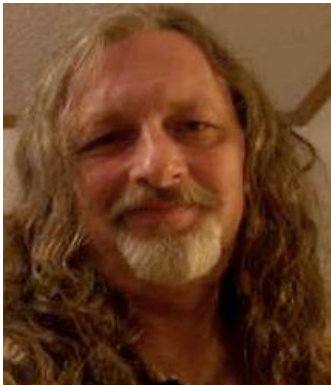


# Project Rubidium Interview

Mike McMillan, with

## Craig Beckta

<http://www.secretcashblueprint.com>



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# Secret Cash Blueprint 2.0

Craig Beckta

<http://www.secretcashblueprint.com>



Craig's newest product, **Secret Cash Blueprint 2.0**, is launching **Tuesday, Nov. 10, 2009**. Secret Cash Blueprint (the original program) **sold out in 7 days!** Act fast on this one, execute his blueprint, and reap the rewards. It really is a complete affiliate marketing programs for experienced marketers and newcomers alike.

MIKE:

First, thank you Craig for taking time to speak with us today.

**CRAIG:**

*Glad to, Mike.*

MIKE:

Let me just take a quick inventory here Craig. It's been over a year since you released your highly successful Secret Affiliate Code, and then you followed that up with Secret Affiliate Code 2 last October. Secret Cash Blueprint came out this last June and we are awaiting the launch of Secret Cash Blueprint 2.0 November 10, 2009. That is quite a string of successful launches Craig.

Now, I can't believe anyone involved in affiliate marketing hasn't heard your name Craig, but just in case--take us back a couple years to your pre-Secret Affiliate Code days. You were already a successful affiliate marketer. Tell us how you got into this business to begin with.

**CRAIG:**

*Sure Mike. I was a military helicopter mechanic for 18 years and I was looking at my financial future. I didn't believe I was going to be able to retire when I wanted to, so I started thinking of ways I could make more money and I sort of stumbled on to the Internet marketing thing.*

*Ron Davies, the Internet marketer, worked in the military with me and he gave me the confidence to get involved in it. So I started promoting product launches with big paydays, things like Frank Kern's Mass Control and Jeff Walker's Product Launch Formula. I then turned what I learned there about free traffic methods and big product launches to make something like \$6,000 in five days--and that's how my first product (Secret Affiliate Code) evolved. I followed that up with Secret Affiliate Code 2.*

MIKE:

Craig, I remember your ad for Secret Affiliate Code. I scrolled down the page a bit and saw a picture of this military helicopter and thought--what's this all about? I read on and you explained about your military background; It was very interesting.

MIKE:

One other thing Craig, and we've never talked about this, but I got your Secret Affiliate Code last year and began applying your techniques immediately. Then, a few months later, I think it was in October when Secret Affiliate Code 2 came out, I had the number one and number two position on Google for the exact name of your product a few days after it launched using a free Squidoo lens and a Blogger blog.

I remember a friend asking me how I did that. I kind of laughed and told him that I simply used what I learned in Secret Affiliate Code to get me those top rankings for Secret Affiliate Code 2 in Google. And like I said, I wasn't showing for any long-tailed keywords, my pre-sell pages were #1 and #2 for the exact name of the product and I believe there were something like 400,000 pages returned for that term.

I only mention this because if anyone out there wonders if your techniques really work--I can tell them that they work wickedly well, and--they are all free methods too.

So if anyone out there wonders about any of your products, I can assure them that you over-deliver on every product you come out with.

**CRAIG:**

*Yes, that is quite a popular method. A very good friend of mine, **Brian Johnson** (<http://commissionritual.com/>)--and he was actually a customer of mine--had a somewhat similar product, but I just happened to come out with my product a little before he did. His **Commission Ritual** is quite similar, but he takes a little different spin on the process, but his product is very, very good as well.*

MIKE:

Now Craig, a lot of beginners start out using free platforms, things like Squidoo, Blogger, or WordPress blogs to use as pre-sell pages to promote products. And the big thing here is to give enough information on products to get visitors interested, but not so much that they won't click on your affiliate link to go to the sales page to get more details. You've had a lot of experience in this. What advice could you give beginners in terms of creating a good pre-sell page?

**CRAIG:**

*I think it's a good catchy headline as well as a good intro that pulls readers in and also I like to include a link to the sales page right away in case they don't want to read my entire page. And of course I include a good bonus related to the product to encourage them to buy from me.*

**MIKE:**

I think that in many niches people don't give away any bonuses, but in the Internet marketing niche it is almost expected of affiliates. The bonus can really be a reason to buy through your page rather than a page from another affiliate.

But you hit one thing right on the head and that is the fact that a lot of visitors may click out in the first few seconds if you don't pull them in with your headline and introduction. You need to give them a compelling reason to stay.

**CRAIG:**

*Sure. And I think that the free traffic methods are great for people just starting out, because, well--it's free. And that's how I started out using free traffic methods as well. But free traffic does have some limitations. It requires using your time to get the top search engine rankings and your time is valuable as well. But people can expand from free traffic methods to pay-per-click and see results of their work immediately.*

**MIKE:**

Another thing I wanted to touch upon, sort of reinforce for beginners, is the importance of list building. We all want to make sales up front, but the process of list building is critical in terms of generating an ongoing continual revenue source. Of course, in your own case, when you have a major product launch you have the opportunity to do some very substantial list building from opt-in forms on your sales page, but beginners should get involved in this process as soon as possible as well. Is that true?

**CRAIG:**

*Yeah, well it's almost an auto-pilot control type of thing. Once you get a list you can begin to supplement your free traffic sales with your email marketing. You get guys like Frank Kern or Ewen Chia who have absolutely huge lists of hundreds of thousands of people, but even*

*beginners can start list-building. And the thing is that you can even go on vacation and set up your email marketing campaigns to run on auto-pilot and work for you while you are gone.*

MIKE:

Of course. And the other thing is that someone comes to a pre-sell page and it's a one shot thing to try to get them to buy. But when you get a list, you can market to them over and over again over time. So it's an ongoing process.

Well, one thing I wanted to mention about your products Craig is timing. For example, this CPA marketing thing is hot. I recall about a year ago there was a lot of buzz on line about it. On blogs and in forums there were tons of people asking questions about how to use it. And I kept thinking--someone really needs to write a good book about this whole thing, and sure enough a couple months later you launched your Secret Cash Blueprint and that product answered all of those questions people were asking.

So you must keep your ear to the ground to find out what people are looking for and deliver products that address those needs. So market research is a big thing. You must spend some time on learning what people are looking for.

*CRAIG: Well I guess when it comes to trying to sell anything, you want to try to move something that's hot, something for which a demand is high for. And-- I'll try to offer it for less than other people do to encourage people to come on board with my take on the topic.*

MIKE:

Related to market research is what we call split testing. I know you do a lot of this yourself where you will test various versions of a sales page or opt-in form to see which one works best. If you have one opt-in form that pulls in at a 10% rate and another that converts at a 35% rate, you obviously want to go with the higher converting page.

*CRAIG:*

*You bet. If you're talking about selling things with a newspaper ad it can be hard to tell how well it is converting, but in online sales it really is so easy to test different ads and get almost immediate results on how well they convert. So yes, testing is a vital part of any online advertising campaign. And it takes a little bit of extra effort, but then you can see what's working and what's not and try to keep improving on that.*

*A lot of the great marketers do a great deal of split testing. And sometimes I'll look what some of these guys are doing and copy some of their methods and save some time on the process. But yes, testing is vital.*

MIKE:

Before we get into some information on your new Secret Cash Blueprint, I want to discuss something that is a little off topic here, but I want to get your take on it. I've heard you talk about this in a few places and to me it is critical in getting Google rankings. That is LSI or latent semantic indexing. What's your take on that Craig? Important? Somewhat important? Not important?

**CRAIG:**

*I don't think it's a myth at all. But I also like to observe keyword density and content. More content is better than less. I like to have at least 400 words. Then, when you start to see some consistent results--for example when you use 400-600 words on page, have some good related content, and have some links for other sites--well, once you see that it works you sort of repeat the process. I know that some people say that LSI is all that matters. But I think there are a lot of factors involved and one must observe all of them to do well.*

MIKE:

Exactly. I think, like you said, if you are doing all of the other things right, then LSI is something that can really boost Google's view of the relevance of your page to the keywords you are targeting.

Now related to your Secret Cash Blueprint 2.0, there are some questions people have related to CPA marketing that seem to come up in forums and blogs all the time--questions related to getting accepted into networks and, of course, getting traffic to your offers or sites. You address this in Secret Cash Blueprint 2.0, but talk just a bit about these factors.

**CRAIG:**

*Yes, there is a section on how to get approved. And I have been turned down by a few myself, but there are just so many networks out there--and you really don't have time to*

*work with a hundred of them anyway--you really only need to get into a couple good ones to succeed. A lot of these networks have pretty similar offers so you really don't need to be approved by twenty different networks anyway.*

*And if I get turned down, I just phone them up and say, I filled out an application and was not approved. I talk to them, I tell them that I have been marketing for a while and sound confident--you know, use some of the terminology in that niche, and I find that in many cases they will simply say, okay--you're approved. There you go. So there really wasn't much effort other than picking up the phone and following through.*

MIKE:

Another thing, Craig, in terms of commissions and conversion rates related to CPA one might promote on Clickbank or PayDotCom where a conversion rate of 1-2% might be the norm--a 5% conversion rate would be outstanding--but with some of these CPA offers you are getting huge conversion rates, way above what i just mentioned, right?

CRAIG:

*Well the difference because people don't have to spend money on CPA offers. The commissions are lower, but there's not that big objection insofar as spending money on the part of visitors to your page. And like you said Mike, with Clickbank you might get a 1-2% conversion rate on people who visit your sales page, but with a lot of these CPA offers you might find you get 20-25 percent conversion rates--maybe even higher--so that's a big part of this.*

*And you get paid anyway, if it's a fake email address or zip code that people input, you still get your money--that's guaranteed. They don't really know, as long as somebody submits something you will get your commission.*

*Sometimes though you will find offers where they have stipulations where you can't advertise under certain keywords. For example, I saw one where the offer was for a free grocery gift card, and people were advertising under "food stamps". And although their ads were attracting traffic, it just wasn't the right type of traffic. So sometimes you will find certain limitations companies put on their promotions through CPA networks.*

MIKE:

Craig, you've got your Secret Cash Blueprint 2.0 coming out soon. Now if someone didn't invest in your first SCB program, can they get a copy of SCB2 and take off running with it? In other words, if they don't have your first program, they can still pick up SCB2 and take off with it, right?

**CRAIG:**

*Sure. The first one sold out in just seven days. This new one is sort of like "the new improved Tide" so it has a lot of the basic elements as the first one, but I've added new material, and of course you get the bonuses. I'm giving away Secret Affiliate Code and Secret Affiliate Code 2 as bonuses, so people are really getting three programs in one and they all work to compliment each other nicely.*

MIKE:

Craig, your first Secret Affiliate Code program is actually off the market now, so anyone picking up on your Secret Cash Blueprint is getting a huge, huge bonus with that because I still consider SAC to be worth ten times what you charged for it.

**CRAIG:**

*Well with SAC it's a matter of--if you simply apply the things that are in there, you are going to make money. I mean, you really can't help but make money with them. I think some people simply don't execute and don't follow through, but the process is very sound.*

MIKE:

So if someone picked up your first Secret Cash Blueprint Craig, give me a quick pitch on why they should invest in the new one--Secret Cash Blueprint 2.

**CRAIG:**

*Well Mike, here's what I'm willing to do. If they send me an email, and they got the first program, I'll actually give them the updated second program for free. So I don't really have a pitch for the people who bought the first one. They can get the updated version for free.*

MIKE:

Incredible Craig, that is going to make a ton of people very happy. Very generous of you!

Craig, I want to try to help some people out here who may have developed, or are developing products of their own, insofar as recruiting JV partners for their launch.

In the IM niche there are some big super-affiliates out there with some huge lists--some have well over 100,000 names. You mentioned Frank Kern and Ewen Chia--and I know Mike Filsaime has got a list of well, well over that mark. What are some tactics someone considering their first product launch try to entice some big name affiliate to promote for them during their pre-launch and launch with promotional emails?

**CRAIG:**

*I think it's very important to be a part of the forum where there are people you want to get to know a little bit better. You can get seen that way. Obviously if you belong to someone's membership site that could be an in for you. I still belong to Willie Crawford's membership site, Dennis Becker's membership site, Alex Goad's membership site.*

*So I was a member of three different membership sites and all three of them mailed for me just because they got to know me as one of their customers. People like to help their customers more than someone who is not paying them.*

*Another thing is to hire a good copywriter. I think a lot of people make that mistake. I used my credit card to hire a great copywriter I know some of my JV partners had used in the past, so that way when they looked at the copy and knew someone who writes great converting ad copy was involved. That's a big factor.*

*In my own case I looked at some of the copy Chris X had used in his sales letter, which certainly converted well, and I looked at his sales page and found who did the graphics, who wrote that sales letter, and I figured that out and I said he used this guy, he used that guy, and I contacted them.*

*Another thing was that on my first product launch, when I would get a commitment from a good JV partner I would ask them if they could email some of their friends in the business and give me a plug and that really helped to bring others on board.*

**MIKE:**

You mentioned Chris and his Day Job Killer. In my opinion he had one of the very best

sales letters I have ever run across anywhere. I know that product is a little dated, it's kind of run its cycle, but his sales letter I think has been copied to some extent by many others because it is so good. And his title is so perfect--I mean that's such an excellent title--that's what people want, really--to kill their day job and find a way to make money online.

But his sales copy was beyond just good, it really pulls people in--it really is extraordinary. And yet it was actually quite simple. There was no video or audio, not a lot of the flashy stuff you find more recently--but it was killer copy. I don't know if he wrote that himself, or he paid a copywriter, but it is excellent copy.

**CRAIG:**

*I think he wrote that, yeah I'm pretty sure he wrote that himself.*

**MIKE:**

Getting back to the original question, I think that a lot of the people who have big lists are hesitant to promote a product unless it does have some great copy that will convert, and--they don't want to hit their list with an offer for a product that isn't of the highest quality.

Now let's talk about your new product, Secret Cash Blueprint 2.0. For someone who may be new to Internet marketing, what is it that this product is going to do for them?

**CRAIG:**

*Well, I think what's great about this is that they will have access to three products in one. They get Secret Affiliate Code, Secret Affiliate Code 2, and of course Secret Cash Blueprint itself--so it really covers everything: Search engine optimization, how to set up free sites to get very high Google rankings, we cover pay-per-click, we cover CPA, CPV which is relatively new, so really it's an all-in-one system at a very, very affordable price.*

*Secret Cash Blueprint includes over 47 training videos, and there are four modules--four different PDFs. It includes the blueprint, all of the process maps, and then there's all of the video and audio you would get with Secret Affiliate Code 2. It's quite a bit of content for the price point I have established.*

MIKE:

Craig, someone without much, or really without any affiliate marketing background could really pick up Secret Cash Blueprint 2 and take off running with it--is that correct?

**CRAIG:**

*Yes, it's really a complete program affiliate marketing education. If you're interested in SEO, then everything you need to know is there. If it's CPA or CPV, it's all there. I think with a lot of the programs out there they deal with one narrow topic and then people have to go out and buy other programs to get an overall education. But with this it's pretty much all there so it gets people started right away.*

MIKE:

So more info Craig. What's the official launch date? And you've got some pre-launch materials going as well is that right?

**CRAIG:**

*Sure, it's November 10th--Tuesday, November 10th at 12 noon EST. I've got some pre-launch materials that will be ready to go a few days before. I think people will find some good value in my pre-launch materials. You're always torn between giving away too much content in a pre-launch, and not enough--but people will find some pretty good content in my pre-launch materials.*

MIKE:

One last thing Craig, you use a lot of video on some of your pages. I was at an opt-in page of yours last night and you had a great little video clip there. Video has really become in fashion lately on sales and opt-in pages. You're a pretty firm believer in that, right?

**CRAIG:**

*Yeah, I think video is becoming more and more popular now. You see a lot more video sales letters now than you used to. It's like what Frank Kern would call a "pattern interrupt" where you see the sales letter and then it is broken into by the video. But you need to have good video content to pull it off properly, and you also have to have the right copy even though you're speaking--it still has to be like a sales letter. It's good to have a script--I think it's important to know what you are going to say before you say it.*

*And I think video lets people feel like they know you. You really want them to like you, trust you, and believe in what you are offering.*

MIKE:

I know you're active on Twitter Craig. What have you got going on there?

**CRAIG:**

*Actually, I've got two Twitter accounts that I'm building right now. And I'm using this fantastic tool called Social Money Magnet (<http://www.socialmoneymagnet.com/>) by Charles Kirkland. His software allows you to add the followers of big name marketers like John Reese, Frank Kern, Jeff Walker, etc.*

*And what this software does is it allows you to automatically follow their followers and then they will automatically follow you back and it really adds names like crazy. I have two separate Twitter accounts so I can do some split testing. My Twitter names are **craigbeckta**, and **craig\_beckta**, so if anyone wants to follow along there feel free to do so.*

MIKE:

Well, on behalf of all of our readers Craig, I would like to really thank you for sharing with us today. I know your advice and comments will be of help to others. **I want to remind people of your Nov. 10th, 2009 launch date for Secret Cash Blueprint 2.0 and encourage them to come on board with you for that.** Best wishes for that--I know it will be yet another huge success for you!

**CRAIG:**

*No problem Mike. It was my pleasure.*



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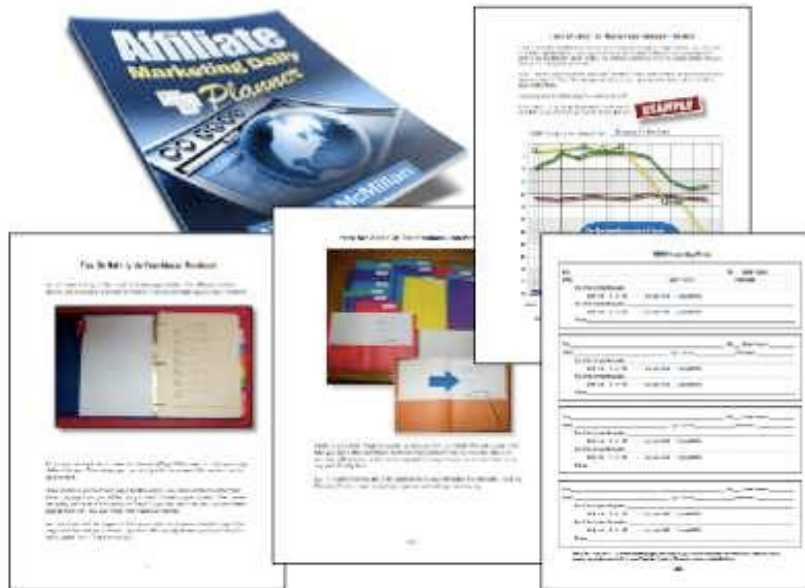
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