

Nicheology's Affiliate Marketing Academy

**Lesson #4**

# **The Ultimate Way To Get Buyers**

By

**Paul Evans**

<http://Nicheology.com>

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# Introduction

The ultimate way to get buyers is to strategically use presell content to convert browsers into buyers. It's time to start blogging!

Your first step is to **populate your blog by posting at least five or six messages initially**. That way, anyone who visits your blog in the near future will see a busy blog, which makes them more likely to return. If they visit and see just an article or two, they may assume the blog is abandoned (which means they won't bookmark it, subscribe to the RSS feed, or visit it again).

After you've populated your blog, you then need to **commit to a regular posting schedule**. Obviously, the more you post the better. So if you can post a short article each day, that's great. But if not, then commit to posting at least three or four times per week.

SIDEBAR: We'll talk more about "regular" weekly blogging later. In fact, I'll give you so many ideas for getting ready-made content and creating fresh content that you'll have plenty of options for years to come. For now, we're just gonna focus on populating your blog with initial content so it has some "meat" to it when people visit.

Before we get into the specific things you'll want to initially post to your blog, I need to explain a couple of things to you about HOW to post to your blog.

→ **Creating A Post**. To post any of the content referenced in this lesson (and all future posts), you'll need to follow some very simple steps for creating a message post at your blog. Here are the steps...

1. Log in to your WordPress admin panel.
2. Click the POSTS tab in the left navigational sidebar.
3. Click the ADD NEW sub tab.
4. Type (or PASTE) the TITLE of the post into the appropriate box immediately beneath the words "ADD NEW POST."

5. Type (or PASTE) the content of the post into the appropriate box below the editor.
6. Type (or PASTE) an excerpt of the content into the appropriate spot marked "EXCERPT".
7. Leave the other options in their DEFAULT settings for now. (Later, you will want to select a CATEGORY for each post by selecting the appropriate category from the list on the right hand corner of the page. Currently, there is only one category: "Uncategorized" and posts are automatically added to this by default.)
8. Click PUBLISH.

You will follow these same steps for all of the blog posts you'll make in today's lesson.

→ **Creating A Category.** While it's not necessary for you to use the "Category" feature at this time, I do want to explain how to do it for future purposes. As your blog grows in posts, you'll want to organize them by "category". (I.E. Reviews, News, Rants, Tutorials, Etc.) You can create these from the beginning if you want to by following these instructions below. Or, you can create them later after you have numerous posts at your site by following these instructions below and then editing your existing posts to add the appropriate category listing.

1. Login to your Wordpress admin panel.
2. Click on the CATEGORIES tab in the left navigational sidebar.
3. Insert a category NAME into the appropriate box. (I.E. Reviews, News, Rants, Tutorials, etc.)
4. Insert a category SLUG into the appropriate box. For simplicity purposes, just type in the category name in lowercase. If you've used two words in the category name, then enter them with a hyphen into this box.

5. Leave the PARENT CATEGORY in the default setting for now.
6. Create a short description and add it into the appropriate box. (OPTIONAL) It can be something VERY simple like:  
"All the latest news related to affiliate marketing" or "My personal opinion on all things weight loss" or "Step-By-Step tutorials for training your pet".
7. Click on the ADD CATEGORY button.

You can repeat this process as often as necessary to create new categories.

Remember, you do not need to create categories NOW if you don't want to. You can wait until you have 4-5 posts for a specific category before creating it. It's your choice.

**UPDATE:** More "on-demand" video tutorials have been created to SHOW you how to do the things referenced in this lesson. You'll receive an email in 24-48 hours.

### **The P.A.R.T.S.™ Of Populating An Affiliate Blog**

Now that I've showed you how to write a post in Wordpress, let's talk about some specific things you'll want to initially include as you populate your blog. There are five things to include. I've used the acronym "p.a.r.t.s" to describe these...

- P - Profiles
- A - Articles
- R - Reviews
- T - Tips
- S - Stories

Let's take a closer look at each of these items so you can know exactly what you're going to create in terms of the initial posts...

#### **P.A.R.T.S.™**

**P – PROFILES.** The first kind of blog post that you'll want to make is a "profile". A profile is simply...

DEFINED: A summary or analysis of a specific item.

There are three basic kinds of "profiles" that I'd like to mention for your consideration...

→ **The Case Study Example.** This "kind" of profile simply points towards an example of someone or something, explaining the usage and results. I.E. A case study. If you choose to create a case study example you might explain what steps someone took to achieve a desirable outcome... specifically, how this person (it can be YOU) used a product that you are promoting and the ultimate benefit they received as a result. This differs from a "review" of the product in the sense that it focuses more on the end user and their experience as opposed to providing details about the product itself.

→ **The Featured Resource.** This "kind" or profile simply points toward a product or service as a recommended resource when explaining a process or making suggestions. Let me give you some quick examples...

- You could write a blog post entitled, "7 'Must-Have' Traffic Tools" where you simple mention 7 different website traffic generation services, software programs, tools, products, etc. with a quick description of them. A blog post entitled, "3 Things I Use To Lose Weight Weekly" is another example where you could easily point towards resources.
- You could write a blog post entitled, "7 Ways To Make Money With Autoresponders" and then promote your favorite autoresponder service at the close of the post. Another example would be, "How To Find The Mate Of Your Dreams" blog post that promoted a matchmaking service at the close of the article.
- You could "excerpt" (with permission from the owner!) a 500-700 word portion of a paid product and then point the reader towards the full product as a recommendation.
- You could find a free "rebrandable report" that you give away on your post. (Most affiliate programs have these content-rich reports that you embed with your affiliate link). The post would simply be a quick overview of the free report along with a download link.

By far the easiest two of these would be the "excerpt" and the "rebrandable report". Most product owners have "rebrandable reports". And most product owners will be glad to give you an "excerpt" if you ask – especially if you're a customer. You can propose a 500-700 word excerpt you'd like to use, or ask the owner to provide you with an excerpt.

→ **The Definitive Explanation.** The final thing I want to mention in this category is the "definitive explanation." This is simple a post that defines and explains a topic in abbreviated form. This is done by writing a post that answers three questions...

1. What is \_\_\_\_\_?
2. Can you show me an example of \_\_\_\_\_?
3. How can I get started with \_\_\_\_\_?

In question #1 you simply plug in the topic of your article and then answer that question in approximately 200 words. (Ex. What is tennis strategy? What is podcasting? What is virtual real estate? What is forex trading? What is retinopathy? What is a VoIP phone? What is Tai Chi?)

In question #2 you build upon that foundation by moving from an explanation to an illustration. You've explained what it is and now you'll explain what it looks like. (Ex. You've explained what tennis strategy is, now give a scenario in which tennis strategy is at work. You've explained what virtual real estate is, now give an example piece of VRE property. You've explained what Tai Chi is, now share one of the key moves of the discipline.)

In question #3 you climax the post by giving the reader 1-3 simple steps they can follow in order to begin practicing your teaching. By this point the reader know WHAT the topic is about and they know a basic use or function of the topic. Now they need some application. What can they DO? Give them an action step.

And then, it's easy to point them towards a product that enhances everything you've talked about: a product that explains the process in great detail, a software program that aids in completing the process, a service that provides the process, a report that shares many ideas on the process, etc.

Obviously, in each of these scenarios, you'd use your affiliate link when referencing the resources.

While you can refer to these "profiles" FOREVER as you create posts long-term, I recommend that you do an "excerpt" (again, seeking permission from the product owner first) as your initial "profile".

***It is recommended that you do ONE post from this category to initially populate your blog.***

From there, we move to the #1 "kind" or "type" of post you'll be making...

**P.A.R.T.S.™**

**A – ARTICLES.** There are so many different options for writing articles that an entire course could be devoted to it. (I'm seriously going to offer a 12-month membership site on the topic in the near future!)

An article (AKA "ezine article") usually consists of 500-800 words and ideally provides some useful information to the reader and at the same time generates interest in them so they check out the resource you plug at the end of the article.

REMINDER: Refer back to lesson #1 where I talk about "presell" strategy in order to refresh your memory about how to use content to get people to buy.

We'll cover writing ezine articles at depth in an early "promotion" lesson as I show you how to write them and get traffic with them, so I'm not going to cover "how to" write ezine articles at this point.

What I want to do is give you four options for finding ready-made articles to use at your site for your initial population. (Of course, you can write your own articles or use your own existing articles if you choose to do so.)

1. AFFILIATE PROGRAM. Your first and primary source should be the affiliate program that you have joined to promote your featured product. If the affiliate program you've joined does NOT have at least 3-4 ezine articles for you to reprint at your site to promote their product or service, then you've likely made a poor choice in deciding to promote their offer. Start by using the ezine articles your affiliate program provides for you as they were usually written by the product owner, point towards the



- product, and blend perfectly for your promotion.
2. PRIVATE LABEL RIGHTS. There are many "PLR" clubs you can join to get existing ezine articles that will require minor tweaking. There are also many places that sell PLR "packs" of articles on a specific topic without any additional purchase requirements. (IE No ongoing membership). Check the terms of service before you order to see if you can post them exactly as they are or what changes you need to make before using them. Search for "PLR articles" at Google.com for plenty of options. You can even get specific to your niche by searching for "Niche PLR articles" where "niche" is replaced by your topic. (IE "travel PLR articles" "weight loss PLR articles", etc.)
  3. OUTSOURCE TO A VENDOR. If you want completely original articles that are exclusive for your site, you can hire a ghostwriter to create them for you. This will range from \$10-\$35 per article, depending upon who you get. If you'd like my own personal recommendation for three of the vendors I use for my "non business" articles, put in a ticket at <http://www.Infoprofitcare.com> and I'll be glad to point you towards them. This is another option for getting content for you site - not just now, but for long term.
  4. EXISTING DATABASES. If you visit <http://www.GoArticles.com> and <http://www.EzineArticles.com> (and scores of others just like them) you'll find thousands of articles that are available for reprint. Make sure you read the terms of use carefully to know how you can use them. In most cases you'll need to leave the resource box of the writer in place, which might limit you on how you can promote your affiliate link. But, at the same time, it can give you opportunities to promote other related offers as well.

At any rate, these are four very good sources of articles that you do NOT have to write yourself. Use them now to populate your blog and also in the future when you need to post something but don't really have time to write a full article yourself.

***It is recommended that you do 4-5 posts from this category to initially populate your blog.***

Moving on to the next category...

**P.A.R.T.S.™**

**R – REVIEWS.** One of the most popular ways to blatantly promote a product or service in a blog post is to write a "review".

DEFINED: A review is simply an overview of the product that points out the pros and cons (generally heavy on the pros and light on the cons) along with the reviewer's experiences with the product.

Most people put much more weight on a trusted friend or associate's opinion than they do simply on an advertisement's claims. That's why a carefully crafted review is an effective preselling tool.

The components of a review are simple...

- OVERVIEW. What's the product all about? What's included? How much does it cost? How is it delivered? Who created it? What's their expertise?
- RESULTS. What happened when you used it? What specific benefits did you receive?
- POSITIVES: What are the "pros" of this product? What things really "wowed" you? What components were of great use? Were there any "extras" that added value?
- NEGATIVES: Was there anything missing? Could something have been done better? What are the "cons" of this product? Hint: Try to keep these at a minimum and make them unimportant compared to the value of the positives.
- SOLUTION: What problem of the reader will this product solve? How will it help the reader? Based on the promises made in the sales literature, does this product deliver?

To be really effective, you should be honest and unbiased – despite wanting to get the sale as an affiliate. It's important that you don't break the trust given to you by misrepresenting the product solely to produce sales.

I'm going to paste an example review below that Nicole Dean, my affiliate manager, created for my own **Small Reports Fortune** course to give you ideas...

----- Example Review -----

Review of Small Reports Fortune  
by Paul Evans

Call me a skeptic. I've seen it all online. You know what I'm talking about ... the latest and greatest marketing "secret" to make you wealthy.

I've forked over money for more "sure shots" and "can't misses" than I care to reveal.

Know what I mean?

I've heard all about how "this one's different" and all that garbage. And, I've been disappointed time and time again.

That's why I was PLEASANTLY surprised when I saw the new course from Paul Evans.

I know, I know - Paul has an impeccable reputation for delivering (even over-delivering) quality information products. That's not something I would even question.

However -

When he released a new course on creating ebooks, I thought, "What in the world could he possibly have to say on the subject that hasn't already been said?"

I thought that was a fair question.

And I must say that I'm impressed with the answer.

Paul has put together a nice course here that teaches how to create small reports...

The case studies he provides at his site attention-grabbers for sure -

- \* Over eighteen-thousand dollars in monthly residuals.
- \* Over thirty-thousand dollars in one day profit.
- \* Over one million dollars in total profit.

All from writing short reports.

But, as impressive as all that is, what really got my attention - and my endorsement - was the fact that he shows anyone (even rank beginners!) how to start from scratch and actually make a profit in just 7 days.

That means, if right now you have no list, no web site, no ideas ... nothing ... you can still actually make money from this system in just 1 week.

(Of course, if you have some of those things, you can see results even quicker!)

Paul has even included as one of the bonuses, a 16-page report that offers a systematic checklist broken down into daily activities for you to complete.

Assignments appear in chronological order, completely cover the entire process of creating a small report from start to finish and refer to specific pages of the main manual and bonuses to provide complete, detailed instructions for completing each assignment.

I mean, it's all broken down into easy-to-do steps!

And, best of all, he shows his exclusive never-before-revealed "Six Phases Of A Six Figure Small Report Business"

In order words, there's a "small fortune" to be made with these "small reports"!

The course comes as 101-page manual in .PDF format, 7 downloadable .MP3 sessions, 4 exclusive bonuses in .PDF format and a set of video tutorials.

For this price, you're getting a course in market research, a course in copywriting, a course in web creation, a course in marketing your product... I mean, it's almost silly how thorough

he is in this one product. It's truly a comprehensive, step-by-step course.

The only thing that Paul doesn't do is actually sit down and write the reports for you -- but I do think that's understandable since the price is so reasonable. ;)

If you order today, you can \*LITERALLY\* be taking orders for your first small report in less than 1 week from NOW.

----- Example Review -----

This will give you a good idea of what a review looks like. The main thing is to be honest, write it from YOUR point of view, and emphasize the benefits to the reader in solving her problem.

***It is recommended that you do ONE post from this category to initially populate your blog.***

**Note:** You can get reviews from the same sources that I mentioned earlier in the "articles" category.

**P.A.R.T.S.™**

**T – TIPS.** This is the easiest "kind" of blog post you'll write. Tips are simply short, useful pieces of information. They can be ideas, suggestions, methods, solutions, aids, details, steps ... just about anything.

There are two things that are great about "tips" which is why you'll want to post them regularly to your blog...

1. PEOPLE LOVE THEM! If there is one thing that people love it's lots of tips. Why do you think most magazines have "27 Ways To XYZ" and "Top 10 Ways To XYZ" on their covers month after month after month?
2. THEY ARE EASY TO WRITE! A tip doesn't need to be any longer than the previous paragraph. Look at the four "sources" of getting articles from earlier in this lesson: each of these are tips. They are simple, simple, simple to write and easily point towards a product.

**Hint:** You can get easy access to tips by extracting content from someone's

product (with their permission!), rewriting one "point" from a PLR article or simply answering a subscriber's question.

**Hint:** What I just shared in the previous paragraph was another hint!

See how easy this is! ☺

Let me give you a quick example...

----- Example -----

Why I Love Affiliate Marketing - Part 1  
By Paul Evans of "Affiliatenaire"

Do you find yourself "starting" to create your own product to sell online, but never "finishing" it?

One of the things I love about affiliate marketing is --

\*\* You don't need to create your own products \*\*

Many people find the idea of creating their own products to be an overwhelming and even paralyzing task.

- \* I don't have any good ideas!
- \* I'm not a writer!
- \* There's too much competition!
- \* I don't know how to set everything up!
- \* I can't figure out where to start!
- \* It's too hard!

These are just a few of the valid reasons many people give when it comes to not creating their own products to sell. I'm sure with a few minutes of brainstorming, we could come up with a list of many more.

With affiliate marketing, you don't need your own products. You simply promote someone else's already proven successful offer for a commission.

And, truth be told, even if you ARE a writer and you DO have lots of ideas and you CAN figure it all out...

\*\* Nobody wants to create new products all the time \*\*

As good as you may be, you don't know everything! Why try to create a product on every topic imaginable in your market when you can earn just as much money by simply promoting someone else's really good offer as one of your profit streams?

That's why I love affiliate marketing.

You don't need to create your own products.

.....

Paul Evans is the author of "Affiliate Marketing Academy", teaching you how to create big-time affiliate commission checks in only 1-3 hours each week. Discover how you can get cash in the bank without a website, experience or even an idea! Visit <http://YOURCLICKBANKID.affnaire.hop.clickbank.net>

.....

----- Example -----

Write tips regularly. Your blog readers will love them!

***It is recommended that you do 3-4 posts from this category to initially populate your blog.***

And then there was one...

**P.A.R.T.S.™**

**S – STORIES.** If there is one thing that might rival tips in popularity (at least as a nice "break" from informational writing) it is a personal "story".

- ➔ Tell about your life and how it relates to an offer.
- ➔ Share your opinion about a controversial subject.
- ➔ Rant about something you do or don't like.

People love to get to know YOU. Why? Because we are relational beings. We love to feel connected. We love shared experiences. We love community and camaraderie.

- I once shared a story about my training for a marathon and related it to running a business and the response that I got was OVERWHELMING. Suddenly, there was a connection. People who ran and used to run and hoped to run someday were emailing me with congratulations and well wishes ... and they were renewing their commitment to run, both physically and to run their businesses.
- Another time, a couple visited our Sunday School class. They seemed distant and uninvolved. In chatting with them after class, I discovered the guy was a huge Dallas Cowboys fan ... just like me! As we talked about our favorite football team, he warmed up and began to share as if we'd been friends for years.

Stories sell. Read those two words again. Stories sell. To be sure, we're humans and part of sharing stories is just to open up and let people in. But, let's be honest, the reason you're here is to make money. And stories sell.

***Why do you think every infomercial has people on the broadcast telling their stories and how the product or service being promoted changed their lives?***

People can relate. They can put themselves in those shoes. They know how it feels. And if you can "make it work", they feel like they can too.

Here's the bottom line:

When you make a connection with your readers, they begin to trust you.

And when they trust you, they'll buy from you as long as you treat them right.

Tell a story.

***It is recommended that you do ONE post from this category to initially populate your blog.***

Now, I know what you're probably thinking. We've covered a LOT of information in this week's lesson. And you may be a little overwhelmed as you ponder, "Can I



really get all of this stuff done?" Let me say two things to you...

- 1. Firstly, you don't have to do ALL of this.** I'll give you some "minimums" below that you need to get started. It's actually quite brief.
- 2. Secondly, most of it is already done.** Don't forget, you aren't going to have to write much of this – if anything. You can actually get by with writing NOTHING yourself.

So, let's talk about that for just a moment...

**The minimum you need** –

4 articles, 1 freebie (excerpt or rebrandable report), 3 quick tips.

If you'll create those 7 posts to initially populate your blog, you'll be in good shape to get started. Remember, most if not all of these will be "ready-made" in most cases.

Again, I want to point out that most lessons won't be this long. These "setup" lessons need to be thorough, so I'm "telling all". 😊

Now, it's time to get to it...