshell you approach the vendor and either offer to buy the product from them outright... Or suggest they partner with you to make a lot more money.

Some will jump at the chance, some will need convincing and some will tell you to 'get lost' because they're too stubborn, blinded by pride or really just don't want the big numbers (consciously or subconsciously) - I've 'moved in' a fair few times and those partnerships have proved to be very successful and profitable.

It happens perhaps more than you think... There are some savvy marketers in the IM space right now 'launching' products they didn't create themselves, they 'moved in' and are doing incredibly well from it - You've likely seen some of these six figure launches and may even have bought the products without ever suspecting a thing.

But while it can be hugely successful, there's a problem with this approach...

It's often VERY time consuming.

Bringing an older product back to life can be labour intensive and if your 'hit rate' is anything less than 1:3 you could be working like a pit pony for months without seeing a penny for it.

You will also need money, generally a few thousand to start with before you can even think about making this kind of move.

So 'What If?' you haven't got a few thousand and a few months to spare?

'What If?' you could inject that feeling of newness, to create the buzz and scarcity to ANY product you wanted to without ever being more than a regular affiliate?

No upfront costs, no hard work.

I'm basically talking about 'launching' someone else's product yourself or running a special offer, introducing scarcity - All legally and for ANY product you want.

Without owning the product or being a partner of the vendor.

You're simply the affiliate. (Albeit a very smart one)

What if you could do that?

Well you can...

SCARCITY/TOOLS

Before we get to our walkthrough, it's important to cover the different forms of scarcity that can be employed and the awesome software tool we use to speed up the implementation process. (Sure you can do this all 'by hand' but it's far more time consuming).

Now there are many different types of scarcity-based marketing strategies but some are more effective for selling certain types of products than others and some may work better at certain times than others.

But why are scarcity tactics so effective?

It's natural for humans to want what they can't have. It's the same type of principle when people spend five times more for one pair of jeans over another because of the name on the label or because they are a 'limited edition'.

And it's the same as when people scramble to get a reservation at the hottest restaurant because it's usually so hard to get. The food may be overpriced and underwhelming, but people feel as though they are getting something special because it's something most people can't have.

The purpose of these methods, above all else, is to motivate your visitors into taking action immediately. One of the biggest problems business people face is getting people to take action instead of waiting.

Whenever someone delays taking action, the odds dramatically increase that they will never do so. Car salesmen know that their chance of selling a car decreases drastically if they allow the potential customer to walk off the lot after asking for time to think about it. Thus, they do everything they can to close the sale on the spot.

Scarcity tactics allow you to accomplish this by making special offers that **push people to purchase immediately** instead of taking time to think about their

purchase. This is critical, because you don't want to lose your chance to make the sale if the potential buyer forgets to return later or decides not to purchase after leaving.

Here are some examples of different scarcity strategies...

Time Limited Offers:

One of the most common scarcity devices is the limited time offer. You've seen this device used by various companies for years.

For example: Many television commercials tell you that you must "call by midnight" in order to get a certain price or an extra bonus item. Sometimes this same commercial plays day after day, meaning the scarcity device is practically worthless. **However, the tactic still works especially well on people who are seeing the commercial for the first time.**

This method is super effective, because people hate to miss deadlines, especially if there is some reward involved.

One very common example of the limited time offer is the McRib sandwich from McDonald's. The company brings this sandwich back for a very limited time every few years, and the campaign is always very successful at bringing people into McDonald's restaurants, including people who may not have been in a long time. People realize it may be years before they have another chance to have this particular sandwich, and they line up to experience it while they can.

Limited time pricing tactics can be used in several ways.

For example, you can have introductory pricing during the launch of a product, or a limited time discount -

Now in our approach as affiliates it isn't easy to offer a discounted price (we don't have control of the actual price) but there is an easy way round this that we'll get to in just a few minutes.

Limited Quantity:

Another common scarcity tactic is that of limited quantity. When people feel they could miss their chance to get something, they are much more likely to act quickly. This method works for selling all sorts of things, from reservations at restaurants to concert tickets to limited edition collectibles and everything in between.

Again as an affiliate it's impossible for you to limit the quantity of someone else's product - but using things like extra bonuses from you actually lets you use this method too. We'll get to this method in the walkthrough.

There are three other scarcity strategies to include here but these are not the ones we'll focus on in our actual method. However I'll cover them briefly so you at least have the options later if you want to hack my method a little and play around with them...

Limited & Ever-Changing Price Structure (Dime Sales):

The dime sale is an interesting (but perhaps overused in IM) device that can motivate visitors into taking action right away. The concept is simple; the price of a product increases by small increments with every purchase or every certain number of purchases.

People naturally want to get the lowest possible price for something, so this technique makes them act quickly in order to preserve their ability to purchase at the current price. This technique often spurs people to buy without even thoroughly researching their purchase. However as an affiliate it's not possible to do this for someone else's product, unless the vendor is actually implementing a dime sale in the first place which you may be able to take advantage of in your own promotion.

Limited Discounts:

Discounts can also be effective when they are done for a holiday or special occasion. This is especially true when you can tie the product into the occasion in some way. For example, Father's Day might be a good time to discount products that would make good gifts for men. Again if you don't have control over pricing, it's hard to implement into our strategy but it can be used for example by offering a limited time extra bonus.

Space Limited Offers:

Space limited offers are those that are only available in specific places, locations, and venues or contain another exclusive element that makes the product not only limited in quantity but also limited in WHERE it can be obtained.

For example, "Web Only Exclusives" are common ways of using scarcity to drive home sales. With "web only exclusives" potential prospects are only able to purchase online, with the same offers not available anywhere else.

Certain stores use scarcity to feature "In Store Only" specials that drive buyers through their doors in droves. The same goes for "Door Prizes" and other scarcity-driven offers that are exclusive based on location as well as overall availability.

For a good affiliate angle, you could employ this strategy by running a **limited entry competition** - 48hour competitions with your promotions work great and if you stick to low cost prizes then it doesn't have to cost you much - **And if you get creative it doesn't have to cost you anything at all.**

Okay... I think that about covers all the different scarcity strategies.

But the two we will primarily be focussing on are:

- Time Limited Offers
- Limited Quantity Offers

Just don't forget:

- Dime Sales
- Limited Discounts
- Space Limited Offers

And remember to ask yourself "What If?" to come up with your own variations on my original method :-)

If you want to learn more:

I highly recommend you read "**Influence: Science & Practice**" by Robert B. Cialdini, who expertly explores the concept in detail in chapter 7 of the book - *'Scarcity: The Rule Of The Few'*

- You can pick up a copy at Amazon here: <http://amzn.com/0205609996>

Important Rules Of Scarcity

When it comes to incorporating scarcity into your affiliate promotions, there are certain unwritten rules that must be followed in order to protect your brand and overall credibility as an affiliate (*and to also keep these strategies effective!*).

If you break the rules or abuse scarcity, these tactics might not only fail to work, but they could backfire and harm your reputation.

Always Be Honest & Credible

If potential buyers have any reason whatsoever to believe your campaign isn't completely honest, they will begin to mistrust your integrity in other ways as well. This means all of the devices you add to your campaign must function correctly. Be sure any scripts used in scarcity campaigns function properly and stick to your guns with limited number / quantities ending deals when you say you will.

Sure some people may lose out and you might miss the odd extra commission or two but this will only serve to condition your readers into becoming more responsive over time.

Now let's move on and discuss the primary tool we're going to use to create our campaigns...

Easy Deal Builder:

Available from: <http://EasyDealBuilder.com>



INTRODUCING: EASY DEAL BUILDER

EXPLODE YOUR CONVERSIONS

EASY DEAL BUILDER

Easy Install, Web-Based Software

RUN YOUR OWN PROFITABLE DEALS

GRAB AN INSTANT CASH BOOST TODAY!

- >> Create Unlimited, High Converting Deals In Just Minutes With **ZERO CODING**
- >> Import/Export Deals & Run Your Deals Anywhere Including WordPress & FaceBook.
- >> Sell Digital, Physical or Service Based Products - Even Works For Affiliate Promos!

CLICK NOW TO GET IT

Easy Deal Builder is a new web based software tool primarily sold to product vendors to boost their sales. It works, creates amazing looking pages and thousands of copies have been sold - *Chances are you've likely seen many offers that are running deals built with this software:*

Create Stunning Looking, High Converting Deals In Just Minutes...



Design, Develop & Sell Your Own **WORDPRESS THEMES**

ADD TO CART

DEAL PRICE \$17.00 REG. PRICE \$97.00 YOU SAVE 82%

This Deal Will End In: 04 20 55 56

Share This Deal: 1307 People Claimed This Deal

- Highly Customizable Design
- Add Images, Video, Tabbed Content
- Zero Coding or Tech Skills Needed
- Responsive Layout For Mobile
- Built In Social Sharing Functionality
- Integrated Social Proof Count
- Date, Quantity & Evergreen Deals

Act Now For Instant Access With 88%+ Discount

But what only a few smart affiliates spotted was **how equally powerful EasyDealBuilder can be for them to create stunning affiliate promotion pages.** And those who have, certainly haven't yet considered the method we're about to cover in this guide.

Customize Your Deals Quickly With Zero Coding Required...



BIGGEST ADVANTAGE OF USING EASY DEAL BUILDER: TIME SAVED!

You can create unique looking offers / promotion pages very quickly and have full control of every element on the page:

Easy Deal Builder currently costs less than \$50 and it's worth at least ten times that for the amount of time it will save you when you start using the Commission Heist strategy over and over again.

If you don't already own the software grab a copy now from here:
<http://EasyDealBuilder.com>

NOTE: You'll also need hosting and a domain name to install the software but I guess you likely already have that.

If not [NameCheap](#) & [HostGator](#) offer low cost options.

Important: *In relation to domain names...*

While you can easily install EasyDealBuilder on any existing domain you own, the easiest way to get started with the Commission Heist strategy is to pick up a new domain that will work as a 'catch all' for all the products you plan to promote.

Of course it depends on the types of products you'll promote but as an example you could go for something like: **InternetMarketingBonusDeals.com**

Or as a niche market example: **PetCareBookReviews.com**

With this generic type domain name you can then **use a single installation of EasyDealBuilder yet promote multiple products in your chosen niche.**

- [InternetMarketingSpecialDeals.com/ProductA](#)
- [InternetMarketingSpecialDeals.com/ProductB](#)

Note 1: If you plan to expand into other niches/markets with this strategy, you should consider picking up a **multi-site license** for EasyDealBuilder - This adds a little to your costs, but you'll easily cover this with the added flexibility you'll get along with much tighter/targeted domain names.

Note 2: Of course you can still use the Commission Heist strategy without using EasyDealBuilder but as it does everything you'll need it to and in just minutes, (rather than hours or days setting up sites by hand), this guide is going to assume you already own the software or that for the purposes of Commission Heist you will be using it.

Okay now you know what we'll be using let's get into the method...

THE STRATEGY

Like I mentioned earlier, Commission Heist is a very simple strategy, we're going to find a quality product to promote, we're going to build a 'deal' page to promote that product just like it was our own product and we're going to effectively 'sell' the deal ourselves using scarcity, newness and buzz.

The customer will never visit the vendor's sales page

They're going to go directly from your 'deal' page to the shopping cart page on either ClickBank or JVZoo (and in the process your affiliate link will be cookie'd guaranteeing you the commission from the sale).

A Word Of Warning:

You can get INCREDIBLY 'sneaky' :-) once you know how to implement these URL linking methods. So I am going to put a disclaimer right here and say that I highly recommend you contact the vendor first and get their approval to do this.

Sure you don't have to, but some vendors may not like you doing this, (yes it's true some vendors really do not like their affiliates making money), some may even make a false assumption that you have in some way stolen their product and are selling it yourself.

If you contact the vendor first, explain how you plan to promote their product there shouldn't be any problems or misunderstandings. So again, while this step isn't necessary it is recommended :-)

The cool thing is that both ClickBank and JVZoo have a 'backdoor' link structures in place that let you, as an affiliate, bypass any vendor's sales page and send buyers directly from a hybrid link that cookies in your affiliate ID, straight to the shopping cart. **AWESOME!**

I've seen many affiliates use Easy Deal Builder in a *similar* way before, but ALL of them so far are **adding their affiliate links into the buy button** which means they will presell the visitor on a product and right at the point where they are ready to buy, they are pushing the visitor to the vendor's sales page.

THAT'S A CONVERSION KILLER WE'RE GOING TO AVOID.

We're going to get much smarter than using the affiliate link 'as is' - And it's easy when you crank up the special **Commission Heist software** we included with this guide.

Here's how to use it:

CLICK BANK DIRECT TO CART LINKING STRUCTURE:

A typical ClickBank affiliate link looks like this:

<http://affiliate.vendor.hop.clickbank.net>

However using this format:

http://Product#.affiliate_vendor.pay.clickbank.net

This second linking format returns the visitor to the **order form page** on ClickBank rather than the vendor's sales page and in the process you will be credited (as the affiliate) with the sale.

You can also utilize further functionality by parsing any custom skin the vendor has created to the shopping cart if required in this format:

http://Product#.affiliate_vendor.pay.clickbank.net/?&cbskin=XYZ

And just so there is no confusion...

- Where **Product#** is the actual vendor's product number eg. **1**
- Where **affiliate** is your actual affiliate nickname on CB
- Where **vendor** is the vendor's actual CB account name
- And for a skin where **XYZ** is the actual skin number

So for instance your link may look like this:

[http://1.infoclicks_bryzen22.pay.clickbank.net/? &cbskin=5040](http://1.infoclicks_bryzen22.pay.clickbank.net/?&cbskin=5040)

- **1** is the product number
- **infoclicks** is the affiliate ID
- **bryzen22** is the vendor ID
- **5040** is the vendor's custom checkout skin

Using this structure gives you the power to promote any ClickBank product and link directly to the shopping cart page (and not the vendor's sales page)

How to find these elements:

Okay I guess it's pretty safe to assume that you already know your own ClickBank affiliate ID... ([Get one here if you don't have one](#))

But to find the **Product Number** you'll need to visit the page of the offer you are going to promote and hover your mouse over the order button:

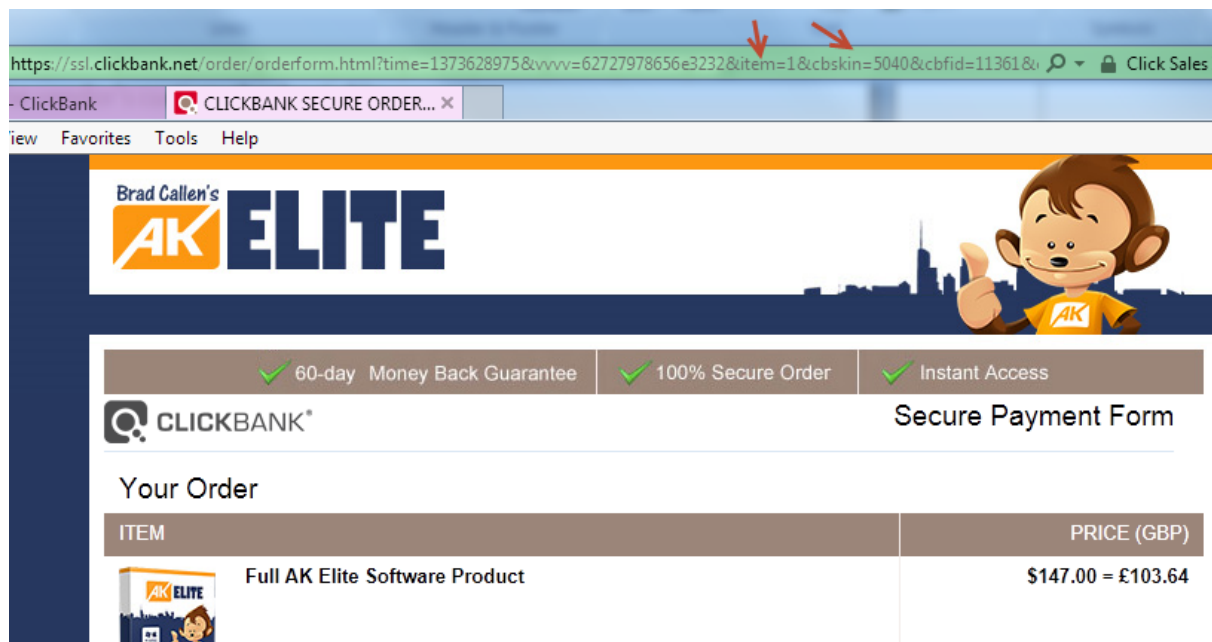


You can see in our example above this shows the **product number** as "1" and the **vendor** as 'epicsale'

Occasionally identifying these elements isn't as straightforward as vendors use various scripts and code that can mask these elements.

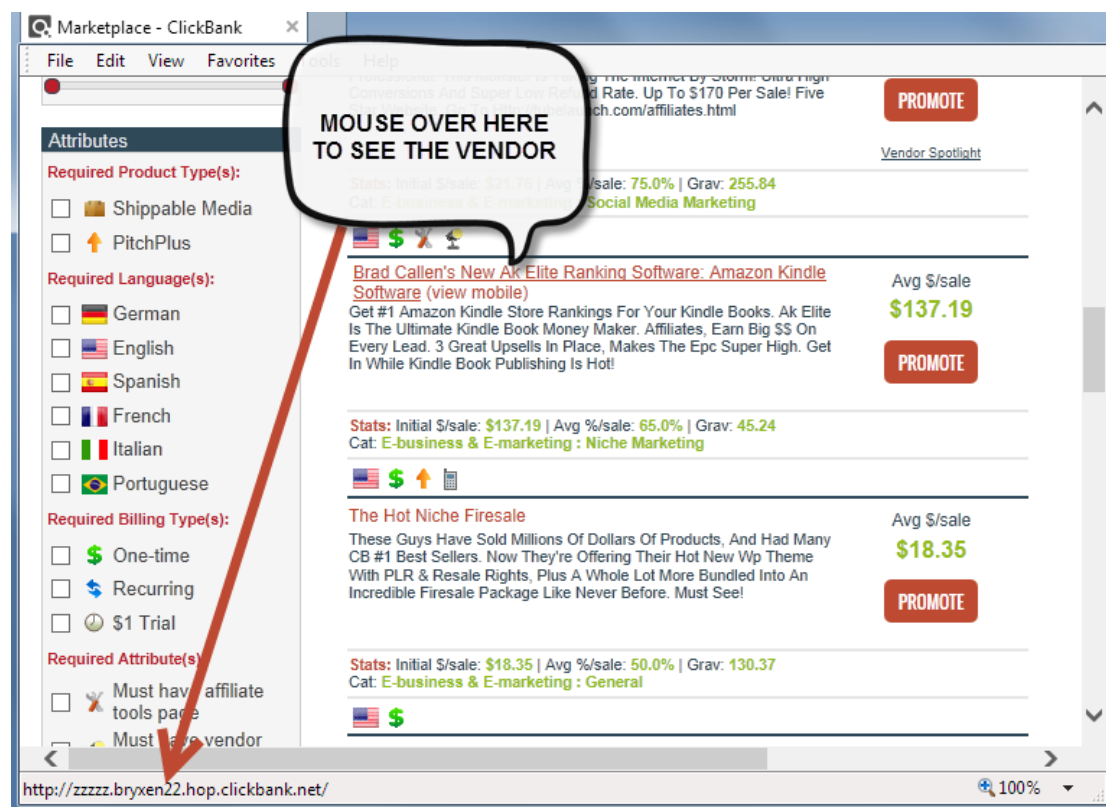
In these instances you need to click the order button and get yourself to the ClickBank order form page where you are looking for something like this...

(see next page)



This will help you identify the **product number** and if used, any **custom skins** (the above image has the product number and custom skin shown in the url)

You will be able to find the **vendor name** by looking in the ClickBank Marketplace. (See below):



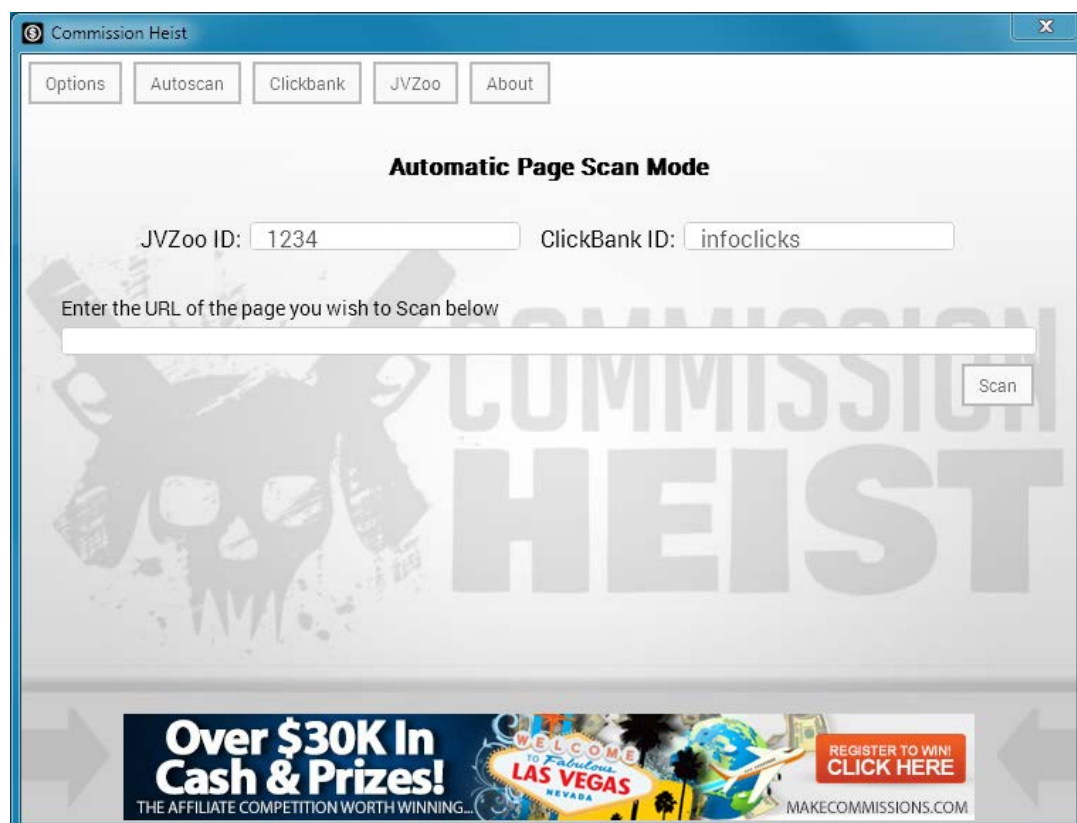
In this example the vendor's ID is **bryxen22**

It's quite simple to find out these elements and the pay off is worth the little extra time and effort needed to find them.

In some circumstances the vendor may have deliberately hidden themselves or particular products from the marketplace and it becomes difficult to find this information - **So what do you do then?** My advice is move on, if the vendor doesn't want affiliates (or general affiliates) then fine, simply find another product from another vendor to promote. (or if you really need/want to promote that offer contact the vendor directly and ask for the information.)

OKAY... So far, so good... What you've just learned (the manual method) **isn't the fastest way to do this...**

Because now you can use the special **Commission Heist software** we provided with this manual - Simply open the software, enter your affiliate ID's and paste in the URL to the sales page of the product you'd like to promote. (See below)



The software will scan a sales page, pick up the correct information and then automatically format a link for you. (We'll go over more on this in a moment).

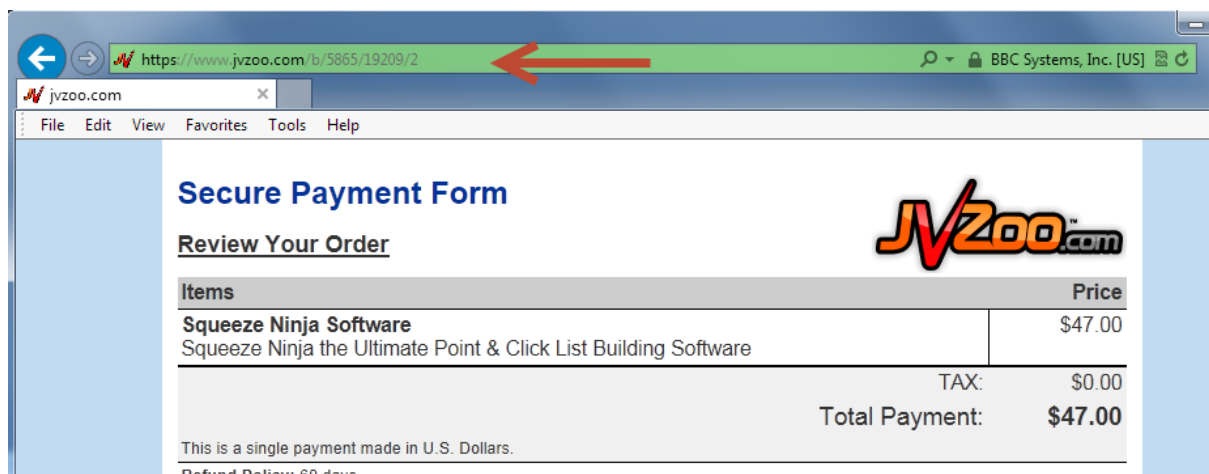
JVZOO DIRECT TO CART LINKING STRUCTURE

If you'd like to promote products on the JVZoo network you can, but there are a few differences involved:

1) Unlike ClickBank **you must be approved to promote the product by the vendor first**. Login to your account find the product you'd like to promote and request approval as normal.

Find products here: <https://www.jvzoo.com/affiliates/findproducts>

2) The linking structure is also different from ClickBank's (but just as easy to put together)



- Step #1: Visit the sales page
- Step #2: Click the order button and go to the checkout page
- Step #3: Get the link as shown above

You'll have something like this:

<https://www.jvzoo.com/b/5865/19209/2>

All we need do with this is add our JVZoo affiliate ID to create a link structure like this one:

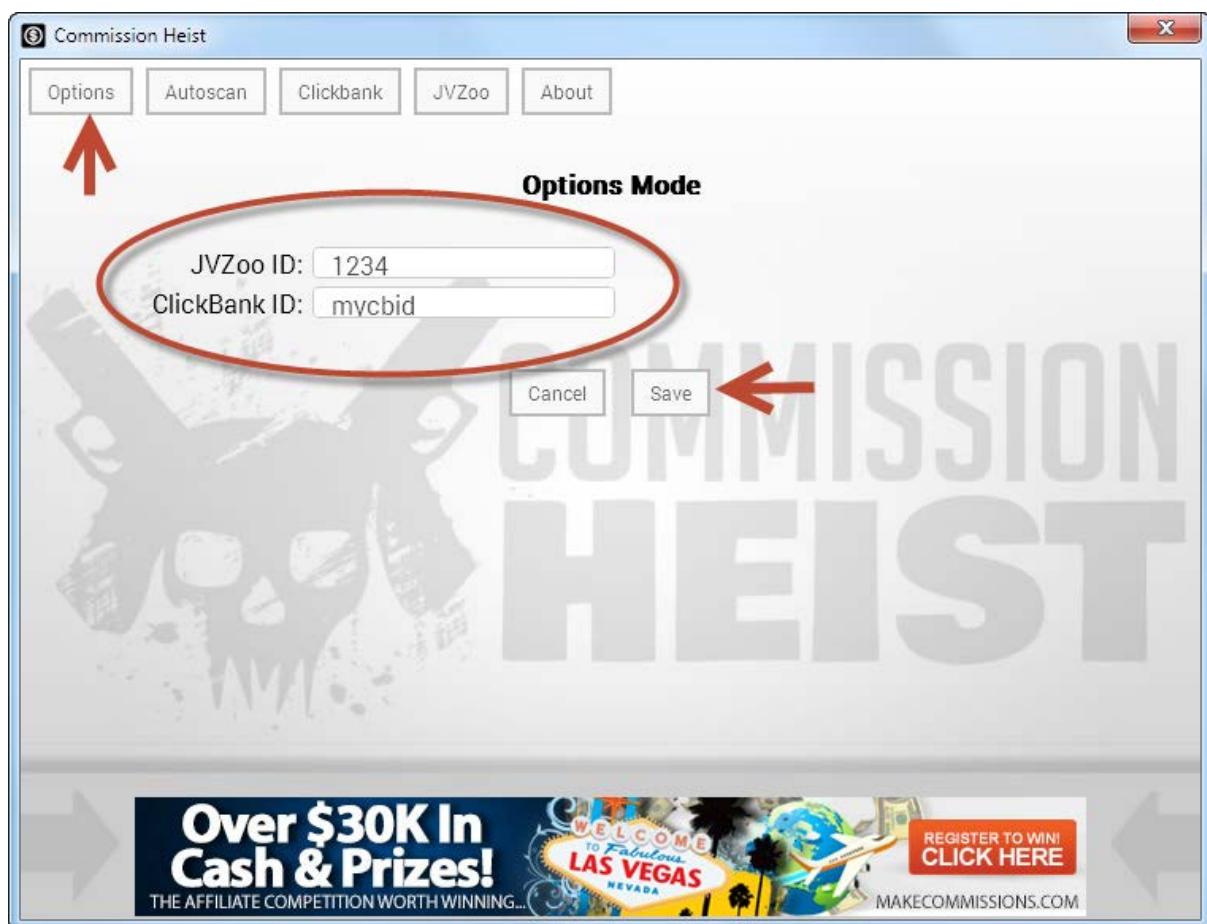
<https://www.jvzoo.com/b/5865/19209/2?aid=1234>

Where **1234** is your JVZoo affiliate account ID number.

Saving Time By Using The Software:

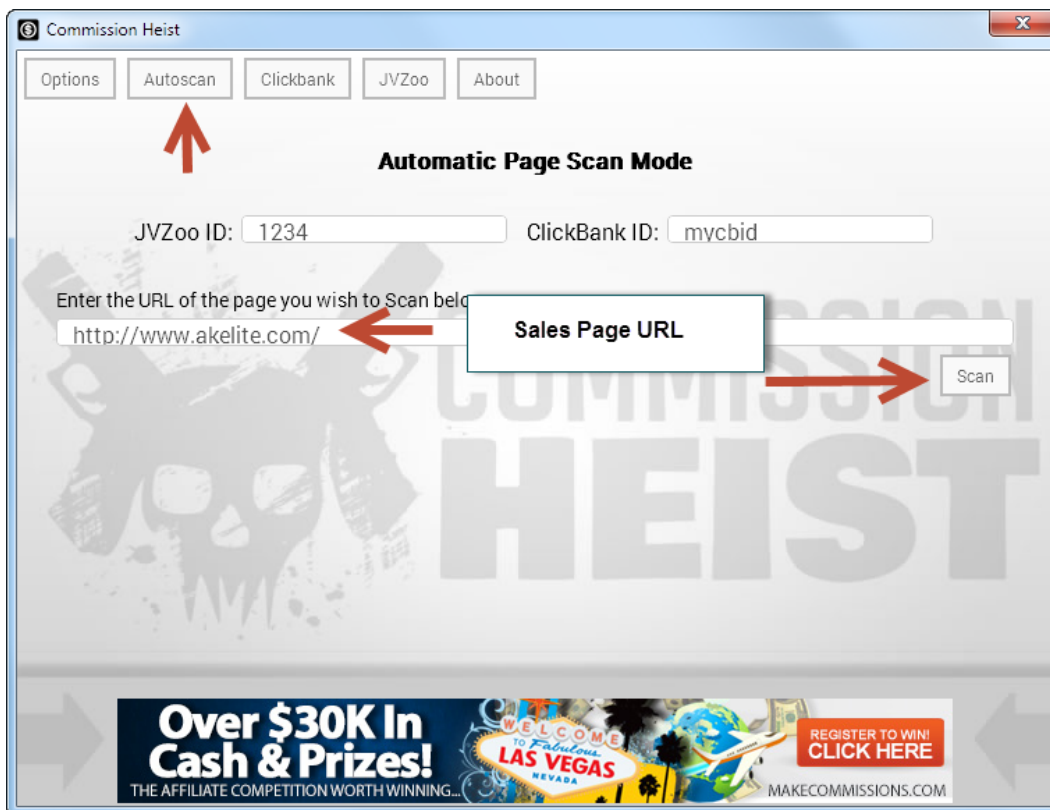
The Commission Heist software has been designed to save you having to construct these links manually. It saves time and in the cases where a link cannot be automatically detected there is the option to 'go to manual' and still ensure you get the properly formatted link/URL structure.

Screen Shot #1 - Adding Default Affiliate IDs



Your default ID's will be retained and will be used each time you open the software. (If required you can change these for each project you run - for instance if you have multiple affiliate accounts and you don't want to use the default for a specific project)

Screen Shot #2 - Auto scanning A ClickBank Sales Page (1)



Commission Heist

Options Autoscan Clickbank JVZoo About

Automatic Page Scan Mode

JVZoo ID: 1234 ClickBank ID: mycbid

Enter the URL of the page you wish to Scan below

http://www.akelite.com/ **Sales Page URL** Scan

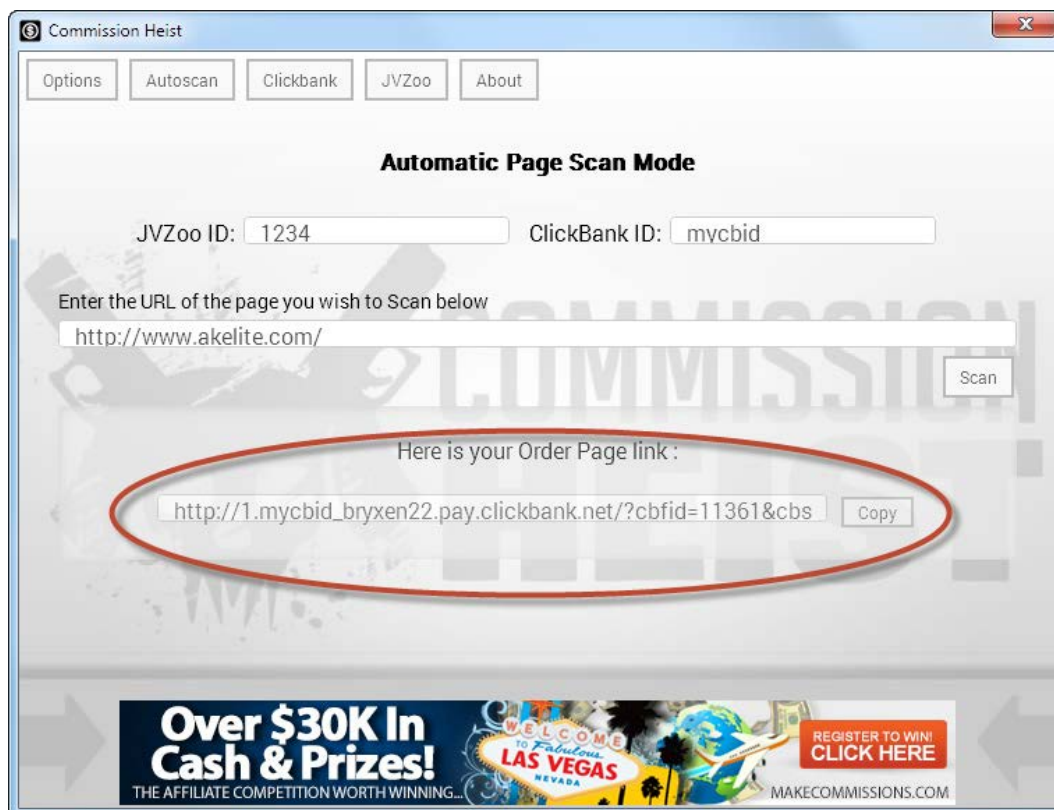
Over \$30K In Cash & Prizes!
THE AFFILIATE COMPETITION WORTH WINNING...

WELCOME TO Fabulous LAS VEGAS NEVADA

REGISTER TO WIN! CLICK HERE

MAKECOMMISSIONS.COM

Screen Shot #3 - Auto scanning A ClickBank Sales Page (2)



Commission Heist

Options Autoscan Clickbank JVZoo About

Automatic Page Scan Mode

JVZoo ID: 1234 ClickBank ID: mycbid

Enter the URL of the page you wish to Scan below

http://www.akelite.com/ Scan

Here is your Order Page link :

http://1.mycbid_bryxen22.pay.clickbank.net/?cbfid=11361&cbs Copy

Over \$30K In Cash & Prizes!
THE AFFILIATE COMPETITION WORTH WINNING...

WELCOME TO Fabulous LAS VEGAS NEVADA

REGISTER TO WIN! CLICK HERE

MAKECOMMISSIONS.COM

Screen Shot #4 - Auto scanning A JVZoo Sales Page (1)

The screenshot shows the 'Commission Heist' application window. At the top, there are tabs for 'Options', 'Autoscan', 'Clickbank', 'JVZoo', and 'About'. The 'Autoscan' tab is selected, indicated by a red arrow. Below the tabs, the text 'Automatic Page Scan Mode' is displayed. There are two input fields: 'JVZoo ID:' with the value '1234' and 'ClickBank ID:' with the value 'mycbid'. Below these, a label says 'Enter the URL of the page you wish to Scan below'. A text box contains the URL 'http://squeezezeninja.com/'. A red arrow points from a box labeled 'Sales Page URL' to this text box. Another red arrow points from the text box to a 'Scan' button. The background features a large, faint watermark that reads 'COMMISSION HEIST' with a skull icon. At the bottom, there is a banner with the text 'EASY DEALS! CREATE YOUR OWN PROFITABLE DEALS WITH EASYDEALBUILDER.COM', a cartoon character, and 'BIGGER PROFITS WITH LESS EFFORT GET STARTED NOW EVERYONE LOVES GETTING A DEAL - GIVE THEM ONE'. A red button says 'DOWNLOAD IT NOW CLICK HERE'.

Screen Shot #5 - Auto scanning A JVZoo Sales Page (2)

This screenshot shows the same 'Commission Heist' application window, but now displaying the results of the scan. The 'Autoscan' tab is still selected. The 'JVZoo ID' and 'ClickBank ID' fields remain the same. The URL input field still contains 'http://squeezezeninja.com/'. Below this, a label says 'Here is your Order Page link :'. A text box displays the URL 'https://www.jvzoo.com/b/5865/19209/2?aid=1234'. A red oval highlights this text box. Below it, another label says 'Plus, You can apply for affiliate status here :'. A text box displays the URL 'https://www.jvzoo.com/affiliates/info/19209'. A red arrow points from a box labeled 'Make Sure That You Request Affiliate Approval Before Running Your Promotion' to this URL. The background and banner are the same as in the previous screenshot.

Do Note: In some cases the Automatic Page Scan feature may not be able to find the correct linking information. In that instance you can switch to the manual options and add the correct data by gathering it as we discussed at the beginning of this section.

Okay so far we've covered the elements a winning offer page needs to convert better for you as an affiliate and how to go about grabbing a direct to cart URL.

In the next section we'll get to the actual 'meat' of this method and look at how we go about setting up a special page, taking control of the offer and ensuring that you're going to pull in bigger commission checks.

CREATING YOUR HEIST PAGE:

Did you spot this graphic earlier?

Customize Your Deals Quickly With Zero Coding Required...



This screen mock-up was actually taken from a real promo we ran for a product called "Covert Social Press" - It actually belongs to our friends over at the [IMWealthBuilders](#) (It wasn't our product, but hey no one knew that)

We simply took (with *their permission*) elements from their sales page along with their sales video from YouTube and then made our own page using the [EasyDealBuilder software](#). The whole process took about an hour to set up and the result, after sending out a quick email, was **\$5,102 in commissions:**

[Covert Social Press - Exclusive Discount Deal](#) ☐

[Affiliate Details Page](#) | [Buy Buttons](#) | [Edit](#) | [Add an Affiliate Contest](#) | [Detailed Sales](#)

2013-05-23

286

\$17.84

\$5,102.00

The crazy thing was this particular product had already sold over 3,500 copies and by most affiliate marketers' thinking, had faded from memory.

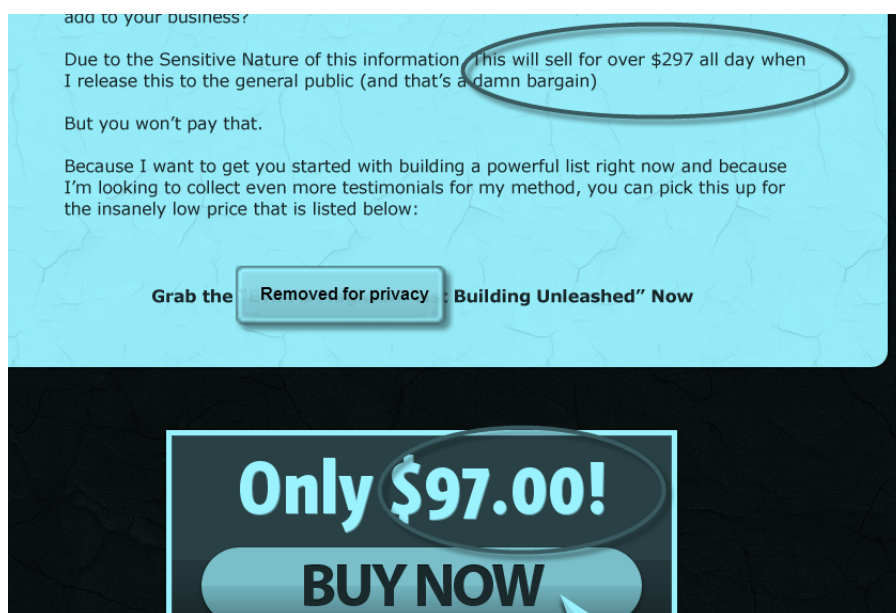
But it was a still a cool product it simply needed a little scarcity thrown back into the mix. We also added in a bonus of our own to up the incentive for visitors to hit the buy button right away.

We set up the page with the price 'IM Wealth Builders' planned to use as the regular price (shown on their sales page) and the actual price it was being sold for, to highlight the benefit of buying now. And that's pretty easy to do with most products.... **If you take a few minutes to review most sales pages you'll see pricing is generally shown to be discounted.**

Here's a few examples.



Your special page could show the regular price as \$67 but the discounted price will be just \$27



With this example you could show regular price as \$297 but discounted to just \$97 (cool a \$200 saving!)

Grab Your Copy NOW for Just ~~\$97~~ \$27...

Get Instant Access



Click Here To Get Instant Access Now!



Special Offer Extended

Regular Price ~~\$47~~

Buy Now @ \$27

64% Discount for Limited Time!

All of those screenshots were taken from top selling products on the JVZoo network but the same practice is used across ClickBank, Amazon and most other platforms.

Of course I could show you another hundred screenshots all showing pricing presented in a similar way, but I'm sure you get the idea.

Basically in our deal page we're going to show **the 'will be' price as the regular price and then the 'actual price' as the deal price on our page.**

This is the **first level of scarcity** we're going to use and put focus on in our own offer page - it works better for us because it's incredibly well highlighted on a deal page whereas on a regular sales page it can easily be missed by a visitor.

With the deal page this is much more prominent - see below:



DEAL PRICE	REG. PRICE	YOU SAVE
\$9.95	\$97.00	90%

350+ Video T...
Fast St...
90% OFF
OFFER

Note: It's important to say here that if this 'what it will be and what it is now' pricing isn't already present on a seller's sales page you clearly shouldn't make a higher 'regular' price up yourself. That's dishonest, likely illegal and could result in you becoming the new sexual plaything of 'BIG Frank' on C block for the foreseeable future.

However the reality is 80-90% of offers we see on a daily basis all do this so you can use it as your level 1 scarcity option...

What if they don't? Off course some vendors don't show future pricing or the current price at a discount but that doesn't mean there's nothing we can do.

Often many vendors will list a bonus or multiple bonuses that currently come with the main product that they suggest will be removed if people purchase later - ***Again here are some examples of that:***



**Multi-Domain And Developer License Included
All With Your Insanely Small One-Time Investment!**

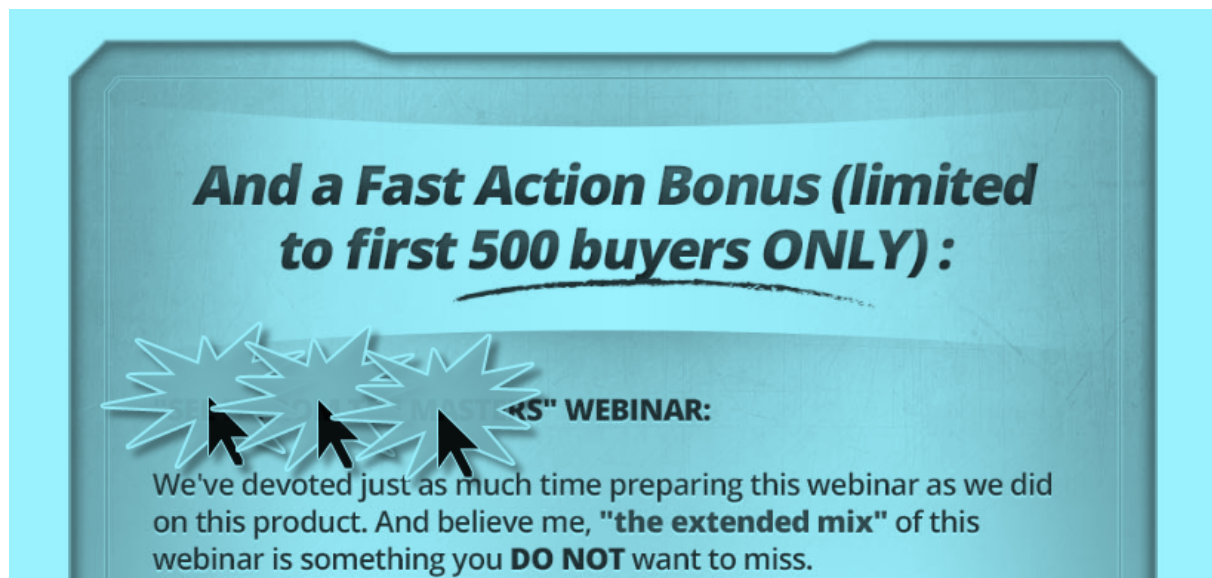
By ordering your copy of [product] today, we are including the full **multi-domain and developer license for you at no extra cost!** That means you will be able to:

- ✓ Use [product] on as many of your own blogs as you wish, past present and future!
- ✓ You can even charge clients to install it on their blogs!
- ✓ Laugh at the people who end up paying full price 😊

One thing I can guarantee, the price will increase. And you definitely won't see multi-domain and developer licenses available at this ridiculous price ever again. So **take action now** and...

[With this you would simply focus on the **free multi-domain** license element]

And Another:



If we can't focus on the pricing we can still use these take-away bonuses to **amplify our level 1 scarcity** in whatever form they come. Just look for Pricing, special terms, extra bonuses, take-aways, license upgrades, availability etc.

Okay, that's the first level of scarcity we'll employ.

Second level is our own promotion scarcity:

One of the cool things about Easy Deal Builder is the number of options it gives you in terms of 'Deal Types':

You can run a **quantity based deal** (not really suitable for the Heist strategy as we won't have the ability to track sales and adjust the quantity countdown as they come in).

You can run a **time/date based deal** (this one is perfect for our 48 hour open offer that we used with Covert Social Press)

And last (but by no means least), you can run an **'Evergreen' deal** - This starts a time/date countdown based on when the visitor first sees the offer page. It can be used effectively in AR sequence promotions or for promotions that you simply want to set up, leave running and forget.

In most instances we'll be using either the regular time/date deal or the evergreen deal for our pages and it's how we add our second level of scarcity.

When you combine the two - first level from the vendor's page and second level from our countdown you can see how powerful these pages become in terms of getting a visitor to take action and pick up the deal.

Typically we would send 3-4 emails to our lists about these offers:

Here's a breakdown of one of our typical email campaigns:

Email #1 - Start Building Up Interest. In this email we're only going to drop a hint about a "special offer" or a "limited deal" and when to expect it.

Weave into your message the primary benefit of the product you're about to promote but remember this is just a teaser, so you don't need to go into too much detail, name the product or devote any more time other than mentioning the big benefit.

We're also going to mention that there will only be a brief window of opportunity to take advantage of this upcoming deal and cover the primary scarcity element such as the special pricing, an added extra bonus or limited competition entry that comes with the offer.

Ideally this email should be sent out as a standalone message, but depending on your regular mailing style and schedule, it could also be done as the post script in another unrelated broadcast.

Email #2 - The Announcement Email. We don't want to wait too long before sending this message, perhaps 24 or 48 hours after your interest building email. This message should be short and to the point. The goal here is to achieve maximum click-throughs to the promotion page, so the briefer the better. We typically run with just 2 or 3 short paragraphs - The first paragraph announcing the page/offer has just gone live and then a link to the page.

The second should hit them with the main primary benefit of the product and the third a strong call to action designed to encourage the click through.

Email #3 - The Detail Email. Sent the next day, this email is to remind readers there is a great offer on right now and to highlight secondary or alternative benefits not previously mentioned. This can attract more readers who didn't click or purchase from our first email because maybe the primary benefit you chose just didn't work for them.

After the opening / reminder paragraph include the link.

Next... list the additional/new benefits in the form of 3 or 4 short/teaser style bullet points and again follow that with the link to the page.

Finally end the email with a reminder that this is their final chance to get the deal and close with a strong call to action that pushes the fear of loss button.

Email #4 - The Follow up/Thank You. It's always good to thank people who purchase from your offers and recommendations (and this type of email also serves to remind those that didn't buy what they missed by not taking action)

Depending on your results, this email can also include the possibility of a re-opening... So if they missed out this time, you will try to bring the special deal back at some point soon just for them.

This follow up style of message can also work well if you promote something related to the offer you've just run. A complimentary product or service that the new buyers may find useful and or they can use with their new purchase.

You could also consider providing related content.

This serves two purposes: 1) it benefits your readers who purchased and helps them get more value from what they bought. and 2) it can also ignite more interest from the readers that didn't purchase, so that they are more attentive and interested if you decide to re-open.

An easy way to do this is to provide some links to relevant articles, a blog post or perhaps an info-graphic or Pinterest board etc.

Optional - Email #5 - The Final Call/Re-Opening. Depending on how well the promotion went you can decide if you want to re-open the offer.

Typically we do this if the original promotion achieved a decent level of conversion and interest. (We're looking to see around 4-5% or higher conversions over the original two days)

Note: This email should be sent no earlier than 2-3 days after the offer closes and no later than about 7-10 days after the original announcement email.

If the offer is to be re-opened then generally we only do it for a 24 hour period and typically only send out this one final message.

It may seem like over-kill, but if the original 48 hour promotion was successful it's a great way to round off the promotion and mop up any "fence sitters".

VERY IMPORTANT: Now I am sure you don't need me to tell you how important it is to split test your emails / subject lines / body copy / bullets / calls to action etc. And also to ensure you are tracking open rates and click-throughs and traffic to your pages.

So do make sure you take advantage of the stats your autoresponder service provides and that you add Google analytics or your own tracking script to your deal page. If you aren't tracking these elements you don't know what's working and what's not and you definitely don't want to be in that position.

Information From Aweber:

<https://help.aweber.com/forums/21056873-Reporting>

Information From GetResponse:

<http://support.getresponse.com/manuals/split-testing-messages>

Information From Google Analytics:

<http://www.google.com/analytics/learn/index.html>

Along with tracking make sure you compile a file or swipe of the styles, words and messages that delivered the best results for your future campaigns.

Evernote & Evernote Webclipper work well for this purpose:

<https://evernote.com/> & <https://evernote.com/webclipper/>

Also...

Don't throw out a winning promotion campaign.

Sure you should end the offer when you say you will. Remember scarcity works over and over again but only if you use it credibly.

But if everything went to plan on the first 'run' then this offer is likely to do well for you a second or third time.

Save the offer page in Easy Deal Builder as an archive, save your email sequence and any promotional materials / bonuses you used in the campaign (Evernote) and then consider re-running the same offer in a few months time.

And smile in the knowledge that the next time you run the offer it'll take you all of about 3 minutes to put everything in place. Just a quick check on the original vendor's offer to ensure nothing's changed, reactivate your deal page and a little copy/paste work for emails and you have a very easy pay day. :-)

Now... If that seems like a lot of emails...

If you're one of those affiliates that only ever mails once (twice at best), for a single promotion, or if you think sending out 4 or 5 emails in the space of about 7-10 days is overkill, then all I can suggest is that right now **you're leaving more commissions on the table than you are earning.**

The more you mail the more you'll make... And the more responsive your readers will become. PERIOD!

So many affiliates get this wrong... Either because they lack confidence in what they're promoting or they're worried that they're going to "offend" people in some way by coming across as too "pushy" or "salesy"

Seriously I've heard every conceivable argument, but the proof is in the results and our results prove unequivocally that **the more you mail the more you'll make** and the more responsive your readers will become.

Sure some people will unsubscribe, some may even complain and call you names - Just remember as an affiliate, your job is to help people by making quality recommendations and by providing your readers with value...

... And as long as you're doing that and getting great results for your efforts, then you can sleep easy in your bed and send as many emails as you want - If some people don't like your style or frequency don't worry about it, just focus your attention on those readers that do appreciate it.

So now we have:

- 1) Level 1 Scarcity from the vendor's original offer page
- 2) Level 2 Scarcity from our own Countdown timer

We also have the direct to cart link for the offer generated from the Commission Heist scan/software.

What else do we need?

Over the final few pages I am going to cover the other key elements we need to add to our promotion page to get maximum results.

NOTE: Just as a reminder you don't need to use the EasyDealBuilder software to run your campaigns (it just makes your life a lot easier) and you could even use those direct to cart links directly from a blog post or page.

First though lets look in detail at what an EasyDealBuilder page looks like, the elements we used and why...

(You'll need to run the following page in landscape view or print it out)

First of all if you looked at that page and thought - **"EEK! - I couldn't create that myself"** don't worry - It's the reason why we recommended EasyDealBuilder because the software takes care of all the complicated stuff and you just simply copy and paste in your elements.

Detailed training on how to use the software is beyond the scope of this manual but you can watch all the training videos over on YouTube -

Here's the link:

<http://www.youtube.com/playlist?list=PLK4tRmHCrxIXucdcyjG47lREfJoPK5lEM>

Placing your "direct to cart link" into the software:

The final step to complete your page is to add your direct to cart link into your page. In normal usage, you would be putting your own payment link into the EasyDealBuilder software, however this isn't our product, so we'll be using our direct to cart link generated by the Commission Heist software.

Step 4 Deal Details

Buy Button Color: Yellow Text: Add To Cart

Pay Link or JVZoo Code THIS IS WHERE WE ADD OUR COVERT HEIST DIRECT TO CART LINK

Deal End URL <http://easydealbuilder.com/deals/PromoteMePro/>

Deal Pricing Currency: US Dollars (USD) Deal Price: 17.00 Regular Price: 47.00

Deal Type Date/Time Countdown

Time Zone (GMT -8:00) Pacific Time (US & Canada)

Deal End 2013-07-15 23:59

Social Qty

Enable Tabs 1: Off On 2: Off On 3: Off On 4: Off On

Tab 1 Title Details >>

Tab 1 Text

The Covert Social F

The final step is to set and activate the page and you're ready for action!

GETTING MORE BANG FOR YOUR BUCK!

Once you've created your first deal and you're familiar with the process of setting up your Commission Heist style offers, you can move onto the next offer and make more...

... Easy Deal Builder lets you showcase up to 9 deals on your main deal directory page so by grouping together related deals and directing traffic to your deal directory page you can capture more eyeballs and profits across multiple deals.

In addition to an email promotion, here are just a few other places where you can promote your Heist pages:

Exit Pages:

If you have your own products or if you have an affiliate blog create an exit page pop up to your Heist offer or directory of offers:

<http://www.exitsplash.com/> from Dave Guindon is an old favourite, but there are many handy plugins and tools similar that you could use.

For instance here's a free plugin that allows you to create exit links from any page or post on your blog.

<http://wordpress.org/plugins/pinoy-pop-up-on-exit/>

Email Signatures:

If your autoresponder service has the option, then link to your Heist pages in your email signatures - This works great for welcome emails especially if you chose the Evergreen deal type when you created your deal.

Social Promotion:

EasyDealBuilder comes with built in social share options for Twitter, Facebook, Pinterest, Google+ and StumbleUpon. Make sure that you use all of them to get your Heist page out into the socialsphere.

You can also embed your deal into a Facebook page or blog (the option is built directly into EasyDealBuilder to create a narrow page version of your deal). If you go this route you can then consider running Facebook ads to promote your page on your own profile.

For Extra Advice on getting traffic from social media here are some useful guides to check out:

- Facebook Fastlane - <http://fbfastlane.com/>
- Google+ Fastlane - <http://gplusfastlane.com/>
- LinkedIn Fastlane - <http://lifastlane.com/>
- Pinterest Fastlane - <http://www.pinterestfastlane.com/>
- StumbleUpon Fastlane - <http://stumbletrafficfastlane.com/>
- Twitter Fastlane - <http://twitterprofitsfastlane.com/>

Once you've measured and determined your conversion rates and EPC's (earnings per click) and created a successful Heist campaign you can also consider other forms of paid advertising such as Google Adwords.

- Google Adwords Fastlane - <http://adwordsfastlane.com/>

Other places to consider promoting your heist pages are in forum signatures, traffic exchange traffic, article marketing, free classifieds, blog commenting, even press releases.

Squidoo lenses or HubPages: <http://hubpagesfastlane.com/>

Just remember with all these methods you should be tracking their effectiveness using a link tracking tool. If you already have a blog for instance you could install the pretty links plugin

<http://wordpress.org/plugins/pretty-link/>

Or install your own free tracker from Yourls <http://yourls.org/>

Use a different link for each traffic source then measure it's effectiveness. Drop the ones that don't work and focus on the ones that do.

Build Your List:

If you don't already have an email list then you can use your deal pages to actually grow your subscriber numbers.

Create a lightbox style email capture form in your Autoresponder service and add the code into your deal page. Now when visitors arrive at your page from social media sites, forum signatures, articles etc. you can present them with the option of signing up for your notification list.



The image shows a configuration interface for an Aweber lightbox form. It includes two main sections: 'Advanced Users/ Add Code' and 'Custom Code'. The 'Advanced Users/ Add Code' section has a toggle switch for 'No' and 'Yes' (with 'Yes' selected), and a dropdown menu for 'Location' set to 'In Head'. The 'Custom Code' section has a text area with the placeholder text 'INSERT YOUR LIGHTBOX AUTORESPONDER FORM CODE HERE' and a vertical scrollbar on the right.

Here's a link to more information from Aweber on creating lightbox forms:

<http://www.aweber.com/blog/new-features/lightbox-web-forms.htm>

EXPIRED HEISTS:

When you Heist deal expires, there are a number of things you can do other than just move on to the next one. Remember earlier we discussed archiving your pages/bonuses and swipes for use in the future?

The first thing you'll want to do is ensure that you add a link to another offer or your main directory of offers when your current promotion expires - It's pretty easy to do this if you use EasyDealBuilder, just add the link you want people to see when the offer has expired...

Step 4 Deal Details

1 Buy Button	Color : <input type="text" value="Yellow"/>	Text : <input type="text" value="Add To Cart"/>
2 Pay Link or JVZoo Code	<input type="text" value="YOUR COMMISSION HEIST DIRECT TO CART URL GOES HERE"/>	
3 Deal End URL	<input type="text" value="http://webbusinessdeals.com"/>	<div>Link To Another Deal - A 'Sold Out' Page or Another Affiliate Link</div>

And in addition to a simple redirection here's a few other things you could try:

Flip your Heist page.

If your Heist page is working well you could sell it in two different ways.

If you have a **multi-site/developer** license for EasyDealBuilder you could simply set up the Heist offer on it's own unique domain and then flip it.

I see dozens of affiliate / promotion pages with a proven/positive ROI sell on Flippa every month some for hundreds of dollars and some for thousands.

If you own the multisite/developer license and pick some good domains, quality, evergreen products to 'Heist' you could turn this idea into a standalone business in its own right.

Build a heist page, generate some income and then flip them for a nice payday.

- <https://flippa.com/>
- <http://webflipfastlane.com/>

Export/Sell your Heist page.

One unique feature of EasyDealBuilder is that it lets you 'EXPORT' a deal or offer that you've made. This exported deal file can then be imported by any other EasyDealBuilder user's software in about 5 seconds flat.

Here's A Video:

<http://www.youtube.com/watch?v=jGqeDnF6UkM&feature=share&list=PLK4tRmHCrxIXucdcyjG47lREfJoPK5lEM>

With an ever growing user base of EasyDealBuilder owners, (there are already over 3,000 of them and the numbers are growing daily), you could sell copies of your export file for other deal builders to use themselves.

And the benefit of this over a simple website 'flip' is that you can sell the export file over and over again and still retain it for your own use.

Collect your buyer's payment, request their JVZoo or ClickBank ID and export the deal with their direct to cart payment link and give them the .EDB file.

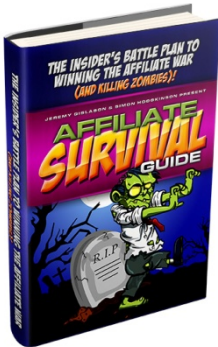
If you have a great looking Heist page that's pulling good conversions then you can set your own price on this. But just as an example let's say you priced the offer at \$30 and sold a hundred or so copies you'd be picking up a few grand for your efforts and could probably rinse and repeat every month.

HEIST RESOURCES:



EasyDealBuilder - The time saving software we use to power our Commission Heist strategy. Create unlimited deals and promotion pages all from a single install.

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



For more useful affiliate tips, strategies and ideas make sure you check out Jeremy & Simon's "**Affiliate Survival Guide**" - (The Insider's Battle Plan, to Winning the Affiliate War (And Killing Zombies))

<http://www.makecommissions.com/zombie/>

- Domains - [NameCheap](#)
- Hosting - [Hostgator](#)
- Autoresponders - [Aweber](#) / [GetResponse](#)
- Analytics - [Google Analytics](#)
- Tracking Links - [Yourls](#) / [Pretty Links](#) (WordPress)
- Advanced Link Tracking - [Ultra Maxed](#) / [Link Supercharger](#)
- Screen Capture Tool - [Snagit](#) / [Jing](#)
- Affiliate Networks - [ClickBank](#) / [JVZoo](#)
- Image Editing - [Photoshop](#) / [Gimp](#) / [PixLR](#)
- Auto Delivering Bonuses / [JVZoo](#)
- Auto Delivering Bonuses / [ClickBank](#) (third party software)
- Traffic Generation - [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Google+](#) / [Hubpages](#)
- Advertising - [Google Adwords](#) / [Guidebook](#)
- Flipping Your Heists - [Flippa](#) / [Guidebook](#)

HEIST CLOSING:

I hope you've now realized just how powerful the Commission Heist strategy can be to sky rocket your commissions by ramping up the scarcity elements of an offer and taking control of the sales process for yourself.

With the secrets you've learned you'll no longer be stuck in an endless loop promoting new / buzzy products, you can pick and choose any product you like and create your own buzz and buying frenzy!

Once you get started it gets addictive as do all those extra commission checks you'll earn as you shoot your way to the top of the affiliate ladder. But remember **the power of this strategy comes in it's application** -

Simply reading the manual and not putting what you've learnt into action won't get you any results. You have an incredibly powerful game plan right here in front of you but the next step is yours and that's to **take action and get the results!**

Oh... and one more thing... Always remember to ask yourself "**What If?**"

To Your Success!