

# The O.P.T Method

*How To Make Lots Of Sales Using Other People's Traffic!*

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## What Is The O.P.T Method?

The O.P.T method stands for Other People's Traffic.

It's the process of getting other people to send their traffic to your products.

No need for:

- **SEO**
- **A Website**
- **Paid Ads**
- **Writing Articles**
- **Creating Videos**
- **Social Media Marketing**

You simply go direct to the source and get other people to send you their traffic.

### Why Would They Do This?

*Well, it's quite simple.*

Because they are going to make money from doing so.



And the best part is that you don't have to pay them upfront. They will get paid a percentage of the sales they make for you.

All done automatically, with no extra effort on your behalf.

They send you customers and you send them money.

*How awesome is that!*

You basically get to make more money, build a huge list of buyers and you don't have to pay any money upfront.

### **The Process To Make It Happen**

The way to automate the entire process is to create your own affiliate program for each product you have.

*Don't worry, there's no need for expensive or complicated software.*

You can set up your products for free on affiliate networks and they just take a small percentage of each transaction.

Once you have a product set up, other people can then get their own unique affiliate link. This is what they use to promote your product and get credited for all sales they make.

The affiliate network then pays you and the affiliate automatically.

Here are just some of the benefits of having your own affiliate program:

- **No Start Up Cost**
- **No Risk**
- **Easy To Set Up**
- **Only Pay When Affiliates Make Sales**
- **No Paying For Ads**
- **Targeted Traffic For Free**
- **Better Conversion Rates**

It's no wonder why every smart business owner has affiliates promoting their products!

## **Popular Affiliate Networks**

Luckily there are lots of affiliate networks you can use, depending on the niche of your products.

Here are some popular ones to look at:

[WarriorPlus](#)

[JVZoo](#)

[ClickBank](#)

[CJ.com](#)

[Shareasale](#)

[Impact](#)

All you need to do is create your free account, add your product and wait for approval. Once approved, you can then go out and recruit affiliates to your program.

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***Don't have your own products?*** *Simply buy the rights to existing products and sell them for yourself. Popular websites for those include [The PLR Store](#), [Buy Quality PLR](#) & [PLR Products](#). You can then deploy the O.P.T method on those products :)*

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# The Direct Approach To Finding O.P.T

Once you have your product(s) listed on an affiliate network, you can now find suitable people to help you to promote.

Here are several ways to do just that:

- **People With Email Lists**
- **Ranking Websites**
- **Social Media Influencers**

## People With Email Lists

This is possibly the fastest and best way to make sales.

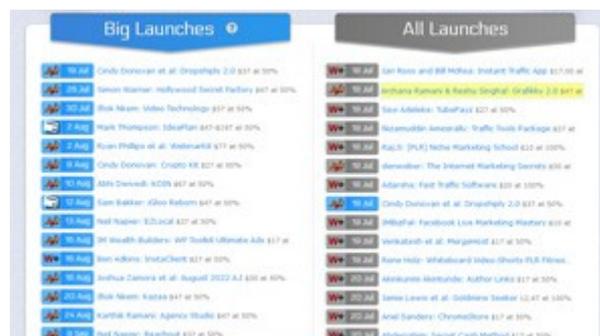
You find people who have existing email lists and ask them to send out an email recommending your product.

*How to find them?*

This is easier in some niches like 'make money online' then others but still not impossible.

If you are in the 'make money online' niche then you can find people selling their own products because they are sure to have their own email lists.

Look on product launch websites like [MunchEye](#) and you'll see dozens of products being launched every week.



All you need to do is contact the product creators, tell them about your own product and ask if they would be interested in making money promoting it.

Another method is to look for popular websites in your niche and see if they have a newsletter sign up or free gift they offer in return for an email.

If they do, then they will certainly have a list they can contact.

All you need to do is email them, explain how they can make money and even give them access to your product to check it out.

Just Google "your niche" (*replace with your own niche*) and go through the top 100+ websites. If they have a place to enter an email, add them to your shortlist of people to contact.

### **Ranking Websites**

This is a similar method but you're not looking for websites that are asking for emails, you're simply leveraging their traffic.

So all you do is Google "your niche" (*replace with your own niche*) and look for websites that have banner images promoting third party products.

*Most websites will have them, as most are created to make money.*

If they do, take a look at the main navigation, or at the bottom of the page and see if they have an "Advertise with us" or similar link.

Check out their prices but don't sign up.

Instead, send them an email explaining how they could potentially make more money by having your product banner and getting a percentage of all sales.

If they don't have an "Advertise with us" or similar link, still send an email and ask if they would be interested in a partnership. They add your banner and in return get a percentage of all sales.

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*If you don't have banner images for your product, you can get them created very inexpensively on websites like [Fiverr](#) or create them yourself on sites like [Canva](#).*

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## **Social Media Influencers**

Lastly, another great way to make a lot of sales fast is by using social media influencers.

These people will typically already have existing audiences of thousands of followers.

You want to avoid people with millions of followers, as they will be charging thousands for sponsored posts.

Instead, look for people who are directly in your niche that have 1,000 – 100,000 followers.

These are the people that will be more willing to partner with you, in return for a percentage of all sales.

Some popular platforms to find influencers include:

[Instagram](#)

[TikTok](#)

[YouTube](#)

[Pinterest](#)

[Facebook Groups](#)

Simply go onto each platform, type in your niche and go through the list of members. If they are closely related to what your product is about, send them a message and ask if they would put out a post about your product and you'll give them a percentage of all sales.

Explain how this can potentially make them more money than you paying them a set fee.

Another way of finding influencers is to use websites like [Shoutcart](#), where they have people willing to post other people's offers for a fixed fee.



Create a free account, find influencers in your niche and send them a message instead. Ask if a partnership would be considered, as it could make them a lot more money.

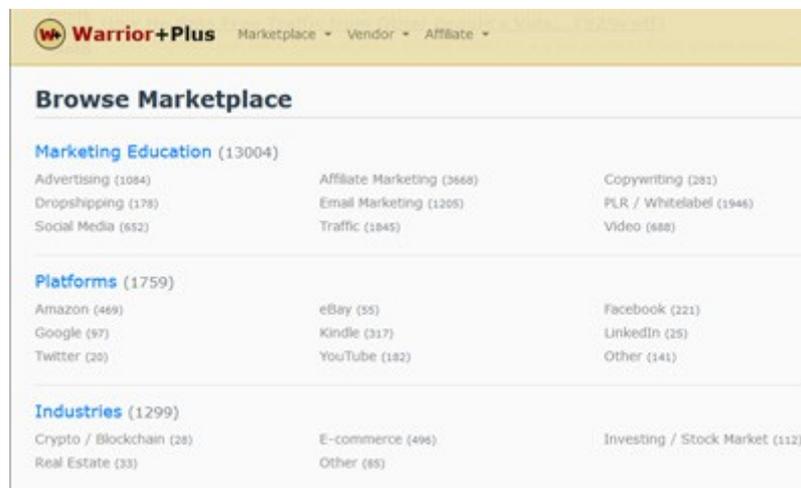
## How To Get O.P.T Coming To You

In the opening chapter, we talked about using affiliate networks for your products.

They handle all the transactions, process all payments, split them automatically with your affiliates and make all payouts on autopilot.

But another great thing they have is **Marketplaces**.

This is where all products are listed for potential affiliates to find.



Therefore, you can automatically have affiliates COMING TO YOU to promote your products.

When adding your products to the network, there's usually an option to add your product into the Marketplace. It is highly recommended to do so because of all the extra free exposure.

And it only takes one affiliate to find your product who could potentially make hundreds of sales for you!

## **Muncheye**

Here's another option if you're in the make money online niche.

We've mentioned [Muncheye](#) previously in this guide. It's a place where new product launches are listed.

And there are LOTS of affiliates who view this list every single day.

So if you're launching a new product, add it for free to Muncheye and you should get a lot more interest from established marketers who already have email lists.

It takes a few days for your listing to go live, so set a launch date of at least 7 days from when you submit your listing.

If you do get affiliates on board for your launch, you have the chance of hitting the "Top Sellers" list on WarriorPlus.

Top Sellers	
Top 10 <span>Today</span> Yesterday Last 7 Days Last 30 Days	
#	Product / Vendor
1	<a href="#">PayingBee - Get Paid Proof-Reading English (Grab Your Links)</a> thriveatank2
2	<a href="#">VidSensation - Micro Videos That Gets 100,000s of Visitors/Month</a> YogeshAgarwal
3	<a href="#">eBookMaker - Cloud Based eBook &amp; Article Creator Tool</a> akohat44
4	<a href="#">Spreadsheet Millions</a> James Renouf
5	<a href="#">Rapid Printable Creation</a> MizzyThompson

This means even more free exposure and you should get more affiliates on board who see this too.

## **Facebook Groups**

There are dedicated Facebook groups specifically for product launches.

All you need to do is join the groups and you can add your own product launch details to them.

Whilst they can be hit and miss in terms of quality, it's still a great way to get free exposure for your product launch.

Just head into the [Facebook Groups](#) section, type in "product launches" and go through the results. Join groups that are relevant.

## WarriorPlus Listing Example

WarriorPlus is an affiliate network that mainly deals in the make money online niche.

The information they need to list your product will be the same for all other networks, so here's what you need to do.

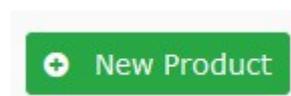
The first step is to create your free account, so head over the [WarriorPlus](#) and click on the "Sign Up Free" link.



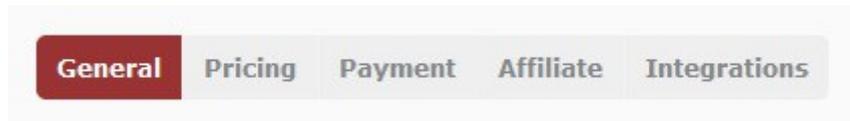
Once logged in, hover over the "Vendor" link from the navigation menu and then click on "Products".



On the right hand side, you'll see a green button that says "New Product". Click on that button.



You then have 5 main sections to fill in – **General, Pricing, Payment, Affiliate and Integrations.**



This is what is inside each section:

### **General**

Product Name – Add the name of your product here.

Product Image – Add the image of your product.

Category – Choose a relevant category.

Keywords – Add any keywords that relate to your product.

Content Type – Choose the type of content, whether it's an ebook, membership, audio, software etc

Webinar – Choose whether your product is being sold via a webinar.

*(Product Access)*

Download File – This is the file your customer will receive.

Access URL – If it's a membership or download area, add the URL here.

Admin Access Info – For WarriorPlus staff to see the product.

Licensing Type – Choose whether it's for personal use or extended use.

Refund Period – How long do people get to try the product before they decide to keep it or not.

Terms & Conditions – Add any terms and conditions you may have here.

*(Support Details)*

Support Email – Add your support email.

Support URL – Add a link to your support desk (if applicable)

Sale Notification – Do you want to be notified when a sale comes in?

*(Disclosures)*

Product Status – Is the product ready to sell?

Ownership – Are you the original creator of the product or is it a PLR product?

Certification – Agree to the terms & conditions.

**Pricing**

Sale Type – Choose whether it's a single payment or recurring payment.

Regular Price – Add the regular price.

Sale Price – Add a discount price if you have one.

Limit Sales – Choose whether you're limiting the amount of sales or not.

Dimesale/Timesale – Choose whether you are increasing the price after a certain number of sales or time period.

## **Payment**

Merchant Accounts – Choose whether to use Paypal or Stripe.

Customer Fields – Choose which customer fields you would like to receive.

Cancel Recurring Payments – Choose whether to cancel a subscription if they buy this product.

## **Affiliate**

Commission Rate – What percentage are you paying affiliate?

WarriorPlus Commission – What percentage are you paying WarriorPlus for any sales made from the Marketplace?

## **Integrations & Tracking**

Email/Webinar Integration – Add your autoresponder so that you can collect the email addresses of your buyers.

Membership Software Integration – Connect your membership software here.

Custom Integration – Add any custom integrations you might have.

Coach.io Integration – Add your Coach.io details if you use this.

External Tracking/Pixels – Connect any pixels or tracking code you have here.

Many of the things listed above will be required no matter which platform you choose.

If you do use WarriorPlus, the next step is to create an “Offer”. You then add your product to that offer, wait for approval and it will then be live at the time you have chosen.

Other platforms won't have that step, you simply add your product details and wait for approval.

# The O.P.T Method In A Nutshell

## **Step #1**

The first step to using the method to it's fullest potential, is to have a product of your own to sell.

If you don't have one, then you can buy the rights to existing products that are ready to sell. You can do this by purchasing Private Label Rights (PLR) to products.

They are extremely cheap to pick up and you can buy great products for less than \$20.

Ideally, you would want to edit them slightly to make them your own. Or even add to them and put your own spin on the information.

## **Step #2**

Once you have your product ready, you then need to add it to an affiliate network.

## **Step #3**

Once approved, you can then find affiliates to promote your product for you.

Using the methods in this guide show you exactly how to do just that.

You can then choose to either continue to find more affiliates, or you can put new products live and repeat the process.



There really is no limit to how far you can scale this business model.

## **Conclusion**

Hopefully you can now see the power that the O.P.T method has.

It's a model that allows you to access almost instant traffic, that you can use to sell more of your own products.

And it's truly a win-win for all parties. You get to sell more products and gain more buyers and your affiliates get to make money without any hassles.

This can be done in almost any niche too. Create/buy products in all kinds of niches, then find people in those niches and strike up those partnerships with them to promote for you.



Go implement today :)

Tony Newton

## **Resources**

Here are the resources mentioned in this guide.

### **Popular affiliate networks:**

[WarriorPlus](#)

[JVZoo](#)

[ClickBank](#)

[CJ.com](#)

[Shareasale](#)

[Impact](#)

### **PLR product sources:**

[The PLR Store](#)

[Buy Quality PLR](#)

[PLR Products.](#)

### **Banner image creation:**

[Fiverr](#)

[Canva](#)

### **Platforms to find influencers:**

[Instagram](#)

[TikTok](#)

[YouTube](#)

[Pinterest](#)

[Facebook Groups](#)

[Shoutcart](#)

### **Product launches:**

[Muncheye](#)