

Amit Mehta



The
Super
Affiliate
Millionaire
Code

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Bonus Report



The Super Affiliate Millionaire Code

By Amit Mehta

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The Super Affiliate Millionaire Code

*“Why 2% of Affiliates Rake in 95% of the
Profits...”*

**Finally Revealed, How You Can Gain Access to the
Highly Exclusive Super Affiliate 2% Club!**

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About the Author, Amit Mehta



Amit Mehta is a Super Affiliate, Speaker, Author, and Blogger.

He is currently the lead instructor and coach at PPCClassroom.com.

Amit spent his life studying Physics (not a single course in marketing). While in graduate school, where he earned only \$1,600/month, he looked into affiliate marketing.

\$20,000 in debt and in a job he hated, Amit started building up his part-time affiliate marketing venture. Today, with just a few hours a day, he makes over \$2.4 million a year using just PPC and affiliate marketing.

Why I'm Writing This...

There's one question that's been nagging me for a while:

Why are there so few Super Affiliates out there?

I mean really, this business is NOT that difficult to learn. Compared to becoming a doctor, lawyer, or engineer it's a piece of cake.

I know you're thinking right now: *"Yeah Amit, easy for you to say now that you're a Super Affiliate!"*

I know how you feel. I felt EXACTLY the same way when I was starting out.



The Light Bulb

Here's what happened. There came a point when the light bulb came on for me and everything fell into place. My business exploded and my life has never been the same since.

In retrospect, there are 3 skills I had to master before my affiliate efforts really took off:

- 1) Adwords and PPC marketing (since I made the decision to do PPC affiliate marketing)**
- 2) Testing and finding profitable affiliate offers**
- 3) Basic principles of direct marketing**

I'm not saying these 3 skills are easy to learn. On the contrary, there's quite a bit of a learning curve to mastering these skills.

Here's the bottom line...

If you've been doing this business with any consistency for 6 months to a year, then you should have mastered the 3 skills above... *and the light bulb should have turned on for you.*

Want to know the unfortunate truth?

Most affiliates who have mastered the basic skills needed to succeed in affiliate marketing *are still struggling to break into that 2% club.*

They're literally clutching defeat from the jaws of victory.

At this point I realized that breaking into the Super Affiliate 2% club was more than just learning the skills of being a successful affiliate marketer.

Here's what dawned on me:

**What keeps most affiliates dead broke is
the WAY THEY THINK.**

I call this the *affiliate mindset or inner game problem.*

You could know every single thing about all of the most powerful PPC, SEO, and social media strategies inside out. But YOU WILL STILL FAIL if your thinking is screwed up.

Let me reveal a little secret to you:

**The reason I had such rapid success in this business is
because *I had been working on my mindset for 4 solid
years before I even started affiliate marketing.***

In those 4 years I was involved in various failed business opportunities. I literally read dozens of personal growth and self help books, and systematically applied most of what I learned.

Based on everything I've learned, I've come up with what I believe is the fastest way to developing a millionaire or Super Affiliate mindset.

Don't worry, you DON'T need to read affirmations out loud, meditate for 10 hours a day, or clean your nose with a neti pot! LOL!

In this report I'm going to cover the 3 most powerful techniques to quickly developing a millionaire mindset.



This report is NOT theory. These are the EXACT techniques I used to skyrocket my affiliate business from zero to 7 figures, raking in \$2,445,873.97 in sales in 2007.

I recommend that you print out this report, find a quiet place to read, and use a highlighter.

I'm going to be covering some VERY powerful strategies that will totally change your business and your life – IF you take IMMEDIATE action on what you will discover in this report.

Key Concept: Motivation

When most people think of motivation they immediately get images of people jumping up and down at a Tony Robbins seminar or Amway convention.

That's not the type of motivation that I'm talking about.

I want to talk about the type of motivation that comes from a laser sharp focus and vision of EXACTLY what you want to accomplish – and then taking consistent and persistent *action* to make that vision a reality.

So what do I mean by that?

Let me give you a simple example. When I first started this business I had ONE burning desire, one crystal clear vision in my mind: I wanted to DESPERATELY quit my stinking job. I hated working there with a passion!

As you can imagine, before I quit my job I was SUPER motivated. *Just the thought of not having to work a job kept me up burning the midnight oil on my affiliate marketing business.*



I remember it like it was yesterday. I would just toss and turn all night because I was SO EXCITED I could barely sleep.

I would stumble into work every day with bloodshot eyes because I barely slept the night before. I would sneak into the library to catch a quick 20 minute nap behind the bookshelves.

Then there came a point when I was making 2 to 3 times my job income working part time on my affiliate business. At that point I was holding off quitting my job for 2 reasons:

1. I wanted to pay off ALL of my consumer debt.
2. I wanted to make sure my affiliate profits were consistent for 2 full months.

Guess what happened to my motivation when I quit my job? *That is, after I had finally achieved the ONE big dream that I had.*

That's right. I lost a lot of my motivation! I was finally financially free, living life on my own terms.

In my mind I had arrived.

At this point I had no more sleepless nights, no more teary-eyed elation thinking that I'm one day closer to quitting my job.

What's worse is that I had the crazy idea in my head that once I quit my job my affiliate business would skyrocket, since I could dedicate all of my time to it.

RIGHT!

The honest truth was that my business stagnated after I quit my job. I had lost that fire, that magic.

In other reports I will reveal exactly how I got my fire back and EXPLODED my business revenues and profits to the next level.

But in this report I will tell you exactly how I developed that fire, that magic, in the first place. It's this fire which allowed me to explode my business and replace a \$90k/year income 3 times OVER and quit my job.

Listen up...

I want you to highlight this next statement. This is the definition of motivation we're going to use:

**MOTIVATION = Crystal Clear Vision, a Burning
Desire + Persistent and Consistent Action
to Make that Vision a Reality**

Developing a Super Affiliate or Millionaire Mindset is nothing more than shifting the way you view yourself and the world. The most powerful & effective way to achieve this shift is to develop a powerful, crystal clear vision and then take consistent action on that vision.

You know there's a great saying that goes like this:

“Man Makes the Dream, and then the DREAM MAKES THE MAN”

I never really understood that statement until I developed a powerful vision *that changed me.*

In the next section I'm going to hold your hand and show you step-by-step exactly what I did to create a powerful vision for myself, and how you can do the same.

It's actually embarrassingly simple, *yet extraordinarily powerful.*

How To Crack the Code of the Super Affiliate Mindset And Join The 2% Club...



I think if we understand WHY 2% of affiliates – the Super Affiliates – clean up, while the remaining 98% are fighting for the table scraps, we can understand what differentiates a Super Affiliate from an average affiliate.

Now I know there's some affiliates out there who believe there's some ultra-secret cabal of Super Affiliates who are getting special treatment from merchants, and therefore are able to beat up all the little guys, steal their lunch money, and laugh all the way to the bank.

Sorry, there's no conspiracy!

I started out just like everyone else. Actually, I take that back, I didn't start like everyone else. I started a notch below. When I started this business I didn't know how to make a simple html page that says: "Hello world!"

Just a few weeks ago I learned how to setup an RSS reader. I'm NOT joking.

So we can rule out programming and web design expertise as criteria for being a Super Affiliate.

It's a Mind Game

So what's the ONE major factor that separates the top 2% of Super Affiliates from the others in the 98% club?

It has to do with the way they think.

The way Super Affiliates think.

Have you ever read a book called “Think and Grow Rich!” by Napoleon Hill? If you haven’t, get it. And read it right away, it will change your life.

Notice the title is: “THINK and Grow Rich!”

NOT “Work and Grow Rich”

NOT “Complain and Grow Rich”

NOT “Blame Others for Your Failure and Grow Rich”

You get the idea.

Now I’m not going to talk about "abundance vs. lack thinking" or having a positive attitude or a lot of that motivation fluff.

I’m going to discuss 3 specific techniques that I have personally used.

These 3 techniques have allowed me to transform my thinking and achieve success that seemed almost magical – really!

Whether you’re already a successful affiliate striving for the next level of success, or if you’re just a newbie affiliate striving for any success, these techniques will work for you.



Technique #1: Shooting For the Moon

Pay attention: This one goal setting technique is hands down the BIGGEST secret to success I’ve ever discovered.

Within a period of 5 months it completely changed my life.

Here’s how I discovered this secret...

It all started back in spring of 2005 when I began my affiliate marketing business. I had heard you could just throw up a website, add some content, place some affiliate banners on the site and boom, you’ll start making up to \$500/month!

Yes, I was *that* gullible!

Now, today \$500/month profit sounds like a complete joke, given I make that before I wake up in the morning. But that was my goal when I first got started!

Back then I was a physics graduate student living in a 300 sq. ft. apartment in Urbana, Illinois. I made \$1300 a month as a grad student. I still can't figure out how my wife and I lived on that!

So if you think about it, \$500/month was a 40% increase in our monthly income!

This was back before I knew what PPC even was. At the time I was attempting to make a content site, drive free traffic to it and hoping people would click on one of my affiliate banners and buy.

After several months of busting my butt making my site, writing the content, and putting AdSense and affiliate banners on it, I was getting 3 unique visitors a week!?!

You can imagine I was a little discouraged!

Anyhow, around the same time I was listening to a Nightingale-Conant program call "Mentored by a Millionaire" by Steven K. Scott. It's a 6 CD set, and on one of the CDs he talks about a goal setting technique called "Shooting for the Moon."

Here's how it works:

**Instead of setting "realistic" goals, set "impossible" goals!
Set goals that PUSH you totally out of your comfort zone.**

When I first heard this I thought it was the most ridiculous thing I had ever heard in my life. After all, if the goal was impossible, how in the world are you supposed to achieve it? This is just motivational BS!

But the idea never got out of my mind, this impossible goal idea. So I decided to give it a try, I had nothing to lose. My current goal was \$500/month, which I believed was a realistic goal at the time.

So I thought to myself, what would be an impossible goal for me?

I set a goal of making \$10,000/month profit in affiliate marketing within 6 months.

Now keep in mind I was making zero at the time. In fact, I had NOT made a SINGLE affiliate sale.



It was the summer of 2005. I had graduated with my PhD and just moved to Boston to work at MIT. I wrote my goal out and put it up on the wall in several places in my condo, basically somewhere I could see it everyday.

Sometimes I looked at the goal and I laughed. It was impossible all right, I mean can you honestly imagine sitting at home making a 6-figure income!?!

Now that was a nutty idea! ;)

But my mind started running. I quickly realized I was beating a dead horse with my SEO site full of affiliate banners. I dropped it and began looking for more information about affiliate marketing and online marketing in general.

Not long after that I stumbled upon GoogleCash. I remember it like yesterday, I couldn't sleep for nights. I knew that THIS would work. The concept just made sense, set up some AdWords ads with your affiliate link and drive some targeted traffic to them.

As long as your sales exceed your click costs, BAM, you make a profit.

To make a long story short, I started. 15 campaigns failed. On my 16th campaign I made \$10,000 profit in the month of December.

This was 5 months after I had set my “impossible” goal!

Now I can guarantee you that if I had kept my goal at \$500/month, I would still be working a job and drowning in consumer debt.

I have used the “Shooting for the Moon” techniques several times since to reach the point where I am now, where my business is making \$3,000+/day profit.

My new “impossible” goal is \$850,000/month in profits combined from all my online ventures. With what I have going on right now, I can actually see myself hitting this level by the end of the year!

How can you apply this technique? Here’s some action steps I recommend:

ACTION STEPS

- 1) Evaluate where your business is right now.**
- 2) Set what you believe is an “impossible” goal. A good rule of thumb is 10X of what you’re making now. So if you’re making \$200/day profit, set your goal at \$2000/day profit. *Tip: It should be something that pushes you COMPLETELY out of your comfort zone. But don’t be stupid and set your goal to \$2 billion/day or something like that.***
- 3) Set a tentative deadline for your goal. I like setting it for 6 months. Do what works for you, just don’t make it more than a year.**
- 4) Write down your goal on several pieces of paper and put it around your office and your home in places where you’re sure to see it throughout the day.**

Why does this technique work?

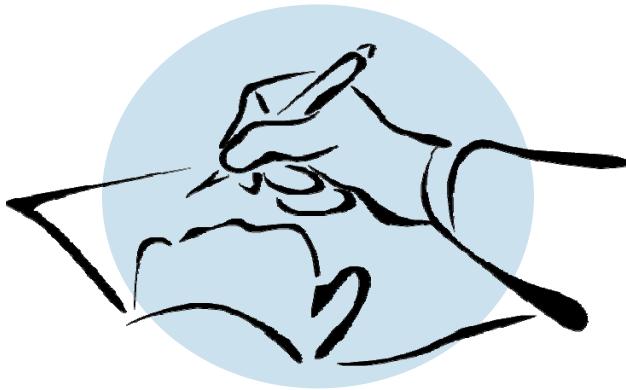
Think about it. What's the difference between a realistic goal and an impossible goal? *It's simply what your mind believes is realistic or impossible!*

If you want to change the situation that you're in right now, you have to change the level of your thinking.

If you keep thinking what you've always thought, you'll get what you've always gotten.

By setting an "impossible" goal, it not only motivates you, it FORCES you to think at a different level.

The level of success that you achieve will be determined by the level at which you think. I cannot emphasize this enough.



Technique #2: Writing Down Your Vision

Having a big vision backed with a burning desire for EXACTLY what you want out of this business is absolutely essential to success.

I hated my job, and was absolutely determined to do whatever it took to master this business and quit as soon as possible.

So I attacked affiliate marketing with a vengeance. And admittedly, I quit my job a few months sooner than I should have. But I didn't care, because I knew the best way for me to guarantee my success was to BURN MY BRIDGES!

Now don't be stupid and quit your job tomorrow if you're not making a cent in affiliate marketing. But at the same time, don't hold onto your job forever waiting for the "right time."

No time is going to be the perfect time, so **JUST DO IT!**

Let me ask you a question...

Do you know what drives you to build your affiliate marketing business?

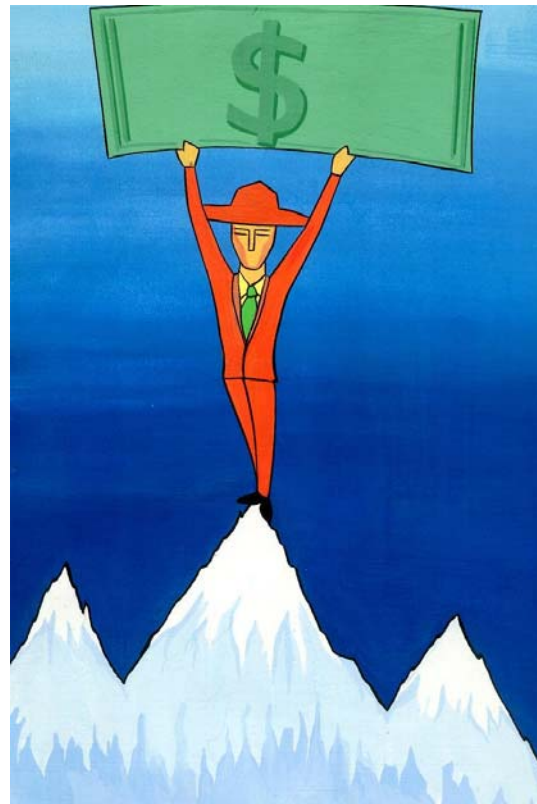
Most affiliates don't have a crystal clear vision of what they want, and their vision is very small, like my original goal of making \$500/month profit.

In the last section we talked about setting an impossible goal. If you haven't done that, stop, go back and do that **FIRST**.

Now let's add more wood to the fire...

Once you've set a big income goal you need to start clearly visualizing what that will give you in your life:

- **Freedom from your job**
- **World travel**
- **Mobile income**
- **Debt free lifestyle**
- **Financial independence**
- **Leasing a Ferrari Enzo**
- **Or whatever else you desire!**



On the next page, you'll get a homework assignment for writing down your vision:

VISION HOMEWORK

- 1) Once you hit your impossible income goal, how EXACTLY will that change your life? How exactly will you use that money?**

Write down exactly what you will change in your life and how you will use the money. And don't just write you'll donate more money to charity – be honest!

Write this out on a piece of paper and put it somewhere you can see it everyday.

- 2) Write out “Your Perfect Day” as specifically as possible.**

Refer to it once a day, and especially when you're feeling down.

It's REALLY important that you imagine your dream life as vividly in your mind as possible.

Imagine how you will feel when you're walking out of your job on the very last day. Imagine the look on your boss' face when you hand him your resignation letter, and tell him *“I can't afford to work for you anymore.”*

The last day at my job was a day I will never forget, June 15, 2006, one of the greatest days of my life. I had officially entered the land of the living! Because life *really* begins when you're free from your day job!

The more you think about and visualize your goal or vision, the more it becomes a burning desire. A burning desire is something that keeps you up at night, so excited that you're tossing and turning and can barely sleep.

When you have that level of PASSION, get ready, you're very close to achieving your goal.

Trust me, this is not motivational fluff. All of these exercises are programming your subconscious mind for success.

You see, your subconscious is completely goal oriented. The more you visualize your goal with detail and emotion, the more your subconscious will lead you to make the right decisions and take the right actions to make that vision a reality.

No matter where you are in life, you are living the vision you've had of your life in the past 2-5 years.

If you want to change your life, you have to change your vision.

Technique #3: Making Your Dreamboard

This technique builds on technique #2. Once you've written down your income goal, exactly how it will change your life, what your life will be like at the new income level, and a detailed description of your perfect day, your next step is to...



Build Your Dreamboard!

What is a Dreamboard?

A Dreamboard is just a piece of poster board with a collage of images on it that represent precisely what you want to manifest in your life. It's all based on what you wrote down in the previous exercise.

Your Dreamboard should be put up on your wall – somewhere you will see it all day, or at least most of the day.

Want a BMW?

Cut out a picture of the exact model and color you want and put it on your Dreamboard.

Want to travel to exotic locales around the world?

Put up pictures of the exact parts of the world you want to travel to. Is there a particular resort you want to stay at? A cruise line you want to take? Be as specific as possible.

If you want to travel to an island in the South Pacific, pick a precise destination, such as huts over the water in Bora Bora. Then put a picture of the huts in Bora Bora on your Dreamboard.

Want to help out family or a particular charity?

Put a logo of the charity, or the picture of the family member you want to help out on your Dreamboard.

What about income goals?

You can even put specific sales and income goals on your board as well. However, make sure you have a lot of vivid images on there!

Not only is making your Dreamboard a lot of FUN, I've gotten some AMAZING results with my Dreamboard! I've manifested item after item on my Dreamboard.

One of my goals on my Dreamboard was to make \$14, 840.17 in affiliate commission in one day. Last December I hit that within \$100!

No joke! So don't read the next section until you've completed your Dreamboard.



What's Next?

In this report I've already covered what I call the first **Core Area: Your Thinking**. I've written two more special reports, each one covering the other Core Areas.

The 3 Core Areas

These 3 Core Areas are absolutely critical to your success – and you need ALL 3 to really reach Super Affiliate levels. The synergy between mastering these 3 areas will explode your affiliate business by 10X to 100X.

The 3 Core Areas

- 1) Your Thinking
- 2) Your Personal Efficiency and Productivity
- 3) Building and Managing a Team

That's basically it in a nutshell!

I had to grow and change in ALL 3 of these core areas BEFORE I saw my business REALLY explode – *allowing me to make exponentially more money while actually working less.*

And, to be totally honest, I still work on growing in these areas so I can take my business to yet the next level.

Here's sneak peak at what I reveal in the other 2 reports:

YOUR PERSONAL EFFICIENCY AND PRODUCTIVITY – In "Time Management & Productivity Secrets to Explode Your Affiliate Income," I'm going to show you how I now get more done in one day than I used to do in one week. *A lot of my business partners have commented that they can barely keep up with me!*

Think about this: I currently manage (not including writing this report or my blog) 12 different projects, while focusing only a few hours a day of concentrated effort on my business.

A lot of the techniques I'm going to teach you will sound counterintuitive, because they actually require that you spend LESS time working on your business.

If you just apply a few of my time management concepts, you'll be amazed at how much you accomplish. You'll start developing personal momentum.

Backed by a crystal clear vision, your affiliate profits will begin to grow rapidly and you'll become *virtually unstoppable*.

BUILDING AND MANAGING A TEAM – No matter how efficient you are, you can only get so much done on your own.

In my report, "Work Less, Make More! How to Build a Super Affiliate Dream Team," I'm going to show you how to build a team of top notch "A-Players" who will multiply your productivity by 10X and allow you to take on projects you would not dare tackle on your own.

Having a team will also allow you to focus on the activities in your business that you really enjoy doing, so you spend the majority of your working time playing to your natural strengths. *This alone will boost your motivation levels and your creativity!*

To sum up, remember...

Work on your mindset. You must change your THINKING to change your life.

Memorize this: MOTIVATION = Crystal Clear Vision, a Burning Desire + Persistent and Consistent Action to Make that Vision a Reality

Use the 3 Techniques I explain in this report: Shooting for the Moon, Write it Down, and Make a Dreamboard. Each one builds on the other, so be sure to do them all in order. I'll bet you'll be very pleasantly surprised at how much they help you focus and grow!