Nicheology Affiliate Marketing Academy

Lesson #14
How To Get Mini-Course Traffic For Your Blog

By

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Introduction

I'm a big, big believer in email mini-courses. I make a LOT of money each year DIRECTLY from email mini-courses, so I know how powerful they can be.

> Note: And that's just from direct sales generated through the email mini-courses. It's impossible to track all of the new affiliates recruited, viral growth and continued repeat business that comes in from the databases I build - it's an incredible profit maker to say the least!

And I guess I've tried just about everything there is to try when it comes to creating and profiting from these email mini-courses.

- *I know what doesn't work.*
- *I know what works.*
- *And I know what works <u>best</u>.*

The good news is, you don't need to figure any of these out on your own. I'm about to share with you an incredible way to use email mini-courses to generate traffic to your web site in the next 5 days.

But, first, just in case you don't know what an email mini-course else, let me get us on the same page here...

<u>Defined: "Email Mini-Course"</u>

An email mini-course (also known as an "e-course") is a series of related messages delivered automatically via an autoresponder to those who request it.

Each lesson is delivered at predetermined intervals (I.E. "daily", "every 7 days", etc.) to the email address of all subscribers.

Generally, email mini-courses are given away at your site in order to get visitors to join your list, thus giving you more opportunities to convince them to buy.

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And, if you're really aggressive, you might have done something a bit more "advanced" in allowing others (I.E. affiliates and partners) to customize the email mini-course and give it away to their own contacts in order to promote your site.

> *But, very, very few people have really mastered the traffic generation side of creating email mini-courses. Most people don't even think about this at all.*

That's why I'm here. :-)

So, let's take a look at how generate site traffic with email mini-courses. Let me give you the strategy in an overview form and then we'll break everything down into workable steps to explain the concept thoroughly.

Okay, here it is...

> *"Create a 5-day email mini-course with 1 contributed article from yourself and 4 other partners, all of which must distribute the completed series"*

It's very simple...

- You find four partners who have products that are related, but not directly competing, to your own product.

- You each write 1 ezine article on a topic specific to your own individual products, along with a resource box and offer for your product.

- You compile the five articles into a 5-day email mini-course (AKA "e-course").

- You each give away the email mini-course to your own site visitors, subscribers and affiliates.

- You all receive traffic as people read your respective articles and click on your links.

Here's the best part: Not only do you receive free traffic to your site *(as your other four partners give away the mini-course to their contacts who, in turn, read your article and click on links to your site)* but you also earn affiliate commissions for your referrals for each other's products!

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```
For Example:

When you distribute the email mini-course, you embed YOUR
affiliate link for each of the other four products being
promoted in the lessons and offers.

When Partner 1 distributes the email mini-course, he embeds HIS
affiliate link for each of the other four products being
promoted in the lesssons and offers.

Part 2, 3 and 4 each do the same thing.
```

BOTTOM LINE: You all get traffic to your sites AND earn commissions on referred orders for each other's products!

My, my, my - now we're getting somewhere.

And, believe it or not, you can get this thing up and running within 24-48 hours if you get going. (And actually see traffic to your site AND affiliate commissions within the next 5 days!)

Here's what you need to do...

1. Determine the "theme" of your email mini-course. It begins with deciding what "theme" you want for your series of five articles.

Your theme needs to be....

- Appealing. Yes, I know, this one should be a "no-brainer", but I gotta mention it anyway. Your email mini-course "theme" (and, subsequently, it's title) must be "appealing". It must be intriguing enough to convince people to actually read the series of articles in it. Enough said.

- Scalable. It needs to work well for all five of you. It can't be "Weight Loss Exercises" if one of you doesn't have a product devoted to exercises. The theme needs to work for all five partners involved.

There are a few "generic" themes that work well for just about any kind of email mini-course that you can use:

Steps

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- 5 Steps to Starting a Wildly Successful Internet Business

- 5 Steps to Getting In The Best Shape Of Your Life

- 5 Steps to Growing Your Sunday School Class

For example: Let's suppose you put together an email mini-course entitled, "*5 Steps to Starting A Wildly Successful Internet Business*". Let's suppose (we've got active imaginations :-) that you sell a product that teaches copywriting.

You'd identify five steps, such as

(1) create a product,

(2) build a web site,

(3) write a salesletter,

(4) automated your order processing, and

(5) drive traffic to your site.

Obviously, you'd be the "salesletter" article contributor. You'd contribute an article related to writing a salesletter. Then, you'd look for people who sell courses on product development, website creation, order processing and traffic generation. Each of those folks would contribute articles on their area of expertise, giving you a great email mini-course to mutually distribute and profit from.

Ways

- 5 Ways to Lose Weight Fast ... And Keep It Off Forever!

- 5 Ways to Increase Your Web Site Traffic Every Month

- 5 Ways to Win A "Garden Of The Month" Award

For example: Let's suppose (here we go again :-) you create an email mini-course entitled, "*5 Ways to Lose Weight Fast ... And Keep It Off Forever!*" And, you have a product on "home exercise".

You'd identify five ways, such as

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(1) exercise to burn calories,

(2) raise your metabolism,

(3) eat healthier meals,

(4) learn to relax, and

(5) tone up your body

Obviously, you'd be the "exercise to burn calories " article contributor. You'd contribute an article related to exercise at home to burn extra calories. Then, you'd look for people who sell courses on raising metabolism, recipes for healthy meals, stress relief or yoga for learning to relax and stretching for toning up your body. Again, each of those folks would contribute articles on their area of expertise, giving you a great email mini-course to mutually distribute and profit from.

If you want to create "*5 Ways to Increase Your Web Site Traffic*" you could look for folks creating products related to pay-per-click search engines, joint ventures, ezine articles, viral reports and affiliate programs ... and get them to contribute articles. (Hint: I'm interested in contributing to this one)

So, decide what general "theme" you want, give it a sexy title, and then move on to...

2. Find potential partners for contribution and distribution.

There are many different ways to find potential partners, and I'll quickly mention three of my favorites.

Ezine Article Directories: A good starting point would be ezine article directories such as...

- http://www.GoArticles
- http://www.EzineArticles.com
- http://www.SubmitYourArticle

Why? Because folks who have already contributed articles are much more likely to partner with you on this project - they are already familiar with, and actively participate in, the writing of ezine articles.

Now, it's important that you look for folks who HAVE A PRODUCT to promote. You don't want ezine authors who primarily write articles to promote affiliate programs. That won't help you.

You want folks who write ezine articles to promote their own products.

Google.com: Another one of my favorites is Google.com. It's the largest search engine in the world and is one of the best research sites in the world.

The key is knowing what to search for. Most people have no idea how to tap into Google's magical research powers. Here's one of the best ways to find potential partners that you've probably never used before, that you've likely never even heard of before.

It's the search string call "allinurl". You can go to Google.com and type in allinurl:[keyphrase] – of course, you'll actually insert a phrase related to your product in that spot and then Google will search its database for sites that have that keyphrase in their URL, either in the domain name such or in a file name.

        For example:

                        allinurl: marketing articles
                        allinurl: gardening articles
                         allinurl: dating articles
               allinurl: time management articles

You should find some really good potential partners using this method as well.

Clickbank® Marketplace: The third place I look for partners is the Clickbank® marketplace. Clickbank® has a directory of products in a variety of different categories.

Simply look for available products that are related to, but not directly competing, with your own product, and you've got potential partners right there at your fingertips.

Okay, after you've found a list of potential partners...

3. Contact potential partners with your proposal.

Next, you'll simply contact those you'd like to participate with your proposal. Here is an example that I personally use that you can modify and use for your own requests...

```
Dear [Insert Name],

Paul Evans here with a unique idea for getting free traffic to
YOUR site and my site, AND earn us both a nice commission in the
process.

No, this isn't a request that you send out an email to promote
my offer and I do the same for you.

It's much better than that!

I'm putting together an email mini-course entitled, [Insert
eCourse Title], and I'd like to use it to promote your product,
[Insert Product Title]

Here's what I'm requesting that you do:

* Contribute an original article of yours, along with a resource
box, which I'll include as one of the five lessons in the email
mini-course.

* Distribute the finished email mini-course to your subscribers
and / or web site visitors.

I've got three other partners (you and I make five total) who
will do the same. We all contribute one article each and we all
distribute the finished email mini-course to our contacts. That
way, we all get completely free traffic to our sites.

Plus, as a contributing partner, you can embed YOUR affiliate
link into the email mini-course articles submitted by the other
partners - earning you a commission on any sales generated from
your referrals!

All in all, it's a great way to get traffic to your site AND
earn you affiliate commissions on four other related products.

Those who have agreed to participate in our five-person
partnership are...
```

```
[Insert Partner 1 Name]

[Insert Partner 2 Name]

[Insert Partner 3 Name]

Plus you and I make five.

Please email me back to let me know if you'd like to
participate, and let me know if you have any questions. We hope
to get this email mini-course completed within the next 2-3
days, so you could be seeing extra traffic and commissions in
less than a week.

Thanks very much for your consideration.

Best regards,
Paul B. Evans
```

Hint: While it will certainly work if partners contribute existing articles to the project, what works best is if each partner writes a fresh article for the exclusive use of the email mini-course you are compiling. You can mention that in your JV request as well.

4. Create the email mini-course with embedded affiliate links.

After you've received all of the articles from your partners, compile them into an email mini-course. This would primarily consist of creating a simple masthead and formatting each of the messages in .txt format for easy copy and paste into an autoresponder.

Here is a masthead you can modify...

= =

5 Ways to Create A Flood Of Traffic
To Any Web Site In The Next 72 Hours

By Paul B. Evans

*** A 'Get Free Traffic' Presentation ***
http://www.HowToGetFreeTraffic.com

Lesson #1 of 5

= =

I do want to quickly mention three ways you can promote the products of each of your contributors in these messages as well, so let's go ahead and cover those before we move on.

These would be in ADDITION to the resource box itself provided at the close of the article.

1. **Introduction**. The first is the "introduction". This can either appear above the masthead, or above the featured lesson article of the day. Basically, it would include you introducing the article and a quick mention of the product that the article's author has available. (Of course, this would have YOUR affiliate link to that product)

    Here's a sample:

    ```
    Dear Ryan,

    In today's lesson, Paul B. Evans is going to share with you
    exactly how to get your subscribers to open their emails and
    actually read your messages.

    As you may know, Paul just released a brand new product called
    "Subject Line Secrets" which is available at
    http://www.SubjectLineSecrets.com

    It teaches you 20 ways to get people to read your emails
    IMMEDIATELY.

    Read today's lesson, and drop by Paul's site to take a closer
    look at how YOU can get results from your email messages.

    All the best,
    Paula
    ```

2. **Sponsor Box**. Another option is to use a "sponsor box". That is, input a simple "Today's lesson sponsored by" and then insert a short 4-6 line advertisement for the contributor's product.

I've been doing this for years and continue to see new sales come in EVERY SINGLE DAY from these sponsor ads, so they definitely work.

3. **Personal Call To Action**. And, thirdly, use a "personal call to action" at the close of the article. Write some personal remarks at the close of each article that spell out what kind of results you have personally seen or some benefit that you found most compelling about the author's product.

   If you can negotiate a special price or have an incentive to offer, mention it here and close out with comments that lead the reader to visit the site and take a closer look at the product.

5. Create a mini-salesletter and begin distributing. After you've created the text files, write a short "mini-salesletter" that briefly describes what's in the email mini-course (to convince folks to join the list and receive the lessons).

Then, it's simply a matter of...

- `Giving the finished materials to your partners, and`
- `Beginning to distribute the materials yourself`

Make certain that you embed your affiliate links to your partners' products in the version of the email mini-course that you'll be distributing. And remind your partners to embed their affiliate links in their copy of the email mini-course.

Note: You might also want to get each partner to commit to begin distributing the email mini-course within a specific time frame of receiving the finished materials. (I.E. Within 48 hours)

6. See traffic and affiliate commissions within 1 week. If all partners begin promoting the new email mini-course within a day or two of its release, you should see a steady stream of traffic coming to your site within a week.

> `And, of course, as more of your own contacts and subscribers`
> `begin reading the series, you should see affiliate commissions`
> `for referrals to your partners' products.`

Again, you have a tremendous traffic generation mechanism in place (as well as a way to earn automated affiliate commissions on four other related products from your partners!) that costs ZERO to implement, is a "win" situation for all involved

and is very enticing for potential partners (making it easy to convince them to join you).

A+ here, folks.

Now, before we close out, I'd like to share some additional keys here to making this a success. Let me quickly cover 6 things you can do to generate even more traffic and make even more money with this strategy.

6 Keys to Skyrocketing Your Success
And Traffic Using Free Mini-Courses

1. Create "Interview Articles" For Exclusive Use. First, "create 'interview articles' for exclusive use. Earlier I mentioned that having unpublished articles works best for this strategy. In other words, the articles would be completely exclusive for the mini-course you are creating. They aren't available elsewhere. If folks want to read them, they gotta come to you or one of your partners.

Now, the easiest way I know of to get other people to contribute an new, original article is to participate in a very simple "interview article."

The idea is simple:

Ask them just FIVE QUESTIONS relating to their field of expertise, they provide the answers, and your article is done.

Interview articles are the easiest way to get 100% original articles to use for your mini-course. Contributors don't have to do a lot of "thinking" – they don't have to come up with a topic for their article at all – **they just answer 5 questions**.

Now, I've actually done this, and I have a template set of questions that I use every time. I'm going to give you these five questions and give you permission to use them as often as you like, because they are completely universal.

It doesn't matter who is answering them or what their field of expertise is, anyone can respond to these five questions and have an article written, so feel free to use them.

```
Question #1:  What's the biggest mistake in _____ …and how
can we avoid it?
```

```
(What's the biggest mistake in dieting?  What's the biggest
mistake marketers make?  What's the biggest mistake new parents
make?)

Question #2:  Where should _____ focus most of their
initial effort?  What's the one thing we should do first when it
comes to _____?

(What's the one thing we should do first when it comes to
preparing for an interview?  What's the one thing we should do
first when it comes to creating a product?  What's the one thing
we should do first when it comes to managing our time?)

Question #3:  What have you done differently that has been very
successful?  (Specific results)
(What have you done differently that has been very successful in
losing weight?  What have you done differently that has been
very successful in breeding champion show dogs?  What have you
done differently that has been very successful in negotiating
discounts on new car purchases?)

Question #4:  Give us 5 quick tips about _____.

(Give us 5 quick tips about self defense. Give us 5 quick tips
about digital photography.  Give us 5 quick tips about finding
the right mate.)

Question #5:  What's the easiest thing I can do right now to see
results in _____?

(What's the easiest thing I can do right now to see results in
my sale copy conversion?  What's the easiest thing I can do
right now to see results in my exercise program?  What's the
easiest thing I can do right now to see results in my bosses'
attitude?)
```

Again, these are universal questions that can apply to any niche, any contributor, any topic.

Then, think of your mini-salesletter…

- <u>Paul B. Evans</u> answers your top five questions about **building and profiting from opt-in lists.**

- <u>Yanik Silver</u> answers your top five questions about **writing salesletters that convert like crazy.**

- <u>John Reese</u> answers your top five questions about **generating a flood of traffic to your web site.**

- <u>Jim Edwards</u> answers your top five questions about **creating mini-sites that pull in cash around the clock.**

- <u>Rosalind Gardner</u> answers your top five questions about **becoming a top affiliate in any program you choose.**

Compelling stuff, huh?

2. Setup A "Redirect" Site To Give Away The Mini-Course. The next key I want to mention is to "setup a 'redirect' site to give away the mini-course."

When you begin giving away the mini-course yourself, setup a special page where your subscribers or traffic can go to subscribe. When they submit their details into your form to join the list, have them automatically redirect to a "thank you" page that has a salesletter for some kind of offer.

<u>You can</u>…

- Have them directed to a page that says something like "Thank you for joining. Your request has been received. Check your email, the first lesson is on its way. CLICK HERE TO CONTINUE." Have that link take them to a salesletter. Or,

- Use a redirect script. You can get one at Hotscripts.com or one of the other scripts sites online. You've probably seen one in use. They usually say something like, "Your request has been received, blah, blah, blah. You'll automatically be redirected in 5 seconds. If your browser doesn't reload automatically, Click Here). Or,

- Have a short "thank you" at the top of an actual salesletter. "Thank you for joining the list, blah, blah, blah. While you're

```
waiting for your first lesson to arrive, read this important
letter about blah, blah, blah..."
```

The important thing is this: You immediately get them to a sales page of some kind upon getting them to opt-in. A percentage of them will buy your offer immediately, giving you extra profit just for redirecting them after completing the opt-in process.

Just another way for you to see profits quickly.

3. Encourage Your Affiliates And Your Partners' Affiliates To Give Away The Mini-Course.   That brings us to key #3, which is to "encourage your affiliates and your partners' affiliates to give away the mini-course."

You can get this thing spreading virally by just granting permission to your affiliates to embed the entire mini-course with THEIR affiliate links and begin distributing it themselves.

And, you can encourage your partners' to get their affiliates involved as well.

```
If all five of you each had your own affiliate databases to
begin offering the mini-course at their own site, you could
quickly have dozens, even hundreds of other people driving
traffic to your respective sites for you!
```

Do you see how profitable this can be for you?

It's completely free traffic, and now it's growing into areas you couldn't reach on your own.

Note: Another thing that I always do – that I encourage you to do as well – is to send out an extra mailing to all of those who join the list that lets them know THEY can give away the mini-course themselves. I don't know that I've ever created an ecourse with this additional message.

It goes out about a week after the subscribers have completed the sequence of articles and simply lets them know that they can give away the series themselves. Again, you'll find that there will be a consistent percentage of them who will begin distributing it automatically because of this announcement message.

More free traffic for you.

4. Continue To Feed Additional Content To The List. Moving on to key #4, "continue to feed additional content to the list." You can add more free articles and lessons to the sequence. Let the subscribers know that you are going to give them additional free content, noting that they may unsubscribe if they don't want the additional free articles.

```
As you write more articles and have other free content to
distribute, you've got a ready-made database in place to begin
offering immediately.
```

In fact, you could do this exact same mini-course traffic generation partnership with four new partners and simply plug in the next mini-course to the database of subscribers you've already built.

The possibilities are endless here.

5. Insert Solo Mailings For Each Other's Products. Another idea here to really make more money from this project is to "insert solo mailings for each other's products."

```
That is, on days in between the delivery of the 5 articles, send
out a solo mailing that does nothing but promote a product from
one of the contributing partners.
```

Each of you could do this, and each of you could insert your own affiliate links into the mailings to your respective lists.

Or, if you don't want to bombard your lists with solo mailings every other day, try this:

Don't send the articles themselves as emails. Load the articles as HTML pages at your website. Then, have your autoresponders include a short link to that day's free lesson, complete with a solo mailing for a product as the main bulk of the email message itself.

```
For example:

Dear Paul,

Lesson #2 of the "Start an Online Business" mini-course is
available for you to read at
http://www.blahblahblahblahblahblah.com/blah.html
```

```
In today's lesson, W. Mark Thompson shows you how to setup an
"upsell page" to automatically add 40% more profit to your
existing business.

Check out the article today.

Also, Mark has a brand new resource available that will help you
create compelling upsells … and then you'd launch into the solo
mailing.
```

Very easy to do. And very, very effective.

6. Craft Your Subject Line To Get Looks. Finally, you'll want to "craft your subject line to get looks." If you want folks to participate in your traffic generation project here, then you've got to get their interest long enough that they actually read you request.

```
That's no small accomplishment these days.  Folks are flooded
with emails – some legit, some spam.  And they are flooded with
requests, most of which don't even get read.
```

So, it's up to you to use your subject line wisely to get their interest. Simply writing, "*Paul, a JV request*" isn't going to get it anymore. I and others get dozens of those every day. You've gotta stand out as different.

Now, I'm going to give you five subject lines you can modify for your own use. If you use these now, you will stand out among the other bombardment of emails. Over time, everyone will start using these, but for now they are going to be very effective in getting the attention of those you want to participate.

[Name], I'd like to use you article

[Name], about [Article Name]

[Name], may I give away your answers?

[Name], my subscribers want to hear from you

[Name], have you written an article about this

If you use any of those subject lines, I guarantee you the person on the other end WILL open the email and take a closer look. Then, it's up to you to get them to participate.

By using one of these subject lines, however, you will give yourself the <u>opportunity</u> to convince them, and that's the first step. *You gotta get your foot in the door before you can walk inside.*

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