

The Ghost Ship Phenomenon



By Welly Mulia

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You've often heard how recruiting your own affiliates to promote your product/service is going to bring you tons of visitors to your site.

But is it really the case? Does having an affiliate program for your product really guarantee that you'll attract tons of affiliates who will promote you?

Not necessarily.

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There are a lot of "ghost ship" affiliate programs out there. What I mean by "ghost ship" is that these affiliate programs are just there available for you to join, but nobody is actually promoting the product in the affiliate program. Well, sometimes there will be people JOINING the program, but mostly they just join without promoting.

Joining WITHOUT promoting is very common. Most people do that.

Let me give you an example.

I currently have 290 people who signed up as affiliates in my lifetime-commissions Get Profits Fast affiliate program. But do all of them ACTIVELY promote?

No. Less than 10 affiliates actually. And these affiliates are bringing in traffic numbers like this:

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Date	CLICKS	
	Raw	Unique
08/01/2010	78	57
08/02/2010	81	64
08/03/2010	62	53
08/04/2010	56	45
08/05/2010	132	93
08/06/2010	83	65
08/07/2010	49	36
08/08/2010	63	45
08/09/2010	128	82
08/10/2010	65	51
08/11/2010	105	81
08/12/2010	106	78
08/13/2010	555	509
08/14/2010	65	40
08/15/2010	137	92
08/16/2010	94	71
08/17/2010	499	416
08/18/2010	206	137
08/19/2010	80	64
08/20/2010	83	63
08/21/2010	163	133
08/22/2010	591	194
08/23/2010	301	232
08/24/2010	223	188
08/25/2010	134	116
08/26/2010	434	282
08/27/2010	84	66
08/28/2010	85	65
08/29/2010	81	64
08/30/2010	76	53
08/31/2010	55	45
TOTAL	4954	3093

Let's focus on the unique clicks since they are more accurate. Just in case you don't know, raw clicks typically mean the same person is clicking the affiliate link more than once. For example, if you take a look at the last row on August 31 2010, there are 55 raw clicks and only 45 unique

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clicks. There's a difference of 10 clicks – which means that there are people who click on the same affiliate links more than once.

As you can see from the screenshot above, in August 2010 collectively these 10 affiliates bring in 3093 visitors to my site, promoting one or more of my products.

Now let me share with you how I was able to get affiliates to **ACTIVELY** promote my products:

1. Provide a HIGHER THAN USUAL affiliate payout so that your affiliate program becomes extraordinary

I'm proud to say we have the best and highest-paying affiliate program in the internet marketing/make money online industry.

2. Make your affiliates SUPER EASY to promote your product/service

Many times I see product owners simply putting up a haphazard affiliate page and then giving affiliates a few tools they can use to promote the product in question. Banners, email copy, signatures, etc.

But you know what?

These affiliate tools are not embedded with the affiliates' affiliate link – meaning they have to manually go and find out what their affiliate id is, then they have to manually replace xxxxx with their affiliate id.

Man... even if you're promoting products via Clickbank, not everyone remembers their affiliate id (hey sometimes people have multiple Clickbank IDs).

By the way if you're still promoting products via Clickbank, I invite you to STOP promoting and instead promote my products. [Click here](#) to see why we have the best affiliate program and why we blow everyone's affiliate program out of the water (Ohhh... and that's including Clickbank).

What you should do is put up a UNIQUÉ affiliate page where an affiliate's affiliate link is already embedded within the affiliate tools. All the affiliate has to do is copy and paste their affiliate link. Easy like that – copy and paste!

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The other thing that you can do to make it easy for affiliates to promote your product is to provide a wide variety of affiliate tools such as copy-and-paste email copy, copy-and-paste forum and email signatures, copy-and-paste Twitter tweets, copy-and-paste banners, etc.

Point is: you must make it SUPER EASY for affiliates to promote your product. Spoon feed them. Treat them like 3-year-old kids.

Ohhh and regarding banners, it's always good to provide multiple different banner sizes because different people prefer different size preference and needs (I provide 14 different sizes in my affiliate program).

In August 2010, 3093 unique visitors were driven to one or more of my sites, which means an average of 103 visitors/day – **on no effort on my part at all.**

Everywhere you go, you see marketers struggling to get traffic to their sites. I get 103 unique visitors per day on autopilot.

Autopilot Is Overused and Over-Hyped

Yes I know the word “autopilot” is overused in this industry – but it's really as close to autopilot as it can get. The only thing that is not autopilot is the initial time taken to create and design all the affiliate tools. But once they are there, it's pretty much hands-free, apart from a few minor changes here and there every few months to improve the system and tools.

So if you currently have a product of your own, be sure to create an affiliate program for it. But do NOT stop there! You also want to make it as easy as possible for affiliates to promote (like I've just outlined above), and also promote your affiliate program hard to attract affiliates.

If you don't have a product yet, [go sign up for our 2-tier, lifetime-commissions affiliate program now](#), then promote our affiliate program to sign up affiliates under you. You get to earn 20% of what they (affiliates that sign up under you) are earning.

Products By Welly Mulia

Protected, multi-level membership site (can drip-feed content), product launch pages, OTO pages, squeeze pages, sales pages – all created in *mere minutes*

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How To Replace Your Job On The Internet (Free)

[Click Here...](#)

The HIGHEST Paying Affiliate Program?

[Click Here...](#)

How To Create & Set Up Your High Converting & Professional Squeeze Page In 2 Minutes Flat

[Click Here...](#)