Sell Like a Guru with E-Junkie

Add alternate landing pages to the products in your E-Junkie based affiliate program.

www.GoToGuyEnterprises.com

Disclaimer and Copyright

Published By:

Go-To Guy! Enterprises
3007 Knollwood Circle
Birmingham, Alabama 35242
support.gotoguyenterprises.com

Legal Disclaimer:

About The Author

Andrew Seltz is known online and off as 'The Go-To Guy!' - a name given to him by his lovely wife who understands him better than anyone else on the planet.

Andrew is an award winning media producer, information publisher, and website producer in addition to being a husband and father.

Andrew lives in Birmingham, Alabama with his wife and daughters.

Products created by the Go-To Guy! Include:

- Selling Digital Goods with E-Junkie
- WP-Salespage
- Meatball Copywriting

To learn more valuable insights into the world of Internet Marketing at Andrew's blog:

WWW.GOTOGUYENTERPRISES.COM

Index

Selling Like a Guru

The big marketing gurus don't sell their products directly through a sales letter. They use a variety of 'soft-sell' content pieces to build a relationship with a prospective customer before giving them the big sales pitch.

This approach is great for the guru's affiliates because they don't have to spend a lot of time 'warming-up' their audiences before sending them to the guru's website. They just have to point to the awesome new freebie that the guru has released and *let the guru do the selling*.

Big Problem for E-Junkie Users

It would be great to let your affiliates refer their audience to free videos, special reports, webinars, etc.when they promote your product rather than sending them straight to a sales pitch. But, there is a big problem for E-Junkie users...

...E-Junkie only allows you to designate 1 landing page per product in their affiliate tools.

You either send your hoplink to your product sales page or some other page – but that is it. No chance to let your affiliates choose the best way to promote to their audience. No way to create customized landing pages for special JV promotions or let affiliates promote a post on your blog and still set their affiliate cookie.

Fortunately, there is a workaround that is easy to setup.

Adding Alternate Landing Pages with E-Junkie

E-Junkie is a very flexible shopping cart solution, but they don't make it easy for the average person to customize their account. If you aren't comfortable tweaking website code, it can be tough to take advantage of this flexibility...

...but I'm about to show you everything you need to know!

The workaround is this: add a unique identifier to the end of your promotional URL's for each freebie your affiliates can promote. Whenever E-Junkie comes across an extra code in an affiliate link that it does not recognize, it just passes it along by adding it to the end of your landing page URL.

To take advantage of this and create alternate landing pages, we will setup a simple php script as the default landing page which will re-direct traffic based on custom landing page identification code that we will create..

When an affiliate link comes into e-Junkie, they pass along any code that isn't e-Junkie specific by appending it to the end of the landing page URL you set for the product.

The Step-By-Step Breakdown

To show you how this all works, I will demonstrate how to create an alternate landing page for my copywriting course that leads to a free report.

It all works like this:

This is the standard code provided through the e-Junkie affiliate tools for an affiliate link to the Meatball Copywriting course...

```
Code:
https://www.e-junkie.com/ecom/gb.php?ii=283940&c=ib&aff=7144
```

To use this technique, I would first create a short PHP script that will look for a unique code added to the URL for the landing page. Then, when it finds the code, it will forward the visitor to an alternate landing page. If the code isn't found, it sends the visitor to the default landing page for the product. This is the basic code for this script...

```php
Code:
<?php
if ($alp=="uniquepagecode")
  $redirect="http://www.urlforalternatepage.com";
/*
To add additional alternate landing pages to the script, copy the code

below, update the Unique Page Code and the URL for the Alternate

Landing Page, and then paste it just before the final 'else' code.


        elseif ($alp=="uniquepagecode")
                $redirect="http://www.urlforalternatepage.com";
*/
        else
                $redirect="http://www.defaultlandingpage.com";
header( 'Location: '.$redirect ) ;
?>
```

The portions of the text in **red** need to be modified to include your unique page codes and the

specific URLs to your alternate landing pages.

A script generator program is included with this e-book to simplify the process of creating this script (and helping avoid problems due to typing errors.) Just follow the prompts, copy the results to a text document, and save the file with a '.php' file extension.

For this example, I've named my file 'redirectscript.php' and uploaded it to the main directory for the Meatball Copywriting website. This is the direct link to the script...

> Code:
>
> http://www.MeatballCopywriting.com/**redirectscript.php**

Inside the e-Junkie Shopping cart, I will set this page to be the affiliate hoplink landing page for the product.

Next, I made a special free copywriting report for my affiliates to promote to their lists. To give them the ability to direct their visitors to the report opt-in page, I setup a unique code for them to add to the hoplink that will tell the redirect script where to send the visitors. The code is '**report01**' and the variable name I use is '**alp**' (for **A**lternate **L**anding **P**age – clever, hey?) The resulting bit of code that my affiliates will add to the hoplink is this...

> Code:
>
> &alp=report01

When that code is added to the original affiliate hoplink, you get this...

> Code:
>
> https://www.e-junkie.com/ecom/gb.php?ii=283940&c=ib&aff=7144 **&alp=report01**

When an affiliate uses that hoplink to direct people to my product, e-Junkie sets the tracking cookie, identifies the non e-Junkie code ('&alp=report01'), and appends it to the product's designated landing page URL.

In the case of this example, the visitor would be sent to this URL by e-Junkie...

> Code:
>
> http://www.MeatballCopywriting.com/redirectscript.php**?alp=report01**

From there, the PHP script checks for the alternate page code and forward the visitor to the appropriate page on the Meatball Copywriting site.

The whole thing is active on my server, so you can copy and past the page links and see the

process in action. (If you want to actually promote Meatball Copywriting – *a guy can dream, can't he* – just replace the affiliate id with your own e-Junkie affiliate id where the link says '&aff=7144').`

An Imperfect Solution That Works

This is not the most user friendly way too manage multiple landing pages for a product, but it's not horribly complicated to implement and gives you a lot of flexibility when giving tools to your affiliates to promote your products.

You can add as many alternate pages as you want by just copying the 'elseif' line of code and adding a new code and landing page URL.

Bonus E-Junkie Trick

I use e-junkie as my shopping cart solution for almost everything I sell. For a recent special offer sale, I wanted to find a way to let people get a discount on a product without having to enter a discount code into the shopping cart or setting up a new product in my shopping cart with the lower price - just click the link and the discount is already applied.

Here's how to create a direct link with an embedded discount code:

Step 1: Create a discount code for your product using the edit products link under the 'manage products' menu. Copy that code into a text document.

Step 2: Click all the way through to the end and grab the button code for adding to a shopping cart (this *will not work* with the 'Buy Now Button' option.) Paste the code into your text document.

Step 3: Extract the link URL from the button code and delete all of the other code. It will look something like this:

```
Code:

https://www.e-junkie.com/ecom/gb.php?c=cart&i=175842&cl=7144&ejc=2
```

Step 4: Add the following code to the end of the URL where "ZZZZ" is the discount code you created in step 1:

```
Code:

&discount_code=ZZZZ
```

The resulting code will now look like this:

```
Code:

https://www.e-junkie.com/ecom/gb.php?c=cart&i=175842&cl=7144
&ejc=2&discount_code=ZZZZ
```

Step 5: Create the order link for your special offer (on a custom sales page in the case of my special offer sale) and use this new URL as the destination of the link. Like this:

```
Code:

<a href="https://www.e-junkie.com/ecom/gb.php?c=cart&i=175842
&cl=7144&ejc=2&discount_code=ZZZZ">Your Order Link Text</a>
```

When you test the new link, it should take you to a shopping cart page with the product added and the discount already applied. Now your customer only needs to select the checkout button to pay and complete the transaction.

Special Resources

E-Junkie Shopping Cart Service – An extremely versatile and low cost shopping cart solution for businesses selling physical and digital products online.

W3 Schools Website – This free website is an excellent training and reference resource for website development. It covers all of the major technologies required to create websites including HTML, PHP, XML, CSS, Javascript, and more.

Notepad ++ - This highly versatile free program is a solid upgrade to basic text editing software when creating scripts and web pages. The software automatically tracks indentations and color-codes comments, codes, and other elements to make documents easier to read.

FileZilla – Transferring files to a server using FTP (File Transfer Protocol) is a common task for any webmaster. This free software is my tool of choice for the job.

WP-Salespage – Add a salespage style template to any Wordpress theme in minutes using this versatile add-on template. Many people use Wordpress as a content management system for their websites and this template will allow them to add professional sales pages that can be managed from within the Wordpress Dashboard.

Meatball Copywriting – Writing persuasive sales copy is a critical task for the success of any online business. Many entrepreneurs struggle to get the job done or spend hundreds or thousands of dollars to hire others to do the job. This copywriting system provides a step-by-step process for cranking out persuasive sales copy at lightning speed.

Claim Your FREE MP3 Player Today!!!