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Everything Under The AM-Brella Transcript EPISODE #6: Super Affiliate Secrets to Success

Host: Darren Liu

Guest: Benjamin Yong

Darren: Hello everyone, and welcome to the “Everything under the AM-brella” podcast hosted by yours truly, Wewe Media group.

大家好，欢迎来到Wewe Media 带来给你的“Everything Under the AM-brella”播客。

We’re the first network based in Asia to bring you all the insider news on everything affiliate related. So wherever you are in podcast land, we hope this podcast brings value to you and your business no matter which vertical you run in. And don't forget to share the episode with your friends and fellow affiliates, because the more you share, the more value we could bring to the industry.

我们是亚洲第一个专门带来给您关于联盟营销最新信息的平台。不管你在哪，我们希望我们的博客能带来给你和你的事业最高的价值。别忘记和朋友们分享，分享的越多，我们就能一起给大家带来越多的价值。

Darren: Hey everybody again, to the “Everything under the AM-brella” podcast. This is episode six with the man, the myth, the legend, my friend BenjaminYong. Today’s episode name is super affiliate secrets to success. Benjamin how you doing man?

大家好，再次欢迎来到“Everything under the AM-brella”的博客。今天是我们录的第六集，也请到了我要好的朋友，也是我们知名的渠道，Benjamin Yong。我们今天的节目标题是超级渠道成功的秘诀。Benjamin，你好吗？



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Ben: Oh well I am doing great thanks for asking. But first of all, haha not really comfortable being called super affiliate like you know I'm just an ordinary guy you know. So yeah, but I would say I have been in the game long enough so I definitely have a lot of lessons to share on this particular podcast. And of course, thanks Darren for having me here today.

非常好，谢谢。但首先我想说我不认为我是超级渠道，我只是个平凡人，但对呀，我是在联盟营销呆了很久了，所以确实是有很多可以分享的经历。当然，谢谢Darren今天给了我机会和大家分享。

Darren: Amazing yeah. So excited to have you, so you have been through many things over the years, the first time I met you, I was in my previous company, and we flew to Asia for a tour and, you know, we hit it off right away and you instantly became like my dai lo, my big brother, haha.

真棒。很兴奋今天能够邀请到你，你确实经历了许多，记得第一次认识你的时候我还在之前的公司，我们飞到亚洲参展，我们立刻变成好伙伴，你也成了我的大哥哈哈。

Ben: Big brother hahaha, yeah that's what you call it right

大哥哈哈，算是你所谓的大哥吧。

Darren: Yeah. Why don't you tell the people you know a little bit about your affiliate journey so far, any important lessons you have had in the past few years.

你能不能跟大家分享你的联盟营销过程和你从中学到的重要经历？

Ben: I mean it has been one hell of a ride. You know like erm being in the affiliate game because erm, I think one of the most, what do you call that like, the reason why anyone would want to be an affiliate is first of all, well if you are able to crack the code. It makes really good money, that would be number one. And secondly I would say the whole affiliate business model is pretty erm, I wouldn't call it easy but in terms of the business perspective, like basically what you need to do is just run traffic for other people, as long as



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there is an action, there is a conversion, you don't have to, I mean you don't really have to worry about the rest of other stuff. For example, let's say you are selling a physical product, then you gotta worry about the fulfilment, and then you got to worry about the customer support, refund etc. Yeah so I would say it's pretty comfortable being an affiliate, I have to say I have been comfortable for at least the past, well I would say the beginning of my first 7 years. Yeah but it has come to a point where I realise that of course in between many things have happened you know I've got failure of publishing, I've got fucked up by other people and stuff like this. So definitely I have picked up tons of experience and right now I would say, the game is no longer the same for myself and we are focusing more on building something which is bigger, I would say it's an asset, instead of just being a middle person, for, you know, between the traffic source and also the advertisers.

好啊，确实是个疯狂的过程。当然，大家想当渠道的原因第一个就是钱。因为赚的钱很多。那第二，我觉得这整个联盟营销的业务模式是。。。怎么说，也不能算是简单，但如果用做生意的角度来看，你其实只需要有效率地为广告商推广流量，只要有行动就会有转化，你不需要为别的事情担心。比如说如果你售卖个实际产品，你需要担心客户支援，退款过程，许多类似的事情。所以我觉得当渠道是比较轻松的，至少在我刚开始的7年吧。但从中当然也有许多不愉快的事情，像是发布失败，或被别人陷害，类似的事情。所以学到了很多，但现在对我来说，这联盟营销的游戏已经不一样了，我们现在想实现更大的生意，不只是个渠道与广告商之间的中间人。

Darren: Oh interesting, will you be able to talk about this plan later or is this still top secret?

很有趣，你能不能分享你的计划，还是这是个高级秘密？

Ben: Well it is something related to Ecommerce, but we kind of trying to create the next big wave for the affiliate.

是与电子商务业务有关联的生意。但我们想要创造联盟营销世界里·的下一个大焦点。



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Darren: Mmm. You trying to change the game

看来你是想要改变联盟营销世界的规则

Ben: Exactly, I mean the game has been what it is for like the past 10 to 12 years. Of course I do have a lot of friends who were doing CPA back in the old days, and most of them, they have changed their business model, and they have either moved to E-commerce, drop shipping or they have moved to building their own products. There is a reason why, that's because like, first of all, like the height of the traffic cost? And secondly would be the margin for the affiliates are getting slimmer and slimmer, so we are trying to change the game. But we are still using something that has no first of all, I would say blue ocean. And secondly hopefully the margins are high enough to bring back the game.

就是呀，联盟营销已经维持了10或12年，当然我有很多朋友很早以前就开始了CPA模式的营销，但大部分已经换了生意模式，也进展到了与电子商务业务有关联的生意，转运配送或打造自己的产品。原因是第一，流量成本价上升了，第二就是渠道能赚的利润越来越少。所以我们想要改变联盟营销的模式。

Darren: Yeah so since the game is constantly changing over the years, newer, maybe new affiliates coming into the game like just recently, are there any like top tools that you recommend for new affiliate marketers coming into the game?

对呀，因为联盟营销的方式一直变化，你有没有为新来的渠道可推荐的好工具？

Ben: Er well, just like all my media buyers, the first thing that I always tell them is when you come into the office, make sure you spend an hour at least to spy. Yes so I would definitely recommend you guys, erm, there are a lot of spy tools out there depending on what are the things that you guys are pushing. If you guys are going after the E-commerce one, or native, then you can go to Adplexity, if you are going after some more black hat stuff, then you can go for BHSpy or MagicAdz. By the way, I am not affiliated with them but this are all the tools that we use. Because being an affiliate, most of the time, especially if you are new, you wouldn't have the idea on running a proper campaign, like if a campaign works, whether it works or it doesn't work, you



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do not know why. So it is very essential for one to really go to the spy tool and try to look at what other people are running. Because if a particular person has been running a particular ad and angle, and even the funnel for a very long time, it means he or she is making money. And you try to benchmark, you try to, of course if you are new, that's what a lot of ppl would do as well, what people would do is just copy and just run it. Yeah, so that's what we do as well, but along the process we try to improvise, we try to look into the data.

就跟我给我的Media Buyers 的建议一样,来上班第一件事情就是至少花一个小时的时间用间谍工具看竞争对手在做什么。好工具有很多,如果你是要看网路行销或Native,那你可以用 Adplexity。如果是想找BlackHat,你可以用 BHSpy 或 MagicAdz。对了,我跟他们没有关联,但这是我们所用的工具。应为如果你是新手,你对你的推广方式不是很了解,如果成功了你也不确定原因。所以说,用间谍工具是很重要的,用来看别人在推广什么样的广告。因为如果有个人已持续一段时间用了莫个角度或推广方式,那么他肯定是在赚钱。所以你可以拿来当作参考,很多人会直接抄袭然后开始推广,我们也是那么做,但在过程中会观察数据随机应变。

Darren: And so your fav vertical to work in right now, is it in the Ecommerce field or...

那么你现在最喜欢的Vertical 是什么?是电子商务还是。。。

Ben: Ummm, Nutra

应该是NUTRA 吧

Darren: Is that the most lucrative vertical now that's booming now or is something else that you see on the rise?

这是现在正在蓬勃发展,最赚钱的Vertical,还是你觉得有别的潜力?

Ben: No, I wouldn't say it is lucrative but it has been there, because these are like the evergreen niche, that's what I would call it, evergreen verticals. No matter



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is 10 years ago or 10 years later, this vertical will be there. And we are trying to be the master for it.

不，我不会说它是有利可图但它一直在那里，因为这是个永久性的领域，我称之为永久性的Vertical。无论是10年前还是10年后，这个Vertical还是会在哪里。我们正努力掌握它。

Darren: Is it because everyone, well, even in a hundred years, everyone wants that shortcut to losing weight.

对呀，因为大家，不管几百年以后，大家都想要拥有快速减肥的捷径。

Ben: Exactly, and everyone would want to you know like, they want to look good and for older people, you know, especially females they want to look young, so it's something that never changed since you know a thousand years ago.

对呀，每个人都希望你知道，想要看起来很好，对于老年人，你知道，特别是女性，他们想要看起来年轻，所以这是一个一千年前从未改变的事实。

Darren: Yeah I mean, I'm a health coach as well, it's one of my other passion. I have a bunch of my friends asking me "Hey man, have you seen this keto pill, what is it all about, is it going to help me?" And I'm just like rolling my eyes but at the same time I know it's part of the same business I'm in so it's interesting

是的，我也是一名健康教练，这是我的另一个爱好，我有一群朋友常问我，“你看过这药吗？这是什么，是不是能帮助我？”而我只是翻白眼，但同时我知道这也是我所在的同一业务，所以相当有趣

Ben: Yah but I mean after all it's all about marketing right?

对，但是其实最终都是行销业对吗？

Darren: Yeah of course. So I was happy to bump into you again at AWE in Barcelona, you look as great as always at AWE and we asked you or



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everybody else about the challenges in affiliate market, and you know one of the important one that you mention was building the team, and managing it, so can you share with the people how you are coping with that? In terms of building a team?

是的当然，我也很高兴再次能在巴塞罗那的AWE碰到你，你看起来一如往常帅气十足。我们在AWE问你或其他所有人关于联盟市场的挑战，你提过其中你做人的困难是建立和管理团队，你可以与大家分享你如何面对吗？在建立团队方面上。

Ben:

Oh dude, I've got a lot to talk about when it comes to this, I would say since the beginning of this year, we had like 12 to 11 of us, and as of today, right now, it's first week of Sep 2019, we've already grown to a team of I would say close to 35 people, and the most challenging part would be managing people and also their expectations. So while our team was small, it was quite easy because everything could be just informal but as the team grows bigger and bigger, you tend to lose the ability to manage every single one on the team. I'm not sure if you have heard of this before but there is a saying that every person can only manage a maximum of 7 people. Like in a company, like so of course like throughout the past few months, I have picked up a lot, I attended classes on how to become a better manager, how to become a better leader and I think the most challenging part will be how can you duplicate all your skill sets to all these people without physically doing it and at the same time when this people, when they are doing well, how can you manage their expectations.

哦，老兄，要谈到这个我有很多话可说。从今年年初开始，我们只有12到11个人，而今天，现在是2019年9月的第一周，我们已经成长为一个团队，我会说接近35人。是的，最具挑战性的部分是管理人员和他们的期望。当初我们的团队规模很小，所以管理方式很容易，不需什么正式规律。但随着团队越做越大，你往往会失去管理团队中每一个团队的能力。我不确定你是否听说过这个，但有一种说法，每个人最多只能管理7个人。但过去几个月，我已经学到了很多，也参加了需多课程引导我成为更好的经理，成为更好的领导者。我认为最具挑战性的部分将是如何在没有实际操作的情况下将我所有的技能教导给所有的员工，同时当员工们表现良好时，如何满足他们的期望。



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Darren: Right, so how do you motivate somebody to...you know they are just staff right, they are not building out your dream right?

那么你是如何鼓励员工？毕竟大家知道他们也只是公司的员工而已。

Ben: Right yeah at the beginning, we have been doing the same old style as everybody else, like as long as the campaign is making money, then we would just try to give them a percentage based on the profit, and this is paid out every single month. But it has come to a point where we started to see issues with especially when you are running a proper company, it's no longer like the affiliate mindset. We started to see issues behind this particular scheme. Ok so let me just give out a scenario, so let's just say it's the beginning of the year, for the first 3 months, everything is going so well, so smooth, everybody is making money right? And this people, so call the affiliates, or our staff they are making good money for the company. That is very very good, And guess what if I were to give them like for example 10%, 20% of the profit that the company has generated, this people they will be very motivated and very happy as well, yeah?

But the fact is that we are in a very dynamic environment. And things change so fast, whatever that worked in the first few months, it won't be the same a few months later, so the problem comes when things started to go wrong, things are not working, the campaigns are not making money, but guess what? So let's assume that for the next 6 months, ok, the company is not making any money, but at the same time, you are still paying the employees like the fixed salary, every single month, and the company is actually making losses, like throughout the whole year because of this.

So there are a few problems that will arise. Like first of all, for these people, because they were making good money, but at one point, they couldn't make money any more, they will become, what do you call that, they would start to feel not balanced. And they will start to say oh you know this company is not ... I can't make money in this company, and eventually, they are going to leave your company, right? And the second problem is because initially you are paying out to them so much, but we as a company, we try to look at it like based on a year.



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We call it annual performance, and we realise that shit, the company is not making money. And when the company is not making money, that means the company does not have any additional resources, additional funds to put into R&D, or other stuff that could make the company go further. So this is where things really go wrong and where we, in fact we started to switch from this model to another model just recently and we are still in the process of shifting to the so called better model.

So yeah this is some of the things that I want to share because a lot of the friends that are operating an affiliate company, this has always been like the model the commission scheme that they give to people. That drives traffic to them.

是的，是的，一开始，我们和其他人一样用着老方式，只要有赚钱，那么我们会给他们利润的一部分，这是每个月支付一次。但这已经到了开始看到问题的地步，特别是当你经营一家公司时，已不再像当联盟的心态。好吧，让我给出一个例子，所以例如今年年初好吧，前3个月，一切都很顺利，每个人都在赚钱。这些人，渠道或者说是我们的员工帮公司赚很多钱。这是非常非常好的，如果我要给他们例如10% 或 20%的利润，这伙人他们会非常积极，也很开心，对吗？

但事实是我们处于一个非常变化多端的环境中。事情变得很快。几个月前能行用的，几个月之后就不一样了。所以问题就出现了，你知道事情会出错，会亏钱，但猜怎么着？假设在接下来的6个月，好吧，公司没有赚钱，但同时你仍然要固定给员工支付工资，但公司实际上是亏损，一整年。

因此会出现一些问题。首先，对于这些人来说，好吧，因为他们之前赚的钱很多，但后来，他们赚的钱没像以前那么多，他们会开始觉得不公平。他们会开始说，哦，我不能在这家公司赚钱，最终他们会离开公司对吧？第二个问题是因为最初你是给员工支付那么多，但我们作为一家公司，我们必须用一整年来看待。



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好像每年，我们称之为年度业绩，如果我们意识到公司没有赚钱。当公司没有赚钱时，这意味着公司没有任何额外的资源，可以投入到R&D的额外资金，或其他可能使公司更进一步的资金。所以这就是事情真正出错的地方。所以上我们刚开始从这个模式转向另一个模式，我们仍然在进步打造更好的模式。

所以对呀，这是我要分享的一些事情，因为许多正在经营联营公司的朋友，这一直是他们用的模式。

Darren: And so you have a team of 35 now, what is your most important criteria for hiring someone this day?

所以你现在有个35个人的团队，你雇用职员最重要的标准是什么？

Ben: Attitude, and also hunger for success.

态度，还有渴望成功的人。

Darren: And what do you base success off of, like is it success in monetary value, or is it finding something fulfilling.

你号称成功的定义是什么，比如是在用货币价值方面的成功，还是做一些令人满意的事情的成功？

Ben: Oh well I hate to say this but yeah, should be monetary value. Something that can be measured.

哦，我不想这么说，但是，应该是货币价值方面。是的。可以衡量的东西。

Darren: So when I first met you in KL, like say a few years ago, you had a partnership and you mention it in the beginning where things don't work out sometimes, Is it because your business value were no longer aligned at the end of the relationship or maybe you can tell us a little about that and what you actually learned from it.



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当我第一次在吉隆坡遇见你时，几年前，你有一个商业伙伴。你之前提到有时候事情无法解决，这是因为你的商业价值不再一致吗？或者你可以告诉我们关于这件事以及你从中学到的东西？

Ben:

Well I would just say is like, people they do have different expectations. And along the way of course like...Ok so one of the things that I did not do, ok, is to really protect myself. And when I try to bring somebody on board to the company first of all, like I was being too generous like I gave up too much. And even all the business connections, all my secrets, all my techniques I share everything, and the nature of this industry, I really hate it, but is really money driven. So people come into this industry because they want to make more money. And when they start to see more ways to make more money, they just say goodbye to you. I mean you yourself, you have been an affiliate manager in the past, and I do believe that you have come across this especially from the affiliates. No matter how good your treat this guy but at one point when they start to see that things change, they will just say goodbye to you.

好吧，我只想说，大家都有不同的期望。当然，像我的话，我之前没有做过的事情之一就是保护自己。当我首先聘请员工的时候，我太慷慨了，付出了太多。我把我的商业联系人，我所有的秘密，技术，全都分享给大家。但这个行业的本质，虽然我真的讨厌，但真的是金钱驱动。大家想进入这个行业是因为他们想赚更多的钱。当他们开始看到更多赚钱的方法时，他们只会跟你说再见。你自己也过去是个联盟经理，我相信你也从渠道那里遇到过这种情况。无论你对待这个家伙有多好，但是当他们开始看到事情发生变化时，他们只会跟你说再见。

Darren:

Yeah, in this industry, as hard as it is, money talks, as long as you can accept that, then you can find success, but don't ever take it personally sometimes because people tend to follow the money no matter what or how good your relationship is , and that's just the way life works.



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是的，在这个行业，尽管很残忍，但全都是为了金钱，只要你能接受，那你就找到成功。但有时候不要太受影响，因为人们会跟随钱走，不管是什么或者你们的关系有多好，这就是事实。

Ben: Because it's one of the human natures so yeah

因为这就是人的本性。

Darren: Yah exactly

对呀

Ben: You just got to cope with it and then you know accept it, and I think most importantly is to really, you got to move on

你需要想办法应付然后接受事实，我认为最重要的是你必须继续前进

Darren: Yah and I guess that's why you are in the game for almost 10 years now dude.

对呀，难怪你已经在这个行业呆了快十年了

Ben: Yeah, there must be reasons that I'm you know still surviving.

哈哈是的，我现在还能生存是有原因的。

Darren: So how do you motivate yourself to continue on after decade of affiliate marketing like, what are the differences you've seen between maybe 10 years ago and now.

那么，你已经历十年的联盟营销，你如何鼓励自己继续持续。还有比起10年前和现在，你看到的差异是什么？



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Ben: Speaking about motivation, I would say, I am always hungry... and I do know where is my destination, where I want to be in the next, you know 3 years and 5 years, I have a very clear plan for myself so that is also the reason, and of course you know, because I got married and I got 2 kids right now, my family they have also become, well I wouldn't say they have become, they have always been my motivation and also my initiative since the beginning. Beginning it was because you know I wanted to take my mom to different countries, take her to vacations but right now I have you know a wife and 2 kids. So yeah, plays a big part.

So I've been in the game for almost 10 years , so what differences have I seen between then and now. Huge difference dude, like back everything was so easy, Ecommerce vs now and I am talking about like the bigger platform, traffic sources like facebook google where they oppress on an auction model. So as you can tell when more and more people jump on board, and everybody is against each other, and eventually it's going to drive up the traffic cost. If I were to compare the traffic cost on facebook right now vs lets just say 5 years ago, I would be making so much money if I still, I could still get the pricing I was getting 5 years ago.

谈到动机，我会说，我是非常渴望成就感的人，我知道我现在的处境，我知道我想到达的目的地在哪里，我在3年，5年后想达到的成就。我自己有一个非常制定明确的计划。当然你知道，因为我也结婚了，我现在有两个孩子，我的家人他们也变成了我的动力，也是我一开始的主动动力。我最初是因为我想带我的妈妈到世界各地旅游，带她去度假，但是现在我有了妻子以及两个孩子。所以，是的，他们也是很大的推动力。

所以我已经在这行业中待了将近10年，所以从那时到现在我看到了巨大的差异。以前一切都那么容易，当时的电子商务与现的已不同，我说的是更大的平台，像Facebook Google这样的流量来源，他们现在是使用拍卖模式。现在越来越多的人加入，每个人都互相攻击，最终这会增加流量成本。如果我现在与5年前比较Facebook上的流量成本，我会赚得更多钱，如果流量成本依然与5年前一样。

Darren: Yah of course
那当人了



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Ben: Yah, Just gotta adapt to it

对你只好适应

Darren: So what's Ben yong's prediction for the next 2 years with affiliate marketing, what does Ben yong see?

那么你预测在联明营销行业未来两年会有什么变动？

Ben: Erm things are going to change, that's for sure.

一定会有变动。那是肯定的。

Darren: Yap especially after your launch of your... your products

对呀，尤其是你推出你的产品之后

Ben: I do see that like, more and more affiliates, because after all, affiliate they are the one that has really been through the in and outs of the traffic business and also like the advertising side? I do see that just like most of the successful business out there, they try to occupy like the whole supply chain, like for example, some people ,they are already building, I mean people that have been building their own email list but recently, push notification is something that is huge as well like, some guys they are already building their own list. So this is what I call by owning the traffic source. And I do know a lot of guys they are trying to go to the advertiser side as well, like being the supplier. So not only they can run the traffic by themselves, the campaign by themselves, but they are also going to own the back end business, and do the fulfillment and do whatever upsells they can do, you know, so that would be the direction that I am seeing.

我确实看到越来越多的渠道，因为毕竟是渠道们才真正了解行业，也了解广告商方面的模式，我确实看到，大多数成功的企业试图想占据。例如一些人，他们一直在建立他们自己的邮件列表但最近，推送通知广告是很受欢迎。有些人



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他们正在建立自己的列单，这是我所谓的独自拥有流量来源。而且我也知道很多人他们也试图进入广告商方面，就像是供应商一样，所以不仅可以自己管理流量，也能拥有后端业务，并可以做自己的收银。这是我所看到的方向。

Darren: Interesting, so a little bit of an off topic , if Ben Yong wasn't in affiliate marketing, what would Ben Yong be doing, what's his dream job?

很有趣，这有点偏向主题，但如果你不是在联明营销行业的话，你会做什么？你有什么梦想的工作吗？

Ben: How about you? HAHAHA

那你呢？

Darren: Erm me? I'm living the dream right now dude

我吗？我现在就活着梦想生活呢

Ben: Oh you are living the dream right now? I'm blessed for you bro haha,well as for myself, probably in the sales line? Yeah because I think I can really sell, Like I think I was born to be a salesman.

哦是吗？我为你感到幸福！如果是我的话我可能会去做售货员吧。因为我真的很会卖，我觉得我是天生的售货员。

Darren: Oh nice, so what do you think you would be selling? Used cars or...?

厉害，那你觉得你会是买什么呢？卖二手车吗还是。。。？

Ben: Well probably insurance probably direct selling you know? Who knows? Whatever that makes me money haha.

可能卖保险吧，当面的销售你知道吗？只要是能赚钱就好哈哈



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Darren: So do you have a favourite quote or value that you live by that takes you day to day? What is that?

那么你有没有最喜欢的引语， 或你深信的价值观念？

Ben: Yes erm, so first of all, do not make assumptions. This is what I've learned the hard way, like really hard way from from being in the industry for past 10 year, because the moment when you make assumptions, you are making yourself look stupid. Yeah, and secondly, execution, execution and execution. Believe it or not, I do have a quote where I printed out in my office, so that everyone sees it , "There is doubts in trying, stop thinking and just do it".

是的， 首先， 不要对任何事情有任何假设。 是的， 这是我学到的... ..我学到了很多， 在过去10年里， 因为当你做出假设时， 你会让自己看起来很蠢。 其次， 就是执行， 执行和执行呀。 信不信由你， 我确实有一个引语在我办公室打印出来， 所以每个人都看得到：“如果尝试中有疑问， 停止思考， 直接执行。”

Darren: Everyone wants to be the richest man in the world, but no one, or not a lot of people actually put in the work.

大家都想成为世界上最有钱的人， 但没有人， 或者是很少人愿意付出劳苦。

Ben: Exactly, like they always think, so if I want to do this, but, I do remember , I couldn't recall who was the author for this article but I did read about this article, it talked about a lot of people, the reason why they cannot be successful is because they think too much, let's say if I want to do this, but I would start to think some of the stuff that has yet to happen, what if this happens what if that happens and eventually I am not gonna have the execution.(right) yah so execution, execution and execution, first.

就是， 我不记得是谁写的这篇文章， 但我确实读过这篇文章， 它谈到的是很多人不能成功的原因是因为他们想得太多， 比如说如果我想这样做， 我会开始思



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考一些尚未发生的事情，如果发生这种情况该怎么样，最终我就不会执行。所以执行，执行和执行是第一。

Darren: I totally agree with that, because I do deal with the same thing when I'm talking to people about weight lost. Everybody wants to be fit but no one really wants to put in the effort (put in the work, exactly yah)

完全同意这一点，因为我在与别人交谈时也面对同样的事情，关于减轻体重，每个人都想要有好身材，但没有人真的想付出努力。

So any big goals for 2020, other than the big product you are launching?

所以2020年有没有别的大目标？除了你将要推出的产品？

Ben: Well big goals, trying to grow the company more, and trying to manage it better, yeah that would be my goal for 2020.

目标吗？就是扩大公司，把公司管理得更好吧。

Darren: That sounds like, it sounds simple but trust me, it's a very complex

听起来容易但相信我，那是非常非常艰难的。

Ben: In fact I am still learning how to be a better manager, be a better leader

其实我也一直在学习怎样才能当个更好的经理，更好的领导人。

Darren: That's a whole different ball game

那是个完全不同的领域

Ben: Yes

对



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Darren: So Idvert would be hosting a talk show with you and one of our other affiliate manager, Zac, about sweepstakes in the webinar coming up soon is that right? What's your view of the current state of the sweepstakes vertical, is it still booming as it was years ago?

所以IDVERT 将与你和我们的联盟经理zac举办网络研讨会，关于抽奖产品，对吗？（是的，那是对的）所以你对目前的抽奖活动Vertical 的看法是什么，是它仍然和之前一样受欢迎吗？

Ben: Well I would say that the sweepstakes is still going, always going to be there , and it is always huge because everybody just love free stuff, and when you tell everybody you know er you can get this for free, even there's a chance that you could win this like, nobody will say no to that. I would say majority of the crowd, of the audience they will say yes to that.

好吧，我想说抽奖活动产品总会存在，而且很受欢迎，因为每个人都喜欢免费的东西，所以当你告诉大家你可以免费获得这个产品，即使你可以赢的机会很小，没有人会对此说不。我会说大多数人群都会想要。

Darren: Is it a good vertical you think for new affiliate that are coming into the game?

这个Vertical是对新来的渠道有利吗？

Ben: Absolutely, absolutely. Because first of all, it doesn't require specific targeting, you know to make it work, like you can run sweepstake on pop, on redirects, on push, on facebook, on google. Like it is applicable to every single traffic source, like even adults.

当然了，应为第一，他不需要特别的设定才能成功，你可以利用弹出式广告，推送通知广告，Facebook, Google...几乎所有流量方式都可以，连成人约会也行。

Darren: That's, that's good advice and is it good to aim for tier one geos and go for higher payouts? Or do you think you can still go for the lower paying more...



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哦那是好建议哈哈，那么是锁定发达国家好，还是锁定高利润的产品好？

Ben: Well I would say always go after the volume and when I say volume, it is not limited to like the big, you know like the tier one geos, like for example if you were to talk about Southeast Asia, we have Indonesia, which have 2 billion of people, you know and then India, you know. These are all the countries, because one of the issues with people is that when they try to launch campaign in this geos, it requires translation, and that is what stops most of the affiliate from you know, going into that geo, and people would think it's too much effort they will be uncomfortable but trust me, if you are one of the few that are willing to take the extra mile, and go do the extra work, you are going to be rewarded.

好吧,我会说总是追数量, 当我说数量时, 它不仅限于第一级国家地区, 例如, 如果说是亚洲地区, 印度尼西亚有20亿人, 然后印度也是人数多。因为很多人的问题之一是, 当他们想尝试在这个国家地区跑流量, 通常需要翻译, 并且阻止大多数联盟会员进入, 因为需要太多功劳。但相信我, 如果你是少数愿意承担多余功劳的话, 你就会得到奖励。

Darren: And just a shameless promotion, Hong Kong is actually doing really well with CC trial, Sweepstakes and you can get that offer , get one of the AM at Wewe Media, and we've got you right away. So for the people out there in podcast land and if you want to find out which traffic source works best with sweepstakes, and more tips and tricks from Ben yong, make sure to tune in to the upcoming webinar organized by Idvert , where Ben yong will interview our AM Zac, and he's gonna share more about his exciting vertical and all the opportunities that come with it. So with saying that, Ben you excited for that talk?

在这里加上个推广, 香港现在和CCTrial非常有收获, 抽奖活动产品也做得很好。(哦, 香港?) 对, 只要跟任何WEWEMEDIA的联明经理联系, 我们会马上帮你。那么对于我们播客的听众, 如果你想知道哪些交通源最适合抽奖活动产品, 还有Ben Yong的更多提示和技巧, 一定要收听由Idvert组织的网络研



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讨会。Ben yong将采访我们的联明经理 Zac，他将分享更多有关这个领域的机会。这么说，你对这个谈话节目感到兴奋吗？

Ben: Yah, absolutely, can't wait to get back to you
当然了！等不及了。

Darren: We can't wait to see you too
我们也一样。

Ben: Yes
是的

Darren: Alright with saying that, I wanna thank Ben for all his precious time and talking with you, Ben, it's always good to speak to you man.

好那么我想感谢Ben特地给我们的时间上我们的节目。Ben，总是很高兴能够和你聊天。

Ben: Yah thanks for having me too and by the way, Darren, you are really good with shooting basketball.

谢谢邀请我上你的节目。哦对了，Darren你是个很厉害的篮球队员，真的投篮很厉害

Darren: Oh, thank you man, I've played for a really long time and I try really hard. Ok bro, well see you soon.

哦谢谢你，我已练了很久，我也非常的努力。好吧老兄，下次见！

Ben: See you soon. Take care
下次见！保重！

Darren: Ok. Take care.
好的，保重。



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