



Putting Stuff Into The Funnel Part 5: Ferreting Out Private Affiliate Programs

Okay. So this is Putting Stuff into the Funnel Part 5. In this video, I'm going to show you a technique for Ferreting Out Private Affiliate Programs. I've had an interest in this private affiliate programs for a long time because I've realize as we're going to talk about that they are a very easy way to find untapped affiliate offers that not many other people are promoting because they haven't been promoted through a network like ClickBank or some CVA network. And so they can be very, very profitable.

There's many different ways to find these, but this is a really cool one that I've worked out recently. We're going to flick straight over to the video now, I'm going to show you this technique for ferreting out these private affiliate programs, you're really going to like this, back with you in a second.

Okay. So we're going to look at two different searches here that you can run that can help you uncover this affiliate programs that do not exist in any affiliate networks. I played around with many different ones of these over the years and these are two that I've come to like more recently. So the principle here is that when a company runs an affiliate program of their own, like they don't use ClickBank or they don't go



to somewhere like ShareASale or Commission Junction, they can install an affiliate software of their own on their website and they can manage their affiliate program in-house it's called.

And like we said, the principle of this, the point of this strategy is that a lot of times the companies that are willing to invest the money into managing their own affiliate program can be ones that are more committed to their online marketing, so they're doing more things like testing their sales pages, for example, they're doing special things to improve their conversions, they're doing things to help their affiliates more, and they provide better tools. Often, in fact, provide higher commissions and better offers overall, a better terms for affiliates.

So there's many different softwares that are in that category, ones that merchants use when they want to run their own affiliate programs. So the core of this technique is that there are some strings, meaning, words like combinations of words that are always on a webpage or on our website at least when a merchant is running one of those affiliate softwares.

So to give you an example, there's are the two strings we're going to look at. We're going to look at, firstly, these two affiliate softwares, one is called Post Affiliate Pro and the other one is called iDevAffiliate. And whenever you're on the merchant page of an affiliate program that's being run by this software, you always see this code, it's



just at the bottom of the page, if you use that affiliate software no one really goes in, well, a very few people anyway go and take this particular code out.

So, what we're doing in this technique is identifying sites and, of course, affiliate programs that are in any particular niche that are using that affiliate program. So this is really pretty cool, I'll show you what this means. So, I'm just going to copy one of these and search it in Google.

So what we're doing, by putting that in the inverted comment is finding any webpage that contains some keyword we put first and then the entire phrase that's inside the brackets. So exactly the phrase "Affiliate Software By iDevAffiliate" and then the containing the phrase whatever else we put first. So the strategy is that in this first part you just put some very broad keyword. So maybe it's diet, maybe it's skin, maybe it's finance, maybe it's money, maybe it's cosmetic, maybe any number of things.

So you want to keep that first but as general as possible, but you can choose also anything. What we find here is skin sites, sites that sell something to do with skin that run this iDevAffiliate program. Now, this is not perfect and this is very different to going to an affiliate network and scrolling through office where everyone is an affiliate offer, everyone might be worth promoting. This is a little bit more involved and takes a little bit more time but that's exactly the reason why most affiliates don't



use it and most affiliates miss out on the benefits that this strategy can give. They miss out on the opportunities that you can uncover by running a search like this.

So, for example, this is the first one I tried. A lot of these like I said, not relevant, that's the website itself, that's something else, some kind of stat site. But then you stop and see results like this, now Unique Skins affiliate program, this one actually looks like some kind of theme or a design kind of site. But if I wanted, I could go and Google search Unique Skins, it's probably too vague to be a brand name that I could identify but that's the kind of thing I would want to do, same with this Skin Ur Site. That could be a brand name, I would take that over to the AdWords keyword tool and I would have a look to see if that's a brand.

Then if it does not to be a brand then I've got the affiliate program right here and I could consider promoting that, and I'll continue running my analysis on that particular program. The same thing keeps happening, Open Eye Pictures, that could be one. This was the first one that really stood out to me, it was called Dermagist Skin Care Affiliate Program.

So I clicked on this. Just have a look here. I saw that Dermajuv Cosmeceuticals, what's the product this thing was selling. I just had a quick look here and it all looks fantastic, \$18 commissions, actually no. It looks like higher commissions, \$40 per sale commissions and that's great. Two year cookies, fantastic. Second Tier



commissions. You see what I mean about a lot of these things that are hard to find a normal affiliate programs.

Two year cookie, for example, you're not going to find that in Amazon.com. Now \$40 per sale, it's quite a great commission. If the person comes back to that site, the cookie lasts for so long that you'll get commissions on things that they reorder as well. Second Tier commissions, you certainly don't find that at ClickBank or on almost any affiliate network anymore. That's very tricky, so you can get commissions when you happen to refer an affiliate or when a customer passes the information on to their friend via the affiliate program, you earn commissions as well.

A lot of little things like that in these private affiliate programs that can be really advantageous and can really make a difference to your bottom line. Anyway, so I would do what I normally do here. I would feed this into the analysis funnel, I just happen to do it over on this particular product and Dermajuv, actually it does have a number of searchers there. So it's not unbelievable but immediately on the first page, the results of the first search I ran, I found a product that I would put that onto an authority site if I had one, provided that fit all my other criteria.

Now in this particular market, that's certainly not a product to be ignored. You can run this search as many times as you want, changing this out for as many different niches and many different keywords as you think of and they are a lot of affiliate



programs, a lot of merchants out there that run this various software. And the point of this is, I had no other way of possibly ever knowing that Dermajuv was a product that people might buy from me as an affiliate. It wasn't in any affiliate network, it's only in this small corner of the Internet where its got a little bit of a reputation in its market, it's obviously done something reasonably good and so people are buying it.

It wasn't in an affiliate network, it wasn't off of Oltra, oDigger or anywhere else like that. Without this technique, I would have had no way of uncovering it and the thousands of products that are like it. So that was the first search stream, iDevAffiliate. You can run the exact same search with this one, Post Affiliate Pro. You have to copy this strings down off a screen, of course, the video and write them down so you get them exactly like this because this is exactly how they have to be, not the skin part, just what's inside the brackets there has to be exactly like that with those capitals, those spaces and everything.

So you can come back to here, run the same search. I'm using skin again, you do the same thing. Again, you find that some of these results aren't relevant, so the way that you'll do this usually is scroll through many pages of these and you'll keep refining the search, keep trying different things until you come across something interesting. So there's an Adult Affiliate program here, there is another one down here that I found which is kind of a healthy skinny sort of one, but I came across this



one as well, again, on the first page, this is the first search I did with this keyword stream.

Now I found this affiliate program over here. I clicked and it looked quite interesting. So firstly, they're selling physical products with a 25% commission on the skin care type products, for most web stores, it's very difficult to get a 25% commission. If you sell the same things at Amazon, you'd have 4% to 6%, same thing for many stores. On here, however, you can get 25%. There's a hand full of other benefits that you can get from being in this affiliate program, so I thought, let me click on the actual website to see if there's any products that might be of interest.

So I clicked on the website, this happens to be an Australian website actually but it looks like they sell everywhere in the world. Now it is kind of a store setup but that didn't immediately deter me nor should it deter you. I was really looking for things that might have brand names, things that I might be able to sell that already have demand that I might be able to help people find.

And so you might sit and be thinking already along the same lines as me from having been this far through the training, the one that stood out to me here was this one, Tamanu Oil. These ones are just categories of products, Anti-Blemish Facial, Organic Intensive, not as likely to have a brand name but Tamanu Oil could be



interesting. So I first clicked there to see more about the product. Actually, ran in through that, I already headed it up here.

And then I went to AdWords keyword tool, I want to see if this has got any kind of popularity. It turns out it does have popularity. Nine thousand people every month, a few more, probably 10 across those different keywords, 10,000 people looking for this product. So have a look on here, I can make 25% commission on this, the price point is not particularly low, it's not a huge commission but certainly not a small one either. It might be very a low competition as well, we haven't got that far in our analysis.

But in terms of serving the purpose that it's meant to serve, this kind of technique, this search string, it's putting new things into our funnel and putting quality new things into our funnel, untapped things into funnel, that's exactly what this did. We just came across a product with 10,000 exact match searches and I can make a 25% commission in selling it. I do with my other steps, I look at this offer page, I would probably do some Googling to see if there's any other affiliate programs I can promote if I don't particularly like this landing page.

The point is, once again I would have had no way, five minutes ago, I didn't know that Tamanu Oil was even a thing. Now I know that it's a thing that I can sell and make 25% commission, and I know that 10,000 people a month are looking at it.



And I only could possibly know that by running this particular search string with some keyword that I selected. So I get really excited about this technique because this is one of those ones that just really not many people know about. Not many people take their affiliate marketing seriously enough and take a niche finding seriously enough that they've played around with this kind of stuff as much as I have and come across these little gems.

But finding affiliate programs like this and, again, these are relatively insignificant compared to some of the ones that you can find with this very method. You'll run the same search with different keywords and different niches, you'll come across things that will blow your mind. You won't be able to believe there's so much searches for them, such volume, such low competition and so a few other affiliates that have caught in onto them yet. Very, very powerful stuff. I hope you found this technique valuable. We're going to cut back to the slides and I'll be with you again soon.

Recap: What We Learned

Okay. So, what do we learn in this video? A very quick, very simple. We learned that you can locate this private affiliate programs that have profitable products in niches and in areas that you probably never knew about by using these two



particular search strings which indicate people who are running their own affiliate programs.

Those strings are on the screen here, if you miss them the first time, you can copy them down, that was "Affiliate Software by iDevAffiliate" and "Affiliate Software by Post Affiliate Pro". You will search those in Google, preceded by a general niche name. So skin technology, whatever it happens to be. Any niche such of interest to you. Use the most broad word that you can. So instead of Skin Care, use just skin because you don't know how the person might be talking about their affiliate program, what might be in the title tag.

You use this to search in Google and uncover these companies that are successfully running their own private affiliate programs to find those office that are outside the mainstream, outside the view of the majority of affiliates.

I hope you found that technique interesting. We're going to be back with you in the next video for even more.