

Nicheology's Affiliate Marketing Academy

Lesson #2

The Quick And Easy Affiliate Setup - Blog

By

Paul Evans

<http://Nicheology.com>

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Introduction

Do you remember the "Four Stages" of successful affiliate marketing that I introduced you to in last week's lesson?

Here's a quick recap...

- 1) STRATEGY.** The initial stage of the affiliate business model is developing a basic plan of attack. This will be your overall strategy for producing sales through your affiliate link. ***We covered that last week.***

- 2) SELECTION.** After getting a good understanding of how to make money as an affiliate, it's time to make some crucial decisions. You'll need to select a market, a product to promote as an affiliate and a domain name in order to begin building your affiliate commissions. ***We covered that last week.***

- 3) SETUP.** Once your foundational decisions are in place, it's time to begin setting up two important things that will enable you to build significant income as an affiliate: a blog (free) and a list (free to low-cost). ***We are going to cover this beginning today.***

- 4) SELLING.** You'll spend the majority of your time in this final stage. This is the place where you promote your affiliate link over and over again. There are a wide variety of ways to do this and we'll be covering ALL of the proven effective ones. ***We'll begin this in a few weeks and continue for the remainder of our year together.***

At this point, you should have completed stages one and two from above. Today we're going to begin stage three.

As I mentioned, there are two primary assets you need to have in place in order to work this affiliate marketing training program –

A blog and a list.

Today we're going to get a blog setup for you. Even if you're not a "techie", don't panic. I'm going to explain it in "newbie-friendly" ways that is virtually push-button in practice.

Just in case you have no clue what a "blog" is, let me quickly offer you a working definition...

DEFINITION: According to Blogger.com, "A blog is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. Memos to the world.

Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules.

In simple terms, a blog is a web site, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you. Or not."

A blog is basically a web site where you provide **content** and **advertisements** to an "audience". For our purposes, it's going to be devoted to making money for you as an affiliate in the program you selected from last week's lesson.

Important Note: At this point, please don't even think about "content" or "advertisements" or what you'll be posting to the blog. I will explain it all to you in very precise and simple steps when the time comes. We're gonna take things one step at a time and today's step is to get your blog setup. Nothing more.

What makes a blog different than a "regular" website is this –

Adding materials to your site is basically "push button" easy. Instead of creating webpages, designing the layout, uploading the files, linking everything together, and so forth, with a blog this is all done seamlessly in a control panel where you **basically click your mouse a few times.**

So, let's get your blog setup quickly here.

Here's my step-by-step strategy you can use to setup your blog easily:

- 1) **CHOOSE** a Platform
- 2) **CUSTOMIZE** Your Blog
- 3) **CREATE** Your Posts

Let's look at these steps in more detail...

1) **CHOOSE** a Platform

You can research the best blog platforms (software) available, but let me save you some time: **Use WordPress.**

WordPress (WP) is powerful, has a big user community, and its developers are constantly updating it.

And while WordPress is pretty "bare bones" right out of the box (which is good – easy to learn!) , there are hundreds of different plug ins you can install to make WordPress function exactly the way you want it to long-term.

There are two ways you can use WordPress:

1. By going to WordPress.com and getting a blog hosted on their servers.
2. By installing WordPress on your own domain name and hosting it yourself. (Please don't panic – I'll show you how to "push a button" and get this auto-installed... there's even a "free install" option where someone will do it for you at no cost. ☺)

Yes, going to WordPress.com is quick and easy – all you have to do is fill in a short form and you'll be ready to blog in just a couple minutes.

BUT there's a downside to using this third-party "hosting" option: Namely, you need to follow WordPress.com's terms of service (TOS) and rules about the content you can place on your blog. Here's one line out of their TOS that affects you:

TOS of WordPress.com: ...the Content is not spam, is not machine-
or randomly-generated, and does not contain unethical or
unwanted commercial content designed to drive traffic to third
party sites or boost the search engine rankings of third party
sites...

You can see where they'd frown if you started putting your affiliate links on your blog. And that frowning could easily lead to your account and your blog getting suspended. And since you're doing this entire business to make money, it's a much better idea to set it up at your own site.

So skip the headaches and hand-wringing by hosting your blog on your own domain and web host. That way, **you have complete control over your blog**, and no one can shut you down for posting a harmless affiliate link.

Fortunately, getting a WordPress blog up and running on your own domain name is **super simple**. I'm going to give you two options to choose from...

OPTION #1: Autoinstall Using "Fantastico"

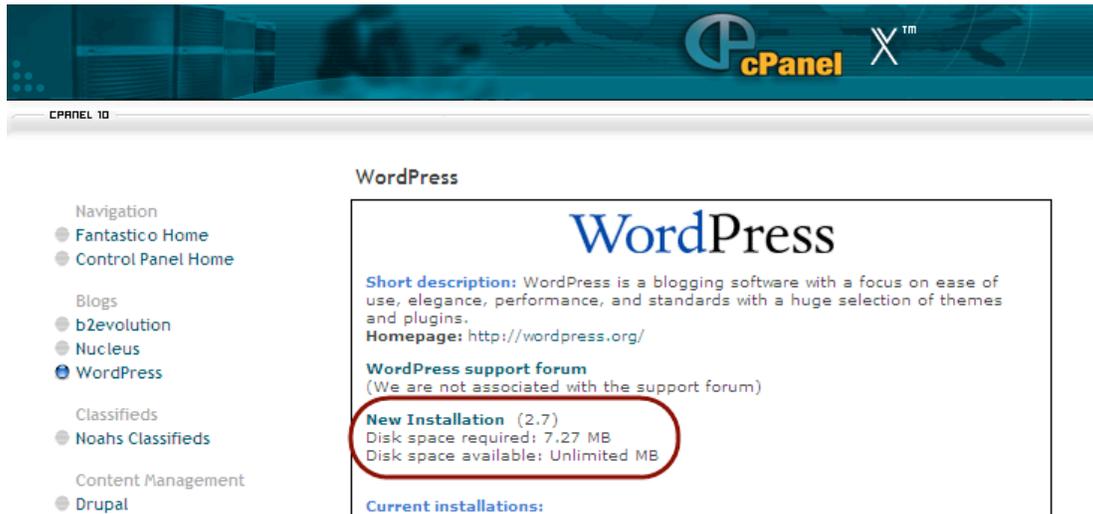
Simply follow these steps:

1. Register a domain name at GoDaddy.com or NameCheap.com. Choose something that clearly reflects what your blog is about. We talked about this last week in-depth. In fact, you probably should already have your domain name registered at this point.
2. Go to HostGator.com to purchase hosting for your domain. (For more hosting options, you can go to <http://wordpress.org/hosting/>). However, I recommend you use HostGator.com because you can get started for literally \$4.95 per month. And it has an "auto-install" feature for setting up your blog.
3. Go back to GoDaddy.com (or whatever domain registrar you used) and change the domain nameservers (DNS) to those that HostGator.com gave you in their welcome email. Once you have logged you're your GoDaddy.com account you'll be able to change the nameseservers.

(This simply connects your domain to your hosting and lets the whole world find your site properly.) **More on this later in the lesson.**

Note: It may take anywhere from a few hours to a few days for the change to propagate across the web (so that you and others can see your site when you type in your domain name).

4. When your domain name is propagated, then you can install WordPress. Simply log into your web hosting control panel (usually you can access it by going to www.yourdomain.com/cpanel), scroll down and click on "Fantastico De Luxe." Then click on "WordPress" under the "Blogs" section... and follow the easy instructions to install your blog, starting with the "New Installation" link, in just a couple clicks.



Alternatively, you can also download the latest version of WordPress directly from WordPress.org if your chosen webhost doesn't use Fantastico or other means of installing WordPress instantly. If you've secured hosting with HostGator.com, then you'll have this auto-install feature.

So, that's your first option. Here's your second...

OPTION #2: Preinstall Using "Reliable Webs"

My affiliate manager, Nicole, has worked out arrangements for a **"free installation"** of Wordpress blog onto your hosting if you host through ReliableWebs.com.

Simply follow these steps:

1. Register a domain name at GoDaddy.com or NameCheap.com. Choose something that clearly reflects what your blog is about. We talked about this last week in-depth. In fact, you probably should already have your domain name registered at this point.
2. Go to ReliableWebs.com to purchase hosting for your domain. Here are the step-by-step instructions...
 - ➔ Choose the plan that best fits your needs. Most people will be able to start with the lowest price plan.
 - ➔ Click on "buy now".
 - ➔ On the next page, enter your URL. (I.E. Your domain name)
 - ➔ Click on "search".

If you currently own the domain, that's ok. If you don't own the domain yet, that's ok, too. You'll be presented with the following three options.

Register Domain
Transfer My Domain To You
Self-Management (no cost)

If you own the domain already, just choose "Self-Management". If you don't, then choose "Register My Romain."

- ➔ Click "continue". You'll be taken to the next page.
- ➔ On the following screen, if you're buying the domain, enter your preferred username & password for the domain account.

If you already own the domain, you won't see those fields, obviously.

- Next, enter the title of your blog. (You can change this later, so don't fret.)
- Then, enter the admin email address. (This is an email address of yours that you can easily access. You can also change this later.)
- In the "Blogs to Install" drop down field, choose one of the blogs (Reviews, Must Have Resources, PLR Profits) if you're wanting to promote Jimmy's Infoprofitshare.com products or, if you are creating a niche blog to promote products other than Jimmy's, just choose "empty blog".
- Next enter your credit card or paypal info.
- Complete the contact info. Remember you DO want to include REAL information. If something happens to your billing and the hosting needs to track you down, you WANT them to find you.
- Lastly, select your preferred Username & Password for hosting. Make sure the username is unique and is not the URL as it's too easy to guess. And, please ensure that the password that you choose is a mixture of numbers and letters and is not something that anyone could guess. Do not use personal information like your birthday or your address. Your web hosting information must be secure.
- Click continue.
- Someone will contact you from ReliableWebs.com within 24-48 hours with further instructions. If you have any questions, please contact support@reliablewebs.com
- They will setup your blog for you.

3. Go back to GoDaddy.com (or whatever domain registrar you used) and change the domain nameservers (DNS) to those that

ReliableWebs.com gave you in their instructions. Once you have logged you're your GoDaddy.com account you'll be able to change the nameservers.

(This simply connects your domain to your hosting and lets the whole world find your site properly.) ***More on this later in the lesson.***

Note: It may take anywhere from a few hours to a few days for the change to propagate across the web (so that you and others can see your site when you type in your domain name).

Obviously, you can choose other hosting companies if you choose to do so. In the event of another selection, you'll need to follow their instructions for setting up your blog. There are thousands of hosting options out there, so it's impossible for me to give you setup instructions for them all.

I've chosen to provide two recommended options in HostGator.com because it's a very popular and affordable option, and ReliableWebs.com because I know Nicole and her associates will provide you with excellent support and have offered to install the blog for free.

Note: If you have any questions or need support regarding hosting, please do NOT contact me as I'll be unable to assist you. Please contact the hosting company directly.

If you have registered your domain with GoDaddy.com, the following are the instructions provided at their website for updating your nameservers.

(If you have used another domain registration service, refer to their instructions.)

UPDATING NAMESERVERS AT GODADDY.COM

To Set the Nameservers for Your Domain

Log in to your [Account Manager](#).

In the **My Products** section, select **Domain Manager**.

Use the checkbox(es) to select the domain name(s) you want to modify.

Click **Nameservers**.

Select one of the following:

Parked Nameservers

Specifies you want to park your domain on our parked servers. We automatically park your new domain registrations. The parked page displays when someone opens your domain from a Web browser.

Hosting Nameservers

Specifies your domain is hosted with us and you want to use our nameservers.

Custom Nameservers

Specifies your domain is hosted with another company, and allows you to enter at least two nameservers. These are provided by your hosting company.

Click **OK**.

If an offer displays and you want to accept it select the option and click **Add to Cart**; otherwise click **No Thanks, Set Nameservers**.

Once your blog is installed, move on to the next step...

2) CUSTOMIZE Your Blog. I've decided to send this out to you in a separate "part 2" of this week's lesson to avoid giving you too much to do at once. In **about 3 days** you'll receive a supplemental lesson that will show you how to change themes, create an "about me" page, etc. (You actually couldn't do this now anyway – it will take a day or so for your site to be "live".)

3) CREATE Your Posts. We'll talk about this at length in two weeks when we have an in-depth lesson on populating your blog with content and sales materials to produce orders.

What I want you to do right now is to remember this...

***All you need to do this week
is SETUP YOUR BLOG!***

I'll give you a supplemental lesson in about 3 days to "tweak" your blog and I'll give you weekly assignments for posting to your blog later.

You can literally be up and running just minutes from now, especially if you already have your domain name and hosting. And indeed, I strongly urge you to **take action right now by setting up your blog today.**

Because the faster you set up your blog, the faster you'll be able to start enjoying those affiliate commissions!