

Nicheology's Affiliate Marketing Academy

Lesson #3

The Quick And Easy Affiliate Setup – List

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Introduction

Last week we took an in-depth look at setting up your blog. This week we're going to be setting up your list.

As we make our way through this second and final "setup" necessity, we'll break things down into three stages...

1) Your List TYPE.

In this stage you'll choose the "type" of list you'll be building based on one of three different publication options.

2) Your List TITLE.

In this stage you'll decide what you'd like to use as a "title" for your list.

3) Your List TASKS.

In this stage you'll actually setup the list at your blog using a popular list-building service.

So, that's where we will be headed during this week's lesson.

I'm ready to begin if you are. Let's get started with stage one...

1) Your List TYPE. There are a LOT of options when it comes to the "types" of lists that you can build. For our purposes, we're going to narrow it down to three "types" from which I'd like you to choose one. (Note: I'll give you a recommendation at the end of this stage.) Here they are...

→ **Tip Of The Week.** The easiest "type" of list to offer is a "tip of the week". This is pretty much what it sounds like. Every week those who subscribe to this list will receive an email with a tip related to the topic of your blog. I say this is the "easiest" of your options simply because a "tip" doesn't have to be more than a paragraph or two. It shouldn't take you longer than 15-20 minutes to write and publish each week's tip. The drawback to this option is the fact that a free weekly "tip" isn't the most enticing list to offer. In other words, you probably won't get as much interest as you would for one of the other two options.

Variation: If you're going to go this route, there are a couple of things you can do in order to make it more "appealing". **First**, post weekly ezine articles of 500-700 words **instead of** a shorter 1-2 paragraph "tip". Basically your subscribers will get weekly articles, which would have higher perceived value than tips. **Second**, never call your list "tip of the week" or anything like that. It's "training" or "lessons" or "issues" or something similar. Again, it's all about perceived value. (We'll talk about your title next, so don't worry about that at this time.)

- **Mini-Course.** An email mini-course usually consist of 5-7 related ezine articles pre-loaded to an autoresponder. An autoresponder is simply a list management tool that automatically sends out the pre-loaded messages at time intervals you set to all who subscribe to the list. A mini-course is a brilliant and effective marketing tool if you're promoting ONE product or service. Having said that, this is probably not the best option for you since you'll be promoting MULTIPLE products and services long-term. This is an easy option simply because you only need 5-7 articles to "complete" the list. It's not as open-ended as the other two options.

- **Newsletter.** A weekly, bi-weekly or monthly newsletter is the other remaining option. With a newsletter you have a lot of options for relationship building, content delivery and advertisements. It's a perfect blend of all the key ingredients for successful selling to a list. If you publish a quality newsletter, you'll actually have people looking forward to receiving it with anticipation. That's a recipe for sales. And a newsletter doesn't have to be complicated. It can consist of nothing more than a title, a personal greeting, an advertisement and a featured ezine article. Prep time should be less than an hour per publication.

Having shared those options with you, my recommendation is for you to publish a "newsletter".

NOTE: In fact, I'll have an entire lesson coming your way in about two weeks that will teach you exactly how to publish your own newsletter in less than 60 minutes per issue.

Based on time investment, a "newsletter" is usually going to give you the biggest return. While you can choose on one of the other two if you want, most of the training from here on out will focus on publishing a newsletter.

The real decision you need to make here is this ...

How OFTEN will you publish your newsletter?

Again, I'll "coach" you in this decision based on my own experience in publishing newsletters and in working with clients.

- **FIRST CHOICE**: If you have an **hour or so** to devote to the newsletter each week, then I'd recommend a "weekly" newsletter.
- **SECOND CHOICE**: If you feel like you can't commit to an hour per week, then publish it every two weeks.
- **THIRD CHOICE**: If all else fails, choose the monthly publication. That's only as a last resort. You really need to keep in more regular contact with your subscribers.

From there, it's time to move on to stage two...

2) Your List TITLE. After deciding what "type" of list to create, let's identify a "title". This will directly relate to the topic you chose to build your blog around from our earlier lesson.

How do you choose a name for your newsletter?

Since some people will join your newsletter based almost entirely on the name of your newsletter, it is worth taking some time to develop a good name (title). Here are the issues you'll want to consider when choosing a name:

- ➔ **Branding.** How do you intend to brand yourself and your business? If you're using your name as part of your branding strategy (e.g., "Jimmy D. Brown"), then you may consider using your name as part of the name of your newsletter (e.g., "Jimmy D. Brown's [InfoProfitShare]").
- ➔ **Recognition.** The second issue is that your newsletter name should instantly tell prospects what your newsletter is about. The "Jimmy D. Brown Newsletter" doesn't do that. However, something like the "InfoProfitShare," "Membenaire" or "Affiliatenaire" does give prospects a clue to the newsletter contents.

→ **Benefits.** Finally, you may consider creating a name that not only lets prospects know what the newsletter is about, but what sort of benefits they can expect to receive. For example: "Jimmy D. Brown's "Affiliatenaire" – How To Make Money Selling Other People's Stuff In 3 Hours Or Less."

I strongly don't like "generic" names. Do yourself a favor and avoid entitling your newsletter, "Bob's Weight Loss Ezine" or "Affiliate Marketing Tactics". Typically, these sound "worn out".

So, let me make this "push button" easy for you. There are two options that I'd like you to consider...

Option #1: Get Creative. If you are the creative type, then choose a name that is either a "play on words" or "phonetically pleasing" or "related to your industry". Here are some examples...

- o Play On Words: A weight loss newsletter entitled, "The No Wait Loss Newsletter". (Note: If you don't get the play on words in that title, the "get creative" option probably isn't for you. ☺)
- o Phonetically Pleasing: An archeological newsletter entitled, "Digital Digs"
- o Related To Your Industry: A plant newsletter entitled, "The Leaflet".

The final one "Related To Your Industry" can be super simple if you just do this one exercise...

Think Of 5-10 Words Associated With Your Industry And Pick The Coolest Sounding One As The Title Of Your Newsletter.

Seriously, watch how easy this is...

- o A newsletter for writers simply entitled, "Page Turner"?
- o A newsletter for affiliates simply entitled, "Commissions"?
- o A newsletter for dieters simply entitled, "Downsize"?
- o A newsletter for travelers simply entitled, "Destinations"?
- o A newsletter for environmentalists simple entitled, "Recycle"?

If I had one recommendation for you, that's what I'd suggest. Identify some industry keywords and phrases. Pick the one that "sounds" the best when you say it out loud. There's your title. Simple, huh?

If you can come up with a "creative" title, that's best simply because it will be uniquely and universally "yours". But, don't despair, there's a very good second option as well...

Option #2: Get Custom. Your other option is to custom tailor existing terms to make your own newsletter title. I'm going to purposefully omit words like "secret", "tactics", "tips" and others that have been widely used over the years. Instead, here are some that may have been used, but not "as much" as the others...

- Advisor (Ex. Affiliate Advisor)
- How-To (Ex. Biblical How-To)
- Reporter (Ex. The Net Reporter)
- Insider (Ex. RV Insider)
- Today (Ex. Romance Today)
- Weekly (Ex. Outsource Weekly)
- Insights (Ex. Pet Insights)
- Informer (Ex. Auction Informer)
- Helper (Ex. Homeschooling Helper)

While these aren't generally as "premium" as a creative title is, they certainly will get the job done. In the end, it's your quality content and presentation of the list that ultimately are going to attract and keep subscribers anyway.

So, choose a title. Then, proceed to stage three...

3) Your List TASKS. This is the only "tricky" part of your setup, so I'm going to send it to you in about 48 hours or so as a "supplement" lesson. I don't want to overload you with too much today.

So, you've got about 48 hours or so in order to complete the first two steps above and then you'll be ready to "setup" your list.

Autoresponder: <http://nicheology.org/ar>

Aweber tutorials: <http://www.nicheology.com/members/department67.cfm>

Advanced Aweber: http://www.nicheology.com/members/Aweber_Advanced.cfm