



## Episode 1,483: Picking the Brain of the World's Top Affiliate

Guest: Gerry Cramer

**WOODS:** It's great to talk to you, because you do something that I've only started to do in the past few years, and you're so good at it. Now, you and I are friends with that guy Mark Ling —

**CRAMER:** That guy, yeah.

**WOODS:** And I'll tell you, I've watched him [laughing] — I've watched him close up. I've been competing with that guy in sales contests for two or three years now, and there's one — I don't want to say what it is. There's one particular sales contest he and I are in every year, and doggone it if that guy doesn't win every single prize in that contest. So there's a leads contest: how many people can you get to watch the video or download the eBook or whatever? And the top prize there is 20 grand. He wins that. Then there's the overall prize: how many sales do you bring in? That's a 50-grand prize. He wins that. Then it's how many sales you can bring in in the last 48 hours? He wins that. So he wins 120 grand in prizes alone, not even counting his commissions, in the space of two weeks. And I'm sitting there helpless. There's no way I could stop him. I've thrown everything but the kitchen sink at this guy.

So anyway, you're working together with Mark with this, and you know him well. And then I've gotten to know you, and you've spent some time as the number-one affiliate on all of Clickbank, and some of your students have been some of the top people. So at this point, I feel like if you can't beat him, join him. At this point, I've tried everything. I mean, I'm doing pretty well. I'm a platinum seller on Clickbank. I'm doing pretty well. But I don't know how you guys are doing this [laughing]. I've tried absolutely everything to stay up with Mark, and I can't possibly do it.

So I want to talk about this stuff today, because to me, there's nothing better than walking down the street, you're spending time at the beach, and you get a notification on your phone that you just earned like a \$100 commission. You weren't even doing anything. I mean, if there's somebody out there who doesn't think you'd want to have that experience, then I don't understand you at all. So I want to start off, though, if you don't mind, with a little bit of your background. We all have our little stories as to how we realized that you can actually make a living online, and you can do it with some pretty simple concepts. The idea of affiliate marketing is not super complicated. It's just a question of what are the best tactics and strategies for approaching it? So how did you first get involved in any of this?

**CRAMER:** Well, Thomas, I started out as an artist, believe it or not, a long, long time ago. And that was my whole life, was just art. And then I decided I didn't want to starve for my whole

life, so I shifted gears toward digital web design and stuff like that. And then this was many years, probably over 20 years ago. And I got into web design, and then I got into search engine optimization, which is getting websites top ranked on Google. I got really good at that. And then I got into software, and eventually I stumbled across affiliate marketing on Facebook, especially. And started sending traffic from Facebook directly to affiliate links, affiliate offers. And that was probably around five or six years ago, and I just had a knack for it, I guess you could say. I just quickly jumped from never having run an ad in my entire life to figuring it out over maybe like a month period. And then before you know it, I was making \$500 a day, and then \$5,000 a day, and then \$20,000 a day, and up and up and up from there, \$100,000 a day, just selling affiliate offers. So that's the short and sweet of it.

And I haven't looked back since then, because I found that affiliate marketing is the most simple and direct and the least complicated approach. I mean, I was the bottom 10% of my class in high school, so I was never identified from my peers as being like the smartest guy in the room. I was very dedicated and hardworking and focused, and nothing could stop me. I had that attitude or that ego of, like, I'm going to be successful. But that's really all that I had in my backpack, you know, was just this determination. But I didn't really have the brains. I didn't really have the opportunity. I come from a very poor family, as well. So I just really, with a lot of grit, I just pushed myself to this lifestyle that I'm living today, earning the kind of money and having the kind of lifestyle — I actually live in Bali and travel around the world and just have the lifestyle that I always kind of dreamed of when I was younger. But I had to create that for myself.

**WOODS:** What year are we talking, like when you broke out of web design and stuff?

**CRAMER:** Well, I think it was right around 2000. It was like 1999 when I first got started with web design. And then over the years, I'd say it's about a 12-year trek over that period where I just tried everything. And I actually had success with several different areas, but the problem is that most of the business models that I attempted during that time, even though I could make good money doing those things — like SEO for example, search engine optimization — I became like one of the top search engine optimization guys on the web, having top-ranking terms for some of the most competitive terms in the world.

But it took all of my time. It took all of my energy. And you know, Google's in control. You can lose it all overnight if their algorithms change, if the mathematical equations that they use to determine what qualifies as the top-ranking term change overnight — which happened to me, by the way — I lost everything overnight. And then I'm like, okay, I'm dedicating myself to a business model where the rug could be pulled out from underneath me immediately, and there's nothing I can do about it.

And then other business models, where I basically had to create a product, I had to sell the product, I had to do customer support; in many cases, you have to stock a product, you have to do refunds, and you have to do all of these high overhead tasks that take up all of your time and eat up all your profits.

But when I stumbled across affiliate marketing, it's like the vendors, the product creators out there will happily pay me, a top super affiliate — or Mark, or you, anybody who can drive a significant amount of traffic to their offer — they will pay you up to 90% of the front-end earning. So that means, if you're sending the customer to them, and that customer spends \$100 today on their product, and maybe some upsells — say you get an E book, and then you

also purchase the video program, and then you also purchase some time on the phone with them or something like that – and they earn \$100, they will pay you \$90 as an affiliate.

And you don't have to have a product. You don't have to do all that work and put all that effort into creating a product. You don't have to do customer support. You don't have to deal with refunds. You don't have to deal with processing. You don't have to deal with any of that complicated stuff. You don't have to become a professional product creator online. You don't even have to sell it. All you have to do is get a person to go from Clickbank – or from somewhere. It doesn't really matter where. For me, it's usually Facebook – send them from somewhere, maybe a social media platform, to a link, and then they take over, and they sell that person into a product.

The product for me, I tend to promote things like health products, weight loss, and things like that, diet products, wealth products, like how to make money online or something like that, or relationship-related products. So health, wealth, and relationships are the biggest three niches in the world. These are the things that everybody in the world need greatly to survive. They're not like a pink candle or something that you're going to put on your desk, that you want. These are things that people need desperately. And so these are the things that people are willing to pay for. They're willing to whip out their credit card and pay for these things. So those are the things that I promote.

Plus, they're also the types of items that are very broad targeted. That means like everybody in the world, we know that women between the ages of 35 and 65, they want to lose weight, a few pounds. And they will buy up to 20 weight loss products in their lifetime. So on Facebook, it's really interesting, because you're able to hyper-target audiences, and you can send a very simple little ad that takes you like five minutes to create, you can put that in front of millions of people, very specific people that you target based on these little settings inside of Facebook, these platforms. It's really, really cool and simple and interesting.

And it's not complicated, you know what I'm saying? Like I have students that are tech challenged. I have students that are very young, that have no experience. I have students that are in the upper age bracket and are well into their 60s and 70s that are having success with my system, doing the same thing that I do. So you don't have to be super smart, and you don't have to have a whole lot of capital to get started. This is why I love affiliate marketing. It's the most simple business model online that I've ever encountered in over 20 years of my experience online.

**WOODS:** Well, I really like it. Now, I want to clarify a couple things you said in case people are incredulous here, because first, when you say that a product creator might pay you 90% of the money, people might wonder why would they pay such a heavy percentage. And the reason is, a lot of times we're dealing with digital products that are basically infinitely reproducible and costlessly reproducible. So it's not like you're selling – yeah, obviously, if you were selling them a couch, they can't afford to pay you a 90% commission, because the profit margin would be blown to smithereens. But if it's an eBook or a video course or coaching or whatever, that's a whole other ballgame. I've had numerous cases where I've been paid 100% commissions –

**CRAMER:** Yes.

**WOODS:** — because they figure they'll make other sales in the sales funnel; they've captured this lead that they can market to this person again in the future; they think of the lifetime value of the customer, and so on.

Secondly, the point you made about they do the selling is very important. You don't have to feel like you have to be a really, really clever salesman. All you need to do is get people to click a link, and then when they click that link, the professional salespeople will do the selling. That's what their job is. It's not your job — and I have to remind myself of this sometimes. It's not my job to sell that product. It's my job to arouse curiosity to get them to click the link, so that the professionals can sell them the product.

**CRAMER:** Exactly. And just to elaborate on that, in fact, when you're promoting a product through a social media platform, like Facebook or Instagram, it actually works against you if you sound like you're selling something. Nobody comes to Facebook because they want to be sold something or they want to buy something. They come there to hang out and chat with their friends and their family members. So if there's a sponsored post, AKA an ad, that is presented on their wall, if it sounds like an ad, they just brush right past it. But if it sounds like a very socially engaging post, if it sounds like just an ordinary, normal person, with some curiosity built into it, that's how I structure my ads.

And I'll tell you, I say the biggest reason that I'm, as you mentioned, the number-one super affiliate in the world on Clickbank, the biggest vendor network in the world, the reason for that — the sole reason for that is, like I said, not because I'm top of my class or something. Definitely not. It's because of one simple thing, and that is that I understand the psychology of human nature. I understand what compels a person to take an action. I understand what influence and persuasion is. And I understand it on a very simple level that I tap into my ads.

And so I say the typical marketer — and I'm talking a professional marketer, not like somebody who's just getting started in online marketing — the average click-through ratio on an ad on Facebook is like 0.5%. That means that of 200 people who see an ad on Facebook, one person clicks that ad. And through some simple little techniques that I employ into my ads — and even I have a bunch of students who employ the same techniques, and they get the same results as me, by the way, because it's a simple-to-copy sort of technique. But it's just tapping into some human psychology, I'm able to produce 20% click-through ratios, anywhere from 10 to 20%. So that's 20 to 40 times higher click-through ratios on my ads than the typical marketer on the web.

And it's completely teachable. And that's a really key part of it, is just understanding, in a social setting, how to induce curiosity enough into a person, that when they're scrolling through their feed, they see an ad and they're so inclined to click on it. And there's a little bit of magic that happens there, but it's not actual magic. It's just understanding what makes people think. So that's why I love doing this, because I love psychology so much.

**WOODS:** Yeah, I mean, I'm very interested in this stuff. What kinds of things make people make certain decisions? What triggers them make certain decisions?

**CRAMER:** Yes.

**WOODS:** I mean, it's very interesting. And of course, I feel good about —

**CRAMER:** I geek out on this stuff.

**WOODS:** Yeah, absolutely. It's fascinating. And I feel good about the stuff that I promote. Like, it's going to make their lives better. All the stuff I do is going to make their lives better, and I like to sprinkle it with bonuses that will make their lives better still. But you mentioned the three niches that are the ones basically everybody wants to get into. So you've got make money online or internet marketing; you've got dating and relationships; you have health. The trouble with these niches, as people will tell you, is they're saturated, or people think they're saturated, because everybody goes into them and it's hard to distinguish yourself from everybody else. How do you overcome that seemingly insuperable problem?

**CRAMER:** Well, it does seem like an insurmountable problem to deal with. You think like, okay, I'm up against Pepsi Cola. They have like this infinite ad budget, and I'm just this little guy. I'm just an individual, so how can I compete with them?

Well, it's a beautiful thing, actually. The way the platform on the these social media ad platforms work, is they don't look at how big your budget is to determine whether they take your money or not. They look at how well your ad is performing. And so if you understand – Okay, you have to like wipe out of your mind this thought that Pepsi Cola knows how to market online better than you do.

It's a very simple system. Like, the system that I use to run an ad, it's the same all the time. Very simple. Takes me five minutes to set up an ad. And I do it the same thing every single time, for the last five or six years that I've been doing this. And I teach my students the same thing, the same exact thing, and it works all the time, because it's a tried and true sort of marketing approach. But it just outperforms anybody.

So as long as you're – what Facebook ones is they want their audience – that's their bread and butter. They want their user base to enjoy their user experience. And so the key is to help that audience enjoy their experience better than Pepsi Cola does. And so if you can do that, then you can beat out the big guys. The big guys will kind of fall away to you, and you just win the traffic. You win that traffic over, and you end up actually paying less than what they pay. So it works out in the end. It's not really about how big your bankroll is. I mean, you can get started literally running ads for \$20, \$10 a day.

What I like to do, Tom, is I run like \$5 or \$10 ads for like three days, and I'm testing out this ad. And I'll just keep doing that until I find what I call a winning ad. And once that ad is performing well – say that I'm spending \$5 to make \$10 or \$10 to make \$20 – then I know that I have what I call a winning ad. That's when I'll start to scale. But I want my numbers to match my expectation.

So literally like PepsiCo and stuff like that, these big corporations that run ads, they're not even looking to try to have these high ROI or these big returns on their investment. They're not looking to spend \$1 million and make 2 million. They're just doing branding, so they'll run these ads that aren't performing that well. They don't have to perform well, because they're doing branding. Whereas I'm very determined to make sure that I'm performing really, really well. So within three days, I have an ad that's doing 100% ROI. Say I'm spending \$20 and I'm making \$40. And then I just scale. I scale that ad up, and I start running similar ads, many ads, or I start spending more money. And the next thing you know, a couple days later, I'm

running \$500 a day and making \$1,000 a day, or spending \$5,000 a day to make \$10,000 a day, and so on.

So it's a pretty simple process, and it's not like you're working against these big companies like that. Diet industry is considered more competitive, yes, but if you know what you're doing, there's no way that anybody can beat you. And plus, I love the fact that the diet niche is huge. It's literally, like I said, every woman between the ages of 35 and 65 around the globe who wants to purchase those products, so there's no shortage. I have no fear of teaching this to any number of people, because there's never going to be a shortage of people out there that are looking to solve this burning problem that they have, which is a few extra pounds on their belly, you know?

**WOODS:** All right, so you've told me kind of how you do it, but I want to know what you did wrong when you first got going. What were the dead ends that you hit?

**CRAMER:** Well, I would say that the dead ends that I hit came before I got into affiliate marketing. My entire career was full of these problems, and that's what I brought up earlier, which is that most business models that I tried took all of my time. And I value my time. I mean, I'm 47 years old right now, and I value my time more than I value money. I'm financially free. I'm able to travel the world anywhere that I want right now and for the last few years. But I value my time. I have two daughters. My daughters are eight and ten years old. I value my time. And so most of the business models that I did, they just took up all my time, and I'd work from morning until evening.

And they say the life of an entrepreneur is not really freedom because you have to work so hard, but when I discovered affiliate marketing, to be honest, I think that, with 15 years of experience marketing at the time when I got into it, I had all the makings for success as an affiliate marketer right away. So I happen to just have this knack for it, and I became the number-one super affiliate in the world really quickly. Surprisingly quickly. I just didn't — I was surprised, to be honest, at how quickly it happened. And I'm surprised even now, like when I teach a student, I can have a student who's never sold something anything online, and within 45 days, she's the number-one super affiliate on Clickbank. She hits that pinnacle point where she's known around the world as being like a super affiliate.

**WOODS:** Can you explain — I mean, what is the — is there a threshold for being called a super affiliate?

**CRAMER:** Not really. It's kind of like one of those made-up terms.

**WOODS:** You just know it when you see it?

**CRAMER:** Well, no, I mean, with my students, the way that I talk about it is, like when you hit that thousand-dollar-a-day mark. Like that's kind of that milestone that everybody is shooting for. And once you hit that thousand-dollar-a-day mark, you're pretty much a super affiliate. Or you're selling like 100 products a day or more. But, I mean, we can sell thousands of products per day, and we can make you know, a million dollars, even though that's like kind of mind-blowing — even to me, it's incomprehensible. But you can make \$1,000, a day, five, ten — I have students making as much as \$30,000 a day or more. But you know, you have —

**WOODS:** And by the way, not necessarily every day, that every single day, you have a day like that.

**CRAMER:** Oh, no.

**WOODS:** It could be you're doing a promotion, and it's going to be closed on a particular day, and on that day, people buy like crazy. And then you have an amazing day that day.

**CRAMER:** Yeah, the beautiful thing, though, is that it doesn't really matter. You could have five back-to-back \$50,000 days and make a quarter of a million dollars that month and not make any more for that month. That's not typically how it happens. We just generally make money fairly consistently throughout, but you do have these really good days where you're doing a big promotion or something. There's ups and downs in affiliate marketing, but your ups are so high that it doesn't really matter if you're doing it right.

**WOODS:** All right, so I got to know you through Mark Ling, because we both know him. And as I told you, the guy makes me crazy, because I think he's about ten years younger than you, and he's so darn good. But he's been doing it forever, so I don't begrudge him his victories. They're well deserved. But anyway, so I got to know you and your story. And I thought, jeez, yeah, you're darn right, I want to talk to the number-one Clickbank guy in the world. Of course I want — Why would I not want to talk to you?

So what I often do in these situations is we put on a little live thing where you kind of walk people through how this sort of thing works, and if it appeals to them, they can work with you. And what I've decided to do, first of all, we are going to do that, September 13th — this is 2019 when we're recording. The registration link is [TomWoods.com/Clickbank](http://TomWoods.com/Clickbank), because Clickbank is the biggest platform we're going to be using. But what I've decided, by the way, is that we're — and we're going to talk in a minute about the sorts of things you're going to be explaining on this. But if people do decide to take the plunge and work with you — and I mean, who would you want to work with more than the number-one guy? Hello. But I've already cooked up a bonus that I think is the best thing I've ever offered.

I have a digital product at [LibertyClassroom.com](http://LibertyClassroom.com). It's online courses that are on subject matter that my listeners really are interested in. They wouldn't be listening to my show if they didn't like this kind of course. And it does really well. It does really well among libertarians. I mean, you just have to dangle in front of them, and they just salivate and buy it, because it's irresistible. It's a great product. So normally, people who promote that product for me, like they post a link on Facebook or whatever they do to promote it, I'll split the money 50/50. So the top subscription price on there for the super deluxe version is \$497. So if somebody sells one of those, they get \$248.50 every single time they do it. But if they work with you, I've decided that for a full year, I will give people 100% of the money. For every subscriber you bring in with your little link to — and you can bring them in by tweeting about it, making a YouTube video — this is not brain surgery — posting on Facebook, bring in subscribers, I won't keep one cent of the money. You keep all the money from all the sales you make for a full year. That's my bonus.

Now, if that doesn't get you over to this workshop, I absolutely give up. That is the best thing I've ever offered. That is so ridiculously over the top as a bonus. I mean, that is worth thousands and thousands of dollars. I mean, come on. This is the most popular product among

libertarians. All you've got to do is tell them, "Hey, look, here's this thing," and then they buy it. And I'm letting you have all the money if you wind up working with Gerry.

All right, what sorts of things you're going to be doing on this webinar with us?

**CRAMER:** Well, number one, I'm going to teach them how to sell your course and make 100% of the profit.

**WOODS:** [laughing] I would like that. That would help me. That's right.

**CRAMER:** Yeah, and them as well. And that's the great thing. Once you're successful and you figure out this system and you implement it, other affiliates will come forward with that same sort of very generous offer. They'll pay their lower affiliates 50%, and their really top-performing affiliates, they'll pay up to 90%, even 100% at times. And so the key is to learn this basic system, this three-step formula that I've devised and that I teach my students. And literally anybody can do it.

So there's a couple of different things, Tom. One aspect of it is the technical side of it. It's how to influence and persuade, how to create the ad, how to create that little funnel, that little marketing tool that you can implement in just a few minutes per day and generate the success. So I basically give away my entire business model. I don't hold anything back, and that's why I think a lot of people are attracted to my system, because as you mentioned, the number-one super affiliate in the world is willing to give away his entire business model, and has done so for the last several years and continues on a regular basis to generate more top super affiliates and people who are earning that kind of money. Literally thousands of dollars a day, people with no experience. That's what I'm giving. That's what I'm teaching inside of this presentation. I just teach exactly what it is that I do. The three-step simple formula that will allow any ordinary person the tools that they need to become a top super affiliate online, selling affiliate products on Clickbank. So that's the main thing. That's really it.

Beyond that, I say to qualify and to become a top super affiliate, you need to have belief that it is possible. You need to understand that this is a real thing. This is you taking a different path. It's a personal development sort of experience. You just have to believe that it's possible. You have to find a mentor and a blueprint, and you have to take action on that blueprint, and you can succeed at this. So I just give you that blueprint.

**WOODS:** Well, I've been very blunt with people that — and I don't mean to be putting people down. I am being somewhat tongue-in-cheek about this. But let's just say, in my experiences in the affiliate marketing world, I've met a lot of perfectly lovely people who are doing extremely well financially. But none of these people, let's say, are going to be coming up with a cure for cancer anytime soon, if you understand what I'm saying. These are not like world-changing geniuses, by any means. That's what makes the thing so interesting. And that's why I'm always — people get tired of hearing me say this, but on my email list, sometimes I always say: look, there are all these knuckleheads out there doing this, and I know you guys are smarter than knuckleheads. If they can do this, you should at least listen.

Now, I want to make sure everybody understands what we're talking about when we say Clickbank. Clickbank is a website where you go where they have in a bunch of different niches — like everything from gardening, to parenting, to internet marketing, to health and diet and



all these sorts of things — they just have a whole bunch of products, and you can pick one that you think would be easy for you to drive traffic to or something, and it's all there.

So if you're a longtime listener of this show, you'll know I have promoted a language learning program called Rocket Languages, which is a great program. My daughter has the Japanese language program. We like it very much, and so I promote that. And I have an account at Clickbank. It takes two seconds. I go sign up a Clickbank, and then I can promote the different products on Clickbank. So that's who pays me the commissions for Rocket Languages. It's not Rocket Languages themselves. I'm not even sure they know I exist. It's Clickbank that Rocket Languages belongs to and all these other companies belong to.

So Clickbank is the one central location that sends out the checks to people like me. So Clickbank is the main platform that you'll be learning on, because that's really where the action is, frankly, and that's where Gerry has done most of his sales.

**CRAMER:** The reason I love Clickbank, Tom, is that Clickbank will accept pretty much anybody. Like there's no complications to become an affiliate if you sign up through Clickbank.

**WOODS:** That's true.

**CRAMER:** You sign through Clickbank, and then five minutes later, you're an affiliate and you're ready to promote any of their 10 to 15,000 different products that they have. It's just a quick, quick way to get into affiliate marketing.

**WOODS:** Yeah, that is true, because there are some affiliate platforms that it's hard to crack into.

**CRAMER:** Almost impossible.

**WOODS:** You have to have a track record, but how can you have a track record if you can't crack through?

**CRAMER:** Yes.

**WOODS:** So how do you get started? So that's why another reason to think about Clickbank. So [TomWoods.com/Clickbank](http://TomWoods.com/Clickbank) is where you should go to sign up. And as I say, you're going to learn something from this. And if you decide to say, look, I'm going to be one of those people, then I'm giving the most irresistible bonus I can possibly imagine. That's all I have — I haven't got anything else to give you other than this: 100% commissions on my Liberty Classroom product for a full year. That is worth a fortune. So that's all I can say. In fact, I was going to use another F-word just there to emphasize how much of a fortunate it is, but I decided against it [laughing]. So [TomWoods.com/Clickbank](http://TomWoods.com/Clickbank) is where you should go. So Gerry, we're going to call it quits for now, but if you have any parting words, we'd love to hear them.

**CRAMER:** Awesome, Tom. I really appreciate you having me on and allowing me to share a little bit of my story with your audience. I welcome your audience to come over and check out this presentation. As I said, I'm on a mission here just to change lives. I'm not really on a money-making mission anymore in life. I'm at a point in my life where I just want to have an

impact on the world and make an impact on individual lives. And I love to see a person who steps into this world, this unknown world, and steps into some financial breakthrough, and next thing you know, they're making thousands of dollars a day. I like to see what happens next, what they do to change the world themselves, how they impact their children's lives, their families' lives, their friends around them. And just people go into this transformative experience, and they change the world.

And so I'm really, really excited about the opportunity to engage with your audience and give hopefully a big number of your audience members the ability to have that experience in life, to live the good life to, to step into a new stage in your life where anything is possible, and you can have that ultimate freedom experience and design any life for yourself that you choose, from sending your children to different schools or buying new properties and stuff like that. The world is yours if you figure this affiliate marketing stuff out. So I'm excited to just teach your audience exactly how to do that. So look forward to it, coming up real soon. And thanks again, Tom. I really appreciate you having me on your show.

**WOODS:** My pleasure, Gerry. And if they join up with you, I'm going to teach them how to sell my product.

**CRAMER:** Awesome.

**WOODS:** Because the more of my thing they sell, the better I do in the long run, because I get more email addresses of buyers, and that's good for me. But I'm going to show them the different ways they can do this. Is there a simple — if you're earning \$497 a unit, you can afford to give away \$100 bonus. Then you only earn \$397 a sale. Boohoo. So I've got a lot of strategies for them that I'll be talking about once they're in through on the other side. Anyway, [TomWoods.com/Clickbank](http://TomWoods.com/Clickbank) is where to go to sign up, and thanks again, Gerry.

**CRAMER:** Awesome. Thank you, Tom.