

Lesson #1

**How To Make Money Selling
Other People's Stuff In
3 Hours Or Less Each Week**

By

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Introduction

In today's lesson we're going to cover a LOT of ground. Fortunately, at the end of the day, your action steps will take relatively little time. You'll probably spend more time this week "working" by reading this lesson.

But, it's all important foundational stuff, so I need to cover it all. By the end of today's lesson you'll have a picture perfect look at how to build your affiliate business. You'll also have made some key decisions in choosing WHAT you'll be promoting. Sounds great!

Ready? Let's dive in together...

4 Stages Of The Affiliate Business Model

There are four basic stages of the affiliate business model that I'd like to explain to you. Let me give them to you in abbreviated form first and then we'll dig in deeper...

- 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'll cover this today.***

- 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'll cover this today.***

- 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'll cover this over the next few weeks.***

- 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.***

Now, all of this sounds really exciting, I know. So, let's go ahead and begin looking at each of these stages in greater detail. We'll also make some foundational decisions to build your affiliate business upon.

SIDEBAR: Let me remind you that today's lesson and next week's lesson will be much longer than most. This is only to give you a good understanding of how things are going to work and to get everything setup to hit the ground running. Your "assignment" for the week will only require 1-3 hours of time.

Let's talk about these stages of the affiliate business model...

1) STRATEGY. The first thing we need to do is create a basic plan for you to put into action over the coming weeks and months. I'm going to give this to you in a nutshell and then explain why it's important that you approach the affiliate business in this manner.

Create a blog and a list that are designed to get sales for your affiliate link and then direct as many people to your blog and list as possible.

I know, I know. At first glance you may be thinking, "I thought I was going to promote my affiliate link!" Trust me, you will. But in doing it this way you'll **dramatically increase your affiliate commission checks.**

Let me explain some keys to success with affiliate marketing and then we'll get back to this strategy. Hold on tight, you're about to get a serious education in affiliate marketing.

Here's how a lot of people promote their favorite offer...

-> They simply advertise their affiliate link and send visitors directly to the website where the product salesletter awaits.

Two quick questions for you regarding this practice:

- 1) Who gets the ultimate benefit?
- 2) What happens to those who don't buy?

Think about this for a moment. When you send a visitor to the salespage, who gets the ultimate benefit of your effort?

I'll give you a hint: it's NOT YOU.

The owner of the product does. Why? Because if they are any kind of marketer at all, they'll have a LIST of some kind for visitors to join. And then they get to promote to that subscriber over and over again. And not just their products, but they can promote other people's products as well.

SIDEBAR: To be sure, they'll likely spend the first few follow-up offers to promote their own offer and you WILL likely earn a commission on referrals, everybody knows the real value is in the long-term offers being sent. Any of these future offers that they send promoting other stuff leaves you out of the loop.

And while you got them that subscriber through your effort, you ain't getting paid a penny for all of those future sales.

Moving on to that second question. The average salesletter gets around 2% conversion. That means 98 out of ever 100 people you send to the site will NOT buy. What happens to those folks? They either walk away empty-handed never to be seen again, or they join the list and get a variety of offers presented to them. Either way, it's not going to help you in the long run.

That's a LOT of wasted effort, isn't it? You're looking at a relatively small payday for your investment of time and money in getting visitors to click thru your affiliate link.

Fortunately, there's a better way. A much better way.

That better way is this: *"capture the subscriber first".*

Here's the better way to promote your affiliate link...

1) Setup a list at your blog. This can be to give away a free report, publish a regular newsletter, offer a mini-course, share articles, etc. It can be anything you want. Just make sure it's...

- A. Desirable information that would attract subscribers.*
- B. Highly related to the offer you're promoting as an affiliate.*

After you have your list setup and in place, do this...

2) Promote your list INSTEAD of your affiliate link. Your primary objective should be to build YOUR list instead of someone else's. That way YOU can promote offers to them over and over again long-term.

3) Redirect them to your affiliate link. Setup your list to redirect the new subscriber to a "thank you" page that confirms their subscription and notifies them to check their email for the first issue/lesson/download link, etc. Include a bold link that reads "Click Here To Continue." That bold link should be your affiliate link!

Now what do you have in place?

- You build YOUR list!
- You build YOUR brand! (IE Your name, domain name, list name)
- You build YOUR credibility! (Through the content you share)

And, get this...

You STILL get them to the affiliate product salespage like you wanted to in the first place.

Only now you have them on a list.

4) Follow-up for long-term conversion. Once new subscribers have joined your list, it's up to you to build a relationship with

them. Offer them great articles and other content that promotes your primary offer. And don't stop there. Promote other offers that are related to generate revenue for months and even years to come.

Just remember that you need to capture the opt-in FIRST. Never send visitors directly to the salespage of the product or service you're promoting as an affiliate. Always make certain you get them on a list first. That way YOU get the ultimate benefit from your investment of time and money.

Which is better...

Option A: Promote your affiliate link and lose control of the person who clicks thru your link, or

Option B: Promote your list and have the ability to make offer after offer to them for a long time?

I don't want to get so far ahead of ourselves that you feel overwhelmed or confused, but there are MANY great benefits to using Option B...

- You get the opportunity to promote your affiliate link over and over again through a variety of articles, reports, mini-courses, blog posts, tips, newsletter issues, reviews, etc.
- You get the opportunity to build a relationship with the subscriber to earn their trust so they automatically buy your recommendations.
- You get the opportunity to promote not just ONE product, but many, many products over time, all earning your commissions.
- You get the opportunity to learn the buying habits and hot buttons to fine-tune your promotions so your conversion rates soar as more subscribers become paying customers.

I could go on and on and on, but I won't because it might get you so

excited that you lose track of the FIRST STEP that's in front of you.

The point being: this is an incredible model for affiliate marketing. End of discussion. Period. Game over. Thanks for playing.

Now, remember, that's the STRATEGY. That's where we're going. But, we're gonna get there in manageable "baby steps". This is basically all you're gonna need to do...

- 1) Make some decisions (later today)
- 2) Setup a blog. (Free, easy, next week)
- 3) Create a list. (Free/low-cost, easy, week after that)
- 4) Start promoting your blog, where the list is setup.
(Mostly free, every week for 52 weeks)

Each of these steps are gonna take about 1-3 hours per week. So, the end result is gonna be BIG, but the journey is going to be taken in baby steps. I PROMISE you will not get overwhelmed if you just take one lesson at a time.

I just wanted to explain the strategy to you so you can see where we're going.

Congratulations. You've completed stage one. 😊

2) SELECTION. The primary thing you're gonna do this week will be found in this second "stage". You need to make some key decisions, or selections, concerning your affiliate program business.

I'll walk you through each of them and make some recommendations, but at the end of the day, it's your call.

3 Key Decisions To Make Today

Decision #1: What "market" will you target?

The first thing I want you to do (that you need to do!) is choose a **BROAD (I.E. LARGE)** "market" or "target audience" to build your business upon.

Example "Market": weight loss.

Example "Target audience": those wanting to lose weight and / or get in shape.

Notice I said choose a **BROAD** "market" or "target audience" – NOT a smaller "niche". Instead of finding a niche, creating an offer for it, then rushing off to another niche...

Find a target audience and build your business around a core group of subscribers and site visitors by offering multiple offers.

You don't need a gazillion niches to make a fortune online. You need one good target audience. We're going to simplify things – and yet make a lot of money doing it. Instead of looking for tiny niches, you look for larger target audiences and feed them multiple, highly related offers.

The idea here is to find customers who make repeated purchases from you.

Long term, you want to promote MULTIPLE, RELATED offers to them.

Marketing Exhibit™: "Weight Loss"

Weight loss is a billion dollar industry. There are literally millions of potential customers out there who are looking to lose weight and get in shape. As an affiliate, you could begin by promoting a single product to this market. Then, over time you could promote a wide variety of "related" products...

- How to Tone Up Your Tummy
- One Minute Exercise Routines
- 7 Ways to Boost Your Metabolism
- Low-Calorie Mealbook
- Walking Your Way to Better Health
- Yoga for Beginners

I mean, we could go on and on here with ideas. These products are all decidedly different from each other, but they are all related to our target audience's interest – that of losing weight and getting in shape.

As an affiliate, there are DOZENS of different offers you could promote over time. Your customers ultimately make **multiple purchases** from you.

Note: I will use the terms "target audience" and "market" interchangeably.

I tell my coaching folks that there are 3 simple criteria that I look at in deciding what target audience I want to focus upon...

1) A target audience accustomed to spending money.

If the target audience isn't accustomed to spending money - and, generally, a "lot" of money, then there's no point in directing any effort towards it. "College students" isn't a great target audience simply because most of them are broke! On the other hand, "golfers" spend a gazillion dollars each year on their hobby ... they certainly would qualify.

2) A target audience that can be presented with a variety of offers.

If the target audience is limited in what you can sell to it, then again there is a red flag. You want to be able to present multiple offers related to the general theme of the target audience you have selected long-term for additional income streams.

3) A target audience that you are personally attracted to.

(Optional)

While this isn't absolutely necessary, it's certainly a plus. If you can find a target audience / market that meets points 1 and 2 - AND you have a strong interest in it yourself, then you've made your choice. A personal interest, experience or knowledge of a particular target audience gives you an advantage in many areas of building your business. It's not necessary, but it does help.

There are many, many "markets" that you can choose from. A few include: Arts and Crafts, Beauty, Business, Careers, Computers and Technology, Cooking, Dating, Disease and Illness, Health and Fitness, Hobbies, Home Schooling, Leadership, Motivational, Parenting, Public Speaking, Recreation and Sports, Relationships, Religion, Romance, Success, Self-Help, Sports, Time Management, and Writing.

Any of these are great markets. There are, quite obviously, many more.

The Profitability Clue: If there is a successful magazine devoted to a target audience, then it's probably a profitable market. Magazines are advertising driven and therefore a good indicator of the financial well-being of a specific market. If there are multiple successful magazines there is definitely money to be made. (Visit Magazines.com, your local newsstand or the magazine rack at your favorite bookstore for ideas.)

If you don't already have a market in mind, choose one of these major divisions from [Clickbank's Marketplace](#)...



There is also a larger listing of market "categories" at

AssociatePrograms.com.

After determining your market, it's time for your second decision...

Decision #2: What "product" will you promote?

I'm a big believer in promoting "information" products simply because there is a greater profit potential for you in most cases. So, for the purposes of our training, you're going to identify a product or service that you can promote as an affiliate which sells an "information" product such as...

- Ebooks.
- Membership sites.
- Special reports.
- Coaching program.
- Software program.
- Service.
- Club.
- Information licensing.

The most common will be either an "ebook" or a "membership site". Of course, you can choose anything you want to promote.

Now, before we talk about WHAT product or service to choose as your initial offer to promote, let me offer 3 suggestions on "kinds" of programs to promote. While you can promote ANY product or service you want as an affiliate, these three "kinds" are more lucrative long-term...

- 1. High-Ticket. (Good)** Finding affiliate programs that sell products at a premium price is a good option simply because you get a larger commission per transaction. I.E. If you promote a \$27 offer and earn 50% commission, you earn \$13.50 per sale. If you promote a \$997 offer and earn 50% commission, you earn \$498.50 per sale. A big difference in earnings per transaction. However, there is a downside. It's

much easier to convince someone to part with \$27 than it is \$997.

2. **Multiple Offers. (Better)** Another option is to identify affiliate programs that offer MULTIPLE products that you get paid a commission on by referring a customer to them. In other words, if the customer buys Product A from your initial promotion and then, through follow-ups, they customer buys Products B, C, D and so forth from the vendor, then you receive a commission from those sales as well.
3. **Recurring Income. (Best)** What I consider to be the "top dog" in terms of what "kind" of affiliate program to promote are those that REBILL their customers regularly. These "subscription" programs afford you the opportunity to earn a commission EVERY TIME the customer is rebilled. So, if you promote a membership site and a customer joins you get an immediate commission from the initial sale. But, it doesn't end there. You also get a commission each time the customer gets rebilled for as long as they remain active.

As you prepare to make a decision about what product or service to promote as an affiliate, I'd encourage you to consider these three "kinds" of programs to join.

Now, there are four additional elements you should look for in choosing an affiliate program to join...

1. **Payment.** Look for programs with a proven track record of reliable tracking and timely payments. They should have a clear pay structure with specific information on the compensation you'll receive: commission amount, payment schedule, tracking information, form of payment, terms, etc.
2. **Potential.** Seek out programs that have an ever-growing product line. As markets become saturated and products become dated, it's important that new releases are available to expand your revenue options.
3. **Promotion.** You'll want to make sure the affiliate program you join has LOTS of ready-made promotional materials ... especially rebrandable content (Ex. Articles, reports, etc.) Don't settle for programs that offer a few solo mailings and

banner ads. You need as much ready-made CONTENT as you can get for distribution to your market.

- 4. Profit.** Obviously, it all comes down to profit. Look for sites that rank highly in sales volume, have sales processes that convert well, produce back-end offers and (preferably) are one of the three "kinds" of offers mentioned previously.

So, with all of that said...

Where can you find an affiliate program to join?

There are a lot of places to find affiliate programs, but in the interest of time and convenience, let me just identify what I consider to be the two best...

- **Affiliate Program Resource #1**
[Clickbank's Marketplace](#). One of the reasons that I like Clickbank's marketplace is because they have current ranking for the affiliate programs indexed based on a unique formula that indicates the overall health of the program. If you've used their index to choose a market, simply click on the market link at the site and you'll find many programs. Generally (not always), the sites ranked towards the top are your best options. All of the programs listed in their marketplace have affiliate tracking done by Clickbank, one of the web's longest running and most used services. Clickbank makes sure you get paid promptly for your promotional efforts.
- **Affiliate Program Resource #2**
[Associate Programs Directory](#). Allan Gardyne has one of the most complete directories of available affiliate programs. You'll find a lot more categories and options than the directory at Clickbank. You'll need to be careful in examining the affiliate programs due to a wide variety of affiliate tracking scripts and services being used. (IE These are not all ran through Clickbank – many are "do it yourselfers" who may or may not have the same reliability in tracking, paying, etc.) Be sure to do your research.

So, those are a couple of great places to find an affiliate program to join.

That brings us to the third and final decision you need to make...

Decision #3: What "domain" will you register?

We're going to setup a free blog beginning next week where you'll operate from as your home base over the next 52 weeks (and beyond). But, rather than have you promote someone else's site, you're gonna promote your own site with the free blog "auto installed" (More on this next week.)

Note: Don't know what a "blog" is? Don't worry, everything will be explained in detail next week. It's easy to setup, requires absolutely zero experience, and is free.

None of that really needs to be important to you at this point, except for the fact that you need to choose and register a domain name.

This will cost you less than \$10 for a year's registration.

- You can register your domain at <http://www.Godaddy.com>

However, I'd like to propose something much easier in terms of choosing a domain name. It's a simple formula...

Topic + suffix = domainname.com

That is, you take a keyword or keyphrase related to your target market (I.E. Affiliate, Diet, Inspiration, Home Business, Travel, etc.) and you merge it with one of my suffixes below to create a domain name you can register.

- ➔ World/Globe

- Watch
- Trend
- Connect/Connection
- Online
- Times
- Talk
- Helps
- HowTo
- Success
- Results

Let's look at an example...

EXAMPLE: If you use "Home Business" in these you'd render these domain names: HomeBusinessWorld.com, HomeBusinessWatch.com, HomeBusinessTrends.com, HomeBusinessConnection.com, HomeBusinessOnline.com, HomeBusinessTimes.com, HomeBusinessTalk.com, HomeBusinessHelps.com, HomeBusinessHowTo.com, HomeBusinessSuccess.com, HomeBusinessResults.com.

(Just as a note, I don't know if any of those sites are already taken or not and have no affiliation with them, nor endorsement for them.)

I know we've covered a lot of information today, but what you need to do now should take just a little bit of time. No more than 3 hours – certainly if you use my recommendations.

Bottom line: Choose a market, join an affiliate program, register a domain.

Lesson #2

The Quick And Easy Affiliate Setup - Blog

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

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...

- 5) **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.***

- 6) **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.***

- 7) **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.***

- 8) **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.



WordPress

Navigation

- Fantastico Home
- Control Panel Home

Blogs

- b2evolution
- Nucleus
- **WordPress**

Classifieds

- Noahs Classifieds

Content Management

- Drupal

WordPress

Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.
Homepage: <http://wordpress.org/>

WordPress support forum
(We are not associated with the support forum)

New Installation (2.7)
Disk space required: 7.27 MB
Disk space available: Unlimited MB

Current installations:

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 Mark's InternetMarketingTrust.com products or, if you are creating a niche blog to promote products other than Mark'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 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).

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](https://www.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!

Lesson #2

**The Quick And Easy
Affiliate Setup – Blog
- SUPPLEMENT -**

By

**W. Mark Thompson
&
Paul B Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Just a few days ago you received your second lesson. It was all about "setting up your blog" (website). If you recall, I promised you a "supplement" lesson to help you through that second part...

CUSTOMIZE Your Blog

We're going to do some minor tweaks to your Blog today. Just so you know, this **won't be the last time** we customize your blog. There will be a lot of changes to it over the coming months as we use some handy "plug-ins", but I just want to make some **slight changes** this week to get everything setup.

We'll do this in three customizations...

1. **CHOOSE a theme.** This first customization is optional, but I know a lot of people will want to change the "theme" of their blog. A "theme" is the overall appearance of your blog and includes things like the header, the format of your posts, the navigational windows, etc.

If you've looked at your blog, you will see that the overall appearance is very "*plain*" straight out of the box. In its original installation, you'll find it can be quite bare. It's certainly "*okay*" to leave it this way if you choose, but most people would rather add graphics and other cosmetic touches to allow the blog to be more **reflective** of their own personalities and of the content being posted to the site.

Wordpress offers a lot of free themes on their website. You can find these themes at...

- <http://worldpress.org/extend/themes/>

The most important thing to decide when you're choosing a theme is the layout – whether it's 2 or 3 column, and where the navigation is. Most of the other variables can be **updated at any time**, but the main layout of the page will be somewhat permanent.

In other words, you can change "*themes*" relatively easily and

seamlessly within the same columnar layout. (Ex. Virtually all 2-column themes can replace existing an existing 2-column theme.)

Let me walk you through the steps for changing themes.

-- Word Press Theme Install --

Part One: Choose a Theme and Download It To Your Computer

1) Go to <http://wordpress.org/extend/themes/> or search Google.com for wordpress.org themes. (It's best for beginners to simply stick with what's at Wordpress.org)

2) Look through and find the theme you like here based upon the layout (2 column versus 3, where the pieces are, etc). The main layout can not be easily changed, but colors and graphics can. For instance, you can not easily change a theme with the side nav on the left over to move it to the right, but you can change the colors of links, page background, and all other elements.

3) Download the theme to your computer. Simply click on the provided download link from the page and choose to SAVE it on your computer in a spot you can easily locate.

4) Unzip it using your regular unzip program. (Most computers come with an unzip program installed.) Unzip all of the files in the them into a folder on your computer with nothing else in the folder.

Part Two: Get the Theme Onto Your Hosting*

1) Login to your site with your FTP program. This is done with a program such as WS_FTP or CUTE FTP. (Don't know how to upload files, don't worry - a video is coming your way in 24 hours)

2) Upload the unzipped folder and its contents via ftp to the folder named wp-content/themes.

Part Three: Tell WordPress which Theme You Want to Display

1) Log into your Wordpress admin panel on your site which will be located at www.yoururl.com/wp-admin (Login info will be provided to you when you install your blog. It may be inside a folder like this www.yoururl.com/folder/wp-admin, depending on where you installed the blog.)

2) Click on "Design" or "Appearance" and then click on "Themes".

3) Select the new theme. (In newer versions of WordPress a new window with a preview of the theme will open and you'll have to click "ok".)

That's all there is to it.

---- End ----

It's actually very easy. There really didn't need to be as much explanation as I've included in this lesson, but I wanted to cover all the little details so even beginners can figure it out.

NOTE: There is a member "*on-demand*" resource coming your way in about 24 hours or so. This will be a video tutorial set walking you through these steps.

2. **CREATE pages.** There are a few "pages" at your blog that you'll need at the startup. While these pages for the most part will remain unchanged, you can make edits to them anytime you choose.

There are three recommended pages. I'll first explain each of these pages and then give you some simple instructions for adding these pages to your blog...

- **About.** Virtually every blog has an "about" page. On this page you'll share some brief information about yourself as the author of the blog posts / owner of the site. Some people simply use this page to tell about their personal lives, but for our purposes it will be best if you tell "your story" as it pertains to internet business. Talk about the products that you've used to build your business – and link to them using your affiliate link.
- **Legal.** Since your blog will be a "business" site that

promotes affiliate programs with the intention of generating revenue, it's important that you protect yourself legally by having disclaimers in place. I personally spent a lot of money having an attorney create my legal disclaimers several years ago. If you'd like to go this route, then I recommend Bob Silber who specializes in this area. You can get your free copy of this disclosure at <http://disclosurepolicy.org/>

- **Contact.** (OPTIONAL) If you'd like visitors to your blog to contact you with questions, joint venture proposals, interview requests, etc. then you can create a "contact" page at your site with instructions on how to get in touch with you. An example contact page can be seen at

Now, let's talk about how to create these pages in Wordpress at your site. It's actually very, very simple. Here's a quick tutorial...

-- Creating Pages At Your Blog --

1) Log into your Wordpress admin panel on your site which will be located at www.yoururl.com/wp-admin (Login info will be provided to you when you install your blog. It may be inside a folder like this www.yoururl.com/folder/wp-admin, depending on where you installed the blog.)

2) Click on the PAGES tab on the left hand side of your screen in the side navigational panel. It's just below "links" and just above "comments".

3) The PAGES tab will now become highlighted and beneath it will appear the words "EDIT" and "ADD NEW". Click on "ADD NEW".

4) On this page you will see two major field boxes: A title box (thin box at the top of the page immediately below the words "ADD NEW PAGE") and a larger page details box below the words "Upload/insert" and the page editor tabs. Type or paste a title into the title box. Type or paste the entire contents of your page into the page details box. You may use the page editor tabs to add styles (bold, italics, etc.) and webpage links just like you would any other editor. (Video coming to SHOW you how to do this)

5) Scroll to the bottom and DESELECT "Allow comments" and

"Allow pings". You do not want these two options for your about, legal and contact pages.

6) Towards the top of the page on your right hand side you'll see the tabs marked "SAVE DRAFT", "PREVIEW" and "PUBLISH". Click on the "SAVE DRAFT" button and then click on the "PREVIEW" button. If you like what you see, Click on the "PUBLISH" button. If you do NOT like what you see, make appropriate changes and then click on the "PUBLISH" button.

7) Repeat this process for each of the setup pages that you wish to create ... About, Legal, Contact.

That's it!

---- End ----

3. **CHANGE links.** One of the most important things you can do in your blog setup prior to posting messages is to change the appearance of the links of all of your pages / posts. The default format for your pages at your blog appears like this...

→ <http://www.yoururl.com/p=123>

That's not as professional looking as you'd like it to be. Plus, there are some minor search engine disadvantages that I'm not going to go into. The important thing is, you'd rather have your links appear like this...

→ <http://www.yoururl.com/post-title>

Here's an example...

→ <http://revenuehelps.com/2009/how-to-promote-any-affiliate-program>

That's a much more professional looking link and it can also help in certain search scenarios.

So, you want to make a quick adjustment to your settings in order to make this happen. This is a ONE-TIME adjustment that will allow your links to automatically appear in the "title" format from this point on.

Here are your walk-thru instructions...

-- Creating Pages At Your Blog --

1) Log into your Wordpress admin panel on your site which will be located at www.yoururl.com/wp-admin (Login info will be provided to you when you install your blog. It may be inside a folder like this www.yoururl.com/folder/wp-admin, depending on where you installed the blog.)

2) Click on the SETTINGS tab on the left hand side of your screen in the side navigational panel. It's the last tab in the panel.

3) The SETTINGS tab will now be highlighted and will have several sub-entries below it. Click on the PERMALINKS tab.

4) You will see several options on that page beginning with DEFAULT and ending with CUSTOM STRUCTURE. Select the CUSTOM STRUCTURE option. Paste the following information into the blank space to the immediate right:
/%year%/postname%/

5) Scroll down and click on the SAVE CHANGES button.

That's it!

---- End ----

And speaking of the "end", that's all you need to do in order to customize your blog at this point. Throughout our year long training there will be many minor "tweaks", but for now that's all you need to do in getting the blog setup to use.

Lesson #3

The Quick And Easy Affiliate Setup – List

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

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., "W. Mark Thompson"), then you may consider using your name as part of the name of your newsletter (e.g., "W. Mark Thompson's [Internet Marketing Trust]").

- ➔ **Recognition.** The second issue is that your newsletter name should instantly tell prospects what your newsletter is about. The "Affiliate Driven Profits Newsletter" doesn't do that. However, something like the "Ask The Online Business Coach" 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: "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...

- 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. ☺)
- Phonetically Pleasing: An archeological newsletter entitled, "Digital Digs"
- 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...

- 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, "Recyle"?

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...

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

Lesson #3

The Quick And Easy Affiliate Setup – List - SUPPLEMENT -

By

**W. Mark Thompson
&
Paul B Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

A couple of days ago we started the list "setup" and complete stages one and two. Today we're going to do the real technical part of things in this third and final stage...

3) Your List TASKS. There are three things you need to do in order to actually setup the list so you can load your first newsletter in a couple of weeks when I teach you how to create and publish it. Today we're doing the "setup". You won't actually publish anything at this point. We're just going to get the list setup so it's ready when you are.

How To Setup Your List In 3 Simple Steps

I'm going to walk you through the three steps for setting up your newsletter list...

1) CHOOSE a mailing service. There are a lot of options available when it comes to your mailing service. Three of the most used services among internet marketers are <http://www.Aweber.com>, <http://www.GetResponse.com> and <http://www.EmailAces.com>. There are plenty of others that you can find by searching "autoresponder" or "list" or other similar terms at Google.com.

Let me save you some time. Go with [Aweber.com](http://www.Aweber.com). I've been using them for many years and have always found their service reliable and user-friendly. Their customer support is fantastic as well, in my experience.

One of the biggest reasons why you should use [Aweber.com](http://www.Aweber.com), in addition to this, is the fact that the steps I outline below – and the video tutorials that will be made available to you – will explain how to use [Aweber.com's](http://www.Aweber.com) services.

You can use any service you'd like, but you'll need to follow their setup instructions in order to "learn" how to get things in motion. There are dozens, if not hundreds, of options out there. I have to pick one in order to explain things for this program. I personally use [Aweber.com](http://www.Aweber.com), so that's what I'm going with based solely on

my own personal experiences.

NOTE: This isn't some "ploy" to earn me money. None of the links in this lesson that lead to Aweber.com are coded with my affiliate data. I will not make one penny if you choose to use their services. My recommendation isn't motivated by personal compensation, but rather because of the quality of their service.

Your first step is simple – go to [Aweber.com](https://www.aweber.com), click on "Order" and follow the instructions to open your account.

Once you've opened your account, log into your control panel here: <https://www.aweber.com/login.htm>

Next, click on "*Create and manage*" lists. There you'll see an option to "*Create a new list.*" Click on it.

From here you'll be taken through a variety of steps where you fill in information to create your list. This information includes things like:

- The name of your mailing list.
- The company name.
- The email address you'd like associated with this list.
- What you'd like to appear in the email subscribers get to confirm their subscriptions.
- What you'd like your email subscription box to look like.
- The emails you'd like to initially send to subscribers.

Look at the bottom of your screen, and you'll see Aweber's (hovering) "*Set Up Wizard,*" which will swiftly take you step-by-step through the process. If you're unsure of how to complete a step, you can watch the accompanying support video. Once you complete a step, click on "*Next*" on the Set Up Wizard and you'll be taken to the next step. It's quick and painless, even if you're not technically minded.

After you have setup your list by working through the Setup Wizard at [Aweber.com](https://www.aweber.com), you'll need to insert your first message. The first message will typically be issue #1 of your newsletter. Obviously, you

haven't created this yet and won't for about two more weeks. For now, we'll setup a simple placeholder message in the autoresponder.

- ➔ From within the Aweber.com control panel, click on the MESSAGES tab and choose FOLLOWUP.
- ➔ Next, click on the + ADD NEW FOLLOW UP MESSAGE tab.
- ➔ In the box beneath the word SUBJECT, paste this line of text:
[Newsletter] {!firstname_fix}, here is issue #1
- ➔ In the space beneath PLAIN TEXT MESSAGE, paste this line:
{!firstname_fix}, your first lesson is coming soon.
- ➔ Below that, you will see INTERVAL. Type in "1" (minus the quotation marks.) This will send the message immediately when someone subscribes.
- ➔ Deselect TRACK CLICKS.
- ➔ Click on the SAVE MESSAGE tab.

This will get a temporary message setup. Don't worry, no one will ever see it but you and we'll change it to the correct first issue of your newsletter in a couple of weeks when you have that published. (Don't let that scare you either – it'll be so "plug and play" that you won't even know you've done any work! 😊)

For now, we just need this setup.

So, to recap so far, here is what you need to do...

- Order an Aweber.com account.
- Setup your list within the Aweber.com control panel.
- Insert your first follow-up message within the Aweber.com control panel.

After you have these in place, it's time to setup your webform for the list so you can actually get subscribers to input their name and email address and join your list...

2) ***CREATE an optin offer.*** One of the last steps of the Set Up Wizard included the little piece of code you need to insert into your web page.

Note: You can choose the one line JavaScript code, which calls the information from Aweber's server to create your form. Or you can use the HTML code, which creates the subscription form on your own web page and displays it. Either one is fine. For simplicity purposes, you may want to copy the "javascript" code.

You'll need to insert that piece of code into your web page (or in this case, to your blog.) If you didn't copy the code while you were setting up your mailing list, you can get it at any time by following these steps:

1. Log into your Aweber account.
2. If you have more than one list set up, choose the list you want to work with from the drop down menu (near the left side of your screen). You should only have ONE list at this point.
3. Click on "web forms" on the upper right side of your screen.
4. Then click on "get HTML" to get the code.
5. Copy this code by highlighting it, clicking on your RIGHT mouse button and choosing COPY.

That's all you need to do in order to get the code for your webform. Then, move on to the final setup stage...

CODE your list page. Up next you'll want to transfer that webform code into the sidebar at your blog so it will appear on all of your pages. And you'll create a confirmation page the subscriber will arrive at after they join the list.

This final step really isn't that difficult, but it's not an easy thing to explain in written form. To code your list page and create a confirmation page...

➤ ***Make your description short and appealing.*** In the video you'll be shown how to create a description to include

immediately above the webform at your blog. Here's an example to model your own after...

Free Subscription To
REVENUE NEWSLETTER
*Each Weekly Issue Is Jam-Packed With Tips
To Help You Increase Your Revenue*

- **Setup your confirmation page with a [CLICK HERE to continue link](#).** In the sixth video which shows you how to create a confirmation page, at the close of the page be sure to have a [CLICK HERE TO CONTINUE](#) link. Link this to your affiliate link for the product or service you are promoting. Here are a few examples...

While You Are Waiting For Your Confirmation Email To Arrive,
[Click Here](#) For My "Secret Weapon" For Getting Website Traffic

While You Are Waiting For Your Confirmation Email To Arrive,
[Click Here](#) For A Look At What I Used To Lose 21 Pounds In 3 Weeks

While You Are Waiting For Your Confirmation Email To Arrive,
[Click Here](#) For My #1 Strategy For Acing Interviews

So, watch videos five and six for completing this final stage.

After you have done these steps, join the list yourself to test the process.

So, Let's do a quick recap of these final "setup" steps...

Checklist:

- Order an [Aweber.com](#) account.
- Setup your list within the [Aweber.com](#) control panel.

- Insert your first follow-up message within the [Aweber.com](https://www.aweber.com) control panel.
- Copy the code for your webform within the [Aweber.com](https://www.aweber.com) control panel.
- Paste the webform into your Wordpress sidebar and add description.
- Create your confirmation page at your blog.
- Join the list to test the process.

On a separate note before we close out, let me show you something that's pretty impressive. Here are your "business costs" so far...

Domain registration:	\$8.99 per year
Website Hosting:	\$5-10 per month
Autoresponder:	\$19.00 per month

To start a business you've spent less than forty bucks!!!

Your monthly operating expenses are less than thirty bucks!!!

Is there any other business model in the world that can compete with that? It costs tens of thousands of dollars to start a "brick and mortar" business. Heck, some franchises cost \$1 million just for the franchise!

This is an unbelievable bargain.

Most of the promotional methods we're going to begin exploring in month two are completely free.

Even if you decide to outsource the list setup, this is a "pennies" business to get setup. That's why I love affiliate marketing.

Anyway, just some food for thought.

Lesson #4

The Ultimate Way To Get Buyers

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

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 simply 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
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 for [Six Figure Focus](#) course to give you ideas...

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

Review of Six Figure Focus
by Paul & Mark

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 miss" 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 & Mark.

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 "Critical Causes Of A Six Figure Business"

In order words, there's "six figures" to be made with the right "focus"!

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 you first small report in less than 1 week from NOW.

Check it out for yourself at..

----- 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 & Mark of "Affiliate Profit Plan"

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 & Mark Thompson are the creators of "Affiliate Profit Plan", 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 YOUR AFFILIATE LINK

.....

----- 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.

One more quick thing before we wrap up.

Redirect your affiliate link

I recommend you mask your affiliate link using this method below...

Just create a new page on your website and enter this code into the html area.

```
<html>
<head>
<title>:: TITLE OF PRODUCT YOU ARE PROMOTING::</title>

<meta HTTP-EQUIV="REFRESH" CONTENT="0;
URL=http://YOURAFFILIATELINK.COM">

</head>
</html>
```

Be sure to substitute the portions in RED above with your specific details. Save this webpage file as PRODUCTYOUAREPROMOTING.html. Such as "simplesixfigures.html" or "wakeupproductive.html", etc.

That way, if your blog is RevenueHelps.com you'd promote <http://www.RevenueHelps.com/adp.html> in your blog posts instead of <http://YOURCLICKBANKID.fliving.hop.clickbank.net>

It's more professional looking and keeps "thieves" from using their own affiliate link instead of yours when they click thru.

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

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...

Lesson #5

Your Ready-Made Promotion Publication

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

It's time to publish the first issue of your newsletter. I'm going to show you how to do this very quickly. In fact, by utilizing existing content you can publish an issue of your newsletter in **less than an hour**.

How To Publish An Issue Of Your Newsletter In 60 Minutes Or Less!

We're going to approach the publishing of your newsletter in two stages...

Part 1: DEVELOPMENT.

Part 2: DELIVERY.

So, let's get this setup for you today as I walk you through the steps to publish this inaugural issue of your newsletter. First up is the development portion of this all-important step...

Part 1: DEVELOPMENT.

In this part we're actually going to prepare the newsletter with all of its various "components". Before I begin to explain each element of your newsletter, let me give you a quick snapshot of what your newsletter is going to "look" like when you have completed it...

```
=====
=
```

```
Name of Newsletter Goes Here
```

```
Your Slogan, Tagline or Subheadline
Should Be Inserted Here
```

```
Paul B Evans, Publisher
```

```
Date Script Goes Here -- Issue # Goes Here
```

```
=====
=
```

Hi Personalization Code Goes Here,

In This Issue:

- 1) Personal Notes Section Goes Here
- 2) Feature Article: [Article Title Goes Here]
- 3) Q&A: [Q&A Title Goes Here]

[SPONSOR AD]

Insert a 5-6 line classified ad for a product or service that you are promoting as an affiliate, OR sell this sponsor advertisement space.

--
1) Personal Notes Section Goes Here

--

Share some news. Tell a personal story. Make an announcement. Talk to the reader in your own "voice" so they get to know you.

--
2) [Article Title Goes Here]

--

Write this article yourself, or reprint someone else's article with their name and resource box intact (with their permission)

--
3) Q&A: [Q&A Title]

--

Answer a question sent to you from one of your subscribers or any other question that leads to a promotion opportunity. This is especially well used when giving away a "freebie" such as a rebrandable report.

-
(C) Copyright Your Business Name or Personal Name Goes Here
All rights reserved.
<http://www.YourDomainNameGoesHere.com>

-

So that's the general layout we're going to use. This is basically what your email newsletter is going to look like when your subscribers receive it into their inbox.

There are a few things I need to mention about the layout...

1) Firstly, we're going to publish it as a TEXT newsletter.

Some people publish their newsletters in HTML format with graphics, etc. Other people publish their newsletters as PDF files. Still others send out a notice and publish them at their websites or blogs. Instead of doing some of those other things, we're going to keep things as simple as possible and publish your newsletter as a TEXT newsletter. You'll simply copy the completed newsletter (after inputting your specific content into the template referenced above) into your autoresponder. That's it.

2) Secondly, please note the ~60 characters wide

formatting. The template that you can download through the link above is formatted at approximately 60 characters in width. Please make sure when you type or paste in your content that you do hard returns at the appropriate spots in order that your words do not go wider than the default 60 characters. (A hard return is simply hitting the ENTER button to force text onto the next line.) Otherwise, when subscribers receive your newsletter there could be some unsightly layout problems making it look unprofessional and difficult to read.

3) Thirdly, the content language needs to be "evergreen".

When you publish an issue of your newsletter it will be permanently archived in your autoresponder system. Translation: new subscribers who join six months or a year from now will receive that newsletter. It's important that you don't say things in the newsletter that are "dated". I.E. If you were to type in, "Wow, this is so exciting that an African-American has been elected President of the United States! When he is sworn in come January..." While it might be timely when you write it, six months or a year later when Joe New Subscriber joins and

receives the issue, they're bound to be a little confused. Avoid saying things like "just launched" or "brand new" or "last week on", etc.

4) Fourthly, subscribers who join start with issue #1. Like I mentioned in number three, when someone joins your newsletter list they'll immediately be sent issue #1. Even if you are currently publishing issue #50. All of your issues are sequentially and chronologically stored in your autoresponder system. New subscribers receive issue #1 and then receive each additional newsletter in the predetermined time interval you've set. (I.E. Once per week, once every two weeks, or once per month.)

Having said all of that, let's look at the specific things you'll need to create in publishing this first issue. There are 7 basic "*components*" of your newsletter...

→ **Masthead**. The masthead is simply the top portion of every issue that identifies important details about your newsletter. The name, slogan, publisher name, date and issue are generally included in this portion of the publication. Here is a REAL example of my own masthead...

```
=====
                                *REVENUE* Newsletter

                                Practical Tips To Help You
                                Increase Your Internet Revenue

                                Paul B Evans, Publisher

                                {!date abb+0} -- Issue #1

=====
```

This isn't difficult to figure out. Just plug in your information into the appropriate spots within the masthead.

One thing I do want to point out -- notice the date code that I've included in my own masthead: `{!date abb+0}` This is a "personalization" code that my autoresponder service (Aweber.com) provides. When someone receives this first issue, the actual date on which they receive it will appear in the publication. For example: Jan

5, 2009. By using this personalization code, the issue is "fresh" for someone on the day they receive it. Can you imagine their disbelief if they got a newsletter that I had pasted in the date myself when I wrote it? It might read "March 15, 2002" when it was currently 2009. They'd likely assume the information was outdated and discard it. They'd also probably unsubscribe. Both of which defeat my purpose.

Use a date code provide by your autoresponder service to paste in the current date on which they receive the newsletter. If you're using Aweber, then this code will work great: `{!date abb+0}`

→ **Contents**. Next up you'll have a very short table of contents. Again, let me refer to a REAL example of one of my own newsletter excerpts to show you what this looks like...

```
Hi {!firstname_fix},
```

```
In This Issue:
```

```
1) Paul's Notes And News: Visit My Blog For More  
Stuff!
```

```
2) Feature Article: The Real Secret To Building A  
High-Profit Internet Business
```

```
3) Q&A: How Can I Increase My Affiliate  
Commissions?
```

For simplicity purposes, I'd like you to limit your newsletters to three parts: personal editorial, featured content and Q&A section. In the table of contents, you'd simply provide details on the current items being shared in these three key areas.

You can hint at what you'll talk about in your "editorial" section, list the title of your feature article and identify the exact question you'll be answering in your Q&A section.

→ **Sponsor Ad**. Immediately below the table of contents you'll have a spot for your sponsor ad. This is simply a 5-7 line classified ad. You can use this advertisement space to promote your favorite affiliate program or you can sell the space to others at a premium price. My own personal recommendation is to use it for your own promotions as you'll generally earn more money this way. Once again, here's an example...

Today's Issue Sponsored By:

WHO ELSE WANTS PLR?

Grab your free membership to this exclusive "private label rights" club while they are still available! <http://www.Nicheology.com>

→ **Editorial**. Up next is your "editorial" space. In here you can provide a quick "welcome", share an opinion, voice a concern, share some EVERGREEN "news", make some observations, identify a freebie ... whatever you choose. The important thing about this section is to be YOU. The subscriber needs to get to know YOU. So, don't simply reprint someone else's content in this section. Instead, let them hear your voice. Here's an example...

1) Mark's Notes And News

Welcome to the first issue of *REVENUE* Newsletter!
I'm very glad you've made the decision to claim your free subscription.

If you'll spend 5-10 minutes each week reading each jam-packed issue I'm confident you'll learn some powerful and practical tips for increasing your internet revenue regardless of your model.

You can be an affiliate, a product developer, an advertising broker, a blogger or virtually any other internet business owner and find great value in each of these issues.

But, as I tell my clients over and over again, information is just information without application. You gotta use this stuff. I can send it to you week after week, but I can't make you use it. That's your part. I'll do my best to make it simple to implement. And I'll toss in an occasional "rah-rah" pep talk. But, at the end of the day, it's up to YOU to take action and put these things into practice.

Having said all of that, let's get started on what will hopefully be a long and profitable journey for you.

Best regards,
W. Mark Thompson

P.S. Be sure to visit my blog often at
<http://www.WMarkThompson.com> for even more content-rich lessons.

This was excerpted from issue #1 of my Revenue newsletter. I recommend that you share something similar in your first issue. It's more of a "welcome" than anything else, and that's exactly what you want to do for your first issue. But, even in this "welcome", notice that I hinted at something I want to promote in the "P.S." I promoted my blog. Don't be too "in your face" in promoting in this first issue as you don't want to cause the reader to immediately be on the defensive.

→ **Featured Content**. Up next you'll want to include an ezine article that is your "featured" content. This ezine article needs to be 500-800 words in length and should provide some useful, meaty content. I haven't included the entire article below, but here's just a portion as an example...

2) The Real Secret To Building A High-Profit Internet Business

My wife laughs every time she sees me doing it.

At least once or twice every week, I'll be at my desk (or at the dining room table) with my Franklin Covey planner open and a stack of laminated checklists in hand.

"What are you doing, honey?" she calls, already knowing the answer.

"I'm planning", I reply with a smile.

She laughs and I get back to work.

At the close of this article, you'd find the following "call to action" that allows me to promote an offer of mine...

Believe it or not, there is a tremendous "operations manual" that you can download right now to help you create a plan that works for YOU. Check out

"Homepreneur Habits: How To Run A Successful Home Business" by visiting <http://www.nicheology.com>. You'll learn all the tools you need, how to setup your work space and how to create a day-by-day schedule of recommended activities to start and grow your business.

Of course, if you're reprinting someone else's ezine article (with their permission) then you'll close out with THEIR "resource box" that they've included with the article.

IMPORTANT: We will talk extensively in "promotion" lessons coming up over the next few weeks about how to WRITE YOUR OWN ezine articles, but for now if you don't already have your own article (you just need one) to use in this inaugural issue of your lesson, then get one from another source. Refer back to the previous lesson on "populating your blog" for ideas on where to find them (the affiliate program you're promoting, PLR, ezine article databases, etc.)

→ **Q&A Section.** After your featured content you should include a short "question and answer" segment. The **real key** to this segment is to answer an "appealing" question. It's important because it will get people reading if it's something that appeals to them! And this "consumption" of your materials is key to getting results. Here's an example from my issue...

3) Q&A: How Can I Increase My Affiliate Commissions?

There are a variety of things you can do in order to grow your affiliate commission checks. A few of these include...

- * Increase the traffic that you send to your affiliate link.
- * Look for higher profit per transaction products to promote.
- * Focus on promoting offers that offer recurring commissions.
- * Build a list BEFORE sending referrals to an affiliate site.
- * Use strategic content to presell the offer.

Any of these things will allow you to ultimately generate more referral sales. Pick one of these that seems to be the easiest for YOU to do and concentrate on it.

Also, I have a completely free report available on the

topic, "3 Keys To Getting Big-Time Commission Checks" which you can download at...

Notice that I answer the question briefly, but still give some ideas. This isn't an "in-depth" tutorial. It's a short response. Either give them a ONE TIP answer or offer some "general" ideas.

HERE'S THE IMPORTANT PART: Whenever possible, point the reader towards a FREE RESOURCE that further answers the question that also promotes an offer. In my example, I pointed them towards a free report. The free report offers additional insights into the question asked, but it does more than that. It also promotes an offer of mine. I answer the question, I provide value, I get free promotion ... this usually adds up to a sale. Look for rebrandable reports, additional ezine articles and other posts at your blog, free trial memberships, and other materials that you can encode with your affiliate link to earn commissions. Check the affiliate program that you joined for ideas.

→ **Footer.** Finally, you'll want to close out with a footer. Here's a quick peek at mine...

(C) Copyright IMR, LLC
All rights reserved.
<http://www.PaulBEvans.com>

Notice the information shared: copyright and link to my blog. Short and simple.

That's really all there is to putting together your initial newsletter (and any future issue as well). It can literally be done by most people in 60 minutes or less. If I was put to the test, I bet I could do it in less than 10 minutes.

After creating your issue in a text file, SAVE IT in a folder on your computer as "issue001". Then, it's time to load it to your autoresponder for delivery...

Part 2: DELIVERY.

In this section we're going to get everything ready for subscribers to actually receive when they join your newsletter list. This, literally,

should take you just a few minutes. Once you get used to doing it, you'll be able to load it to your autoresponder in **90 seconds flat!**

I've broken this down into 5 simple (and quick!) steps...

- 1) SELECT a subject line.** When you login to your autoresponder control panel, you'll select your list. (If you're using Aweber, we've already covered this in a previous lesson and in a video – so refer to them if you've forgotten).

After choosing your list, click on the FOLLOWUPS tab under MESSAGES (This is how you do it in Aweber – if you're using something else, refer to their instructions).

Then, click on the subject line of the existing "welcome" message that we put in when we setup the list a few lessons ago. If you followed along with the instructions, the subject line should look like this...

```
[Newsletter] {!firstname_fix}, here is issue #1
```

Once you click on the link, it should transfer you to an EDITING PAGE where you can make changes to that initial setup. Where the existing SUBJECT LINE now resides, change this to something more appealing. I recommend this format...

```
[1-2 Word Newsletter Brand] In This Issue: [Appealing Title]
```

Start out with a 1-2 word brand that will be used at the beginning of ALL of your subject lines for your newsletter issues. This will allow readers to immediately recognize your newsletter among the other emails – and, some will even want to filter it for their immediate attention.

After that, input the words IN THIS ISSUE: Then, put in some appealing item that you'll be covering in the issue, usually the title of your featured article. Here's an example of my own subject line for the first issue of *REVENUE* newsletter...

```
[Revenue] In This Issue: the real secret to a high-profit internet business
```

After making this edit, move on to the next step...

- 2) SETUP on your list.** You'll now want to paste the contents of

your newsletter issue into the PLAIN TEXT box. Again, if you followed along the previous lesson's instructions, you should have the following already in this PLAIN TEXT box...

```
{!firstname_fix}, your first lesson is coming soon.
```

Remove the above mentioned text and replace it with the entire contents of your already formatted newsletter issue. You can COPY and PASTE this content from the .txt file created earlier.

- 3) SET the interval.** For your initial newsletter, the interval (located immediately below the PLAIN TEXT box) is set to be delivered immediately. So, you will not do anything in this step for the first issue.

For future issues, you'll input a number in a box next to INTERVAL. This number will reflect the unit of days between the delivery of the next issue. Typically, this will be either 7 (if you're sending weekly), 14 (if you're sending bi-weekly) or 30 (if you're sending monthly).

- 4) SAVE the issue.** Upon completing the above steps, click on the SAVE MESSAGE button at the bottom of the page. After this, you'll arrive back at the main follow-ups page and should see the issue details (interval, subject line, etc.) listed in the index.

- 5) SEND a test issue.** Click on the TEST link in the entry on the issue you just posted to the follow-ups. Enter your name and email address and click on the SEND button. This will send a test issue to your email address. Check it out to make sure everything is formatted properly. If it looks okay, you're done. If there are changes to be made, repeat the EDITING process as explained in steps 1, 2, 4 and 5.

NOTE: Just as a sidenote, normally you won't be EDITING an existing message in your follow-up series. This is JUST for the first issue as you already have the introductory follow-up created from our setup steps in a previous lesson. Normally, you'll click on the + ADD NEW FOLLOW UP MESSAGE when arriving at your FOLLOW UPS page.

Lesson #6

The Affiliate's Best All-Around Promotion Tool

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Writing your own original ezine articles is **mandatory** if you are an affiliate marketer.

Mandatory. Part of your standard operating procedures. A basic staple. Something you can't do without. You get the picture.

Ezine articles can be used in so many ways that I'd need to write an article just to explain all the ways you can profit from articles. ☺

More on that another day.

But, ezine articles really are your "*multipurpose*" traffic generator. You can (and will) use them in so many ways that they are your "best all-around" promotional tool.

We're going to cover today's lesson in two sections -

Section 1: Writing An Ezine Article.
Section 2: Distributing An Ezine Article.

Without any more buildup, let's get right into it...

Section 1: Writing An Ezine Article.

In this section I'm going to show you how to write an incredibly easy ezine article that is specifically for beginners within your market. (We'll talk about the experienced segment of your marketer in an upcoming lesson).

The idea in a nutshell is this -

Answer a set of three basic questions related to a topic relevant to your target audience.

If you can answer just three simple questions, you can crank out article after article for newbies in your particular field of interest or expertise.

These three questions are –

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

Let me walk you through writing an article with these questions as the backbone of your content.

Before we get into the 7 very easy steps, let's take just a quick look at the schematics of your article. In order to write an 800 word ezine article, your basic needs for the various parts of the article would look something like this...

Opening (100 Words)
Question #1 (200 Words)
Question #2 (200 Words)
Question #3 (200 Words)
Closing (100 Words)

Total = 800 Words

Now, on with the show...

1. Determine Your Title.

Most people don't spend much time on their title and that's a no-no. It's a flagrant foul in basketball. A bounced check. A driver cutting you off in traffic. Things that are mindless.

As with everything I ever say about ezine articles, your title is important. Very important. Imagine this scenario...

You're searching through articles at your favorite directory in hopes of finding some useful tips for selecting curriculum for your upcoming homeschooling year.

Which of these would you take a closer look at...

- ➔ The Easiest Way To Choose Your Curriculum
- ➔ Making Your Curriculum Choice
- ➔ 5 Questions To Ask When Choosing Curriculum
- ➔ Homeschool Book Decisions

➔ Choosing Your Homeschool Resources

While all of these are related to choosing your homeschool curriculum, "The Easiest Way..." and "5 Questions To Ask..." probably have more appeal. If you're pressed for time, you probably aren't going to read all five ... you might read two.

And the title is going to determine which two gets your attention.

So, first things first, it's important that you create an appealing title. We'll talk more about this in another lesson, but three simple "rules" that I go by in crafting titles that I'd like to pass on to you are...

- 1) **Be specific.** It's not "Questions To Ask", it's "5 Questions To Ask". It's not, "Lose Pounds", it's "Lose 3 Pounds in 7 Days".
- 2) **Make It Simple.** Who would ever read an article, "7 Extremely Hard Ways To Lose Weight"? Or, "Top 10 Most Difficult Ways To Find A Date For Valentine's Day"? Offer SIMPLE solutions. EASY ways to accomplish a desired result.
- 3) **Speak To A Group.** If your article is intended for a specific group (I.E. Beginners, WAHMs, Christians, Senior Citizens, College Students, etc.) then say so in your title. Rather than "How To Write An Ebook", go with "The Beginners' Guide to Writing An eBook" or "How To Write a Christian eBook".

So, determine your title and then begin the writing process.

Hint: Go to EzineArticles.com and review the titles of other articles (paying particular attention to which articles are viewed the most - indicating their popularity) and then use those titles to model your own after. I.E. If you see the popular title, "The Easiest Way To Lose 10 Pounds And Get In Shape Fast!" you could easily entitle your own article, "The Easiest Way To Learn Guitar And Play Songs Fast!"

2. Write Your Opening.

You've got about 30 seconds to get your reader's attention if you're going to get them to consume your entire article. That's not much. It's important that you get them interested quickly. I'm going to share three to get you started...

- ***"There must be some reason why some _____ outperform others."*** . This opening is all about informing the reader that some people have an advantage over others. And, in order to level the playing field, they need to follow the advice in your article. Example: "There must be some reason why certain tennis players win more matches than others. Said another way, if two equally skilled tennis player compete ... why does one get to go home a winner and the other a loser?"

- ***"I've always been impressed with those who could _____."*** . This opening allows you to mention a specific result that is desired to, not only you, but the reader as well. Your article teaches the person how they too can experience the desired result. Example: "I've always been impressed with those who could hit a backhand winner on the run. It never came easy to me and I have marvelled many times when others seem to hit that shot so effortlessly. Then, I figured out their secret..."

- ***"Do you find yourself _____?"*** This opening is a good one because it allows the reader to identify with what you're writing about. When they say "yes" to your question, then they know the article is for them ... and they'll read on to discover what they can do about the problem they face. Example: "Do you find yourself double-faulting a lot? For years I gave away point after point - usually in critical times during my matches - by hitting into the net or just beyond the service box. Finally, I paid for a lesson from the local pro and this is what he taught me..."

Choose one of these openings (or one from the related article coming tomorrow) and write approximately 100 words as your introduction to the article. Be sure to transition from your opening into your first question.

You can do this in one of two ways: (a) Specifically mention that you'll be answering the three most asked questions from beginners, or (b) Simply answer the questions without ever actually posing the questions in the text of your article.

3. Answer Question #1.

If you'll recall from earlier, question number one is...

"What is _____ ?"

Simply plug in the topic of your article into that question ... and then answer it in approximately 200 words.

- ➔ 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?

Give a brief explanation of the topic in your own words and then move on to the next question which builds upon the first question.

4. Answer Question #2.

That question again is...

"Can you show me an example of _____?"

Now the article is taking shape. We go from an introduction to an explanation and now we have an illustration. You've explained what it is and now you'll explain what it looks like. Provide an example. A case study. An illustration. A method. Something the reader can identify with to better understand what you're saying.

- ➔ 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.

After providing some sort of example, move on to question number three...

5. Answer Question #3.

From earlier in our lesson, the final question is...

"How can I get started with _____? "

It all climaxes with 1-3 simple steps the reader can follow in order to begin practicing your teaching.

By this point the reader knows WHAT the topic is about and they know a basic use or function of the topic. Now, they need a simple explanation of how they can get started with application. How can they use the information?

You can either give the reader ONE action step to take in order to get started (I.E. The first thing you'll want to do is enroll in a class.) or you can provide them with a simple set of THREE steps to put into practice as a sort of mini-system (I.E. Step One is... Step Two is... Step Three is...).

6. Decide Upon A Close.

To complete your article, you'll want to use your final 100 words (approximately) to close out your content. There are two components of the article close that I think are necessities if you want to see any results from your efforts.

- **The Spark.** You want to leave the reader with a desire to get started. You want them excited. You want them motivated. You want them to take action. I'm not necessarily talking about giving them a rah-rah pep talk (although that might not hurt either!). I'm speaking of getting them to realize that they can get the desired results they want if they'll get busy doing something. Your job at the close of the article is to encourage them (gently or blatantly) and challenge them to achieve.

- **The Segway.** The other thing you must do during your close is to lead into your resource box. Your article is for the reader. Your resource box is for you. Your content is to provide useful information for the reader. Your resource box is to get the reader to a point where you present an offer. And the closing of your article is the place where the two roads meet. Lead the reader to a decision to make a positive change in their life - to take

action. And then use your resource box to provide a means to do just that.

Then, it's off to the final step...

7. Create a Resource Box.

Most people use a STANDARD resource box with each of their articles. In other words, it's the same resource box regardless of what the article is about.

That's a big mistake in my opinion.

With an ever-changing audience reading articles about ever-changing topics why would you want to use a never-changing resource box?

Your resource box - in order to be truly effective - must be a continuation of the article itself. It must offer something more that is directly related to the content of the article. I mean, think about it: the reader has warmed up to you at this point. You've shared something useful. They like your style. They are pumped up and ready to take action. Why blow that moment with a resource box that does nothing to really enhance or continue or build upon where they are at this moment in time?

Let me give you an example:

If I've just explained what tennis strategy is about, pointed them to an example of tennis strategy and briefly outlined how they can create their own tennis strategy - which is more effective at this point...

- 1) Paul B Evans is the publisher of Tennis Tips, a free weekly newsletter full of informative helps for tennis players of all skill levels. For your free subscription, drop by <http://www.PaulsTennisTips.com> today.
- 2) Paul B Evans is the author of How To Outplay Your Opponents By Outsmarting Them, a free strategy report for tennis players of all skill levels. Grab your complimentary copy at <http://www.PaulsStrategyReport.com> today.

Obviously, having just read the article on tennis strategy, you'd be more likely to take action if resource box #2 was in place ... because it's a continuation of the article. It's part 2. The sequel. The rest of the story.

Note: And, upon visiting my site and registering for the free report, you're automatically going to receive my free newsletter as well anyway.

The point is this: a carefully crafted resource box -- one that is specifically relevant to the article itself -- will outperform a standard resource box. You'll get more results by using a resource box that builds upon what's been shared in the article it is attached to.

So, that's an incredibly easy way to write an ezine article.

You can crank out an entire series of these articles for beginners. All you need to do is answer three simple questions.

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

It works for any niche. Any topic. Any person.

In fact, you can use this model to write ezine article after ezine article for the same niche to promote your site. Let me walk you through some ideas on this...

How To Write Multiple Ezine Articles For The Same Niche Using This Model

Let's suppose you've created your site (blog and newsletter) as a tool to promote our AffiliateProfitPlan.com site as an affiliate. Here are half a dozen article ideas you could write to market the site...

➔ How To Start A Money-Making Business In 30 Minutes Or Less.

In this article you start by answering "What is affiliate marketing?"

- ➔ How To Increase Your Affiliate Income In One Easy Step.

In this article you start by answering "What is affiliate link cloaking?"

- ➔ Getting Lots Of Traffic To Your Affiliate Site.

In this article you start by answering "What is affiliate traffic?"

- ➔ The Secret Weapon Of Super Affiliates.

In this article you start by answering "What is affiliate list-building?"

- ➔ A Simple Way To Make More Affiliate Cash With Less Work.

In this article you start by answering "What is residual affiliate marketing?"

- ➔ Getting People To Buy From YOUR Affiliate Link Instead Of Others.

In this article you start by answering "What is an affiliate incentive?"

This represents six different ezine articles that could be written using this simple formula ... all of which could promote your site (blog and newsletter) which in turn builds your list and funnels traffic to your affiliate link for our AffiliateProfitPlan.com site.

There are DOZENS of possibilities for this.

The key is to simply think about the many, many "topics" within your niche. Write an article using this strategy for each of them over time.

Below I've included a **sample article** written with this formula to give you an example to model.

Sample Article Written With This Formula

751 Words

The Easiest Way To Beat Your Tennis Opponent

By Paul B Evans

There must be some reason why certain tennis players win more matches than others.

Said another way, if two equally skilled tennis players compete ... why does one get to go home as a winner and the other as a loser?

Is it simply a random occurrence - the proverbial, "that's the way the ball bounces"?

Is it simply whoever played better on that particular day?

Is it simply that one player had a greater desire to win than they other?

To be sure things like luck, opportunity and desire contribute to the outcome of most club level tennis matches, but there is another factor - often unseen - that plays a huge role in determining who gets the "W" when two equally skilled players take the court.

And that factor is "tennis strategy ".

That is -

In a high percentage of matches between two equally-skilled players, the one who plays "smarter" will win the match.

In fact, by playing "smarter" not only will you win most of your matches against equally-skilled players, you'll win a number of matches against players who are "better" than you! (I.E. 3.5 players can beat 4.0 players.)

One thing that I've been guilty of over the years - and a trap I've seen almost every player I know fall into as well - is devoting time, energy and money to improving technically, but not strategically.

In other words: we try to improve our shots without improving our use of them.

I'll give you a perfect example -

Dave has been taking lessons to improve his forehand. He's now able to hit it with precision and pace. It's a thing of beauty. He hits the courts and waits for an opening to rip a winner. He waits some more. And he keeps waiting. While he's waiting, his opponent beats him like a drum. Dave walks off court with a beautiful forehand and a 6-2, 6-2 defeat.

Why? His opponent out-smarted him. His opponent watched Dave during warm-ups and saw that his forehand was a powerful weapon. Because of what he saw, Dave's opponent never gave him a chance to hit his scorching forehands.

So, that's what we're going to talk about during the remainder of this report. I'm going to quickly share the mental strategy that I've developed after 20+ years of playing and watching tennis.

I call it the "How to B.E.A.T.™ Any Tennis Player At Your Level" system. I use the acronym B.E.A.T. to illustrate the four critical steps of this winning system. Each letter "B", "E", "A", and "T" represent one of the four steps...

B - BE systematic in your play.

In other words, come to the court with a gameplan. Have a basic idea of what shots you want to hit - both where and when you want to hit them. Know your opponents strengths and weaknesses - and have a plan in place for the specific player you are facing.

E - ESTABLISH control of the points.

It doesn't matter what "style" player you are, nor does it matter what "style" player your opponent is ... what matters is which of you is going to get to play your kind of game. It's important that you stay in your comfort zone and get your opponent out of his.

A - ATTACK your opponent's weakness.

Every club level player has a weakness. Your job is to determine what your opponent's weakness is and exploit it as often as possible. Does he have a weak backhand? Hit as many shots to that side as possible. Hates to come to the net? Hit drop shots to bring him forward. Out of shape? Run him side to side.

T - TRANSITION as needed.

Gameplans are great to have - and oftentimes they work like a charm. But, what happens when they don't? You go to Plan B, of course! Prepare in advance what to do if certain things are happening. I have a list that includes such entries as, "If my opponent is killing me with a big kick serve, move inside the baseline to take it on the rise."

The important thing to learn is this: if you outsmart your opponent, you'll usually outplay him. Especially if he's at an equal skill level. And even if he's mechanically better than you in many cases.

Head to the courts today, but don't just take your racquet with you. Take your strategy as well. That's your real secret weapon.

Paul B Evans is the author of How To Outplay Your Opponents By Outsmarting Them, a free strategy report for tennis players of all skill levels. Stock your tennis bag with your own complimentary copy at <http://www.BeatAnyTennisPlayer.com>.

End Sample

So that's one way to write an ezine article. Then what? Then you learn all about...

Section 2: Distributing An Ezine Article.

You've already learned how to write engaging articles and bylines that compel your readers to click on your links. The next obvious step:

**You need to get your articles in front
of as many prospects as possible.**

The more people who see your article, the more clicks you'll get on those links, and the more money you'll make!

I'm going to give you a couple of my favorite ways to distribute ezine articles in this lesson (and we'll talk about even more in the future), but before I do I need to mention this...

You'll always want to begin distribution through your own channels. Publish one of your articles as the featured content in your newsletter. You should take your articles and post them on your blog for starters. While this isn't going to get traffic to your site when people read them (because they'll already be at your site!) it's good to have them all posted for search engines and for visitors to your site to be able to read them all.

Having said that, let me give you my two favorite ways for affiliates to distribute articles (which ultimately gets traffic to your site where people can join your list, read your blog posts and click on your affiliate links)...

1) Submitting to Article Directories

The first way to get more readers to your article and more clicks on your links is by submitting your articles directly to article directories.

If you search Google, you'll likely find niche-specific article directories. However, you'll also want to submit your articles to the biggest and busiest directories online, including:

- EzineArticles.com
- GoArticles.com
- ArticleCity.com
- AssociatedContent.com
- IdeaMarketers.com
- Buzzle.com
- ArticleManiac.com
- Article-Idea.com
- Amazines.com
- WebArticles.com
- ArticleDashboard.com

Each of these sites (and others like them) have their format for submission which generally consists of you...

- ➔ *Opening a free account.*
- ➔ *Creating an author profile.*
- ➔ *Developing a description of your article.*
- ➔ *Submitting your article for approval.*

Visit the above mentioned sites and add every new article to their databases in order to begin getting exposure. Make note of any special "rules" or "guidelines" they have prior to submission.

This can be a bit time-consuming at first setting up all of the accounts, but it pays off in the end.

Or, there's an even quicker way...

You Can Save Time by Using a Distribution Service

If you don't have the time or inclination to submit your articles to directories and publishers yourself, then you can get someone else to do it for you (for a small fee).

One way to this is by hiring a distribution service. Two of the most well-known services include:

- iSnare.com: This service not only submits your articles to many of the top article directories, but it also sends your articles directly to their opt-in list of article publishers. At the time of this writing, they distribute your article to over 1000 article directories.
- ArticleMarketer.com: Article Marketer submits your article to content publishers and article directories. At the current time, they submit to well over 170,000 people and over 3700 sites.

Tip: Another way to submit your articles is by using article-submitting software. Here you manually set up accounts at all of the places you want to submit articles to. Then you load up your articles into the software and hit submit.

While this does save time, you may run into problems. Namely, some article services are seeking to block automatic submissions (to cut down on spammers). If they don't block your software, then you may find their submission requirements changing - and the software doesn't keep up with the changes.

As such, using software isn't always the best choice. If you want to pursue it, however, search Google for "article submission software."

If you want to mass-submit your article to thousands of article directories, then the above two services will easily meet your needs.

SIDEBAR: Alternatively, you can hire a freelancer to do this for you. If you're already planning on hiring an article writer to create your content, then search around for a writer that also submits articles (some do, some don't - those who do will obviously charge you a little extra).

If you create the content yourself (or already have a good writer), then you can still outsource this task. Go to Elance.com, Guru.com or similar to post projects.

2. Swapping Articles With Other Marketers

Another way to get your article in front of more people is to submit it directly to content publishers.

Example: You may notice that certain ezine publishers or bloggers in your niche regularly accept articles from guest authors. If so, go ahead and submit your articles.

And just so you don't get confused, an "ezine" is an "email newsletter". The articles you are writing are called "ezine articles" because originally they were primarily published in "ezines" --- email newsletters.

Where can you find these publishers? There are a few ways...

→ Search Google.

Visit the world's largest search engine and look for ezines (email newsletters) in your market. Search for "keyword + ezines" or "keyword + newsletters". Example: If you're promoting something related to affiliate marketing, you would search for "affiliate ezines" or "affiliate newsletters" or "affiliate marketing ezines" or "affiliate marketing newsletters". Visit the sites listed and contact the publisher of the ezine to see if they accept guest articles. (Look at their site for details on this prior to contacting them and even considering joining their newsletter) This way is tedious but in time you can build a nice network of publishers to

submit your ezine articles to for publication.

➔ **Explore Ezine-Dir.**

There is a small ezine directory at <http://www.Ezine-Dir.com> which has an index of a little over 1,000 ezines (email newsletters) in a variety of categories. This is a free site to explore, so click on a category related to your market, visit the sites of the ezines listed and inquire about submitting your articles to them for potential publication. Again, look at their site first to see if they have noted whether or not they accept articles. You don't want to ask if they've already specifically mentioned it at their site.

➔ **Join Directory Of Ezines.**

Another option is to join DOE at <http://www.DirectoryOfEzines.com>. This is a PAID site but can be worth the small investment because the index of newsletters here already has done the "research" for you. The entries in this database will say "yes" or "no" to the question of whether or not the newsletter accepts articles for consideration. In most cases there will also be information for learning the submission process for the ezines that do accept articles.

➔ **Access Ezine Editors List.**

I'm not sure how often this list is updated, but Michael Green has a resource available at <http://www.ezine-editors-list.com/> that specifically targets "business" newsletter publishers who DO accept articles for publication consideration. This is a PAID resource and I'd recommend contacting Michael at his site to ask how "fresh" the list is prior to joining.

However, even if publishers don't directly accept guest author articles, sometimes you can get them to accept **yours**.

How?

By asking them to do a joint venture with you, where you swap articles and links instead of just links to your blogs or websites.

Example: You can each print the other person's article in your respective newsletters. Or you can be a

"guest blogger" on the other person's blog. Either way, the point is that you each get more exposure for your content and links.

This is especially true of BLOGGERS. Because active bloggers are regularly posting to their blog, they are always on the lookout for quality content to share. And when you offer to post their content on your site in exchange, this is a "win-win" situation that gets their attention.

There are a lot of Blog Directories available such as...

- <http://www.blogarama.com/>
- <http://www.blogcatalog.com/>
- <http://www.bloghub.com/>
- <http://blogs.botw.org/>
- <http://www.bloggeries.com/>
- <http://www.bloguniverse.com/>

You can find even more by searching for "blog directories" at Google.com.

So, how do you use these blog sites to find bloggers who potentially might publish your article at their site? Here's a quick look...

- 1) Visit a blog directory.
- 2) Click on a category related to your market.
- 3) Click on a listing for a blog that sounds relevant.
- 4) Visit the blog site.
- 5) Make contact with the blog owner. (Look for a CONTACT button)

When you make contact with them, use a modified version of this sample email...

Subject: Question about your blog article

Hi **<Insert Blog Name>**,

I was surfing the web this evening (if I only had a dollar for every hour I spend browsing!) and found your blog.

I also have a blog about **<Insert Topic>** which is at **<Insert Your URL Here>**. Your post **<Insert Title Of**

Post> really resonated with me. As I was reading it I kept thinking, "People who visit my site would really find this useful".

That got me to thinking even more.

Would you be open to an exchange of content for our blogs? You'd be a "guest blogger" at my site and I'd be a "guest blogger" at your site for a one-time exchange of articles?

If you visit my blog, you'll see my writing style and the content of my articles. Specifically, I'd be happy if you would reprint **<Insert Title Of Your Article>** which you can read at **<Insert Blog Link To Your Article>**. In exchange, I'd be happy to reprint the post I mentioned earlier from your site.

It should benefit us both in terms of getting new visitors to our site, getting more links in the search engines and overall ranking criteria ... as well as some extra good content. ☺

Let me know if you are interested and we can go from there.

At any rate, love your blog.

Best regards,
<Paul B Evans>

You can use this same strategy for contacting ezine publishers as well. Instead of exchanging content to be published on blogs, you both would reprint each other's content in issues of your respective newsletters.

By using these two methods (distribution at the ezine article directories and getting others to reprint your articles in their newsletters and/or blogs) you'll be able to get visitors to your site as people who read the articles click on your link in the accompanying resource box.

NOTE: We're going to talk much more in the future about writing ezine articles. I'll teach you how to write different kinds of ezine articles and how to use them in different ways. Today's lesson will, of course, get you started.

Lesson #7

How To Get Free Traffic With Forums

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Welcome back! In previous lessons you discovered how to create engaging content and distribute that content as we looked at "ezine article marketing".

SIDEBAR: We're not done with ezine article marketing by a long shot ... there's more of that to come in the future!

And while you can create articles and post them on forums, in most cases you'd get poor results. At worst, you could get kicked off the forum for "cut and paste" participation rather than **active, thoughtful** participation.

Nonetheless, niche forums are a great place to get link exposure, meet new prospects and even meet potential joint venture marketing partners. But –

You need to approach forum marketing the right way if you want good results.

And that's exactly what you'll discover how to do in this lesson. We're going to talk about how to get free traffic from forums.

Let's get started...

Where To Find Niche Forums

Finding forums in your niche is fairly easy. Just go to Google and type your niche keywords followed by the word "*forum*."

Example: "vacation forum," "weight loss forum," "dog training forum" and so on.

There are forums for virtually every niche and certainly every revenue-generating market.

An Easy Way To Find High Traffic, Active Forums

Obviously, you want to look for forums that are busy with lots of members and lots of posts. No ghost towns allowed. ☺

SIDEBAR: An "active" forum would be one that has lots of posted messages EVERY DAY.

But, what if you don't immediately find a forum that looks very active? What then? And, if you do find a good forum, how can you find more?

It's simple: you just ask.

Let's suppose you find a "dog training" forum that has a few posts daily or weekly. You simply post a request asking for other recommended free public forums related to "dog training".

```
-----  
Hello everyone! I love this forum as I'm a big  
believer in community. We can all learn from each  
other. I'm wondering, are there other similar forums  
to this one that you'd recommend? What's the most  
active forum for those interested in dog training?  
-----
```

Posting a similar message like this one will often yield recommendations for other related forums. In a short time you'll be able to identify what the top 3-4 most active forums are within your market.

This forum is one of the busiest marketing forums, and has some of the top marketers in the industry posting on it. You can get a lot of clicks on your link. But you can't post affiliate links – and that's good, ***because you should be driving traffic to your blog or newsletter list anyway!***

In addition, be sure to provide value when you post and build your reputation in this community, as it's fairly close-knit.

How To Establish Yourself in the Community

Picture this...

You move to new city. You don't know a single soul in your new neighborhood. But one day you walk out of your house and spot five or six of your neighbors standing on the sidewalk visiting.

What a great time to introduce yourself to several people at once!

The normal approach would be for you to wait until you see a lull in the conversation, apologize for the intrusion, and then properly introduce yourself. Your neighbors would likely warmly accept the "intrusion," introduce themselves to you and perhaps ask you a few questions. After a short while, you'd likely go back to your house so that the group could continue with the conversation.

Let's imagine for a moment that instead of using the above approach, you instead walked right up to the group of neighbors, pushed a couple of them aside so that you could get inside their circle, and then starting loudly spouting your strong opinions on whatever they were talking about.

How well would that go over with your new neighbors? Not very.

The same is true of a forum.

Namely, **a forum is a community**. There are certain unwritten rules and etiquette rules you are expected to follow. And just like any other community, forums also have networks of people who know and trust each other – and they'll definitely be taken aback if you burst onto their forum (their community) and act like an intruder rather than a guest.

Tip: Some people say things like, "but I've been a member of other forums for years – so people should respect me and my experience."

Sorry, doesn't work that way. That's like moving to London, being rude to your neighbors and saying, "But I've lived in big cities all over the world for the past two decades – so I should get your automatic respect."

If it doesn't work in an offline community, it probably won't work in an online community like a niche forum.

Here's a step by step plan for establishing yourself on any forum:

- ➔ **Register for an account and then lurk.** Go ahead and register for your forum account and fill out your profile. But before you start posting, spend a few days lurking. Lurking simply means browsing through the posts. Looking around. Get a feel for the forum and its style. Learn about some of the members. Understand the written rules as well as the unwritten rules.
- ➔ **Start posting (but don't be too eager).** Once you understand how this particular forum operates, then go ahead and start posting. You may begin with an introduction. Then you can move on to answering questions or perhaps posting your own questions. (More on that in the next section.)

Tip: Don't bombard the forum with posts. On forums you'll automatically be viewed as a potential spammer. That's because forum spammers often plaster the forums with posts just to get their post count up and to get signature exposure. In other words, don't simply post an "I agree with Bob" type post. More on this later.

- ➔ **Build your reputation.** Your next step is to just continue making good posts. Answer questions as thoroughly as possible. Seek to establish yourself as an expert on the forum – not by telling people you're an expert, but rather by showing them (by helping people with their questions). The more respected you are in the community, the more clicks you'll get on your link.

How To Create Valuable Posts

You can't just blanket a forum with a bunch of "me too" and "I agree" posts and expect to build a good reputation.

Instead, you need to provide value to the forum.

Here are seven different ways you can post on a forum:

- 1. Post an introduction.** This is one of the first posts you should make on the forum.
- 2. Welcome others to the forum.** You can also post to other people's introduction threads and welcome them to the forum.
- 3. Ask questions.** Here you should post thoughtful questions. Don't post questions other members have asked a million times on the forum. And don't ask questions that you can easily find the answer to on Google.
- 4. Answer other people's questions.** Don't just give a one or two line answer. Instead, give as much information as possible.
- 5. Share your opinion.** Not every post you make needs to be full of facts and figures. Sometimes you can share your opinion – just be sure you don't state your opinion as fact.
- 6. Comment on other people's answers and add information.** If someone else has already posted a good answer to a question, you can post that you agree with the answer. However, you should also take this opportunity to post additional information that adds value to the thread (rather than merely posting "I agree").
- 7. Post about hot topics.** Finally, another way to add value to the forum is to be the first to post niche news and other hot topics. For example, if you're a member of an auction forum and you see a news article about eBay changing their fee structure, you may want to post about it. (Just be sure someone else didn't already make a similar post.)

How To Get Link Exposure

Once you've spent several days (or even a few weeks) working to establish yourself as a trusted, valuable member of the community, you can start dropping your signature link at the end of your posts. ***Be sure to read the rules of the forum first as this will vary.*** Some forums allow you to immediately include a "signature link" at the

end of your posts while others require you to post a specified number of messages prior to this or be an active member for a specified period of time first.

In a previous lesson I told you how to create a resource box for an article. You create a forum signature link in exactly the same way.

Namely, **you write as if you're writing a headline**. And that means your signature line should:

- ➔ **Be oriented towards the reader and packed with benefits.** Your readers only care about themselves and their problems, so your signature link should tell them how following your link will quickly and easily solve their problems. Use the word "you" rather than words like "I." If you're directing prospects to your newsletter list, tell them what benefits they'll get for free (free is another trigger word).
- ➔ **Arouse curiosity whenever possible.** Remember, one good way to arouse curiosity is by promising to tell a "secret," or by promising a big benefit, but not letting people know how they'll get that big benefit.

Here are a few examples...

EXAMPLE: Read My Article "How To Increase Your Affiliate Commissions By 300% By Your Next Payday" by Clicking Here

EXAMPLE: Free Report: The "Travel Agents" Way To Get Free Cruises (Hint: Even YOU Can Do This!) Click Here for your free download.

EXAMPLE: How I Went From Forty And Fat To Forty And Fit! Read the whole story at my blog and learn how you can too by Clicking Here

How To Network with Others

Finally, do NOT forget that while you can certainly promote your links in most niche forums, you can also use these places to find and meet with potential joint venture marketers.

As such, **be sure to network with like-minded others** and start a dialogue, perhaps via the forum's PM (private message) features.

You just discovered the right way to use forums to meet prospects, joint venture partners and get plenty of link exposure.

The key is to build relationships and establish a good reputation first – clicks on your signature link will naturally follow.

Later on, after you're a well-established member of various forums, you may find that you get extra leeway in your posts.

Example: If someone asks a question about a product, you may be permitted to answer that question using your affiliate link. Or if someone asks a particular complex question, you may be able to post the answer on the forum and then tell them they can learn more on your blog.

New members rarely get these sorts of privileges. But those who've earned them – e.g., long time forum members who've consistently added value – often get to promote from time to time. (Just don't try this sort of thing unless you're absolutely sure it's allowed.)

The important thing is to get started.

Spend 5-10 minutes each morning or evening at forums. Instead of spending time "surfing the web" reading news or watching Youtube videos or other similar things, spend some of that time entrenching yourself in a community.

Lesson #8

How To Use eBay® To Promote Affiliate Programs

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

eBay® is an affiliate's dream come true if you tap into it correctly. It has a huge worldwide audience, tons of traffic, is inexpensive, requires virtually no training and is almost instant in setting up.

It's for that reason that I want to teach you how to tap into this huge resource to promote your favorite affiliate program.

If you're selling anything on eBay® – even information products – then you need to ship it to your customers.

And that gives you an opportunity to include flyers (with product ads and affiliate links) in all your shipments.

If you're not currently selling anything on eBay®, DON'T skip this advice. That's because *online auctions are a great way to build a customer list.*

Tip: What makes this tip so powerful is that you're getting your affiliate links in front of proven buyers – and you're doing it in a way that's not so easy to ignore.

You see, people get tons of emails every day. Their spam filters won't let your emails land in their inboxes. And even if your email does slip through, the sheer volume of other email in your prospect's inbox means there's a chance your email won't get read.

The solution: Find other ways to reach your prospects and customers to improve your chances of getting your marketing messages read. Postal mail is one way to do exactly that.

Here's the idea in a nutshell that I want you to consider for promoting your favorite affiliate program...

Sell items on eBay® that are related to your favorite affiliate program and then promote your favorite affiliate program in a FLYER sent out with the product that you deliver to your customer.

Let me break this down for you into steps...

1) You create a flyer that promotes your favorite affiliate program.

Whether it's a simple one-page flyer like you'd see advertising an event at your local community center or a 4-page "salesletter" or a trifold brochure or a jumbo postcard or any other type of "flyer" – you need something that specifically promotes the affiliate program through your referral link.

If you've been paying attention so far, you know that you should get them to your strongest page at your blog where you promote the affiliate program so they come see YOU first.

Obviously, you want this flyer to connect the item being shipped (which was won on the eBay® auction) and the affiliate program offer you are promoting.

- ➔ Point out the connection between what you're shipping and what you're promoting.
- ➔ Highlight the STRONGEST benefits of investigating the offer you're promoting.
- ➔ Mention 3-4 specific things that will appeal to the recipient.
- ➔ Give away something free if at all possible as an enticement to get them to the site.
- ➔ Avoid hype and false claims so you don't get yourself into trouble.

I'll show you an example in just a moment so you can see what this "looks like" in real life. The important thing is that you create some sort of sales piece to promote your affiliate program.

2) You post an auction at item at eBay® which is related to the topic of your affiliate program.

It doesn't matter what kind of affiliate program you are promoting, there are numerous items that you can sell on

eBay® that are associated with that particular market or niche within the market.

Example: If you are promoting an affiliate program that sells a product teaching "How To Make Money Buying And Selling on Ebay®" you could auction a variety of items such as baseball cards, coins, stamps, etc. and in your flyer to promote the affiliate program you could tie in "since you already are interested in baseball cards, why not make money buying and selling baseball cards"?

Example: If you are promoting an affiliate program that sells a product teaching "how to shave 10 shots off your golf game" you could auction a variety of items such as golf balls, golf clubs, golf books and other equipment and accessories for golfers. Then, it would be easy to promote the affiliate program on a flyer going out with the items auctioned.

Example: If you are promoting an affiliate program that sells a product teaching, "how to lose weight" you could auction a variety of items such as vitamins and supplements, exercise equipment, weight loss books, nutrition bars and drinks, workout dvds, etc. From there, it would be quite simple to promote the affiliate program on a flyer going out with each of these different type items.

We'll talk more about WHAT to auction off later in this lesson, but I just want to give you some examples here to show you how this works.

3) You send out the item AND the flyer to those who win the auction.

Every time someone wins an auction from you and submits payment, you send them out the item to their physical shipping address and you INCLUDE THE FLYER.

TIP: If you'll put a post-it note on top of the flyer with a handwritten note from yourself which mentions a result you've achieved from the

affiliate program offer, you'll get even greater results! Ex. "I lost 17 pounds in 3 weeks with this!"

4) You repeat the process hundreds (if not thousands) of times over.

Continue to sell things on eBay®. Add new items every day or post several items on one day. Constantly update and replenish your inventory. Look for additional items to sell that are related.

In time you could have hundreds if not thousands of customers who buy things from you on eBay® who you get to promote your affiliate program to on the backend in the form of the flyer. But, don't stop there...

5) You follow up with additional mailings.

Continue to send out flyers to your eBay® customers. Send out postcards, flyers, brochures, salesletters, etc. to them promoting not only the original affiliate program but other affiliate programs that are related to the same market.

There is a MINIMAL cost to do this and it should pay for itself many times over. In fact, if the customer ends up buying just ONE offer you are promoting it should subsidize all of your mailings to that person for a year or even years to come.

In time, you could have a **nice business built-up** from this practice...

- ✓ *You earn a small amount of profit per transaction up front from the sale of the actual item on the eBay® auction.*
- ✓ *You earn bigger chunks of profit from the affiliate program offer being promoted on the flyer.*
- ✓ *You earn even more money when additional offers are presented in future mailings to the customer.*
- ✓ *You earn still even more revenue if they join your list at your blog where you interact with them on a regular basis.*

Now, let me move on to a simple case study example so you can see what this "looks like" in a real life example...

CASE STUDY: Promoting [Small Reports Fortune™](#)

Let's suppose an affiliate wanted to promote my "small reports fortune" course. How could they do this using the model I've just explained? Here's how...

CASE STUDY: What Kind Of Flyer Should They Create?

The first thing they'd do is create a flyer to promote Small Reports Fortune™. They might go with a ½ page vertical card like this...

THE ULTIMATE WORK FROM HOME BUSINESS

"If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home!"

- No experience necessary!
- Write about anything!
- Create your own schedule!
- Work from your own home!
- Get started immediately!

100% Free Report Shares More Details

Visit My Website For A Free Copy Of My 24-Page Report

5 STEPS TO A BIG-PROFIT, S.M.A.L.L.[™] REPORT BUSINESS

How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire

www.SmallReportsFortune.com

* Every effort has been made to accurately represent this offer and its potential. Please remember that each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is no certain guarantee that you will earn any money. Complete legal documents available at website.

Make Up to \$100,000 Or More Working Only A Few Hours Each Week

Do you see how all of the elements I mentioned earlier are incorporated into this design? The free report is a nice touch that should yield a high number of visits to the site.

TIP: What's really good is this: in order to receive the free report once the visitor arrives at the site,

they must join a list first. This allows for future follow-ups via email.

So, that's a great flyer to send out.

CASE STUDY: What Should They Sell On eBay®?

A variety of things...

- They could sell anything related to "making money" such as books on real estate investing, stock investing, running an eBay® business, starting a home business, franchising, marketing.
- They could sell anything related to "writing" such as books on self-publishing, writing for profit, ghostwriting, magazine writing, etc.
- They could sell "collector" items such as trading cards, coins, stamps, beanie babies, etc. and then explain in the flyer how to make money selling "information products" to other collectors.
- They could interview an internet marketing guru and sell copies of the CD or even licensing for the CD.
- They could hire someone to create a low-cost software program related to writing, internet marketing, small business, home business, etc.
- They could hire a ghostwriter to create a small report entitled, "How To Make Money Online" which they sell a printed copy of.
- They could hire someone to create a set of blog themes that they sell (blogs obviously are operated by people who WRITE who would be ideal candidates for the course).

I could probably come up with 10-20 more items they could sell as well if I wanted to keep going.

The point is: there are lots of options.

CASE STUDY: What Should They Send As A "Backend" Offer?

Obviously the main purpose of the [Small Reports Fortune™](#) course is to make money online. So, they could easily send out other affiliate program offers related to "making money online"...

- ➔ They could send out an additional flyer to promote an offer which teaches how to be successful in affiliate marketing.
- ➔ They could send out an additional flyer to promote an offer which teaches how to make money on eBay®.
- ➔ They could send out an additional flyer to promote an offer which teaches how to flip websites for profit.
- ➔ They could send out an additional flyer to promote an offer which teaches how to start a membership site.
- ➔ They could send out an additional flyer to promote an offer which teaches how to make money selling advertising.
- ➔ They could send out an additional flyer to promote an offer which teaches how to generate revenue as a blogger.

Once again, the ideas are limitless.

Imagine This...

I don't want to completely blow your mind here, but you could do this in MULTIPLE MARKETS if you wanted to do so. After you've established yourself in "Market A" (for example "weight loss") using this model, you could expand into "Market B" (for example "travel") and repeat the process!

Moving on...

So, getting to YOU. What can YOU sell in using this model? Let me suggest a few things...

4 Affiliate Friendly Items To Sell On eBay® So You Can Backend An Affiliate Program Offer On Your Flyer

- 1) Industry items**. The first option is simply selling items that are commonplace within the industry that you have chosen to build your business upon. In other words, items that are directly related to your market (and the affiliate program you are promoting).

Example: The GOLF market would include golf balls, golf clubs, books and DVDs, accessories, etc.

Example: The WEIGHT LOSS market would include vitamins and supplements, exercise equipment, workout DVDs, nutritional bars and drinks, etc.

Example: The COLLECTIBLES market would include individual and package items from within the market such as baseball cards, stamps, coins, beanie babies, postcards, figurines, etc.

Example: The HEALTH AND BEAUTY market would hair care products, makeup, perfume, accessories and tools, skin care products, etc.

- 2) Books and other publications**. There are a few markets / niches that might not have a wide variety of these "industry items" as mentioned above, but virtually EVERY market will have a wide variety of BOOKS and other publications such as magazines, newsletters and papers.

With hundreds of thousands of book titles available, there is a good supply of books available within almost every major market.

- 3) Printed reports**. One of the best options is to create a 10-15 page report on a highly desirable topic related to your affiliate program, print it out, staple it and sell it on eBay® as your auctioned item.

The reasons why this is a quality option are many...

- ➔ You can custom-create the report to backend the affiliate program. The presell content will be a perfect fit for your promotion.

- ➔ You can create a report on virtually any topic, making them universally available for ANYONE to use to promote ANY affiliate program.
- ➔ You can develop an entire series of related reports to sell and use to backend affiliate programs.
- ➔ You can find hot categories and items at eBay® and write reports to sell within these high-demand areas.
- ➔ You can create this income stream with virtually no expense - duplication costs for a 10 page report will certainly be less than one dollar even in small quantities.
- ➔ You can outsource this to a qualified ghostwriter if you don't want to write it yourself. A 10 page report can be ghostwritten for a \$100-\$300.
- ➔ You can buy PLR content and rewrite it for even less than that - probably around \$20 or less.
- ➔ You can create an interview report with the person who authored the product you are promoting as an affiliate for an even higher conversion rate.
- ➔ You can create titles and content that is desirable in nature. I.E. "How To Add 75-100 Yards To Every Tee Shot"

If I had to point to ONE of the choices in terms of my recommendation, this would be the one. Create yourself a small report to sell printed copies of on the auction site.

4) CDs and DVDs. A step up from the printed report would be a CD or DVD with information shared on it. It's the same general idea as a printed report only it is formatted in either audio to be shipped as a CD or video to be shipped as a DVD.

This will, quite obviously, require more investment on your part. The advantage is, it will have a higher perceived value.

There are plenty of others, but you really don't need to look any farther than the four that I just mentioned.

Now, before we close out, I do want to mention this -

If you're going to look for "industry items", there are a variety of places you can find them...

- Your own home.
- Garage sales.
- Search engines. (Search Google for specific items)
- eBay. (Buy and then resell)
- Wholesalers. (Search Google to find wholesalers)
- Discount stores (Big Lots, TJ Maxx, etc.)
- Used bookstores.
- Consignment shops.

Using "industry items" will require you to continue finding new stock to sell, so you'll want to consider that.

What I'd recommend is this...

Create a "printed report" as your main item to sell and supplement that as often as you find "industry items" and "books". That way you can sell the items you locate but if supplies are running low you always have the printed reports to sell.

That way, you'll always have items to put on the auction site.

NOTE: One thing I want to mention is this - you don't even need to make a profit on the front end, because the goal is to make money on the backend with your flyers. If you "break even" on sales from eBay® and make a fortune off the flyer promotions that's a winner! In fact, some people will be willing to "lose money" on the customer acquisition because they know they'll profit on the flyer promotion.

As far as "how to sell on eBay®", I'm not going to train you in that. Firstly, that's not the point of these membership site, nor this lesson. Secondly, eBay® has a very detailed set of instructions at their site to walk you through the steps for starting an auction using their service. Drop by <http://www.eBay.com> for their complete selling instructions.

Lesson #9

How To Get New L.E.A.D.S.TM To Your Blog

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

As I mentioned earlier, there are many ways to use ezine articles to generate traffic and get sales for virtually any product or service you want to promote.

Today we're going to examine one of them: *creating a "community blog post"*.

How To Get New L.E.A.D.S.™ To Your Blog

I've used the acronym "LEADS" to explain each of the five core components of this powerful formula...

- L - Leverage
- E - Example
- A - Architect
- D - Develop
- S - Solicit

Let's take a closer look at each of them.

The L.E.A.D.S.™ Formula

L – LEVERAGE.

The first thing I want to do is explain the concept behind a *"community blog post"*. I've labeled this as "leverage" in the formula simply because that's exactly what it is.

DEFINITION: According to Dictionary.com, leverage is "strategic advantage; power to act effectively." It goes on in its definition to say, "the use of credit or borrowed funds to improve one's speculative capacity and increase the rate of return from an investment, as in buying securities on margin."

Combining these two thoughts you get exactly what I'm talking about here:

***Strategically "borrowing" the assets of others
to produce a larger gain for all involved.***

Let me explain this concept of leveraging as it relates to the "community blog post".

In a nutshell, here's what you're gonna do...

Write a "best of" ezine article that links to one great post from 7-10 different blogs and then get each of the blog owners to post the article on their blog.

Let's break that down into workable chunks...

→ WRITE A "BEST OF" EZINE ARTICLE THAT LINKS TO ONE GREAT POST.

I'm going to give you an actual example article below to show you what this kind of article "looks" like, but for now let me quickly describe it. The idea is simple: you look for really good posts at blogs related to the topic of your own. When you find a quality post, you list it in the article, referencing the name of the post, the author and the direct link to the post.

→ FROM 7-10 DIFFERENT BLOGS.

You identify only ONE great post per blog. Look for 7-10 different blogs with great posts overall. Each post you'd like to link to in your article should be related to the same topic as your own blog. Of course, don't forget to include a link to a great post at YOUR OWN BLOG.

→ GET EACH OF THE BLOG OWNERS TO POST THE ARTICLE ON THEIR BLOG.

After assembling the article, you contact all of those you've featured in the article and convince them to post the article at their blog as a "guest post".

Again, I'll show you a real life example in the next section.

So, what is gained from this? What is the benefit? The benefit is free traffic for every single one of you.

If you create a "best of" article with links to posts at ten different blogs, each of you stands to gain this...

Free exposure on nine other blogs!

Do you see how that works? Each of you posts the article to your blog, each of you gets a link back to a specific post at your own blog. It's a winner for everyone involved.

It's a "community blog post". It's a post that highlights great existing posts from yourself and others. And it mutually benefits all of those who participate.

So, let's talk about what "kind" of article to write. First up, an example...

The L.E.A.D.S.[™] Formula

E - EXAMPLE.

Before I give you ideas for creating your own article (believe me, I'm gonna make this super simple for you as we make our way through this lesson!), I'd like to show you a "real" example of an actual article created using this formula.

Here it is...

----- Begin Article -----

189 Internet Marketing Tips, Tactics and Techniques
By W. Mark Thompson of www.InternetMarketingTrust.com

Have you ever wished someone would do all of the "research" for you so you could just cut to the chase? I know I have. There have been many times I'd like to not waste hours of my life sifting through low-quality articles and blog posts to find the occasional gem.

If only someone else had written this article for me to read a long time ago. ☺ Fortunately, I'm gonna

save you the trouble of getting double vision from staring at your computer screen trying to find some good internet marketing reads.

Below you'll find some great "tips based" blog posts that are filled with meaty ideas. Some of these authors you've probably heard of, some you might not have heard of. All deserve to be included for providing some golden nuggets in their content.

10 Ways To Make \$10K Per Month

By Paul B Evans

<http://www.PaulbEvans.com/10-ways-to-make-10k/>

27 Ways To Get Your Blog Readers To Comment

By Nicole Dean

<http://nicoleonthenet.com/2008/blog-readers-commen/>

11 Steps To Getting More Blog Traffic

By Alice Seba

<http://www.internetmarketingsweetie.com/blog/blog-traffic>

21 Ways to Add More Subscribers

By Terry Dean

<http://www.terrydean.org/21-ways-to-add-more-subscribers/>

10 Free Ways To Drive Traffic To A Brand New Website

By Lynn Terry

<http://www.clicknewz.com/633/traffic-tips-for-new-sites/>

100 Free Blogging Tips

By Carrie Lauth

<http://carrielaith.com/blog/free-100-top-blogging-tips/>

5 Simple Ways To Increase Click Through Rates

By Zac Johnson

<http://zacjohnson.com/5-simple-ways-to-increase-click-through-rates/>

5 Simple Steps To Effectively Promote Your Affiliate Products

By Paula Brett

<http://paula-brett.com/blog/5-simple-steps-to->

[effectively-promote-your-affiliate-products/](#)

----- Begin Article -----

That's a great article in anyone's books. And, it's also an article that WILL get some attention at blogs. I mean, come on: **"189 Internet Marketing Tips, Tactics and Techniques"** is the title! That just screams for you to take a closer look, doesn't it?

So, people WILL view the article. At every site it's posted on. And, in turn, they'll click thru and visit the blogs listed. Everyone goes home happy.

NOTE: Do you see now why I said "anyone" can write this kind of article? It's basically an introductory paragraph with links to other people's great posts. Seriously, my eight year old could write this article. There's really no excuse not to put this formula into action. Immediately.

So, what about YOUR "community blog post"? Let's identify some simple concepts you can use to create your own similar article to share.

The L.E.A.D.S.™ Formula

A – ARCHITECT.

You probably didn't know it, but you're an architect. Well, you'll soon become an architect. That is, if you are smart and put this formula to use. ☺

DEFINITION: According to Dictionary.com, the verb form of architect means, "to plan, organize or structure". Example, "the house is well architected".

You are going to "architect" this "community blog post" article. Yes, you. (Then you can go around and when your friends ask you what you do for a living you can say "I'm an architect". ☺)

Let me give you three basic "structures" you can use in planning and organizing your article using this formula...

1) The "List" Structure. In this structure you simply look for articles that all include multiple "list entries" in their titles. They can include: tips, ways, strategies, ideas, tactics, techniques, principles, steps, resources, answers, lessons, blueprints, etc. The example article I mentioned earlier is structured in this manner. The real driving point of this structure is the "bulk" showcased in the title in terms of quantity. These kinds of articles will always get attention. Here are some example titles that you can modify for your own use...

- ➔ 189 Internet Marketing Tips, Tactics And Techniques
- ➔ 77 Ways To Lose Weight Fast And Keep It Off For Good
- ➔ 250 Of The Best Ideas Ever For Homeschooling Families
- ➔ 100 Things Every Blogger Should Know And Do To Make Money

2) The "Articles" Structure. In this structure you wouldn't necessarily need to identify "multiple" ways to do something in the title. In the previous structure identifying blog posts with "bulk" was required in order to get a large number to assign in the title of the post. But, there are many quality posts out there that don't have "multiple ways" to do something. (Ex. "How To Potty Train A Toddler", "The Real Secret To Boosting Metabolism" and "Finding Brand New Items At 85% Off Using Google" are great articles, but they don't have any numerical punch to them.) In this structure you'd simply compile great articles related to a singular topic. Here are some example titles that you can modify for your own use...

- ➔ Top Ten "How To" Articles For Increasing Affiliate Income
- ➔ The Best Of The Web's Discount Travel Articles
- ➔ 7 Essential Articles Every New Parent Should Read
- ➔ My Favorite Inspirational Articles Of All Time

3) The "System" Structure. The final structure that I want to mention is the most time-intensive of the three, but can likewise be very good at generating results. The idea is to find, organize and list blog posts that walk the reader through a process. This would be a tutorial style article that is very "how to" in the overall organization of the blog post listings. Here are some

examples...

- ➔ How To Setup Your Own Internet Business. You might include articles that systematically walk the reader through the process of starting a business by referencing an article on these subjects: registering a domain, setting up hosting, creating a product, building a list, driving traffic to a site, etc.

- ➔ How To Lose Weight Fast And Keep It Off. You might include articles that systematically walk the reader through the process of getting in shape by referencing an article on these subjects: ways to cut calories, ways to boost metabolism, ideas for eating out healthfully, simple exercises, walking for weight loss, etc.

- ➔ How To Get Started With Homeschooling. You might include articles that systematically walk the reader through the process of becoming a homeschooler by referencing an article on these subjects: determining if homeschooling is right for you, choosing curriculum, setting up a schedule, getting involved in a support group, field trip ideas, etc.

It really doesn't matter which of these options you choose. Just go with the one that appeals to you most, or the one that will be easiest for YOU to setup.

One more thing I want to mention before I move on...

You can be as "general" or "specific" as you want in the overall topic of your "community blog post"

In other words, you could be broad or narrow in your scope...

- ⇒ *Internet marketing. (General)*
- ⇒ *Affiliate marketing. (Specific)*
- ⇒ *Affiliate blogging. (Precise)*

This works with virtually any market...

- ⇒ *Weight loss. (General)*
- ⇒ *Cutting Calories. (Specific)*

⇒ *Cutting Calories By Making Substitutions. (Precise)*

When you consider all of the options, you can actually repeat the process over and over again during the coming months and even years ahead. (More on this in a bit.)

That brings us to the next component of the formula...

The L.E.A.D.S.[™] Formula

D – DEVELOP.

By now you're probably fairly excited about getting this formula into action. But, there is also likely a question that has popped into your mind...

Where can I find quality posts to reference in my "community blog post" ezine article?

I could just read your mind. ☺

I'll be completely honest with you, this is the only "time-consuming" part of the strategy. It will take some surfing the web to find these high quality posts to mention in your article.

BUT...

When you consider that finding these posts is the only thing you really have to do in order to create the article, it's worth the investment. In other words, there isn't much "writing" to be done. It's more of a project that requires "assembling". You are basically putting together a list of great posts.

The writing will take about 3 minutes. The research will take from 30-90 minutes depending upon...

- How you go about doing it, (some of the methods below are faster)
- Which type of article you create, ("tips" is much easier format to put together than "system") and
- The specific topic you choose. (some topics have more existing content written about them than others)

That said, let me quickly give you four ways to find blog posts to include in your article...

- 1) Google blog search.** You can begin by searching the blog post database at Google. It's a good starting place. Search in similar ways that you would at their main site by using phrases like "how to", "ways to", "tips", etc. in combination with words and phrases related to your topic. (Ex. "weight loss tips", "ways to lose weight", "how to lose weight", etc.) You can access their search utility at <http://blogsearch.google.com/>.
- 2) Blog directories.** This will take a bit more time, but another option is to search the major blog directories for blogs related to your topic. Then, simply visit those blogs and browse their post archives for potential messages to link to in your article. Several of the blog directories include <http://www.blogcatalog.com/>, <http://www.bloggeries.com/> and <http://www.bloghub.com/>. You can find even more by searching Google.com.
- 3) Referrals.** By far the easiest method of finding blog posts to reference in your article is to simply "ask" for referrals. Whether you send out a mailing to your list, ask trusted friends and associates "in the know" or post a request to your favorite forum, you'll often yield exactly what you're looking for by asking around. (Ex. "Hey guys, I'm putting together a blog post with the "best of" posts about affiliate marketing. If you know of a great blog posts about affiliate marketing – or if you're written one yourself – please reply back and let me know where to read it.)
- 4) Outsourcing.** Maybe I spoke too soon. I guess the "easiest" method is simply to get someone else to do it! If you've got twenty to thirty bucks to budget for the project you can likely hire a researcher at Elance.com or another outsourcing site to find these great posts for you. Again, be specific in explaining what you're looking for and put them to work doing the searching for you.

Before we move on, I do want to mention one more thing. If possible, look for blogs that appear to be similar in size to each other.

In other words, if you're putting together a "golf"

article and Tiger Woods has a blog (I don't know if he does or doesn't), then it probably won't be helpful to highlight one of his posts. Why not? Because he's probably not gonna post the article on his article ... he's "too big" for this kind of project.

While I don't want to dissuade you from attempting to get a major partner to join in, you'll probably have a lot more success attracting people to participate if most of you have similar amount of traffic to your blogs.

After putting your article together, it's simply a matter of getting those you've highlighted to agree to participate in your project...

The L.E.A.D.S.[™] Formula

S – SOLICIT.

Once you have the post written, go ahead and post it to your site so you can show people that you've done YOUR part in linking to them.

➔ *Then, it's simply a matter of contacting the author of the posts you've highlighted in the article and asking them to participate.*

Most people will have some sort of contact information available at their blog, so search for it and use it for making the initial contact with them.

Below you'll find a sample contact email that I use for this formula. Please do NOT simply copy and paste it and use it as your own, otherwise people are gonna start getting these "cookie cutter" requests and the process won't work as well.

Simply use it as a model for your own communication. Adapt it as appropriate and necessary to fit your own unique needs...

----- Sample Contact -----

Hey Nicole,

Paul & Mark here. Love your blog, girl! Seriously, I like what you've done at Nicoleonthenet.com. In fact, I like it so much that I'd like to send some extra

readers your way if ya don't mind.

I've put together an article entitled "189 Internet Marketing Tips, Tactics And Techniques" (I've included it below) in which I've featured one of your articles as recommended reading.

The one I mentioned was "27 Ways To Get Your Blog Readers To Comment"

If you look at the article below you'll find that I put together a sort of "best of" collection of great blog posts like yours. What I'd like to do is get each of us to post the article at our blogs.

That way, we all get exposure from each other's existing readers as well as some search engine value through the links on each other's sites.

It's already posted at our blog at <http://www.AffiliateProfitPlan.com> and we already have commitments from others.

What do you think? Will you post the article to your site, maybe sometime this week?

Please do let me know. And, again, great post!

Best regards,
Paul & Mark

----- Sample Contact -----

So, that's how you create a "community blog post". And that's how you get new "l.e.a.d.s." to your own blog!

Note: I mentioned this earlier, but it warrants repeating. You'll need your own quality blog post to reference in this ezine article. Be sure to create an attention-grabbing TITLE for this article so when people read the "community blog post" yours will stand out.

And don't forget to use this ezine article in OTHER WAYS as well such as submitting it to ezine article directories. It's multi-purpose! ☺

Lesson #10

How To Promote Affiliate Programs Offline

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Welcome back! Even though you're promoting online affiliate products, keep this in mind:

You're limiting your income if you only promote your links online.

That's because the internet is NOT the end all and be all of marketing.

Instead, it's just one more venue you can use to promote products and services. And even though we online marketers tend to focus primarily on promoting online, many of our prospective customers will never see our ads if we don't always market offline from time to time.

And that's why you're about to discover some excellent proven ways to promote your affiliate links offline! Let's get started...

1) Create and distribute promotional hand-outs.

The next thing I want to mention is one of the best low-cost "*offline*" promotional things you can do to generate interest in your small affiliate program and that is to "*create and distribute promotional hand-outs*".

There are three main "promotional hand-outs" that I want to direct your attention towards as we examine this simple strategy –

- ✓ **Business cards**. You see them everywhere. They are probably the most universally recognizable business representative on the face of the planet. Because they are inexpensive (You can usually get 500 for around \$9.99) and easy to distribute, these are a must for every business owner (that's you ☺) ... and they are perfect for promoting your small affiliate program.
- ✓ **Flyers**. An 8 ½" X 11" brightly colored flyer is another low-cost way to inform the world about your small affiliate program. Flyers are the ultimate "*print on demand*" promotional piece, meaning you can literally create as few as you want (From 1 –

1,000,000+). In other words, they are perfect for any budget.

- ✓ **Door hangers**. Door hangers cost a bit more to print (they are usually on a heavier cardstock and come with a die-cut opening to place around door knobs) but are impossible not to be noticed. Who could miss a brightly colored hanger as they reach for their door knob to enter their home? These are also great for canvassing entire neighborhoods.

Tips for DESIGN –

There are just a couple of things that I want to mention about designing your promotional materials. Certainly there are specific bits of information that you'll want to include on them such as (a) the name of your special affiliate program, (b) a web site link for your special affiliate program, and (b) details about your special affiliate program.

Specific details you might want to include would be ...

- Potential results of using the affiliate program.
- Time frame involved in seeing results.
- Experience level required (or not required).
- Benefits of using the affiliate program.
- Revelations shared in the affiliate program.
- Negative qualifiers. (I.E. This is NOT for...)
- Exclusions. (I.E. This is NOT a ...)

Here is a sample business card layout that I use which you can model your own after –

Special Report -

"How To Make \$100,000 Online"

* No experience necessary	* Not a MLM program
* Work only 3 hours a day	* Automatic order processing
* Set your own schedule	* Make money from your hobby
* No selling to your friends	* Your own internet business

For complete details, visit:

www.SixFigureFormula.com

Notice how much information I included in one small business card. It's both an attractive layout and an informative one, covering all the key points that would generate interest.

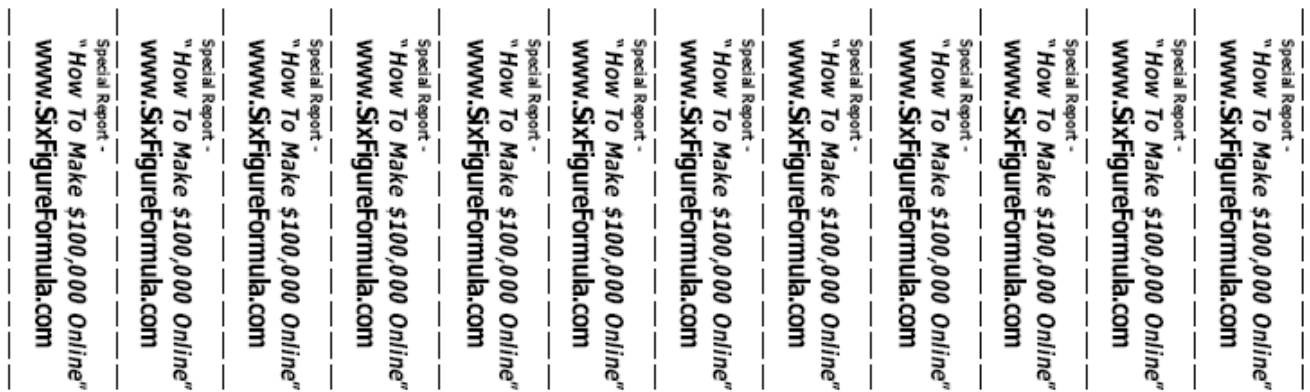
NOTE: I would recommend that you stick with a simple black print on white cardstock for your promotional business cards. You can experiment with brightly colored cardstocks if you want, but I've found the results are actually better with a traditional black and white combination.

Now, one thing I want to mention about flyers is the fact that when you place them on, for example, a bulletin board, you want them to remain in place for as long as possible. What you DO NOT want to happen is for someone to come along, find it an interesting read, and then take your flyer home so they can remember your web site link.

That prevents others from reading your flyer and stifles your promotion efforts!

So, how can you thwart this problem before it becomes one? It's simple, you use "tear offs" at the bottom of your flyer, usually about 12-15 of them.

Here's what they look like at the bottom of one of my flyers...



Before posting the flyer to a bulletin board, you'd simply take some scissors and cut upwards along the lines. Then, when someone reads your flyer and wants to go home to look you up online, they simply tear off one of your tabs ...

And your flyer remains in place for others to view!

Tips for DISTRIBUTION -

I would recommend that you create these "tear off" flyers for every bulletin board in your area. In addition, create regular flyers (without the "tear off" tabs at the bottom) to place on car windows in parking lots, send in the mail, insert into local newspapers, etc.

NOTE: Some cities have regulations and restrictions against distributing flyers in parking lots, etc. Before distributing any of your materials, make sure you are in compliance with all local laws.

Now, real quickly, I want to give you three solid suggestions for distributing your promotional materials.

- 1. Take them with you when you travel.** Keep a supply of your promotional materials in your vehicle at all times. Anytime you travel outside of your local area, make sure you spend a few minutes distributing some of your materials. You'll expand your reach with minimal effort. Every campground, restaurant, hospital visit, vacation spot, sports facility and so forth can become a promotional opportunity.
- 2. Create a route to regularly service.** Spend an afternoon looking for every bulletin board within an hour drive (restaurants, laundromats, grocery stores; gas stations and community meeting places are a few bulletin board hot spots); find several high-traffic parking lots where it is permissible to distribute flyers on car windows; find highly concentrated neighborhoods with lots of houses. Put together a route that you distribute to once per month or anytime you release a new small affiliate program.
- 3. Target specific high-conversion areas.** One of the best ways to get a greater response is to distribute your promotional materials in areas that are specifically suited to the topic of your small affiliate program. In other words, if you have a "weight loss" affiliate program, then a bulletin board at the local fitness center or placed on vehicles in the parking lot would likely yield higher results. Try to identify places that are directly related to the subject matter of your small affiliate program.

Creating promotional materials to distribute is a solid way to generate interest in your small affiliate program with a minimal investment of time and money.

2) Purchase newspaper classified ads.

By now you've probably seen the Don Lapre infomercials: *"make money by placing tiny, classified ads"*.

As comical as it may seem, there actually is some merit in placing these kinds of small classified ads in local newspapers and shopper's guides.

The profit margin is extremely high for your small affiliate program because there is no cost to duplicate the affiliate program ... it's a digital download.

That makes the low-cost of small classified ads a profitable option for promoting your small affiliate program.

Think about the metrics –

- If a 30-word classified ad costs \$10.00, then you'd need to only sell ONE of your small affiliate programs (assuming you sell it for \$10.00) to break even.
- If a 30-word classified ad costs \$20.00, then you'd need to only sell TWO of your small affiliate programs (assuming you sell it for \$10.00) to break even.
- If a 30-word classified ad costs \$30.00, then you'd need to only sell THREE of your small affiliate programs (assuming you sell it for \$10.00) to break even.

And that's just the **front end**. You'll also be building a list and cross promoting an entire arsenal of small affiliate programs for the lifetime of your newly acquired customer.

So, this is another quick way to generate interest in your small affiliate program.

And, it's amazing how much information you can pack into 30 words...

----- [Sample Ad] -----

SPECIAL AFFILIATE PROGRAM: "How To Make \$100,000 A Year Online". Work part-time (15 hours per week). No experience necessary. Set your own schedule. Free details at <http://www.SimpleSixFigures.com>

----- [Sample Ad] -----

Begin with your local newspapers and shoppers' guides. Expand from there to your region and state, etc. There are thousands upon thousands of publications to advertise in.

Note: You can even expand your classified advertising to include magazines, trade journals and other publications directly related to the topic of your small affiliate program. These advertisements will likely cost more, but should yield much greater results.

3) Take advantage of other "offline" marketing options.

Holding (Free) Offline Workshops

People online are looking for information, which is why free reports are such great promotional tools. But don't forget that people offline are looking for just as much information. And that's why you can use a free offline workshop as a lead generator and/or as a way to make affiliate commissions.

Here's how:

- 1) Create a one-hour workshop or talk on a specific subject** (e.g., "how to make money working from home" or "how to quickly yet safely lose weight"). Your goal is to provide useful information that people can take action on immediately, yet it should be incomplete (so that they need to buy products to round out their education).
- 2) Advertise your workshop locally** in your newspaper, on flyers, through press releases, via word of mouth and more.
- 3) Prepare "cheat sheets" for your participants.** These sheets should give an outline of your talk, plus provide useful resources. And yes, you link to these online resources using your affiliate links.

- 4) You should also pass around a form where people give you their name, email address and permission to contact them by email. (Your "cheat sheet" should also tell people how to directly join your mailing list by visiting your website.)

Simple, right? And yet it's incredibly effective. You may even choose to do a multi-part series of workshops on a related topic.

Here's a related tactic...

Offering Free Speeches to Local Associations

Instead of putting together a workshop and promoting it yourself, you can instead simply offer yourself out as a guest speaker for local organizations.

Example:

- If you're selling business-to-business affiliate products, then you may talk to your local Chamber of Commerce (or similar organizations) to see if they need guest speakers.
- If you're selling flower products, then inquire about speaking to your local garden club.

And so on.

There are plenty of business organizations, associations and hobby groups that would love to hear you speak for 20 minutes to an hour or so.

Just be sure to **give a quality talk** – and pass around those "cheat sheets" and newsletter sign-up forms for those who want more information.

Renting a Booth at a Trade Show

Many cities have free trade shows at least once a year, where businesses can rent a booth and let the community get to know about their products or service. In some cases, you may even find niche trade shows (like "outdoor sports" shows).

Either way, you can rent a booth. It's a great way to generate leads (by collecting contact information both online and offline), plus you can hand out flyers with your affiliate links.

Networking at Niche Events

If you don't want to speak at offline events, you can still find prospective customers (and maybe even joint venture partners) by networking at these events.

These events include (but are not limited to):

- Other peoples' offline seminars, workshops and talks. You can meet people in the halls between talks or in the hotel bar after hours.
- Clubs, associations and other organizations in your area. This includes hobby groups (like a rock-hounding group), association meetings like an AKC dog event, and other similar meetings and events.

Remember, your goal at these events isn't to be the pushy sales person. Instead, **you should seek to develop relationships** with your prospects and potential joint venture partners. Later on you can "sell" to them.

Getting Free Publicity

Another way to promote your affiliate links offline is by writing press releases about your products. This works particularly well if you're promoting brand new products and/or if you can tie the product into some current news topic.

Naturally, you can distribute your press releases online through services like PRWeb.com. However, since we're talking about offline strategies, I'll remind you that you can submit press releases directly to the editors of your local newspaper as well as the local radio and TV channel producers.

Now here's a bonus tip that will get you a lot of publicity...

Don't just limit yourself to sending the typical press releases to your local media. Instead, you should seek out talk radio programs that

cater to your niche and offer yourself as a guest. Instead of just sending a press release, you can send a letter that tells the show's producers why you would make such a great guest.

While a guest appearance on a talk radio show can get you a lot of visitors when the show is aired, one bonus is that some talk radio stations rebroadcast or syndicate their shows online. And that means a one-time appearance can turn into free publicity that sends visitors to your site for months or even years to come!

Tip: Once you get free press, develop relationships with the people who gave you that free press. Say thank you (they ARE doing you a favor). This is particularly important when you're a talk show guest.

This bit of courtesy and relationship-building can easily turn into future guest spots and more publicity!

Using Car Magnets

This is a pretty untargeted way of advertising. However, since it's so cheap and easy, you can certainly use car magnet signs to attract prospects. Simply create an attention-getting short ad along with your website link and put it on a car sign.

For best results, park your car in places where your target market is likely to see the sign.

Example: If you're targeting college students, than park your car on a university campus. If you're targeting bodybuilders, then park your car in a gym parking lot.

Mailing Postcards and Other Pieces

If you're building an online mailing list, then you may consider getting postal addresses from your prospects at the same time. That way you can send postcards and other direct mail pieces to your list.

Another way to send offline mailing pieces is by doing a joint venture with someone in your niche who is already mailing packages or letters offline.

Example: Your partner can include your flyer whenever he ships a package to a customer, and you can email your online list about your partner's products.

Note: You can also purchase direct mailing lists through list brokers (who use the SRDS.com offline mailing lists). Your best prospects are those that have recently purchased something similar to what you're selling.

Lesson #11

How To Use Interviews To Sell Affiliate Products, Part 1

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

What I want to teach you how to do today is create an "interview" to use in promoting your favorite affiliate program.

The basic process works like this...

Get the author of the product you are promoting to grant you an interview in which you ask several informative questions and promote his/her product at the conclusion of the interview.

The interview is to be conducted via email. You send a series of questions to whoever agrees to be interviewed and they reply back with their answers to the questions. The interview is to be distributed in TEXT form as a PDF file. (Not an "audio" which is more difficult to encode with your affiliate link.)

Your goal is to get 5-8 pages of information from the interview.

The benefits are easy to spot...

- You encode the promotional spot to his/her product with your affiliate link prior to distributing the report.
- When someone clicks on the link to the product being highlighted at the conclusion of the interview and orders, you earn a commission.
- The author of the product agrees to the interview because you are using it to promote their offer.

Everybody goes home happy.

Now before I explain how to do it, let me give you the two basic strategies you can employ in using interviews to promote your favorite affiliate program.

- ➔ **Direct Promotion**. The idea here is simple: conduct an interview and give it away to those who visit your blog, send it to those on your list, distribute it at Scribd.com,

give it away at forums, etc. Distribute the interview in all ways possible to get as many people to read it as possible.

→ **Indirect Promotion**. The idea here is to allow other people to rebrand the interview with THEIR affiliate link to the product being highlighted at the conclusion of the interview. They end up earning commissions for clickthrus and sales. Why would you do this? Because you have a box at the beginning of the interview that reads, something similar to this, "Interview conducted by Paul B Evans. For more informative interviews, articles and content, visit <http://www.PaulBEvans.com>"

Of course, smart affiliates (raise your hand, that's you! 😊) will do both of these distribution processes.

I'll speak more on the second of these strategies (indirect promotion) in next week's lesson.

So, that's the basic operation.

What I want to do now is give you a run through of how to create an interview to use in this manner.

Step 1: Creating Your Offer

Why would someone want to agree to your interview? That's what you've got to determine up front in order to convince them to say "yes". Why would they do it?

Simple: Because you're offering them something in exchange.

You interview them by sending them 10-15 questions in exchange for them pitching their products and services at the end of the interview. Which you'll insert your affiliate link into the promotional spot to earn a commission on referred sales that result from distributing the interview.

You may also provide additional exposure and links for them by mentioning their names (and websites) in other marketing materials (such as articles, blog posts, press releases, and more).

Now here's the other key: Your potential partners are looking for a good return on their time investment. That means you need to make it

as easy as possible on your partner while giving him as much benefit as possible in return.

Remember: Your partners have their own projects going on, and whatever they're doing will rightfully be more important to them than your project. But if you show them that you are going to bring them more sales for their project, you've got a winner.

So if they see that you're asking them to invest a lot of time for very little in return, they'll say no. But if you can offer them a LOT of benefits in exchange for a very small investment of time, they'll be more likely to say yes.

In short: Stack the offer heavily in favor of your partners.

Here are some suggestions...

- Let them know that the interview will be used to directly promote their offer.
- Let them know how you'll be distributing the interview, proving to them that they have a lot of free promotion to gain.
- Let them know they have permission to use the interview themselves in any way they choose.
- Let them know there is no "rush" and they can answer back at their convenience.
- Let them know that you'll design every question in such a way that it gives them an opportunity to promote their offer.
- Let them know you won't overwhelm them with 50 questions... you'll limit it to 15.
- Let them know they can answer the interview questions by sampling existing content they have if appropriate.

Step 2: Finding Potential Partners

Once you've figured out how to structure your offer in favor of your partners, it's time for you to find potential partners.

Obviously, your first option is to ask the author of the primary product you are currently promoting as an affiliate.

If this is a very popular product, you may not be able to secure the interview.

Don't despair!

Look for other products to promote (sometimes by "lesser knowns" who are still qualified authors) as secondary offers. You should never limit yourself to promoting only ONE product. Promote other offers that are related to the same market.

You want to look for known experts in your market.

Here's where to find these partners:

- ➔ **Search for your niche keywords in Google.** You're looking for the top players in your market, so search for your niche's top keywords. Be sure to also take note of who's paying for the pay per click traffic (i.e., find out what products are being promoted in the sponsored ads in Google).
- ➔ **Look on forums, blogs and social media sites.** Regularly visit your niche's top forums and blogs. See who gets talked about a lot. Also see which experts regularly participate on the forums and blogs as well as on social media sites like Twitter.
- ➔ **Visit product marketplaces like ClickBank.com and Amazon.com.** Visit these marketplaces to find out which marketers are selling the top products in your niche. These folks are your potential partners.
- ➔ **Ask for recommendations.** You can ask your target market who they consider to be the top experts in the field. You can also ask your existing partners to introduce you to their partners.

- **Listen to the buzz.** You should regularly read your niche's top newsletters, blogs and forums to keep on top of the niche "buzz." Those marketers who know how to create buzz often make for good potential partners.

Step 3: Proposing a Joint Venture

Once you've put together and researched your list of potential joint venture (JV) partners, it's time to approach them and ask them to work with you on your interview.

Let me be up front with you: The easiest way to get a joint venture partner to say yes to your proposal is to first develop a relationship with that person.

That's because they're like anyone else – they prefer to work with and do favors for those they already know, like and trust.

Plus since the top marketers and experts in your niche get dozens of JV requests every week or every month, they're more likely to work with the people they already know.

That means they likely won't work with you if they don't know you, but it certainly is easier to do a JV with a friend as opposed to getting a "yes" from someone who doesn't know you.

That means you should **ideally** seek to develop relationships first with your potential partners. At a minimum, you should get your name in front of the potential partner so they have at least some familiarity with you when you approach them.

Here are a few ways to get on your potential partners' radar screens:

- Ask your existing partners to introduce you to the experts and partners they know.
- Become an affiliate for a potential partner (and make that person some money). **IMPORTANT.**
- Make a positive post on your blog about your potential partners. Many marketers use Google Alerts to monitor what's being said about them online. You

can even point out your post in advance to the marketer.

- Interact with your potential partners on their blogs, on forums, on Twitter and on other social media sites.
- Recommend your potential partner's products and services - without an affiliate link - whenever someone asks a related question on your niche's busiest forums.
- Attend your prospective partners' teleseminars. Call in early to chat with the potential partner. When they ask for questions at the end of the call, state your full name and ask a thoughtful question.
- Go to offline conferences. Here you can meet face to face with the experts in your niche and accomplish in just a few minutes what might take weeks to do online.

There are other ways to accomplish the same thing, such as by releasing products and making a name for yourself in the niche. This takes time, however - and if you have that sort of time, then it's best to use that time to start building a relationship with the person.

Tip: You may choose to just skip all the relationship building and instead pay for this person's time. If your potential partner offers coaching or consulting, then you can simply ask to buy 30 to 60 minutes of their time for an interview.

Tip: You may choose to just skip all the relationship building and instead just ask since your entire purpose is to use the interview to promote their offer.

Whether you develop a relationship, get some recognition first or perhaps you need to approach the person "cold," you'll need to create an engaging, compelling JV proposal letter.

This letter should:

- **Include an engaging subject line that captures your potential partner's attention.** If the subject line doesn't

get them to open your email, then your email will end up in their trash folder.

- **Answer the question on your potential partner's mind**, which is, "*What's in it for me?*" That means you need to spell out the benefits they'll receive clearly and succinctly.
- **Make it easy for your potential partner to say yes.** Remember, the partnership should be stacked in your JV partner's favor.
- **Tell them what to do next.** This is the call to action, where you tell your potential partner to reply affirmatively to your email.
- **Drop names for social proof.** If you already have done projects with other well know persons within the market, go ahead and drop those names in your email – especially if your existing partners are friends with your potential partners.

Here's just a quick example contact letter you can modify for your own use...

Subject: Can I give this away?

Dear [Insert Name Here],

I'd like to promote [Insert Product Name Here] on my blog, to my lists, at Scribd.com, in all the ezine article directories, on Twitter, MySpace, Hubpages and everywhere else that I can.

I just need one tiny thing from you: a short email interview.

I'd like to send you over 10 questions for you to answer that will be used to directly promote [Insert Product Name Here]. I'll create an attractive cover page, format it, convert it to PDF and then get it out to as many people as possible.

Obviously, I want to put my affiliate link into the finished PDF to earn a commission on referred sales. Plus, I'll get other people to distribute it as well.

The bottom line is: you'll get ongoing viral traffic for [Insert Product Name Here] by answering a few questions via email just one time.

Would you be willing to do this?

I'd appreciate an answer even if you CAN'T just so I'll know to look elsewhere. I'd appreciate an answer if you CANT even more. :-)

Thanks in advance,
[Paul B Evans]

P.S. I'm already an active affiliate and have produced X sales for you during the past month alone.

P.P.S. You can use the completed interview in any way that you want as well.

Step 4: Conducting The Interview

After that, it's just a waiting game. When you find someone who agrees to the interview, then send them over your questions by email.

Upon receiving their answers to the interview questions, polish it into an attractive looking file, insert your affiliate link for any promotion of their offer, convert it to PDF and begin distributing it. (We'll talk more about distributing ANY free report in an next week's lesson.)

UPDATE: Member "On-Demand" Resource

Before we close out, I've added a set of 55 questions you can use in your interviews...

INTERVIEW SAMPLE QUESTIONS

Introduction and Opening Questions:

1. Can you tell us a little bit about what you do?
2. How did you get started in _____?
3. When did you first decide that _____ was right for you?
4. How should our listeners gauge if _____ is right for them?
5. How long did it take you to get you to where you are now, and what would you say to our listeners who are already tired and frustrated?
6. What information do you plan to pass on to our listeners today? Please just give us a quick walkthrough.

Main Body Questions:

7. What are the top 5 areas I should concentrate on in _____?
8. What advice would you give someone who's brand-new to _____?
9. Exactly how would one go about doing _____? Give us a step-by-step breakdown.
10. Can you recommend some really quality _____ for our listeners?
11. What's the absolute easiest way to _____?
12. In your experience, what's the best way to _____?
13. Do you have a formula for _____?
14. What's your favorite way to _____?
15. What are some of the key points you look for when _____?
16. Would you suggest our listeners do _____? Please explain.
17. What are some pitfalls that our listeners should be on the lookout for, and how can they be avoided?
18. What's the biggest mistake you made getting started in _____?
19. What big mistakes do you see others make?
20. What would you say is the one more important thing you've learned?
21. In your experience, why is it that?
22. What information do you wish you had when you were first starting out?
23. What do you think are the keys to becoming a successful _____?

24. What is the difference between you, and all the other _____ doing the same thing that you do?
25. How can a _____ stand out among the other _____?
26. What are some thing you do NOT recommend about _____?
27. Please share one or two of your favorite, and most helpful resource links?
28. If you could sum up _____ in _____ steps, what would they be?
29. What's one of the things that you find most challenging about _____?
30. What do you think makes the difference between a good _____ and a great _____?
31. What's the favorite part of your day as a _____?
32. What's the least favorite part of your day?
33. What's a little known secret about _____?
34. What would you say is the best kept secret in all of _____?
35. What do you consider to be the most powerful _____?
36. What does it really take to succeed in _____?
37. If you had to share exactly _____ keys to doing _____, what would they be in order of priority?
38. For each of those _____ keys, what are some goals that our listeners should set for reaching each one of them?
39. What are some realistic long-term and short-term goals for our listeners?
40. What were some of your goals early on?
41. I know you're a big believer in _____, but can anyone do this, and if so how?
42. Ok, I'll ask what's really on my mind...what's the easiest way to _____?
43. I hear the term _____ a lot. What does it mean and how does it effect our listeners?
44. What's the first thing you recommend our listeners do after they're done listening to this call?
45. Who are the people that inspired you and why?
46. What did you learn from those people that you'd like to pass on to our listeners?
47. What do you see as the next big trend in _____?
48. Give me a short comment about the following words and phrases...
49. What tools/resources would you say are essential to doing _____?

Conclusion and Call to Action Questions:

50. As we wrap things up, what should our listeners be doing for the next 30 days, 90, and 1 year to accomplish _____?
51. What final words of wisdom would you like to pass on to everyone who's listening in to this call?
52. Where can our listeners find out more about you?
53. What freebies can you offer to our listeners today?
54. What special offer can you make for our listeners?
55. Tell us a little about some of your products?

Lesson #12

How To Use Interviews To Sell Affiliate Products, Part 2

By

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Introduction

Last week we talked about how to create an interview to distribute in order to promote your favorite affiliate program. This week I'm going to share how you can get other people giving away that interview for you to drive traffic to your blog (where you promote your affiliate program).

There are a couple of things I need to point out about today's lesson...

- ➔ It was originally written to explain about writing a checklist report and then distributing the report to promote your site. You CAN, quite obviously, follow the system exactly as it is written below in order to use the original concept to promote your blog. I was going to share this information anyway later, but decided to do it now because it fits perfectly with last week's lesson. **THE POINT**: You can use today's lesson as a standalone lesson if you haven't done an interview yet. Or, even if you have done an interview you can still use this strategy for additional reports.

- ➔ IF you want simply to distribute your interview with this strategy, you can skip everything up until the final step. If you want simply to distribute your interview with this strategy, **go immediately to STEP FOUR on Page 169.**

That said, here is the report...

I'm very excited about this particular report because of the many different ways it is beneficial to your business.

The strategy that I'm going to teach you today will allow you to –

- Drive traffic to any web site you choose.
- Promote affiliate program links.
- Add new subscribers to your list.
- Build your affiliate and joint venture network.
- Generate interest in your articles, mini-courses and special reports.

Ultimately, despite its simplicity, it holds **many different components** for generating more profit for your internet business.

And that ought to excite YOU too! ☺

What I'm going to share with you in this report has two important "*profit points*" that will have a direct impact upon your business.

Profit Point #1:

CONTROL the browsing habits of your subscribers and site visitors.

What if you could lead your subscribers and site visitors to read your ezine articles, download your special reports, visit your blog pages, click on your affiliate links, listen to your audio messages, and so forth through the convenience of getting **one singular document** into their hands?

What if you could lead your contacts to systematically visit (and even revisit) the materials and pages most likely to make you money?

One aspect of the ***How To Get F.R.E.E. Traffic™*** system is getting your contacts to absorb **your** content, direct their attention where **you** most want them to go and invest their time, money and energy on **you** instead of your competition.

Listen, here's the thing –

There are many others out there with the same subscribers and site visitors as you have ...

...and they are trying to get those people to listen to what THEY have to say.

People only have so much time. They'll only visit so many sites. They'll only join so many lists. They'll only read so many emails. They'll only spend so much money.

Learn this: Winning the battle for control of a person's attention is the single greatest contributor to success on the planet. Without someone's attention, you can't sell them a single thing. With it, the sky's the limit.

You want to get as much of your contacts' time, effort and money as you can by ***keeping their attention on you and your resources*** instead of allowing them to go elsewhere.

It's this simple: if someone is going to educate them through content, convince them to buy through marketing and develop a long-term relationship with them ... **it might as well be you instead of your competition!**

And, to a great extent, you can do this with one singular document as I'm going to explain to you in just a moment.

You get free traffic to places you choose through your existing subscribers and site visitors!

So, that's one of the "*profit points*" for you with this strategy.

Profit Point #2:

CREATE an influx of additional subscribers and site visitors.

What if, with this **same document**, you could get other people to send you their subscribers and site visitors to **your most profitable page**? Would it help your business if you could get others to send their contacts to your sales page, your opt-in page, your mini-course page, your special report download page, your portal page or your affiliate page?

Of course it would help you.

That's the other side of the ***How To Get F.R.E.E. Traffic™*** system. It's an automated lead generation tool. If you follow my simple instructions, you'll force others – smart marketers, super affiliates, experts, persons of influence – you'll force others to send you targeted traffic.

FREE targeted traffic.

That's the best kind, right?!

You get free traffic to places you choose through other people's subscribers and site visitors!

So, let's begin looking at this idea here of...

How To Get F.R.E.E. Traffic™

Before I explain the four steps in this strategy, let me give you an overview of what it entails.

In a nutshell –

Create a "strategically designed" 10-15 page special report to launch a "strategically designed" traffic generation campaign.

In other words, *"give away a free report"*.

Now, before you go shaking your head and thinking, *"Paul's taught this before. I've heard this all before. It's no big secret that giving away free reports is a way to get traffic. Blah, blah blah, blah."* stop for a moment and listen carefully to what I'm about to say:

Settle down, Chicken Little. The sky isn't falling. ☺

Yes, I've been using this strategy in various forms since I first came online back in 1999. Yes, I've created products on the topic. But, in this report, I'm going to share some ***new twists*** that I've never revealed before to get even greater results.

Unless you've been reading my mind, you haven't heard today's strategy taught before. And, if you have been reading my mind, stop it immediately or I'll have you arrested for unlawful entry. ☺

Anyway, to the point -

The key here is what's found in the *"strategically designed"* portion of the special report and what's found in the *"strategically designed"* portion of the traffic generation campaign.

Now, there are just four steps in this system and I've used the acronym "F.R.E.E." to arrange these steps for us to follow along through this report–

- F** - FORMULATE a step-by-step plan.
- R** - RECOMMEND appropriate resources.
- E** - ENGAGE your primary contacts.
- E** - ESTABLISH a distribution network.

So, let's talk about each of these steps as they make up the **How To Get F.R.E.E. Traffic™** system. First up, we have the "F" of the "F.R.E.E. Traffic System"...

Step 1 – FORMULATE a step-by-step plan.

Your first step begins with creating a 10-15 page small report that is a very detailed, **step-by-step plan**.

Now, there are some important aspects of this report that will likely differ from what you've heard before about creating freebie reports that I need to mention in regards to this strategy. So, let me organize the creation of this "strategically designed" report into three simple steps for you to complete.

1.1 CHOOSE a topic. The first thing that I want to mention is that you'll want to choose a BROAD topic for this special report. I know, I know, you've been beaten over the head with a "niche" 2X4 so many times you've got splinters sticking out of your scalp. ☺ However, for this strategy, you'll want to have a BROAD topic for reasons that I'll explain in our next section.

"Creating an information product" (broad topic)
would be a better option than
"Finding ideas for an information product" (narrow topic)

"Your first year in home-schooling" (broad topic)
would be a better option than
"Choosing curriculum for home-schooling" (narrow topic)

"The no-fad weight loss plan" (broad topic)
would be a better option than
"Raising your metabolism for weight loss" (narrow topic)

Think of it this way: What's your field of interest or expertise? Your small report needs to be an **overview** of your entire field (I.E. internet marketing) or a **major aspect** of your entire field (I.E. affiliate marketing).

- Your topic should be broad enough that it would require additional articles, reports, mini-courses, products, etc. to explain the finer points of each "step" included.
- Your topic shouldn't be so broad that it can't be "overviewed" in 12-15 pages. (I.E. "Medicine" would be too broad!)

Choose a topic – a broad topic – related to your field of interest or expertise. After that...

1.2. COMPILE a "glorified checklist". Your small report needs to be in the form of what I'm going to label as a "glorified checklist". A "checklist" is simply a list of "things to do" in order to complete a task. These steps are "checked off" as they are completed. Thus, the term "checklist".

You'll create your small report in the classic "how-to" format (you know the drill, step-by-step system arranged chronologically) but because it's a "checklist" you'll include MORE STEPS than usual.

***In fact, I want you to include at least
20-25 steps on your checklist.***

Let me refer to just a quick example of 20 steps that might be listed on a checklist of creating an information product to give you an idea here –

---- Begin Example ---

1. Determine the target audience you want to reach.
2. Decide upon the topic of your product.
3. Choose the title of your product.
4. Select the format of your product.
5. Brainstorm ideas you want to include in your product.
6. Create a working outline for your product.
7. Identify what "extra content" to save for bonuses.
8. Choose chapter headings for your product.
9. Divide the chapters into daily writing assignments.
10. Create a Microsoft Word® template to use when writing.

- 11. Complete the writing assignments.
- 12. Read completed materials and edit.
- 13. Insert additional content where needed.
- 14. Create and insert graphics as needed.
- 15. Hire someone to proofread the content.
- 16. Insert backend offers and additional resource links.
- 17. Create interior pages (Title, legal, about the author, etc.)
- 18. Polish the report with styles, indentions and fonts.
- 19. Compile the product into a delivery format.
- 20. Price your completed product and prepare to market.

---- End Example ---

So, if you're going to create an information product, this is a good checklist of things to complete. Once you've done them all, you'd have a product created.

Now, the reason I described this as not just a "*checklist*" but rather as a "*glorified checklist*" is this –

Most checklists aren't very descriptive in the activities listed.

I mean, what I just gave you was a checklist of actual activities you'd need to complete in order to create an information product.

The problem is, there are a lot of details involved in each of those 20 steps I listed, isn't there?

- You don't want to give the readers of your report a traditional checklist with a series of action steps with no explanation. But, on the other hand...
- You don't want to give the readers of your report a traditional tutorial with a series of action steps with too much explanation.

The right mixture is found somewhere in between a simple list of things to do and a full-blown product offering. The right mixture is found in a "*glorified checklist*".

So, what you'd do is this –

Create a checklist of 20-25 steps with 2-4 paragraphs of explanation for each of the steps listed.

Give them at least one really useful suggestion for each step so they know what you're talking about.

Let's look at an example –

In my list of 20 steps to creating an information product, step 2 was "Decide upon the topic of your product". So, what I'd do is give readers ONE WAY to find a hot topic for a product, such as how to use public forums to see what people are most interested in. I'd explain that thoroughly enough that they could do it and then I'd move on.

You want to give them enough information that they can use it without giving them so much information that they don't need to buy anything. It's my classic *"useful, but incomplete"* formula.

So, create this checklist-style report of 20-25 steps with 2-4 paragraphs of information for each step, and as you do that...

1.3. CENTER your content on existing materials. We'll talk more about this in the next section, but it's important that I introduce you to the concept here as you're actually creating the report itself.

You'll want to build your entire checklist around every stitch of content that you have already written related to the topic.

In other words -

Create points on your checklist that coincide with your existing materials.

This is where we get very strategic. Ultimately, you're going to create as much of this checklist around getting people to consume more and more of your existing articles, mini-courses, reports, blog posts and so forth. But, we'll get to that.

Let me give you an example of how to *"create points on your checklist that coincide with your existing materials."*

Example: If I was going to create a checklist entitled, *"The Beginner's Checklist For Building A List"*, I would include *"Create An Opt-In Form In The Text Of Your Salesletter"* as one of my points. Why? Because I have a free 20-page report entitled, *"How To*

Triple Your Opt-In Rate" that focuses on that very topic. I would mention my free report as something the beginner would need to read in order to accomplish that step. Of course, that report is designed to sell one of my products.

See how this works?

Instead of the reader of my checklist rushing off to Google.com to find out "*how*" they can create an opt-in form for the text of their salesletter (how to complete a step on the checklist) and ending up at **someone else's** web site, I control their browsing and guide them to **my** web site.

Big, big difference.

The more I am able to get them consuming **MY** content, the more likely they'll spend money with **ME** instead of my competition.

So, as you're outlining your checklist, determine as many different steps as possible that can be centered around getting people to your site, to your lists, to your download pages, etc. to glean additional information on the "*things to do*" outlined in your content.

So, that's step 1 of the ***How To Get F.R.E.E. Traffic™*** system. Up next, we have the "R" of the system which is...

Step 2 – **RECOMMEND appropriate resources.**

In this section, we're going to quickly talk about two categories of resources that you'll want to mention in your checklist.

They are -

- Multiple Free Resources.
- Main Paid Resource.

First, let's talk about your free resources.

What I want you to do at this stage is to take inventory of every **free resource** you have related to the topic of your upcoming checklist. I mean, include everything...

⇒ Ezine articles

- ⇒ Newsletters (Including specific issues)
- ⇒ Reports
- ⇒ Blog posts
- ⇒ Mini-Courses (I.E. "E-courses")
- ⇒ Training calls
- ⇒ Video tutorials
- ⇒ Forum posts
- ⇒ Software programs
- ⇒ Private Label content
- ⇒ Interactive resources
- ⇒ Worksheets and forms
- ⇒ Web pages
- ⇒ Tools
- ⇒ eBooks
- ⇒ Resource directories
- ⇒ Services

If it's free and related to the topic of your checklist, include it.

That is, of course, if it's **quality information**.

Re-think your checklist structure and make sure you include a point in your entry of action steps that coincides with the content of your free resource.

Word of Caution: Don't overdo it. What you don't want is 20-25 things your reader has to go read extra in order to make sense of your checklist. That's overkill and will only hurt your cause here.

I would recommend limiting your "recommended resources" to about 6-9 freebies scattered throughout the checklist at key points.

There's a lot of information in that sentence, so let's make sure you got it all.

- ⇒ *6-9 Recommended Resources.* Only use your best free stuff here on about 1/3-1/4 of the total number of points you have listed in the checklist.
- ⇒ *Scattered throughout.* If possible, try not to lump all your freebies together in one area. A nice blend of free resources at similar intervals is best.

⇒ *At key points.* This is the real key. On the most important aspects of the checklist, try to have an additional free resource available. Why? Because if it's an item the reader **MUST** take action on, they probably will. Translation: they are more likely to access your recommended resource.

In fact, let me address that a bit more.

When was the last time you heard someone say, *"It's not an option"*? When I was growing up, I heard that all the time. *"Paul, go mow the lawn, it's not an option."* *"Paul, clean up your room, it's not an option."* *"Paul, turn off that light and go to bed, it's not an option."*

Why didn't my mom and dad ever say, *"Paul, take this \$100,000 and go buy whatever you want, it's not an option"*? ☺

Anyway, the reason I bring this up is because I've found that people take action more often when it appears *"it's not an option"*.

Comprende?

Okay, let's once again refer to an example here to illustrate this weaving of recommended free resources into the mix –

Example: Let's go to my *"information product checklist"*. If we look at it, we'll find that step 19 was, *"Compile the product into a delivery format."* So, at this point, I could give them a couple of paragraphs about compiling products and then include this text, *"I've actually created a completely free video tutorial that shows you how to create an eBook that you can download at _____ ..."* Now, who wouldn't want to go WATCH that free video to SEE how to compile their ebook? Most will view it. And, what's in it for me? Well, if the software being used in the video is MY eBook Creator software, then I'll certainly profit.

That's a perfect example of using this strategy well. A useful free resource is recommended at a critical point in the checklist that ultimately provides value and points the reader to a purchase where I make money.

And that, ladies and gentleman, is good marketing without a bunch of hyped up nonsense.

Now, at this point, throughout the steps of your checklist content, try ***not*** to mention any **PAID** resources. Only provide them with freebies. If you've setup your free stuff correctly, you'll have plenty of paid offers mentioned inside your mini-courses, articles, reports and so forth anyway.

Don't risk scaring readers away by inching towards their wallets.

Now, there's something I really need to address here before I talk about a "paid" resource –

What happens if you don't have enough free resources to recommend or ANY free resources to recommend?

If you're a newcomer, you may not have these resources in your arsenal. Or, if you want to create checklists on a variety of topics, you may not have enough appropriate freebies to offer.

Now what?

Now, you compile **other people's resources** to give away!

It's common knowledge that there are dozens of free content sites like EzineArticles.com, GoArticles.com, and FreeAffiliateArticles.com to name a few, where authors have submitted ezine articles that you can reprint.

So, use those ezine articles as resources to recommend in your checklist.

Think of the possibilities –

- ⇒ You load other people's ezine articles to pages at your website where you customize the accompanying resource boxes with your affiliate links.
- ⇒ You load other people's ezine articles to pages at your website where you insert AdSense® ads on the page.
- ⇒ You load other people's ezine articles to pages at your website where you have a banner ad for a related offer.
- ⇒ You load other people's ezine articles to pages at your website where you have a "Click Here to Continue" link that leads to your

product or an affiliate program.

- ⇒ You load other people's ezine articles to pages at your website where you have a fly-in ad promoting a limited time only special offer.

You are only limited in how you can profit from other people's ezine articles by your lack of creativity!

Note: I always recommend that you secure permission directly from the author of the article prior to using it. A simple email explaining what you want to do will almost always result in a "yes".

There are so many other things you can also do with other people's resources. Keeping with the ezine article theme you can...

- COMPILE other people's ezine articles into your own original free report with offers inside to give away at your site.
- CONVERT other people's ezine articles into your own original email mini-course with offers in each lesson to give away.

We could go on and on.

The point is this: you can use other people's existing free materials (with their permission, of course) to again control browsing habits so YOU make money.

There are also many other resources out there in addition to ezine articles such as rebrandable PDF reports, rebrandable software programs, rebrandable toolbars and so forth. You can use affiliate URLs to link to people's blog pages, free lead membership sites, free services and so forth.

There is an innumerable amount of freebie resources that other people have already created that are at your disposal if you don't have enough of your own to use OR if you just want to add some to your own mix. In fact, my own affiliate program is loaded with free brandable articles and reports.

In addition to finding ezine articles at the popular article directories, spend some time at the following places looking for compatible resources –

1. Clickbank.com. Go to their "*marketplace*" and look for products related to your particular topic and then visit those product sites to find affiliate programs. Most good affiliate programs will have some kind of rebrandable content available for you to use.
2. AssociatePrograms.com. This comprehensive directory of affiliate programs is another great place to locate affiliate programs related to virtually any topic you might be focusing your efforts upon.
3. Google.com. The "*ultimate research site*" is the perfect place to look for additional resources to offer. Search for free mini-courses, reports, newsletters and so forth related to your topic (I.E. "homeschooling report") and you'll likely find a few good options to include.

The important thing is this: whether you use your own or someone else's, now you've got built-in ways to expose the readers of your checklist to additional information which will both help them and simultaneously promote the offers associated with that additional information.

Optional: You can also search "*private label content*" sites such as [Content Goldmine](#), [Nicheology](#), to access ready-made materials related to a variety of topics that you can use as these recommended resources.

Okay, now that we've talked about the "free resources" that you can offer in your checklist, let's move on to a "paid resource".

At the conclusion of your checklist you'll want to -

Recommend ONE primary "paid" product or service that is directly related to the overall content being shared.

Why only "one" paid offer?

It's simple: it gets better results.

When you mention too many "paid" resources, people begin to get defensive and suspicious. Besides, you'll expose them to many different offers as they delve deeper into your external recommended resources.

So, ONE primary "paid" product or service at the end.

Now, I've found that there are three "kinds" of "paid" resources that work best in this type of report, so let's talk about them. We're going to look at them as "good", "better" and "best".

1. **GOOD: A comprehensive course.** This one is the easiest to recommend simply because they are usually VERY available. Almost every major topic has multiple information products available to cover them adequately. Your job at this point is to choose one to promote at the conclusion of your report. Obviously, if you've got your own course, that's your choice. If you don't, then find a high-paying, high-converting affiliate program and go that way.
2. **BETTER: Personalized coaching.** Better than a comprehensive course is "personalized coaching". Put together a 4-6 week coaching program where you assist students as they go through the steps of your checklist. If there's anything most people want more than knowledge, it is demonstrated knowledge. In other words, showing me is more valuable than telling me.
3. **BEST: A software or service that automates.** What could be better than "personalized coaching"? The best – "a software or service that automates". More than wanting someone to show us we'd like something that can just do it for us. If there is a software program, a tool, or a service that will automate the process being described throughout the checklist, you almost certainly get a lot of orders. Listen, we all want to do things faster and easier. So, recommendation number one is to find some kind of software or service that will automate the process you've detailed throughout your checklist.

So, those are three really good offers to make as your primary "paid resource" here at the conclusion of your checklist. Be smart in your marketing here. Throw in an extra incentive if they order. Create a

limit or deadline. Show some proof of results. You've got them this far, now use good marketing to get the sale.

So, what do you have at this point?

- ✓ You have a checklist created that walks your reader through a process they are interested in accomplishing.
- ✓ You have free resources they are encouraged to access, giving you instant promotion for a variety of embedded offers.
- ✓ You have an unlimited number of secondary info-streams that your reader begins trekking along to promote additional products and affiliate links. (I.E. They access a mini-course that has 25 lessons in it over the next 6 months filled with various offerings.)
- ✓ You have a primary offer at the conclusion of your report.
- ✓ You have control of the attention of your reader for an extended period of time, thus dramatically increasing the likelihood you'll make money.

All of this from one singular document. Not bad!

That brings us up to the first "E" of the ***How To Get F.R.E.E. Traffic™*** system and that is...

Step 3 – ENGAGE your primary contacts.

"Engage" means "to occupy the attention of". That's what I've been talking about all along. So, here's where you put it into motion.

You've got your checklist created. Everything's in place. It's launch time.

Quite simply, you inform your existing subscribers, customers and site visitors of your new special report.

Now, I'm not going to spend a lot of time here on this. It's a pretty simple process that I won't bore you to tears with in trying to explain.

- Send a mailing out to your list members informing them of the report.
- Load an automated message to all of your autoresponder sequences.
- Post a link, popup window or other notice at your web page.
- Mention the checklist in blog posts and upcoming newsletter issues.
- Talk it up at your favorite forum as applicable.

Bottom line: get the word out to those in your own network of influence.

Like I said, I'm not going to take up much time here. It's pretty self-explanatory. Get people you know reading the checklist and starting down the steps involved all the way to your order-processor. ☺

Now, if we quit right now this would be a fantastic strategy to put into place. There's no question it would be worth doing simply as I've shared thus far.

Oh, but it gets much, much better with the *twist* I'm going to let you in on next.

The second "E" of the *How To Get F.R.E.E. Traffic™* system is...

Step 4 – ESTABLISH a distribution network.

Here's where it's about to get really fun for you. Let me do this in three parts so I don't lose you in all the excitement –

- Part 1: What.
- Part 2: How.
- Part 3: Where.

4.1 What. First up, let me explain "what" it is that you'll be doing in "establishing a distribution network." I'll give it to you in a bite-sized nugget and then elaborate.

***Give away "private label rights"
to your completed report.***

Just in case you're relatively new to internet marketing, if you grant someone "private label rights" to your report, it allows them to take

the content and do whatever they want with it. They can take it apart, add information to it, change it, reformat it, put their name on it and claim copyright to their new original work.

Note: As with all "rights", there are applicable rules which vary with the original author and distributor, but this is a "general" idea of what "private label rights" involves.

I should know, I started the entire "*private label rights*" industry when I created "*Products In The Rough*" for my Profits Vault Monthly membership YEARS back when people were still on the "reprint rights" bandwagon.

Due to its success, I started Nicheology.com with Ryan Deiss which was the web's first major private label content provider. After its huge success, dozens of clone sites sprung up and an entire industry was birthed.

Anyway, enough of the history lesson. ☺

So, what you want to do is give other people "*private label rights*" to your checklist. That is, you allow them to take ownership of the report and do whatever they want with it.

In fact, I would recommend that you provide them with a list of things they can do with your checklist to include these things –

- ✓ You MAY give away the report as an incentive to get people to join your list.
- ✓ You MAY use the report as a bonus for a paid offer.
- ✓ You MAY disassemble, add to, take away, repackage or reformat the report.
- ✓ You MAY insert affiliate links and other offers to the content.
- ✓ You MAY convert the report into a mini-course or ezine articles.
- ✓ You MAY change the resources in the report to those of your own.
- ✓ You MAY offer reprint rights to the report after you've changed it.
- ✓ You MAY include "private label rights" to the report.

And so on.

I'd let them know if they make any changes to the report, they must remove your name from the author position so you aren't responsible for changes they made.

Now, the question probably on your mind is WHY would I give them "private label rights" to the checklist instead of allowing them to give it away "as is" or "rebrand" it?

There are three reasons why:

Reason #1: Private Label Rights are "*sexier*". There are many things about a regular report that a distributor might not like which would prevent them from passing on your checklist. With "private label rights" the end user can change anything they don't like AND take control of the completed work to use it in whatever way they want. Which would YOU prefer?

Reason #2: Private Label Rights are "*easier*". Rebranding would work except for a couple of problems: Firstly, unless you have affiliate links for every free resource you mentioned in the checklist, it will limit the distributor in what they stand to gain. Secondly, if you're using other people's articles, the distributor stands to gain very little while you stand to gain a lot. Again, which would YOU prefer in their shoes?

Reason #3: Private Label Rights have "*carriers*". Finding a large number of people who might distribute a rebrandable report isn't nearly as easy as it is to find huge networks of people distributing private label content. We'll talk more about that in just a moment as I explain "how" do to this.

Now, as you've listened to this, you may be thinking, if I give over control of my checklist to other people to do whatever they want with it –

"What's in it for ME?!"

Good question.

Here's what you stand to gain...

When you grant "private label rights" to your checklist, inform the distributors that there is ONE rule that must be adhered to regarding the checklist.

The section of text in the shaded box CANNOT be altered.

In your report, you'll have one section – contained in a shaded box – that must remain as it is. In this box you'll promote your list, your product, whatever your main offer may be.

Regardless of what the distributor does with the checklist, they must leave that shaded box – and your offer inside it – in place as it appears in the document you give them.

That way, it doesn't matter where the report goes, how it's used, or what roads it travels, your offer goes with it every time it is accessed!

Note: If it's a product and you have an affiliate program, you can allow the distributor to insert their affiliate link into the offer if you want.

So, that's the "what". Now, let's move on to the "how".

4.2 How. Here's "how" you get this in motion. There are MANY "private label rights" subscription sites offered today.

I'm not going to list them all here, but you can find them by visiting Google.com and searching for "private label products", "private label rights" or "private label content".

So, once you've gotten your list of these sites together, send out a PERSONAL email to the owner of each site. (It's not "Dear Owner", it's "Hey Paul") **Don't be stupid** and send out some mass email or put the owners on a list or anything like that. This is a **legitimate joint venture** proposal, so don't blow it by making it appear like SPAM.

Contact the owners of these PLR sites and let them know that you have an original 15 page report on the subject of XYZ that you'd like to give them to include in their subscription site with **free private label rights**.

These folks pay thousands of dollars monthly to get ghostwriters to create content for their members. Why wouldn't they want quality information for free?

As someone who used to be co-owner of two of the top PLR sites, I can say with great certainty that we'd love to have your content in our site for free! 😊

If you have put together quality information, you should get a great response to this proposal.

And, just like that, you've got your checklist accessible to DISTRIBUTORS who can then turn and put your report into circulation to thousands upon thousands of their own subscribers and contacts!

Do you see how incredible this is? If you don't, it's time to go see your local optometrist, because you've got some kind of eye problem! 😊

Those are the major players - these PLR content sites - simply because they have an enormous amount of distribution clout at their disposal in their membership.

But, that's not all. There are many other ways to get your checklist into circulation with private label rights. Let's look at the "where"...

4.3 Where. In addition to these PLR content sites, you can also approach individuals who might be interested in your checklist with private label rights.

For example: Go to your favorite ezine article directory and look for authors of ezine articles that are related to the topic of your report. Contact them and let them know about your free offer of private label rights to your checklist. Many of these are likely to accept your offer because they are writers; meaning, they can easily make adjustments to the checklist and take ownership of it as their own.

You can also find many potential partners in the same way that you would attempt to recruit affiliates and joint venture participants.

The question is: "*where can these affiliates and partners be found?*"

Short answer: Google.com.

I've found Google.com to be the best free research tool on the planet for finding new affiliates and JV partners.

There are (at least) seven ways to search Google®'s massive database for potential partners:

1. POPULAR PRODUCTS. Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to distribute your checklist.

- Ex. If your product is about "niche marketing" do a search for "Nicheology".

2. ARTICLE TITLES. Conduct a search for the title of articles related to your checklist topic. Identify which sites are currently showcasing those articles and see if they are interested in your private label rights report. (*Note: You can find article titles at popular article directories such as GoArticles.com*)

- Ex. If you've got a checklist related to free traffic, do a search for "How to Sell 300% More Of Your Product in 72 Hours Than You Did All Month". (Use quotations)

3. ACCESSORIES. Conduct a search for items that are related to your checklist, but not identical to your offer.

- Ex. If your checklist is about "web site templates", do a search for "hosting" or "salesletters".

4. ADVERTISING. Conduct a search for terms that are related to your checklist and then look for those who are currently advertising using Google's Adwords®. (*The tiny ads in the right margin of the browser window*). These will be more experienced marketers and more likely to be open to a joint venture proposal.

- Ex. If your checklist is related to "dieting", then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

5. AUTHORS AND EXPERTS. Conduct a search for the names of well known authors and experts within your field of interest. You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence.

- Ex. If your product is related to "internet marketing" then search for "Paul B Evans".

6. URLs. Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". I.E. *inurl:"travel discounts"*. This will return a listing of all indexed URL listings that contain that phrase.

- Ex. If your checklist is about "rose gardening" do a search for *inurl:"rose gardening"*.

7. TIPS AND ARTICLES. Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. *"marketing tips", "time management articles"*.

- Ex. If your checklist is about "UFOs" do a search for "UFO articles".

There you have 7 quick ways to use Google.com to find potential partners to give away private label rights for your checklist report.

With all I've shared so far, there should be no shortage of available distributors for you to contact concerning this proposal.

Optional: If you really want to generate extra interest in your private label rights report, have a professional graphics package created to represent it. I'm talking about a report cover, a header graphic and a mini-salesletter describing the report. (Make sure you don't include YOUR NAME in any of the graphics.) This will just add more value to what you're giving away and lend a bit more credibility to your offer.

Ultimately, you have a double-edged sword here.

- ⇒ On one side you have a great promotion tool to get your own subscribers and site visitors to buy from you.
- ⇒ On the other side you have a powerful traffic generation tool to get more subscribers and site visitors!

And that, folks, is How To Get F.R.E.E. Traffic™!

Lesson #13

How To Get Doves Of Other Sites To Link To You

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Welcome back!

In this lesson you're going to discover how to get other sites to link to you!

The benefits of getting these backlinks are twofold:

1) Traffic. Your prospects will follow these links from the other sites to your site – that means more traffic to your blog and more subscribers on your list. When you're seeking out links for traffic, focus on getting links from busy sites in your niche.

2) Backlinks for SEO (search engine optimization) purposes. Even if you don't get a lot of direct traffic from these links, they can still benefit you if the links are coming from relevant, high quality sites (especially those with a high Google Page Rank).

Although the exact Google search engine algorithm isn't known, you can generally expect to rank better in Google (and other search engines) for your keywords if you have plenty of quality, one-way incoming links... especially from authority sites with a high PageRank™ (PR).

That's because search engine optimization is based on onsite optimization (where you create content around your keywords, include your keywords in your title, etc) AND offsite optimization (when you get these backlinks).

Now let's look at how you can get hundreds if not thousands of one-way incoming links pointing back to your site...

Commenting on Blogs

One of the easiest ways to get links is by commenting on high-traffic blogs in your niche.

Tip: If you also want to get the benefit of backlinks for search engine optimization purposes, then look for

"authority site" blogs with high Page Rank (PR). Indeed, some of the best blogs you can comment on are the .edu or .gov blogs.

In addition, if you're commenting for search engine purposes, then look for blogs whose source code indicates that they have the "do follow" tag. This is a line of code that tells search engines to follow all links on the page. Some webmasters don't allow the search engines to follow links in their blog comments, which means you don't get any search engine benefits. However, if it's a high traffic blog, you'll still get the other blog readers clicking through.

One way to find do-follow blogs is by looking for bloggers who post the "U comment I follow" graphic (or similar). You can also search the following site to see if there are any do-follow blogs in your niche: <http://www.dofollowblogs.com/>

So, how do you find these high-traffic blogs?

The simple way is to search in Google for your keywords alongside the word "blog."

Example: "marketing blogs."

You can figure that those sites on the first few pages of Google for your niche's top keywords are pulling in the most traffic – and so their blogs should be fairly busy.

You can check Alexa.com to get an idea of the amount of traffic a blog gets. However, Alexa is notoriously inaccurate for certain niches. A better way to determine how much traffic a site gets is by looking at the comments section to see if there is a lot of discussion going on.

And the best way to find out if a blog will send you traffic? Test it!

Post a comment and track your results. If you also want to see how many people viewed your site but didn't click through to your link, post a small (relevant) picture in your blog comment (where allowed). That way you can see how many times the image file was accessed versus how many people actually clicked on your link.

A quick word of warning: Don't use blog commenting software (that's for spammers). Instead, join the discussion, post your opinions and create thoughtful comments. Do that, and most blog owners will allow you to link back to your own site.

Swapping Links (and Blogrolling)

You can swap blog links with other bloggers (AKA blogrolling), or you can swap general website links.

Just be sure to choose high-quality sites (and preferably those with high traffic).

Submitting to Directories

We've already talked about submitting articles to article directories. But where appropriate, you can also submit to the following:

- Forum directories.
- Ezine (newsletter) directories.
- Blog directories. (Note: WordPress automatically pings the biggest directories when you make a new post.)
- Niche directories.
- Search engine directories.
- Local directories.

Using Social Media Sites

In a previous lesson you discovered how to get backlinks by creating secondary blogs on social media sites (like MySpace.com) and other content sites like Squidoo.com, Blogger.com and similar. You may also post videos on sites like YouTube.com and link back to your site.

Those are all good places to get links. But you can also get traffic and links coming back to your blog by using the social bookmarking sites like Digg.com, Reddit.com and StumbleUpon.com.

Tip: Content that's funny, fresh, extremely useful and/or controversial is more likely to get bookmarked by others as opposed to standard "how to" information.

Buying Links

You can buy links on other high traffic or high PR sites. Check link brokers like backlinks.com. And also check your niche's high-traffic sites and blogs to see if they specifically offer advertising.

Participating on Forums

I talk about this in detail in another lesson, so I'll just mention it briefly here: Participate in discussions on high-traffic niche forums.

In some forums, you'll get the benefits of backlinks for search engine optimization purposes. But in most cases, you'll find the main benefit is that you get highly targeted prospects clicking directly on your links.

Submitting Online Press Releases

While you likely traditionally think about press releases as showing up in print publications, many newspapers also print their entire paper (including those releases) online. And that means if your website link is included in your release, you'll get a backlink.

However, even if the big newspapers don't print your release, you can still get backlinks when you distribute your release through PRWeb.com. That's because the release shows up on the PRWeb.com site as well as its sister sites.

And because there are webmasters and autobloggers who are pulling press releases from the site automatically, you're sure to get at least a few dozen backlinks every time you submit a release. But if you submit a good release, you could easily pick up 100 or more backlinks.

Syndicating Your Content

If you set up a WordPress blog, then you already have the ability to syndicate your content using RSS (Real Simple Syndication). That means that your blog readers can subscribe to your blog, which delivers your content straight to their computer. But RSS also gives

you an opportunity to get backlinks through sites that publish your RSS feed.

One way to publish your RSS feed (and get backlinks) is by directly submitting your feed to RSS directories (search Google for "RSS directories). You'll find sites like Feedest.com, Zimbio.com, JumpTags.com, Syndic8.com, FeedBees.com, etc.

Another way to get links via your RSS feed is to check your favorite social media sites to see if they allow you to include your feed on your page. Some social/feed sites you may consider using include MyBlogLog.com, BlogCatalog.com, FriendFeed.com and Bumpzee.com.

Engaging in Link Baiting

Link baiting is a buzz phrase that refers to building up links naturally by getting others to link to your site. So instead of asking for links (e.g., link swaps), submitting links (directories) or buying links... you instead create content that causes others to WANT to link to your blog.

Here again, bland content won't get links. You need to create posts that are:

- Fresh - something no one else is talking about.
- Scoop content - be the first to blog about niche news.
- Controversial (or at least opinionated).
- Extremely useful - could be information, a list of resources, etc.
- Or otherwise engaging, funny, etc - something worth talking about and/or linking to.

You may also create multi-media content like videos, audio interviews with experts, etc. Whatever you choose, the point is to create content that others can't find elsewhere, and so they link to your blog as the source.

Conclusion

What you've learned in this lesson will enable you to quickly get hundreds if not thousands of backlinks. And if you focus on link baiting, you can get others to create those backlinks for you!

That's because they'll blog about your blog post, they'll post your links on niche forums, they'll bookmark your blog post on social media sites and more.

Bottom line: Go ahead and manually seek out links. But also focus on creating high-quality content, because then you'll find that getting backlinks is as easy as ripping up a wet tissue!

Lesson #14

How To Get Mini-Course Traffic For Your Blog

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

I'm a big, big believer in email mini-courses. I make over \$100K 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 best.*

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...

Defined: "Email Mini-Course"

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.

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!

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 lessons 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

- 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

- (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 we personally use that you can modify and use for your own requests...

Dear [Insert Name],

Paul & Mark 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 & Mark

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 W. Mark Thompson

*** 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.NameOfSite.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,
Mark

- 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...

- Paul B Evans answers your top five questions about **building and profiting from opt-in lists.**
- Yanik Silver answers your top five questions about **writing salesletters that convert like crazy.**
- John Reese answers your top five questions about **generating a flood of traffic to your web site.**
- Jim Edwards answers your top five questions about **creating mini-sites that pull in cash around the clock.**
- Rosalind Gardner answers your top five questions about **becoming a top affiliate in any program you choose.**
- W. Mark Thompson answers your top three questions about **who and what to trust in this Internet Marketing Industry.** Perfect for those just entering the market.

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.

You can...

- 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.blahblahblahblahblah.com/blah.html>

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

Check out the article today.

Also, Ryan 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 opportunity to convince them, and that's the first step. *You gotta get your foot in the door before you can walk inside.*

Lesson #15

How To Become A 5-Star Affiliate Blogger

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

One of your most powerful tools is your blog. That's because **your blog allows you to:**

- ✓ Pull in traffic from the search engines.
- ✓ **Establish yourself as a voice of authority in your niche.**
- ✓ Cultivate relationships and build trust with your readers.
- ✓ **Promote affiliate products and services in dozens of ways.**

Today's lesson is on that fourth (and last) point.

Let me quickly share...

7 ways you can use your blog to make money promoting affiliate offers.

Let's jump right in...

1. Write a Content Post That Specifically Promotes an Offer

Some of the articles you post on your blog serve the purpose of sharing good content as a way to earn your prospects' trust.

In other posts, you may create what amounts to an advertisement for a product (i.e. a direct pitch).

Here I suggest that you combine the two, by sharing good content while also promoting an offer.

Have you ever seen an "advertorial" in a magazine or newspaper? These are paid advertisements that look and read like articles.

The reason they work so well is because:

- They DON'T look like ads, so people start reading them.
- They contain useful information, so people keep reading them... right through to the advertisement (which is usually, but not always, at the end of the article).

You can do the same thing on your blog by creating content posts that promote specific offers.

Examples:

- Create an article about how to cook a big meal for an event. Include affiliate links for cookware that's designed for the purpose of cooking large amounts of food.
- Post an article about how to teach a dog to come when called. Include affiliate link for a dog-training information product.
- Write an article about different ways to style hair. Make sure all of these methods include the use of hair extensions - and then use an affiliate link to sell hair extensions.
- Create an article about how to save for retirement. Include your affiliate link to a retirement savings book or ebook.
- Put up an article on your blog about making money by buying and selling antiques on eBay. Include an affiliate link to eBay.

2. Post a Review

People are always looking for reviews about specific products.

If you do your keyword research, you'll see plenty of searches that look something like this: "*[product name] review.*" And that means you can pull in some traffic with your product reviews.

But that's NOT all.

Your regular readers will also appreciate your product reviews. That's because you've developed a relationship with these folks.

They trust you. And so they're actually depending on you to give them a good review of products on the market.

Here's how to create a great review:

Step 1: Read and use the product.

This one is obvious, right? Yet some folks try to take a shortcut by extracting information from the sales letter and/or reading other affiliate's reviews.

But here's the thing: Your potential customer could do the same thing. When he reads your blog, he's NOT looking for a sales letter summary or a rehash of someone else's opinion.

He's looking for YOUR opinion. And the only way you can offer it is by reading – and using – the product.

Step 2: Craft an eye-catching title.

A blog post titled "*[Product Name] Review*" is straight to the point... but it's also boring. Instead, you can create a little mystery by using titles like:

Example #1: The Truth About [Product Name]

Example #2: What Every [Target Market Member] Ought to Know About [Product Name]

Example #3: Seven Things You Didn't Know About [Product Name]

Step 3: Open your review with a summary.

Some people won't want to pick through a long review just to find out whether you recommend the product or not. That means you should open your review with a fast summary where you:

- Tell the reader what the product is and what it does.

- Share the top two or three good things about the product.
- List one or two downsides.
- And then close the first paragraph by letting the reader know whether you recommend it or not.

However, just because some people want to skim the review doesn't mean you should divulge everything in that first paragraph. You WANT your readers to keep reading, because that gives you time to sell the product.

Here's how to keep them reading: Arouse curiosity in this first paragraph. For example, when you're talking about a pro of the product, you can say something like,

"This product shares something you won't see ANYWHERE else (more on that in a moment)."

Step 4: Provide details.

Now you go on to provide a detailed, honest review – product flaws and all. Tell people what you liked and disliked about the product. If you used the product, share your results (along with any proof of your results).

Tip: You'll actually build credibility by mentioning the flaws and weaknesses. People will trust you more. And that means they're more likely to buy from you.

Step 5: Close strong.

You've shared the good and the bad of the product. Now it's time to once again *restate your opinion* about whether you recommend or don't recommend the product.

If you do recommend the product, quickly reiterate the reason(s) why, such as by reminding readers of the top benefits of the product. Then call your reader to action by specifically encouraging them to click on your link and buy the product.

Tip: Text reviews are great – especially if you include screenshots or pictures of the product. But video reviews take it a step further since you can actually show someone the product in

more detail, which helps people imagine owning the product. Once a person imagines owning a product, they've pretty much made the buying decision!

3. Get a Guest Article from the Product Owner

Imagine this:

Someone else does all the work, and you get a cut of 50% (or more) of the profits. Sounds too easy, right?

Well, that's exactly what happens when you ask a product owner to create an article for you.

They write the article, but you get to include your affiliate link. And so you get a commission whenever someone buys through your link!

Added Bonus: Your blog gets a boost in credibility when a well-known expert (maybe even a niche "celebrity") blogs on your site. When you associate yourself with experts, people will assume you're one too! It's a great way to instantly establish yourself in any niche.

Below is an email template you can swipe. (Note that this tactic works particularly well if you've already made some sales for this particular vendor, meaning he or she recognizes your name.)

SUBJECT: [Name], I'd like to feature you on my [name of niche] blog...

Dear [Name],

My blog readers want to hear from you! If you have 15 minutes, then I'd like to introduce you to [number] potential prospects.

Here's the scoop...

My readers are hungry to know more about [a solution to a niche problem]. Obviously, the best solution on the market is your [name of product].

If you check your records you'll see I'm already actively promoting your product. But I think I can get you even more sales if you agree to write a guest blog post on [url of blog].

All you have to do is write a short article that answers the question, [pressing niche question]. Then I'll post your article with your byline and my affiliate link.

You should enjoy more sales within hours.

Hit reply and let me know if you like the article topic or if you'd prefer to write on [another niche topic] instead.

Thanks in advance!

Sincerely,

[Your Name]

[Your Link]

4. Post an Excerpt from the Product You're Recommending

Let me make this clear right from the get-go: **If you're going to use this killer tip, you MUST get permission from the product owner.**

Do NOT try to interpret the "fair use" law and all of that. Just get permission and you won't have to worry about stepping into any legal gray areas.

With that out of the way, let's move on the actual tip...

The idea here is to post a teaser as a way to whet the prospect's appetite for the information product.

Remember earlier when I said that people are more likely to buy something once they've imagined themselves actually using the product?

That applies here too, because reading an actual excerpt makes it easier to imagine ownership.

With that in mind, let me give you a few ideas of how to make your excerpt more compelling:

- 1) Use a screenshot (or video).** Sure, you could just post a regular ol' text excerpt on your blog – basically, it would look like any other article. But instead of doing that, instead you may consider posting a screenshot or a video of the excerpt. It's that psychology of ownership thing again. 😊
- 2) Create a PDF file that mirrors the product.** This one is POWERFUL. Instead of creating a screenshot, you create a PDF file that looks just like the actual product. You include the table of contents (with all but the excerpt chapter "grayed out" to indicate that the reader won't be able to read all the chapters). You can also include the author's page, copyrights, etc.

Example: If you were excerpting something out of the first chapter, your table of contents might look like this:

Table of Contents

Chapter 1: What Every Affiliate Should Know About Blogging

Chapter 2: What Every Affiliate Should Know About Video Marketing

Chapter 3: What every Affiliate Should Know About Social Media

(And so on.)

After your table of contents, you include the excerpt.

However, here's the key: You should end your excerpt in a cliffhanger moment!

Example: If you're excerpting out a list of 21 tips, then just include the first seven. In fact, you may even stop mid-sentence! Then you include your affiliate link with a note telling readers to click on the link to read the rest of the chapter.

Tip: You can include a page for each of the chapters. Except instead of including excerpts, you create a small ad for that chapter. In other words, you list the benefits and what the reader will discover.

5. Interview the Product Owner

Here's another way to get the product owner to do almost all the work while you get the benefits of:

- Sharing the profits.
- Being associated with this niche expert.

The only difference is that instead of having the product owner write an article, you interview the person.

At the end of the interview you talk about the product (using YOUR affiliate link).

Here's how it works:

Step 1: You set up a teleconference bridge line (using a service like **freeconferencecalling.com** or similar).

Step 2: You ask product owners to join you on a live teleconference.

Tip: You can use the email template I gave you earlier, except modify it so that you're asking the product owner to do an interview rather than write an article. Also, ask them for 30 minutes, 45 minutes or even an hour of their time.

Step 3: Advertise the free (live) interview call on your blog and elsewhere. Also ask the product owner to tell his list and blog readers about the call.

Step 4: Record the live call. Most teleconference bridge lines provide this feature and send you a MP3 file. If you have the equipment needed to record the call from home, you can make a backup recording as well.

Step 5: Distribute the downloadable MP3 file on your site. Give it to the product owner to distribute on his or her site as well.

One last tip...

Be sure you get a lot of content during the call.

DON'T turn this call into a pitch-fest, because no one likes dialing in to listen to ads.

However, if you give your listeners good content that's useful but incomplete, they'll happily listen to your pitch at the end of the call (which tells them how to get more info).

Example: Let's suppose you were interviewing me about affiliate marketing. You could ask me questions about a handful of these affiliate marketing tips.

We'd go over several of them in detail. And then at the end of the call we'd point listeners to your affiliate link for this report.

6. Use Text Ads

Not every promotion you do needs to appear within your actual blog posts. You have plenty of space around your blog to insert ads.

You can even use ad rotation scripts and plug-ins to find out which ads convert the best (so that you can show the best ads more frequently).

If you want to get ad clicks, there are a few things you need to do:

- 1) Post relevant, targeted ads.** The more targeted and relevant your ads, the better response rate you'll get. So that

means you'll likely do better if you post ads for copywriting books on copywriting blogs (as opposed to just posting ads for general "make money" books).

Example: It's better to post a "how to train a poodle" ad on a poodle blog instead of posting a general "how to train a dog" ad.

Tip: If you've broken your blog up into various categories and subcategories, then show ads in those categories that are laser-targeted to the topics.

- 2) Test the look of your ads.** Many bloggers find that creating text ads that LOOK like content boosts their click-through rate. That's because ads that look like ads are often ignored due to the reader's "*ad blindness*."

Will it work for you? The only way to know for sure is to test it for yourself and see.

- 3) Craft compelling ads.** You have a targeted audience. You're showing relevant, targeted ads. But you're not going to get clicks (much less sales) if you're not writing compelling ads.

Here's the key: If you're writing a short ad, the goal of that ad is to GET A CLICK.

Do NOT try to sell the product in that space, as you don't have enough room. Instead, all your ad needs to do is persuade the reader to click on the ad.

To do this, your ad must include a compelling, eye-catching headline and a persuasive body that includes a big benefit. Let me give you some examples...

Are You Poisoning Your Baby?

New research reveals "safe" foods are actually toxic to your child. Click here now to find out if your baby is really safe...

Obviously, the above ad works on shock and curiosity. But if you had a baby, would you click through? Probably. It's a pretty emotionally charged ad.

Tip: Just make sure if you use an emotionally charged ad that there's a "payoff" when the reader clicks through. In other words, don't use a misleading or deceptive ad.

Another example:

Former Waitress Strikes it Rich
Waitress goes from \$7.50 an hour to \$750,000! Click
here to get the free report that shows you how she
did it - and how you can too!

This particular ad would work well for an affiliate link that points to a squeeze page for a free report.

7. Use Banners and Buttons

You don't have to limit yourself to plain text ads.

You can also add banners, buttons and other graphical ads to your blog.

Here again, the key is to test your graphical ads.

Example: Some folks find that blinking and flashing banners are ignored due to ad blindness. Whether that's true on your blog or not remains to be seen - so test it! (You can use an ad rotator to give your ads equal time.)

In most cases, affiliate product vendors provide banners and buttons for affiliates. If your vendor doesn't, just ask.

Otherwise, you can create your own. Here's how:

Step 1: Grab graphics at a cheap stock photo site like iStockphoto.com. Look for something eye-catching - faces, babies, money, cute animals, etc. (They tend to work because of the emotional reaction people get when they look at those sorts

of photos.) Just make sure the photo is related to whatever it is you're selling.

Step 2: Use a graphics program like Photoshop™ or the free Gimp.org to create your actual banner.

Note: Please note that standard banner and graphics sizes include 125 X 125 pixels, 120 X 24 pixels, 468 X 60 pixels and so on. However, you don't have to be so rigid. Indeed, you may find better results if you use nonstandard graphics, such as ovals instead of rectangles, octagons instead of squares and so on. Test it for yourself and see!

Step 3: Craft compelling copy. Even though you're creating a graphical banner or other ad, what will cause people to click (or not) largely depends on the actual words you use in the ad. Refer back to the previous tip to learn how to write a good ad.

Lesson #16

How To Make More Money From Your Affiliate Marketing

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Here's what most affiliate marketers do:

Find an affiliate program, grab their affiliate links, and plaster those links all over the Internet.

Then they wait for their big payday.

Sometimes a little money trickles in. Sometimes the affiliates do really well and make a decent living wage.

And then there are the affiliates who pull in such BIG paychecks that they have their accountant's eyes bulging out in shock.

What's the secret?

There is NOT any one secret that turns mediocre marketers into super affiliates.

Rather –

**It's a combination of little steps and tricks the marketer
Uses to get bigger commissions sell more products and
virtually
spank all his affiliate competition into surrendering.**

Okay, maybe nothing that dramatic. 😊

But, the truth remains: it's the "little things" --- often simple changes --- that can produce big-time results for affiliates.

What you're about to discover are the 7 tricks the super affiliates use every day to pull down the big bucks.

And now you can use these tricks too, *starting today*, to quickly and easily generate more income from affiliate marketing.

Let's get started...

1. Offer Time-Limited or Number-Limited Incentives

You probably already know that one quick and easy way to beat your competing affiliates is to add value to the products and services you promote.

So while your affiliates are just promoting the offer as-is, you're giving your customers a valuable freebie if they buy from you.

Example: Let's suppose you're selling a diet book. You can offer a free diet recipe book to anyone who buys from your link. And you can bet more people will buy from your link simply because they get more bang for their buck.

But here's the problem: More affiliates are catching onto this little trick. And consumers are beginning to realize that they can go "bonus shopping" to find the best deal.

The solution?

Kick your potential customers into immediate action by offering them a time-limited or number-limited bonus.

Such as:

- **A time-limited bonus ends at a certain time** – in fifteen minutes, an hour, at midnight, 24 hours from now, etc. The shorter time the consumer has to claim the bonus, the greater the sense of urgency.
- **A number-limited bonus means the first X number of people who act now get the bonus.** This technique is particularly powerful when you provide constant updates showing how many bonuses are left. For example: *"Hurry, just 50 47 33 25 18 bonuses left!"*

Tip: Usually this is a manual process, meaning that your customers send you a receipt and you send them the bonus. You can automate this process by setting up

an autoresponder in your email client that kicks back a download link to the bonus to all customers.

Here's how it works...

You create a special email address just for sending bonuses. When an email comes into this address, your email client checks that it contains certain words that are usually found on the receipt. If the incoming email matches your pre-set criteria, your autoresponder sends the download link. If it doesn't match the criteria, nothing happens (perhaps because the email is a question rather than a forwarded receipt).

So what should you offer as a bonus? Here are five ideas:

1. An ebook or special report that compliments the main product. You can even use private label rights material to create this bonus.
2. Access to a free teleseminar. (*Hint: Ask the product owner to be your guest!*) You'll also have the recorded call to offer as a bonus to future customers.
3. A video that compliments the main product.
4. Software or other tools that compliment the main product. For example, you could offer a calorie counter as a bonus to a diet product.
5. If you're an expert in the subject, offer a free email or telephone consultation.

There are lots of options available at your disposal. The important thing is this: you offer an incentive for those ordering through your link.

Firstly, it allows you to create some "urgency" by setting either a numerical or time limit.

Secondly, it allows you to offer something more than your competitors.

Bottom line: it's gonna increase your affiliate commissions!

And that is, after all, why you're here. 😊

Want me to give you a GREAT hint on how to really make this strategy work like crazy? Here it is...

Create a special report to give away, register a domain for it, write a salesletter for it and instead of creating an order link, make it exclusively available for those who order through your affiliate link.

In other words, you dramatically increase the "perceived value" of the report. It has it's own domain. It has a full salesletter that describes it and creates interest in it. Only it's not available for sale at any price.

You've made the reader "want" it, but force them to order a product through your affiliate link in order to get it.

2. Negotiate a Higher Commission Percentage

You've found a great product that your subscribers and visitors love. You're getting a good conversion rate. And you've made a lot of money for both you and the vendor.

Here's a quick and easy way to make even more money:

**Ask for a "raise" from the vendor.
In other words, negotiate a higher commission percentage.**

Now here's the key to successful negotiations: You need to have a bargaining chip.

If you're just some affiliate walking in off the virtual street and asking for a higher commission rate, the vendor will probably blow you off.

But *you* are NOT an average affiliate.

You have a proven track record with this vendor's product. He can look at your past sales and see how much money he'll lose if you walk

away. And so he may just decide to give you that higher commission rate.

Bam, just like that, you're making MORE money. Sweet.

Here's an email template you can swipe and tweak...

SUBJECT:

[Vendor's Name], quick question about [name of affiliate program]..

Dear Mr. / Ms. _____,

[Your Name] here, thanking you for the most recent commission check I received in the amount of [\$XXXX]. I always appreciate your timely payments.

There's another reason I'm writing to you today. Namely, because I'd like you to consider offering me your "preferred partners" commission rate of XX%.

Here's why: For the last three months I've delivered to you an average of XX new customers and \$xxxx in profits - and that number is growing. I think you'll agree that offering the preferred partners rate is a good investment for you, especially when you consider your backend profits.

Hit reply or call me right now at XXX-XXX-XXXX to discuss this. I look forward to hearing from you!

Sincerely,

[Your Name]

P.S. My affiliate username is [enter name/id number]. Please check the stats for yourself and get back to me at your earliest convenience.

Thanks again!

To be sure, some people will not offer you a higher commission, but some will. And let's say there are 10 "offers" out there in your chosen market that all are worthy of your attention as an affiliate. You ask

each of the owners for an increase in commission percentage and you actively focus your efforts on whoever says "yes".

Tip: Some vendors will give you a higher commission rate across the board, especially if you have a proven record of sales. So you may get a special link so every sale you make from now on is worth more money.

If you don't have a proven track record (yet) you may consider asking for a special commission rate when you reach a certain sales level each month (e.g., after you sell so many products). Some vendors may give you the bonus across all sales, while others may only give you the bonus commission on each sale you make above a pre-set number.

3. Join Two-Tier Affiliate Programs and Recruit Others

With a typical one-tier affiliate program, you get paid a commission for every product you sell.

With a two-tier affiliate program, you get paid a commission for every product you sell PLUS you get paid a smaller commission for every product someone in your downline sells!

Here's how it works...

You promote your affiliate links as usual to make money selling the product. But you also go out and recruit other affiliates into the program (and they become part of your downline).

It's a nifty way for you to make a passive income – and you're essentially making money on the back of your competing affiliates!

Tip: To find two-tier affiliate programs, run a search in Google for your niche keywords alongside terms like "two tier affiliate program" or "multi-tier affiliate program."

Ideally you'll want to look for affiliate programs that give a generous commission to the top tier and a significantly smaller commission on the second tier. For example, the second tier may only have a commission rate of 5% or 10%.

The reason you're looking for a smaller second-tier commission is so that you're not recruiting affiliates who have a primary goal of recruiting other affiliates. No one makes any money if everyone focuses on recruiting people and no one is actually selling the product!

Instead, you want people to focus on selling the product - and the way to do that is choose programs that pay 40%, 50% or more on first-tier sales.

Or, you can join a two-tier affiliate program that is "closed" and only available to customers / members. That way, those you refer to the program MUST join through your affiliate link and get others to likewise BUY (getting you a second tier commission) when THEIR referrals join.

Either way, you're getting paid on work others are doing!

4. Write eZine Articles That Specifically Promote an Offer

Writing and submitting ezine articles is a great way to drive targeted traffic to your site. And best of all, each of your articles can draw in traffic for weeks, months and even years after it first goes live online.

Most article marketers create informative yet generic articles, which they use to drive traffic to any number of affiliate links or even their own squeeze page.

But here's the thing:

Sometimes your prospects need to be lead by the hand and shown the exact solution to their problem.

If he spends even five minutes researching, he'll see an overwhelming number of solutions to his problems.

Sometimes even the same article may recommend multiple solutions. It's confusing.

That's where your specific article comes in.

**You take the position of a strong leader, take your prospect by the hand,
and confidently lead him to the best solution.**

He doesn't even have to think about it because you're showing him what product to choose.

That's one possibility.

Sometimes, however, your prospects are also looking for specific information about specific products. They may be on the verge of making the buying decision, but they need confirmation from someone else.

Your product-specific article can serve as that confirmation... which means you pocket a quick commission!

Tip: There are plenty of places to submit your articles online. One of the best places is EzineArticles.com. Other directories include IdeaMarketers.com, Buzzle.com, GoArticles.com, and ArticleCity.com. If you have more than one article, then set up a Squidoo.com lens or a HubPages.com hub.

Let me give you three examples to show you what I mean:

Example #1: You create an article titled "How I Improved My Golf Score In 30 Seconds!" Then the article gives the reader tips and tricks for improving the golfer's stance and swing. It ends by talking about how the biggest improvements came when you used Brand XYZ golf clubs.

Note: Naturally, DON'T use an example like this if the clubs don't actually improve your game.

Example #2: You create a "how to" article that gives people the secrets of growing big, tasty tomatoes. The

article takes the reader through all the steps of planting, nurturing and harvesting. The money-maker? Your article explicitly recommends the reader buy "Tomato Tree" plants in order to get good results (and you provide your affiliate link, of course).

Example #3: You create an article that provides useful but incomplete information about how to save a faltering marriage, "Seven Ways to Save a Marriage." The article gives the reader a good starting point, but she'll need to purchase the "Save a Marriage" book through your affiliate link to get all the information.

You get the idea.

And this can literally work for any market and niche. In other words, it can work for you. 😊

5. Write Case Studies Showing How You've Achieved Results Using the Product

People are looking for social proof.

They want to see that other people have used and enjoyed the product.

But here's the thing – most of the social proof your prospects see is absolutely lame. They'll see a review for a diet book that says, *"Fast read! I love this stuff!"* They'll excitedly read one affiliate's opinion on an affiliate marketing book only to find it says, *"WOW! This is truly amazing! I know I'll make a gazillion dollars with these tips!"*

Your prospects AREN'T looking for a thriller (otherwise they'd be reading Steven King). They aren't looking for theory. Instead –

They [your prospects] are looking for real proof that the product/service does what it's advertised to do.

That's where your case study comes in.

Instead of just writing a review that reads like an 8th grade book report, you use the product and report your results. And you back up your case study with other forms of proof whenever possible, such as before and after pictures, videos, screenshots, etc.

Examples:

- If you're creating a case study for a weight loss book, give a week-by-week account of exactly how much weight you lost, the strengths of the product and the product flaws. Be sure to post before and after pictures and measurements.
- If you're creating a case-study for a dog training book, video tape yourself training your dog using the method. Then edit the tape to show how well it works (without giving away the product's secret).

Remember, the more specific your case study, the more credible it will be – and the more money you'll make in affiliate commissions!

6. Create an Asset That Promotes Multiple Related Offers

A couple tips back I suggested that you write ezine articles to promote specific products. Now here's another idea:

Create ezine articles, videos, reports or other assets that promote multiple related products.

Example #1: Let's suppose you're promoting gardening products. You might create a short report all about the best gardening tools and how to use them, along with links to the products. This particular report might include links to gardening gloves, a trowel and a watering can.

Example #2: Or take the example of an Internet marketing report. You might create a guide for beginning marketers that tells them how to choose a domain name, how to choose a web host, how to change the domain's nameservers to point to the host, and how to get an autoresponder up and running fast.

Naturally, you'd use affiliate links to point to the domain name registrar, web host and autoresponder service.

Remember, you do NOT want to promote multiple similar products in these reports or articles. (You can do that in a product comparison.) Instead, promote multiple *related* products, all of which the readers needs to follow the "how to" instructions you laid out in your content.

7. Negotiate a Special Deal for Your Contacts

Allow me to let you in a little secret:

Your subscribers want to feel special.

And if you can make them feel special, you'll pocket more money (and have a warm, fuzzy feeling inside.) Period.

Now you take that little psychological trigger and add it to the fact that people also like to get the most bang for their buck. (Which is why we've talked about adding value to offers.)

Feeling special + Adding Value = Big Commissions (and fierce customer loyalty)!

You can accomplish both at once simply by negotiating a special deal through the vendor.

Example: You may get a special discount or bonus package through the vendor that's only available to your customers. And then you need to be sure your customers know this deal is an exclusive deal just for them (which is when they start feeling special).

Tip: The vendor sets this up on his end and gives you a special affiliate link to promote. Just as with negotiating a higher commission rate, it's best to come to the bargaining table with a bargaining chip. If you've proven yourself as a valuable affiliate to this vendor with your other promotions, he'll likely be eager to work with you.

Here's an email template you can swipe and tweak:

Subject: [Vendor's Name], my subscribers want to be your customers...

Dear [Vendor's Name],

[Your Name] here from [name of your blog/website]. I'm interested in promoting your [product name] offer - and I know how to send at least X# of new customers to you. But I need your help...

You see, my [type of niche] subscribers routinely buy from me because I offer the best discounts and bonus packages in the niche. I've already lined up a bonus to give them when they order [name of product]. Now what I'm asking from you is to extend a limited-time discount to my subscribers.

It's a win-win-win situation. My subscribers become your supremely satisfied customers. And you'll have one of your biggest sales days since my subscribers will scramble to get their hands on this offer.

Hit reply or call me at [your phone number] right now so we can discuss the easiest way to do this. Thanks in advance!

Sincerely,

[Your Name]

P.S. The last time I made an offer like this to my subscribers, I ended up getting a 9% conversion rate. Your product and sales page are better, so I'm sure you'll enjoy an even bigger response rate!

Here's an added bonus: If you tell your subscribers that this special deal is "just for them," they often share the link with others. And that means even more sales for you!

Lesson #17

27 Ways To Promote Affiliate Programs With Your Blog Part 1 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

If you're an affiliate marketer, then one of your most powerful tools is your blog. That's because **your blog allows you to:**

- ✓ Pull in traffic from the search engines. (Completely free promotion!)
- ✓ **Establish yourself as a voice of authority in your niche.**
- ✓ Cultivate relationships and build trust with your readers.
- ✓ **Promote affiliate products and services in dozens of ways.**

The focus of the next 3 lessons is on that fourth (and last) point.

That's because so many beginning bloggers assume that putting ads around their blog or throwing a couple links into their content are the only ways to make money.

Far from it!

Indeed, you're about to –

Discover 27 ways you can use your blog to make money promoting affiliate offers.

Let's jump right in...

1. Write a Content Post That Specifically Promotes an Offer

Some of the articles you post on your blog serve the purpose of sharing good content as a way to earn your prospects' trust.

In other posts, you may create what amounts to an advertisement for a product (i.e. a direct pitch).

Here I suggest that you combine the two, by sharing good content while also promoting an offer.

Have you ever seen an "advertorial" in a magazine or newspaper? These are paid advertisements that look and read like articles.

The reason they work so well is because:

- They DON'T look like ads, so people start reading them.
- They contain useful information, so people keep reading them... right through to the advertisement (which is usually, but not always, at the end of the article).

You can do the same thing on your blog by creating content posts that promote specific offers.

Examples:

- Create an article about how to cook a big meal for an event. Include affiliate links for cookware that's designed for the purpose of cooking large amounts of food.
- Post an article about how to teach a dog to come when called. Include affiliate link for a dog-training information product.
- Write an article about different ways to style hair. Make sure all of these methods include the use of hair extensions - and then use an affiliate link to sell hair extensions.
- Create an article about how to save for retirement. Include your affiliate link to a retirement savings book or ebook.
- Put up an article on your blog about making money by buying and selling antiques on eBay. Include an affiliate link to eBay.

2. Post a Review

People are always looking for reviews about specific products.

If you do your keyword research, you'll see plenty of searches that look something like this: "[product name] review." And that means you can pull in some traffic with your product reviews.

But that's NOT all.

Your regular readers will also appreciate your product reviews. That's because you've developed a relationship with these folks.

They trust you. And so they're actually depending on you to give them a good review of products on the market.

Here's how to create a great review:

Step 1: Read and use the product.

This one is obvious, right? Yet some folks try to take a shortcut by extracting information from the sales letter and/or reading other affiliate's reviews.

But here's the thing: Your potential customer could do the same thing. When he reads your blog, he's NOT looking for a sales letter summary or a rehash of someone else's opinion.

He's looking for YOUR opinion. And the only way you can offer it is by reading – and using – the product.

Step 2: Craft an eye-catching title.

A blog post titled "[Product Name] Review" is straight to the point... but it's also boring. Instead, you can create a little mystery by using titles like:

Example #1: The Truth About [Product Name]

Example #2: What Every [Target Market Member] Ought to Know About [Product Name]

Example #3: Seven Things You Didn't Know About [Product Name]

Step 3: Open your review with a summary.

Some people won't want to pick through a long review just to find out whether you recommend the product or not. That means you should open your review with a fast summary where you:

- Tell the reader what the product is and what it does.
- Share the top two or three good things about the product.
- List one or two downsides.
- And then close the first paragraph by letting the reader know whether you recommend it or not.

However, just because some people want to skim the review doesn't mean you should divulge everything in that first paragraph. You WANT your readers to keep reading, because that gives you time to sell the product.

Here's how to keep them reading: Arouse curiosity in this first paragraph. For example, when you're talking about a pro of the product, you can say something like,

"This product shares something you won't see ANYWHERE else (more on that in a moment)."

Step 4: Provide details.

Now you go on to provide a detailed, honest review – product flaws and all. Tell people what you liked and disliked about the product. If you used the product, share your results (along with any proof of your results).

Tip: You'll actually build credibility by mentioning the flaws and weaknesses. People will trust you more. And that means they're more likely to buy from you.

Step 5: Close strong.

You've shared the good and the bad of the product. Now it's time to once again *restate your opinion* about whether you recommend or don't recommend the product.

If you do recommend the product, quickly reiterate the reason(s) why, such as by reminding readers of the top benefits of the product. Then call your reader to action by specifically encouraging them to click on your link and buy the product.

Tip: Text reviews are great - especially if you include screenshots or pictures of the product. But video reviews take it a step further since you can actually show someone the product in more detail, which helps people imagine owning the product. Once a person imagines owning a product, they've pretty much made the buying decision!

3. Get a Guest Article from the Product Owner

Imagine this:

Someone else does all the work, and you get a cut of 50% (or more) of the profits. Sounds too easy, right?

Well, that's exactly what happens when you ask a product owner to create an article for you.

They write the article, but you get to include your affiliate link. And so you get a commission whenever someone buys through your link!

Added Bonus: Your blog gets a boost in credibility when a well-known expert (maybe even a niche "celebrity") blogs on your site. When you associate yourself with experts, people will assume you're one too! It's a great way to instantly establish yourself in any niche.

Below is an email template you can swipe. (Note that this tactic works particularly well if you've already made some sales for this particular vendor, meaning he or she recognizes your name.)

SUBJECT: [Name], I'd like to feature you on my [name of niche] blog...

Dear [Name],

My blog readers want to hear from you! If you have 15 minutes, then I'd like to introduce you to [number] potential prospects.

Here's the scoop...

My readers are hungry to know more about [a solution to a niche problem]. Obviously, the best solution on the market is your [name of product].

If you check your records you'll see I'm already actively promoting your product. But I think I can get you even more sales if you agree to write a guest blog post on [url of blog].

All you have to do is write a short article that answers the question, [pressing niche question]. Then I'll post your article with your byline and my affiliate link.

You should enjoy more sales within hours.

Hit reply and let me know if you like the article topic or if you'd prefer to write on [another niche topic] instead.

Thanks in advance!

Sincerely,

[Your Name]

[Your Link]

4. Post an Excerpt from the Product You're Recommending

Let me make this clear right from the get-go: **If you're going to use this killer tip, you MUST get permission from the product owner.**

Do NOT try to interpret the "fair use" law and all of that. Just get permission and you won't have to worry about stepping into any legal gray areas.

With that out of the way, let's move on the actual tip...

The idea here is to post a teaser as a way to whet the prospect's appetite for the information product.

Remember earlier when I said that people are more likely to buy something once they've imagined themselves actually using the product?

That applies here too, because reading an actual excerpt makes it easier to imagine ownership.

With that in mind, let me give you a few ideas of how to make your excerpt more compelling:

3) Use a screenshot (or video). Sure, you could just post a regular ol' text excerpt on your blog – basically, it would look like any other article. But instead of doing that, instead you may consider posting a screenshot or a video of the excerpt. It's that psychology of ownership thing again. ☺

4) Create a PDF file that mirrors the product. This one is POWERFUL. Instead of creating a screenshot, you create a PDF file that looks just like the actual product. You include the table of contents (with all but the excerpt chapter "grayed out" to indicate that the reader won't be able to read all the chapters). You can also include the author's page, copyrights, etc.

Example: If you were excerpting something out of the first chapter, your table of contents might look like this:

Table of Contents

Chapter 1: What Every Affiliate Should Know About Blogging

Chapter 2: What Every Affiliate Should Know About Video Marketing

Chapter 3: What every Affiliate Should Know
About Social Media

(And so on.)

After your table of contents, you include the excerpt.

However, here's the key: You should end your excerpt in a cliffhanger moment!

Example: If you're excerpting out a list of 21 tips, then just include the first seven. In fact, you may even stop mid-sentence! Then you include your affiliate link with a note telling readers to click on the link to read the rest of the chapter.

Tip: You can include a page for each of the chapters. Except instead of including excerpts, you create a small ad for that chapter. In other words, you list the benefits and what the reader will discover.

5. Interview the Product Owner

Here's another way to get the product owner to do almost all the work while you get the benefits of:

- Sharing the profits.
- Being associated with this niche expert.

The only difference is that instead of having the product owner write an article, you interview the person.

At the end of the interview you talk about the product (using YOUR affiliate link).

Here's how it works:

Step 1: You set up a teleconference bridge line

Step 2: You ask product owners to join you on a live teleconference.

Tip: You can use the email template I gave you earlier, except modify it so that you're asking the product owner to do an interview rather than write an article. Also, ask them for 30 minutes, 45 minutes or even an hour of their time.

Step 3: Advertise the free (live) interview call on your blog and elsewhere. Also ask the product owner to tell his list and blog readers about the call.

Step 4: Record the live call. Most teleconference bridge lines provide this feature and send you a MP3 file. If you have the equipment needed to record the call from home, you can make a backup recording as well.

Step 5: Distribute the downloadable MP3 file on your site. Give it to the product owner to distribute on his or her site as well.

One last tip...

Be sure you get a lot of content during the call.

DON'T turn this call into a pitch-fest, because no one likes dialing in to listen to ads.

However, if you give your listeners good content that's useful but incomplete, they'll happily listen to your pitch at the end of the call (which tells them how to get more info).

Example: Let's suppose you were interviewing me about affiliate marketing. You could ask me questions about a handful of these affiliate marketing tips.

We'd go over several of them in detail. And then at the end of the call we'd point listeners to your affiliate link for this report.

6. Use Text Ads

Not every promotion you do needs to appear within your actual blog posts. You have plenty of space around your blog to insert ads.

You can even use ad rotation scripts and plug-ins to find out which ads convert the best (so that you can show the best ads more frequently).

If you want to get ad clicks, there are a few things you need to do:

- 4) Post relevant, targeted ads.** The more targeted and relevant your ads, the better response rate you'll get. So that means you'll likely do better if you post ads for copywriting books on copywriting blogs (as opposed to just posting ads for general "make money" books).

Example: It's better to post a "how to train a poodle" ad on a poodle blog instead of posting a general "how to train a dog" ad.

Tip: If you've broken your blog up into various categories and subcategories, then show ads in those categories that are laser-targeted to the topics.

- 5) Test the look of your ads.** Many bloggers find that creating text ads that LOOK like content boosts their click-through rate. That's because ads that look like ads are often ignored due to the reader's "*ad blindness*."

Will it work for you? The only way to know for sure is to test it for yourself and see.

- 6) Craft compelling ads.** You have a targeted audience. You're showing relevant, targeted ads. But you're not going to get clicks (much less sales) if you're not writing compelling ads.

Here's the key: If you're writing a short ad, the goal of that ad is to GET A CLICK.

Do NOT try to sell the product in that space, as you don't have enough room. Instead, all your ad needs to do is persuade the reader to click on the ad.

To do this, your ad must include a compelling, eye-catching headline and a persuasive body that includes a big benefit. Let me give you some examples...

Are You Poisoning Your Baby?

New research reveals "safe" foods are actually toxic to your child. Click here now to find out if your baby is really safe...

Obviously, the above ad works on shock and curiosity. But if you had a baby, would you click through? Probably. It's a pretty emotionally charged ad.

Tip: Just make sure if you use an emotionally charged ad that there's a "payoff" when the reader clicks through. In other words, don't use a misleading or deceptive ad.

Another example:

Former Waitress Strikes it Rich
Waitress goes from \$7.50 an hour to \$750,000! Click here to get the free report that shows you how she did it - and how you can too!

This particular ad would work well for an affiliate link that points to a squeeze page for a free report.

7. Use Banners and Buttons

You don't have to limit yourself to plain text ads.

You can also add banners, buttons and other graphical ads to your blog.

Here again, the key is to test your graphical ads.

Example: Some folks find that blinking and flashing banners are ignored due to ad blindness. Whether that's true on your blog or not remains to be seen - so test it! (You can use an ad rotator to give your ads equal time.)

In most cases, affiliate product vendors provide banners and buttons for affiliates. If your vendor doesn't, just ask. Otherwise, you can create your own. Here's how:

Step 1: Grab graphics at a cheap stock photo site like iStockphoto.com. Look for something eye-catching – faces, babies, money, cute animals, etc. (They tend to work because of the emotional reaction people get when they look at those sorts of photos.) Just make sure the photo is related to whatever it is you're selling.

Step 2: Use a graphics program like Photoshop™ or the free Gimp.org to create your actual banner.

Note: Please note that standard banner and graphics sizes include 125 X 125 pixels, 120 X 24 pixels, 468 X 60 pixels and so on. However, you don't have to be so rigid. Indeed, you may find better results if you use nonstandard graphics, such as ovals instead of rectangles, octagons instead of squares and so on. Test it for yourself and see!

Step 3: Craft compelling copy. Even though you're creating a graphical banner or other ad, what will cause people to click (or not) largely depends on the actual words you use in the ad. Refer back to the previous tip to learn how to write a good ad.

8. Give Away a Freebie

Giving away a good freebie serves three purposes:

- 1) You can use it to build a list** (i.e., by offering the freebie in exchange for an email address). If you're more interested in having your freebie go viral, however, then you can just freely give it away and ask that others do the same. Then you can include a link in the freebie to drive people to your newsletter sign up page.
- 2) You can use it to build trust.** People buy from those they know, like and trust. A good freebie that solves a problem gets people trust you – and that means more sales.
- 3) You can use a good freebie to make money.** Obviously, you can also make money with your freebie since you'll include your affiliate links in the product.

Here again, you can provide useful but incomplete information.

Example #1: If you're selling product about how to train for a marathon, then give away a freebie that shows people what their first two weeks of training should look like. Then you direct them to the book for the complete training plan.

Example #2: If you're selling physical products that a marathon runner might buy (like good shoes), then you can offer a report with full training instructions... and your affiliate links to the best training products.

Which brings us to the golden question:

What kind of freebie should you give away?

- ☛ First and foremost, your freebie needs to **solve a problem in your niche**.
- ☛ Second, it must be **something that people want**.
- ☛ And third, it must be **valuable** (e.g., something that people would buy).

Tip: An easy way to find out what people want is to find out what they are already buying. For example, go to ClickBank.com and browse the relevant categories in your niche. Then create a "lite" version of one of the bestsellers and give it away to your visitors. You may even just take one topic from the table of contents of a bestseller and create your freebie around that topic.

The next thing you need to take into consideration is the "format".

Here again, look to your market – what are they already buying? Whatever it is, deliver your solution in a similar format.

For example:

- Text freebies like ebooks, reports and so on.

- Audio freebies such as downloadable interviews, audio books, etc.
- Live access to teleseminars or webinars.
- Videos.
- Software and other tools (like WordPress plugins, keyword tools, spreadsheets, journals, calculators, etc).
- And any other resources that your niche might appreciate.

9. Craft Appealing Titles for Important Posts

No matter what you're posting to your blog, you should always take time to craft good titles for your posts. But you need to toss in even more effort when you're crafting titles for your most important posts.

Here's why...

The title is the most important part of your post...

The more eye-catching and compelling your title, the more people who'll read your post...

The more people who read your post, the more people you'll have clicking on the links in your post...

And the more eyeballs you get on those affiliate offers, the more money you'll make!

See what I mean?

Plenty of your readers will just skim your post titles looking for something that catches their eye. That means that whether they actually read your post largely depends on how compelling they found your title.

For example...

Your prospects are skimming titles and they see a post called "*Dog Training.*" Does that send your readers scrambling to click on that link?

Probably NOT. It's more likely to send them scrambling to bed for a nap.

Now consider some of these bland titles reworked into eye-catching titles:

"Dog Training" → "The Seven Training Secrets Your Dog Trainer Doesn't Want You to Know!"

"Making Money" → "The Truth About Making Money Online!"

"Overcoming a Fear of Heights" → "How a Guy Who Was Deathly Afraid of Heights Overcame His Fear to Become a Pilot!"

"Save Grocery Money" → "The Secrets of Saving \$247.89 On Your Grocery Bill Every Month!"

"Learn to Paint" → "How to Paint Masterpieces like Picasso... Even if You're Colorblind!"

To Be Continued Next Week

Lesson #18

27 Ways To Promote Affiliate Programs With Your Blog Part 2 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Continuing from last week...

10. Link to Your Strongest Blog Posts

If you carefully track your posts, you'll find that some have considerably higher response rates than others.

Of course as you make more blog posts, your older posts will drop off your front page and eventually just get lost forever in the cemetery of your blog archives.

And then your income from that post dries up faster than rain in the desert.

The solution?

Promote your high-converting posts!

One of the best ways to do that is to write related posts that promote your high-converting post.

Your related post can link directly to your high-converting post (e.g., you include a specific call to action where you tell readers to click through and read the other post).

You can also include a "resources" section at the bottom of your new post that points to the high-response posts.

Example #1: Let's suppose one of your highest-converting posts on a diet blog details a simple nutrition plan. You can write related posts on topics such as: Why sugar is evil; the importance of water; how many calories to eat in a day, etc. Then link to the original nutrition plan from within these posts.

Example #2: Your homeschooling blog has a high-converting post that's all about how to make a good lesson plan. You can create related posts such as how to create a good earth science lesson plan, how to create a good math lesson plan and so on. Then send people to your original lesson plan post for more tips and tricks.

Note: Don't just link to the high-converting post. Instead, give your readers a REASON to follow the link. To do that, create a mini-ad at the end of your post.

Example: Click here to discover what the best homeschooling mom's know about creating good lesson plans.

11. Create an Evergreen Tip of the Week List

Earlier I mentioned that you should create posts that promote specific offers. Here's something that's related to it:

You can create a list of weekly evergreen tips that promote specific offers.

Not only does a weekly tip give you the chance to promote a new offer every week, it also makes your site "sticky" (since readers will regularly return to see what tip you're offering this week).

First, a definition: Just as the word implies, evergreen means that that tip doesn't get old, stale and outdated. It's time tested and proven. It will work just as well a year from now as it does today.

Example: Telling people to use a new and controversial supplement as a diet aid isn't an evergreen tip. That's because the supplement may later be proven to be ineffective or even dangerous.

However, you can offer tips on nutrition and exercise instead. For instance, cutting calories by skipping dessert is an evergreen tip since it will always be sound advice. It works today, it worked last year and it will work next year.

Note: Even if the product you're promoting is new, don't call it "brand new" or make mention of it being released "this week." That sort of language dates your post, which means your tip isn't evergreen. If someone comes to your blog and reads about a three-year-old product being "new," they'll get the impression that your weekly tips are stale.

All you have to do is create space on the front page of your blog that advertises your weekly evergreen tips. You may choose to just create a category on your blog (e.g., "*Weekly Weight Loss Tips*").

Either way, make sure the list is easy to spot.

Then add an evergreen tip each week. You can either provide useful but incomplete information or you can provide "how to" information that requires the reader to buy a specific product in order to truly use the information. (We'll talk about this more just a little later in this report.)

12. Offer Free Ad Space to Your Buyers

One way to instantly boost your affiliate income is by adding value to your offer.

That means you might create a bonus report, video, audio, software or other tool and offer it to anyone who buys through your link.

Now if you look around your niche, you'll notice that this idea is catching on.

More affiliates are realizing they need to add a bonus in order to entice customers to use their affiliate links. This is especially true in the "make money" markets, where bonus-competition can be particularly fierce (especially around the launch date).

Here's an idea: If you have a busy blog and/or one with high Google Page Rank (especially a business or marketing blog), offer ad space to anyone who buys through your affiliate link.

Obviously, you can't offer this to hundreds of people without diluting your offer. However, it's this scarcity that will make your offer even more compelling.

Example: "Order now through this link and you'll get FREE advertising on the [name of blog] blog! Get your offer in front of thousands of cash-in-hand prospects. But hurry, this offer is only good to the next 15 9 people who act now!"

13. Create a Featured Space for a High-Converting Post

Just a few minutes ago you discovered that one way to get more eyeballs on your high-converting posts is by promoting those posts using other posts. Here's another way:

Make a permanent, featured spot for your highest-converting post.

There are a few ways to do this. If you're using WordPress you can try the following three methods:

- **Turn your high converting post into a "page" on WordPress.** Then create a teaser and link to this page from the front of your blog.
- **Some theme layouts allow you to make certain posts permanent,** meaning they'll always appear on your front page. This is the preferred method, since it puts the post right in front of your readers.
- **Create a teaser paragraph and place it in your sidebar, along with a link to the high-converting post.** (Note: By teaser paragraph, I mean post the first few lines of the post and/or a reason why the person should click through to read the test of the post.)

Tip: You can use a rotator plugin to rotate between a few of your highest-converting posts. You can [do a search at WordPress.org "Plugin](#)

[Directory](#) as "rotate" to find some useful and free plugins.

14. List Resources at the Bottom of Your Posts

If you're selling information products, then each and every blog post you make gives you a perfect promotional opportunity.

All you have to do is list two or three "recommended resources" at the bottom of every post.

These recommended resources are, of course, your affiliate links to related products.

Tip: Instead of posting a list of recommended products, you can also post links to previous articles - especially your high-converting posts.

Also, instead of "*Recommended Resources*," you can also test out other phrases such as:

- "Further Reading"
- "For Further Reading"
- "Recommended Books"
- "Resource Suggestions"
- "Product Recommendations"
- "More [topic] Solutions"
- "My Favorite Solutions"
- "My Favorite Related Books"
- "Here are the products I use and recommend..."

15. Exchange Guests Posts With a Blogger In Your Niche

Earlier you found out that you can get free content and more sales by asking the product owner to be a guest blogger.

Here's a related idea: Ask other bloggers in your niche if they'd be interested in swapping content.

In other words –

You become guest bloggers on each others' respective blogs.

Not only do you get fresh content from each other, you also get traffic and links from the other person's blog.

Wait, hang on, back the joint-venture freight train up – am I suggesting that you swap content with a competitor?

Yes, I am. (In some cases.)

Obviously, if you've built a blog that promotes just one product and you ask another blogger who primarily promotes the same product to swap articles, he'll probably refuse. But if you're just two bloggers in the same niche, he'll probably jump at the chance to get an influx of new, targeted readers to his blog.

Tip: In addition to swapping content with someone who has a highly related blog (e.g., you both have affiliate marketing blogs or homeschooling blogs), you can also swap content with complimentary blogs.

Example #1: A jeweler and a florist may serve the same niche (e.g., people getting married)... but they compliment one another rather than compete against each other.

Example #2: Roofers and electricians both serve people who are building houses, but these two people don't compete.

Here's how to do it in three easy steps:

Step 1: Search for related or complimentary bloggers in your niche.

You probably already know many of the bloggers in your niche. But to find those you don't yet know about, simply go to Google and enter your niche keywords alongside the word "blog."

Example:

- Sunday School Blog

- Organic gardening blog
- Marathon training blog

Note: If you're just getting started with your blog, do note that the owners of the biggest and busiest blogs in your niche may not be as receptive to your offer, since swapping articles isn't a fair trade.

If you're dealing with someone who has a busier blog than you, there are a few things you can do:

- a) Focus on blogs that are similar to your blog in terms of size and traffic.** That way you're making fair trades. As your blog gets bigger and busier, you can start trading articles with other bigger and busier blogs. In other words, work your way up.
- b) Offer something else to the blog owner.** If merely swapping content isn't a fair trade, then add something to your offer to sweeten the pot.

Examples:

- Create a guest post that includes an affiliate link to a two-tier affiliate program. Have the other blogger sign up for the affiliate program using your link. Then promote the product using his affiliate link. He gets the first tier commission and you get the second tier commission.
- Create a guest post that includes a link to an affiliate product in the body of the article and a link to your blog in the byline. Let the blog owner use his affiliate link in the body of the article (while you still get the byline).

Step 2: Do your due diligence.

You don't want to associate your name with someone who's shady, as people will assume you're shady too. So plug this person's name, blog name, and any other links, products and email addresses into Google to see if you're dealing with someone with a good reputation.

Once you're satisfied that you're dealing with someone with a good history, then you can make your offer...

Step 3: Send your proposal.

Here's an email template you can swipe, modify and use:

```
-----  
SUBJECT: I'd like to feature you on my blog,  
[Name]  
  
Dear [Name],  
  
[Your Name] here from [your blog link]. I'm  
writing to propose an easy way for us to both  
get more blog traffic and sales: Namely, by  
swapping guest articles on our blogs.  
  
Here's what you can expect in terms of traffic..  
  
I have [number] people subscribed to my RSS feed  
and [number] of unique visitors each day to my  
blog. If you become a guest article, you can  
expect at least [number] people to read your  
post - and if you create a good byline, a good  
number of those should click through to [name of  
blogger's blog].  
  
All you have to do to get this traffic is agree  
to write a unique article for my blog (and let  
me post a unique article to your blog).  
  
Hit reply and let me know if you prefer to write  
an article about [topic suggestion 1] or [topic  
suggestion 2].  
  
Thanks in advance!  
  
Sincerely,  
  
[Your Name]  
[Your Blog Link]  
  
P.S. Since you're an expert on [topic], I know  
my readers will be thrilled to hear from you!  
I'm looking forward to it too..  
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16. Share a Case Study

If you've built up a good relationship with your potential buyers, then they trust you. And that means that your product reviews and pitches will be warmly received and turn out high conversion rates.

But here's the thing...

If you don't actually try the product, then you're left with a fairly weak review. At worst, your review for a book reads something like, "*Great book! Fast read! Awesome ideas! Can't wait to try it!*"

Really, that's a non-review.

Side Note: If you're an expert in the field, then you're in a position to evaluate a product better (even without trying it).

As an example, an expert copywriter will know whether a copywriting book provides good information on writing headlines or whether it's just fluff and theory. The expert has experience to back up his opinions and reviews.

However, if you're promoting nonfiction information products, then you can bet your readers aren't all that interested in whether the product reads like a Steven King novel.

Instead, they want to know if the information works.

They want to know if the information will solve their problems. And even though you and the vendor say it solves their problems, they want PROOF.

That's where a good case study can come in. Instead of merely offering a review, you use the product and track your results.

If it's something that takes a while (like losing weight, getting ranked in Google or learning a complex skill), then you can create a special place on your blog where you regularly update readers on your progress.

If you're doing something that just takes a few hours or a few days (like following making candles), then you need only write one blog post that explains your experience and shows the results.

Tip: Instead of merely giving a description of your results and the process, show proof. Provide pictures, videos, measurements and so on.

Here are a few ideas of case studies:

- Selling a recipe book? Hold a dinner party and make the meal using a couple of the recipes. You'll talk about how easy or hard it was to make the meal. You can include videos and other testimonials from guests raving about the food (recipes).
- Selling an affiliate marketing book? Track your progress for 30 days, checking in daily to show your readers what you're doing and what results you're seeing. Build curiosity by saying things like, "Today I'm using the strategy described on page 39."
- Selling poodle grooming video? Show the before and after pictures of the poodle you groomed. Here you can also sell accessories such as clippers, clipper oil, combs and similar.

17. Create a Resource List

Earlier I mentioned that you could include a short list of two or three "recommended resources" at the end of your posts. Here's another idea:

Create a spot on your blog for a resource list.

If you're simply posting a list of resources (such as a list of books), then you can post this list in a permanent place on your blog, such as on your sidebar.

If, however, you're adding more information – such as reviews or comments on the resources – then you'll want to create a regular post.

You can then link to this post from your front page (e.g., from your sidebar).

Example:

- The Top Five Ways to Build a List
- The Seven Business-Building Tools I Couldn't Live Without
- The Ten Books Every Copywriter Ought to Know About
- The Three Keyword Tools Your Competition Doesn't Want You to Know About
- My Top Five Income Generators

18. Create an Interesting Category That References Offers

Here the idea is to create a category where you can make posts (such as "how to" posts) that reference offers.

Tip: The bonus of creating a category is that if you post regularly, then you'll get people visiting your blog regularly in order to read your weekly posts. In other words, it becomes a feature on your blog that people look forward to.

Let me explain...

I have a "How Would You Do It" category on my blog, where I take hypothetical situations and give my response.

I lead the reader step by step through my plan. At the end of the post, I include three resources they'll need to make the plan work.

Here are three other ideas to get you thinking about how you can use this tip on your own blog:

- You're selling the George Foreman Grill. You create a "Will It Cook It?" category, where you cook something on your grill and post the results (and the video) on your blog. In addition to selling the grill, you can also sell things like mail-order

meats (think OmahaSteaks.com), seasonings, recipes, etc.

- You run a dog trick-training blog. You create a "What Fido Learned This Month" category, where you teach your dog Fido a new trick and post the results (and the video) on your blog.
- You run a "Do It Yourself" home repair blog. Every week you post a question such as "How Would You Fix a Squeaky Floorboard?" along with your answer. You sell "do it yourself" information products as well as the tools needed to accomplish the task.

Lesson #19

27 Ways To Promote Affiliate Programs With Your Blog Part 3 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Continuing from last week...

19. Share Something Without Telling Too Much

I've touched on this tactic elsewhere in this report, as it works really well for selling information products. Basically, the idea is to give useful but incomplete information.

You share... but you don't tell too much. You leave a little mystery and stir up a little curiosity. You leave a few missing pieces.

And the only way for the person to satisfy their curiosity and/or get the complete workable plan is by purchasing the product.

One way to do this is to create an article that tells the reader what to do, but not how to do it.

Example:

- An article on dog training references "crate training" as a means of housebreaking, but it doesn't explain in detail how to crate train the dog.
- You create a post on search engine optimization, with one of the tips being that they need to get one-way incoming links to improve their rankings. However, you don't tell people exactly where or how to get those links.
- You run a bodybuilding blog. You give people a complete weekly training schedule, that includes how many reps and sets they need to do for each exercise. The only thing you don't tell them is HOW to perform the exercise (e.g. the safe way to perform a squat). They need to buy a bodybuilding video to learn that part.

In other cases, you can tell the reader what to do and tell them how to do it as well – but you don't provide the *complete* instructions (useful but incomplete).

Let's go back to the search engine optimization example of how to get one-way incoming links...

Now you'd tell people what to do (get links) and you'd give them *some* information about how to do it.

Example #1: You might offer readers five different ways to get links. But then you'd point to a resource that shows them 15 different ways to get links (and how to get links from sites with high Google Page Rank).

Example #2: Let's suppose you write an organic gardening article about using beneficial insects to prey on the harmful insects. You'd tell the reader how to attract or introduce various beneficial insects to their garden.

However, the part you'd leave out is WHICH beneficial insects kill which pests... so the reader doesn't know what they should focus on attracting. The only way they can find out is by purchasing an organic pest control ebook.

20. Comment On Product News

Usually when you link to a product, you're doing so through a "how to" article, a product review or comparison, a case study or even via a direct product pitch.

In other words, most of the time you're linking with the clear intent of wanting the reader to purchase the product.

There's nothing wrong with that.

However, you can keep things "fresh" on your blog by introducing different types of posts. In this case –

You may comment on niche news – and in particular, you can comment on the specific product you're promoting (or even the news about the product owner).

Let me give you a few examples of "sneaky" ways to slip your affiliate links into your news/commenting posts...

- You sell marketing products. Right before a big launch, you tell your blog readers to join the marketer's product launch list "just to watch the marketing process." While you're posing it as an educational process (and you can comment on this process on your blog as it unfolds), some people will go on to buy the product.
- You're selling a book about how to write good sales letters. You analyze the sales letter for this product to point out all the good copywriting elements the author used to create his own sales letter. Some of your prospects will buy the book as a result of reading the sales letter in such detail.
- The product you're promoting just won some type of industry award or other honor (such as hitting the top of a bestseller list). You can comment on this news by telling your reader why this particular product deserves this honor – and in doing so, you'll get a chance to share more product benefits with your prospects.
- A product owner is upgrading and re-launching an older product. You can tell your readers why the old version was good and why the new version is even better.
- Two marketers with competing products start "dueling" publicly to outdo each other. You can do a product comparison to let your readers know which product you think is better (and why).

21. Create an About Page With Links

Typically your posts should be about your readers, their problems and how to solve their problems. If you talk about yourself, it should mainly be to the extent that it helps your reader's solve their problems (and/or to the extent that it helps you build credibility so that your readers start trusting you).

Tip: You can talk about your accomplishments if it helps prove to your readers why they should listen to you. But keep it relevant. For example, your marketing blog readers probably don't care if you won a track and field trophy when you were in eighth grade.

You may also speak briefly about your personal life, such as marital status, kids, where you live, etc. But keep it short.

You only mention this a way to help your readers get to know you (which helps spur sales). But you don't actually want to make this the focus of your About page.

You see, just because your "About" page is supposedly about you doesn't mean that it should be ALL about you.

If you write a bio that's mainly a back-patting ego message for you, you're not serving your readers.

You're NOT helping them. (And you're not making any money, so you're not helping yourself either.)

Instead, you can use your About page to:

1) Tell readers who you are and why they should listen to you.

Example: A search engine optimization expert might tell readers how many pages they have in the search engines that rank #1 for competitive keywords. A cooking expert might talk about studying under a famous chef. A person with a "how to write a book" blog might talk about how many books they've had on the bestseller lists.

2) Give readers a small glimpse into your person life so they feel like they can get to know you.

This is where you briefly mention personal facts such as where you live, marital status, kids, pets, etc.

Tip: If any of these personal facts are associated with your blog, emphasize it. For example, a person running a dog training blog should post pictures of his or her dogs.

3) And then promote something that will help them.

Here you can post something such as your personal story to overcome a problem, and which product helped you overcome that problem. Or you can post something like "what I learned from my mentor," along with links to your mentor's product.

22. Create a Recommended Resources Page

So far you've discovered that you can promote products by listing resources at the bottom of posts and by creating a "top ten" resource list in your sidebar.

Here's another idea:

Create a recommended resources page.

In order to get the most visibility, the link to this page should sit right at the top of your blog alongside the link to your "About" page.

In addition, you should promote this page in your other posts.

Example: The end of your articles may close by saying something like, "Check out the recommended resources page to see which tools I suggest you use to get the job done right." Naturally, you should include direct link to the page.

Here you don't have to limit yourself to two or three resources or to a "top seven" or "top ten" list. Instead, you can categorize various tools and resources and list them ALL on this one page.

Here are three examples:

- An online marketing blog could include a "tools and resources" section, with the resources listed under categories such as domain registration, web hosting, keyword research, graphics, web design, PDF conversion, blog software... and so on.
- A tennis blog's resources section might include categories such as equipment, clothing, books, videos, etc. The information products may be further categorized by topics such as serving, the mental side of the game, etc.
- A blog about collecting antique pocket watches might include resources such as where to find these antiques online, how to preserve them, how to identify them and so on.

23. Break Up Your Post With an Ad

Earlier I told you about how you can surround your blog with text ads, banners, buttons and similar.

That means you can place ads in your sidebar, at the top of your blog as well as at the bottom of your blog.

But there's another place you can put ads – namely, by breaking up a post and putting your ad into that space...

Here's how to start making more money from EVERY blog post you write! Get more readers, more subscribers and more sales... fast! Click here to get your free report...

Wait, did you see what I just did above?

That's an example of how you might break up a post on your blog by inserting an ad. Note how the fictional ad I just posted was highly relevant to the content of this tip.

Here are five other things you should know about this strategy:

- 1) **DO need to test this to see what types of ads bring you the best results.** Many marketers find that putting ads that "blend in" with the content turn out the best results (since some readers have ad blindness). Test it for yourself and see.
- 2) **DO use this tactic with long posts.** See, breaking up a 250 word post works as well since the post is so short. Use this technique when you're dealing with longer posts, such as those that are 600 words or more.
- 3) **DO make sure you're inserting ads that are highly relevant** (targeted) to the content.
- 4) **DON'T insert ads for one product if you're trying to sell a different product within the actual post.** Doing so will just distract the readers. And for sure don't insert Google AdWords ads into a post where you're trying to sell something else.
- 5) **DON'T solve your reader's problem entirely with your post.** If you solve the reader's problem, she has no reason to click on the ad. Remember, provide useful but incomplete information.

24. Pitch Your Products and Offers Directly

So far you've discovered nearly two dozen ways to promote your affiliate links on your own blog. Some of these methods have you putting an ad directly on your site (such as listing resources on your sidebar). Some of them have you writing content posts that include recommendations for resources. And while these are all good tactics, sometimes you can write a direct pitch and post it.

In other words, on occasion you can and should post a *direct ad*.

The key phrase here is "on occasion."

You see, if you posted all ads on your blog, hardly anyone would read your blog. It would be like subscribing to a newspaper just to read the

classified ads. Some people would – but a majority would want content wrapped around those ads.

However, an occasional product pitch can be quite powerful. And if you truly use this tactic sparingly, you'll likely find that you get a high response rate.

Tip: Your job is to help your readers – and if pitching a paid solution helps them, then there's nothing wrong with posting these pitches directly into your blog. In other words, don't be afraid to offer a solution to your readers just because the solution comes with a price tag!

If you're pitching affiliate products, the product owner probably provides ads that you can use. In most cases, however, you shouldn't use these ads "as is."

You may use these ads as the basis for your ad, but you should rewrite it into your own words, offer a review and give your readers reasons they should buy. Your readers will respond much better to it when it's written in your "voice."

Then (as mentioned in a previous tip) attach an eye-catching title to your pitch.

Examples:

- The Top Five Reasons You Need to Get Your Hands on [Product Name]
- How to Turn \$10 into \$1000 In Just 30 Days
- Should You Buy [Product Name]?
- Thinking of Buying [Product Name]? Read This First...
- The Truth About [Product Name] Might Shock You...

25. Use a Survey or Quiz That Redirects to Offers

One way to make your blog "sticky" (meaning your visitors return again and again) is to add interactive features to your blog.

Obviously, your comments section is one of your main interactive features.

However, another way to get your readers is involved is by posting surveys.

Tip: Another bonus of offering surveys is that you get a chance to collect useful information from your prospects. Doing so will help you create more targeted posts and offers. Keep in mind, however, that you may get biased answers, as only a subset of your niche will actually answer a survey.

In addition, you'll get biased answers if you create "leading questions."

Here's an example of a leading question: "Cesar Milan just released his best dog training book yet. How would you rate this product?"

Another example of leading question: "If you could only have one book on search engine optimization, would you rather read John Doe's book or get high rankings using Joe Blow's product?"

While the information you collect may be useful, here's how to make this tip super-profitable: **Redirect the user to a specific product based on their quiz score or based on their answers to a particular survey question.**

Let's suppose you're selling online marketing information. You could create a marketing quiz that gives you an idea what level of information the prospect needs.

Example: You create a ten point quiz where the prospects score one point for each correct answer. Those scoring nine and above are experts, those who score five to eight are at the intermediate level, and those who get less than five answers correct are beginners. Depending on their score, the survey-takers are then redirected to a beginner, intermediate or expert level product.

Alternatively, you can create a survey where you're simply collecting information about your readers' problems and needs.

In continuing with the above example, you might ask your online marketers to tell about their most pressing problems and needs. Your choices might include copywriting, SEO, PPC, blogging... and so on. Then you:

- Redirect those who answered "SEO" to a product that will teach them about SEO.
- Send those who answered "PPC" to a pay per click product.
- Show those who answered "copywriting" a copywriting product.
- And show a blogging product to those who chose "blogging" as their answer.

Here's a script that allows you to show different messages to your prospects depending on their survey score:

<http://www.prezzatech.com/land/featurelist.aspx>.

You can use [SurveyMonkey.com](http://www.surveymonkey.com) to redirect users to a specific product depending on their answer to a specific question.

26. Make a "Today's Featured Resource" Section

Here's another way to make money with your sidebar:

Create a section that displays "Today's Featured Resource."

Instead of just leaving a link, you should include a headline, an ecover graphic and a short description that entices people to click on the link.

Here's an example:

Today's Featured Resource

Who Else Wants to Make More Money?

[ecover graphic]

See how this former pig farmer made \$13,764 in his first 30 days of blogging - and how you can too! Click here for the surprising details...

In order to make this feature of your blog sticky so that reader's eagerly come back regularly, you can create a sense of urgency.

Instead of just having a featured resource, you can offer this resource with a discount or bonus offer that's only good for the next 24 hours.

If you choose to offer a discount, email the vendor and ask them if they'd be willing to give your readers an exclusive discount for 24 hours. If the vendor uses a payment system that accepts coupons, he can give you a coupon code. Otherwise, he can set up a special link for you with the discount price.

If you've made sales for this vendor before, he may be willing to offer the discount price while keeping your commission level intact. If he doesn't accept that, then negotiate - ask for the discount price while also slashing your commission rate (in effect, you're giving part of your commission to the customer).

Example: Let's say it's a \$100 product, and usually you get a \$50 commission. You can split this \$50 with the customer, so that they get the product for \$75... and you get a \$25 commission. Most vendors will accept this offer because they get the same amount of money.

If instead you'd rather offer a bonus to your customers, then create a complimentary product.

Examples:

- If you're selling a search engine optimization book, you can include a bonus report that shows your prospects how to write engaging articles that suck in traffic from Google.
- If you're selling software, you can include a free report on how to unleash the full power of that software. (And if the installation instructions are

poor, you can offer free installation and/or installation videos.)

- If you're selling a book about "going green" (saving energy), then you can include a bonus report on hypermiling (which is adjusting your driving habits to increase your car's miles per gallon).

27. Give Away a Kit to Your Readers

Two or three times a year you can create a free kit that you give to your readers and subscribers. This kit should include several ebooks, reports, videos, software scripts and other resources that your prospects need and want.

And every product in your kit should include your affiliate links to related products.

Note: Private label content is content that you can modify in just about anyway you'd like (as long as you follow the PLR license terms that come with the product). So if you don't want to create this kit yourself, simple search in Google for your niche keywords alongside the term "private label rights" or "PLR."

Example search terms: *affiliate marketing PLR* or *health and fitness PLR*.

Let me give you two examples of kits you can put together:

Example #1: A copywriting kit might include:

- A book about how to write killer sales letters.
- A report about how to write a great headlines.
- A swipe file collection.
- A sales letter dissection on video.
- An interview with a known copywriting expert.

Example #2: A blogging kit might include:

- A video that shows people how to set up a WordPress blog.

- A collection of free WordPress themes.
- A list of the best WordPress plugins.
- A book that teaches people how to write a blog that everyone wants to read.
- An interview with a blogging expert that tells people the top seven ways to monetize their blog.

Conclusion

Congratulations – you now know 27 ways to rake in affiliate commissions using your blog. And –

That puts you in a very elite minority of affiliates who REALLY know how to unleash the full power of their blog!

As I told you before, many beginning affiliates just post articles with affiliate links and post ads in their blog sidebar – and that's it. But as you now know, those two steps should be just a tiny part of your overall strategy.

Indeed, you should incorporate as many of these methods as possible. Each of these methods when applied individually will drop extra cash into your bank account.

But when used together, these methods will turn an income stream into a raging flood!

However, this strategy won't put money into your account automatically. Just knowing about these methods won't increase your income this year.

No, you need to put this strategy to work.

And that means you need to start applying these tips one by one until your blog is a lean, mean, selling machine!

One last thing: The best time to start is right now... because the sooner you unleash the full power of your blog, the sooner you'll start enjoying a bigger income!

Lesson #20

101 Traffic Tips For Increasing Site Visitors And Sales

Part 1 of 2

By

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<http://www.AffiliateProfitPlan.com>

Introduction

Getting traffic is something that many Internet marketers struggle with. It's quite a shame, because traffic brings additional profit.

Let's look at an example:

If you put up a new website and your first few months of profit look like this...

```
$12 with 100 visitors in Month 1
$45 with 500 visitors in Month 2
$102 with 1000 visitors in Month 3
```

From this data, you can start to figure the per visitor value of your website is about 10 cents each. So, the odds are that you'd make approximately \$500 with 5,000 visitors and \$1000 with 10,000 visitors - assuming all things remain the same, right?

Even if you didn't change one thing on your site, you should make significantly more money.

It would be really great if you could just build a website and have people automatically flock to it -- but it doesn't happen that way in real life. The good news is that I'll be sharing **101 ways that you can get a lot of traffic to your site.**

Implementing these methods will take some effort on your part, but the results will be well worth it.

The most important thing is that you follow these proven traffic tips so that you can start seeing traffic to your website. Once you put these tips into action, you'll see an increase in traffic, which, over time will continue to grow.

Let's get started.

Article marketing

Article marketing is one of the best ways to generate traffic to your website.

Here's how it works.

1. You write an article.
2. You submit it to article directories.
3. Web publishers (website owners & bloggers) grab your article from the article databases and use your article on their sites free of charge.
4. Inside your article, at the end, you include a resource box that contains a link to your website. When the article is published, that portion must tag along and be published, too.

Your link tags along with your article and you get FREE advertising.

There are three main ways article marketing can generate traffic for you:

- People click your link from the article directory and end up on your website.
- Webmasters publish your article (with your link intact) on their own site)
- Your search engine position increases because you'll gain more backlinks.

That makes article marketing an excellent strategy.

Tip #1 - Do your keyword research

One of the most important things you can do to make sure your articles do well is keyword research. Since people use keywords to search for information in the search engines like Google, you'll want to target appropriate keywords if you wish to show up at the top of the results pages.

You can find relevant keywords in many different ways, but the easiest way is to use Google's research tool.

You can find it at:

<http://adwords.google.com/select/keywordtoolexternal>

Simply type in a keyword for your website and Google will give you many keyword ideas.

Example: If you've got a website about pet recipes, you would enter terms like "cooking pet food", "homemade pet food", "natural pet food", "cook dog food", etc.

Google also gives you the numbers that tell you how often people search for each term. That way you know the keywords you're targeting are worth your efforts.

Another important piece of the puzzle is figuring out how much competition there is for each keyword. If you are targeting words that have too much competition it's going to be harder for you to reach the top of the search engine results pages. Don't worry about that happening, because it's easy to figure out how much competition there is.

Simply go to Google and type in your keyword surrounded by quote marks. The results that pop up are the other sites that are specifically targeting that term.

Example: When I search for "Pet recipes" I see there are 66,600 webpages that are already listed for that term.



Now that you have these keywords you can use them to give you a basis for your articles. It's easiest to choose one keyword per article and focus the topic around that keyword. Remember to put the same term in your title as well.

Tip #2 - Write your articles for the reader -- and the search engines

There are many people who think that in order to rank highly in search engines, they need to stuff their keyword in their article an excessive amount of times. This is definitely not the best way to attract readers or get traffic to your website.

The search engines are also getting smarter and they know when you're trying to game them.

It is much better to weave your keywords in more naturally. This will serve both the search engines *and* your readers. There is no set keyword density that works well, but many experts suggest you stick to around 2 to 5%. That means for every hundred words you would include the keyword about 2 to 5 times.

Remember -- the search engines can tell if you're trying to stuff your keyword in your article. Their main goal is to provide a good user experience for people who use their search engine, and your main goal is to get people to your website.

It makes sense, then, that you would strive to provide good content that the search engines will like and that people find useful when they visit your website.

Tip #3 - Submit to the right article directories

There are many article directories, but not all of them are worth your time. Since you're trying to get traffic to your website, you want to find the very best ones. It can be hard to choose since the search engine's "love" for these directories seems to change all the time. Still, there are a few that you can always count on.

These include:

- EzineArticles.com
- GoArticles.com
- ArticleDashboard.com
- Buzzle.com

If you open an account at these different directories and start a regular submission schedule, you'll find that you start getting visitors to your website.

Since these are people who are looking for exactly what you're offering, your conversions should be great as well.

Tip #4 - Focus on your author's resource box

One of the most important article marketing tips you can follow is to focus on your author's resource box. This is your "take" for your site, whereas the actual article body is your "give" to the directory.

Your author's resource box should contain a compelling reason for people to continue on to your website. You may talk a little about yourself, but it really has to be more about the reader and what he/she wants.

For example, if your website is offering a solution for people suffering from acne, you want to give them a reason to visit. Clearly, you need to let them know that you have the answer they are looking for in order to get them to visit your website.

A huge part of crafting a great resource box is including one or more links to your website. Different directories have different rules about this, but the standard is to allow you to include two links. You want to surround these links in what is called "anchor text." This is simply a way for you to name the link to let the search engines know exactly what your site is about.

Here is an example of anchor text:

If you want the search engines to know your site is about **acne treatments** you would type:

```
<a href=http://acnesite.com>best acne treatments</a>
```

This would help boost your rankings for the keyword "best acne treatments."

Tip #5 - Submit many articles

There are webmasters who think that they can boost their search engine rankings and get tons of article directory visitors to their site just by submitting an article or two. If only this were true. Unfortunately, this isn't the case at all. You need to sustain an active level of submission to stay at the top of the search engines.

That doesn't mean you need to spend your life writing articles. As long as you're consistent in your efforts and don't stop at just a few articles you'll likely see great results. Still, those who submit many articles over a long amount of time usually see higher levels of traffic.

You'll find that the number of articles you need to submit really depends on the niche you're in. There are some niches out there where just one or two articles a month will do. There are other niches where it's ultra-competitive, so you'll need to submit more articles, more often.

The recommendation by EasyArticleMarketing.com is to try to submit one article per week, every week. If that's too much, then shoot for 2 articles per month, every month. The key is to be consistent.

Tip #6 - Re-purpose your content

Since your main goal is to get more traffic, you'll want to use your content in as many different ways as possible. It's no use to just write an article one time, submit it to one directory, and expect to get traffic. It's a much better use of your time to use your content in more than one way. After all -- you still own the article.

In fact, many people are finding that it actually increases their rankings greatly if they use the same article at more than one article directory. There is some debate about this, so you might find that you want to rewrite it a little bit before submitting it to another directory. Still, this saves you a lot of time.

Three article submission services that have grown to get a lot of respect over the years are:

Isnare: Submits to many publishers for a very reasonable price. You can learn more about this submission service at isnare.com

Article Marketer Service: Offers a free trial. Definitely worth trying just for that reason.

Unique Article Submitter: This is great if you are concerned about duplicate content.

Beware signing up with other services until you check them out. These three are respected and updated constantly.

You should also take the content that you submitted to the directories and put it on your own website. This updates your site and shows the search engines that you are constantly adding new content. Adding new content often helps you get "spidered" (visited by the search engines) more frequently. The more frequently you are spidered, the faster you can rank for new content and the faster you can make money.

It's true -- content really does make the web go round. The more content you have on your websites, the more chances you have to get traffic. People are on the web to find information so be sure to offer them lots of quality articles on your websites.

Tip #7 - Don't give it all away

A common mistake that many people make when they are using article marketing as a form of traffic generation is giving away too much information in the article body. That doesn't mean that you don't want to offer quality writing to your readers, but your main goal is to get them to visit your site.

That's why you'll want to write your articles to *entice* the reader. A good way to make this easy is to follow the A.I.D.A format of writing articles. This stands for attention, interest, desire, action.

A. This means you want to capture their **attention** first with a compelling headline and a great opening.

I. Then, you want to maintain their **interest** by showing them how important what you're about to say is.

D. Next, you'll want to increase their **desire** for visiting your website. You can do this by handing out a solution or piece of information, but indicate that you have addressed the rest of the information on your site.

A. This is a great way to get people to click on your author's resource box -- the **action** you want -- and to get more people to visit your website.

It's not at all uncommon to get a click-through rate of around 40% if you use the AIDA method.

Tip #8 - Brand yourself as an expert

One of the best perks about writing a lot of articles is that people start to recognize you as an expert. This is an excellent thing for you, because it means you'll get a lot more traffic to your site. In fact, if people are impressed enough by what you have to say and what they find at your website you'll discover that more and more people start to link to you and recommend you to others. When this happens, it becomes like a snowball effect of traffic.

The fact of the matter is, you **are** an expert because you've written so many articles and you know so much about the topic. That's another reason why it's so important to take advantage of the author's resource box, because it really helps to brand your website and your name.

That way people start to recognize you as the authority.

Tip #9 - Research the competition

You know what *you* are doing to generate traffic, but it can be even more helpful to know what your *competitors* are doing. This is especially true if you know of a website that is ranking especially high in the search engines. You can map what they've done based on their articles, and tweak their strategies to perfection for your own uses.

For example, if you go to ezinearticles.com and search for the most viewed articles in your niche, you can usually determine what other websites are doing to rank so highly.

- You might take a look at the keywords they've used in the title.
- Notice the way they've crafted their article.
- Examine the resource box.

- You can also look at their profile and see just how many articles they have submitted.
- Check out the website they are linking to as well.

That way you can find out their search engine rankings in Google to get a feel for what these rankings are doing for them.

Tip #10 - Pay attention to your profile

This is something that many article marketers forget about. If you don't set up your profile, people are going to be less likely to trust you. The more people trust you, the more likely they are to go to your website. Setting up a profile might seem trivial, but it actually has a lot to do with the kind of traffic you may receive.

This doesn't mean you have to give away a lot of information about yourself. But it does help prove yourself as an expert. Remember -- people visit the article directories frequently. If they start to like your writing they may subscribe to your articles (an option available at many directories). Your chances of them doing this greatly increases once you've added information and a picture to your profile.

Quite frequently if a person finds ONE article they like that you've written, they'll seek out others. However, if they go to your profile to do so, and there's no picture, they may lose trust that you're a real person with a real business.

No, this doesn't really help your search engine rankings (unless the directory allows a website link within the profile) but it does help with article directory visitor trust.

Getting Traffic Through Pay Per Click

Pay Per Click (PPC) is also an effective way to get traffic. While article marketing is free (except for the cost of your time), Pay Per Click costs money.

The most well known service is Google Adwords. Yahoo and MSN also have their own PPC networks. And, there are many smaller pay per click networks that have shown promise.

So, how does pay per click work? Basically, you pay for every visitor that you receive to your website through the pay per click service.

You'll create a text ad that entices people to click on it. Your ad will appear for searches based on the keywords you have chosen. It can cost anywhere from five cents per click to several dollars per click. This figure depends on the niche you're in and how many other people are bidding on the same keywords at that time.

It's easy to "lose your shirt" if you're not careful. That's why it's best to learn as much as you can about this useful traffic generation tool – especially how to track your results so that you can quickly find out which ads are working and which aren't and adjust your spending accordingly. The greatest thing about PPC is that the results are nearly instant. As soon as you put up your ad, you can start getting traffic.

Tip #11 - Plan carefully

As I mentioned earlier, it's very easy to get carried away and pay too much for your PPC advertising. That's because your ad might be shown more than you expected, and a lot of people click on it. If you haven't tested this you can lose a lot of money.

The absolute best thing you can do is to plan ahead and learn all you can about this method of traffic generation. The first step in planning is doing proper keyword research. You want your ads to be highly targeted so that when people search and your ad pops up, it entices them to click.

For example, if you are selling a certain brand of MP3 player you wouldn't want your ad to pop up for the search term "CD player." Instead, you would select keywords that are targeted to strictly to MP3 players.

Before you even start your campaign you need to use the Google keyword tool (or something similar) to determine what your keywords should be.

The Google keyword tool can be found here:

<https://adwords.google.com/select/KeywordToolExternal>

This careful planning will help you earn money instead of losing money.

Tip #12 - Test first

The best thing you can do after you've selected your keywords is to test them out. Don't start out with a huge bid amount because you can quickly lose money that way. You'll want to start off with a lower amount to see how many clicks you end up getting. It could be that you're not getting as many as you expected, so you'll want to increase your bids. Or, you might find that you're seeing some traffic and high returns.

Don't worry -- testing doesn't take long. You can determine within a few days whether or not you should discontinue your ads, tweak them, or keep them going as they are. Being cautious is the best thing at this point, because there are way too many people who dive in headfirst with PPC and then end up with a huge bill that just didn't pay for the kind of traffic they received. If you do this right, on the other hand, the results from PPC can be faster and more profitable than they are with article marketing.

Tip #13 - Split test your ads

Sometimes, people don't click on our ads even when we think they're great. There are many different reasons for this, and that's why it's so important to split test your ads. Pay Per Click engines like Google Adwords actually make this easier than ever. You can set up two or more different ads so you can see what is the better performer over time. I recommend that you take advantage of this because you might find that one ad never gets clicks and the other gets great clicks and conversions. Once you have these results, you can delete the non-performer and concentrate on the one that's giving you the level of traffic and sales that you want.

It's important to keep in mind that if people are searching and your ad pops up it should contain the keyword you're targeting. That's because the search engines highlight the keywords in your ad, which makes them stand out more to your prospects. This is a great way to get more clicks and more traffic.

Tip #14 - Make sure your landing page is relevant

One mistake that many people make is sending their PPC traffic to an unfocused or bad landing page.

You want the landing page to be relevant to what that person searched for. This will ensure that your visitor doesn't simply click away the second they land on your page.

People are often trying to find something very specific, and if it's not clear that you have what they want you'll lose that visitor fast. If you make an effort to customize a landing page that is relevant to your website you will find that your traffic converts a lot better.

This often means sending visitors to different web pages depending on the keyword they clicked on.

For example, if one of your keywords targets "natural acne treatments for sale," you want to make sure the page people come to clearly showcases these natural acne treatments.

If a different ad created references "homemade recipes for acne," that landing page had better show some homemade recipes.

It might seem picky, but the more targeted your page is, the more likely your traffic is to convert into sales.

Tip #15 - Use negative keywords

Just like you're concerned about getting the right kind of traffic, you should be just as concerned about getting the wrong kind of traffic. You, of course, want to avoid paying for ads that don't convert. That's why you should make use of the *negative* keyword tools in your PPC engine. When you enter these, your ad will **not** show when your negative terms are searched for.

For instance, let's say that you are selling a topical acne treatment (a cream).

You might then choose to use "supplement," "pill," and related keywords as negative keywords so that your ad does not appear during searches that are done by people looking for an acne pill treatment (capsule).

This will save you a lot of money, which will allow you to focus on the words you really care about.

Tip #16 - Use phrase match, broad match, and exact match

There are three basic ways you can enter your keywords into the PPC engines as you bid on your keywords.

These three ways include:

- Phrase match
- Exact match
- Broad match

Let me define those for you.

Phrase match is when your ad would appear for your keyword, plus additions to that keyword.

For example, if you enter your keyword as **cowboy boots** your ads would appear when people search for cowboy boots, as well as **blue cowboy boots**. Your ad would not appear if someone searched for boots cowboy or cowboy shoes.

Broad match is actually the default and it will make your ad appear whenever your keyword is used in any order.

You may show up for cowboy boots and boots cowboy.

Exact match is when you surround your keyword with brackets. That means you want your ad to appear only when someone searches for that exact term.

That means your ad will appear only for the keyword **cowboy boots** and never for anything else.

Of course, when you combine these matching methods your ad will appear for many different combinations. It's all about testing and figuring out what will work best for you.

If you want to be completely targeted and spend as little money as possible you should stick with exact match for now. Still, you may be

leaving a lot of money on the table by leaving out broad match and phrase match.

Tip #17 - Pay attention to other people's ads

You can learn a lot by looking at other people's ads. If you notice that a certain website always bids at the top spot, you can rest assured that they are making some money.

Take note of the phrases they are using in their ads. If they've been running their campaign for any length of time at all, the chances are good that they have been testing their click through rate as well as their conversion rate.

No -- you don't want to copy what they are doing, but there is nothing wrong with learning from successful people. Take ideas, and change them to make them your own.

There are always ways to improve on what is already working.

Tip #18 - Decide whether you want your ads to show up for content bids

In addition to showing up at the top and right side of the search engines for paid ads, you can also choose to show up inside other people's website content.

You've probably heard of AdSense. This is when web publishers (website owners and bloggers) put Google's ads in their content.

Where do you think those ads come from? You guessed it. Adwords. So, yes, you can be on the other side of things and display ads on other people's sites.

This is called "content bids" and is a separate option in your Adwords dashboard.

There are benefits to doing this. Content bids can give you more traffic, especially since the ads show up among targeted niche content. Oftentimes, you can get content bids very inexpensively.

Before you decide to jump on this, consider the main drawback to content bids, too. That is that the people who are reading web content may not be looking to buy things. They may not be in as much of a "shopping" mentality as those searching on the search engines would be.

Many people choose not to turn on the content bids in order to save money. You'll have to test to see if it works for you and is worth your money.

Tip #19 - Bid outside the box

In addition to the standard keywords, you also want to bid on other terms people might be searching for. One of the best strategies that professional PPC users use is bidding on terms that are highly specific.

Some examples would be:

- Company URLs
- Company names
- Specific product names
- Specific product names plus the word "review"

As you become more and more used to using PPC, you will find additional terms to bid upon. You will also find some duds, so it's best to get rid of those as soon as you find out they are not working. Fine-tuning your search terms will help you increase your traffic and get targeted visitors.

Tip #20 - Optimize your bids

We don't always see every possibility available to us, especially if we are new to doing something. That's why it's a great idea to use the tools that your PPC engine offers to help you optimize your campaigns.

Google's Adwords has an especially great interface for helping you get more traffic and leads for your business. They'll even automatically go through your campaign to find ways you can optimize your bids, keywords, and other aspects of your campaign so you can get better traffic.

If you've learned one thing from this section, it should be "test, test, and test some more". Guessing is like shooting blindfolded. Testing gives you accurate, precise information that will enable you to see big profits much faster.

Web 2.0 Websites

Web 2.0 websites are simply sites that rely on user-generated content.

There's nothing fancy about them. They simply allow users to contribute value to the website and your readers' experience.

It's only been the last few years that these types of sites have really started to develop. However, they have taken off like wildfire. It's next to impossible to find someone who has not heard of MySpace or Facebook – and innovative new sites like Twitter and LinkedIn sprout up every day.

But, how can you use them for traffic? That's what we're about to cover.

Tip #21 - Use MySpace

No lesson about generating traffic online would be complete without a discussion about MySpace. This is a huge social site, and you can leverage it to get a lot of free traffic to your site.

You're going to need your own account to get started with MySpace. After you've signed up you'll get your own website of sorts... it's your own personal "space". This is where you're going to collect friends who are interested in the same things you are, write blog posts, and more.

The best thing about this is that it's like starting a whole new list as you gather more friends who are interested in your niche. You can use the search feature in MySpace to find and add friends, and if they add you back they will probably check your page often to see what you're up to. This means more visitors will come to your website since you'll be linking to it.

One of the most useful portions of MySpace is the blogging section. You're able to place a blog right on your page with links to your own

website. This is a great way to build backlinks to so that you are ranked higher in the search engines.

Tip: If you want to do well with MySpace you need to interact with others and always follow the terms and conditions of the site.

Tip #22 - Use Facebook

Facebook is like MySpace in a lot of ways, though there are many differences as well.

You can make friends with this site.

You can update people with your blog entries.

You can use the updates section to talk about changes you've made to your website.

You can join networking groups that are related to the niche topic you're focusing on.

You can place a link to your site and company in your profile so that as many targeted people (the friend's you've selected) as possible can view it.

Just like with MySpace, you want to interact with people in order to get more traffic and make connections. Your Facebook visitors will enjoy seeing what you have to offer, and you'll get more traffic.

Facebook also has an array of add-ons available that have been developed by independent programmers. These offer a way to interact with prospective customers and visitors to get them even more interested and show them what you have to offer.

For example, you can send your Facebook friends small digital gifts, which may make them more likely to visit your site and eventually become a customer.

Tip #23 - Use Blogger.com

Blogger.com is a free blogging platform that is owned by Google.

One strategy is to set up a blogger blog as your main website. It's quick and easy.

Another strategy is to set up a Blogger blog as a method to get links to your main websites.

When you set up a blog with Blogger it will be created as a sub domain on the blogspot.com domain. (For instance <http://PauldbEvans.blogspot.com/>)

That means you get all the link juice that comes from an authority site like blogger, which is a great thing for you.

To take advantage of this strategy for the search engines, you'd want to create a "mini blog" on Blogger that links back to your own site. This is a similar concept to adding articles to an article directory, though you have more control over the blog. The downside is that you don't get the built-in article directory traffic.

The more entries you add, the more likely you are to be found by other Blogger.com users, and to rank highly in the search engines because your blog is coming from such a respected domain.

Since you're linking back to your main website you should start to see your traffic and search engine rankings increase. Remember that every little bit helps, and that results build over time, so each of these strategies will work together to increase your overall traffic.

Tip #24 - Use WordPress.com

WordPress.com is another free blogging platform that should not be confused with WordPress.org, which is a self hosted blogging application.

WordPress.com will allow you to set up a blog as a sub domain on their own domain. Just like Blogger.com, this is a great way to build links to your own website so that your rankings in the search engines increase.

You do need to be careful with WordPress.com because they're a lot stricter about having things like affiliate links throughout your blog and being overly promotional. Still, you shouldn't have to worry as long as you offer quality content and link to your own site in a smart way to get all the benefits of WordPress.com without being shut down.

Tip #25 - Use Squidoo.com

Squidoo is an excellent website that can help you generate traffic to your own site. You create "lenses" with Squidoo, which are not necessarily blogs, but not websites either. You could say lenses are something in between. Squidoo offers many different modules that help you add content quicker and easier than you might think possible.

If you've never used Squidoo before, here is a sample lens to get a better idea of the possibilities: <http://www.squidoo.com/Paul-d-bEvans>

Squidoo also lets you place your RSS feed from your blog on your lens. This is a hands-off way to keep your lens fresh with content since it will update itself as you update your blog. Your blog gets the benefit of the great link.

Squidoo is also very flexible about placing links to your own site, unlike HubPages or Wordpress.com.

Google and other search engines also tend to love Squidoo, so you'll find that your lenses rank highly and send link-love to your site. You can also join groups within Squidoo in order to get even more targeted people to visit your lens, and eventually your website.

Tip #26 - Use HubPages.com

HubPages is a lot like Squidoo in many ways. They have modules that make it easy to add content to create a miniature website in a very short amount of time. The difference between HubPages and Squidoo is that HubPages is a lot pickier about what goes on your hub. You may only have two outgoing links to your site, including any RSS feed links.

Still, HubPages has a very dedicated community behind it that can drive a lot of targeted people to your website. They are also very well-liked by the search engines so the potential is great. One of the greatest things is that people love to comment on hubs and regularly seek out new ones, so you may get a lot of questions and commentary on your hub. This will help expand your reach as an expert.

Tip #27 - Use Weebly.com

Weebly is yet another Web 2.0 property that can help you get higher rankings and more traffic. Weebly offers an easy way to create a small webpage that is set up on the Weebly.com domain.

They have a very simple drag-and-drop interface, and you're easily able to add links to your website as well as quality content that will entice people to visit your website. In order to get the most out of Weebly, you want to make use of the different text and graphics features that will be attractive to prospective visitors.

Tip #28 - Use Twitter.com

Twitter is an amazing web 2.0 site that is becoming more and more popular all the time. This one is a little bit different than the rest of the Web 2.0 sites we've discussed so far, but that's what makes it so great. It's all about networking with others in what is called a micro-blogging platform.

When you sign up for Twitter, you'll be given a chance to collect followers and to follow other people. The point here is that you will see the updates of people you follow, and people who follow you will see your updates.

One recommended tactic is to find people who you enjoy learning from and/or networking with and see who they are following. Follow those same people.

Beware of following people who have tons of followers and are only following back a few. Realize that they're viewing Twitter as a one-way street, so determine whether that's ok with you or not. For some people it will be fine, and for others, you may choose to pass.

On Twitter, you can talk about the great things you're doing to your site or in your business, as well as the things that are going on in your personal life. You can follow people who are interested in your niche, and they will most likely follow you back. As you update and talk about the helpful content on your website, you'll start to get very targeted traffic.

Another great thing about Twitter is that your updates, or "tweets", that contain links will show up in the search engines. This gives your next chance to rank for the keywords you are tweeting about as well as add additional backlinks to your website. All of this leads to getting more traffic. It's also a way to build up relationships, which is what gives you steady followers and great rewards.

Tip #29 - Use MSN LiveSpaces

MSN Live Spaces at <http://home.spaces.live.com/> is yet another web 2.0 platform.

You can create a profile as well as your own blog on this site.

Just like Blogger and WordPress, this gives you a chance to blog about your site and related content to get targeted visitors in the LiveSpaces community, as well as to improve your rankings in the search engines.

Tip #30 - Use Wikidot.com

Wikidot.com is a bit different then the other Web 2.0 sites mentioned, but it can still help you get traffic to your website. Many people have heard of and use Wikipedia.com, and this is a similar idea.

The difference here is that you get to create your own wiki site instead.

After you sign up for WikiDot you will get to create your own community wiki. You can add a front page that links to your website as well as several other pages. This can act as a gateway to your own website, which has the potential to get you a lot of traffic.

Since you're the leader of this wiki, you'll get even more respect as an expert. Not only will you get the visitors from your community members and others who stumble across your wiki, you get the benefit of the backlinks so you can rank more highly in the search engines.

It's always exciting when you can find sites like this that serve a dual purpose for giving you traffic.

Forum Marketing

Forum marketing is another excellent way to get more traffic. Forums, or message boards, are targeted communities where members join in order to have discussions with each other about the topic at hand.

For example, since you're interested in Internet marketing and finding ways to drive traffic to your website the chances are good that you are a member of an Internet marketing forum or two or three. The same goes for people who are interested in dog training, gardening, skin care, and nearly every niche out there.

In fact, here are two that I recommend:

www.warriorforum.com - Where all the "big dogs" hang out. A great place to learn and get special deals.

<http://www.123webmarketing.com/forumtraffic.html> – This forum allows you to earn free advertising credits for every post that you read and/or respond to.

By joining forums and interacting in the right way, you can definitely drive traffic to your sites.

Tip #31 - Find the right forums

The very first step in proper forum marketing is finding the right forum to join in the first place. You may already know of some good ones, but if you haven't found some it's very easy to do. Simply type "your niche forum" into Google or another search engine. The results that appear should point you to some great options.

Examples:

"gardening forum"
"skin care message board"
"pet community"

Now, it should be said that not all of the forums that appear in the results are going to be worthwhile. Some of them are pretty dead and don't get a lot of traffic. You want to find a very active forum with

many members and many new posts every day in order to have the best results.

You should also read the forum rules and start browsing some posts to get a feel for things before you join and spend a lot of time. You are, of course, going to want to be able to put your website in your signature file and have a certain amount of freedom in your posts. That doesn't mean you are planning to spam the forum, but you're not going to get any visitors to your site if you are unable to display your link.

Tip #32 - Become known before displaying your link

The worst thing you can do is join a forum and immediately start throwing your link around. That's actually the best way to get **banned** faster than you can imagine. It is a much better tactic to start posting and adding valuable input to questions and generally getting to know the other members first.

After you've "paid your dues", you can start to put your website in your signature file and show that you've got a great website to offer. Remember, you want to entice people to visit your site, so make sure your text in your signature file is interesting enough for people to click on.

By waiting before you show your link you'll build trust. This is what will get people to visit you and to listen to what you have to say as an expert in your niche.

Tip #33 - Choose the right anchor text

Since you're going to have your link in your signature file as you make posts in the forum, you're going to want to make sure it contains the right anchor text. As you learned earlier, having anchor text that reflects your targeted keywords is a great way to boost your site's rankings for that keyword in the search engines.

For example, if I wanted to rank for the keyword "cat food" in Google I would make sure that my forum signature file had "cat food" as the anchor.

Keep in mind that you're not just getting one backlink for all the posts you'll make. You're actually going to get a backlink each time you post. This can have a massive effect on your search engine rankings, which is another reason to become active and involved in a highly ranked forum.

You should also know that if there are too many backlinks coming in with the same anchor text it raises a red flag for Google. Their algorithms can figure out when people are trying to game the search engines so they guard against this.

That's why you might want to join a few good forums, so that you can have a different anchor text for each signature file you have.

Tip #34 - Create an effective profile

You should always create a profile to go along with your forum username. As you post more and become more known people are going to be interested in reading your profile. You'll want to have some meaningful content written there that describes what your website is about, as well as a link to your website. You might be surprised at how many people will end up visiting your site through your profile.

People are naturally curious about others who share great information. That's why you'll get visitors to your profile and why it's a good idea to have it ready.

Once again, you can't forget the fact that you can include your website in your profile. These profiles often get indexed by the search engines so you'll be getting yet another back link to your website.

Tip #35 - Offer to buy an ad

In addition to the free links you'll be getting from posting on the forum, the owner of the forum will probably have some ad space available. A lot of webmasters stay away from buying these ads because they think it will be too expensive. That's sometimes not the case at all.

When you contact the forum owner you should ask what is available as well as the cost. If you do find that the costs are too high you can

always negotiate. Even if it's not clear whether the owner has any ad space, you can always offer to buy some because it might be something they haven't considered before.

If it's a very large forum that doesn't seem to be privately owned, there is still a way for you to get your ads on their site. This is actually a method that may be even cheaper than dealing with the forum owner directly. You can actually go into your Adwords account and target certain websites.

That means you can find a forum you really like (that already has Adsense on their site) and bid on ads that will appear there. This is a way to target people you know are going to be ideal prospects for your site – sometimes for dirt cheap prices.

Directory Submission

Submitting your website to directories is another option to generate traffic. Many of these link directories have their own visitors who love to find websites they are interested in by just browsing through the directory. Many of them are even highly ranked in the search engines and have a high page rank, which means they are more likely to give you a boost in the search engine rankings.

Once again, you're going to get backlinks as well as targeted visitors from the directories you submit to.

Keep in mind that these are different than article directories. Link directories are generally collections of links from all around the Internet. Some of them are focused specifically on one single niche, while others are collections of websites from many different niches.

Tip #36 - Get your submission ready.

It's important to get everything you need ready for submission before you actually start the process. This helps keep you organized so that there are no roadblocks in the way when you do submit. As you go through the submission process you'll notice that there are many different categories available. Different directories classify niches in different ways, so it's helpful to browse the sites to plan in advance.

Another important step to getting your submission ready is researching your keywords. Just like it was helpful for article marketing, it's also helpful for directory submission. Since you don't have much room for descriptive text, you're going to want to focus on your main keyword or a few main keywords.

Finally, you need to craft an appealing description for your site. Remember that many people go to these directories to find relevant websites. Your description needs to be as enticing as possible. This will help you get more traffic because more people will click on your site's link and visit.

Tip #37 - Choose your directories

There many different places to submit your website and many different ways to submit. For example, you can submit manually to the main directories or automatically using special software.

The best thing to do right now is to choose your directories. If you have a limited amount of time you'll want to focus on the ones that will give you the most benefit first.

You should also know that some of these are paid directories and other ones are free. Unfortunately, it's often the ones you have to pay for that will give you the most benefit. You should take a look at your budget, and how much time you have and make your decision on directories based on that.

After you've chosen the directories you'll need to sign up for them. Look at their terms of service, as always. If you're having trouble finding good directories this is a good list:

- Yahoo directory.
- Best of the Web.
- Dmoz
- JoeAnt
- GoGuides.org.
- UncoverTheNet

Tip #38 - Submit to more than one category.

Sometimes you might feel like it's hard to pin down just one category your site fits into. You can often get more traffic if you put it into two or more categories. It is important to note that some directories do not allow this. You always want to check with the site's terms of service to make sure you are complying.

If it's allowed, the chances are good you'll get a lot more visitors since more people will be able to find you.

Tip #39 - Automatic submission

Automatic submission as a great way to make sure that your site shows up in as many different directories as possible. While you want to manually submit to the most popular directories, it's important not to forget the "little guys".

There many different options for a automatic submission, and some are free and others are paid. If you can afford it, you may want to go with the paid versions to ensure that your submissions will go through. Plus, they handle all of the messy steps so that you can focus on other tasks in your business.

Tip #40 - Find smaller niche directories

Manual submission to the largest directories and automatic submission to other directories is great, but don't forget the smaller directories. These are strictly focused on a specific niche, and many people who are interested in websites like yours visit them.

To find these directories you are going to have to dig a little bit. To do this, type in "your niche directory" in a search engine. (example: 'gardening directory')

Browse the directory and make sure it's high quality and already has other links there. This means there is a higher chance that it gets traffic from people who are interested in your niche.

Don't forget that these directories are also an excellent way to get back links to your website. In fact, you might find that the greatest benefit from the smaller directories is the backlink you get from a relevant site within your niche.

Video Traffic

Videos are an amazing way to get traffic to your website. There many people who search for videos online to learn information or entertain themselves.

You can take advantage of this by creating your own videos and uploading them to popular video sharing websites.

Tip #41 - Create a compelling video.

The very first thing you're going to want to make sure of is that you've created a compelling video. This means you should capture people's

attention, make them interested in what you're talking about, and get more visitors to your website.

There many different ways to make your video, including creating a PowerPoint presentation and recording it, filming yourself, or using an automated process (such as Animoto.com).

You should experiment and remember to place a link to your website in the video so that people can see it clearly.

Tip #42 - YouTube

While there are many video sites out there, the most popular one by far is YouTube. You can get a lot of traffic to your website just by using this one video sharing website. The first thing you're going to do is make your profile and include a link to your website in your profile. Just like people who visit article directories are interested in the author, people who visit video sharing websites are interested in who made the video. You also get a backlink by including this in your profile.

You can upload your video after you're done producing it and creating your profile. Keep in mind that YouTube only allows you to have a video that is around 10 minutes long. That's just fine because people's attention spans aren't that long anyway, and your end-goal is to get them to visit your website.

While you're uploading your video, you'll notice that YouTube allows you to write a description. This is an excellent spot to put in another link to your website. People who view your video will hopefully be interested enough to visit.

It should also be said that YouTube holds a lot of weight with Google. You can expect to get some Google search engine traffic just by having a video on YouTube.

Tip #43 - Submit to other popular sites.

YouTube isn't the only player in the game -- there are many other popular sites as well.

Here is a list of some of the best:

- Google Video.
- Daily Motion
- Vimeo
- Lulu

Even if you submit the same video to these different websites you'll be getting some traffic because the same people who visit one video sharing site may not visit another website. Also, you'll find that sometimes one video sharing site ranks highly in the search engines, while another one doesn't.

You want to have your video in as many places as possible so you have more chances of ranking and getting traffic as possible.

Tip #44 - Automate your video submission.

If you want a more automated route you can use software to make the process of submitting your videos even easier.

The most popular is probably Traffic Geyser (<http://www.trafficgeyser.com>), though you'll have to pay a monthly fee to use the service.

Tip #45 - Promote your video.

Sometimes your video will take off right away and other times it will take a bit more work on your part. You can get some traffic to your videos by seeking out popular videos related to your niche, as well as channels related to your niche, and by commenting on them. You can sometimes link to your own videos within the comments. The people who visit that popular video may visit your video (and eventually your website).

Sites like YouTube also give you the chance to post a related video to other popular videos. Posting a related video places you right under the popular video with a little graphical icon that will entice people to click over to your video as well. Piggybacking off of other people's traffic is an effective way to get your videos noticed.

Tip #46 - Create your own channel.

If people like your videos they will be interested in watching more of what you have to offer. Fill their desire by creating your own channel on YouTube. You can get some excellent traffic, and loyal visitors by regularly updating your channel with videos promoting your website.

Experiment and see what other popular YouTube users are doing to drive traffic to their websites.

Tip #47 - Place the videos on your own website.

These video sharing websites will also give you a code so you can place your video on your own website. While this won't directly give you more traffic, it will give your site more dynamic content that your visitors will love.

Remember -- repurposing your content like this will help you make a better use of your time and drive more traffic to your website overall.

Tip #48 - Create more videos

After you've made your first video, you have to remember that the more videos you have out there, the more potential traffic you'll get. You can also test and track different methods of video creation, to see what visitors respond to the most. You may find that a video you thought would really take off *really doesn't*. By the same token, you may find that a video you thought was a dud gets you a ton of visitors.

Again, the more videos to get out there, the more traffic you will receive. There are more people than ever before searching for videos who want to watch them online. You can get yourself quite a following by constantly creating new videos.

Tip #49 - Be unique.

As you get better and better at creating your videos, you are going to want to put your own spin on them. More and more marketers are figuring out that videos can drive traffic to their websites. That means you have a lot more competition in the near future and the

competition is only growing. That doesn't matter, however, because you can make your videos unique and include descriptions that set you apart from the rest. This will help you get better rankings in the search engines and more views on your videos.

Tip #50 - Make it clear that others can use your videos

Other people may be interested in using your videos on their website or blog. Some marketers don't like this, but you can make it clear that **you do**, because you know it will help you drive more traffic to your site. Remember -- your video includes information about your website and helps brand your name.

You can include some text in your video description that tells people it's okay to use your video on their site. Obviously, YouTube and other video sites have the code right there for people to use (unless you turn that option off), but it often takes a call to action to get them to use it. Visitors will love this because they get extra content for their site and you'll love this because you'll get extra visitors to your own website because your video is branded.

Lesson #21

101 Traffic Tips For Increasing Site Visitors And Sales

Part 2 of 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continued...

Press Release Traffic

Press releases are an age-old tradition of announcing new companies, products or information. They have been used to get more customers for decades now.

The Internet makes it easier than ever.

Tip #51 - Gather information.

The first step to creating a good press release is figuring out exactly what you're announcing. The traditional purpose of a press release to announce a change, a new company, or another different aspect of your business. Don't worry -- you can often find a great angle if you dig hard enough.

Heck, if you don't have a reason to send a press release, make one. Host a contest or do a charity event. Then get that release written and submitted.

It's also easy to write a press release when you consider what your company offers and which problems it solves.

Here is an example:

<http://www.prweb.com/releases/2008/10/prweb1437864.htm>

You'll see on that page and on the screenshot below that the owners of OutsourceWeekly.com – Paul B Evans and W. Mark Thompson released a press release about how the economy is causing more people to hire contractors rather than paying for full time employees and how this can be an option for small businesses to continue to stay in business during these hard times.

Tough Economy Offering Small Businesses More Access to Top Talent

As companies fold and others merge, more talented professionals are finding themselves out of work. Eager to have some control in their professional lives, many of these downsized professionals are setting up shop as independent contractors. This by-product of today's troubling economy is turning out to be a bonus for small businesses that outsource. Outsourcing expert, Nicole Dean has launched a new service that capitalizes on this trend.

Pensacola, FL ([PRWEB](#)) October 9, 2008 -- Big companies that are closing or merging due to today's troubling economy are letting go some of the most talented professionals from accountants to marketing specialists. Many of these individuals are taking an entrepreneurial turn offering their services as independent contractors. This is big news for small business owners who now have access to an increasing pool of expertise available on an as needed basis. To help small businesses make the best use of outside specialists, business consultant Nicole Dean recently launched [OutsourceWeekly.com](#) with internet marketing leader, Jimmy D. Brown.

"Through my work I end up providing advice to a lot of women and men who are managing their own online businesses. What I see most often are talented people risking their business' success because they are trying to do it all. They don't realize that there is a way to outsource work and keep the flexibility and control they want, without breaking the bank," explains Nicole Dean.

OutsourceWeekly.com is a 52-week training program that teaches business owners how to outsource many tasks within their business so they can focus on opportunities for revenue growth and sustainability. This program also offers participants access to a growing list of nationally recognized service providers in various fields.

"With this service, small business owners don't have to be human resource experts to get the right people to do the right tasks. They also don't have to worry about the technical aspects of arranging a work agreement with an outside provider. With OutsourceWeekly.com all of those details are clearly explained through written materials and examples that are provided to subscribers," adds Dean.

Florida resident, Nicole Dean has been helping women work from home since 2004 and is a recognized expert in Online Business and Affiliate Management. If you'd like to learn more about Nicole's vision and success with [OutsourceWeekly.com](#), please contact her at Nicole@easyarticlemarketing.com or (850) 475-7181.

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You should always describe **what's** happening, **who's** involved, **when** it's happening, **where** it's happening, and **why** it's happening. You can search for some press releases on the Internet to get a feel for how these are written and the information that's included.

Tip #52 - Include the right components.

There are many different components that are essential to include in your press release. There's a certain standard people are expected to follow to be taken seriously.

You want to make sure that you include:

- Headline
- Introduction
- Body
- Call to action
- Contact information
- Summary

Tip #53 - Use keywords.

It seems like I'm harping on keywords a lot, but it really is essential to getting more traffic and ranking highly in the search engines. Just like you researched keywords for use in articles, directories, and video sharing sites -- you also need to use them in your press releases.

Search engines like Google seem to love press releases, so it's a sure bet that you can rank highly for your terms.

Tip #54 - Sell yourself

One of the biggest mistakes people make with press releases is making them too boring. You need to entice people to visit your website.

You can include some tips or tricks, a great headline to draw in your reader, and the benefits of your product service or website.

Once again, I recommend that you examine other press releases in your niche on sites like PRWeb.com that seem to be successful as a way to learn how to write your own.

Tip #55 - Submit your release.

Submit your press release to the sites that are going to offer you the

best benefit. This should include high traffic websites and ones that are generally good performers. This will ensure that your press releases are seen by many different people, and news agencies and will have a greater chance of ranking in the search engines.

In case it wasn't clear before, your press release can be picked up by newspapers and other news agencies as well as other websites. This is a HUGE benefit. You not only want to rank highly in the search engines, **you want it to be picked up by others** so you get more back links and more potential traffic to your site. That's why it's so important to choose the right places to submit.

Some good places to submit your press release are:

- PrWeb
- ClickPress.com
- PR.com
- PressReleases.com

Buying Banner Ads

Banner ads have been around since the Internet began. While advertising with banner ads is not quite as effective as it used to be, you can still get traffic to your website by advertising with Banner ads.

Tip #56 - Do some banner ad research

Before you get started, you need to know what kind of ad will convert well in your niche. You get a feel for this by visiting the top websites and seeing what kind of ads they have on their site. Some niches do better with an "in-your-face" kind of ad, while others do better with something more subtle. If you end up creating a banner ad that does not target the right group of people, you will have wasted your time and money.

Tip #57 - Create your banner ad

The next step is creating your banner ad. You can create it yourself if you are good with graphics. If you're not, there are plenty of people you can hire to do the job for you.

A great place to find graphic artists is at Elance.com.

I also like Shelancers.com and WarriorForum.com as places to find talented and affordable designers.

You may want to have two separate banners created so that you can split test which banner ad performs the best.

Tip #58 - Contact Webmasters

The next thing you're going to do is find websites that are relevant to *your* website. If there are other ads on the site, the chances are good that the site owner will allow you to buy ad space too. Even if there are currently no ads on the site, you may still be able to negotiate.

After you send your money, your banner, and your URL to them, you should make sure they have placed the ad in a way that you expected. It helps for you to have some tracking on the link you've submitted so you can determine how much traffic you actually receive from that link.

Your hope is that you see a whole lot more of a return than you're paying. If you're not getting that much traffic you may want to discontinue your banner ad with that site.

Tip #59- Use banner exchange networks

In addition to contacting webmasters one by one, there are banner exchange networks available. Many of these have flat pricing rates, or you'll pay by click or impression. These are often less targeted, so track your budget closely with ad exchange networks.

Some of these are free (if you'll also put other people's banners on your own website) and others are paid. You can find these networks by searching for "banner exchange network" in the search engine.

One popular example is ExchangeAd.com.

Getting Links

Getting links from other websites is one of the oldest search engine optimization tricks in the book. Basically, the search engines rank you more highly based on the number of links you have. You can increase your ranking by exchanging or buying links from other webmasters.

Tip #60 - Contact Webmasters

After your site is up and running the first thing you want to do is find highly ranked websites in your niche. See if they have a links page or similar linking area where it's clear that they have sold links or exchanged links with other webmasters. If so, your chances are good that you can acquire link on that site as well.

Some of them will want to give you a link in exchange for a link on your website. Others will just want a straight-up payment to place your link on their site. This can work even better for you in the long run because Google often gives more weight to one-way links rather than reciprocal links. Three way links are an option as well if you have more than one website. That way you can add the webmaster's link to one of your sites and they can add a link to your other site on their page.

Tip #61 - Web rings

Web rings are another way to get traffic to your website through linking. These are groups of links in a certain niche that each webmaster displays on their site. If you join a web ring, you'll be given a specific HTML code that you place on your website so that visitors to your site can visit the others in the web ring.

Likewise, a link to your website will be placed in the web ring on other websites. Web rings are generally free, so this is a free way to get extra visitors to your site.

Tip #62 - Linking systems.

Linking systems are another way to get your links on other people's websites. These are usually membership sites that you sign up for to

gain access to a network of sites or blogs where you can play place your links.

An example of this is if you sign up for a network that owns several high page rank blogs that you can post to with a link to your site.

Some examples of this include:

- Linkvana
- Syndicate Kahuna
- Firepow Premium

These can work very well for increasing your search engine rankings and your overall traffic.

Tip #63 - Getting people to link to you naturally.

If you create some really great content on your website, oftentimes it is enough to entice other people to link to it. This is often called "link bait" because you might write something that is so amazing or controversial that other people can't help but talk about it. This works especially well on blogs, but you can use it on your website as well.

If you look at the websites that get the most visitors you'll notice they often offer a lot of valuable content. It can take some time to build up this level of authority. Still, as long as you are offering quality content, this will happen for you.

It's yet another side effect of becoming an expert in your niche.

Tip #64 - Commenting on other people's blogs.

When you comment on other people's blogs you'll often be able to leave a link to your website in the comments field. If you are commenting on a highly trafficked blog, you often get visitors to click through to your website right then and there.

Regardless of whether or not that happens for you, this will count as a link in search engines each time you leave a comment.

You can either comment on blogs manually, or even hire a freelancer to comment on blogs with a link for you. You should **never** spam a

blog using automated software. Just do what you feel comfortable with, and remember that search engines like Google have ways of figuring out when you're trying to game them.

Tip #65 - Three way linking

There are certain membership sites out there that you can join to have access to a network of three way links. The site will match you up with someone who will link to you, and you'll link to someone else.

These one-way links work well because it doesn't appear that you're trying to game the search engines.

Perhaps the most well known site that offers this is 3waylinks.com.

Social Bookmarking

Social bookmarking is an excellent segment of Web 2.0 that you can use to get more traffic to your website.

These websites are basically services that allow users to bookmark their favorite sites all over the web. You can make use of this by bookmarking your own sites as well as sites that you find to be interesting.

Tip #66 - Use Digg.com

Digg is one of the most popular social bookmarking sites there is. The best thing is that Google absolutely **loves** Digg right now. The point of Digg is to enter interesting stories from around the web. You can digg your own site and have other people digg it too. If you've written some really great content, the chances are good that other people will want to "digg it". You'll get traffic from the Digg visitors, as well as a great backlink to your site.

You can even invite people to Digg your story by asking them to on your page, like this example: www.MarketComics.com (on the bottom, you'll see a button that says "Digg this".)

Tip #67 - Use Del.icio.us

Del.icio.us another social bookmarking site that is very popular. It works similarly to Digg -- when you bookmark your content in Del.icio.us, you'll get visitors to your website.

Once again, just like Digg, this'll give you a backlink to help boost your rankings in the search engines. Remember -- whenever you use these social bookmarking websites you want to focus on your keywords and make sure your content and descriptions are relevant to your website.

Tip #68 - Use other social bookmarking sites.

It's in your best interest to make sure you submit to as many social bookmarking sites as possible over a certain period of time. It might be a good idea to use software or websites that can help you bookmark your sites automatically, because it can be incredibly time consuming to do it all manually.

After all, there are a ton of social bookmarking sites out there.

Some websites you can add bookmarks to include:

- OnlyWire.com
- SocialPoster.com

Some software you can use includes:

- Bookmarking Demon
- Autosocial Poster (for Wordpress blogs)

Tip #69 - Spread your links out.

There are people who believe that they can just bookmark their site like crazy and get good rankings. Actually, that may be true for a little while, but the search engines quickly catch on. People who are lucky enough to get their sites to the top of the search engines through spamming the social sites often see their sites fall way back down to the bottom.

It's a much better idea to bookmark over a number of days to make things look more natural. Remember that the goal of all search engines is to create the best user experience possible. They know that if more people are linking to you, the chances are good that your content is worth it. As you bookmark your site you are getting the word out in hopes that other people will soon start noticing your site's worth. Your traffic will increase over time as a result.

Tip #70 - Bookmark other people's content too.

There are several different reasons why you want to bookmark other people's websites as well as your own. The first reason is because the social bookmarking sites will catch on quickly and ban you if all you're doing is bookmarking your own content. Another reason is that these are social sites by nature. The more you participate, the more return you will see.

Explore these sites. You really find some great websites in your niche. In fact, you might even find some potential link partners or JV partners.

You can even have friends in some of these sites (like Digg). That means if you are linking to their content, they are likely to come along them link to yours as well. The more people who bookmark your content, the better off you are.

Word-of-Mouth Marketing

Word-of-mouth marketing is an excellent way to gain more traffic to your website. The basic idea is to create a campaign that's designed to get people to pass along your information, website URL, and other content you produce.

You will generally have to "think outside the box" to get people interested enough to pass the word along. This often means giving away things for free or speaking about controversial or important topics. This is an age-old marketing technique that companies have employed successfully for centuries.

You're lucky, because the Internet makes this doable for everyone – it's easy to pass things along with a simple e-mail or click on a website.

Tip #71 - Plan your campaign

Once again, proper planning is the key to success. When you plan ahead you can almost be guaranteed that your campaign will take off like wild fire and generate traffic and leads. Your campaigns have several components, with the most important being free content.

You should study what other companies have done to successfully "spread the word". The Burger King dancing chicken is one example of a successful word-of-mouth campaign. People are so interested in that dancing chicken that Burger King got a lot of business as a result (do a search on Google if you're not sure what this is referring to).

Hotmail is another great example -- they got a ton of people to use their e-mail service because they included a link to it in every e-mail people sent.

Tip #72 - Give something away for free

One of the most important components of your word-of-mouth campaign is giving away something for free. People **love** free stuff. Your free content can be a video, PDF report, white paper, audio or anything else you want it to be.

This is very exciting. As soon as you start to give things away for free you'll notice an increase in traffic. This comes from people passing your link along, and from people who are coming back to see what else you have to offer. This also makes it easier than ever to sell things to people down the line because they will know that you are all about quality information.

Tip #73 - Make sure people know they can pass campaign materials along

Many webmasters make the mistake of giving away things for free but not making it very clear that people can pass the free item along to

others. Many people will not, simply because they are busy or they don't know it's even allowed. The more clearly you spell things out for them, the higher the chance they will pass it along.

For example, if you are creating a PDF document that offers great information you need to clearly write in that document, "Freely pass this document along to friends and family."

This serves a couple of purposes.

First of all it lets people know that it's okay to pass it along -- that they're not going to get in trouble.

Second of all, it has a call to action -- "Pass this along." It's telling them exactly what they need to do.

Tip #74 - Understand the key reasons people pass things along

They are two reasons people might share content with others.

These include:

- *Intrinsic motivation* - they feel good about themselves for passing it along, or do so because they know it can help others
- *Extrinsic motivation* - They may get some kind of reward that you're offering

Keep these reasons in mind as you plan your word-of-mouth campaign.

Hot Tip: If you have an affiliate program, you can offer a customizable version of your free item. If you've never seen this in action, visit www.BrandableStuff.com

Tip #75 - Keep the momentum going.

You need to keep your campaign going even after your initial viral marketing component is released. Make sure you're adding content to your website to draw people's attention and keep their interest. Soon

enough you'll start getting the visitors that you want so you can start to make more money with your website.

Remember -- the key component here is getting the word out about your website. The profits will come in later. Just focus on getting those eyeballs on what you have to offer.

Blogging For Visitors

Blogging is an excellent way to get more visitors to your website. If your site is a blog then you already have this taken care of. If you just have a standard HTML website you'll certainly want to consider adding a blog to your site as well. The search engines tend to rank blogs very highly and it's easy for you to update the content or to outsource it to your writers.

If you need help to get your blog set up and customized, we like Shelancers.com

Tip #76 - Search Engine Optimize Your Blog

The first thing you need to do after you set up your blog is to make sure it is search engine "friendly". That means adding some plug-ins and optimizing your content.

A popular plugin you'll want to check out is the All in One SEO Pack.

You should also change your Permalink setting in the admin area to %permalink%, because that will optimize the titles of your entries. Instead of each post having a long URL composed of numbers and letters, it will contain your title.

This will help you rank higher so you can get more traffic.

Tip #77- Optimize your content

You should definitely make sure that your blog content is optimized for search engines. That means doing your keyword research and including your keyword in the title, first paragraph, body, and last paragraph. Your content should be relevant to your niche, and you should link to internal pages in your website to give your site an extra boost.

Tip #78 - Ping your blog.

Pinging your blog is very important because it alerts the search engines and blog search engines when you update your content. WordPress (the most popular blogging platform) automatically pings your blog entries for you if you tell it to. Still, it doesn't use every ping site out there by default. You'll want to add an optimized ping list to your settings.

You can find a good ping list here: <http://www.dailyblogtips.com/ping-list/>

Tip #79 - Submit your site to RSS feed engines.

There are sites out there that are dedicated to collecting blog feeds so that readers can quickly and easily find blogs they are interested in many niche topics. These readers are great because they syndicate your content by using your RSS feed, and they also give you a link back to your blog.

There are many different sites out there, but the most popular is <http://Technorati.com>

This is where many people go to search for blogs they might be interested in. You can also claim your blog at the site, which has its own benefits. If you update your blog you want to save each page as a favorite in Technorati. Other people can then pick up on your content, and you will get more traffic as a result.

Other options include:

- Feedage.com
- Feedagg.com
- Bloglines.com

Tip #80 - Write guest blog posts.

Writing guest blog posts is a great way to get traffic to your website. This is especially true if you're able to do so on a blog that is very popular. That way, when your post is published you will get the benefit of their authority, and many of their visitors will come to your site. You

also get the benefit of getting a link from a quality website. The more you can boost your ranking in the search engines, the more traffic you can get.

Some sites where you may be interested in writing guest posts are:

www.LadyPens.com

www.MarriageMultiVitamin.com

www.JustPreschoolThemes.com

Of course, you'll want to make sure that you only choose places that are directly related to your field of expertise.

Tip #81 - Write link bait posts

Writing link bait is the best way to get visitors to link to your blog. Basically, your goal is to write a compelling, interesting, or controversial piece that will get other bloggers interested (or riled up) enough to link to your post. This tactic is often very successful and can get you many regular visitors if they see that your blog is well worth visiting.

Remember -- you should always leave the comments section open so that more people will comment on your blog and visit often. One of the best parts about blogging is the interaction. Link bait posts tend to get a lot of comments.

Tip #82 - Encourage people to sign up for your RSS feed

One of the greatest things about blogging is that you often get repeat visitors from those who love your content. The only problem is there are so many other blogs on the Internet that people may forget to visit you just because life gets in the way.

If you encourage them to subscribe to your RSS feed you'll have a greater chance that they will visit regularly since their feed reader will automatically update them when you've updated your content.

You can encourage people to sign up for your RSS feed by including a large graphic that clearly gives a call to action for them to sign up. You can find some RSS graphics here: <http://www.rss-specifications.com/rss-graphics.htm>

Tip #83 - Consider making your blog do-follow.

Most blogs are "no-follow" when you install them.

This means that when people comment on your blog, they will not get a lot of the benefit from their link since it basically tells the search engines not to follow it (different engines handle this in different ways). If you're using WordPress, you can easily install a do-follow tag by using a plugin.

Once people know your site is a "do-follow" (let them know using a graphic), you'll find that your comments drastically increase.

In fact, many visitors seek out blogs with the do-follow tag to comment on because they know that they are going to get the most benefit from the link attached to their comment in the search engines. While some people will only stick around just to leave their link, there will be others who are interested enough to read your content and what you have to say.

Better yet, the more comments to have the more social proof you have. Once you have a bit of social proof your traffic and blog interaction will increase.

Tip #84 - Blog often

The more often you blog, the more often your site will get spidered. This means that new blog posts will be indexed in the search engines quickly and you will start to become a "favorite". This doesn't mean you have to blog every day (though it helps). Just post as often and as consistently as you are comfortable with.

Both people and the search engines like to see freshly updated content. That means you'll see a lot more traffic if you're able to add a few new blog posts per week or so.

For example, you may want to make it a habit to blog at least three times every week around the same time. If people get a feel for when it's a good time to stop by they will visit more often. Best of all, people will start passing out your blog link and you'll get more links and more people visiting than ever before.

"Outside the Box" Strategies

The methods of getting traffic above are all very workable and using them will definitely help you see more traffic. Still, there are more webmasters than ever before who are also trying to get traffic to *their* websites. That means you need to use outside of the box strategies you can use to set yourself apart from the competition. Using these ideas will help you get a devoted following, and a lot of traffic.

Tip #85 - Run contests

People love to win things. If you run contests on your website you can be sure that people will stop by to see if they can win. Your hope is that they will see that you have quality content that is worth reading. This can go viral since people are likely to tell their friends about such a great contest.

Contests you can run include product giveaways, free links on your blog or site, and more. Think about what the people in your niche want the most, and give it to them.

Tip #86 - Use Yahoo Answers efficiently

Many marketers are using Yahoo answers in an effort to get traffic to their websites. The problem is most of them are not using in the right way. The point of using Yahoo Answers with a link back to your website is NOT to spam. Instead, you need to seek out questions that you can answer as an expert and provide a great answer to. If your website is relevant, you can link to it as long as it is serving the needs of the person who asked the question.

Your answer needs to be very detailed and specific and showcase the fact that you are an expert in the niche. You'll have a better chance of getting chosen as the "favorite" answer, which is great for those times when Yahoo Answers ranks highly in the search engines.

Tip #87 - Sponsor a blog theme

Many people use Word press blog themes because they are attractive and very efficient, whereas you would have to pay a designer several hundred or thousand dollars to design something similar from scratch. Since you find these themes so useful, you know that other people will too. You can now be on the other side of things by sponsoring a theme.

Don't worry if you're not very technologically savvy, because you can hire a freelancer to do this for you.

The cool part is that at the very bottom of the theme you're going to include a link to your website or blog. That way, whenever someone installs the theme on their site, you'll get the benefit of having many links over time

Tip #88 - Sponsor an HTML template

Just like you can sponsor a WordPress theme, you can also sponsor an HTML template. This works in much the same way as the blog themes above. Create a template (or have one created) that people will be sure to use, and include a link in the footer that leads back to your site.

Remember -- make this very high quality so that people want to use it.

It works even better when you create a template that is focused on your particular niche. When people use it for their site that's in the same niche it will count as a contextually relevant link.

Tip #89 - Build a network of sites instead of just one

You can do very well if you have more than one website in a niche. Interlink these sites to help you boost your search engine rankings. You can also create sites in smaller sub niches to hit more areas of the market at once. The idea is best built up over time, but there is nothing stopping you from building more than one as soon as you can handle it. They can all "help each other out" in the rankings.

Tip #90 - Talk about the "gurus"

Every niche has a set of gurus who people either look up to or who create controversy in some way. If you create a list of these gurus or talk about them in an interesting way you can get some traffic -- you might even get some kind of response from the gurus themselves.

Try looking for keywords that are related to these people's names because they may be easier to rank for, yet are still highly searched.

Tip #91 - Research using sites that are for sale

What you may not realize is that people sell their websites all the time and basically give away all of their marketing methods. All you need to do is go look at the website listings to see what level of traffic they were getting and duplicate exactly what they were doing.

The most popular site for doing this is SitePoint.com.

If you go there and look at the premium and established websites you should be able to find one that is related to your niche. Prospective buyers will usually have asked them questions about their marketing methods, and it's safe to say that if you do as the site owner has done you will start to see the same levels of traffic.

Better yet, you can improve on their strategy to get even more traffic for your own website.

Another option is to buy sites that already have traffic and use them as a shortcut to getting traffic of your own.

Tip #92 - Submit an ad or your content in magazines

Another great method is to submit an ad or write an article for offline magazines in your niche. This is great because many of the smaller niche magazines have inexpensive ad fees and are regularly looking for writers. A lot of marketers stick to online methods and completely forget that the offline world exists. That's just fine, because you can use this method to your advantage.

This will add a lot to your credibility as well.

Tip #93 - Find related news websites

There are likely websites that offer news related to your niche. You can visit these sites to find their author submission guidelines. Browse around to see what they are looking for in a writer as well. If you think you've got a good idea, do some research to see what you need to do to send a query letter.

After your article is published, you will get a link to your website on what is likely a highly trafficked news website.

Tip #94 - Create surveys

People love to feel a part of something, and surveys are a great to include your visitors. You can use a site like www.SurveyMonkey.com to freely ask questions of people in your niche.

People like know that they have had some kind of input, so they'll be more likely to visit to see what kind of updates and content you have. They will also be more likely to pass along an interesting survey link to their friends. You can sweeten the deal by offering some kind of prize for completing the survey.

Tip #95 - Create lists of things

Other webmasters are always looking for things that will be helpful to link to for their the people who visit their site. You can provide them with the most perfect content to link to if you use the "top 10" list format.

Remember -- since you're going to get more visitors you should always offer an easy way for people to get updates on your content and products. This means making an RSS feed available if you have a blog. If you have a static website have an autoresponder list so that you can mail your visitors.

This takes away your reliance on search engines and puts a lot of your traffic into your own hands. What I mean by this is that, if, heaven

forbid, the search engines all drop you – you'll still be able to mail your list about your offers to get traffic and make money.

Tip #96 - Create a forum

Forums are different because you actually have to drive traffic to them as well, but when you do it correctly it can be well worth the effort. People start to develop relationships with each other because they have found others who are interested in the same topics. This means that you will constantly have content created for you with the forum discussions.

You have to use a lot of the same traffic strategies you've already seen listed to get your forum started. But once you get some members it takes on a life of its own. It will be a pretty hands-free way of getting traffic from that point on.

Tip #97 - Create a PodCast

PodCasts are another way to use audio to get people interested in your content to ultimately gain more traffic. Many people who are on the go just don't have time to sit down and read a long article or watch a video on their screen. A workaround to this is to make audio content available to them.

MP3 is the most popular format and you can make the files easily downloadable from your website. You can also submit the audio to sites like iTunes.com and MP3.com to start gaining a following. This will help to solidify your role as an expert in your niche and you'll get more traffic as a result

Don't have time to create your own Podcast? Then be a guest on someone elses.

Tip #98 - Interview the experts

Once again, people love to hear from experts. You can contact these experts to see if they will allow you to interview them. The chances are good that the expert will agree because it helps to brand his (or her) name and they'll get a free link from your site.

You can also repurpose these interviews by making them available as a gift for signing up to your list.

Tip #99 - Exchange content with others

Yet another way to increase traffic to your website is to exchange content with another authority site in your niche. Do you sometimes get tired of writing content? So do other webmasters. That's why it's a no-brainer deal to exchange content.

You will both include a link to the other person's site on your own site. Don't get too hung up on the duplicate content myth, because Google itself has debunked this. If the other person is really worried about duplicate content, you can offer to rewrite their article and your own.

It's still worth it because you will get the link from their site.

Tip #100 - Link to other blogs from yours

When you link to blogs they are automatically notified by the TrackBack system.

Some of the bloggers will ignore this, but many others will reciprocate the link "just because." The more often you link to other relevant blogs the more chances you have of getting free links. These links really do add up over time and they can increase your search engine rankings drastically. This is especially true since the content you're linking to is so relevant to your own.

Tip #101 - Create quality content.

This tip was actually referenced in several of the other tips, but it has to be said on its own and as the final tip, because it is so very important. In fact, if you throw out all the other tips and stick with this one, you will still get a lot of excellent traffic that builds up over time.

If you think about it **people want is good content** on the Internet.

- People want to read quality content for information or to to make a buying decision.

- Search engines want to include quality content at the top of their search engine rankings because they want to provide a good user experience for the people using the search engines.
- Other webmasters want to link to quality content because it makes themselves look good and improves their own quality in the eyes of the search engines.

Therefore it stands to reason that your number one goal should be to write the best content possible and provide the best user experience possible on your site -- the rest of these tips will come together. Follow this tip as your cardinal rule.

Putting it All Together

There you have it. These are 101 traffic tips that you can use today to drive a rush of traffic to your website. Don't feel overwhelmed, because it takes a while to drive your traffic levels up to reach your goals. You'll need to work consistently and constantly to make this happen, so take these tips to heart and take action every day.

In fact, you may want to create a daily schedule right now by scheduling 2 to 3 of these tips to use every single day. That way, you'll only be spending about 1/2 hour to 1 hour each day on driving traffic, but the results will build up massively over time.

Lesson #22

The 31-Day Guide To Article Marketing Part 1 of 4

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Welcome to "**31 Day Guide to Article Marketing**" series!

If you've spent any time reading marketing forums, blogs, newsletters and even traffic-generation products, then you already know that **article marketing is an important part of your overall marketing strategy**. But...

While everyone tells you to write articles, no one tells you how to do it!

Until now...

Inside these 31 lessons you'll discover EXACTLY how to:

- Choose an article your niche members want to read!
- Outline and research a good article that's informative and accurate!
- Write an engaging article that gets your readers hanging on your every word!
- Create a byline that gets plenty of clicks!
- Get wide distribution for all your articles!

And more!

By the time you've completed these lessons (and applied what you've learned)*, you'll have several articles spread all over the web getting clicks and driving traffic to your blog, squeeze page or offers!

*Tip: I created this course with the intention that you'd read a lesson and then immediately follow the steps and instructions in that lesson. If you do that, by the end of this month you'll have several articles created and distributed that are pulling traffic, sales and subscribers to your sites!

Let's get to it...

Day 1: What is the Purpose of Your Article?

Before you can jump in and start creating articles, you need to know the purpose of your article. That is, how does the article fit into your overall marketing strategy?

Let's go over five of the most common article marketing strategies:

- 1. Using articles to drive traffic to a squeeze page.** Here you use articles to help you build your list. Once you have people on your list, then you can use an autoresponder series of messages to build a relationship and sell various products and services to them.

The best way to drive traffic to your squeeze page is to create a byline at the end of your article. This byline isn't an author's biography, but rather a short ad that offers a freebie if the reader clicks through. For best results, choose a freebie that's highly related to the article that the reader just finished reading.

Example #1: If the article is about organic pest control, then you can offer a free report on your squeeze page that teaches people how to make herbal sprays to get rid of pests.

Example #2: If your article is about housetraining a puppy, then the freebie might be a report or video that expands on the housetraining strategy outlined in the article.

- 2. Using articles to drive traffic to a blog.** Instead of using your articles to build your list, you can use the articles to send targeted traffic to your blog.

The best way to do this is to create a two-part article. You place Part 1 of the article in article directories, on social networking sites and other third-party sites. Your byline

should encourage people to click through to your blog, where they'll find Part 2 of the article they just finished reading.

Tip: Build curiosity and/or anticipation for Part 2 at the end of Part 1. For example, your article may list a six-step process, with three steps in Part 1 and three steps in Part 2. You can remind your reader that if he just reads Part 1 of the article, he won't have all the information.

You may also list a benefit to help build anticipation and curiosity. For example: "In Part 2 you'll discover the single tip that brought \$24,629 into my Paypal account in just 48 hours!"

- 3. Using articles to drive traffic to a sales page via your byline.** Here you write an article that's highly related to the product you're trying to sell. Then you use your byline to encourage people to click through to the sales page.

Example: If you're selling a book on housetraining, then your article might be an overview of how to housetrain a puppy.

- 4. Using articles to pre-sell articles from within the actual article.** Instead of selling or pre-selling from within the byline, in some cases you might include product links within the actual article.

Example: Let's suppose you're writing an article about how to housetrain a puppy. When you get to the part about dealing with and cleaning up accidents, you include a link for an enzymatic spray that helps eliminate odors.

- 5. Using articles to build backlinks.** Finally, some people use articles just to build one-way, incoming backlinks to their site. They still write a good article and byline just in case a human reader sees it, but mainly they're interested in the search engine optimization benefits of getting a link pointing to their site.

So, which method is right for you? At some point you'll probably use all of them as part of your overall marketing strategy. And that's why

this 31-day guide shows you how to write articles suitable for all of these purposes.

Starting tomorrow, you'll discover how to choose products to promote from within article. Stay tuned!

Day 2: How to Choose a Product to Promote

Yesterday you discovered the five main ways you can use articles to drive traffic to your site, get backlinks and pre-sell products. Now if you choose to use your articles to sell (or pre-sell) affiliate products, then your next step is to choose a suitable product. And that's what you'll learn how to do in this lesson.

Many new article marketers write an article first and then go looking for a suitable product to promote from within that article.

That's a mistake.

Instead, what you want to do is:

Find a hungry market and an in-demand product FIRST... and then write an article that fits that product like a hand to a glove.

The best way to find an in-demand product is to find out what people in your niche are ALREADY buying. Here's how:

- ➔ **Enter your broad search terms in Google** (like "houstrain a puppy" or "online marketing"). Review the top sites in your niche to see what they're selling. If you see multiple sellers promoting a similar product, you can bet it's an in-demand product.
- ➔ **See what's being advertised in paid venues.** If people pay money to advertise a product, the product is probably selling. Check out the sponsored results in search engines as well as classified ads in niche publications.

→ Go to the ClickBank.com marketplace, enter your keywords and see which products are listed first. Those products at the top of the results are your best-selling products.

Tip: The Clickbank marketplace provides you with a number that's referred to as the "gravity." Basically, this is a number that reflects how many others are selling it. The more people who are selling it, the higher gravity. You want to choose a product with other sellers but not TOO many sellers. In other words, one that's proven to be popular but doesn't have too much competition. To that end, look for products with a gravity number between 50 and 120.

→ Go to Amazon.com and do the same thing as you did in the Clickbank marketplace. Again, those products listed at the top of the search results are the in-demand products.

If you are selling downloadable information products, then you can choose your products from the Clickbank marketplace. If you're selling physical information products, you can go with a trusted affiliate program like Amazon.

If, however, you're selling any other type of products (such as physical products services, workshops, etc), then you'll need to find a reliable affiliate program. You can do that by searching the directory of affiliate centers like CJ.com, ShareASale.com or LinkShare.com.

If you can't find what you're looking for on those sites, then Google your product name followed by the either "affiliate," "associate" or "affiliate program."

Example: You may Google "organic gardening affiliate" (without the quotes).

Now that you have an in-demand product to promote, you can start writing articles that are related to this product.

In just a few lessons (days) from now I'll show you exactly how to do it. But first, I'll show you how to use your articles to promote a free offer!

Day 3: Promoting a Free Offer

Last time you learned how to choose an in-demand product first, since it's easier to sell a product that your market is already buying (as opposed to writing an article and then trying to figure out what to recommend from within the article).

However, the alternative is to use your article to promote a freebie or drive traffic to some other non-product page.

For example, you can use an article to promote:

- **Your blog.** As mentioned before, you can entice people to click on your link by giving them "Part 2" of the article on your blog.
- **Your squeeze page, where you offer a free report, video, audio, software, tool or other resource in exchange for an email address.** Your article and freebie should be highly related. So an article on setting up a WordPress blog might promote your free WordPress themes and plugins.
- **A physical freebie, where you request a mailing address so that you can send prospects something in the mail, such as a DVD.** For example, your article on grooming a show dog might encourage people to request your free DVD, which shows people exactly how to shampoo, clip, trim and groom a dog.
- **A downloadable freebie with no subscription required** (i.e., direct download). Same as the other freebies mentioned above, except that the prospect doesn't have to give you their contact details.
- **A page on a third-party site**, such as a [Squidoo](#) lens, [HubPages](#) hub or a video on [YouTube](#). If you're setting up a network of highly related pages, you may link your articles to your off-site niche pages occasionally.
- **Access to a free teleseminar or webinar.** As usual, the article should be highly related to the freebie. So if your article is about affiliate marketing, then your free teleseminar

might be about how to build a list and sell affiliate products through the list.

- **Your affiliate program.** You can also use articles to help you attract affiliates and joint venture partners. For example, you can write an affiliate-marketing article about how to choose high-converting affiliate products to promote, and then mention your affiliate program

Between today's lesson and yesterday's lesson, you've learned how to choose and promote both paid and free offers.

Over the next few days you're going to learn how to outline, research and write an engaging article. After that, you'll learn how to write very specific articles for all the specific purposes we've talked about.

In short: Hang on to your hat, because we're just getting started!

Day 4: Tapping Into an Infinite Number of Article Ideas

You've already found out that if you're promoting a particular product, page or offer, your article should be highly related to that product, page or offer. That's because if the person is interested in your article, they'll be interested in reading more on the topic.

But what if you're not promoting a particular page?

Example: What if you're goal is to get backlinks? Or what happens when you run out article ideas to help you promote a particular offer, product or page?

No worries.

In this lesson you'll find out how to come up with a nearly infinite number of article ideas any time you want.

Here's how...

- **Find out what your market wants to read about.** One of the best ways to do this is to find out what type of information they're buying. If they're willing to buy it, then they'll be happy to read about it for free.

Tip: Go to the Clickbank.com and Amazon.com marketplaces, enter in your broad niche keywords (like "rose gardening") and take note of the products at the top of the search results - those are your best sellers.

Then look at the sales pages or the table of contents of these products to get ideas for specific articles. You can get at least one article idea (usually more) for every sales page bullet point or for every chapter listed in the table of contents.

- **Use keyword tools.** Enter your broad keywords (like "dog training") into a keyword tool like [Google's Keyword tool](#). Then look for keywords like articles, tips, how to, etc.

Example: "miniature pinscher housetraining tips." These words will let you know what kind of information your market is actively searching for in the search engines.

- **Browse niche forums and blogs.** You can find these sites by entering your broad keywords in Google alongside search terms like forum, discussion, board, and blog. For example, "dog training forum."

Next, browse these venues looking for "hot" topics. On forums, these are topics that get a lot of views and discussions. These are also topics that tend to come up repeatedly. On blogs, these are topics that garner lots of discussion (and even discussion across multiple blogs). Either way, viewing forums and blogs to see what's being discussed should give you dozens of article ideas. You can even take a major topic you see on a forum (such as "how do I make \$1000 a month online?") and break it into a series of articles, perhaps sharing one major method per article.

- ➔ **Check out article directories.** Another way to find hot topics is to see what's popular in the article directories. For example, if you read any article in any category on EzineArticles.com, you'll see a link to the "most viewed" articles in that category.
- ➔ **Ask.** Finally, you can survey your market and ask them what information, secrets and solutions they'd like to read more about. If you don't already have a subscriber list or regular blog readers, then go on niche forums to ask what types of information your readers want.

Five simple tips. But if you use them all, you'll NEVER run out of article ideas and you'll never have to guess what your market wants to read.

Once you select a topic, your next step is to start researching your article. You'll discover how to do that in the next lesson!

Day 5: How to Research a Topic to Produce High-Quality Articles

In order to write a good article, you don't necessarily need to be an expert in the topic.

Instead, you need to be an expert at researching the topic. And by the time you finish this lesson, you will be!

It's simple. Here's what you need to do:

Step #1: Approach it from multiple angles.

Since you're an online marketer, you'll probably do most of your research online. But don't forget that you can go offline too.

Read niche publications. Go to the library and pick up a few niche-related books. Talk to a few experts in your niche. Once you get online, then you'll want to use multiple search terms to uncover different sources.

Example: If you're looking for information on housetraining a dog, then you might search for a variety of similar phrases such as:

- Housetraining a dog / puppy
- Housebreaking a dog / puppy
- Potty training a dog / puppy
- Paper training a dog / puppy
- Kennel training a dog / puppy
- Litter training a dog / puppy
- Walking a dog / puppy
- Teaching a dog/puppy to go outside
- Teaching a dog/puppy to eliminate outside
- Dog/puppy accidents

See what I mean?

That's just one main topic, but I've listed ten different searches. Likewise, you should search for your topic in multiple ways to uncover as many viewpoints as possible.

Tip: In addition to searching in Google, you can search directly on sites like Wikipedia.com, on the blog of your favorite niche expert, on EzineArticles.com, etc.

Step #2: Choose multiple, credible sources.

Just because it's written on the Internet doesn't mean it's true. And that's why you should only deal with credible sites (like WebMD.com for medical information, AKC.org for dog breed information or other authority sites in your niche), or any information created by authors you trust (like the known experts in your niche).

Be sure to find at least three credible sources saying the same thing before you believe it to be true.

Tip: Once you start writing, shut your browser windows so that you no longer have access to your sources. That way, you're writing about the topic completely in your own words.

Step #3: Read all you can on the topic.

Once you've found multiple credible sources, read all you can on the topic. Don't just stop when you hit three credible sources – keep reading until you thoroughly understand the topic.

Tip: Not only will this step help you become a "mini expert" on the topic, it will also likely spawn ideas for even more articles.

Step #4: Outline.

Now that you have all your research lined up, your next step is to outline. You'll learn how to do that in the next lesson!

Day 6: How to Quickly and Easily Outline Your Article

You've chosen your topic and researched it using multiple, credible sources. Your next step is to create an outline.

Obviously, the structure of your outline is going to largely depend on the type of article you're writing. For example, the outline for a "tips" article is a bit different than the structure for an "inspirational story" article.

Nonetheless, here's a general overview of how to create your outline...

Step #1: Pick your format.

Before you can write your article, you need to choose its purpose and then the format. We'll talk about these specific types of articles later, but for now here are two examples:

- The purpose of your article is to pre-sell a product, so you write a product review.
- The purpose of the article is to send people to your blog, so you choose a tips-style article.

Generally, you should have two to seven tips/topics in your article.

- If you're explaining a complex concept, stick with just one or two concepts.
- If you're mainly offering tips (with minimal explanation), you can offer up to seven or more.
- If you're offering a "step by step" article, then you'll likely have somewhere in the range of three to five steps.

Step #2: Decide approximately how many words in your article.

Most articles range from 300 to 600 words. Here's a good example of how you'd allocate the words in a 400 word step-by-step article:

- Introduction: 50 words
- Step 1: 100 words
- Step 2: 100 words
- Step 3: 100 words
- Conclusion: 50 words

Step #3: Outline the article.

Now you can outline your article based on the topics you want to cover and the total word count you've allocated for each topic. Here's an example of a three-step article about search engine optimization:

- Introduction: 50 words telling readers about the benefits of SEO and the three steps they're about to learn.
- Step 1: Choose your keywords (100 words)
- Step 2: Write content around these keywords (100 words)
- Step 3: Get links (100 words)

- Conclusion: 50 words summarizing what the reader just read and reminding them of the benefits of taking action on this information.

Tip: If you're not writing a tips or steps article, then figure on a short introduction, a short conclusion and three to five paragraphs in the middle.

Now that you've done your research and created your outline, you can start writing. Your next step is to create a compelling title, which you'll learn about in the next lesson!

Day 7: How to Create an Attention-Getting, Eyeball-Grabbing Title

Some people slap a title onto an article almost as an afterthought.

That's a big mistake! And that's because the title is the most important part of your article.

If the title doesn't grab your potential reader's attention, he's not going to bother reading your article!

Side Bar: Just think about your own reading habits. For example, think back to the last time you visited an unfamiliar blog or article directory. Chances are, you skimmed through the titles of the articles and only clicked through to read those that sounded interesting.

The same goes for your prospects. They might skim your article title in a list of 100 article titles on a site like EzineArticles.com, or they might be skimming Google search engine results, or perhaps they're skimming your blog.

Point is, your title's #1 job is to get attention so that the person starts reading your article!

So, how do you write a title that draws eyeballs to your article?

Simple: **By offering your reader a benefit, making them a promise and/or arousing their curiosity.**

Tip: It also helps to include "trigger words" in your titles, such words and phrases like: you, free, amazing, secrets, discover, how to, reveal, announcing, new, news, tips, guaranteed... etc.

Let me give you a few specific examples to show you what I mean.

First I'll present you with a bland, boring title. Then I'll spice it up by presenting a benefit and/or arousing curiosity...

Example #1:

Bland title: Dog Training Tips

Better title: Three Dog Training Secrets Your Dog Trainer Doesn't Want You to Know!

Note: This one uses the powerful trigger word secret, which also elicits curiosity.

Example #2:

Bland title: Housetraining Your Puppy

Better title: How to Quickly and Easily Housetrain Your Puppy in Just 48 Hours from Now

Notes: This one uses trigger words (how to; quickly and easily) plus it offers a big benefit (housetrained in just 48 hours).

Example #3:

Bland title: Tips for Beginning Marketers

Better title: How a Newbie With No Money Made \$19,274 in 24 Hours

Note: This one arouses curiosity. You could also add "And How You Can Too" to make the title even more compelling.

Example #4:

Bland title: Ten Tips for Affiliate Marketers
Better title: Ten Fast Ways to Triple Your Affiliate Marketing Income

Note: This one made the benefit more clear. Namely, that the reader can triple his income.

Example #5:

Bland title: Restoring the Stingray Corvette
Better title: Transforming an Old Stingray Corvette Into a Showroom-New Car That Turns Heads and Wins Awards!

Note: Here again, this example sharpened the benefit (which plays to the reader's ego).

In sum: What is the MAIN benefit the reader will get when they read your article? Whatever it is, see if you can include it in the article title.

Go ahead and swipe my examples and tweak them to fit your article.

Next up, you'll learn how to write articles that keep your readers' eyes glued to the screen!

Day 8: How to Write Articles That Keep Your Readers Hanging On Your Every Word (Part 1)

As you already discovered in the lesson on outlining, your article should have:

- An introduction that tells people what the article is about.
- About three to five paragraphs in the middle where you share your information.
- And then you end with a conclusion that summarizes the article and encourages people to take action.

However, if you just plug your information into those three parts of the article, you're going to end up with a bland article.

For example: (Bland Article)

Housetraining your puppy isn't hard, but you need to be consistent. (A couple more lines of introduction...)

Here's how to housetrain your dog in three easy steps.

Step 1: Take him out on a schedule. (Explain.)

Step 2: Praise and reward appropriately. (Explain.)

Step 3: Clean up any accidents promptly. (Explain.)

As you can see, it's easy to housetrain your dog. You just need to be patient and consistent. Your carpet will thank you!

BIG YAWN!

Sure that sort of article gives your reader the information they're seeking, but you'll be lucky if your readers don't nod off and fall asleep before they finish the article!

What you need to do instead is write something that keeps your readers "hooked" and excited all the way through.

That way they'll reach your byline and click on your links! Plus they'll be excited to read everything else you've written... meaning they'll read your blog, sign up for your newsletter and buy your products!

Here's how to do it:

- **Offer information that's useful but incomplete.** Let me put it another way: If you solve your reader's problem completely, he doesn't have any reason to click on your link! And that's why you should provide useful but incomplete information.

One of the easiest ways to do this is to provide an overview article that tells your readers what to do, but not how to do it.

Example: An article on search engine optimization might tell the reader to "choose your keywords," but it doesn't explain how, exactly, to do that.

- **Be creative with your opening.** Instead of jumping right into a summary of what the article is about, you can hook your readers by opening with a question, fact or a story.

Example Story Opening: "When Marie stepped on the scale that morning, she broke into tears..."

Example Question Opening: "What does brushing your teeth have to do with heart health?"

Example Fact Opening: "Ninety five percent of businesses that start up ultimately fail."

- **Use cliffhangers.** You know how a good book leaves every chapter right in the middle of the action, so that you feel compelled to read on? You can do the same thing in your article. Simply open with a story, but don't share the ending until the end of your article. And if you want people click your link, you may not satisfy your reader's curiosity until he clicks through!

Here's how to leave a cliffhanger in the middle of an article:

Example: "In just moments I'll tell you the simple trick I use to boost my conversion rate 212%. But first..." (At this point, you continue on with the article.)

At the end of your article, you satisfy the reader's curiosity by sharing the tip. You might say something like:

Example: "Back to the profit-boost tip I promised I'd share with you..."

Speaking of cliffhangers and building anticipation: This is only Part 1 of this particular lesson! Next time you'll discover three more tips you can use to boost your readership and keep your readers' eyes glued to your article!

Lesson #23

The 31-Day Guide To Article Marketing Part 2 of 4

By

**Mark Thompson
&
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<http://www.AffiliateProfitPlan.com>

Day 9: How to Write Articles That Keep Your Readers Hanging On Your Every Word (Part 2)

As you discovered in the last lesson, a bland article won't keep your readers reading. Here are three more tips to keep your readers engaged, excited and reading... all the way down to your byline!

- **Use analogies and metaphors.** You can make an abstract, intangible or little-known concept both concrete and easier to understand by offering analogies. Doing so will also make your writing more memorable and engaging.

Example: Placing links on your sales pages can lower your conversion rate.

Rewritten to make it more memorable: Placing links on your sales page is like poking a hole in a bucket full of water. And that leaky sales page is going to cost you dearly in lost customers, sales and money!

- **Sprinkle in some colorful language.** Instead of just saying something is fast, slow, red, big or any other descriptor, elaborate.

Example: Her hair looked awful.

Rewritten Example: Her strawberry blonde hair looked like it was styled after a troll doll.

- **Engage the reader's senses. Engage all five of your reader's senses whenever possible.**

Example #1: "When you're on a diet, the last thing you want to smell is freshly baked apple pie and warm cinnamon rolls...:"

Example #2: "Supposedly this jacket is windproof, but I could feel the icy wind wrapping its cold fingers around me..."

→ **Offer examples to illustrate your points.** Finally, you should offer examples in your articles, just as I've done throughout this report. 😊

If you use the tips I've shared in this lesson and the previous lesson, you'll be able to write articles that engage your readers and keep them reading all the way down to your byline.

And in the next lesson, you'll discover the secrets of getting your readers to click... click... and click some more on your byline!

Day 10: How to Craft a Byline That Gets Attention... and Clicks!

The byline is the "author's bio" or the "resource box" that appears at the end of your article. But don't let those common names fool you.

This "author's bio" isn't really about you. Instead, it's about your readers. And that's because it's really just a little ad that encourages your readers to click on your links.

You see, your readers don't care about you.

They don't care if you knit in your spare time, jog three miles a day and have two cats. They only care about themselves and their problems.

So that means –

Anything you say in your byline should somehow be relevant to their problems and the solutions you can offer them.

As such, your byline basically needs to be a short ad that makes a promise (or shares a benefit) and gives the reader a reason to click on your link.

Let me give you a couple examples:

Poor Example: Jack lives in New Jersey and enjoys tweaking his blog in his spare time. Click here to learn more.

Note: Learn more about what? There is no benefit there. Plus the byline is about Jack and NOT about the reader. Readers won't click the link... but you can bet they'll be clicking their back buttons!

Better Example #1: Find out how a 34-year-old former pig farmer made \$108,482 in his first six months online... and how you can too! Click here to discover his amazing money-making secrets for free!

Better Example #2: Now you too can amaze your friends with your home-cooked gourmet meals! Click here to get 35 of my best recipes, absolutely free!

Better Example #3: Who else wants to learn how to paint masterpieces like a famous artist? Free video shows you how - click here to view it now!

Better Example #4: Here's a diet pill that's so powerful it's been banned in three countries! Click here to get your FREE report that reveals a legal way to get your hands on this amazing little pill!

Note: This one offers a benefit and arouses curiosity.

In sum: Your byline is very similar to your article title, in that you need to alert your reader to a big benefit and use trigger words whenever possible. The difference is that you're also calling your reader to action, by saying something like, "Click here to [insert benefit]!"

You could write a great article, title and byline just with the information you know right now. But starting with the next lesson, you'll discover how to write eight specific types of articles, including:

- How to
- Presell informative
- Presell promotional
- SEO
- Tips
- Story/Inspirational
- Product review or comparison
- Press release

We'll start with the "how to" article tomorrow.

Day 11: How to Write a Standard "How To" Article

The "how to" article is one of the more common types of articles. And that's because it's useful for many different purposes, including these two:

1. Embedding product and service recommendations directly into the article.
2. Creating a useful but incomplete article as a way to get people to take advantage of your free or paid offer.

Generally, the "how to" article is written as a series of steps. So your article outline will look something like this:

Template:

Introduction: summary of what the article is about and the benefits the reader gets from reading the article.

Step 1:

Step 2:

And so on...

Conclusion: Sum up the article, reiterate the benefits of following the steps and encourage the reader to take action

Let me give you an example outline of a "how to" article about copywriting. In this example, there's a recommendation embedded in the 4th step as well as suggestions for product recommendations in the byline:

Title: How to Write a Cash-Pulling Headline

Introduction: Give readers an overview of what they're about to learn.

Step 1: Profile your target market.

Step 2: Determine the main benefits of your product.

Step 3: Draft dozens of headlines.

Step 4: Start testing your best headlines. (In this step you could recommend a split-test script readers could use to test their headlines.)

Conclusion: Summarize the article in a sentence or two and then encourage reader to start writing and testing his own headlines.

Byline: Promote a free or paid offer such as: an ebook about writing headlines; software that helps create headlines; a copywriting course.

Here's another example of a "how to" article about what to do if you catch a puppy having an accident. It's useful but incomplete information, since it gives readers a solution to puppy accidents... but doesn't tell readers HOW to housetrain the puppy.

Title: The Puppy Training Secret That Makes Housetraining Easy

Introduction: Accidents happen. Housetraining goes faster if you do the right thing. Here's how...

Step 1: Say no

Step 2: Take the puppy outside immediately

Step 3: Praise puppy when he finishes his "business" outside

Step 4: Clean up the mess inside (insert affiliate link for Nature's Miracle enzymatic spray)

Conclusion: Sum up article and reiterate that this procedure makes it easier to housetrain a puppy. Let readers know this is just a part of housetraining (this is a lead in to the byline).

Byline: Offer free report about how to housetrain a puppy.

In sum, create a step-by-step article with useful but incomplete information (as show in the examples above). Then include a promotion in your byline and, depending on where you distribute the article, perhaps in the article body as well.

Next up, you'll discover how to write a "presell informative" article!

Day 12: How to Write a Presell Informative Article

This is one of the types of articles where you need to know what you're selling BEFORE you write the article. And that's because the whole point of the article is to educate the prospect about the topic while pre-selling a product or service.

One of the best ways to create a presell informative article is to create an overview of the product you're trying to sell. You may touch on some of the main topics in the product. But you tell your readers WHAT to do but not how to do it (which means they need to purchase the product to get the details).

Let me give you an example...

Think back to Day 11 where you learned how to write a "how to" article (and we used a copywriting product as an example).

Let me show you how to turn that "how to" article into a presell informative...

Title: How to Write a Cash-Pulling Headline

Introduction: Because this is a presell article, you'll want to devote most of this first paragraph to the benefits of writing great headlines, since this whets the reader's appetite for the product (and builds anticipation for the article itself).

Step 1: Profile your target market. (Give readers an overview of profiling but don't go into great detail.)

Step 2: Determine the main benefits of your product. (Give readers an overview of this step, perhaps even provide tips, but don't go into detail.)

Step 3: Draft dozens of headlines. (Here you may share a few headline templates and let the reader know that the product includes dozens more.)

Step 4: Start testing your best headlines. (Talk about the benefits of testing and give an overview of how to do it.)

Conclusion: Summarize the article in a sentence or two and then reiterate the benefits of writing great headlines. If you're writing this article for your blog or somewhere else that allows you to create a promotional article, then use this last paragraph as an ad for the product.

List the benefits of the product and create a specific call to action such as, "Click here to find out how [Name of Headline Course] can boost your conversions and sales!"

Byline: Promote the headline-writing product.

In other words, what you're doing is giving your readers an enticing sample of what they'll learn inside the course.

Tip: Instead of offering a broad overview of the entire course, you can instead take one main topic, go into detail and then encourage readers to buy the course to learn the entire process.

For example, you could create a detailed article about how to profile the target market - indeed, you could even take an excerpt right out of the product (if it's your product). Then you encourage readers to purchase the product in order to learn the rest of the steps.

If the product you're selling is a step-by-step "how to" product, then this works best if you choose to write articles about the initial steps. That way you give your readers useful information that they can take action on immediately, but they need to buy your product in order to complete the process.

If you'd like to sell a little more directly, then you'll like Day 13's presell promotional article...

Day 13: How to Write a Presell Promotional Article

You're beginning to see the differences between these articles. The "how to" article shares information. The presell informative article is like a how to, except that it builds anticipation for a specific product. Now we come to the presell promotional, which is a direct pitch for a product.

Tip: Many article directories won't accept promotional articles, so it's best if you place this sort of article on your blog or email it directly to your list.

Here's an outline for this type of article.

Title: You need to create title that lists the main benefits and perhaps arouses curiosity. For example:

- Who Else Wants to [insert benefit]? (Who Else Wants to Lose More Weight In Less Time?)
- Now You Too Can [insert benefit]! (Now You Too Can Land JV Deals With Your Niche's Biggest Superstars!)
- How to [insert benefit]! (How to Write Sales Copy That Doubles or Triples Your Income!)

Paragraph 1: Here you talk about the pain of the problem. You may even share a story about someone who had this problem, since stories help readers connect on an emotional level.

Example 1 (story opening): Joanne paused at the top of the stairs to catch her breath. Ever since she gained 50 pounds, she could hardly walk a few minutes without getting winded...

Example 2 (getting prospects to feel the pain of the problem): It's heart-crushing when your child comes home crying - again - because of a schoolyard bully...

Paragraph 2: Next, you let your readers know there is a solution, you introduce the solution and you let them know how they'll benefit. Here you might include a short, bulleted list of benefits.

Example 1: Introducing "Weight Loss Made Easy!" [Then talk about the benefits, perhaps by offering a bulleted list of the top 3-5 benefits.]

Example 2: Imagine sprinting up a flight of stairs without getting winded or breaking a sweat. Imagine being proud to take your shirt off at the beach. Now you can, once you know the secrets of weight loss... [Introduce product and talk about benefits/]

Paragraph 3: Here you can either provide more benefits or offer proof of these claims.

Paragraph 4: Finally, your last paragraph should sum up the main benefit of the product and create a call

to action. That is, you tell your reader what you want them to do next - and you give them a good reason to do it.

In this case, your call to action is directed at getting your reader to click on the link.

Example 1: Click here now to find out what thousands of others know about [enter benefit].

Example 2: Click here now to get a 25% discount - but worry, offer ends [date]!

Note: Since you're most likely posting this on your own blog, you don't need a byline.

We've talked about three article types that can help you presell a product. In Day 14 and 15 you'll learn how to use your articles to pull in traffic from the search engines!

Day 14: How to Optimize an Article for the Search Engines (Part 1)

An SEO (search engine optimized) article is designed to pull in traffic from Google and other search engines. However, you can also use it for any of the other purposes we mentioned previously, such as preselling a product. And that means you can even take your existing articles (such as your "how to" article or "presell informative" article) and use the following tips to create an optimized article.

There are two steps in creating SEO articles:

1. Choosing your keywords
2. Writing the article around those keywords

Today you'll learn about Step 1. Tomorrow you'll learn about Step 2.

To find out what words your market is already typing into Google and other search engines to find information in your niche, you need to use

a keyword tool like [Google's Keyword Tool](#), [WordTracker.com](#), or your favorite keyword tool.

All you have to do is enter your niche's broad keywords into the tool and it will create a list of hundreds of related keywords.

Example: If you enter a phrase like "weight loss," you'll get keywords such as:

- Natural weight loss
- Weight loss pills
- Fast weight loss

Those three are pretty competitive, meaning plenty of other webmasters are trying to rank for those same keywords. As such, you need to seek out longtail keywords.

These tend to be four to five word phrases that aren't searched as frequently.

However, they also have less competition – and that means you can rank well for them in the search engines.

Examples of actual weight-loss related longtail keywords include:

- Drinking water and weight loss
- Smoothie recipes for weight loss
- What are some good weight loss tips

Tip: There are two ways to determine how much competition a keyword has. One, you can do it the manual way – just search for the keyword in Google (using quotes around the word) to see how many other websites include those words.

Secondly, keyword tools like Wordtracker.com do this for you by giving you a KEI (keyword effectiveness index) number, which gives you an idea of how often the word is searched and how much competition it gets. High searched, low competition words get the best rankings. You're looking for a value of at least 100 – but higher numbers (like 400) are even better as they're easier to rank well for.

You should be able to compile a list of dozens of longtail keywords using this strategy.

Go ahead and start compiling your list right now, because tomorrow you'll start writing articles around those words!

Day 15: How to Optimize an Article for the Search Engines (Part 2)

Now that you have your list of longtail keywords, your next step is to create articles around these keywords. As mentioned before, you can take almost any type of article and optimize it for the search engines. For the example below, I've used a typical "how to" article.

Here's how it works...

In order to SEO an article, the keyword needs to appear approximately two to three times for every 100 words of content (this is a 2% to 3% keyword density rate). That means, ideally, the keyword should appear in the title of the article and in each paragraph there after.

Example: Let's suppose you're writing a "how to" article and you're optimizing the article around the words "Christian homeschool curriculum." Here's what your article might look like:

Note: Assume each paragraph is 100 words, so you'll want to use the keyword phrase two or three times in each paragraph.

Title: Christian Homeschool Curriculum Secrets

Introduction: Are you looking for a Christian homeschool curriculum? Then you're reading the right article! [Now summarize article as usual.]

Here's what you need to know about creating a Christian homeschool curriculum...

Paragraph 1: Christian homeschool curriculum for science (*Note: Use the keywords as a subheading in your article, and then explain and offer tips. Do the same for the following paragraphs.*)

Paragraph 2: Christian homeschool curriculum for math

Paragraph 3: Christian homeschool curriculum for history

Conclusion: Now you know how to create a Christian homeschool curriculum.. [Summarize what they just read in the article.]

Byline: Here, as usual, you create a short ad that points to a product, your blog or your squeeze page. If you're creating a link to your own website or blog, then use your keywords as the anchor text.

One final note: Even though you're using these articles to help you pull in traffic from the search engines, remember that ultimately a human is going to read them. As such, the tips I gave for writing engaging articles (Lesson #8 and #9) still very much apply.

Next up, you'll discover how to write a "tips" article.

Day 16: How to Create a "Tips" Article

A "tips" article is exactly what the name sounds like, as it's an article that shares at least three niche tips with your readers.

Tip: If you're going to explain your tips in-depth, then stick to around three tips. If, however, you are mainly listing tips - or if your tips don't require much explanation - then your article may include up to ten (or even more) tips.

Below is an example outline for a tips article.

This article shares five tips, so if it's a 600-word article, then you can figure 100 words for each tip and a total of 100 words for the introduction and conclusion combined. Adjust the word count and/or the number of tips depending on how in-depth you want to go.

Title: Five Fat-Burning Tips Every Dieter Ought to Know

Introduction: Build anticipation for the article by letting readers know what the article is about. You may open with a story or some other "hook" to get your readers interested.

Tip 1: Skip the sugary snacks

Tip 2: Drink more water

Tip 3: Shave 500 daily calories easily

Tip 4: Lift weights to boost metabolism (May include a link to a paid video that shows beginners how to safely lift weights.)

Tip 5: Do cardio to burn fat

Conclusion: Summarize the article and the benefits of using the tips.

Byline: A short ad to get people to click through to your offer, blog or squeeze page. For example, "Discover 101 MORE tips to lose weight - FREE! Click here to claim your free Dieting Secrets report now..."

You'll note that this article includes both a recommendation for a paid product within the article itself as well as a byline at the end of the article.

If you're posting this on your blog, you can weave a link into the content as shown above. However, if you're submitting this to a place like EzineArticles.com that frowns on links within articles, then skip the article link and just include a strong byline at the end.

Next up, you'll discover how to write inspirational "story" articles that engages your readers' emotions!

Lesson #24

The 31-Day Guide To Article Marketing Part 3 of 4

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Day 17: How to Write Story Articles

So far we've talked about fairly straightforward types of articles, such as the tips article or the presell promotional. In this lesson you'll discover how to write a "story" article, which can be used to inspire readers, share information in a memorable way, share a case study (social proof), or even presell a product or service.

Story articles work well for the following reasons:

- They engage your reader's emotions and allow the reader to identify with the main character in the story. This works especially well if you're trying to presell a product or service.
- People like stories... so they'll keep reading, all the way down to your byline.
- You can use stories to make a point. And a point made with a story is far more memorable than just offering tips or examples in a straightforward way.

Here's an example of an inspirational story article that's used as a presell for a product. (Note that this is a fictional example.)

Title: How a Former Kindergarten Teacher Made \$48,837.21 in Just 24 Hours

Introduction: Talk about how this former teacher barely scraped by on \$17,000 a year. And that as much as she loved teaching, she couldn't survive on that wage. In other words, make the reader identify with the pain of living paycheck to paycheck.

Body (about 2-4 paragraphs): Now tell the story of how this teacher used her summer vacation to create a product and a website. Explain how she had no technical knowledge, but how she followed a step-by-step product-creation and marketing course to learn the ropes. Give a brief overview of the steps she took.

Then share her success, such as what happened on launch day, how much money she pulled in, etc. Share her relief at being able to pay all her bills, go on a vacation, etc.

Conclusion: Finally, wrap up the article by noting that if a kindergarten teacher with no tech knowledge can do it, anyone can do it. Create a call to action telling readers that they can duplicate this teacher's success if they follow the link.

Note: If this article is posted in an article directory that doesn't allow promotional material, then your article needs to be just inspirational without being promotional. That means you can't include a call to action in the final paragraph.

Byline: If you post this article on your own blog, then no byline is needed since your conclusion creates your call to action. Otherwise, reiterate your call to action here and include a link to the product.

In sum, while you can use story articles for a variety of purposes, they do work well to presell a product (since you can engage your readers' emotions and offer proof that the product works).

If you'd rather use a more direct way to sell a product (without actually creating a hard sell pitch), then you'll love tomorrow's lesson!

Day 18: How to Write Product Review and Comparison Articles

Back on Days #12 and #13 you learned how to write presell informative and presell promotional articles.

You can also presell a product (or service) by doing product reviews or product comparisons.

Here's the key to making this work: You need to list both the product flaws as well as the strengths. That's because your readers know that the product isn't perfect.

So if you write a "review" that doesn't include any negatives, your readers aren't going to entirely trust you. And that means your conversion and click-through rates will plummet.

Instead, be honest and share the product weaknesses too. Your readers will appreciate your honesty and they'll feel you're trustworthy. And that means more sales for you.

Here's an example of how to do a product review:

Title: The Truth About [Product Name]

Introduction: Give a brief overview of the product and what it does for the customer (e.g., the main benefits of the product).

For example: You can quickly and easily improve your conversion rate using this headline-writing software.

Body of the article: Here you list the pros and cons of the product. You may list strengths and in the first paragraph and weaknesses in the second paragraph.

Example strength: The software is intuitive and easy to use. In just five minutes I created a headline that I later tested and found to double my conversion rate!

Example weakness: This product is not without its problems, however. For starters, the software doesn't work on Mac computers.

Conclusion: Finally, you wrap up in one or two paragraphs by clearly stating whether you recommend the product or not. If you do recommend it, then provide a link along with a call to action. (Example: I strongly encourage you to get a copy for yourself by clicking here...)

Tip: Why would you write a product review about a product that you don't recommend? Because it builds trust with your readers. So while you won't make any money for this product since you're not even linking to it, you WILL make money the next time you do recommend a product. And that's because people buy from those they know, like and TRUST.

Byline: No byline required if this is posted on your blog. Otherwise, you can use the byline to reiterate the call to action. Alternatively, you can point the byline to your squeeze page, where you encourage people to join your list to receive more product reviews.

If you're doing a product comparison instead, then your outline will look something like this:

Title: [Product name 1] Or [Product name 2] - Which One is Right for You?

Introduction: List the two products and let the readers know up front which one you feel is better. Then tell readers to read on to discover why you think this product is superior.

Body of the article:

- Paragraph 1: Product 1 strengths
- Paragraph 2: Product 2 strengths
- Paragraph 3: Product 1 weaknesses

- Paragraph 4: product 2: weaknesses

Conclusion: Mention again which product you think is superior and list the overall reason why it's superior. Alternatively, you may recommend both products, but for different audiences.

For example: If you just need to lose 10 pounds, then go with [Product 1]. Otherwise, I highly recommend you choose [Product 2] because...

Finally, provide a call to action along with a link for BOTH products. However, if you wouldn't recommend the inferior product at all, then say so (and don't provide a link).

Byline: No byline required. Otherwise, create a byline as described in the product review article template.

In sum, your readers are actively seeking out product reviews and comparisons in your niche. You can make money by providing this valuable service.

Next up, you'll learn how to write a press release...

Day 19: How to Write a Press Release Article

A press release is a little different than the other articles we've talked about, since your intention is to get the media to reprint your release.

As such, your press release shares "news" and shouldn't be directly promotional.

Tip: Alternatively, you can create a "tips" or "how to" article and send it to print publications that accept these sorts of submissions.

Let me give you a sample press release that is adapted from a tips article.

FOR IMMEDIATE RELEASE

[Your name, address, email address and phone number]

Headline

Example: Number of Dogs Suffering from Heat Exhaustion Skyrockets as Mercury Climbs

City, State, Date - [press release opening paragraph]

Note: The opening paragraph should give the "who, what, where, when and how" details. That is, someone who just reads the first paragraph should have a good idea of what the article is about. In this example, the first paragraph would talk about how heat exhaustion affects dogs and how to recognize its symptoms.

[Body of release]

Note: In continuing with the dog example, you might now provide 3-5 tips about how to keep a dog cool and what to do if the dog shows symptoms. Here you should also include a quote from yourself or your company. For example: "Jack Johnson from yourdomain.com says that one of the best ways to keep your dogs cool is to [add tip here]"

[Conclusion]

The final paragraph would summarize the main point of the article.

[Byline]

Different media accepts different types of bylines. In some cases, you only be able to provide your name and web address. In other cases, you may be able to provide a call to action (such as "visit yourdomain.com for more summer safety tips for your dog...").

To find out what you can do, read back issues of the publication to see what they allow.

The best way to get published is to read issues of the publication and model your release after those that are already printed.

So if you want to get published in your local paper, then spend 30 minutes or so reading as many past issues of the publication to see what kind of releases and articles the editor prefers.

Tip: While you can submit press releases to certain article directories and place them on your blog, you'll also want to submit them directly to the proper editors of publications in which you'd like the release to appear. You can also submit it online using PRWeb.com.

If you've been writing an article for each lesson, you should have at least eight articles ready to go. Tomorrow I'll give you tips on submitting and posting these articles, and then you'll soon discover dozens of places to distribute them!

Day 20: Rewriting Articles Before Submitting to Multiple Directories

There may be times when you want to rewrite an article before submitting it someplace else. In this lesson you'll learn how to rewrite your articles quickly and easily.

Here are just few reasons you might want to rewrite an article:

- To turn a "how to" article into an article that's optimized for the search engines.
- To turn an optimized article into an article that's optimized for different keywords. For example, an article optimized around the keywords "flatten your belly" could be instead optimized for "flatten your stomach" or even "lose weight around the middle."

- To turn a presell promotional article into a "tips" article so that you can submit it to EzineArticles.com.
- To turn one article into five or six different articles, simply by expanding on the tips in the original article.
- To create two articles – one to post on a third-party site, and the better article to post on your blog.

Obviously, your purpose for rewriting the article is going to affect the process of rewriting. Nonetheless, here's how to rewrite an article to turn it into a slightly different version of an article on the same topic.

Tip: You can also use these tips to rewrite PLR (private label rights) articles to create unique content. See Day #30's lesson for more tips on how to rewrite PLR.

Step #1: Change the title. This one is self-explanatory. If you're using new keywords, then be sure to include those keywords in the new title.

Step #2: Rewrite the introduction. Ideally, you should write a completely new introduction. So for example, think up a new story and include that in your introduction. Then tell your readers what they're about to learn.

Step #3: Add or change the examples. If you have a "tips" or "how to" article, then add in new examples and/or replace the existing examples. This is an easy way to make the article fresh while still keeping the basic structure and the same tips or step-by-step process.

Also:

- If you have a "tips" article, then you can add tips, delete tips and/or reorder the tips to freshen the article.
- If you have a "how to" article, then you can elaborate on some of the steps to freshen the article.

Step 4: Rewrite the conclusion. Finally, create an entirely new concluding paragraph. However, the purpose is the same in that you

should summarize the article and, when applicable, call the prospect to action.

Note: If your current byline has a good click-through rate, then you don't need to change your byline at all.

It only takes a few minutes to rewrite articles. Indeed, you can take one article and turn it into four or five (or possible more) new articles in about an hour!

Now that you have all these articles, you probably want to get start getting eyeballs on them. You'll learn how to do that starting in tomorrow's lesson...

Day 21: Submitting to the Top 20 Article Directories (Part 1)

Today you start submitting your articles to the top article directories!

You can get internal traffic from these sites, external traffic from the search engines, and links back to your site. You may even have publishers reprinting your articles, meaning you have a chance to get more traffic, links and exposure!

Below you'll find the first half of the top 20 articles. Tomorrow I'll share with you another ten directories.

Tip: You can submit manually if you'd like. Once you set up your accounts at each of these places, it only takes a few moments to copy and paste an article. However, you can find several software solutions that will help you submit to many of these directories (as well as directories not mentioned here). Check out tools like UniqueArticleWizard.com or ArticleProSoftware.com.

1. www.EzineArticles.com

If you only submit to one directory, submit to this one. That's because it not only gets a lot of internal traffic, Google also adores it. And that means you can rank well for your longtail keywords.

Please note, however, that all articles are reviewed by Ezine Articles editors. As such, be sure to follow their guidelines carefully or risk having your article rejected.

2. www.IdeaMarketers.com

IdeaMarketers is not just an article directory – it also allows certain service providers to advertise their services. As such, it's a good place to submit articles if you're in a service business (like consulting or copywriting).

3. www.WebProNews.com

This site is good if you're writing business-related articles. However, this site also doesn't accept every article that's submitted, so read their guidelines first.

4. www.Buzzle.com

This site continues to gain in popularity, traffic and Google Page Rank (PR), which is good if you're trying to rank well for your longtail keywords.

5. www.GoArticles.com

This one is quickly becoming a favorite among article marketers since it's easy to submit your articles and it seems to get a lot of love from Google.

6. www.Helium.com

Helium considers its writers "stakeholders," and thus it shares revenue with you on the articles you write. The more traffic your article gets and/or the more popular (highly rated) it is, the more you can potentially earn. This is a good site if you're looking to build your brand and establish name recognition or establish yourself as an expert on a certain topic.

7. www.isnare.com

Isnare is an article directory in its own right. However, you can also use Isnare to submit your article to other sites and directories.

8. www.Amazines.com

This article directory gets a lot of traffic relative to other directories.

9. www.ArticleAlley.com

Here's another directory that gets a good amount of traffic and is consistently ranked in marketer's top 20 lists of favorite directories.

10. www.ArticleCity.com

Good traffic, good Google PR, and it allows you to submit articles in bulk.

Note: At the time of this writing, the bulk article feature is temporarily disabled due to spam.

Go ahead and register for accounts at these ten sites now and then start submitting your articles. Tomorrow you'll get the second half of the list.

Day 22: Submitting to the Top 20 Article Directories (Part 2)

Yesterday I shared with you the first half of the Top 20 list. Here's the second half...

11. www.ArticlePool.com

This one gets plenty of traffic and has a good PR, yet it's still a fairly small directory. And that means you have a chance to get more exposure.

12. www.a1articles.com

Good traffic, good Page Rank and top authors get listed in a premium place on the front page (which is good exposure for you).

13. www.ArticleSnatch.com

This site is considered an authority site by Google, so it's a good place to submit your search engine optimized articles.

14. www.ArticleWarehouse.com

Here's another directory that's currently small but growing. Get exposure now before too many new authors discover this site.

15. www.ArticleDashboard.com

I'd consider this a "Top Ten" site. If you only submit to a handful of sites, be sure this one is on your list.

16. BusinessKnowHow.com

This is a niche site that accepts submissions for business-related articles.

17. www.ArticlesFactory.com

Like many directories, recently submitted articles are listed on the front page of this site. Since it's a smaller site, your articles will stay on the front page a little longer (thus getting more exposure).

18. www.ArticleManiac.com

Another solid directory with good traffic and PR.

19. www.WebArticles.com

Another niche directory (focused on family, crafts, parenting and similar).

20. www.article-idea.com

Pretty typical article directory. Please note that your articles must be over 400 words long, however.

There you have it – the top 20 article directories. Take a few minutes now to register for accounts on these sites and start submitting your articles.

In the next lesson you'll start learning about other popular places to distribute your articles!

Day 23: Using Your Articles to Create Squidoo Lenses

[Squidoo](#) isn't an article directory. Instead, it's a social media site that allows users to create a lens (a page) around the niche topic of their choosing. And because Google gives this site a lot of love, you can use it to get your content ranked well in the search engines.

Here's how to use the site...

Step #1: Register for your free account.

This is a social site, meaning other users want to get to know you. As such, take the time to fill out your profile and add a picture. In addition, you get to link to all your other social site pages (like Twitter and Facebook) as well as to your website.

Step #2: Write your (SEO'ed) articles.

Usually, it's not enough to put just one 400 word article on your page. As long as you have the room, you can put multiple, highly related articles.

For example, let's say you're creating a weight loss lens. You can put a 500 word article on nutrition, a 500 word article on cardio exercise, a 500 word article on supplements and a 500 word article on strength training.

As already mentioned, you can and SHOULD optimize your lens for the search engines. Indeed, you can optimize each lens for multiple sets of keywords.

Also, Squidoo allows you to create multiple links leaving your Squidoo lens and pointing to your own website (or another website). If you're pointing to your own website, then be sure to optimize your links by using your keywords as your link's anchor text.

Tip: Create an informative "how to" or "tips" lens, and do any promotions indirectly (e.g., weave recommendations into your solid content). The reason is because other people will rate your lens, and lenses with good "how to" information will always get rated higher than those that look like promotions. The higher your ratings, the more internal traffic you'll get.

Note: You should create a "call to action" on your lens where you specifically ask people to rate your lens.

Step #3: Promote your Squidoo page.

To help with your site rankings, you can promote your Squidoo page. You don't want to do this to the exclusion of your own website.

However, if you're doing something like bookmarking your own site on Digg.com or StumbleUpon.com, then you can take a moment and bookmark your Squidoo lens too. Or you might mention your Squidoo lens on your blog, for example.

Step #4: Get active on the Squidoo network.

Finally, get active on the Squidoo network by building your network of onsite "fans." The more fans you have, the more people who're likely to drop by and rate your lens... and that means the more traffic you'll get.

In addition, be sure to comment on other people's lenses, especially those that are related to yours. You can even

link to your lens in your comments, which will help drive traffic to your lens.

Go ahead and get your Squidoo lens set up today. Tomorrow I'll show you another site where you can set up a similar page!

Day 24: Using Articles to Create Hub Pages

[HubPages](#) is very similar to [Squidoo](#), in that you can set up a page around a niche topic and interact with other HubPages users (AKA "hubbers"). And like Squidoo, HubPages gets a lot of love from Google, so you can use this site to rank well for your longtail keywords.

There is one difference, however: HubPages.com is more strict about your outgoing links and about what it considers "spammy" Hubs.

As such, you need to focus on create informative articles such as high quality tips or "how to" articles.

Don't use this site to post presell articles, press releases, product reviews or other promotional pieces.

The steps in creating your Hub Pages are similar to creating a Squidoo lens, so refer back to yesterday's lesson for more information. Here's the process:

Step #1: Register for your free account.

As usual, fill out your profile so that other Hubbers can get to know you.

Step #2: Write your (SEO'ed) articles.

Like Squidoo, your HubPages hub is set up in a Google-friendly way. For example, the name of your hub becomes the file name as well as the title for your page. And that means you can rank well for your longtail keywords if you sprinkle them throughout your page.

Tip: HubPages only allows two links pointing to the same website. Be sure to follow their publishing and linking guidelines or risk getting your account suspended.

Step #3: Promote your Hubs.

Here again, you don't want to spend time promoting your Hub Pages when you could be promoting your own site. But you can certainly promote your hubs alongside your own site.

Step #4: Network with other Hubbers.

Finally, you can and should build a "fans" list by networking with other Hubbers. Focus on networking and developing relationships with those who have hubs in your niche. You can exchange links with these folks, comment on each others' hubs and rate each others' hubs. All of this will increase your respective traffic and ratings.

Tip: You can and should link your hubs to one another. You may also create a mini network of links by linking together your hubs with your lenses, your blogs and your other third party pages (such as your [Twitter.com](https://twitter.com) account).

Get started immediately by creating your first hub today. Tomorrow you'll learn how to combine article marketing with forum marketing!

Lesson #25

The 31-Day Guide To Article Marketing Part 4 of 4

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Day 25: How to Combine Article Marketing with Forum Marketing

In this lesson you'll discover the RIGHT way to use articles on niche forums.

The reason I emphasized the word "right" is because a lot of beginning marketers just join a forum, post an article and hardly ever visit the forum again (except to perhaps post another article).

However, many forum communities view this type of "drive by" posting as a type of forum spam – and at best they'll delete your post and at worst they'll ban you from the forum.

But here's the thing...

Just buzzing through and dropping an article into a forum won't do much good anyway (especially if it's not an article that's optimized for the search engines). And that's because forum marketing works best when you build a reputation on forums.

Remember, people do business with those they know, like and trust – and you can build up this familiarity and trust by becoming a valued member of a forum.

Here's the RIGHT way to post articles on forums...

Step #1: Find busy niche forums and become a member.

You can find forums in your niche by searching in Google. Just enter your niche keywords alongside words like forum, discussion, discussion board and similar.

Example: Search for: "rose gardening forums" or "dog training discussion" (without the quotes).

Register on your niche's busiest forums (those that get lots of daily posts and have lots of members). Fill out your profile so that other forum members can learn a bit about you. Also be sure to create a "signature file" – you can just use your regular article byline if you'd like.

Tip: Be sure to read the forum's terms or service to make sure that signature files are allowed.

Step #2: Lurk and read.

Every forum has certain rules and etiquette, both written and unspoken. In addition, every forum community has certain influential members, certain topics they don't want to discuss, etc. The only way you can learn about these things is by lurking (reading without posting) for a few days.

Step #3: Start posting.

Once you have a feel for the community, you can start posting. Don't post your articles yet. Rather, you want to work to build your reputation as a thoughtful, contributing member of the forum. As such, you should primarily focus on answering other people's questions during the first couple weeks.

Tip: You can save yourself time by answering questions using excerpts from articles you've created. For example, you might answer a question like this: "I just recently blogged about that topic. I'll post a relevant excerpt here to answer your question..."

If it's allowed on the forum, you can then link to your blog post so that forum members can read the entire post. However, be sure you answer the question in full on the forum. Don't just link to your blog post, or it will likely be considered spam.

Step #4: Post your articles (where they're allowed).

As mentioned, you can post article excerpts as answers when you first join the forum, although you should predominantly just answer questions directly when you're new (as this will help you build your reputation).

However, once you've built a good reputation (after about a month), then you can post articles directly on the forum. Don't post your promotional or presell articles, however. Instead, post

your "how to" and "tips" articles, and ask for discussion and feedback.

Tip: Some forums have sub-forums especially for the purpose of posting articles. If your forum doesn't have this feature, then you can post your article directly on the main forum board.. but only IF articles are allowed on the forum (double check the written rules as well as the "unwritten rules").

Go ahead and follow Step 1 right now to seek out (and register on) forums in your niche. And then get ready for the next lesson, where you'll learn about one of the BEST places to post your articles!

Day 26: Posting Articles on Your Own Blog

If you follow the instructions I've provided so far for distributing your articles, you'll bring in lots of traffic and get backlinks. But now you'll learn how to post your articles on one of the most important sites. Namely, your own blog.

Here's how...

Step #1: Install your blog.

The easiest way to get your own blog up and running is to go to WordPress.org, download the latest version of the software, and follow the instructions for their quick and easy install process.

Tip: As easy as it is to install WordPress (WP), you can do it even faster than five minutes. If your host has Cpanel installed, then log in and go to "Fantastico de Luxe." In about a minute and with just a couple clicks you can install a new blog on your site.

Step #2: Customize your blog.

Your blog is functional now, but you can improve both its form and function by customizing it. Go to Google and search for "WordPress themes" to find a design that you like. If you have a specific theme in mind, search for it using keywords (such as dog WordPress themes or fitness WordPress themes).

Tip: To install your theme, upload it into your WordPress Content (wp-content/themes) folder either using cPanel's file manager or using FTP software. Then log into your WP dashboard, click on "appearance" and choose to activate your new theme.

While you're in your dashboard, go through the other menu options to customize the blog to your preferences (such as by creating categories and deciding how the front page of your blog will look).

Step #3: Start posting.

Now you're ready to start posting. Ideally, you should optimize at least some of your posts for the search engines, since Google likes the way WP displays its posts. However, you can post all of your best content on your new blog, including all eight of the article types we've talked about.

Tip: When you first launch your blog, populate it with about half a dozen posts, and then commit to posting to it a 3-5 times per week for the first month and at least once per week thereafter. That way your blog looks "busy" to those who visit your blog while it's still young and it doesn't ever look abandoned.

That's it! That's all it takes to start blogging. Tomorrow you'll discover other ways you can blog with your articles.

Day 27: Posting Your Articles to Your Secondary Blogs

Yesterday you discovered the quick and easy way to install your own blog, which is where you should post your BEST articles. However, this isn't the only blogging you should do. That's because there are plenty of third-party sites that allow you to create a blog that they host.

That means you'll not only get links back to your main site, but your articles will get more exposure through search engine traffic as well as internal blog community traffic.

Below you'll find the best places to host a third-party blog.

Note: Some third party blog hosting sites don't allow commercial blogs of any sort, so read the terms of service first.

1. [Blogger.com](https://www.blogger.com)

This is Google's blogging platform. So as you might suspect, these blogs get indexed easily in Google.

Note: This platform seems to have an automatic bot that scans blogs for certain words and links, and then "flags" the blog as a possible splog (spam blog). If this happens to your blog, all you have to do is click a link to alert a human editor to review your blog. Just be sure to click the link right away, otherwise your blog will be deleted within a week or so.

2. [WordPress.com](https://www.wordpress.com)

WordPress.com doesn't allow spam or *"unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites."*

As such, if you create a blog on this site, you shouldn't point every article back to your site. Instead, post articles on the site and include your name for recognition and branding purposes. Occasionally (ever

five or six articles) you can include a link to your site. In addition, don't post promotional or presell articles.

3. LiveJournal.com

Like WordPress, LiveJournal's Terms of Service prohibits commercial content. As such, use links sparingly and don't post promotional or presell articles.

4. Niche Blogging Communities

Run a search in Google for your keywords alongside the phrase "blogging community" or "blog hosts" to find niche blog hosts. For example, "dog blogging communities."

If you enjoy posting to and creating a mini-network out of third-party blogs, you can even more blog hosts by running a search for just "blog host" or "blogging community."

Tip: Always keep a separate copy of all your third-party blog posts. That way if the site ever goes down or gets hacked, you'll still have all your content, which you can post elsewhere.

The above blog hosts are communities just for blogging. However, there are other sites where you can get a blog and post your articles (even though these aren't strictly blog communities). You'll discover these sites tomorrow...

Day 28: Posting Your Articles on Social Media Sites

Social media sites are places where people can share information while networking with people who have similar interests. We've already talked about four such sites: Squidoo.com, HubPages.com, blogging communities and your niche forums.

In this lesson you'll learn about even more sites where social networking is just as important as sharing information.

Below are five suggestions for places where you can post your articles, get traffic and grow a network of friends in the process. In some cases, you may even be offered an onsite blog...

1. MySpace.com

While a wide variety of people use this site, there are a lot of music-loving users. So if you're in a music niche, be sure to join MySpace and post your content on the onsite blog.

Tip: Use the search feature to find people with similar interests and invite them to be your friend.

2. Facebook.com

This site is similar to MySpace, although this one tends to have a lot of users who're looking to connect with people they already know. Indeed, you can do the same. That is, invite your newsletter subscribers, blog readers and other people to connect with you on Facebook.com. Then share your articles on your page.

3. Yahoo! Answers

This isn't a social networking site like the previous two. Rather, it's a content sharing site with a very strong social component. And because of this, you can and should build a network of "friends" on the site.

To use this site, browse or search your niche categories to find questions you can answer. Then use your articles or article excerpts to answer the questions. You can leave a link to your blog as the "source" of your answer.

Tip: Only leave links to non-commercial pages such as your blog, otherwise you risk having people flag your answer or rate it as a bad answer.

4. Ning.com

Ning.com isn't just one social networking site. Rather, it's a place where you can join niche social networking sites or start your own networking site. I suggest that you both join relevant sites as well as create your own. Then post your articles on the onsite blogs.

5. Niche Social Networking Sites

Finally, you can find other niche networking sites where you can create an account and upload your articles.

Simply go to Google and search for your niche keyword sites alongside the word "social networking" or "community."

Example: A search for "dog social networking" will turn up a site like dogster.com, a search for "real estate networking" returns sites like ActiveRain.com, and a search for business sites will show LinkedIn.com or Ryze.com.

These five types of sites will keep you busy for days as you register for your accounts and start posting content. Remember: They're all social networking sites, so don't just post your articles and disappear. You'll have much more success if you network with others.

Back on Day #19 we talked about how to write press releases. Tomorrow you'll learn how to distribute these releases...

Day 29: How to Distribute Your Press Releases

Back on Day #19 you discovered how to write a very special type of article: Namely, the press release. And I mentioned how you can submit your release directly to your local media, such as newspapers, niche publications, etc.

Tip: To submit a release directly to your local media, address your release to the editor of the appropriate department. For example, if you're submitting a business press release to a newspaper, then find the "business editor" (or similar). Read carefully, as

some editors only accept releases in certain forms (such as by snail mail or fax).

Submitting a release directly to local media is a good way to increase your chances of getting published. But you can also get wide exposure and even backlinks by using online distribution services such as:

- www.prweb.com – This is one of your best services, especially if you're interested in getting backlinks and plenty of exposure.
- www.pr.com – Offers both a free service and a paid distribution service.
- www.prlog.org – Offers both free and paid services.
- www.prnewswire.com – Alongside PrWeb, this is one of the more well-known online distribution services.
- www.Pressbox.co.uk – UK-based online distribution service. Also offers press release writing services.

Those are the top sites. Here are ten other distribution sites that I offer to you without comment:

- www.pr9.net
- www.pressrelease.com
- www.addpr.com
- www.ecommwire.com
- www.prwebdirect.com
- www.betanews.com
- www.1888pressrelease.com
- www.prleap.com
- www.theopenpress.com
- www.free-news-release.com

Go ahead and submit your press releases to one or more of the following sites today. Tomorrow you'll discover how to create unique articles out of your PLR content...

Day 30: Rewriting PLR Content to Create Articles

So far, you've learned how to write unique articles from scratch.

However, you can save yourself a little time by rewriting quality PLR (private label rights) content. If you start with a well-researched article, you won't have to do any research yourself – all you have to do is rewrite the content to make it unique.

If you refer back to Day #20's lesson, you'll recall that I've already given you several tips for rewriting content, such as:

- Create a new introduction.
- Add tips, elaborate on tips, reorder tips and delete tips.
- Add in your own examples to make the article unique.
- Rewrite the content to make it more engaging, such as by adding in metaphors and analogies.
- Completely rewrite the conclusion to make it unique.

All of these steps and tips apply to rewriting PLR content to make it unique. Here's what else you need to know about PLR content...

- ➔ **Find PLR content online.** You can find PLR content in your specific niche by running a search in Google for your broad keywords alongside the words "PLR" or "private label."

Example: weight loss PLR.

- ➔ **Do your due diligence.** Before you purchase PLR content, run a search for the PLR seller's name, website and email addresses to make sure he or she has a good reputation online. That's because some shady people unlawfully sell the private label rights to other peoples' content. Even if you unknowingly buy illegal PLR content, it can still land you in court. As such, do your due diligence first and stick with reputable sellers.

➔ **Look beyond articles.** Even though you want to create articles, that doesn't mean you need to create these articles out of other articles. Indeed, you can create your articles out of ANY kind of PLR content.

Example:

- Take a chapter out of a short report and turn it into an article. All you have to do is write an introduction, write a conclusion and perhaps add your own tips or examples.
- Take a chapter out of a full-size PLR ebook and turn it into multiple articles. Again, just write an introduction and a conclusion and add your own tips or examples.
- Transcribe a PLR video or audio and turn this information into articles. Be sure to clean up the "ums or ahs" if they are included in the transcript. (TIP: Most transcribers will take out these "noises" that don't add to the content.)

One final note...

Many of the top article directories (like EzineArticles.com) won't accept PLR content. As such, you'll need to completely rewrite it if you're submitting it to that directory. Otherwise, if you're just polishing it a bit, then you can post it on your own blog.

Tomorrow you'll learn how to save yourself time by letting someone else do all the hard work...

Day 31: Outsourcing Article Writing and Distribution

By now you've discovered how to write articles, distribute them all over the Internet, and get clicks, sales, readers and subscribers using your well-crafted byline.

In short, you're an article marketing expert now!

But as you start pulling in cash for your article marketing efforts, you might not be so keen on creating and distributing the content yourself.

Maybe you prefer to work on your campaigns rather than on your content. If so, then it's time for you to outsource your articles.

Here's how...

Step #1: Search for a freelancer.

Your first stop is on the well-known freelancing boards as well as business forums where freelance writers tend to congregate. Here are some of the top places to begin your search:

- www.elance.com
- www.guru.com
- www.getafreelancer.com
- www.warriorforum.com
- www.wahm.com
- www.craigslist.org

Next, you can search in Google for a freelancer. One note, however:

Freelancer writers label themselves several different names, including article writers, ghostwriters, writers, content creator and freelancer writers. So be sure to search for all these names.

Next, ask your colleagues and business associates for their recommendations.

Finally, don't forget to look offline. You can check with the English department at your local university to uncover talented

student writers. You can also place classified advertisements in the campus newspaper as well as in your local newspaper.

Step #2: Screen the candidates.

You'll likely uncover dozens of possible freelancing candidates using the suggestions in Step #1.

However, now you need to narrow this list by doing your due diligence, including:

- Review the freelancer's portfolio (samples) to see if he or she can write the type of articles you need.
- Check the freelancer's references to see if they still recommend the writer.
- Search Google using the freelancer's name, aliases, email addresses and websites. Look for an established history of providing good service online (e.g., look for someone who's been established for at least six months or more). Be wary of those with complaints of any kind or those who show unprofessional behavior on forums and elsewhere.
- Check Elance.com or other freelancing board feedback (where applicable). Again, you're looking for someone who has a long history and a good reputation.

Once you've found someone you'd like to work with, then...

Step #3: Select a freelancer, sign agreements and start small.

Draw up agreements that outline things such as scope of the project, payment and deadlines. Then start small, perhaps as few as five articles just to see if you work well together with your freelancer. As you gain each others' trust, you can start working on bigger projects together (e.g., you can request 20 articles at a time or more).

In sum: Yes, it does take some time up front to find the right ghostwriter for the job. But this investment will pay for itself many

times over in quality articles completed on deadline. And it will save you plenty of money in lost fees and time taken by shady freelancers.

Bonus Day: Getting Others to Reprint Your Articles

We spent a few days talking about how to distribute your articles to the top article directories. In some cases, webmasters, bloggers and newsletter publishers may find your articles in these directories and publish them.

However, most of the traffic you receive from these articles will be from your search engine optimization efforts.

In other words, don't count on publishers finding your articles and reprinting them.

If you want this sort of wide distribution, you need to find content publishers and specifically ask them to reprint your article.

Here's how to get your articles published by others:

Step #1: Find Content Publishers

The first thing you need to do is to find other bloggers and newsletter publishers in your niche.

If you've done your regular market research, then you probably already have a fairly good idea of the best newsletters and blogs in your niche. You can start off your list of potential publishers by including these top marketers.

Next, generally you'll find that MOST marketers who sell products tend to have a blog, a newsletter or both.

Indeed, just going to the ClickBank.com marketplace and browsing product categories in your niche will uncover the best selling products in your niche. Just click through to the product sales page to check if the marketer has a newsletter and/or blog. If so, add him to your list.

To find those blogs or newsletters you don't yet know about, go to Google and enter your niche keywords (like "*weight loss*") alongside search terms such as blog, newsletter and ezine.

Finally, you can search popular ezine directories (like www.ezine-dir.com) and blog directories (like www.blogcatalog.com) in your niche.

Step #2: Ask Them to Reprint Your Article

Once you've completed Step 1, you should have several dozen content publishers on your list. Your next step is to approach them to inquire about reprinting your article. But before you do that, you need to get on their newsletter list and read their blog so that you understand what sort of content they print.

You're going to find two types of content publishers:

1. Those who regularly publish other peoples' content.

When you encounter these publishers, all you have to do is submit your article for consideration. Be sure to submit an article that's matches the style and topics of articles previously published.

2. Those who usually only publish their own content. Now, since these folks don't solicit content from other people, just submitting your article for consideration won't work. Instead, what you need to do is propose a JV (joint venture). In essence, you propose "swapping" articles – basically, you become guest authors on each others' blog or newsletter.

Here's a sample email template you can use:

Subject: I'd like to feature you on my blog,
[FirstName]...

Dear [FirstName].

[Your name] here from [your website]. Because you're the premiere [niche topic] expert in this niche, I'm asking if you'd be willing to guest author an article on my blog. Naturally, you'll get a backlink of your choice and publicity from the byline you include.

In return, I'd ask that you consider hosting me as a guest author on your blog. I've created an article that's a response to your [date] blog post where you talked about [enter topic]. I think your readers will enjoy the article - you can see it here [link].

Please hit reply now or call me at [phone number] to discuss this proposal further. I look forward to hearing from you!

[your name]

P.S. My blog gets [number] unique visitors per day and has [number] of RSS subscribers, so I can guarantee you plenty of exposure.

Step #3: Encourage Others to Reprint Your Content

Finally, one last tip - whenever you post one of your articles on the 'Net, whether on your own blog or on a third-party site, always encourage others to copy and paste the entire article - including your byline - and reprint it on their site.

Conclusion

Congratulations, you're now an article marketing expert!

Just look at what you've learned over these past 31 days:

- ✓ You discovered the many ways you can use an article, such as to promote a paid product, promote a freebie or even just to get backlinks for search engine purposes.
- ✓ You learned how to research, create an outline and write an engaging article.
- ✓ You found out how to write eight specific types of articles, including SEO articles, tips articles, presell informative articles and five others.
- ✓ You found out the top 20 article directories plus dozens of other places you can distribute your articles.

- ✓ You found out how to save yourself time by rewriting PLR content or hiring a ghostwriter.

And more!

In short, you now know how to turn your article content into CASH!

My hope is that you've been completing the steps in each lesson as you've read the lessons over this past month.

If so, then congratulations because you're already getting clicks and traffic.

But if not, then please get started immediately. Return to Lesson #1 to refresh your memory, choose your topic, outline and then write and submit it according to the instructions I've given you.

The sooner you start, the sooner you'll see results.

Now let me leave you with this bit of motivation...

Just think: If you write just one article per day, in another month you'll have about 30 articles working hard for you.

If you write just three or four articles per day, at the end of a month you'll have 100 articles or more!

Just imagine how much traffic and sales those articles will bring you...

Lesson #26

101 Affiliate Marketing Best Practices To Use Now Part 1 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Choosing Your Products

Making money as an affiliate isn't all about the marketing. It's also about choosing profitable products. Here's how...

Tip #1: Choose products with proven track records. If you're choosing products on Clickbank.com, then choose those at the top of their categories (i.e., the best sellers) and those with high gravity numbers (between about 75 and 150). In addition, ask the vendor about his conversion and refund rates.

Tip #2: Do NOT choose products based on price alone. Big price plus big commission percentages equals big profits, right?

NOT always.

Sometimes you can use low-price products to bring new customers into your sales funnel. So throw a few \$5 to \$50 products into the mix – you might be surprised at the stunning conversion rate and the new customers!

Tip #3: Select evergreen products. If you're sending out live broadcasts to your list, you can sell any kind of affiliate product you want. But if you're selling using long-term strategies like blogging and article marketing, then consider choosing "evergreen" products.

These are products that were relevant last year, this year and well into the foreseeable future. And that means you can make money on these products years after you submitted that article to the article directories.

Example: An book that teach marketers how to write good sales letters is evergreen, since these basic copywriting "rules" have been in place for as long has humans have advertised. On the other hand, a book about how to optimize web pages for Google is NOT evergreen, since search engine algorithms change frequently.

4. Look for sales page leaks. Sometimes vendors think about their own profits and forget that their strategy hurts their affiliates. For example, a Clickbank.com vendor who puts 2Checkout.com payment buttons or encourages customers to call in their orders is stealing commissions from affiliates.

You can avoid this simply by looking over the sales page (and sales process) before becoming an affiliate. Here are the most common sales page leaks:

- Different payment options that don't give the affiliate credit.
- Upsell options that, when chosen, override the affiliate's cookie (and the affiliate loses the commission).
- Google AdSense ads on the sales page.
- Links to other products on the sales page.
- Prospects get put onto a mailing list that redirects them to a sales page that doesn't give the affiliate credit.

Tip #5: Watch out for shady vendors. Usually the sales page leaks mentioned in the last tip are mistakes made by honest vendors. When you point out the mistake, they'll quickly correct it.

However, there are some dishonest vendors who purposely use alternative payment commissions, faulty tracking software and other tricks to rob you of your commission. Indeed, some vendors even do things like falsify refunds so your affiliate account doesn't show that you're owed any money.

To protect yourself against these sorts of vendors, always deal with known, reputable people in your niche. And if you consider working with someone new, then search for his name, email addresses, websites and product names in Google to ensure he has a long, good history online. If you see a pattern of customer OR affiliate complaints, then move on and find another vendor.

Tip #6: Use reputable affiliate tracking systems. Sometimes vendors install their own affiliate tracking scripts on their site.

If you're 100% confident that the vendor is honest – and if others who've used the script report good results – then you may consider joining these affiliate programs. Otherwise, stick with reputable affiliate programs where you know your sales will get tracked and you'll get paid, such as [Amazon.com](https://www.amazon.com) and [Clickbank.com](https://www.clickbank.com).

Tip #7: Look for products with high commissions. Commission rates vary depending on what you're selling.

Example: Selling physical products (like computers) may put as little as a 5% commission rate into your pocket. But if you're selling digital products, then you can usually expect at least a 40% commission rate, with 50% being the average. However, sometimes you'll even approach 100% commission rates on downloadable products.

If you find a digital product offering 25% commissions – and the product doesn't require personal service on behalf of the vendor (such as software installations or personal coaching) – then skip it. You can probably find similar products that pay at least a 50% commission.

Tip #8: Look for a hungry niche FIRST... and then look for a product to promote. Some beginning affiliate marketers stumble on a product and are taken in by the promises of a high commission rate and potential big profits. But when they actually put the product on the market, they find that there's very little demand for a "how to" instructional video for pygmy goat farmers.

Instead, what you need to do is find a hungry niche first, find out what they're ALREADY buying, and then sell something similar. If you're selling information products, the easiest way to do this is to go to Clickbank.com and seek out the best sellers (those at the top of their categories that have a high gravity).

Tip #9: Promote only those products that you'd use yourself. Or, if you're not a part of the niche market, then only promote those products that you'd recommend to your mother or your best friend.

Point is, don't let the excitement of big commissions and a high conversion rate cloud your vision. Your primary objective is to help your customers. If you're selling products that fill your pockets with money but don't solve your customers' problems, you're sacrificing long-term profits for short-term gains.

As such, put your primary focus on helping your customers by recommending good products. Doing so will earn their trust, which means they'll be more likely to buy from you in the future. It's a win-win situation.

Tip #10: Join the JV and pre-launch lists in your niche. If you're a known "super affiliate" in your niche, then vendors who're about to launch new products will send you these products for free in hopes that you'll promote. And because you'll be one of the first affiliate to promote these products, you can generally make a lot of money on launch day.

But what happens if you're not a super affiliate? How do you get notified about product launches? Simple:

➤ **Join joint venture (JV) notification lists in your niche.**

Example: If you're selling online marketing products, then join www.jvnotifypro.com. If you're not in that niche, then search in Google for your broad niche keywords alongside search terms like "JV opportunities," "affiliate opportunities" and "pre-launch."

➤ **Subscribe to all the big marketers' newsletters in your niche.** If there aren't any JV notification sites or lists in your niche, then subscribe to the newsletters of all the big marketers. Generally, the biggest marketers will have advanced notification of product launches and/or they'll pre-notify their prospects about their own product launches. You can then write to the product owners to ask if you can join the pre-launch affiliate program.

Extra Tip: If there isn't a JV notification list in your niche, you can consider starting one!

Quick Recap

There you have it – ten tips for choosing profitable products. Next up, you'll discover how to build a profitable sales funnel...

Creating a Sales Funnel

If you're sending your visitors straight to the vendor's sales page, you're leaving a lot of money on the table. And that's because you'll have better results if you create a sales funnel, stock it with products and then sell these affiliate products to "warm" prospects.

Here are nine tips to boost your sales funnel profits...

Tip #11: Build a list. People buy from those they know, like and trust. That means if you're sending your prospects straight to the vendor's page, the prospect likely doesn't know you OR the vendor. And so the conversion rate will be very low.

Instead, get your visitors on your mailing list instead. That way you can build a relationship with your subscribers and earn their trust. Now these "cold" visitors become "warm" prospects... and your conversion rate shoots through the roof!

Tip #12: Create a squeeze page. Back in the mid to late 1990's, people used to freely give their email addresses to almost anyone. They joined newsletters because it was fun to get email. And they didn't even mind the spam because email was such a novelty.

NOT any more. Now people protect their email addresses as fiercely as a mama bear protects her cubs. And that means the words "free newsletter" won't have people scrambling to join your mailing list. Instead, you need to craft a sales page (AKA "squeeze page") that convinces people to join your list.

As such, you need to create a short page that tells your prospects what they get when they join your newsletter. That is, what benefits will they receive?

Example: A benefit of joining a dog training newsletter might be: "You could have a perfectly housetrained dog in just 72 hours from now!"

Tip #13: Offer a relevant freebie to boost subscriptions. Just as you offer a free bonus to boost the conversion rate on a paid product, you should also offer a relevant freebie to increase the number of people who subscribe to your newsletter.

You might offer a freebie such as:

- A free ebook or other downloadable text product.
- A free audio product such as an audio book.
- Access to a free teleseminar or webinar.
- A free video.
- Free software or other tools.
- A free ecourse.

Extra Tip: The best freebie you can give your prospects is to find out what they're already buying and offer something similar. For example, if a top-selling product on Clickbank is how to lose weight with a low-carbohydrate diet, then you can create a report on the same subject and offer it for free to anyone who joins your list. Naturally, the report should help pre-sell the product and should include your affiliate link.

Tip #14: Create an autoresponder series. As mentioned, you can offer a free multi-day ecourse as a bonus to those who join your newsletter. But even if you don't offer a specific ecourse, you should still upload at least 7 to 12 messages into your autoresponder that are part content, part pitch.

The content will help you build a relationship with your subscribers, while you can use the promotional parts of each email to pre-sell a product.

Example: You're selling online marketing products. You create a seven part autoresponder series that lists the seven steps to writing a good sales letter. In each message you include a pitch for a copywriting product (such as headline-generator software or a "swipe file" book).

Tip #15: Put your affiliate marketing on autopilot. Instead of just creating a 7 to 12 part autoresponder series, you can create a series that lasts for three months, six months, twelve months or more.

For example, a one-year autoresponder series would mean you'd just need to create 52 weekly messages with evergreen content that promotes evergreen products. Then you can focus on building your list and let your "autopilot sales funnel" close the sales and put money in your pocket!

Example: You can create a 52-message series such as "52 Weight Loss Tips" or "52 Ways to Make \$100."

Tip #16: Show your readers that you care. If you treat your newsletter subscribers and prospects like mini ATMs (cash machines), they'll sense it. And they'll run away from you faster than a cat trying to avoid a bath.

Instead, you need to show your readers you care. Show them some empathy. Let them know that you understand their problems, and that you truly want to help them. You do this by:

- Empathizing (e.g., "I know how embarrassing it is to have your dog practically knock your guests over...").
- Being honest with your product reviews.
- Promoting only GOOD products (see Tip #9).
- Recommending the best product, even if it is a free product. (This doesn't put money in your pocket in the short term, but doing so builds trust... and that means more money in the long term.)

Tip #17: Keep your subscribers reading. Sometimes when you offer a freebie to "bribe" prospects to join your list, these subscribers take their freebie and then stop reading your newsletter. And that means you don't get an opportunity to build a relationship (much less make an affiliate sale).

The solution?

Send an unannounced freebie in the very first email you send out. Plus, let your new subscribers know that they'll soon receive more "mystery bonuses." (And follow through on your promise by sending out freebies about once a month.)

This little step will keep your subscribers opening your emails and reading them. And that gives you an opportunity to build a relationship and sell more affiliate products to them. Indeed, you may even turn a "freebie seeker" into a valuable customer!

Tip #18: Meet your subscribers' expectations. When your subscribers first joined your list, you created specific expectations about what type of content they'd receive from you and how often they'd receive it. In order to keep them reading, you need to meet their expectations.

Let's suppose you told them you'd give them a "content filled newsletter every week." If instead you send out two emails per month that are nothing but product pitches, you're going to have

disappointed subscribers. And disappointed subscribers stop reading your emails (or even unsubscribe).

Point is, it doesn't matter WHAT you send them, as long as it conforms to their expectations. If you told them up front that you were going to send them product reviews, then send product reviews. If you told them you'd send pre-launch notifications or product discounts, then do that. And if you told them you'd send weekly tips, then meet those expectations.

Tip #19: Advertise in other peoples' newsletters. You're not limited to just making money from your own newsletter. You can also make money by advertising in other peoples' newsletters by buying ezine and solo ads.

Look for publishers with good reputations who send out quality content (the kind that you'd keep his subscribers reading). Then ask him if he accepts paid ads. If so, ask him about his demographics (e.g., where he got his subscribers and who they are). Finally, ask him if you can start with a small ad buy. If you get results, you can buy more ads from him.

Extra Tip: Don't send traffic to an affiliate link. Instead, send them to your newsletter subscription (squeeze) page!

Quick Recap

You just learned how to make money by pulling people into your sales funnel using a newsletter. You also learned how to make money from other peoples' newsletters.

Next, you'll discover pre-selling tips that will quickly and easily boost your conversion rates! Keep reading...

Boosting Conversions

You already know that you shouldn't send your traffic directly to the product sales page. Instead, you should build a list and then pitch products. But you shouldn't even send your list members directly to a sales page. Read on...

Tip #20: Write product reviews. One of the best ways to pre-sell a product is to write a product review. But don't just list all the positive points. You need to list the product flaws, too. And that's because your prospects know that the product isn't perfect. If you try to present it as a perfect product, they won't trust you... nor will they buy from you.

Example: "This homeschooling kit offers awesome lessons plans for science, history and English. However, the math plans leave something to be desired. That's because... {reasons}"

Tip #21: Create product comparisons. If you're reviewing two or more similar products, then you can pre-sell both of them by doing a product comparison instead.

Just like the product review, you need to present both products honestly (flaws and all). You should also conclude by giving your recommendation for which product your readers should buy. If the products target those with slightly different needs, then tell your readers who should buy the product.

Example: "If you're mainly interested in learning more about the exercise plans that will help you lose weight, then get [name of product]. If you're more interested in having a complete menu plan, then get [name of product]..."

Tip #22: Write pre-sell pitches. Sometime you may not pre-sell with a product review. Instead, you pre-sell the product using a direct pitch, which is where you highlight the main benefits of the product. That way, your subscriber is ready to buy the product before they even see the sales page.

Extra Tip: A pre-sell pitch works best when you send it to your list, since they already know and trust you. If you're pulling in traffic from other sources, then you'll likely do better offering reviews and comparisons.

Tip #23: Build pre-launch anticipation for new products. Some marketers first make mention of new products on the day those products launch. However, you can sell more products if you spend a week or two building anticipation for a product launch.

Extra Tip: The good product vendors will provide pre-launch marketing materials for you to send your list. However, you can do "pre-launch" product reviews and pitches to whet your prospects' appetites for the product. Come launch day, they'll buy the product without even hardly reading the sales page!

Tip #24: Let people peek inside the product. People who can imagine the product (and imagine themselves owning the product) are more likely to buy it. That's why you can boost your conversion rate by providing screenshots and even video of parts of the inside of the product.

Example: You might provide a screenshot of the table of contents of an ebook. Or you might present a video of you scrolling through a chapter in an ebook.

Note: Get the product creator's permission before employing this tactic.

Tip #25: Provide reviews for products you don't recommend. Earlier you learned that you can increase your conversion rate by listing a product's flaws as well as its strong points. As long as the strengths outweighed the flaws, you probably still recommended the product.

So what happens if you come across a product (especially a new one) that you wouldn't recommend to your readers and visitors? Many affiliates simply wouldn't bother writing a review. But you owe it to your readers to give them the information they're seeking... even if you don't include a link (and thus don't earn any commissions).

No, you won't make money from a product you don't recommend. But you will build good will with your readers. And that translates into more sales in the long run!

Quick Recap

You just discovered six ways to boost profits by pre-selling products. Next up, you'll learn how a blog can put more money in your pocket...

Blogging Your Way to Bigger Commissions

By now it's no secret that you shouldn't send your visitors directly to a vendor's sales letter. So far we've mainly talked about turning your traffic into newsletter subscribers.

Now we'll look at how blogging can help you bank more affiliate cash...

Tip #26: Use WordPress. There are plenty of blogging solutions for you to choose from, including installed software and third-party hosted solutions. However, one of the best platforms is the self-hosted WordPress (WP) platform, which you can find at www.wordpress.org.

Here are five reasons why WP is a good choice:

- 1) It's easy to install.
- 2) It makes blogging quick and easy, even for someone without any technical skills.
- 3) It's highly customizable, both in terms of form and function.
- 4) It's frequently updated.
- 5) There are plenty of "plug ins" (tools) you can add for greater function.

In short: Choose WordPress and you'll spend less time managing your blog... and more time making money!

Tip #27: Install the best plugins. The best WP plugins allow you do to things like cut down on spam, encourage visitors to become interactive and boost your conversion rates by automatically recommending related content elsewhere on your blog.

Here's a list of the five best tools you can install on your WP blog:

- 1) [Akismet](#) is your spam-fighting, time-saving tool.
- 2) The "[share this](#)" plug in allows your readers to bookmark your site on the popular social media sites like Digg.com.

- 3) [The Ad Rotator](#) works just like it sounds - it allows you to rotate your affiliate ads and links on your blog.
- 4) Here's a neat tool that allows your readers to [subscribe to comments](#) (which means they'll visit your blog more often).
- 5) You can keep your visitors reading (and buying) by recommending similar content using the "[similar posts](#)" plugin.

Tip #28: Create a "product of the week" or "featured post" section on your blog. You can keep your blog fresh by creating a "featured post" section that highlights a new product every week. To see an example of this special feature, check the top of my blog's sidebar at www.PaulbEvans.com.

Tip #29: Offer multi-media. NLP (Neuro-Linguistic Programming) teaches us that different people have different learning styles. That means that some prefer to learn by reading text products, others prefer to listen to audio instructions and still others prefer hands-on, emotion-based learning. And that means if you use multi-media content – which includes text, audio AND video – you have a better chance of appealing to a wider audience.

Extra Tip: As an added bonus, offering multi-media also always you to reach out to those with sight or hearing disabilities.

Tip #30: Encourage discussion and participation. If you encourage discussion on your blog, then you create a sense of community. Not only that, but getting your readers to interact with you helps you build a relationship with them. Both of these things result in more affiliate commissions for you.

Here's how to get interactive members:

- **Blog about something controversial and ask for comments.** People tend to reply when it's an emotional topic.

Example: Ask your dog blog readers which breed is smarter: border collies or poodles?

- **Ask for feedback.** This feedback could be about a report you're writing or even about the features on your blog. Doesn't matter. The point is to get your readers talking to you.
- **Email your list to tell them about a new blog post.** Be sure to ask for their comments.
- **Run a commenting contest.**

Example: Ask your readers to write 100 on a niche-related topic. Best post wins a product.

Tip #31: Post interviews with product creators. Here's a nifty way to boost commissions: Interview the product creator and use your affiliate link to pitch the product at the end. Then post the interview on your blog.

Extra Tip: You can post either text or audio interviews. If you're doing an audio interview, you can give your blog and newsletter readers access to the live call.

Let's suppose you're selling a weight loss ebook. You can ask the product creator about one aspect of losing weight, such as how to boost metabolism. Then you point to the book for more information on that topic (as well as weight loss in general).

Tip #32: Blog regularly. Have you ever visited a blog where you noticed the last posting date was months or even years ago? Even if the content is good, you probably didn't read any further than the front page (since it's easy to assume the content is outdated). And you definitely wouldn't visit again.

Likewise, your traffic wouldn't bother visiting again if your blog looks abandoned. And that's why you need to post often.

Posting regularly – about once a week – helps make your blog "sticky" (meaning you get more repeat visitors) and it helps you build a relationship with your readers. Bottom line: More affiliate sales!

Tip #33: Post case studies. We've talked a lot about pre-selling affiliate products in order to boost your conversion rate. Another way

to boost conversions is to offer some sort of proof that the product works. And you can do that by posting case studies on your blog.

Examples:

- You're selling a weight loss product. You can post an inspirational case study of how one woman lost 75 pounds using the product (and kept it off). For best results, include progress pictures (before and after pics).
- You're selling a vegetable gardening product. You provide the testimonial from a gardener who used to get barely edible pumpkins and now wins prizes at the county fair.

Tip #34: Create a live journal. Instead of posting an "after the fact" case study, you can create a live journal where you post your progress and results using a certain product.

Examples:

- You're selling a search engine optimization product. You can use the step-by-step instructions to optimize your own site for the search engines and post your results as your page rises up in the rankings over the course of three months.
- You're selling a "be a better photographer" product. You can create a one-week journal where you take pictures daily to show how your skills are improving.

Quick Recap

You just discovered how to use a blog to put more affiliate cash in your pocket. Next up, you'll find out how to beat the competition.

Lesson #27

101 Affiliate Marketing Best Practices To Use Now

Part 2 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Beating Your Competition

When you're an affiliate, you have two kinds of competition:

- 1) Competition from those selling similar products. So if you're selling a Black lab dog training book, you're competing against other black lab training products.
- 2) Competition from other affiliates. Naturally, there are others selling the EXACT same product to the same market

Here's how to whip your competition and put more money in your pocket...

Tip #35: Create a USP (unique selling proposition). Your prospects have plenty of choices when it comes to merchants. They can buy direct from the product creator. Or they can choose from among dozens or perhaps even hundreds of affiliates. And that's why you need to create your USP.

In short, your USP is the "reason why" your prospects should buy from you and not your competitors.

Example: You provide an additional guarantee (in addition to the vendor's guarantee), such as a conditional "double your money back" guarantee.

Tip #36: Add value to your offers (with products). Another way to beat your competition and get your prospects to choose to buy through your affiliate link is by offering a bonus.

Think about it...

If you were buying a pair of shoes and saw them at the exact same price, but one came with a bonus set of laces, which one would you choose? All else being equal, you'd probably choose the better offer (the one with the free laces). And so would your prospects.

Here are three examples of adding value to an affiliate offer:

Example #1: You sell a diet book. You provide a free recipe book to anyone who buys through your link.

Example #2: You sell "headline generator" copywriting software. You throw in a headline "swipe file" to anyone who buys through your link.

Example #3: You sell a marketing product. You offer access to a private forum to those who buy through your link.

Tip #37: Add value to your offers (with services). Products are easy to deliver, which makes it easy for you to add value with products. But certain services have a higher perceived value, which can help further boost your conversion rate.

Here are a few examples of how to add value to an affiliate offer using services:

Example #1: You sell software. You can offer free installation and support.

Example #2: You're selling a copywriting product. You offer a free headline critique to those who buy through your link.

Example #3: You sell a weight loss product. You offer a free consultation session to help customers design a personalized diet plan.

Tip #38: Develop relationships with your prospects. I've hinted at this tip elsewhere in the report. To repeat: People do business with those they know, like and trust. And that means you'll make more money if you develop relationships with your prospects.

Here's how to build relationships with your prospects:

- Start blogging. Get your readers to comment on your blog.
- Publish a newsletter and send out weekly messages.
- Ask your readers for feedback (either publicly or privately) – and then implement it when possible.
- Get your readers to take surveys and polls on your blog.
- Interact with your prospects on social media sites like [Twitter.com](https://twitter.com) and [Facebook.com](https://facebook.com).
- Visit niche forums and interact with your prospects.

Tip #39: Create and market your brand. You want your prospects to feel a certain way when they do business with you. And your brand is just one of the tools you can use to convey that feeling.

Example: If you're selling baby products then you probably don't want your prospects to feel powerful, sexy or wealthy. Instead, you want them to have a feeling of love and security. As such, your logo, slogan, blog design and everything else about your business should be designed to convey the feeling. And your goal is to get your prospects to recognize and trust your brand as an industry leader.

Extra Tip: Do you think that developing a brand doesn't matter? Think again! Kids who were given chicken nuggets in McDonald's wrapping liked the nuggets better than those who were given the SAME food without the packaging. In other words, the kids were influenced by the brand!

Tip #40: Establish yourself as an expert / authority. Imagine this: Your car mechanic tells you to start taking fish oil supplements. Are you going to do it?

Probably NOT. But the moment your doctor tells you the same thing, you'll probably rush right off to pick up a bottle of fish oil. And that's because we tend to listen to and trust experts and authority figures more than anyone else.

You can see where I'm going with this. If you position yourself as an expert (and perhaps an authority figure), you can boost your sales. For example, creating a content-filled blog, participating on niche forums and getting endorsements from other experts will all help you position yourself as an expert.

Extra Tip: If you hold a degree in a related field or have some other unique qualification, flaunt it as a way of establishing your authority. For example, if you're a registered nurse and you sell health books, let everyone know you're a nurse! People are more likely to listen to your recommendations over the average affiliates.

Tip #41: Sell your own products on the front end. You just learned that one way to boost your sales is by establishing yourself as

an expert. And one of the best ways to get others to see you as an expert is by creating your own product.

That way, you can build a big list of buyer by selling your own product on the front end... and then make a big bundle of money on the backend by recommending affiliate products.

Tip #42: Borrow credibility from the "big dogs" in your market.

You already know that you need to build relationships and establish trust in order to sell more products to your subscribers and visitors. But that takes time. So how can you get a good reputation if you're new to the niche?

Simple: Joint venture with the well-known experts and marketers in your niche. In doing so, you'll "borrow" their credibility, meaning others will see you as a niche expert too.

One of the quickest and easiest ways to get others to associate you with the existing niche experts is to create a product with them. For example, you can get half a dozen or more of these experts to agree to an audio interview. Then you can freely distribute the recordings to get as much exposure as possible.

End result: You'll become a trusted name in the niche virtually overnight!

Tip #43: Offer customer rebates. Earlier you found out that you can beat your competition by "adding value" to an offer. Another way to do it is to offer a cash rebate to anyone who buys through your link.

Here's how it works...

Let's take the example of a \$100 downloadable product with a 50% commission. Instead of pocketing the entire \$50 commission, you can instead split your commission with your customer (e.g., each of you gets \$25). Of course you don't tell your customer you're splitting a commission. Instead, you just offer a "cash rebate" (payable after the refund deadline has expired).

Extra Tip: Ask for permission from the product vendor before using this tactic, as some vendors disapprove of customers getting a product at an unauthorized lower price.

Tip #44: Offer superior customer service. Even though you're not the product vendor, there's a good chance that you get plenty of both pre-sale and post-sale questions about the products you sell. If you want to beat your competition, answer these questions quickly (in 1 business day or less), professionally and honestly.

Now imagine this...

Your potential customer is shopping around and is thinking about buying a product. He emails a competing affiliate question. Three days later, no answer. So now the prospect emails you the same question, which you answer within two hours.

Whose affiliate link is the prospect going to use? That's right – yours!

Tip #45: Leave no advertising venue untouched. Finally, one of the most effective ways to beat the competition is through full market penetration. That means you blanket the niche with your content and ads. Your name should appear in article directories, on forums, on other peoples' blogs as a guest author, on social media sites... everywhere. As familiarity grows, so will your sales.

Quick Recap

You don't have to be scared of a little affiliate competition when you use the tips and tricks you just learned. Next up, you'll find out how to make even more money as an affiliate...

Banking Even More Affiliate Cash

This whole report is all about you making more money as an affiliate.

In this section, you'll find out what the super affiliates know about banking bigger checks...

Tip #46: Read the affiliate agreement. That's right, before you start promoting a new affiliate product, be sure to read the affiliate agreement and terms of service on the vendor's site. Doing so will eliminate nasty surprises, such as "no affiliate payouts until you reach \$1500 in commissions or until Haley's comet swings by Earth again."

Note: OK, I made that one up – but you'd be surprised at what type of profit-draining clauses you'll find inside some of these agreements!

Tip #47: Ask the product vendor for bigger commissions. Once you earn a reputation as a super affiliate in your niche, OR once you've proven your sales record to a specific vendor, you can approach that vendor and ask for a bigger commission rate.

Many vendors already have a rate that they offer to special partners. You can simply ask, "do you have a higher super affiliate commission rate?" If not, then ask the vendor to provide you with a higher commission rate. If you're making a lot of money for the marketer, he probably won't refuse.

Tip #48: Ask the vendor for a unique landing page. One way to increase sales is by personalizing sales material as much as possible. And while you can't greet your subscribers personally by name on a vendor's sales page, you CAN ask the vendor for a unique landing page that offers something a little different than the standard page.

Example: Your custom landing page might greet your subscribers like this, "Special Offer for [Your Name]'s Subscribers and Friends." In addition, your custom landing page can include some of the features you'll learn about in tips #49 and #50.

Extra Tip: As usual, it helps if you've already demonstrated to a particular vendor that you can produce sales. Once you've done that, the vendor will be more accommodating to your requests. This applies to the next two tips as well.

Tip #49: Secure exclusive discounts for your customers. As mentioned before, your prospects like to get a good deal. And one way to get them a good deal while making you look like a hero is to secure an exclusive (perhaps limited-time) discount through the vendor.

If you haven't yet made any sales for this particular vendor (and you don't have a reputation in the niche), then you may suggest a commission split.

Example: The vendor can create a special link on a \$100 product that gives you a \$25 commission and gives your customers a \$25 discount. This is no hardship on

the vendor, since he still gets his 50% commission. (However, some vendors don't want to sell the product below a certain price, so they may refuse.)

Tip #50: Ask the vendor for exclusive bonuses for your customers. Earlier you found out that you can beat your competitors by "adding value" to an offer. However, once you've proven that you can produce sales for a vendor, he or she might be willing to add an exclusive bonus package for anyone who orders through your affiliate link.

Let's suppose you're selling a copywriting ebook. Your vendor may be willing to offer access to a private copywriting forum to anyone ordering through your link.

Tip #51: Disguise your affiliate link. Sometimes customers are afraid to click on affiliate links, perhaps because they think they can get a better deal using a direct link, or perhaps because they just don't like the idea of someone making money off their purchase.

So when they see a link like vendorspage.com/affiliatelink.html, they'll cut off the last part of the URL to bypass your affiliate link. End result: Lost commission.

If you're working in a market such as the "online marketing" field, then you'll have savvy marketers who'd rather pocket the commissions themselves rather than let you have it. So when they see an affiliate link, they just insert their affiliate ID instead and swipe your commission.

There are plenty of ways for you to disguise your link (such as modifying your .htaccess file or doing a javascript or PHP redirect).

The easiest way, however, is to do a simple HTML redirect. This is where you redirect a domain or a page on a domain – such as yourdomain.com/recommends – to your affiliate link.

Here's the code you can use to create the HTML page:

```
-----  
<HTML>  
<HEAD>  
<TITLE>One moment please, redirecting to [product  
name]</TITLE>
```

```
<meta http-equiv="refresh" content="0;
url=http://youraffiliatelink.com/affiliate_id">
</HEAD>

<BODY>Redirecting to [product name]...

</BODY>

</HTML>
-----
```

Tip #52: Write your own sales page. Sometimes you'll encounter a great product but the sales page doesn't convert. And even you're pre-selling strategy can't quite overcome a really horrendous sales page. The solution? Write your own high-response sales page.

Now, there are two ways to do this. First, if you're promoting a vendor who's willing to work with you, then you may be able to ask him to upload the new sales page on your unique landing page.

The other way to do it – which gives you more control – is to write your own sales page and then link directly to the vendor's order form (ask for permission first). You can't do this with all payment processors. However, if you're able to do it, then use this method because it allows you to track, test and tweak your sales copy.

Extra Tip: However, take note – if your sales page converts well, the vendor is likely to ask you if he can use the copy. Be prepared for this request. You may consider charging him for the copy. Or you may deny him the request so that you can reuse the copy on a similar product. Your copy, your choice.

Tip #53: Automate as much as you can. Tools aren't magic bullets that turn a slumping affiliate business into a cash cow. But once you have the basics in place, a few good automation tools can free up your time so you can focus on other income-generating tasks.

To that end, you should automate as much as you can.

Examples:

- Instead of delivering bonuses manually, set up an automatic system (even an autoresponder). Or ask the

vendor to create a unique landing page and download page which include your bonuses.

- You can create a yearlong (52 message) autoresponder series (evergreen) to automate your newsletter. That way you don't have to write newsletters. Instead, you can focus on building the list.

Tip #54: Develop large networks. Social media sites are all the rage right now, so you should take advantage of them. But don't just limit yourself to finding prospects on these sites. Indeed, your time may be better spent finding JV partners and cultivating relationships with them.

If you haven't yet started networking, you can get started on [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com), [MySpace.com](https://myspace.com), and [LinkedIn.com](https://linkedin.com). Be sure to also look for niche specific groups on [Ning.com](https://ning.com) (or start your own).

Tip #55: Seek out two-tier affiliate programs. This report has mainly focused on tips and tricks to boost your affiliate income by making more sales and getting bigger commissions. But you can also boost your income – without making any extra sales – simply by joining two-tier affiliate programs.

Here's how it works: You refer another affiliate to the program. Every time your referred affiliate makes a sale, you get a small commission too.

Extra Tip: Choose two-tier programs with relatively small second level commissions. That way, affiliates focus on selling products (rather than recruiting one another).

Tip #56: Become a JV / affiliate broker. If you know a few other affiliates in your niche, then you can use two-tier programs to pick up a little extra coin. But if you've developed relationships with numerous marketers in your niche, then you may consider becoming a JV or affiliate broker.

Here's how it works...

A marketer (often one who's relatively new to the niche) is about to launch a new product and needs new affiliates or JV partners. Since he doesn't yet know many marketers, he has a hard time building his sales team.

That's where you come in as a broker. You introduce the new marketer to the niche's top affiliates. In exchange, you get a small cut of the profits that these affiliates make. It essentially works like a two-tier affiliate program... except that you're the ONLY affiliate sitting at the top!

Quick Recap

You just found out how to use unique landing pages, exclusive bonuses and other tricks to boost your affiliate income.

Read on to find out which simple procedure can give you an almost instant pay raise...

Testing and Tracking Your Campaigns

If you're not testing and tracking your campaigns, then you're just wasting your time and money. That's because you could be investing all your resources in ads and campaigns that don't work.

Here's how to avoid that common mistake so you can start pulling in bigger paychecks...

Tip #57: Use PPC (pay per click) marketing to test new products and offers. You're thinking about promoting a new product. Or maybe you have some sales materials you'd like to test. One of the quickest and easiest ways to do this is by using PPC marketing, such as Google AdWords.

That's because you can get traffic coming to your site just minutes after creating a campaign. And if you use keywords that get a lot of traffic, you can test these offers very quickly. That way you'll know almost instantly whether to promote a product or find a better-converting offer.

Tip #58: Rotate products in your autoresponder series. At a minimum you've set up a 7-12 message autoresponder series. And maybe you've even set up an evergreen series that lasts for six

months, twelve months or more. The whole point is to make money for you on autopilot, right?

That's exactly why you need to rotate products in your autoresponder series. Doing so will help you uncover which ones to keep and which ones to throw out. End result? You'll promote the best-converting products and start pocketing more cash.

Tip #59. Rotate products on your blog. If you have special places on your blog for product ads, then be sure to rotate these to find out which ads (and which products) get the most clicks and conversions.

Extra Tip: See Tip #27 for a WordPress plugin that automatically rotates your ads.

Tip #60: Track and test your ads and pre-sell offers. In addition to testing which products promote best, you need to also test your own ads and pre-sell offers. This includes (but is not limited to):

- Your email ads.
- Your solo email ads.
- Your article byline ads.
- Your blog ads.
- Your classified ads.
- Your pay per click ads.
- Ads you place on social media sites.
- Any banner ads or text ads you purchase.

...and so on.

Tip #61: Track and test your campaigns. Another thing you can track is your actual campaign, which includes your traffic sources.

Examples:

- Which of your PPC keywords brings you the best results?
- What day of the week brings you the best results with your classified advertising?
- Which ad placement in your email newsletter produces the best results?

One note: While you're primarily looking at which factors deliver to you the best conversion rate, you should test long-term results too. That is, you need to track your refund rate as well to help you determine overall which factors put (and keep) the most profit in your pocket.

Tip #62: Test one element of your campaign or ads at a time. If you're doing the standard split-test (A/B) testing (as opposed to multi-variate analysis), then be sure to test only ONE element at a time. Otherwise, you won't have any idea which change affected the conversion rate.

Let's suppose you're testing a pre-sell pitch. If you change the headline AND the P.S. on your pitch and then experience a significant boost in your conversion rate, you won't know if it was the headline or the P.S. that caused the change. That's why you need to test just one element at a time while holding all other variables (including traffic sources) constant.

Tip #:63: Use tools. Fortunately, you don't have to track and test your campaigns manually or crunch the numbers with your abacus. Instead, you can use tools like Google Analytics, split-testing scripts and multi-variate testing software. All you have to do is make the changes and let the tools do all the work.

Extra Tip: If [Google Analytics](#) isn't the tool for you, then run a search in Google for "split testing script" or similar to uncover plenty of solutions, both free and paid.

Tip #64: Don't judge too soon. You send one hundred visitors to an offer and make two sales. Does that mean you have a 2% conversion rate? Maybe. But it's too early to say for sure. And that's because you generally need anywhere from 30 to 50 "actions" (in this case, purchases) in order to generate significant results.

Point is, be patient.

Quick Recap

Plenty of affiliate marketers just skip the whole testing and tracking thing. But those who do are leaving money on the table. That's why I strongly recommend you start tracking and testing if you're not already doing so.

Next up: You know content is king. Now find out how to use it to boost your affiliate income...

Using Content for Maximum Impact

One way to reach deeply into your market and beat your competition is by using content marketing. In this section you'll use the tips and tricks to wring the most money out of every piece of content you distribute...

Tip #65: Do your keyword research. If you want to use your content to pull traffic in from the search engines, then you'll need to do your keyword research. That way, you can find out exactly what words your market is already using to search for you... and then you can create content (i.e., articles) that includes those words about two to three times for every 100 words.

Extra Tip: Use [Google's Keyword Tool](#) or [WordTracker](#) to find longtail keywords. These tend to be four to five word phrases that may not get the search volume of a two-word keyword phrase, but neither do they have the competition. And that means you can generally rank well in the search engines for these words.

Once you've created optimized articles, then you can:

- Post them on your blog.
- Submit them to article directories (like [EzineArticles.com](#), [GoArticles.com](#) and [IdeaMarketers.com](#)).
- Trade them with other bloggers (i.e., become guest authors on each others' blogs).
- Post them on social media sites.
- Paste them on niche forums.

Tip #66: Use articles to pre-sell affiliate products. Blog articles, articles in article directories, articles on social media sites, articles you send to your list – you can use all these articles (and more) to pre-sell affiliate products.

Examples:

- Let's suppose you're selling an affiliate marketing report (like this one ☺). You can write an article that lists five of your own affiliate marketing tips, and then include your affiliate link for the report at the end of the article.
- Alternatively, you can create an article that talks about why affiliate marketing is the best business for a beginning marketer. Then drop your affiliate link at the end of the article.
- Finally, you can use the product reviews and comparisons we talked about earlier in this report. If it's a new product, be sure to optimize for phrases like "[product name] review." That's because your prospects will likely search for those terms in the upcoming weeks and months.

Tip #67: Weave product recommendations into your articles.

Another way to use an article to sell an affiliate product is by creating a "how to" article with a product recommendation dropped into the middle of the article. This works best if one of the steps in your article requires some particular tool or resource.

Examples:

- You create a "step-by-step" guide showing people how to install an aftermarket dashboard kit in their car. Then you recommend and promote a particular kit using your affiliate link.
- You write a "how to" article that describes how much a bodybuilder should eat and when. Part of the article talks about taking a whey protein supplement... and you include your affiliate link to a particular brand of protein.

Tip #68: Create pre-sell videos. Naturally, you're not just limited to text articles when you're pre-selling affiliate products. You can also create videos and load them up onto YouTube.com and other social media sites (such as Squidoo.com).

Extra Tip: If it's a physical product, show viewers how to use the product or what it looks like. In keeping with an example from the previous tip, you could create a video showing prospects how easy it is to install the dashboard kit (and what the dash looks like when it's all finished).

Tip #69: Create free reports and distribute. If can write more than an article on a particular topic, then you should consider writing special reports (with your affiliate links embedded).

The idea is the same: You create useful but incomplete information so that readers need to purchase a product to solve their problems. Or you provide complete "how to" instructions along with a link for a product (e.g., the dashboard kit example).

Once your report is complete, give it away freely on your blog, to your newsletter list and on social media sites. You may also list it in "free ebook directories" and in your niche forum signature files.

Extra Tip: If the report promotes a product with a two-tier affiliate program, then you can make the report rebrandible. That is, you let others join the affiliate program using your link and then they change the links in the report to their affiliate link. Since it's a two-tier program, you still get a small commission for every sale they make... and so do they, which means they have an incentive to promote your report!

Tip #70: Offer resell rights to your products. Another way to get massive exposure for your affiliate links is to create paid products, include your links in these products, and then offer resell rights to the products to other marketers.

It's a win-win situation.

The other marketer has an incentive to promote your product, since they get to keep 100% of the profits. You win because your affiliate links are included in the product, meaning you get the backend income. And as an added bonus, you even make a little money up front selling those resell rights licenses.

Extra Tip: You can sell resell rights licenses to your products on marketing forums like WarriorForum.com

(classified section or Warrior Special Offer forum), the DigitalPoint.com marketplace or the SitePoint.com marketplace.

Tip #71: Avoid using direct affiliate links in products. Earlier you discovered that you should use redirect links to prevent customers from chopping off your affiliate ID and other marketers from stealing your commissions.

Here's another reason to use redirects: If the affiliate program ever ends or the product gets taken off the market, you won't have thousands of dead links floating around in free reports, articles and so on. That's because all you have to do is change the redirect link from the old affiliate product to a similar affiliate product.

End result: No more lost sales!

Tip #72: Blanket your niche with content. Imagine this: Your prospect is searching for various niche-related keywords in Google. Seems like every time he searches for something, an article with YOUR name on it turns up. What's that prospect going to think of you?

That's right – he's going to assume you're an expert. And as you already know, establishing yourself as a niche expert boosts sales.

To that end, you should blanket the niche with your name by blanketing it with your content. For example:

- Post videos on YouTube.com and Break.com.
- Create pages on HubPages.com and Squidoo.com.
- Participate on the major forums in your niche.
- Create and post regularly to a blog.
- Participate on the major social networking forums.
- Create third-party blogs on sites like Blogger.com.
- Submit articles to article directories.
- Trade content with other marketers in your niche (e.g., trade blog and newsletter content).

Quick Recap

You just learned how to use content to boost your sales. Next up, you'll discover how to use social communities to increase your affiliate income...

Lesson #28

101 Affiliate Marketing Best Practices To Use Now Part 3 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Creating Communities to Build Relationships

You already know that building relationships with your prospects is one way to increase your sales. And one way to build a relationship is to build an online community.

Here are more community-building tips...

Tip #73: Establish yourself as an expert. Building a community not only helps build relationships, it also helps establish you as an expert. The end result is the same: More sales.

Extra Tip: Carve out your niche! For example, if you're just entering the dog training market, then you probably won't be able to claim the mantle of supreme dog training expert. But you MAY be able to become the "pug training" expert.

Read on for more ways to quickly and easily get "expert status" in your niche simply by building communities...

Tip #74: Create a niche forum. If you use a webhost that has Cpanel and Fantastico De Luxe installed, then you can install a forum on your site with just a couple clicks – no technical knowledge required! However, no one likes to visit a forum that looks like a ghost town. That's why you need to get a flood of people posting to the forum right away. One way to do this is to have a posting and referral contest. Another way is to build a list first and then launch the forum to this list.

Tip #75: Create your own niche social networking site. Yes, you should join all the popular social networking sites like [Twitter.com](https://twitter.com) and [Facebook.com](https://facebook.com). But you should also consider creating your own site and building a niche community, as doing so establishes you as an expert. There are two ways to do this:

- 1) Use [Ning.com](https://ning.com) to create a social networking site. However, you don't get to completely control your site if you're using

Ning (e.g., they could just disappear tomorrow along with your site).

- 2) Install a social networking script on your own domain. Depending on the type of community you want to create, just search in Google for phrases like "Twitter clone script," "Facebook clone script" and similar.

Tip #76: Encourage people to get interactive. If people never "use" your site, then you won't be able to build relationships or a sense of community. That's why you need to encourage people to get interactive. You can do this by:

- Encouraging discussion.
- Creating polls and surveys.
- Offering contests.
- Creating member photo galleries where members can post pics and others can rate them.

Example: A pug dog site where you encourage members to post pics of their pugs.

- Hosting blogs or other pages for your members.
- Offering games to your members.

77. Give people a sense of belonging. Psychologists, marketers and persuasion masters have known for a long time that people want to feel like they "belong" to a group. And when you give them a sense of belonging, it acts as a sales trigger.

One way to do that is to build a community site where you make members feel like they're a part of a special group.

Example: You may provide a private forum that's not even viewable to the public. You may offer special perks to your members that others don't even know about. And you can make members feel special by touting the benefits of being a member of the group while pointing to others as "outsiders."

Extra Tip: If you want to see a "live" examples of this, just choose your favorite sports car and search

Google for a related forum. There you'll find communities of people who think their car is the BEST car in the world... and in some cases, they'll even look down on those who don't share that opinion. Everyone who owns that particular car feels instantly bonded to the group, while everyone else feels like an outsider.

Tip #78: Offer free memberships to build a following. Instead of building a social networking sites, you may choose instead to build a membership site. This site includes a download area with reports, videos or even audios.

The key is to build the membership site around the product you're selling. Indeed, you can offer "free memberships" to everyone and upgraded "platinum memberships" as a bonus for those who purchase the product. The upgraded memberships should include more materials and perhaps other features (such as access to a private blog). And the upgraded membership should have an air of exclusivity, which helps spur sales.

Tip #79: Create support communities based around the product you're selling. This spurs sales because people who join the support community will feel out of place if they don't own the product, since they won't know what everyone else is talking about.

Note: Instead of offering a "platinum" membership to those who purchase the product, you offer a support community to EVERYONE... and the community itself acts as a "pre-sell" for the product.

Example: Let's suppose you're selling the "South Beach Diet" book as an affiliate. You could create a "low carb" diet community where people support each other on their weight-loss journeys. Naturally, all members are encouraged to order and follow the South Beach Diet book. (And those who don't will feel out of place, which compels them to purchase the product through your affiliate link!)

Quick Recap

You just discovered how to use online communities to increase your affiliate sales.

Next up, you'll learn how to tap into a traffic source where there's very little competition...

Finding Your Customers Offline

While it's true that more and more online marketers are starting to market offline, there probably isn't a competing affiliate in your neighborhood. And that means there's a virtually untouched market that you can start tapping into for fun and profits...

Tip #80: Give free talks at local organizations. Many of the local clubs in your area would be thrilled to have a free guest speaker at their next "luncheon meeting." And all you have to do to secure these speaking engagements is call the person who's in charge of the events (such as the club president).

Examples:

- If you sell business products, then you could speak at a Chamber of Commerce meeting.
- If you sell gardening products, then offer to speak at a gardening club meeting.
- If you sell information related to classic cars, then you can offer to speak at classic car event.

Point is, there are probably dozens of niche clubs having a meeting every month in your hometown. See if there isn't one that relates to your niche, and get on the phone to land yourself a speaking engagement.

Tip #81: Give free workshops in your area. Instead of just giving a talk, you could do a demonstration or hold a short workshop.

Examples:

- If you sell model airplane kits, then you could do a workshop where you demonstrate the finer points of painting a model airplane.

- If you sell poodle grooming kits, then you could demonstrate the proper way to clip and groom a poodle.

At the end of the demonstration, include a "take away" flyer that includes highlights of your workshop along with affiliate links for your products.

Tip #82: Go to offline niche events. Earlier you discovered that an easy way to boost your income is to ask for higher commission rates from vendors. And one of the best ways to ask a vendor is in person. If you go to niche workshops, tradeshow, conferences and other events, you'll have plenty of opportunities to meet vendors and discuss more lucrative commissions.

And that's not all. You can also use these offline events to:

- **Meet JV (joint venture) partners.** Get their contact information and follow up with them after the event to discuss JV opportunities.
- **Meet prospects.** Be sure to give them a reason to visit your blog and/or join your newsletter.

Tip #83: Use press releases to drive traffic. While you can submit press releases to national or international media outlets, one of the easiest places to get a release printed is right in your hometown paper. That's because your local media is most interested in what local business people are doing.

Extra Tip: Address your release to the editor of the correct department... and make sure you spell his or her name right!

Tip #84: Hand out targeted flyers. Some people suggest "mass papering" a parking lot full of cars (which may or may not be legal in your area). However, you're looking for targeted traffic, which means you'll do better if you hand out flyers directly to a targeted group of prospects.

Examples:

- Hand out flyers at a "boat expo" to sell boating products.

- Pass out flyers at an organized day hike to promote hiking products.
- Hand out dog-related flyers at a dog show.

Extra Tip: Always ask for permission first before doing this at someone else's event. You can increase the chances of the organizer saying yes by doing a joint venture with him. For example, you include your ads and the organizer's ad on the flyer. He gets a good deal because you pay for the flyers and spend the time and energy distributing them.

Tip #85: Send out postcards or other mailings. If you're not already collecting physical addresses in addition to email addresses, you may want to consider doing it. Indeed, all you have to do is offer your prospects a physical freebie (such as a CD or DVD) in order to get their mailing info. Alternatively, you can buy physical mailing lists (www.srds.com).

Extra Tip: You can slash your mailing costs by doing a joint venture with other marketers in your niche. Just create a mailing where everyone gets to include a flyer (or an ad on one flyer). Printing and shipping costs are minimal for each partner.

Tip #86: Use two-step advertising. Finally, you can attract offline prospects by placing small classified ads in niche publications (or in niche-specific sections of the general classifieds).

However, don't try to sell or pre-sell your prospects on buying a product. Instead, offer a free report and send prospects to your squeeze page to claim that report. Then you can close the sale using your autoresponder.

Quick Recap

You just found out how to find prospects in a virtually untapped environment: Offline. Read on to find out what one little skill you should hone if you want to start making even more money...

Honing Your Copywriting Skills

Good products, big commissions and plenty of traffic will all contribute to a big affiliate paycheck for you. But you can quickly and easily boost your income even more by doing one simple thing.

Namely, honing your copywriting skills...

Tip #87: Get inside your prospect's head. You can't write great sales copy simply by studying the product. You also need to study your prospect. You need to figure out what motivates him, what keeps him up at night with worrying, what scares him and what he wants most.

The best way to find out these things?

Simple: Spend as much time with your target market as possible.

Example: If you plan on selling products to dog owners, then start hanging out at the dog supply store, the dog park and the dog shows.

Tip #88: Become a master of writing great headlines. The most important part of any ad – from a tiny three-line classified ad to a 20 page sales letter – is the headline. That's because if the headline doesn't do its job (i.e., get the prospect's attention), then the prospect isn't going to read the rest of the sales copy.

As such, you need to polish your headline-writing skills. That means developing a "swipe file" of classic headlines, brainstorming dozens of headlines for every ad you create and focusing on creating benefit-driven, curiosity-arousing headlines.

Example: Who Else Wants to Discover the Secrets of Writing Million Dollar Headlines?

Tip #89: Focus on benefits, not features. The features of your product are the parts of your product, while the benefits are what the features do for the prospect. Most prospects are primarily interested in benefits, also known as the "what's in it for me?" However, what you need to do is weave together a statement that presents the feature and its benefit.

Let's suppose you're selling computers. A feature of the product is how much RAM it has. The benefit of a lot of RAM is that the user can multi-task by having multiple applications open at once. So you might advertise the computer as having "*Two gigs of RAM, which means you*

can listen to your favorite music while using a graphics editor and building your website. And every application will work lightning-fast and flawlessly!"

Tip #90: Tap into your prospects' emotions. Most customers make the buying decision based on emotion (but then justify the purchase with logic).

Example: Do you think the young guy who's test driving the sports car is primarily thinking about a logical benefit, such as the car being made by a reliable manufacturer? No, he's thinking about his envious friends and how this car will turn heads. He can already imagine the rush of pride he'll feel.

Now if you were selling this car to him, that's what you'd focus on too:

- The power.
- The blazing-fast acceleration.
- The one-of-a-kind looks.
- The jealous friends.
- The strangers (especially beautiful women) admiring the car.

And so on.

Extra Tip: Once you have the prospect hooked, then you can help him justify the purchase with logic. For example, the surprisingly low insurance rates, the reliability, the car's ability to maneuver quickly to avoid an accident, etc.

Likewise, you need to find out what your prospects want to feel when they use your product... and then you need to tap into that emotion

Examples:

- The amateur chef wants to buy a gourmet cookbook so she can wow her friends at her next dinner party.
- The guy who buys insurance wants to feel safe and have peace of mind.

- The woman buying a wedding planner product is imagining her wedding day as the happiest day of her life - and she wants the planner to make the day go smoothly, perfectly.

Tip #91: Build curiosity about the product. Think of curiosity as an itch that your prospects want to scratch. And the only way they can scratch that itch (satisfy their curiosity) is by buying your product.

Example: Joseph Sugarman (of BluBlocker Sunglasses fame) sold a lot of BluBlockers on TV in part because he got prospects curious about how those sunglasses made the world look. He did this by showing people's reactions when they put the sunglasses on. Usually someone would put on a pair of the glasses and exclaim, "oh wow!" or "that's amazing!"

Sugarman could have easily held up a pair of the sunglasses to the camera lens so that viewers would know what it was like to look from behind the glasses. But he didn't. He let prospects remain curious. And plenty of those curious prospects became buyers, just so they could satisfy that curiosity.

Likewise, you should make your prospects curious about the products. Doing this is easy if it's an information product. Just hint about what "secret" the reader will find and on what page.

Example: "You'll find out common household ingredient you can sprinkle in your garden to keep the slugs away - see page 31!"

Tip #92: Offer proof. To your prospects' ears, the sales page claims seem too good to be true. And so the prospect doesn't believe what the vendor is saying about the product. (That's common.) That means you need to offer proof in your pre-sell pitches.

Just the fact that you're offering a testimonial is proof, although many prospects will feel that you're biased. As such, you need to offer other forms of proof, such as:

- Case studies and inspirational stories from real users (perhaps even you).
- Pictures (such as before and after pictures).

- Facts (such as measurements for a weight loss product).
- Videos (showing how easy it is to install software, for example).
- Screenshots (of a Paypal account for an online marketing product, for example).

Tip #93: Handle objections up front. Your prospects also know that the product isn't perfect. And if the sales page doesn't handle the common objections, you need to in your pre-selling materials.

Example: In some niches you'll find people who think the length of the report is what should determine the price of the report. So a short report should have a small price.

What happens if you're an affiliate for a short yet expensive report? You need to raise and handle that objection, perhaps by saying something like, *"I know you're busy. And that's why you'll love this report. It's a no-fluff, no-filler, straight-to-the-point guide..."*

Quick Recap

You just learned the copywriting tricks and tips you can use quickly and easily boost your affiliate income. Next, you'll find out how to use joint ventures to put more affiliate cash in your pocket...

Using JVs to Boost Your Affiliate Income

There are two main ways you can use JVs (joint ventures) to boost your affiliate income.

First, you can do joint ventures with product owners, meaning that you'll get more perks than the average affiliate.

Secondly, you can do JVs with other marketers, bloggers and newsletter publishers in your niche to drive more traffic to your site. Read on...

Tip #94: Build relationships first, then propose JVs. Who are you more likely to do a favor for: Your best friend, or some stranger who walks up to you on the street? Naturally, you'll choose your friend over the stranger.

Likewise, your potential JV partners would rather work with friends than with strangers. And that's why you need to develop a relationship first (and propose JVs later). You can do this by meeting potential partners at offline events, participating in discussions with them on forums and blogs, and calling or emailing them to start a dialogue.

Tip #95: Swap free reports with others in your niche. If you have a free report that you use to "bribe" prospects to join your list, you can consider trading reports with another marketer in your niche. You can then use his report as an unannounced bonus for your list. Or if you have paid products, you can offer the report as a bonus to your paying customers.

Tip #96: Trade blog content. You can get backlinks and exposure to new traffic simply by trading content with other bloggers. In other words, you become a guest author on each others' blogs.

Extra Tip: If you're using search engine traffic to pull in visitors to your own site, then be sure the backlink you use on your guest article includes your keywords as the anchor text of the link (e.g., the clickable part of the link).

Tip #97: Endorse each other. Instead of trading content with JV partners, you can endorse each other in your respective newsletters and on your blogs. Indeed, this simple endorsement may even be more effective than being a guest author. And that's because of the "social proof" aspect of having a trusted third party endorse you and your site.

Tip #98: Do a live event with the product vendor. Back in Tip #31 I suggested that you interview a product creator on a live teleseminar. You don't have to limit your live events to teleseminars – you can also do online webinars as well as offline events.

And what's more, you also don't need to create an "interview style" event. Instead, you can create a "workshop style" or seminar event

where you discuss a "how to" topic that's related to the product (and then you pitch the product at the end using your affiliate link).

Example: Let's say you're selling a bodybuilding product as an affiliate. You can get the product creator on a teleseminar and together you can teach one aspect of bodybuilding, such as proper nutrition. Then you pitch your guest's product at the end of the call, perhaps offering listeners a discount if they act quickly.

Extra Tip: If you offer a discount to those listening to the live call, be sure to edit that part of the call out before you distribute the recordings. Otherwise, you may have people looking to get a discount several years from now. 😊

Tip #99: Get other marketers to interview YOU. When you think of doing teleseminars, you probably mainly think of you interviewing a guest. But you should also get others interviewing you. Simply frame it as a joint venture: They interview you on one call, they interview you on another call.

The reason is simple: Generally, people automatically assume that the person who's being interviewed is the expert. As such, if you offer live interviews and get wide distribution of the recordings where you're the one being interviewed, people will see you as an expert. And that means more customers and more sales!

Tip #100: Do a JV with a brick and mortar business. When you think of JVs, you likely mainly think of things like swapping content, pre-launch promotions, trading links and similar activities with other online marketers. But don't forget that you can also do JVs with offline business owners.

Example: You can offer to do a "talk" at a local pet supply store, which you agree to heavily promote. The pet supply store owner gets the benefit of added foot traffic into his store (which increases his sales). And you get the benefit of driving people to your squeeze page or blog.

Tip #101: Create a bonus product for your vendors. Earlier in this report you learned about creating free content that you swap with

other marketers, use as bonus products to "add value" to an affiliate offer and so on.

But here's another idea: Create a product that complements the vendor's product and offer it to the vendor as a bonus or even a upsell.

Example: If the vendor offers a diet book, you can create a book of recipes as a bonus product.

It's a win-win situation. The vendor is pleased because he can "over deliver" to his customers with your bonus product. And you get the benefit of using links in the product to drive traffic to your blog or squeeze page.

Quick Recap

One of the most powerful ways to drive more traffic and boost your affiliate income is to do joint ventures with other marketers in your niche – and you just discovered eight JV tips to help you do exactly that.

Now let's wrap things up...

Conclusion

Congratulations: **You just discovered 101 killer tips and tricks (plus many more extras) you can use to drive more traffic to your affiliate blog, build your list and make more money with all your affiliate offers!**

Let's quickly recap the major topics you discovered in this report:

- ✓ Choosing Your Products
- ✓ Creating a Sales Funnel
- ✓ Boosting Conversions With Pre-Selling
- ✓ Blogging Your Way to Bigger Commissions
- ✓ Beating Your Competition
- ✓ Banking Even More Affiliate Cash
- ✓ Testing and Tracking Your Campaigns
- ✓ Using Content for Maximum Impact
- ✓ Creating Communities to Build Relationships
- ✓ Finding Your Customers Offline

- ✓ Honing Your Copywriting Skills
- ✓ Using JVs to Boost Your Affiliate Income

And now I have just one tip left for you. Indeed, this is likely the most powerful, profit-pulling tip in the entire report:

Bonus Tip: Take Action! That's right, while all of these tips can quickly and easily put more money in your pocket, you won't make a dime if you don't take action.

And that's why I suggest you get started immediately.

Not next week, not next month and not even tomorrow. Today. Right now. Because the sooner you start putting these tips to work for you, the sooner you'll start enjoying more traffic, affiliate sales and cash!

Lesson #29

Mining Your List For Affiliate Commissions

Part 1 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Mining Your List For Affiliate Commissions

Strategy #1: "The Resource"

This is one of my very favorite ways to generate profit from my lists.

The basic idea is this: you find completely free resources that are related to the topic or theme of your list and you send out mailings to your list members informing them of the free resources.

In order to really make this work, there are three keys...

Key #1 is to find free, but USEFUL resources.

You should never provide a resource to your list just for the sake of having something free to give them.

If someone gives me a free sack of horse manure, I'm not going to appreciate that, even if it is free.

The key is to find free resources that are genuinely USEFUL to your subscribers. Something that offers legitimate benefit to them, whether it is information or software or a tool. The key is to find free, but USEFUL resources. That's key #1.

Key #2 is to find useful, but INCOMPLETE resources.

That is, these resources should be useful to the subscriber by themselves, but should be enhanced by purchasing a recommended product or service that supplements the free resource.

The classic example would be offering a free report that teaches "How To Write An Ebook" and then promoting a recommended ebook compiler software program to assemble the completed document.

The thing that makes a free resource profitable is that it is limited in what it offers. While it does

provide legitimate value to the recipient, it also lacks something that could make the freebie better. Just remember that you are looking for resources that share valuable benefit to your subscribers, while at the same time they can be maximized if the subscriber decides to buy something in addition to the free resource.

Key #1 is to find free, but USEFUL resources.
Key #2 is to find useful, but INCOMPLETE resources
and...

Key #3 is to find incomplete, but UPGRADABLE resources.

Incomplete, but upgradable resources. And that simply means that there is an offer attached to the freebie that can be purchased. And, of course, this purchase would be made through YOUR affiliate link, thus earning you a commission by simply giving away free resources.

Did you catch that? That's the entire premise here, and very few people understand the power here of using their list in this way to produce profits.

We have been programmed to think "sell, sell, sell" with our lists.

We have this idea in our minds that we should send offer after offer to our subscribers and let them buy from us.

And while those are things that we do from time to time, you can also earn a great deal of money by giving away free resources that lead to paid offers through your affiliate link.

You'll be surprised at how extremely appreciated and effective this can be.

In my experience, one of the easiest ways to make money from a list is not to try to sell them on some offer, but to give them something.

And that something is one of these free resources that we're talking about here.

*You give them a strategically designed freebie
and let the freebie convince them to buy something.*

Folks, I'm telling you the truth, it's still the most neglected vein of gold in your list mine here. Most folks just aren't tapping into it and they are **leaving money on the table**.

I can tell you this –

I've been using this strategy for years and it consistently pulls in several thousand dollars every single month from using it.

So, you send these resources.

Now, you may be thinking "*what kind of resources?*" There are just dozens of different things you can send out that offer legitimate value, are designed to point towards an offer and can earn you profit as an affiliate when users upgrade.

There are things like...

- Customized ebooks that you can brand with your affiliate link and give away to your list.
- Customized ecourses that you can load to an autoresponder and begin offering for free.
- Customized reports and ezine articles that you can publish, coded with your affiliate link to the author's site.
- Trial versions to services and membership sites that you can give away and if the person decides to stay on as a permanent member, then you get a commission.

An example of this would be [Aweber](#) - the autoresponder that I personally use. They offer a free trial that you can pass on to your readers (through your affiliate link, of course).

- Traffic generating tools that are free, viral services like Traffic Swarm, where you benefit with free

traffic by referring others to join so they can get free traffic.

Here are some to look into:

[Traffic Swarm](#)

[Blog Rush](#)

[Forum with Free Advertising](#)

See how easy that was? ;-)

- Software programs that are either available in a LITE version with less features that can be upgraded, or a full version that can be used for a limited number of times or days. And if they want to use it after the trial version is over, you, as the referring affiliate, get the commission.
- Digital coupons that can be redeemed for free goods are available all over, and if you send the coupons to your list and they decide to order something, you receive the commission.
- There are newsletters that have affiliate programs tied in. You send them new subscribers and they reward you with commissions if those subscribers buy something.
- Many people have affiliate program links for their blogs. You send traffic to their blog through your affiliate link and you earn commissions from sales generated.
- Some membership sites have 1-3 day free trials that you can promote as a free resource and then earn a commission if the person decides to remain a member.

There are all kinds of free resources that you can provide to your list members that genuinely do provide value and also provide the opportunity for you to profit on the "backend" as many of your subscribers make purchases for offers that are promoted in and around the free resource.

I encourage you to visit Google.com and search for these freebies that you can use. And then, start using them. There is money to be made here by giving away free stuff.

Now, real quickly, I want to talk about some tips for success in using these freebies, because there are some specific things that you can do to make the most of giving away free stuff.

We want this to be as successful as possible for you.

We want the absolute highest percentage of conversion here for you, so there are some things you can do to maximum your profit from using free resources.

Let me share 5 tips for success with these freebies...

1. USE VARIETY IN YOUR DELIVERY.

The first thing you want to do is use variety in your delivery. And what I mean by that is use two different kinds of mailings in giving away these free resources: scheduled and unscheduled.

Obviously, as you find new free resources that fit the criteria we've talked about, you'll want to pass them on to your list. Specifically, you'll want to do this when the resources are first released because they are new and unseen, and if there is a deadline that accompanies the resource you'd want to pass it on as quickly as possible.

This would be through unscheduled mailings. You don't have the resources yet, but when they become available, you'll mail them out.

The few people that use free resources like I've described generally use them in this manner.

But, there's another really good way to use them and that is through SCHEDULED mailings. When you come across free resources that don't expire and have information that is going to be relevant and useful for an extended period of time – I.E. ebooks or courses or reports – then you can load several of them to an autoresponder to send out automatically.

So, when someone joins your regular list, they get their standard "welcome to my list" message. And they also get, on a predetermined interval, a series of free unadvertised bonus resources. You might send them out something every 10 days or so through an

[autoresponder](#). You don't have to do a thing once you've set it up. It automatically sends out your messages for each of these freebies to every member at the time you determine.

Do you see what happens here?

As more and more people join your regular list, you get more and more free resources into circulation. ***It's all on autopilot.*** You increase your list effectiveness and generate more profits on these backend commissions and you *aren't doing any extra work at all to do it.*

So, that's one tip.

2. THE KEY IS CONSISTENCY, NOT FREQUENCY.

The next tip for success is this: the key is consistency, not frequency. And what I mean by that is you should never overload your list with free resources. In other words, don't send them out a new resource every day or every few days. I would recommend a minimum time period of 10 days between free resources and possibly even 14 days. No more than 2-3 times per month. In some cases, I even limit it to once per month.

And there is a good reason for this.

- 1) Firstly, you don't want to compromise the value of your resources by providing anything that isn't up to par. You want only the best free resources and you simply aren't going to be able to knock out really good, high quality resources every few days.
- 2) Secondly, even more than that, you don't want your readers so consumed with free stuff that they never buy any paid offers. If you give them too much free, they won't need any paid. So, there has to be balance here. Save your mailings for the best.

And keep track of them. See which resources are actually converting the most subscribers into customers. Continue to use those. Likewise, with the ones that aren't getting many people to actually buy, remove those from your scheduled autoresponder mailings and replace them with other free resources.

Again, you'll be able to fine-tune the process and make the absolute most money you possibly can with your free resources.

One other thing I want to mention is I don't recommend that you let your readers know these resources are an ongoing thing. I don't tell my subscribers that I plan to continue sending them free things.

Again, there are a couple of reasons: first, it broadcasts to them that more free stuff is on the way, which can lead to passive sales. Why should they buy when they may find what they need for free in the next mailing? And, secondly, it takes the surprise element out of it. I like to surprise my subscribers with these free resources and actually use the unexpected nature of my mailings as a benefit.

3. HELP YOUR SUBSCRIBERS MAKE THE MOST OF IT.

Okay, on to tip #3 and that is to help your subscribers make the most of it. You'll want to explain to your readers how they can actually use the free resources that you are providing in order to get the most benefit from it.

For example: let's say you are providing your subscribers with a free website traffic generating service. You benefit by getting them to use the service, so how can you make certain they actually use it?

By explaining how to make the most of it. Give them a short article with 7 tips on how to use the service. Give them simple ideas on how to be successful with it.

Here's the thing: when you offer additional insights like your own personal experiences, then you have ADDED VALUE to the resource itself. You've made it more useful, right? And that makes your subscribers more likely to actually use it.

Think about this: YOU are to a great extent in control of how many people use the free resources that you provide, simply because you can HELP them use the resources.

Anytime you can provide additional insight into how to make the most of the free resources you are distributing, then you will automatically

increase your results as more of your readers take you up on the free offer.

4. POINT OUT COMPELLING BENEFITS IN YOUR EMAIL AD COPY.

Tip #4 is to point out compelling benefits in your email ad copy. That is, when you send out your mailing for the free resources, whether it is a scheduled or unscheduled mailing – doesn't matter, be certain to point out the specific benefits to the reader in your message itself.

Don't just say "this is a great free resource to help you drive traffic to your website." Instead say, "the free built-in viral aspect of this tool can literally pull in thousands of extra website visitors each month."

Don't just say "I used this and got a lot more traffic to my own site." Instead say, "Within 72 hours of using this tool for the first time, I saw my traffic increase by 528%!"

What's in it for the reader? Why should they grab the freebie? Why invest their time to even take a look?

It's all about benefits. You gotta "sell" people on freebies today. That's what will make the difference here. Many people give away free stuff at their websites, so folks aren't nearly as likely to jump as they once were.

But, results always speak for themselves. Results are the greatest weapon in your arsenal when it comes to producing profit with any kind of email marketing and specifically when using these free resources.

What are the results? When you used it, what happened? Did you learn some great strategy that helped you to increase your sales? Did you drive more traffic to your site? Did you lose weight fast? Did you learn to play guitar in 2 days?

What are the results? Point out the benefits in your email message itself.

5. CREATE GOODWILL AND LOYALTY BY USING THE "GIFT FACTOR".

Okay, let's move on. The next tip is to create goodwill and loyalty by using the *"gift factor"*. The point here is to stress to your readers that this is an *"unadvertised gift"* to them simply to say *"thank you"* for being a loyal subscriber.

Point out that you really are trying to help them become more successful in their endeavors and you are providing this free resource to help them do that.

Listen – and I'm very serious here – ***there should always be a relationship between your subscriber and you.*** And that is a give and take relationship. You should always strive to provide genuine help and aid to your subscribers. Sure, a list is a pot of gold, but it's also a pot of real people who have real interests, real needs, real wants and real dreams.

Paul Myers said something several years ago that I thought was the most profound thing I ever heard about lists.

He said something like this: How many people read your mailings?

And his answer was simple: One person at a time.

These aren't just numbers or names in a database. We get so caught up in *"how many subscribers do you have on your list"* that we sometimes forget that those subscribers are real people on the other end of the email.

I can guarantee you this –

***If you look out for your subscribers, they'll look out for you.
If you invest in them, they'll invest in you.***

Point out that you are genuinely interested in helping them out. Give them the free resources – yes, to make you money on the backend – but, equally as important, to help them out on the front end.

So, that's strategy number 1.

Lesson #30

Mining Your List For Affiliate Commissions

Part 2 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Mining Your List For Affiliate Commissions

Strategy #2: "The Password"

This next strategy that I want to talk with you about is a variation – an extension – of the first one. It's taking the core idea of resources to another level.

I can guarantee you this: if you set this up properly, then you'll see results.

Don't let the simplicity of this strategy fool you. It is incredibly powerful, it is incredibly effective, and ultimately, it is incredibly profitable.

I call it *"the password"*. It's not going to take much to explain it to you. It isn't complicated, but it is a force to be reckoned with.

If you try nothing else I've presented in this report – well, you'd be kind of crazy if you tried nothing else, but let's assume you're a bit loony – if you try nothing else in this report, then try this strategy. The *"password"*.

Let me explain how it works as kind of an overview and then I'll quickly tell you how to set it up.

Here's the basic idea: you setup a password-protected "private membership area" at your website. You stock it with free ecourses, ebooks, articles, resources, etc. As little or as many as you want. And then you send out a mailing to your list providing them with a free username and password.

Now, let's talk about this for a few minutes. Let's talk about how to set it up, how to use your mailing and how to make money here.

First of all, what will you need?

You need at least ONE ecourse – now that can be YOUR own ecourse or an affiliate program ecourse that you are authorized to customize with your affiliate link and load to your own [autoresponder](#). So, you'll need this ecourse.

And you'll want to add something to this ecourse. You'll want to write a short FIRST message that you'll insert into your autoresponder sequence BEFORE the actual ecourse begins. This "welcome message" will include several key elements...

1. First, you'll want to thank the person for accessing the private membership site.
2. Secondly, you'll want to remind them of their username and password, along with the member's login page.
3. Thirdly, you'll want to tell them that the ecourse lessons are coming beginning tomorrow. Let them know that these lessons are a part of their free membership. That way they will expect and anticipate your messages, instead of wondering why they are receiving them.

So, that's the ecourse.

You'll also want 2 or 3 free ebooks that you can customize with your own affiliate links inside.

Another resource you will want to include in this private membership area is free articles. Gather 7-10 articles – really good articles – from other publishers who give permission to reprint them. Make sure you get permission to include them in the member's area you are putting together.

There are many places to find these articles ...

- [GoArticles.com](#)
- [SubmitYourArticle.com](#)
- [EzineArticles.com](#)
- [FreeAffiliateArticles.com](#) (all of the articles on this site are brandable)

Just to name a few.

There are other things you may want to include as well, such as freeware – which is free software, free resources that you've found online and even audio interviews if you are able to get your hands on them.

NOTE: You can purchase "private label rights" articles, mini-courses and products at places like ContentGoldmine.com, Nicheology.com and use those materials as well.

All total, you'd like to have 20 or so really good, completely free resources in your private membership area.

And the better "themed" all of these resources are the better. Marketing is good, affiliate marketing is better. Making money online is good, generating website traffic is better. As themed as possible. Of course, you want the theme of your private membership site to be very closely related to the topic of your list itself.

So, those are some items you need to assemble.

Visit Google.com and do some searching. You should be able to find everything you need within a few hours of searching.

Setting up your membership area comes next.

You'll want to do some very strategic things here to get the site setup so it produces the most results for you.

1. The username and password. First things first, you'll want to setup a universal username and password for your site. This will be the username and password you send out to your list members. Don't worry about setting up multiple accounts; just setup ONE username and password combination.

Almost every hosting company in the world offers the ability to password protect portions of your website at no additional charge. It's a simple process to setup in most cases. Usually, you simply login to your website control panel and select the password protect function. Then, you select a particular folder on your site to protect and you enter the username and password. You're done.

Check your hosting company's user guide or FAQ for more details on

how to set it up at your specific site ... or contact their support team.

2. The signup form. Next, you'll want to setup a signup form for the autoresponder ecourse. Now, here's where the fun begins. You setup this signup form - which, by the way, you obtain from your autoresponder company where you have the ecourse loaded. If you don't have an autoresponder, then I recommend Aweber.com.

Anyway, you set this signup form as the entry to the private membership site. So, in order for the subscriber to access all the goodies, they have to submit their name and email address into the signup form FIRST.

That's going to kickoff the "welcome message" that we talked about earlier, along with the ecourse lessons.

Now, let me mention something important.

On your "welcome message" be certain to give them the MAIN page link to the membership site and NOT the signup form page again. After they have completed the signup form, they won't need to ever see it again.

So, if your signup page is at index.html and your main member page is at index2.html, make certain in your welcome page that you send them directly to index2.html for anytime they login in the future.

3. The navigational pages. Next, you have the navigational pages themselves. I would recommend having a separate page inside your member's area for each of the TYPES of resources you are giving away. In other words, one for ebooks, one for articles, one for resources, etc. Pick your 3 or 4 types and make pages within the membership site for those items.

On these navigational pages, you'll want to include several things...

- Bookmark this page. You'll want a note on your main members' page that reads "bookmark this page". When members bookmark your site, they will have an easy way to get back to it anytime they want.

- Banners. You may want to include banners and buttons on the pages of your site that lead to money-generating offers, whether your own or affiliate programs you are a part of. Just as a cautionary note ... don't overload the site with these. One per page is plenty.
- Resource links. Of course, you'll want links to the free resources you are giving away. I'd recommend writing a 1 paragraph description of each of the resources as well, so the visitors can quickly access the things that are most important to them. Naturally, you'll need to upload the files that you are hosting on your own site and link to them.
- What's missing? Another thing you may want to do is put in a short form or an email address they can contact to let you know what they would like to see in the site. Let them give you suggestions on what you could include as you add more to the site. At first glance you may not realize the importance of this: but, it can be extremely profitable if you pay attention. Think about it: if your list begins to let you know that they want more traffic-generating resources, what have you learned? You've learned that they are highly interested in generating website traffic. That's valuable information to have, because it allows you to structure your promotional mailings and even your membership site to include offers for products or services related to the most requested topics. More sales are certain to follow.
- Other lists. I always try to get people onto as many different automated lists as I can. If you offer other ecourses, reports, announcement lists, etc., then I recommend you mention them throughout this private member's area so visitors can join.
- Adsense® ads. You can post Google Adsense® ads or other similar revenue-generating ads and when a member clicks on them from within your site, you'll be compensated. (This may not be possible if your entire site is password protected, but is possible if ads are posted on some areas that are not.)
- Contact information. Always include a place for visitors to contact you, especially if they find that a link is not working. You'll want to keep all links active.

So, that's basically what it takes to setup this free private membership area at your site.

If you don't know how to do some of these things, then ask your techie to do them for you. If you don't have a techie, visit Elance.com and hire someone to do them. These are simple tasks, so it shouldn't cost more than \$50-\$100 to have someone do the setup for you.

Then, you'll want to do your mailing to your list.

After you have everything setup, then you'll want to actually send out a mailing to your existing list about this free site you have available for them.

There are three things you want to remember in putting together your mailing, if you really want to see results from it...

1. Complimentary. First, there is "complimentary". You want to stress very quickly that this private membership site is completely FREE of charge. Let them know that it's an exclusive site that you put together to reward your subscribers.
2. Curiosity. There is "complimentary" and secondly, there is "curiosity". As with many of your promotional mailings, you want to create an air of mystery, some intrigue. You want curiosity. You want the reader to become interested enough to take a closer look.
3. Clarity. "Complimentary", "curiosity" and thirdly there is "clarity". You want to be clear on your instructions. Provide them the link to the signup form - but, don't tell them it's a signup form. Provide them a link to the site, along with their username and password. Let them know when they arrive at the link a popup window will appear asking them to insert their username and password.

It's not difficult, but it is proven to produce results.

Here's a sample mailing you can modify for your own use...

Dear Mark,

Included in this mailing are your new USERNAME and PASSWORD to a private "member's only" site I just launched.

That's right, you've already got a username and password... my compliments.

It's my way of rewarding all of my subscribers by giving them something "extra" without asking for something extra!

To login, go directly to <http://www.linkhere.com>

When prompted, enter in the following information...

Username: myguest

Password: 984132

Inside the member's area you'll have immediate access to ecourses, ebooks, reports, articles, software, tools and more.

Drop by today and pay special attention to the "surprise" I mention on the "ebooks" page.

Best regards,
Paul B Evans

See how that does all three things?

Let me ask you a question – could YOU resist checking this out? Could YOU resist logging in to the member's area? Of course not... neither could I.

And neither can your subscribers.

Now, let's look at what you have accomplished.

So, you've taken a day out of your life to set this thing up. Let's see what you've gained here.

1. Loyalty. The first thing you've gained – and make certain you don't overlook it – is loyalty among your subscribers. When you GIVE to your list, they give you something back ... their loyalty. One of the biggest mistakes people make with their lists is always trying to extract from it instead of investing in it. I can guarantee you this, when you give to your list they'll remember it. And that alone will

increase responses and results in the future.

I'll give you a quick example: when everyone is promoting the latest "sure shot" opportunity, who do you think they'll join through - someone who is always trying to make money from them ... or YOU, the guy or gal who just gave them a free membership site.

I've had MANY people over the years actually EMAIL me and ask me if I was an affiliate in a certain program because they wanted ME to be the one to earn a commission off of them. That's loyalty. And you get it by giving.

2. Greater open rate. Another way you benefit is by creating a greater open rate. An "open rate" is simply the percentage of your subscribers who actually open your email message. And, if you start providing them with free stuff like this membership from time to time, what do you think will happen? They'll start opening your emails every time they get them... because they never know what you've got to offer. I'm not talking about freebie hunters - although you will, invariably have some of those - I'm talking about people who recognize the value in your mailings, whether it's a freebie or an offer that has your seal of approval on it.
3. Automated follow-ups. And, of course, there are actual built-in ways to profit. Those autoresponder messages - that ecourse that goes out lesson after lesson - it's designed to get people to buy a product or service. So, while it DOES provide quality information and it DOES educate the subscriber, it also encourages them to buy something. And if they do, you'll be the one to earn a commission.
4. Backend commissions. What about those customized ebooks they are downloading or those customized reports or those affiliate links to free resources? You've got a ton of built-in profit generators just waiting for your visitors to bite into. They all have quality, useful free benefits... but they also all point towards something that costs. And you profit when they buy. It's a great big web. Your job is to get them there and then let the tools do the selling for

you.

5. Interaction. And the last benefit I want to talk about - as if these weren't enough - is interaction. By setting up a membership site like this, particularly for your list members, you get to interact with them and they with you. In other words, you build a relationship. You get to find out what their wants and needs are ... and you help them to fill those wants and needs, both FREELY and FINANCIALLY. You give and you receive. And I assure you, over the long haul, the rewards are far greater than the investment of time.

So, there is yet another great way to get more response from your lists. It's another great way to get more of your list members to become both loyal readers, but also active customers.

So, what's next?

Lesson #31

Mining Your List For Affiliate Commissions

Part 3 of 3

By

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<http://www.AffiliateProfitPlan.com>

Mining Your List For Affiliate Commissions

Strategy #3: "The Cycle"

And the final strategy that I want to share with you is what I call "the Cycle".

This is probably one of the least used list marketing strategies out there as far as a way of getting more results from the same set of subscribers.

What we're going to talk about in the "cycle" are ecourses. Unless you've missed something along the way, then you know that using ecourses is a great way to convert browsers into buyers. An ecourse, also known as a mini-course, is a set of themed lessons delivered automatically at predetermined intervals to the email address of subscribers.

Offering these email mini-courses for people to request is one of THE best ways to convert them from a reader into a responder, a browser into a buyer.

So, certainly by this point you've seen the importance of using ecourses.

Now, the typical way that most people use ecourses is this: they go to lengths to get people to opt-in to the ecourse.

For example:

- They put notices at their website.
- They setup popup windows.
- They mention the ecourse on their "thank you" pages.

- They recommend the ecourse in their regular newsletter mailings.
- They point to them in their ebooks.
- They really make efforts to get the reader to request a particular ecourse.

And, what happens? Their audience either joins or doesn't join. Pretty simple. And, of those that join, they either buy or don't buy the offer inside the ecourse.

And, after the 7 lessons are over, what happens?

Nothing.

When someone joins an ecourse in most cases, after the lessons of that ecourse are completed, it's over. They either bought or they didn't buy.

Nothing more.

Now, here's where this "Cycle" strategy comes into play.

You've worked hard to get someone to opt-in to your ecourse, so why not make the most of it?

How about this: How about preloading SEVERAL different ecourses into the same autoresponder sequence and promoting the reader from one ecourse to the next?

You don't advertise this up front to the reader. You go about doing the same thing as you always did ... try to get them to request the initial ecourse.

But, you've got, let's say FOUR ecourses preloaded to the autoresponder. Now, what do you have? You have MULTIPLE opportunities to get the reader to buy MULTIPLE offers.

Here's how it would work -

First, the reader begins receiving the initial lessons that they requested. Let's say it was "7 Ways to Build a List". They receive all seven lessons.

Then, about two days after the final lesson from that ecourse arrives in their inbox, they receive an automated message from you that lets them know that 7 more lessons are on the way to them in another ecourse entitled "7 Ways to Make Money From Your List."

Do you think they'd like that? They just learned how to build a list and now you're offering to show them how to make money from the list.

And, you immediately have more content coming their way that hopefully will convert them into paying customers.

Of course, you let them know that they can unsubscribe if they like and they won't receive the messages. Most will be glad to get more useful content.

Now, what do you have?

Instead of an ecourse that is over in 7 lessons and your opportunity to sell them is over in 7 lessons, you have preloaded content that could be delivered for the next six months or even a full year ... all on autoresponder.

All you need to do is get the person to opt-in to the list, entice them to join and request the first ecourse and just like that you have an automated salesperson working for you for months to come to get them to possibly buy a half dozen or more different products, each earning you money.

Much, much better than simply giving away ONE ecourse.

Instead, you have automated contact and interaction with the same set of subscribers for a prolonged period of time.

It is mathematically impossible not to see an increase in profits in using this strategy.

You are virtually guaranteed to see more money from this strategy, and possibly a substantial amount of extra profits.

See how powerful this can be?

Now, like anything else, there are keys to making this a success. Let me share a few of them with you.

Key #1 is to use related ecourses.

What makes this so effective is the use of ecourses that fit together in some way like several pieces of the same puzzle.

I always try to make certain the featured ecourses flow from one to the next in a harmonious manner.

There needs to be some theme that moves from one ecourse to the next. It can be a BROAD theme such as "marketing" or "business opportunities" or "fitness" or "relationships".

As long as each ecourse you use relates in some way to the previous ones, you should see a natural progression of your subscribers from one to the next, with only a very small percentage of unsubscribes.

It's important also that you use your IN BETWEEN messages, the message that you load on your autoresponder that lets the reader know another series of lessons is on the way – it's important that you use this to make the transition between ecourses.

Explain how the next series of lessons fits with the ones they've just completed.

Key #2 is to "preview" the next ecourse.

Also in this "in between" message, you'll want to give a quick "preview" of the next series of lessons.

Again, as we've talked about earlier, the idea is to build intrigue, to create interest and even anticipation.

- A) If the titles of the lessons are benefit-laden, then share the exact titles of the lessons that are forthcoming.
- B) If not, then write your own bullet list of benefits that the reader can expect in the coming series.

C) Let them know of any "shocking" or "revealing" secrets that will be unveiled.

Preview the next ecourse so they will remain an active subscriber and so they will look forward to the next lesson.

Key #3 is to conceal future ecourses.

And what I mean by that is DON'T tell the subscriber that you've got 6 ecourses in the pipeline.

They should never know that another ecourse is on the way until your "in between message" arrives for the next ecourse.

As far as they are concerned, these are the last ecourse lessons they'll be receiving.

Again, it goes back to something we talked about earlier ...

...you don't want them to forego any paid offer in lieu of looking for free information that may be available in the future.

Key #4 is to make it easy to unsubscribe.

Always give them an opportunity to remove themselves, especially during the transition between ecourses.

While most will remain active and continue receiving the lessons, you do want to provide a way to opt-OUT to those who are not interested in further mailings.

It's the law of the land.

Key #5 is to mix in personal comments.

One thing that really enhances this strategy is to actually put your own personal comments at the beginning of one, several or all of the lessons that are included in these mailings.

Explain how the current lesson really impacted your life. Share some specific results you had in using the information. Give some additional ideas or feedback. Point out something the reader should pay particular attention to.

These personal comments can really make a difference in whether or not the subscriber actually reads the message. It is absolutely critical to you that they consume as much of the content as possible in these ecourses.

- A) They have to, firstly, feel like the information is of value to them or they won't be as likely to make a purchase.
- B) And, secondly, they have to actually be exposed to an offer inside the lessons in order to respond to it.

Both of those are contingent upon them consuming the content, upon them actually reading the content.

You can, to a degree, get more of your subscribers to read the content by mixing in these personal comments at the very top of each message, before the actual lesson begins.

This strategy can be one of the most powerful ways of profiting from email, and I certainly ranked it at the very top for the best way to use ecourses to generate income.

I don't know of anything else that comes close to its effectiveness in converting casual browsers into paying customers.

Use "the cycle" for all of your email mini-courses and see how you can continually earn more and more profit from the same set of subscribers over months and even years to come.

Closing Thoughts

So, there you have it – "how to mine your list", specifically by using these three techniques for making more money from any list without using hardball, in-your-face tactics.

- Instead of using psychology, why not use personality?
- Instead of using hype, why not offer help?

I think you'll see a staggering increase in loyalty, open rates, response and, ultimately, profit.

Lesson #32

How To Add New Leads To Your List In 3 Steps Part 1 of 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

I'll explain the concept and then we'll quickly jump into the 3-step process...

Word Of Mouth Marketing Campaign: Viral Comics

In a nutshell: Create a series of 15 black and white comics related to YOUR market, strategically embed a marketing message into the series, and get other people sending traffic to web site where these comics are available for viewing.

It can be "dieting comics", "homeschooling comics", "bass fishing comics", "chiropractic comics" – whatever market you're involved in. Of course, you don't want to be offensive, so use good judgment in your taste in content.

One quick thing before we dive in -

Sidebar: It isn't necessary that you create "comics" for this to work for you. It can be any "unique" campaign that fosters buzz, so bear that in mind. You can create viral videos, contests, interactive surveys, games, giveaways - the ideas are limitless and the basic steps I'll be sharing apply to anything you create as a unique buzz generator. However, for this report I'm going to be talking about creating "comics" for you to use in building your list. Again, refer to MarketingComics.com to get an idea of how this "looks". Nothing fancy. Just funny.

We're going to look at three steps for creating buzz with your "comics" site.

Spreading your marketing message is kind of like spreading a fire. You need three simple steps...

Step 1: Gather materials.

Just as you cannot have a fire without materials, you can't have a word of mouth marketing campaign without materials.

For this campaign, you'll need two items –

1. The comics.
2. A web site to showcase them.

First, let's talk about the comics.

I came up with my own original "ideas" for the comics and then had a vendor at Elance.com design them for me. I went with simple line sketches in black and white because I knew this would cost less. And, quite honestly, no one really expects comics to be works of art, so why go to the extra expense.

Included below is the exact, word-by-word, description that I used in posting my project at Elance.com. Feel free to modify it for your own use...

Project Description for Simple black and white comic illustrations

I need (15) fifteen black and white comic illustrations.

I will provide you with the design idea, and you provide the illustration.

Example: A man talking on the telephone, lying in the floor with a large computer on top of him.

The illustrations will be approximately 5"X7" each.

They are to be "humorous" in theme.

They do not need to be highly detailed ... simple line sketches with basic shading will be perfect for this project.

I will own all copyrights to the completed illustrations and they may not be used by anyone else.

Illustrations should be scanned and delivered to me in high quality JPEG format.

If project is completed satisfactorily, this will lead to future projects of similar format, so please bid accordingly.

I will need first drafts of the 15 illustrations within 10 days of acceptance of this project.

I am very easy to please, but expect unlimited revisions until I am completely satisfied.

Please check my vendor feedback and you'll see that I am very good to work with. :-)

I received a number of qualified bids and chose a vendor who completed the project for \$280.00, which is less than \$20 per original comic.

Now, while \$280.00 isn't much to me – and it is a solid investment considering the return you'll likely receive – it may not be in everyone's budget. So, let's talk about some options you have for getting the comics created...

1. If possible, hire a professional at Elance.com or some similar site to have them created.
2. Another option is to find an artistic friend or acquaintance (or friend of an acquaintance!) who can do them for you as a favor or at a minimal price.
3. You can also talk with your local high school art teacher and ask for a student recommendation – most high school students would love to get paid \$50 for "doodling".
4. There are also royalty free image sites online where you can download graphics and then create your own comics using a graphic design program.
5. Still another idea is to barter with someone who has the obvious ability to create the comics – offer your expertise in exchange for theirs. (You can usually find someone at your favorite forum or community gathering)

So, you've got several options at your disposal for getting these comics created.

I recommend that you keep it basic: black and white, simple line sketches. I also recommend that you use fifteen comics ... no more, no less. There are several reasons for this that I'll talk about in our next step.

In addition to the comics, you'll need a web site to showcase them. This report obviously isn't a web site development course, so I'm not going to spend much time on this aspect of it.

I'll just briefly touch on some keys to making this work at your site that are worth noting –

1. One comic per page seems to work best. They load quicker, don't detract from each other and keep folks clicking through your series which is important as you'll soon discover.
2. At the bottom of each page (See MarketingComics.com for an example) you'll need a link to the "Previous" comic and to the "Next" comic for navigational purposes.
3. So you don't get confused, you probably want to label the web pages as "index1.html", "index2.html" and so forth.

That's step 1: "gather materials".

Once you have your basic components ready, it's time to move on to step 2, which is...

Step 2: Add fuel.

A fire can burn by consuming the materials, that's true. But, a fire REALLY burns when accelerants are added. Now is the time to add "fuel" – to strategically setup your comic promotion to spread your fire the farthest (get people telling others!) and to heat your fire the hottest (get subscribers and sales!).

Now, there are three accelerants that I want to mention here –

1. **Obstruction**.

Your first accelerant is an "obstruction". An obstruction is something that blocks a path. At two strategic points in your series of fifteen comics you need to insert an obstruction. Specifically, after Comic #4 and after comic #9, spaced out within the fifteen comics.

Now, firstly, what "obstruction"? A freebie. Preferably, a free report for the reader to download to their computer and read.

This can be a free report you've written yourself, or a rebrandable report that you obtained somewhere else. The point being, it's an unannounced, unexpected freebie inside the series of comics that is used to promote some product or service inside the report.

Secondly, why only two "obstructions"? If you offer more than two freebies quite a few bad things start to happen. They reader is bombarded with too much information to read. The reader is detracted from the "fun" of the comics. The reader begins to feel like this is nothing but an attempt to get money from me. The list could go on and on. Limit it to two freebies and you'll be fine.

Do you see what is happening here?

You've got two great marketing opportunities built-in to the series of comics. You can use these two pieces of prime real estate to give away anything you want to promote any offer you want.

Again, visit MarketingComics.com as an example and click through the series to take a look at how I've used the freebie reports.

Important: It's definitely worth mentioning here that you also create a lot of GOODWILL among your subscribers and site visitors by offering these valuable freebies. It's not JUST about earning money, it's also about earning respect and trust by giving away quality freebies.

Here are just a FEW excerpts of the MANY unsolicited comments that I received so far about my comics...

- "Thanks for sharing - I like you use of creative, fun marketing & how you slipped your 'surprises' in there - well done!"
- "Thanks for the hidden surprises and the comics!"
- "Thanks for the new approach and the ebooks."
- "P.S.: Throwing in the surprises was an extra nice thing."

2. **Opt-In.**

The second "accelerant" that you want to have in place is your "opt-in".

After the final comic in your series is revealed, include another "Next" link at the bottom of the page. This additional page should be your opt-in page. Everyone will click right on through to see what's there, so fire your biggest gun.

You want to get as many people as possible to join this list, so make sure you use your best opt-in page. Whatever list you offer (newsletter, e-course, weekly tips, etc.), you simply must have some compelling reason for them to join.

If you look at my own example at MarketingComics.com you'll notice that I use a bit of "mystery" in how I set up the page. To discover the "#1 traffic technique" and how to use it, ya gotta join the list. Who can resist at this point?

The freebies are good, but this opt-in is better. Craft this page carefully to get the maximum number of fresh subscribers joining as possible.

3. **Offer.**

And the final accelerant to position is your "offer". Every good list management tool or service (I.E. Aweber.com) allows you to designate a URL to send subscribers to after they have joined your list.

You will, of course, present some kind of offer to the new subscriber on this page. This can either be a one-time offer that will never be made again, some special added bonus for ordering a product or service through your affiliate link, your own regular offer at a discount, a trial membership to your site or any other kind of offer that will make you money. Worst case scenario, simply have them redirected to an affiliate link with no special offer at all – just send them to a sales page.

For me, I immediately redirected subscribers to my sales page for my top-selling [Sales Army Secrets](#) course where I teach

how to get thousands of other people selling your products for you. We sold quite a few extra copies to this when I first released the comics – and still continue to see a steady stream of orders come in from the site day after day.

It doesn't really matter how you do it, it's important that you put some revenue-generating offer in place. The best part about it is this: this is like bonus money when they buy. Your main purpose is to build a list ... getting them to order something that makes you money is simply icing on a very tasty cake! ☺

At this point, you will have "gathered materials" and "added fuel". There is one final step to the process that I want to mention...

Lesson #33

How To Add New Leads To Your List In 3 Steps Part 2 of 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continued from last lesson...

Step 3: Light the fire.

Your final step is to ignite the thing and watch it blaze! It's pyromania time! 😊

Now, part of these comics are just naturally viral. That is, even if you didn't do anything proactive beyond just mentioning them one time, the traffic to your comic site would grow on its own. Remember what I asked you early on about WHAT you do when you find or hear something funny? You tell someone about it, right?

When others find your comics, many will simply tell others about it without you prompting them.

Here's an email I received from one of my subscribers after I released my own comics...

Hi Paul,

Love the comics, I can see why Armand would still be laughing! Good touch. I wanted to ask if you mind me sharing the link with my list?

Thanks again,
Paul Klein

Mind? I would LOVE for you to share them!

I contacted Paul back and let him know that not only could he share them, but he could make money as my affiliate by sharing them!

Back to the point: these are inherently viral. People WANT to share them if they are funny. So, rest assured, traffic will come on its own.

But, that's not really LIGHTING the fire, is it?

Rather than rehash what you already know about marketing (I.E. You know you need to send out a mailing to your existing contacts, you know you need to find affiliates and partners to promote this for you, etc) let me give you some variations to these two main promotional mechanisms that will help you get the word spread as quickly and effectively as possible.

Here are three things you can do to "light the fire"...

1. Use A Stealth Mailing.

This is such a favorite of mine. The idea is to send a mailing for your "comics" which is the main focus of your mailing, but to also include another brief reference to some other offer almost as a footnote.

The one that I sent out to my list when I informed them of the comics is very brief, so I'm going to share it with you here –

Subject: You'll laugh at these Internet Marketing comics (which one are you?)

Hi, {!firstname}.

I've got several things to tell you about, but I'm going to keep it short, so take 60 seconds to read these important "notes"...

1. A while ago I spoke at the Big Seminar and used some "marketing comics" that I had created in the presentation. They were a big hit (I can still hear Armand laughing even now). I've made them available at <http://www.MarketingComics.com>. No lists to join, no popups -- just laughs.

My personal favorite is the one with Santa Claus and his "list". After you've read them, email me back and let me know your fav!

--> Check them out at <http://www.MarketingComics.com>

2. On Tuesday I'm going to send you an email with something that I've never done before. I won't give you the details today (you've got comics to read!), but be on the lookout for something interesting on Tuesday.

3. I've been incredibly lazy in promoting my high-ticket course at <http://www.InfoproductMastery.com>. The regular price is \$997.00 and I've been offering it for \$697.00 as an introductory rate. But, I've honestly not devoted anything to marketing it (I may be selling reprint rights licenses to it later, email me if you're interested in details) so I've decided to offer a crazy discount to get the copies I've duplicated off the shelves before Christmas.

I have 18 copies that I'm going to offer at only \$397. If you are interested, I encourage you to take a look right now as they won't last long at this price.

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<http://www.InfoproductMastery.com/18copies.html>

Until next time, enjoy your life and have a blessed CHRISTmas season.

Paul B Evans

Do you see how this works? The subject line is all about the Marketing Comics. The first and primary emphasis of the email itself is all about the Marketing Comics. And, truthfully, the main action I want the reader to take is to visit the Marketing Comics site.

But...

At the same time, I am able to use this mailing to do so much more without detracting from the main purpose.

In addition to getting people to the site, I was able to...

- *Sell my high-ticket **Marketing Mastery™** course that had been lying dormant for several months as I worked on other projects.*
- *Pre-generate interest in my PLR package that I released on the following Tuesday which made me over \$24,000 in pure profit!*

So, when you send out your initial mailing to your network of contacts (subscribers, customers, etc.) make sure you include some kind of brief, secondary offer that doesn't detract from your primary purpose but DOES direct traffic to some offer that will generate extra income.

Examples –

"I also wanted to take this opportunity to update you on the special membership offer. There are only 7 spots left. Details are at..."

"P.S. Just to prove that postscripts work, if you're one of the first 10 people to order my new course at <http://www>. I'm going to give you _____. Email me to let me know you responded to this P.S. and it's yours free."

"And don't forget about the affiliate contest that's going on right now – all you have to do is get ONE sale in the remaining 48 hours in order to qualify for the free..."

So, that's one way you can "light the fire" in addition to the "normal" methods of marketing.

2. Enlist Cross Promotion Partners.

Remember those two freebies that you've got embedded into the series of comics? How about using one of those as the backbone of a cross promotion joint venture?

Here's how it would work –

You contact a partner and let them know that you'll give away something on this page to promote THEM if they will return the favor by (a) promoting the comics themselves, or (b) promoting you in some other agreed upon manner.

The freebie page in your series of comics is prime real estate. And it's a great incentive to dangle before potential joint venture partners as bait to join you in some cross promotion.

How you set it up is your call.

Another idea is to do write a short report where you share your "little black book" of resources. Sort of like your on Rolodex® of recommended resources related to your industry. One of your freebies would be this report and you could inform joint venture partners that

you will include them as one of your recommended resources in exchange for doing something to promote you.

Or, you could let one or two partners include a full-page advertisement in any freebie report you're giving away in exchange for something beneficial to you.

The ideas are limitless, but the point is the same for all: use one of your freebies as part of a joint venture. You promote them, they promote you.

Of course, you could also use other parts of your series as joint venture incentives as well...

- Your opt-in page could be used to simultaneously promote your own list AND one specially chosen partner's list.
- Your offer page could be used to promote a partner's offer (even using your affiliate link) as part of a joint venture proposal.
- Heck, you can even use one or more of the comics themselves to promote a partner: "This comic was inspired by my good friend XYZ at <http://www>." (Just don't go overboard on this one!)

At some point I am going to test this last idea out. Several of my comics WERE indeed inspired by good friends of mine.

For example: Many years ago [Paul Myers](#) and I were speaking at an internet marketing conference and he told me that he didn't have any Powerpoint® slides for his presentation. Being from Arkansas, I quickly replied, "This is a redneck powerpoint presentation" as I pointed to a Sharpie and a legal pad. Of course, Paul shared the joke at the beginning of his presentation to a roomful of laughs. The picture of the "redneck" in my comic is based on Paul. (BTW, he loves it!) At some point, I will add this story to the comic with a link to Paul's product with my affiliate link. Instant promotion ... and it even adds another element to the comic.

There's no reason why you can't use a part of your comics real estate to form a partnership with others. That way, you not only get the benefit of everything happening at your site, you also get the benefit of what is happening at your partner's site.

5. Initiate Public Discussion.

One of your objectives is to get people talking about your comics. Of course, part of that is simply the informing side of things. I.E. "These are hilarious! You gotta check them out!"

But, the other side of it is to use them yourself – and encourage others to use them – as the focal point of DISCUSSION.

Let me give you an example that I found shortly after I released my comics...



The screenshot shows the Warrior Forum website interface. At the top, there's a navigation bar with "WARRIOR FORUM" and "NEWSLETTER" options. Below that, there are links for "Home", "Warrior Offers", "Register", and "FAQ". The main content area displays a forum thread titled "How Many Newbies Are Still Thinking This Way?". The post is by Kevin Riley, a Senior Warrior Member, posted on 12/01/2007 at 04:04:12. The post content includes a link to a cartoon on Jimmy Brown's site and a discussion about the "get rich quick" mentality in the business. The post also features a signature for Kevin Riley, mentioning "Mission Leader Kevin Riley - Mission: Make Money Online" and "A VERY MERRY CHRISTMAS TO ALL" from the Product Creation Labs elves.

Kevin referenced the comics in a manner that prompted DISCUSSION. He used something "funny" to point out something that needed to be "seriously" addressed. And, of course, people chimed in with their response to his post.

- Every time someone new started reading and responding to the post, they were exposed to the link to my

comics.

- Every time someone added to the discussion, the thread got "hotter", making it more visible, which means more people read it.
- In the process, more people clicked through and came to my site and more people began telling others about the comics themselves.

All of which benefits me.

But, back the point...

Get people talking about your comics!

Sure, part of this is simply getting them to tell others about them. But an equally important part of this is to get them discussing specifics about the comics which can generate even more free publicity for you.

Let's use a forum as the sounding block. I.E. What are some different ways you can get people talk about your comics at a high-traffic forum (I.E. "Message board") related to your market?

Consider these ideas –

1. How about using one of your comics as Kevin did mine ... as the source of a serious discussion about a problem relevant to your industry?
2. How about asking for feedback? "Which of these crazy comics is your favorite? Sound off!"
3. How about getting people to submit their own ideas for comics?
4. How about telling a "behind the scenes" story about the inspiration for one of your comics? (I.E. Like I did earlier about Paul Myers)
5. How about mentioning your comics and asking others for recommendations of their favorite "fun" or "light-hearted" resources for your market?

6. How about soliciting joint venture partners by referencing your comics site (and, in the process, getting views by others!)?
7. How about pointing to one of your comics as an example in an informative post? (I.E. As I poked fun at in my comic at <http://www.> , here are 3 of the best ways to...)

We could probably go on and on with ideas here. There are many, many different ways you can get people talking about your comics – whether it's by creating controversy or curiosity, informing or illustrating, requesting or reminding ... you've got lots of options here.

Closing Thoughts

So, there you have it – a very fun and profitable way to add hundreds of fresh subscribers to any list. Not to mention: generate sales, distribute content, find new affiliates and partners, promote multiple offers, build goodwill, establish a reputation and many other direct results of this promotion. The benefits to you are endless.

Marketing your business isn't always fun and games ... but sometimes it can be.

Here's wishing some side-splitting, wallet-expanding comics for your business come your way soon.

Lesson #34

How To Create A Webinar To Promote Affiliate Offers Part 1 of 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

1. Pick Your Platform.

Run a search in Google for "webinar software", "webinar solutions" or any number of other similar terms, and you'll unearth dozens of web conferencing solutions.

As you start sifting through these solutions, you'll notice that:

- Some of them require the presenter (that's you) to download software, while other require both the presenters and participants to download software.
- Some solutions present the audio portion of the webinar through the participant's computer speakers, while other solutions deliver the audio through a telephone.
- Some solutions allow participants to ask questions through online text messaging, while others give participants the option of doing so verbally (by phone or Voice over IP, AKA VoIP) or by typing a message.
- Some webinar solutions allow only a small number of participants (such as a dozen or so), while others can accommodate thousands.

And so on.

That means that –

Before you pick a platform, you'll need to consider which options are best suited for your webinars.

However, many of the top solutions provide a robust set of features, so you generally won't go wrong no matter which solution you choose.

Step 1: Choose Your Platform: Below you'll find a list of seven of the most popular platforms/solutions, along with my recommendation...

[GoToWebinar.com](#): This is the solution I highly recommend. Not only does this solution meet the needs of a large majority of people who're running webinars, it's also an incredibly popular platform. That means there's a good chance your participants are already familiar with GoToWebinar.

In just a moment, you'll get step-by-step instructions showing you how to get up and running with GoToWebinar (GTW).

[GatherPlace.net](#): Web and voice conferencing solution that works on both Mac and PC platforms, for audiences up to 2000 participants. Includes toll-free teleconferencing and the ability to record sessions.

[MegaMeeting.com](#): Participants get a choice of either VoIP or text messaging to participate in the conference. MegaMeeting works on both PC, Mac and Linux machines, and accommodates a large number of participants. You can use MegaMeeting for a one-time fee rather than an ongoing subscription service.

[Microsoft Live Meeting](#): Accommodates meetings up to 1250 participants. Allows desktop sharing, PowerPoint presentations, recording and playback, etc. You can choose a "per use" fee or a flat-rate, unlimited use subscription.

[Raindance.com](#) / **[InterCall.com](#): Provides an integrated audio and video solution, so that you don't need to send both links and dial-in numbers to participants. Includes software to help you manage and promote your webinars. The site includes a free trial.**

[TalkingCommunities.com](#): This is a PC-based solution that allows you to lease one room or purchase the rights to a server with multiple rooms (that you can run simultaneously).

[WebEx.com](#): This is a well-known Cisco solution that can accommodate individuals, small to medium size businesses and large businesses who need webinars. They provide a free trial and live demos if you're interested in examining this solution further.

Step 2: Check the Requirements: While you're choosing from among the above solutions (or any other solutions you uncover in a Google search), be sure to check the requirements.

You want to make sure that you and your prospects have the correct hardware and software to participate in the conferences.

The most common requirements include:

- A high-speed Internet connection.
- A PC computer (though some solutions work on Macs or Linux platforms).
- Computer speakers to listen in on the audio.
- A Microphone for those who'd like to ask questions (although most platforms also allow participants to type questions).

If you choose GoToWebinar, then you'll need*:

For PC-based participants:

- Internet Explorer® 6.0 or newer, Mozilla® Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 2000, XP, 2003 Server or Vista
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU with 512 MB of RAM (recommended) (2 GB of RAM for Windows® Vista)

For Mac-based participants:

- Safari™ 3.0 or newer, Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.4 (Tiger®) or newer
- PowerPC G4/G5 or Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

Participants wishing to connect to audio using VoIP will need a fast Internet connection, a microphone and speakers (a USB headset is recommended).

To record a Webinar on your PC, the following is required:

- Windows Media® Player Version 9.0 or newer
- Minimum of 800 x 600 Super VGA (1024 x 768 or higher screen resolution recommended)
- Fast Internet connection
- 1 GB of hard disk space (recommended)

- Sound card (If using Total Audio)
- Microphone and speakers (If using VoIP)
- Telephone attachment device (If not using Total Audio)

* *Webinar recording is not currently available for Mac users.*

Note: Above requirements taken directly from GoToWebinar's FAQ page and they may be subject to change.

Step 3: Get Set Up: Getting set up with GoToWebinar is fast and easy – you can be up and running in just minutes from now.

Here are the steps:

- 1) Visit GoToWebinar.com and click on their "free trial" or "buy now" button.
- 2) Enter email address (you'll receive a confirmation email with a link you need to click on). Then go to the next screen as instructed and create a password.
- 3) Enter account information, including your contact information and credit card number. If you're signing up for the free trial, your credit card won't be charged if you cancel before the trial period is up.
- 4) Download the [GoToWebinar toolbar](#) (it's a quick and automatic set up).

That's it!

Now you're ready to start scheduling and running webinars.

Simply go to your GTW toolbar and click on "Schedule a webinar," or click on "webinar now" if you want to get started conferencing immediately.

When you're ready to start a scheduled webinar, just go to your toolbar and click on "My Webinars," select the webinar you'd like to run and click "start."

Your participants can join your webinar instantly. You provide them with the registration link so they can register for your webinar. When the conference is about to start, they can follow the link in the registration email (www.joinawebinar.com), or they can go to the GoToWebinar.com homepage and click on "Join a webinar."

No software downloads required for participants, which means a higher percentage of your registered participants will join the webinar!

So far so good – you've chosen your webinar software, installed it, and you're ready to start scheduling conferences.

Next, you'll discover how to run a polished webinar that makes you look like a seasoned pro!

2. Prepare Your Presenters.

You don't need to be a member of your local Toastmasters speaking group, nor do you need to turn in an award-winning presentation in order to make a bundle of money with your webinar. Nor will listeners hold it against you if they experience the stray sounds of a dog barking or an awkward silence when you momentarily lose your place in your presentation.

These things happen.

And overall, they aren't going to greatly impact your profits one way or another.

Having said that, however –

It's a good idea for you and your guest presenters to turn in relatively polished presentations.

Here are a few tips to help you do exactly that...

1. If you're presenting alone:

→ Create an outline

When creating your outline, first consider what you promised in your sales letter. Be sure to include in your outline all the benefits and topics that you promised in your sales letter.

Ideally, you should stick with an outline with minimal notes. That's because you don't want to sound "scripted." If you just read a script, you tend to lose the enthusiasm – and your attendees will get bored.

Finally, be sure to prepare any PowerPoint slides, demonstrations or other visual aids that you intend to show to your participants.

➔ Practice your presentation

As mentioned, your presentation doesn't need to be perfect to be effective. But you'll come off as a lot more professional and polished if you practice your presentation.

Note: If you have a visual presentation, be sure to practice doing your talk with the slides, demonstrations or other visual aids.

If you haven't given very many presentations before (either online or offline), then consider either recording your presentation so you can critique yourself, or have a trusted friend (or several friends) listen in and critique you. (Or do both.)

Ask your friends to check for things like:

Presentation Speed: Too slow? Too fast?

Comprehension: Is the presentation suited to the audience? For example, if your webinar is aimed at beginners, then you shouldn't be using expert-level jargon without first defining the terms.

Presentation Order: Also, check that the material is presented in a logical order without any knowledge gaps. Sometimes when we become experts in our fields, it's easy for us to jump from point to point without realizing that listeners need a specific piece of information to bridge those points.

Excitement: Do you should excited about what you're saying without sounding insincere? Will the audience be excited?

General Impression: Finally, ask your friends to give their overall impression of the presentation. What's good? What's bad?

➔ **Get comfortable with your conferencing software**

After you become comfortable with your material, then you need to become comfortable with your webinar software solution.

That means you don't want to get an idea for a webinar today and start one immediately without first taking a tour of the software.

Download any necessary software and try it out. Read the documentation and the frequently asked questions. Study the features and take notes about how to use those features that are most important to you.

Ideally, you should deliver your presentation using the webinar solution along with your friends who are providing critiques. It gives you a chance to use the webinar software features in a "real" setting, and gives you a chance to practice doing things like opening the webinar to questions.

2. If you're presenting with a guest speaker...

It's likely that you'll usually have webinars with a guest speaker or co-presenter rather than just presenting the material yourself.

This is particularly true, of course, if you're promoting affiliate products. That's because you can bring on the product creator and interview him or her or otherwise make a presentation together.

But even if you're promoting your own offers, it's still a good idea to have a guest speaker. That's because it tends to be more engaging to listen to two people in a dynamic, exciting conversation... versus listening to one person "lecture" to you.

For proof, just turn to the infomercials on your late night TV. They almost always have two people presenting the merchandise. Usually, one person is the expert and the other person is the interviewer.

You can do the same thing – just ask a friend or colleague to interview you. In exchange, you can offer to give them resell rights to the audio, you can pay them for their time, or you can even use their affiliate link at the end of the audio. Alternatively, you can offer a true joint venture, where you interview them about their products in return.

→ Prepare Your Guest

Whether you're interviewing someone or they're interviewing you, you should prepare an outline of "talking points" and suggested questions. Again, be sure that any benefits you mentioned in the sales letter are covered during the webinar. Otherwise you'll have plenty of disappointed attendees.

Just as when you give a solo presentation, you want to make sure your co-presentation doesn't sound scripted. While you can offer your co-presenter an outline and questions that *might* be asked, you can and should spontaneously ask follow up questions... even if you do veer off the outline. (Just be sure to get back on track eventually.)

This sort of spontaneity will make for an enjoyable conference for you, your guest and the attendees. Second, remember that if you're interviewing someone, you essentially have two jobs:

- 1. Get your guest to share secrets and other great information.** This one is fairly easy, as a good outline will help you get this information. You may also ask your guest (before the webinar) what sorts of secrets they might be willing to share.
- 2. Secondly, your job is to help your guest feel comfortable.** If your guest has done webinars or other presentations before, he or she will likely be quite comfortable doing the webinar with you.

However, some people aren't used to this sort of public speaking, so you need to help them feel comfortable.

That means giving them the proposed outline well ahead of time (at least a week before the webinar) so they have time to think about their answers. You should also ask your guest if there are any "off limit" topics or if there are any topics he/she would really like to talk about.

Also, you should get on the phone and talk to your co-presenter. If he feels comfortable with you, he'll feel comfortable on the webinar. So try to talk to him for at least 10 or 15 minutes sometime during the week leading up to the webinar.

Finally, make sure your guest is comfortable with the technology. Ideally, you should create a webinar conference just for the two of you so you can get to know each other, discuss the material, and get to familiar with the technology.

Follow these other co-presenter tips to ensure you have a great webinar with your guest:

- **Keep in touch with your guest.** Remember that your guest is just as busy as you are with his own projects. Your webinar may be low on his priority list, meaning he could completely forget about it if you don't remind him about it. Be sure to send a reminder a week before, a few days before, and the day of the presentation.
- **Always include the login information.** Every time you send an email to your guest, always include the download links, login information, time and date of the webinar and any other information he needs to know. That way, he doesn't have to waste time searching for the information, as he knows it's at the bottom of every email you sent to him.
- **Show your appreciation.** Your guest is doing you a favor. Let him know how much you appreciate him taking time out of his busy schedule to do this. Follow up after the webinar with a thank you note via email or a phone call, and preferably a handwritten note via postal mail.

So far you've picked your platform, you've become familiar with the technology, and you and your guest have prepared for the webinar. Now it's time for you to discover the secrets of turning your webinar into a cash cow that pays you for months or even years to come!

Lesson #35

How To Create A Webinar To Promote Affiliate Offers Part 2 of 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continued from last week...

3. Promote to prospects.

Now that we have all the technical details out of the way, it's time to focus on the organization, content and promotion of your webinar.

In this section, you'll discover:

1. How to promote the call itself.
2. How to promote your offers from within the call.

Let's jump right in...

How to Promote the Call

Here's an easy step-by-step proven formula you can follow to organize and promote your call...

Step 1: Decide on the Purpose of Your Call: Before you can actually hold a webinar, you need to have a goal in mind.

Specifically: Do you intend to promote your products or affiliate products? Once you decide on the purpose of your call, you can then decide on the topic itself.

For example, let's suppose you wanted to promote your new "Guide to Italy" ebook. Choosing a topic is fairly easy – you may even want to simply choose a chapter from your ebook and "teach" the entire chapter.

Alternatively, your webinar can give an overview of the entire book, while leaving the best bits of information out (i.e., participants need to read the ebook to get those secrets). You'll discover how to use this strategy later in this report.

Step 2: Create a Lead-generation Page: A lead generation page is basically a sales page. This is where you "sell" people on giving up their email addresses in exchange for access to your free webinar.

Now here's the thing...

Some marketers believe that just because a webinar is free, you don't really need to bother persuading prospects to join your webinar list. They figure all they need to do to build a big list of prospects is simply put up a page that says "free webinar" and an email capture form.

But doing so leaves money on the table.

You see, a few years back it was fairly easy to get people to give you their email addresses for any reason. In fact, email was such a novelty that people were EAGER to sign up for newsletters just to get email.

Naturally, things have changed a lot since the early days of the Internet. Now people guard their email addresses. They're so frustrated with spam that they're often reluctant to give any sort of address at all – and so sometimes they'll give marketers a "throw away" email address.

That's why you need to spend some time convincing your prospect to not only join your list, but also join using an email they regularly check. Sell this webinar like you're selling access to a \$100 webinar! After all, you'll have an unresponsive, "dead" list if everyone joins using throw away addresses.

Here's what you need to do to craft a compelling lead generation page:

- **Create a benefit-driven, curiosity-arousing headline.** Your headline's job is to get your prospect's attention. To that end, your headline needs to present the biggest benefit your prospects will receive when they join your free webinar.

That means that simply putting "Free Webinar!" as the headline won't cut it. No one wants a free webinar... instead, they want a solution to their problems. So alternatively, your headline might say something like:

"Are You Poisoning Your Puppy? Find Out What Common Household Items are Toxic to Your Pet During This Free Webinar..."

OR...

"Free! Discover Which Foods Are Making You Look Ten Years Older!"

You'll note that in both headlines the word "free" is mentioned. That's because the word free is a powerful trigger word. Everyone wants something for free... especially a free solution to their problems (hence the benefit-driven headlines).

You'll note that in these examples, only one includes the word "webinar." That's because you'll want to use this term carefully in your sales copy. If you're sending your offer to people who've joined your previous webinars, then feel free to use the word "webinar" in your headline.

On the other hand, don't mention the word "webinar" in your headline if your prospects are likely unfamiliar with the term. You see, the goal of your headline is to grab your prospect's attention and drag them into your copy. If they don't know what a webinar is, you'll stop them dead in their tracks at the headline. And that's not a good thing.

If you're dealing with people who're likely unfamiliar with webinars, then go ahead and use the word "free" in the headline along with the main benefit. But wait until later in the copy (when you've already hooked them on your offer) before you explain what a webinar is.

- **Craft benefit driven, reader-oriented copy.** After the headline, jump right in and continue talking about the other benefits the prospect will receive when she joins your webinar. You may want to create a "bulleted list" of benefits, which will draw her eyes into your copy.

Remember to keep your copy oriented towards the reader. If your copy has a lot of "me," "mine," "I," "us," "our" and similar words, then the copy is about you and not your reader. Instead, make generous use of words like "you" and "yours."

Example of author-oriented copy: "I'll talk about..."

Example of reader-oriented copy: "You'll discover..."

- **Tap into your prospect's hopes, dreams and emotions.** People never really buy products – they buy solutions. And specifically, they buy benefits and outcomes.

Example: They don't buy a drill – what they're really buying is a hole. And people aren't buying exercise equipment. Instead, they're buying into the dream of being slimmer and sexier.

Even though you're offering a free webinar (rather than a paid product), the same is true of your prospects.

They're not joining your list and getting on the webinar to hear about whatever topic you're talking about. Instead, they're getting on the webinar because of the hopes, dreams and emotions they have surrounding that topic.

Your job is to tap into those hopes, dreams and emotions on your lead generation page. Let the prospect imagine what it will feel like to receive the benefits after they listen in on your webinar.

- **Use a strong call to action.** After you've hooked into your prospect's emotions and you have him imagining the benefits of joining your webinar, you need to provide a strong call to action. This is where you explicitly and clearly tell your prospect what you want him to do.

You should also write your call to action as if you assume he's going to join your seminar. That means you don't ask him if he wants to do it. You don't say, "If you're interested, fill in your name and email address below."

Instead, you tell him, "Get started right now by filling your name and email address in the form below and clicking join..."

The second thing you should do with your call to action is give it a sense of urgency. You want to give people a reason to join your list right now. You want to instill a bit of fear in them (such as a fear of loss).

Here are a few ways to spur that sense of urgency (you can use more than one tactic):

- **Limit your webinar to X number of "seats," thereby creating scarcity.** If you plan on having more of an interactive session, then you'll want a smaller number – such as 50 or 100 spots. Otherwise, you could limit the seats to any number that makes sense for you and your niche, whether it's just 10 or 1000.
- **Emphasize the fact that the webinar starts soon (e.g., in X number of days).** Obviously, the closer you are to the actual start date of the webinar, the greater sense of urgency you can create.
- **Offer a "fast action" bonus to the first X number of people who join now.** You may give the first people to join a special bonus, such as free transcripts to the webinar, a related ebook, or some other valuable freebie.
- **Offer a "fast action" bonus to anyone who joins in the next X number of hours or days.** Instead of giving the free bonus only to the a strict number of people who join, you can make the offer to anyone who joins the webinar list before a certain date and time.

• **Here's a Neat Little Trick to Create Sales BEFORE the Free Webinar...**

If your lead-generation page does its job and converts well, then you should get a flood of people joining your list so they can join your free webinar. Most marketers miss a huge opportunity right here. Instead of making money, they just let their attendees sit on the webinar list for the few days or the week leading up to the webinar.

Here's what you should do instead...

Create a confirmation page and/or confirmation email that thanks participants for joining the webinar. Remind them of the benefits of the webinar. And give them the details they need such as time and date of the webinar, how to log in, and how to contact you if they have any questions.

Now here's the trick that puts money in your pocket: Give your prospects "homework" to do before the webinar starts. And you do this by telling them to download and read a (paid) product so that they're ready to participate in the conference, ask questions, etc. Ideally, you can offer prospects the same product you'll be promoting on the call.

To sweeten this offer, give a limited time discount. Or better yet, make it a one-time offer. If they don't take you up on the offer right now (on the webinar confirmation page), they'll need to buy the product at a higher price later.

Note: If you offer a discount on the product at the end of the webinar, be sure this is a generous discount... but not as generous as the one offered during the "one time offer."

Do this, and you can expect to make money long before your webinar even starts!

Step 3: Drive Traffic to Your Lead Generation Page: The best webinar in the world with the highest-converting lead generation page ever won't do you any good if you don't get your offer in front of people. That means you need to promote access to your call.

Here are just a few ways to do exactly that:

- Blog about it.
- Tell your list about it.
- Create a viral video about it and post it on YouTube.
- Ask your guests (JV partners) to tell their lists about it.

- Write an article about the topic and socially bookmark the article.
- Use pay per click marketing.
- Post a link on your Squidoo Lens or HubPages.
- Post it on Craigslist and/or USFreeAds.com.
- Post it in your local classified ads.
- Post flyers locally.
- Use a CPA model to get leads.
- Use a tell-a-friend script so that those who've already signed up will tell their friends to sign up too. Better yet, offer an incentive, such as a freebie to anyone who tells at least three friends.

Step 4: Provide solid content – and a pitch. You have hordes of people descending on your lead generation page and signing up for your webinar. Now your job is to turn these prospects into buyers.

The purpose of your webinar is twofold. First, you built a list by offering a free webinar in exchange for an email address. That part is already complete. The second purpose of your webinar is to sell your products or someone else's products as an affiliate.

Because your goal is to sell products, you might be tempted to run a 45 minute or hour-long "infomercial" instead of a seminar. Don't do this. Remember, your prospects joined your webinar because they're looking for information. They're looking for a solution to their problems. They're looking for something that can make them happier, richer, slimmer, more attractive, etc.

Here's how to create a webinar that your participants will find valuable – and one that will make money for you, too:

- **Give your prospects what they expect.** You promised certain things to your prospects when they first agreed to join your webinar. Now you need to make good on those promises.

Example: If you promised three "secrets" to making money online, make sure you deliver not one, not two, but at least three of those secrets.

While a somewhat spontaneous webinar that doesn't adhere strictly to your outline is usually a better experience for listeners, your job is to make sure that you DO cover those points you promised to cover in your sales letter.

- **Build trust.** People buy from those they know, like and trust. If you sent the webinar announcement to your list and to your existing customers, then there will be people on your call who already know and trust you.

However, your focus is on those who don't yet know you. Your job is to build trust with these people. Just being on a webinar (which puts your face to your name and shows you're a "real" person) and taking questions helps. Delivering on your promises, providing good content and being honest (e.g., no exaggerations) also help.

It may seem like common sense to say something like "be honest." But sometimes we marketers are prone to exaggeration. Problem is, customers sometimes expect marketers to exaggerate – and when they get "caught" exaggerating, credibility is lost.

Example: A few years ago I attended a webinar that was being pitched as one person "grilling" the other person. Further, the sales materials suggested that the two had never met, the interviewee had no idea what the interviewer was going to ask, and that this could turn into a wild "free for all."

Problem is, the webinar was so scripted that the co-presenters accidentally started reading each other's lines. Instantly, all credibility was

lost because it was revealed that the free-wheeling "unscripted" interview was in fact tightly scripted. And since the marketers fibbed about that, it made prospects wonder what ELSE they weren't being truthful about.

- **Provide useful but incomplete information.** Next, you need to provide solid, valuable content that your webinar participants can put to use immediately. But here's the thing – you need to provide information that's not quite complete. And the only way to get their hands on the "missing link" is to purchase your products.

Example: Let's suppose you're selling a weight loss ebook. During the webinar, you might tell listeners that your ebook lists ten foods that burn fat... and then you could share five or six of those foods with the webinar participants.

Another way to share useful but complete information is to tell someone what to do, but don't tell them how to do it.

Example: Let's suppose you're selling an online marketing ebook. You might tell people that one good way to pull in targeted traffic is by search engine optimization. You can then go on to discuss on-page and off-page optimization, but you leave the best details out – meaning those who want to learn SEO must buy your ebook.

- **Create a need.** You can also use your webinar to create a need (or "plant a seed") for the product you're pitching.

You may do this with information products by educating people with regards to how fast and easy your product will give your prospects the solutions they desire. But this tactic works particularly well if you're selling physical products or tools.

Here's an example...

Example: Let's suppose you're running a weight loss webinar. In this example, you can give your prospects 100% complete information – that means you don't hold anything back. You tell them what

foods they should be eating, how often they should be exercising, etc.

But here's the thing: You then recommend certain products to accelerate their weight loss. For example, you may pitch a rebounder (a mini trampoline) as the perfect piece of exercise equipment. Or you may suggest that the fastest weight-loss is achieved for those eating the pre-packaged meals that you're pitching.

Let's go back to the online marketing webinar as a second example. Here you can give your prospects the complete step-by-step guide to getting the top rankings in the search engines. Again, you leave nothing out. But you create a need by suggesting that the quickest and easiest way to achieving those rankings is by purchasing your SEO tools (e.g., such as keyword tools, page generators, etc).

Step 5: Record the Webinar: While the live webinar is likely to be a well-attended, profitable event for you, that's just the beginning.

Your goal is to profit from your webinar for weeks, months and even years to come. The idea is that you spend a couple hours putting together your webinar today – and you profit endlessly in the near future.

Naturally, the only way to do that is by recording your webinar for later playback.

Tip: GoToWebinar includes a recording feature – and recording your webinar is as easy as a click of your mouse. Just go to your GoToWebinar organizer control panel, click on "recordings" and the recording panel will open. From there, you simply click on "start recording" when your webinar starts, and "stop recording" when your webinar ends.

Once you've recorded your webinar, you can save it to your desktop. Then you can use the editing software of your choice to edit it (if necessary).

There are a few things you can do with your recorded webinar, including:

- If the information included is valuable, you can sell the webinar recordings. If you do a series of related webinars, you can sell them as a home study course.
- You can use the recorded webinar as a lead generator. Simply offer it free in exchange for an email address and name. You can also offer the webinar recording for free on a CD in exchange for a name and postal mailing address.
- You can give *other* people the option of offering your webinar as a lead generator, a free bonus with their products, something to add to their membership sites, etc. The bonus for you is that you get the backend income on the product recommendations.
- You can sell resell rights or master resell rights to your webinar recordings. That way you make money up front. But you also get a nice backend income due to the products you pitch during the webinar.
- You can create a feeling of scarcity by not offering unlimited access to the webinar. Instead, you can play it on pre-defined dates (such as on a weekly basis). This works particularly well if the webinar is slightly controversial and/or extremely useful, because then you'll get people "buzzing" about it in anticipation of watching/listening to it.
- You can use it to re-launch the product you pitched during the webinar. Again, the idea is that you only spend a couple hours creating this webinar - but then you profit from it over and over again.

We covered a lot in this section, but the basic idea is simple:

- ✓ Create a great lead generation page.
- ✓ Drive traffic to the page.

- ✓ Create a great webinar.
- ✓ And profit like crazy from your webinar.

Do that, and you'll make money both during your live webinar, as well as for months or even years later!

Closing Thoughts

Congratulations – you now know how to run and record your own wildly profitable webinars!

Let's quickly recap the "**3P Webinar Profits**" formula:

PICK Your Platform: You discovered how to choose the best webinar platform for your needs. Plus you received easy step-by-step instructions showing you how to get set up in just minutes!

PREPARE Your Presenters: You discovered how to give a polished webinar that made you look like a seasoned professional – even if you're an absolute beginner! Plus you found out that one of the keys to running a successful webinar is to make sure your guests are comfortable and they know what to expect.

PROMOTE to Prospects: Finally, you discovered how to turn a free webinar into a cash cow. Not only did you discover how to provide "useful but incomplete" information that spurs sales, you also found out how to create a need for your products.

There you have it – the "**3P Webinar Profits**" formula that adds up to money in the bank for you!

But here's the thing...

**While webinars are wildly profitable,
the money just won't leap into your bank account on it's own.**

**It's NOT difficult by any means...
but you do need to follow the simple formula provided in this
report.**

You may be tempted to just set this report aside and start thinking about your webinar "later."

But here's what I want you to do instead:

Right now (yes, now) pick your platform, or you can just go with my recommendation (GoToWebinar). Then sign up for an account right now.

That's the first action step.

Then go ahead and start working your way through the others steps in this report.

The sooner you follow through, the faster you can enjoy success and profits!

Lesson #36

Your List Marketing Weekly Planner

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

List Marketing Model

Below you will find a planner for what I consider to be the best list marketing model to use in building and profiting from opt-in email lists.

The key to real success in affiliate marketing is to build a responsive list. There are five pillars of success, along with accompanying action steps for each pillar, that will enable you to do this.

"The 5-5 Plan"

The Five Pillars of List Marketing in a Five Day Workweek

<u>MON</u>	<u>TUE</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>
Pillar #1 DATABASE	Pillar #2 CONTENT	Pillar #3 REVENUE	Pillar #4 IMPROVEMENT	Pillar #5 RESEARCH
Activities related to growing your list of subscribers through both your own efforts and those of your partners.	Activities related to developing content to distribute to your list members in order to provide genuine value and prompt sales.	Activities related to developing attractive offers to present to your subscribers as it pertains to the distributed content.	Activities related to improving all areas of your list marketing model to produce maximum results from your efforts.	Activities related to learning the latest list marketing practices and resources to multiply your results while minimizing your efforts.

MONDAY (Pillar #1: Database)

➔ At least one "free" traffic activity.

Ideas include: writing and distributing ezine articles, creating viral reports, holding contests and giveaways, exchanging ads, posting at forums, interacting at social sites, blogging, getting your affiliates and partners involved, etc.

➔ At least one "paid" traffic activity.

Ideas include: purchasing solo mailings, pay-per-click listings, banners, hiring an affiliate manager, outsourcing traffic generation, buying existing sites, buying links, etc.

→ At least one "existing asset" traffic activity.

Ideas include: posting links at your sites, inserting notices in your products, updating your current marketing materials, contacting your affiliates and partners, cross promoting in your various autoresponder sequences, contacting customers, etc.

Tuesday (Pillar #2: Content)

→ At least one new feature length article.

Ideas include: Whether you send out the article as a part of a newsletter, compile it with others into a new mini-course, post it to a blog, submit it to directories, get other publishers to reprint it, hand it off to your affiliate team, post it at your site or any of another dozen things you can do with them ... writing an article every week is a must.

→ A regular newsletter (weekly, bi-weekly or monthly)

Ideas include: I highly recommend that you publish an regular newsletter with a featured article, personal news and notes and one high-profit offer.

→ An unadvertised bonus for customers. (monthly)

Ideas include: You customers are your #1 asset - you make money because of them. Create additional content at least once per month that is exclusively for them. Provide value after the sale and make additional offers ... that's a blueprint for easy sales.

→ A rebrandable for affiliates. (bi-weekly or monthly)

Ideas include: No other asset will drive more traffic to your opt-in page (and thus build your list!) than your affiliates and partners. Continue to provide them with high-quality rebrandables they can pass on to their network.

→ Find suitable and valuable resources to pass on. (bi-weekly)

Ideas include: There is a lot of quality information produced by someone who isn't you. 😊 Why not share that with your list members? You can reference great blog posts, downloadable reports, content sites, videos, audios, etc. that other people create that are relevant to your list. Linking to these with an affiliate link is much different than constantly bombarding your list with new offers. Learn the difference.

WEDNESDAY (Pillar #3: Revenue)

→ At least one weekly broadcast.

Ideas include: You can promote your own existing products, new launches, affiliate links, coaching offers, etc. through a newsletter mailing or solo mailing. Make sure your offer is blended with strategically created, high-quality content.

→ At least one mailing to an autoresponder sequence.

Ideas include: Every week you should add another mailing to one or more of your autoresponder sequences (lead lists, evergreen lists, etc.) Whether it's an embedded solo mailing, a free article, a special edition of your newsletter, a note about a free resource or any other relevant option, get these plugged in for automated contact with your subscribers ... and automated revenue.

→ At least one follow-up with customers.

Ideas include: If you aren't regularly following up with customers you're leaving money on the table. Who is most likely to buy from you - a prospect or someone who has already done business

with you and is happy with that decision? Hint: Be sure to create a customer list and add automated messages to their autoresponder sequence!

THURSDAY (Pillar #4: Improvement)

➔ Create and tweak opt-in pages.

Ideas include: Create new opt-in pages for your new lists, test changes in your existing pages to improve your opt-in rate, experiment with different confirmation pages and emails, tweak the text on your popups, change your ads, etc.

➔ Monitor and replace automated messages.

Ideas include: Remove outdated emails (both offers and content) from your autoresponder sequences and replace them with fresh versions, rewrite mailings to include explanations of anything that you get a lot of questions about, remove offers and content that are poorly received (I.E. People don't like them or you aren't getting a good click-thru rate) and replace them with other options, etc.

➔ Analyze response patterns and adjust accordingly.

Ideas include: Take a look at your content, database and revenue efforts ... what's working? What's not? Eliminate those things that are performing poorly. Emphasize areas where things are doing well.

➔ Survey your list for added results.

Ideas include: Always ASK your list members what they want. Who better to tell you where your list is in their pursuit, progress and passion than them? When you find out their interests, you can feed them custom-tailored content and offers. This can cause a staggering increase in your results.

FRIDAY (Pillar #5: Research)

- ➔ Search for and identify at least one new technique.

Ideas include: Whether you search Google, your favorite ezine article directory, forums, your digital library or any other source, look for at least one new list marketing technique that you'd like to add to your schedule for next week. Learn the basics of what you need to do and get it on your schedule.

- ➔ Purchase a new tool (as needed)

Ideas include: If a new tool comes out (or an existing tool seems relevant) that you honestly feel has some immediate value (don't just buy it thinking you'll need it sometime later!) then invest in your business and purchase an asset to help you with your list marketing.

- ➔ Ask for advice at a forum.

Ideas include: Don't be afraid to ask others for advice on how to improve your opt-in pages and other components of your list marketing. And use forums to ask other people for IDEAS on what you should try for your list marketing? (I.E. Where's a good place to buy a solo mailing, what's the best way to use ezine articles, what are some ways to get subscribers to buy, etc.)

- ➔ Read about new strategies from a trusted source.

Ideas include: Whether you read their newsletter, join a mini-course, explore their blog, purchase their products, listen to their interviews, watch their processes (probably the best idea!) or something else, make sure you find someone that you know has something informative to say and glean list marketing truth from them.

These Five Pillars of List Marketing should be worked into your weekly schedule, preferably as you devote one day each week to a pillar.

- √ **Database** is your continual action of getting new subscribers.
- √ **Content** is your continual action of providing subscribers with quality information.
- √ **Revenue** is your continual action of converting subscribers into paying customers with a blend of content and offers.
- √ **Improvement** is your continual action of making the first three pillars better so you produce greater results with less effort.
- √ **Research** is your continual action of learning how to build those first four pillars strong and wide.

Doing this will allow you to not only grow the size of your list, but also the size of your paychecks!

Lesson #37

How To Create Subscriber Anticipation

By

**Mark Thompson
&
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<http://www.AffiliateProfitPlan.com>

Introduction

Let's dive right in by looking at the typical way to promote something to your list.

Whether it's your own product, or an affiliate link you want to promote. Either way, the standard technique is to send out a solo mailing, right?

That is, you send out a message to your entire database that contains nothing but a promotional ad for whatever offer you choose.

For years people have been saying it's the most effective way to see quick results with your list. And, I've even used that method myself. In fact, I still do.

But, I want to share with you another strategy that works even better.

This is a strategy that has generated enormous results over a conventional solo mailing to a list. In fact, it has actually produced as much as 600% more results than simply sending out a solo mailing to your subscribers.

I call it the "*Ultimate System for Getting Profitable Email Results.*" And it's all about creating "anticipation". That's what we're going to examine at length here in this report.

"The Ultimate System"

The "ultimate system" is actually two mailings that work together to produce some very impressive results.

It basically works in two stages:

Stage One is the TEASER.

Stage Two is the TRAILER.

So, let's talk about these two mailings. Here's an overview of how it works. First, you send out the "teaser" email which lets your readers know that an important announcement is coming from you in exactly two or three days. Then, after that time period, you send out the

"trailer" email with your actual announcement.

Now, let's look at specifically how to use this strategy by examining each of the two mailings.

"The Teaser"

First, let's talk about the "teaser" email. The purpose of this particular email message is two-fold. You want to create ANTICIPATION and SUSPENSE.

A good "teaser" email lets your subscribers know that an important, if not critical, announcement is forthcoming. Structured correctly, your "teaser" email can get a large number of your list members to actually look forward to your announcement email ... even eagerly await it.

Again, the idea is to use this "teaser" email to create both anticipation and suspense. You want them wondering, "what in the world is coming" ... and you want them monitoring their email with watchful eyes on the lookout for your upcoming announcement.

You want them both hanging on the edge of their seats and peeking around the corner to see if it's coming down the road yet.

Now, you accomplish that by using the "five rules of writing teaser emails." Through my own extensive research and in talking with others who have used this technique successfully, there are some precise mechanics that you need to follow in crafting your teaser email message.

Let's talk about these "five rules".

Rule #1: Must be intriguing.

Let's face it; if your teaser email doesn't have an air of mystery to it, it's not going to get many folks to look for the follow-up mailing. You want it to be suggestive, but not specific. You want it to be riveting, but not revealing. You want it to "compel, but not tell."

In other words, make it intriguing. Make it suspenseful. Think of it in terms of a super-short preview of next week's episode of your favorite sit com. They let you know that a cast member is going to die but which one is it?

Tell them just enough to make them want to know more. It must be

intriguing.

Rule #2: Must make a promise.

It must also make a promise. That is, it must let the reader know that they can expect something beneficial to happen in their lives if they "stay tuned" to read your forthcoming announcement.

You simply gotta answer this question in your "teaser" email: "why should I look for your announcement."

Think about things from their point of view: what's in it for THEM? Why should they even care that you have some "big announcement" in two days? Why should they bother reading your upcoming email, let alone eagerly look for it?

It must make a promise. Let them know how they can expect to specifically benefit in two days. Tell them what they have to gain. Remember, it's not about your big announcement, it's about what kind of impact that announcement can have on their lives.

Rule #3: Must stress the consequences.

In addition to making a promise of benefits, you should also stress the consequences of missing out.

What happens if they don't read your email? Or, if they delay in reading it? Is there a deadline to the announcement? Is there a limit? There needs to be.

There needs to be some kind of consequence that you should stress in your email that further fuels the fire for them to keep watching for your follow-up.

There needs to be something that tells them "I simply cannot miss out on this."

Is it only good for the first 24 hours?

Do those who respond earliest have an advantage?

There's your key: what's the advantage of tuning in, and what's the disadvantage of missing out.

Rule #4: Must end quickly.

The fourth thing your "teaser" email should do is "end quickly." It must "end quickly." That is, you must be BRIEF in the message itself.

Remember, this is a "teaser" email. Its sole purpose is to get people to read the next email. You don't want to share too much information. You want an air of mystery. You want to create interest.

Less is more.

So, carefully and systematically craft the message ... but get it done in as few words as possible. I try to keep my "teaser" emails to no more than 150 words, usually at right around 100.

Rule #5: Must be precise.

So, this "teaser email" has gotta be intriguing, it's gotta make a promise, it's gotta stress consequences, it's gotta end quickly and the fifth rule is this: it must be precise.

That is, you must tell the exactly when they can expect the follow-up message. Will it arrive in 2 days? Will it arrive on Friday? Will it be waiting for them first thing Monday morning?

They are expecting your message ... but when should they expect it?

My own personal preference for time interval is 2 days. They gives them just enough time to really build some interest, but it doesn't keep them waiting too long that they forget all about it.

I also tend to tell them what DAY and even the DATE it will be arriving as opposed to the "interval" itself. In other words, instead of saying "two days from now you'll be receiving a message", I'd rather say "on Tuesday, October 21 you'll be receiving a message."

Why is this important? If you send a message that reads "in two days" what if they don't actually read the "teaser" until the day before or earlier in the day? (Many people don't check their emails very often) They will be expecting your message on the wrong day, right?

In my experience, it works best to give them a specific date.

So, there you have the basic strategies you need to implement when you craft this "teaser" email. Again, you need to remember that the purpose of this email – the entire purpose – is to get them to read the "trailer" email, the actual announcement. And, preferably, you get them to anticipate it and eagerly look for it.

Now, before we move on to the "trailer" email, how about a quick example of a message written by these "rules."

Dear Ryan,

On Friday, October 15, I'm going to send you a special download link to grab a copy of a new report, "How Anyone Can Earn \$5,000 Per Month With A List of Only 250 Subscribers".

It's not going to cost you a thing but I'm only giving it away for 24 hours as a special promotion.

After that, the report is going to cost \$27.00.

Plus, I'm going to be making a MAJOR announcement that is going to dramatically increase the way you make money from your opt-in list.

Look for the announcement, and the special FR^{EE} download link on Friday.

Remember, it's only available for 24 hours, so don't miss out.

Best regards,
Jimmy D. Brown

One hundred fourteen words. And just like that, I've got the bulk of my database looking for my email on Friday in anticipation of getting to download the free report. Which is exactly what I want to accomplish from the mailing.

So, now that we have the "teaser" email crafted, what about the "trailer". Let's talk about it now...

"The Trailer"

The "trailer" email is the follow-up email. It's the announcement itself. It's the news. It's the life-changing, business-impacting message that is going to set their world-a-spinning.

While your "teaser" email gets the subscriber to anticipate and read on, this "trailer" email is designed solely to get results. It is to be crafted in such a way as to get your subscribers to take action.

You want them to do something, and this email is the tool you'll use to get them to do it.

Again, there are some "rules" that you must follow in writing this special message.

Rule #1: Must arrive on time.

First, the technical aspect of the message. It simply must arrive on time. If you promise it in two days, it better get there in two days. If you promise it will be waiting Monday morning, it better be in their inbox on Monday morning.

Whenever you specified in your "teaser" email as the delivery date, make certain that your message is there as you described.

So, make certain you have everything in place before you ever send out the first message. Don't assume you'll have it all done. Get everything done and even have a backup plan in case something goes wrong with your mail server or anything else comes up.

The last thing you want to do is get people waiting ... and then keep them waiting because you weren't able to follow-through on what you told them.

Rule #2: Must deliver what was promised.

Next, you want to make good on anything that you promised. That means both "technically" – I.E. You promised them a download link- and "figuratively" – I.E. You promised them an announcement that was going to change their life ... it better change their life.

Whatever you promised in your "teaser" email, you gotta deliver. And to make it really effective, OVERdeliver. Give them more than you promised. If you promised to give them "7 ways to increase their affiliate commissions", then provide them with "10 ways" instead.

Think "wow" factor.

Rule #3: Must share significant news.

And speaking of "wow" factor, that brings us to rule #3 you, must share significant news. This is supposed to be some earth-shaking announcement, so get started shaking.

If you want to use this "announcement" strategy to see significant results, then you better share significant news in your "trailer" message.

I can't stress this enough. In order for you to have any kind of long-term effectiveness with this strategy, you simply must come through with something of genuine importance in your announcement.

Think of it as the email version of the "boy who cried wolf." If you promise something important and don't deliver, then you might get away with it once. Maybe even twice. But anything more than that and you'll be the equivalent of crying for help and no one comes because no one is even listening anymore.

Don't use this technique if you don't have a major announcement. Don't call it a major announcement unless it realistically has the potential to profoundly impact the lives of your subscribers.

Used wisely, this can be one of the most powerful email marketing techniques in the book. Used foolishly and it can ruin not only your credibility, but also your ability to get results from any kind of email promotion.

Rule #4: Must point towards a web site.

That brings us up to rule #4 which is "your 'trailer' message must point towards a web site.

One of the biggest mistakes that I see people making with promotional messages in general is that they try to "sell" the reader through email.

Promotional email messages aren't for generating sales, they are for generating responses.

Let me repeat that: promotional email messages aren't for generating sales, they are for generating responses.

Remember in our other sessions we talked about the three kinds of

mailings: information, promotion and combination. And what did we say about "promotional email messages." They are to be used for getting your subscribers to take action ... primarily to get them to a website.

Your "trailer" message isn't supposed to get someone to buy. That's darn near impossible to do. Email copywriting is mechanically different from website copywriting.

Your "trailer" message is to be used to get your readers to a website. And your website is supposed to do the selling.

So, when you craft your "trailer" message, keep that in mind. What did you promise them? Whatever it was, make them go to your website to get it. If you promised a download link, don't link directly to the file itself, get them to a site to download.

If you promised information, don't give it in the email itself, post it at a site and get them to visit the site.

Where do sales take place? Is it in their kitchen? Their bathroom? Is it at their site? Is it in their mailbox?

Sales don't take place on their turf. Sales take place on your turf. So, it only makes sense that you want them to get to your place.

So, now that we know what needs to be included in this "trailer" message, let's take a look at an example "trailer" that was created for the "teaser" I shared earlier .

Dear Ryan,

As promised, I've got the download link ready for you to grab a copy of the FR^{EE} report "How Anyone Can Earn \$5,000 Per Month With A List of Only 250 Subscribers".

Please visit <http://www.123webmarketing.com/sp250.html> for complete instructions on obtaining a copy.

Remember, it's only available for 24 hours if you want to get it at no cost.

Also, I do want to let you know about a MAJOR announcement about a revolutionary new email tool that will allow you to immediately DOUBLE your existing profits generated from your list.

Check it out at: <http://>

As an introductory special, you'll be able to grab a copy at 75% off its normal price. But, like the FR^{EE} report, that discount is only available for the next 24 hours.

This is one of those "drop everything" moments. The clock is ticking.

Best regards,
Jimmy D. Brown

See how that works? It's a perfect follow-up to the first one. It's the perfect "trailer" to the "teaser" that I shared with you earlier.

They work in harmony.

In fact, they probably work in harmony in ways that you may not have even recognized. Let me quickly share some additional ideas that can help you get even more results when using this email strategy.

1. First, notice that the second email re-emphasized the deadline in order to create urgency.

The message is clear: the 24-hour period has officially started. "The clock is ticking" You don't have any time to waste. If you want in, then NOW is the time to respond.

Anytime you can create urgency you'll increase your immediate responses. If the reader thinks they can respond at their leisure, they may or may not ever get around to it. A thousand things could happen between now and then. They could accidentally lose your email. They could find another offer and order it. Their computer could crash. A thousand different things could happen.

But, if you have a deadline that kind of forces them to act now or miss out, then they probably will act now if they are interested at all.

2. The second thing I want you to notice is that the "announcement" is also tied into the deadline.

Yes, this yet unnamed "super email tool" is going to be available for a long time. But, if you want the 75% introductory special price, you've only got 1 day to respond.

Again, we compound the desire to take an immediate look. Not only will they immediately go download the free report – even if they don't read it until later, they'll go download it now so they can do that for free – but not only will they go download the free report, but since they are also already taking the time to visit the site for the download, they'll almost certainly take a look at the offer itself. And why wouldn't they? They've interrupted whatever they were doing to go to the site to download ... why wouldn't they invest 2 minutes to also take a look at the announced "email tool" that is going to revolutionize their profits?

So, when you reemphasize the deadline AND make the deadline apply to the announcement as well, you've got a double opportunity to get the reader to do something right at this moment. Delays, inevitably, will mean that some people don't take action at all. Immediate attention, on the other hand, will mean that more people will take action.

3. And thirdly, notice that I started out the original "teaser" with a FREE offer.

Don't ever let anyone tell you that "free doesn't sell" like it used to sell. Don't ever let anyone tell you that there are so many freebies out there that people don't respond to them anymore. That's simply not true.

I personally make over \$100,000 a year in PROFITS from giving away free stuff like ebooks, ecourses and reports.

The key is to know how to use them strategically. I've just given you a perfect example of one way to use them effectively to help improve your email marketing results.

You use them in conjunction with an offer. The freebie – which needs to have a great title and be genuinely value – gets the reader to your site and starts the whole sales process.

I think the best and most effective use of the "announcement" strategy for pulling profits from your lists – these "teaser" and "trailer" emails – is to use a combination of FREEBIE and OFFER just as I have shared in my examples.

Now, having said that, let's go "behind the scenes" for just a minute. I also want to point out some things that make this tactic really work

well to produce some tremendous results.

Let's look at some things that you can do in order to really get some significant results here. I call them "built-in profit makers." Let me quickly share 4 of them you can use with this strategy to produce more profits. You could **literally** double your sales by just doing some simple things here.

Built-In Profit Maker #1: The download page.

The first "built-in profit maker" that I want to talk about is the download page where my subscribers are sent to retrieve the freebie that I offered, in the example we've been looking at... a free report.

When they arrive at the download page, there is a short letter awaiting them that describes what awaits in the report they are about to download AND there is a short, enticing appeal to them to check out my offer ... which, I might add, is directly related to the free report they are about to download.

And why is that: simple... if they were interested in the free report on a specific topic, then they are interested in that topic. They are no longer a person a list of thousands, they are a qualified, targeted, interested potential customer. They are 2/3s of the way to buying from me.

They have expressed enough interest in a topic to take action, to visit my site. So, naturally, the right offer will get a great many of them to actually spend some money and buy.

So, this download page is my first tool to get them from "browser" into "buyer." I use this page to educate them about my offer and to entice them enough to take a closer look.

Weave in some testimonials and a personal, audio message they can listen to and you've got the makings of a landing page that can further pull them into the sales process.

And don't just let that blow right by you.

We're talking about a critical step here in the process.

Adding testimonials and an audio message. These are two powerful weapons that you can use on this download page in order to generate

interest in an offer.

Testimonials, obviously, can add tremendous credibility to your offer.

Specifically, you want to highlight testimonials from folks who share their actual results. "I lost 15 pounds in 2 weeks", "I added 151 new subscribers in 24 hours", "I saved \$228.19 on my grocery bill this month."

Setup 2 or 3 testimonials on this landing page one at the top of the page and the others inside this letter that I'm talking about.

And add an audio message that is from YOU to your visitor. Personally thank them for dropping by. Share a little about your free report they are about to download and then remind them of the deadline for the discount on your offer.

Audio has proven to add up to 40% more results ... so take the time to do this right and see some added profits.

Built-In Profit Maker #2: The signup form and follow-up messages.

The next "built-in profit maker" that I want to talk about is a signup form and follow-up messages.

Here's how it works.

In order for my subscribers to get the report that I talked about in the sample mailings they must go to my site and complete a short form.

They must submit their name and their email address – a real, verifiable email address – in order to actually download the report.

That form delivers a message to their email address with the exact download link for the report.

And it also launches a series of messages promoting the offer.

See how that works? Now I have a record of those subscribers who are very interested in this kind of information. I've built a sublist or a "tightly targeted" list as I call them. And I've got a pre-loaded set of messages – containing both information and promotion – that are designed to get them to buy my offer.

We're not going to talk about it in great detail here, but I'd

recommend that you listen to the audios included in this package as a bonus – the ***Sublist Secrets Revealed*** audios – to help you understand how to setup these messages and really milk them. Particularly, listen to the third audio from that set.

So, that's another way you can make money from this strategy. Another built-in profit maker.

Let's move on.

Built-In Profit Maker #3: The redirect link after processing.

The 3rd built-in profit maker that I want to talk with you about is the "redirect link after processing."

After someone completes the form, they are taken to a page that reads something like this...

`"Thanks very much for requesting the free report 'How Anyone Can...' blah, blah, blah. Check your email, as the information has already been sent out to you. In 5 seconds you will be redirected to a special offer."`

And then, the visitor is automatically redirected to a different webpage. Yep, you guessed it; it takes them straight to the page where that special discount is ... where there is, of course, a reminder that the offer is only valid for 24 hours.

See what has happened here? Ultimately, I not only captured their email address and have follow-up messages ready to roll out, but I also got them to the very salespage that I wanted to get them to in the first place.

I've got such a web in place and everything continues to lead the reader to one point of decision: buy my offer or miss out.

Just about any autoresponder service that you would use has the ability to designate the landing page you want to take them to after they complete your signup form. Then, you can grab a redirect script – it's just a bit of javascript code that you copy and paste into your HTML page – at Web-Source.net to have the page refresh to your offer.

It's a super simple process. So, how about another built-in profit maker?

Built-In Profit Maker #4: The freebie offer itself.

Number four is the actual free report that they downloaded. While it is super-loaded with valuable and useful information, it is also strategically designed to get the subscriber to buy the offer that I have in place.

I'm not going to spend a lot of time here, because we covered this fairly extensively back in the "***Secret to Profiting from Email***" audios. If you haven't listened to them yet, then do so. The important concept that we covered was using information that is "useful, but incomplete." You'll find that information when we're talking about using email to "presell".

So, again, we've got another opportunity to sell the subscriber on our offer.

Do you see how this really can be the "ultimate system" for getting profitable email results? If you set it up as I've explained it here today, this can really product some significant increases in your promotional mailings.

You set everything up in advance. You send the first email message, the "teaser" exactly two days in advance of the "trailer" message. You send the "trailer" message and it starts the cycle that pulls in the profits for you.

And it is MUCH more effective than simply sending out a solo mailing. I can GUARANTEE if you test both methods, this "ultimate system" will ALWAYS pull in more responses, and ultimately, more profits.

Now, having said that let me say this: you don't want to use this system too often because it will water down the effect. If you've got some major announcement every week or two, people won't respond to it as much because they know another announcement will be coming soon anyway.

Remember, a critical element here is the "missing out" factor. You want them to know that if they don't respond, they will miss out on some major benefit.

Personally, I only use this technique about 4 or 5 times per year ... choosing to wait until I have a tremendous announcement to make that really is significant news. That's where it is at its height of effectiveness and profitability.

Of course, you can use variations of the "ultimate system" more frequently.

The idea there would be to give your subscribers a quick "heads up" about something that's coming in a couple of days.

Maybe it's a prelaunch of a program. Maybe it's an affiliate contest you are about to begin. Maybe it's a beta test of a new software program or service. Maybe it's a joint venture you are putting together.

You can use the same basic "system" in various forms to see similar results.

You can use the basic principle, the basic strategy, in a variety of different ways. Tweak it to match your upcoming projects. Don't be afraid to experiment a bit.

While we have covered some technical fundamentals, we've dealt primarily in principles. And principles stay the same regardless of how you alter the specific email tactic we are talking about.

Regardless of how you use it, just make certain you use it. This "system" is certain to improve the results you are currently getting from your email promotions to your lists.

As always, I wish you much success with your lists, your business and your life.

Lesson #38

20 Ways To Get More Affiliate Sales From Your List

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

This week's lesson is all about **helping you make more money** from lists.

Whether it's your list or someone else's list, whether you are sending a newsletter or a solo mailing ... **doesn't really matter.**

You're about to read through 20 of the "best" ideas for **increasing your profits** when you do **mailings of any kind to any list.**

Some of these tips deal with getting *more people* to **open your email**; others with getting *more people* to **read your email** and still other tips refer to getting *more people* to **take action.**

All of them are included for one reason: to **help you make more money from lists**, to get more of those affiliate sales!

If that's your intent for reading this report, **then read on.**

Idea Number 01: "Know Your Audience"

One of the biggest mistakes that people make with lists is that they fail to really get to **KNOW** their subscribers.

They make think they know them, and then may know **some** thinks about them ... but, oftentimes that's not enough.

If you really want to get the most clicks and the most sales, then you simply must know what your audience really wants.

When was the last time you polled your list? Seriously. When was the last time you asked them their opinion? Do you realize the enormous value in asking your list members for their wants, ideas, feedback, suggestions, needs, etc?

When they give it to you, they have just handed you a list of things they are interested in buying. If they think "generating traffic" is

the most important thing to them, then you hunt down traffic generation products and services to offer them.

If they hate the way you do some particular thing, then you stop doing it. If they love one particular segment of your newsletter, then use it as your primary advertising space.

One of the most important things you can do to get better responses from your offers is to know your list. Know what they want, know what they respond to, know what they like.

And plan your mailings strategically, centered around the specific things you know about how your list thinks, acts and responds.

Idea Number 02: "Build Sublists"

Don't "waste" your main list by keeping the subscribers only on that list. Offer them an ecourse. Offer them a special report. Offer them a highly specialized "players only" list where they are prequalified for some kind of high-ticket offer.

For example: Ryan Deiss (my co-author on "How to Create Best-Sellers Online") and I are building a list of people who want personalized product development coaching. We tell the folks going in that the MINIMUM price for the coaching will be \$997.00. If they are interested, they can join an "announcement" list free of charge and we'll notify them when the next coaching class is available.

What has happened here? We've segmented our main list. We still have it, but we also have a smaller list of people who have expressed interest in spending a thousand dollars with us. How valuable can that list be?

Listen to the "Sublist Secrets Revealed" audios. And start building sublists from your main list. You are guaranteed to make more money by using this strategy.

Idea Number 03: "Help Them Consume"

It's one thing for folks to join your newsletter list or request your ecourse, it's another thing for them to actually read your mailings.

One of the ways that you can help them "consume" (I.E. READ your mailings) is to highlight important points of each particular mailing.

For example: at the top of your newsletter issue – even before your masthead – the absolute first thing they see when they open the email – is to include a quick "preview".

Dear Paul,

In today's issue I'm going to share with you the one thing that I always do to lose 5 pounds anytime I've gotten a bit "pudgy." It works every time and I'm excited about you trying this one yourself.

Best regards,
Paula Shrable
Editor

Do you think people will "consume" this issue now? Of course! You've got a great preview that gets them excited enough to read more. If you're on this list – which, presumably is about fitness and probably about weight loss – and you read that a single way to lose 5 pounds is forthcoming that "works every time", you'll definitely read on.

And notice how the "preview" INVOLVES the reader... "I'm excited about you trying this one yourself."

Yeah, they'll read on.

Idea Number 04: "Identify Yourself"

In testing, here's a very simple thing you can do that can get as much as 43% more subscribers to read your email. And that is simply to "identify yourself" in the first paragraph of your mailing.

Instead of "Announcing my special '2 For 1' advertising rates", try "This is Paul Evans & Mark Thompson here with a special announcement about '2For 1' advertising."

Simple, but very effective. This has been tested over and over again and it almost always out-pulls the non-personal version.

Why? Probably because people see that it's PERSONAL. This is YOU talking. It's from someone they have grown to know, like and trust.

Try it in your next mailing and track the results.

Idea Number 05: "Mention Benefit Early"

We just looked at "identify yourself," now it's time to "identify your reader."

Yes, you can do this by using PERSONALIZATION features of most mailing programs to automatically insert the recipient's name (I.E. "Dear Ralph"), but there is another technique that is just as powerful (maybe even more powerful since everyone is now using the "Dear Ralph" approach) and that is what I call a "personalization benefit."

To create a "personalization benefit", you simply take the theme of your list and blend it with the theme of your mailing.

How about an example?

Let's suppose your list consists of moms interested in getting in shape or staying in shape. In other words a women's fitness list. And, let's also suppose (woohoo, we're in the land of make-believe ☺) that you are wanting to promote a new piece of exercise equipment that makes toning up a breeze.

Here's the traditional opening...

Dear Sally,

Here's the opening with the "personalization benefit"

Breakthrough Fitness Solution for Busy Moms

Dear Sally,

Now, what do we have here? We have the exact same benefit of the regular personalization, because the reader continues to immediately see their name (I.E. "Dear Sally") but, more than that, we have a major benefit expressed before we even begin. (Breakthrough Fitness Solution for Busy Moms)

What mom isn't busy? So, this specifically targets SALLY.

What subscriber on this list isn't looking for better fitness? Again, this focuses in on SALLY.

What person isn't looking for something "new" (I.E. "breakthrough") and something that will solve their fitness problems (I.E. "solution") Yep, this one's for SALLY.

Do you see how powerful a punch we've thrown before we even say "hello."? It's not a long sentence. It's a short, benefit-laden, personal headline.

It blends the theme of the list with the theme of the offer.

And you better believe that the Sally's on this list are going to read on.

Idea Number 06: "Mail List Consistently"

Here's one that I struggled with for a long time. I made this mistake over and over and over again. And I cannot tell you how many thousands of dollars I threw out the window over the past four years because of this blunder.

The blunder is simple: I didn't mail to my list often enough. I was under this impression that if I mailed them too much, then they would unsubscribe and I'd lose out.

Well, to an extent, that is true. If you do nothing but mail out promotional messages on a daily basis and never provide any kind of useful content, yep, folks are going to create a mass exodus from your list like the Israelites leaving Egypt.

And your list will become of little or no financial value to you.

But, that can also happen in another way. If you DO NOT mail your list on a consistent basis, then folks are less likely to respond to your mailings as well.

Here's how it works: they join your list. You send them a "thank you." You don't mail them again for a month. They forgot they joined your list. They scream "SPAM". They unsubscribe. You wasted your time and efforts in getting them onto the list.

While that's a bit dramatic, that kind of thing happens every single day.

While you don't want to overwhelm your subscribers with mailings all the time (even if it's good stuff, there's only so much they can absorb in one week), you do want to make certain you train them to expect mailings. If you aren't mailing to your list at least once every two weeks, then you are hurting your list effectiveness.

You should make regular contact with your list members ... at least once every two weeks.

Idea Number 07: "Create a Swipe File"

Anytime I receive an email that catches my eye, I keep it. I have a folder in my Eudora mailbox that reads "Great Email Case Studies."

And that's exactly what you'll find in that folder. You'll find a bunch of emails that I have collected as people from all walks of life have emailed me.

I look for three things in adding more email samples into this swipe file: 1. First, I look for anything that really catches my attention in the subject line. 2. I look for any email that keeps my interest in the opening few sentences. 3. I look for any "unique" types of emails that are particularly appealing. The ones that make me click on a link and go to a site.

Now, I use this swipe file when I craft my own email messages. I simply look at one that fits my particular needs, modify it so that it is my own original mailing and send it out to my list.

For example: "The truth about traffic" was a subject line from a compelling email that I had in my swipe file. It became "the truth about ebooks" when I did a mailing for "How to Create Best-Sellers Online."

Swipe file in action.

Every email marketer – every list owner – should create and build a swipe file of compelling email messages that they receive. Refer back to them when crafting your own mailings. Don't copy them word for word ... just use them as models.

Idea Number 08: "Watch Competition"

Another great thing you can do to become a more prolific email marketer is to join the lists of your competition and analyze what they are doing.

Buy a product and see how they use email before, during and after the sale. Join their newsletter and see how each issue is structured and any other ways they use the list. Request a free report or an ecourse and take note about their email practices.

We're talking about a free, hands-on education here. You can learn more about email marketing by watching what the pros do themselves than from anything else.

Idea Number 09: "Write Conversationally"

One of the biggest keys to success in getting people to respond to your emails is to write it "conversationally." Don't write AT your subscriber; write TO them much like you would write a personal letter to your mom or dad.

The key to writing conversationally is two-fold: First, make certain that you "write like you speak." That is, write your email just like you would if you were actually SAYING the words to the subscribers instead of putting them down in

an email. Secondly, write with ONE specific person in mind. It doesn't matter if it's your spouse, the kitchen table or your favorite pet. The key here is to write your email to ONE person, not an entire list of people.

Remember, only ONE person at a time is going to read your email when it arrives in their inbox.

Write the message to that person.

Idea Number 10: "Link In Several Places"

Try to work in the link you are promoting several times throughout the text of the email message itself. You don't want to go overboard on this, but you can see a higher click-thru rate by simply putting more places for them to click.

And when I say this, I mean the SAME link. Not multiple offers, the SAME offer.

What typically happens is this: you craft your promotional mailing and you have ONE link way down at the bottom of your message.

That's not enough. You should have a MINIMUM of two references to your link. One midway through the message and one at the close of the message near your call to action.

On longer email messages, don't be afraid to mix in that link in several places, maybe 3-5 places all total, depending upon the length.

You should see a higher click-thru rate simply by adding an extra reference link in your copy.

Idea Number 11: "Use Trends & Events"

Smart marketers know that extra profits are to be made during trends and events throughout the year.

For example: you'll sell more basketball tickets for the local pro team during a winning streak as opposed to a losing streak.

Think about this: During the past 20 years, when were the MOST (by far) "home survival kits" sold? Yep, you guessed it, during the months after the September 11, 2002 bombing on the US World Trade Centers.

Marketers knew that the interest in "home survival kits" would be at an all-time high because of the scare surrounding terrorism. And they sold a gazillion of them.

The idea here is to take current events and current trends and tie them into your promotion. Spend a few minutes today and think about what the current "in" news stories and events are. And how can you capitalize on them.

Note: Just as aside, I want to say something on a personal note. There is a marked difference – in my opinion – between taking advantage of a trend and taking advantage of people. I DO NOT recommend, endorse or approve of any tactics that are designed to "frighten" people into buying from you or using their existing fear for your personal gain. Use trends and events, don't use people.

Idea Number 12: "Use Landing Pages"

Here's a super way to increase your click-thrus, conversion and profits. In fact, I've never failed to see increases when using this idea.

Let's say you are selling an information product that shows how to teach yourself self-defense. You've got your site setup and you're ready to roll.

So, you start buying solo mailings in other people's ezines in order to get people to your site.

What you can do in order to see greater results from your ads is to create special "landing pages" for the different ads you place.

A landing page is simply a webpage that you drive traffic to instead of your main salespage. This special "landing page" has been strategically setup to target a particular audience, in this case the traffic from the ads you place.

It might work like this: You buy a solo mailing to Bob's Newsletter list of subscribers. Instead of driving them to your regular salespage at your site, you drive them to a landing page that has a large, bold headline which reads...

Special Offer for Readers of Bob's Newsletter

What happens now? You have raised the level of interest for the person who arrived at the site. They are a member of Bob's Newsletter. This offer is especially for them. Greater conversion is coming.

You can tweak the idea in other ways like "50% discount for Bob's Newsletter subscribers" or "Free gift for readers of Bob's Newsletter."

You'll also want to mention in the actual solo mailing itself that you have something specifically for Bob's Newsletter subscribers waiting for you at the site.

This is a very compelling one-two punch and I've never used it without seeing a higher conversion rate of visitors into customers.

Idea Number 13: "Test Before Rollout"

Another way to get greater results from ads is to actually test it on a small scale before you roll out the ad to dozens of different lists.

Let's suppose you ultimately are going to promote your solo mailing to 50 different lists, totally 1,000,000 subscribers.

Instead of shelling down your money and blasting that ad out, test it first on a smaller scale.

Buy some smaller advertising space and test a couple of variations of your list to see which one pulls the most responses.

Look at it this way: If you rollout one ad to all the lists and it gets a 4% click-thru rate, that's fine. But, what if you tested several ads on smaller lists before the rollout and found one that pulls in a 5% click-thru rate?

Hey, it's only 1% difference, right?

Yep, but it's the difference between 40,000 click-thrus and 50,000 click-thrus over the entire rollout you have plan.

I don't know about you, but I'd hate to miss out on 10,000 click-thrus!

Test your ads on a smaller list before rolling them out to large lists or many lists.

Idea Number 14: "Mail to Customers"

There's a gold mine waiting for you to mine right there in your existing customers.

Answer this question: how do you contact existing customers?

You need to make them additional offers. Once a month you should take a look at your database of existing customers and make them some kind of special offer that is exclusive to customers.

I can guarantee you that – if they were happy with their first purchase from you – they'll buy something else from you. There is money just **literally** waiting for you to ask for.

And, while we're talking about asking for money, do you ask for more of it immediately after a purchase?

When do you think your customers are most likely to buy? When they are in a "buying mood", right? Your "thank you for your order" page is a great place to make an additional offer, as is your "thank you for your order" email.

Offer them an upgrade. A deluxe model. A special report. A service. An affiliate recommendation. Something to go along with what they've already bought.

It's just another way to increase your profits with minimal effort and zero advertising.

Idea Number 15: "Promote Same Offer"

One of the things I learned a long, long time ago is this: if it ain't broke, don't fix it.

A big mistake that people make in buying ads to other people's lists is this: they buy one ad in List A and they publish it. Then, they move on to the List B and they complete the cycle again.

Ooops, you just left money back there at List A!

Here's the thing: why publish the ad for List A only ONE time. Run that same ad to the same list for as long as it is making you a profit. As long as it is pulling in sales, subscribers and affiliates, why would you want to stop using that list?

It's the equivalent of striking oil and only pumping SOME of the oil out of it. You'd walk away from the oil well while there is still oil in it? Of course not?

Don't walk away from a good advertising source that is producing results. Use it over and over and over again until the well is dry.

Idea Number 16: "Focus On A Response"

Notice that I say "A" response. Not several responses. No a couple of responses. ONE response.

I've seen some crazy email messages that really leave me wondering, "What the heck do they want me to do?"

They make an offer. They make another offer. They ask me to download something. They want me to visit a site. They mention joining an affiliate program.

I have no idea what they heck is going on. Click. That message just entered the TRASH folder.

Your promotional mailings should be focused on a single response. You want the reader to say "yes" or "no." You want them to click or not to click.

Make it simple.

Idea Number 17: "Close Personally"

Want to create more loyalty and more credibility? Want more people to click on your links because they trust you?

Here's how you do it. At the close of your mailings – and this goes for solo mailings as well as your newsletters or reports – always close out with a personal message.

And, if you have any questions at all about this, please feel free to email me at myname@myemailaddress.com. I'll be glad to help you in any way that I can.

Best regards,
Paul B Evans

Sounds simple enough, right?

Did you know that testing has shown an increase in as much as 27% more click-thrus simply by adding a similar tagline at the close of the mailing?

Why do you think that is? Simply because the reader feels like you are AVAILABLE to them. They feel like if they click where you say click and they have questions about it, that you'll respond to them.

That gives them more confidence and more confidence means they'll be more likely to take a look.

Close with a personal message.

Idea Number 18: "Use Interviews"

Here's a great way to use your list to increase your affiliate commissions.

Find a product or service that you want to promote to your list (remember, it must be targeted towards your specific audience for best results) and contact the author / developer of that offer and ask them for a short interview.

Either do the interview via email or, better yet, get them on the phone and record a short interview.

Then, do a mailing to your list (or any list for that matter) and let them know about an "exclusive interview" you have with "Well Known Guru" and explain all the things that are revealed in the interview.

Get them to your site where they can download the transcript of the interview and / or listen to the audio version.

Of course, your purpose of the interview is to get them to buy the product or service. So, in addition to the free content that your interviewee offers, you also have a strong recommendation at the end of the interview for the product or service ... through your affiliate link.

You can have the "landing page" where this interview is stored, designed with links to the product or offer.

And just like that you can have a higher open rate (subject link reveals an exclusive interview, so more people open the email) a higher click-thru rate (your benefit-laden message describes the great content in the interview and gets them to your site) and more profits (the interview and your specially designed page get more people to actually order the product or service).

Idea Number 19: "Write Original Ads"

Let me ask you a quick question: Do I know your list members? Seriously. Do I know them? Do I know what they want? Do I know what they respond to? Do I know their buying patterns? Do I know what style of writing they like? Do I know them?

Of course not.

So, how can I possibly write them the BEST promotional email message? How can I write something that is specifically for them, without knowing them?

Answer is, I can't.

And yet, that's how many people approach their lists. They join an affiliate program; grab a pre-written solo mailing from the author of the product and they blast it out to their list.

Does the author of that product know your list?

Of course not. Then why let him write the mailing to your list?

Sure, he knows his product. And he may have an ezine ad that is pulling a great response to his list and maybe even a lot of lists.

But, you will almost always get greater results when the mailing you send to your list is from YOU.

Your list members know YOUR style. They can spot an ad from someone else a mile away. They know if it's coming from you or if its not coming from you.

I can guarantee you that a well-written ad in YOUR style will outpull a well-written ad from someone else. It's YOUR list. You know them better than anyone.

So, what you do is take that standard pre-written ad from Mr. Affiliate Program and you TWEAK it. You take the important aspects of it and you add in your own personal flair, your own style, your own words.

You say the same basic thing, but you say it YOUR way.

Idea Number 20: "Collect Physical Addy"

I've saved the absolute best for last. So, if you've read this far, you're in for a treat. This is, perhaps, the easiest way to see significant extra income from your list.

What you'll want to do is obtain the physical mailing address of your subscribers. Offer to send them a free gift of some kind and you need their address in order to ship it. (A free print newsletter, a free CD, etc... this is money well invested)

So, now what do you have? You have the actual mailing address of your subscriber. Now, what do you do? You send them out REAL WORLD mailings.

Think about this: how many SPAM mailings do they receive every single day? Dozens if not hundreds.

How many pieces of mail do they receive at their physical mailbox out in front of their home or down at the postal service?

Not many.

How difficult is it for you to get your message into their hands via email?

Sometimes it can be quite difficult.

How difficult do you think it would be to get into their hands if it was a postcard, flyer or brochure mailed to their real world address?

Not difficult at all.

Think about it: let's say you're on my email address. If you receive a flyer that was clearly from ME to your postal address, wouldn't you open it?

Of course!

Why? Because it is UNUSUAL. It's not the norm. It's different. It stands out.

One of the things that I think you'll see happening is more and more online marketers will start building offline databases simply because they can get greater results.

It's the same list; it's just a different way of contacting them.

I know this: I am working diligently to get every subscriber's real mailing address because that's the easiest way I know of to quickly increase profits from the same list.

Conclusion

So, there it is. I've shared with you 20 of the best "money-making ideas" that I personally use and other successful marketers use to increase profits from opt-in lists.

I know that I've shared a lot of ideas here. And especially when you listen to all of the audios. There is a LOT of information jam-packed into this course.

It may seem overwhelming.

Here's my suggestion:

Pick ONE thing and do it.

You can't use all of these techniques at the same time.

Review the materials and choose the ONE strategy that grabs your attention the most and apply it.

There is plenty of time to get them all done in the future.

But, the future begins right now.

So, pick out the ONE idea that you feel like just totally made sense to you and do it.

The key is to GET STARTED.

You can't score any points until you get off the bench.

Get in the game.

Lesson #39

How To Turn Your Subscribers Into Partners

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

This week's lesson is all about **helping you make more money** from lists.

Since I first began sharing my own usage of email, which is generally much different than the ways that other marketers promote through email, I've had one question that gets asked more than anything else.

It's not "how can I build a bigger list", because I (and others) have covered this rather extensively.

It's not even "how can I make money from my list", because most people usually think they've got that covered (although they generally only use 1 or 2 of the 14 profit streams available).

No, the question that I get asked the most is a very simple one:

"What is the one thing I can do to make more money?"

You see, whether we're talking about writing salesletters or generating web site traffic or creating your own products, the one prevailing question that outweighs them all is "what can I do to make more money."

And email is no exception.

Is the secret in "building a bigger list"?

Should I focus on "creating loyalty with my list"?

Is the best way to make more money found in "looking for more targeted subscribers?"

Or, should I "blast out more offers?"

While each of those things can be part of the equation of making more money with email,

I think that the easiest and most significant way to make more money with your lists is to learn how to MAXIMIZE your list.

Let me explain.

You know, everybody agrees that the fortune is in having a good list. Advertisers have been preaching that philosophy since the first ad ever rolled off the presses. Direct marketers have been seeing that truth unfold for years of sending out mailings through the traditional US mail service. And now, during the past ten years or so, internet marketers have realized this truth is universal and immutable.

The fortune is in the list.

But, in my experience, most people don't ever fully maximize their lists to make the most out of that fortune that's in there.

They look at their list and see either

- (a) a bunch of subscribers, OR
- (b) a bunch of potential customers.

Think about that for just a moment.

How do you view your list?

Seriously. Stop for just a moment and think about what characterizes the way you look at your list.

For the average person, they see them as "subscribers." They get caught up in the numbers. "I've got 14,238 subscribers." They view them as people who have joined a list to get information.

And that's about the extent of it.

For those who are slightly more aggressive – for those who have heard the "fortune is in the list" sermon preached more than a few times – they look at their list as "potential customers." They see them as people who will – at some point – make a purchase and thus create an income stream.

**While neither of those perceptions is wrong,
neither of them is seeing the full value of the list.**

When I look at my lists I don't see subscribers. And I don't even see potential customers. Although both of those are true.

What I see are MARKETING PARTNERS. I see people who can not only bring me their business, but who can bring me their contacts' business.

One of the biggest mistakes in all of email marketing is failing to see your list for what it is: a database of people who can help you build your business for you.

It's the equivalent of seeing just the "tip of the iceberg." There's a whole lot more underneath if you take the time to look.

Let me give you a quick example: When someone joins one of my lists one of the things that happens in a couple of days is this: they are sent out an automated email that informs them of an ebook that they can download for free, AND they can begin distributing to anyone they know of who might be interested in it.

Do you see what happened there?

They went from being a subscriber to a marketing partner.

If they give that ebook away to just one person, they are helping me spread my marketing to places I might never have reached on my own.

I have a rather intricate system in place where all of my lists can of cross promote each other and converge to get a lot of free ebooks, free ecourses, free reports, and free software into circulation.

And it all is fueled by this critical transition of equipping and encouraging my list members to become marketing partners.

It's not a complicated thing, but it's a powerful thing.

You provide them with the tools and training to promote you and many people will do it.

You want to get your list members involved in marketing your products and services for you. You want them driving traffic to your site for you. You want them branding your name for you. You want them distributing your materials. You want them multiplying your marketing and spreading your promotion all across the web, to places you could never reach on your own.

Now, that's a way to earn even more income from you list -- get list members to pull in more income for you!

**A list of 50 subscribers doesn't sound like much,
but a list of 50 folks who are actively
promoting your business sounds great!**

Let's use an eCourse for example.

If I give away an eCourse, one of the first things that I let the reader know (I.E. A "subscriber" on the list ... a "potential customer"... someone who is about to become a "marketing partner"!) is that THEY can code the eCourse with THEIR affiliate link and begin giving away themselves.

And I mention this throughout the eCourse.

A great number of those receiving the eCourse end up inserting their affiliate link and giving it away to their own contacts.

Do you see what happened there?

It happened so fast that few people probably caught it. I turned a list member into an active marketer of my product.

They begin giving away the eCourse which earns them a commission on any sales they generate from it, but it also brings me in more members, affiliates, customers, sales and profits.

They reach contacts that I might never have reached.

And, each of those new contacts they give away the eCourse to has an opportunity to begin giving away my eCourse as well.

And the cycle continues to spread.

A list of 50 leads easily turns into 500 and then 5000. All I did was set the cycle in motion and they did everything else for me. They continue to earn commissions on sales they produce and my list and profits continues to increase as more and more people get in on the action.

I am actually helping THEM build their business by giving them customizable tools that earn them a commission on sales

produced, while I am helping MYSELF earn more profits through THEIR sphere of influence.

That is using a list -- even a small one -- more effectively. That is turning a small list of 50 into a powerful marketing force that can generate an unlimited amount of new leads, sales and profits for us all.

What a concept!

So, the bottom line is this:

Don't think of your list members as just folks you can sell to -- think of them as folks who can sell for you.

That's so significant that I want to say it again: don't think of your list members as just folks you can sell to – think of them as folks who can sell for you.

Every list member influences someone.

Maybe it's a handful of folks.

Maybe it's a downline of 100,000.

Regardless of their influence, wouldn't it be nice to tap into their resources and turn them from member into marketer?

All you need to do is have some kind of marketing material ready to place in their hands when they join your list.

So, let's talk about some of those ideas that you can use here to put this concept into action.

Let me quickly give you four action items that you can begin using immediately to turn your list into a powerful marketing weapon by turning "subscribers" into "marketing partners."...

1. Get list members involved in your affiliate program.

The first thing you should always attempt to do is get folks involved in your own affiliate program. If you sell a product or

service online, then you absolutely need to have an affiliate program in place.

So, the number one goal of maximizing your opt-in lists more effectively, and ultimately making more money from the lists, is to get members involved in your affiliate program.

Now, you can do that by simply mentioning your affiliate program on a regular basis to your list members. For example: in every issue of your newsletter, you could have a short blurb in it that points them towards more information.

While that does work, a much more effective way to recruit list members into your affiliate program is to provide them with marketing materials that they can begin giving away.

Think about this: which of these sounds more appealing to you "Join my affiliate program and earn 50% commission on all of my products" or "Give away this free ebook and earn \$17.85 per order."

I'm going with the second one. And most people will.

Free ebooks are a great thing to get into the hands of your subscribers because of their viral nature.

If you give them permission to give away your ebook -- and included inside the ebook that any reader also has the right to give it away -- you can get hundreds, even thousands of copies circulating the web all pointing back to your site or some offer inside the ebook that you promote.

So, prepare some freebie ebook or a free ecourse or a free report ... really, any kind of marketing material that the list member can code with their affiliate link.

And, of course, they have to join your affiliate program in order to obtain that affiliate link. Just like that, you've turned them from "subscriber" into "marketing partner."

2. Get list members involved in other affiliate programs.

But, what if you don't sell your own product or service? What if you are an affiliate in SOMEONE else's program and that's how you generate income online?

Firstly, GET YOUR OWN PRODUCT. Visit <http://www.Nicheology.com> and start creating your own products to sell. The very fact that you are actively promoting someone else's product should tell you where the real money is made. Who makes more money: you as an affiliate or the guy who wrote the ebook you are promoting who has hundreds or thousands of folks out there just like you promoting his product?

Enough said. Get your own product.

Now, having said that, as an affiliate in other people's programs, one of the things you can do is to get your list members involved in those affiliate programs.

Of course, this only works if it is a TWO-TIER program, where you get paid a commission on both YOUR direct sales and the sales of any sub-affiliate you bring into the program.

If the program is a TWO-TIER program (they're not hard to find) then you go about the process the same way as I've already mentioned.

You put together a free ebook (or ecourse, report, etc.) and you contact your list members. You let them know they can join the affiliate program (through YOUR link, of course) and then encode the ebook with their details and begin giving it away.

What happens now? You have a small army of sub-affiliates giving away ebooks that YOU earn a 2nd-tier commission on when any sales are generated!

This can be a powerful army as the ebook continues to be passed on from one person to the next.

Congratulations! You just used your list more effectively by turning a "subscriber" into a "marketing partner."

3. Get list members publishing your articles.

Another great idea is an ezine article.

When you publish your newsletter or your ecourse, then let the reader know that they can publish your featured article in THEIR newsletter as long as they use your resource box which mentions you as the author and has a link to your site.

(Note: You would, of course, let them put THEIR affiliate link into the resource box, which gives them more incentive to publish the article ... you both have something to gain. Remember, they are PARTNERS.)

What happened? Your subscribers to your newsletter now have the ability to become marketing partners by promoting you to their list through your article.

Instead of your article getting publish to your list of however many "subscribers" you have, your article can now be published (simply by informing!) to tens of thousands, even hundreds of thousands of subscribers to other lists.

You get incredible exposure without doing anything at all ... other than informing your list members that they can use your article in their newsletter.

Voila – "subscriber" becomes "marketing partner."

List Alchemy. Creating gold.

Another thing you can do with ezine articles (or your entire newsletter issue itself) is to encourage people to forward the information on to anyone who might benefit from it.

I publish a daily devotional and I encourage my readers to forward the devotionals on to as many of their friends and family members as they want. I get numerous new subscribers every month through this technique. All I did was encourage the readers to move from list member to a partner who is helping me spread the word about my site.

You can do that too.

How about another idea? What if you also encourage your list members to post your articles at their web site?

This gives them more content for THEIR visitors to browse through, offers them a chance at earning a commission (their affiliate link is in the resource box) AND helps them with search engines.

**And, of course, your advantages are clear as well.
You get more sites linking to you across the web!**

Want still another idea here? Good, because I'm in the sharing mood. ☺ Find one willing "marketing partner" from your list and have them post each new article of yours to the more than 70 CONTENT DIRECTORIES available on the web.

Here's how that would work. You simply announce to your list that you are looking for ONE partner and explain what the idea is. They would need to buy a domain name and host the site. This site would be setup to automatically redirect to their affiliate link to your site. (This is important so the resource box on your articles they submit wouldn't look like <http://www.sitename.com/affiliates?83939> but rather <http://www.theirsite.com>) Then, they simply begin posting your content to all of the directories.

You've got someone to submit your articles to the most frequented publisher sites online and they've got a way to earn commissions on any sales generated. You both profit.

Are you beginning to see how your list of "subscribers" is so much more than that? It's a gold mine of "marketing partners." Emphasis being on "partner" – you both have an equal stake here, you both gain from helping each other.

4. Get list members participating in JV projects.

The final thing I want to talk about is getting list members to participate in various joint venture projects you put together.

There are a gazillion different kinds of JV projects you can put together.

From things like ad exchanges, link exchanges, list-building coops, advertising coops, thank you page exchanges, popup exchanges all the way up to major projects like co-authoring products and starting new companies.

And you've got a database of people right at your fingertips to begin partnering with on these projects.

Most people think they should go straight to the "gurus" or the "people of influence" when setting up partnerships.

And while certainly those folks should be involved, overlooking your own list is a big, big mistake.

Some of my all-time biggest partnerships have come from people on my list. Some of my most successful projects have come from alliances built through my list.

Begin at home.

Start with your list when it comes to projects. The "gurus" may or may not become a part of your project ... simply because they don't have time or don't know you.

But, your list members ... they know you. You've invested in them and many will invest right back in you by participating in your projects.

And – you just never know – who THEY might know. They may be the link that connects you to the "guru". They may be the one who knows a guy who knows a guy who puts you into contact with some key player in your project.

You never know until you put the offer on the table. So, get the offer out there.

So, that's how you can create a little "list alchemy" – making your own internet gold.

I encourage you to use some of the ideas that we've looked at in this report. But, beyond that, I encourage you to BRAINSTORM and develop your own ideas.

You know the "secret", so how are you going to use it?

Take some time and jot down ideas. Brainstorm. I mean there are many different things you can do here:

- ebooks
- ecourses
- reports
- articles
- refer-a-friend scripts
- coupons
- trial services
- demo software.

Anything you can allow your subscribers to pass on to their network of contacts.

How can YOU turn YOUR specific "subscribers" into YOUR "marketing partners."?

That's the question here.

And when you find the answer – whether it's something we've covered practically or principally – you'll be well on your way to list riches.

You want to get your list members involved in marketing your products and services for you.

You want them driving traffic to your site for you.

You want them branding your name for you.

You want them distributing your materials.

You want them multiplying your marketing and spreading your promotion all across the web, to places you could never reach on your own.

Now, that's a way to earn even more income from you list -- get list members to pull in more income for you!

A list of 50 subscribers doesn't sound like much, but a list of 50 folks who are actively promoting your business sounds great!

That's the "real secret" of making money with lists.

Turn your "subscribers" into "marketing partners."

Lesson #40

Finish Early: A Lesson In Affiliate Time Management

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Productivity Interview

With Paul & Mark

QUESTION: *Part of being productive is knowing what NOT to do. What are 3 common activities that Internet Marketers engage in that you recommend they minimize or not do at all?*

It's interesting that you mention "3" because that's exactly how many things immediately come to mind...

1. Looking at and then purchasing distracting offers.

The problem with most internet marketers is that they are information junkies. They are on every major list and get offers to their inbox virtually every hour of the day. Many people spend waaaay too much time reading through the latest "offer of the week". (I would venture that HOURS are wasted every week on this practice for the average internet marketer.)

And, worse still is the **awful practice of routinely buying** these offers which only furthers the distraction as the customer then spends precious time working on something new and abandoning any momentum they've already gained.

It's an addiction that is at epidemic proportions. And that's no joke. People are getting nowhere and perhaps the biggest reason is right here. *They spend too much time chasing rabbits.*

I have a simple rule that I go buy and that I teach my clients –

***Don't look at any new "offer" until Friday,
at the END of the workweek.***

When you've gotten everything done for that week, THEN look at the mounting offers. If there was a deadline that you missed, then it's

probably for your betterment anyway. Besides, there will be plenty more opportunities for similar offers in the future, if not the same one.

2. Browsing forums, Google, etc. with no real purpose.

How many hours are wasted each week browsing as some form of "entertainment"? That is, how much time is thrown away just reading posts at forums, chasing down webpages at Google, etc?

If you're going to spend time browsing forums, do so with an agenda. Whether you're taking notes, looking for product ideas, learning something or any other valuable activity, make sure you do SOMETHING from your browsing that is beneficial to your business.

I always recommend that internet marketers keep a notepad with them anytime they are browsing. Always jot down ideas. Always.

3. Taking the long way to do daily activities.

There are many activities that require an investment of time each day (answering emails, supporting customers, troubleshooting problems, managing affiliates, etc.). But, does that mean you should take the long way to get them done? Of course not.

To the contrary, you should take shortcuts as much as possible.

For example: If you find that you're answering the same email over and over again, make a template that you simply copy and paste (instead of typing out the answer) whenever someone asks it. I probably average 10 hours of saved time every week by using this one thing alone.

Whenever possible, look for ways to automate (or at least semi-automate) any process that you do regularly.

QUESTION: *Hey Guys - You're well known for quality output and high levels of productivity. Have you always been a highly productive person? If not, what provided the turning points for you?*

To be completely honest I have always been - and continue to be - an amazing PROCRASTINATOR. It's probably because of this that I am also an amazingly PRODUCTIVE person. ***Bottom line: I am FORCED***

to be productive because I wait until the last minute to get things done! :-)

Seriously, that's what has fueled my productivity in the early days ... I was simply forced to learn how to become more efficient because I severely limited the amount of time I had to do certain things.

Now, I'm still a procrastinator, but it's a different element of it that helps my productivity: I want to do OTHER THINGS with my time and am in a position to do so. Therefore, I have to make the most out of the time I schedule myself to work.

So, in terms of a "*turning point*" it was an **ongoing series of deadlines** that forced me to cram as much into a time slot as possible. It was a hard way of doing things filled with a lot of pressure and stress ... but it made me realize that by taking what I learned as a necessity could also be applied to avoid reaching that point of necessity.

I learned a long time ago that you can do two things under pressure: you can cave or you can conquer. I was never one to give up, so I just had to learn to become more effective.

While I don't necessarily advocate procrastination, it might do most people well to wait until the last moment to work on one major project just to show them what CAN be done in a crunch...and then apply what they've learned to everyday matters.

QUESTION: How important do you feel that having regular time off is to maintaining high levels of productivity and what do you like to do outside of your IM business time?

I think **taking time off** is CRITICAL to anyone's success. Burnout, fatigue, lack of productivity, poorer quality work and other negative results come from those who don't take ample time away from work.

In fact, I have a big belief in life that I try to live by in terms of balancing business and personal aspects of my life: I believe in living in a state of semi-retirement.

Over and over I hear people say, "If I made X number of dollars I'd be set" or "When I retire, I'll enjoy life". What a sad thing!

Why not enjoy life NOW?

Here's what I ask people: If you had X number of dollars or if you were retired ... what would you do with your time?

And, invariably, I hear things like "I'd go fishing more often" or "I'd spend more time with my family" or "I'd travel more" or "I'd play more golf" etc.

What the heck is stopping you from doing that NOW?

I'd rather make less money and live life to the fullest NOW than to make more money and hope I live long enough and am healthy enough to enjoy it later.

I see way too many people slaving away long hours while life passes them by. What a waste.

I think it's important to live in a state of "semi-retirement".

That means, I enjoy life like I would if I was retired.

To be sure, I work hard. But, I also play hard. And I do the things I like to do ... many of which don't require much money at all (tennis, time with family, camping, hiking, running, writing Bible lessons, mission trips, etc.)

Bottom line: time away is good for productivity... but it's also good for life!

QUESTION: The personal development speaker Jim Rohn has been a big influence of mine and my approach to business and life. His mentor, Earl Shoaff, said that in any field, there are usually a half-dozen things that make all the difference in your results.

In your opinion, what are the half-dozen fundamental activities that Internet Marketers should do on daily basis to make all the difference in the results they get in their business?

1. Plan everything thoroughly.

The big key for me is planning. I, literally, do this every day. Everything from planning out the coming week and month, to planning out my current project, to planning out things to outsource, to any of a number of items - I spend time daily determining the action steps and activities I need to get done to get where I want to go.

2. Constantly re-evaluate what's important.

I cannot stress how significant this is. It's critical to my business for me to continually look at what I'm doing, where I'm going and ask myself, *"Do I really need this now?"*

There are opportunities that come up every day that I need to act on to either REFUSE (say "no") in lieu of something I'm already doing or REPLACE (say "yes") something I'm already doing.

So many activities and projects we have planned really don't fit into what we're doing NOW just a few days after we've planned them.

That's not to say that we should jump from project to project and never get anything done, but at the same time it's always a good idea to evaluate progress and make sure the things that seemed important two days ago are still as relevant as we thought.

3. Get others involved when possible.

I've said many times that the key to this business is "managing", not "marketing". What most people need to understand is that they are a manager, not a marketer. They oversee the business operations ... all of them, not just the "marketing" side of things.

I always involve other people as much as possible - daily - to get things done. I have several quality connections who do a lot of the manual, time-consuming stuff (setups, proofreading, doc preparation, etc.) that I don't want to do.

It's good to create a network of people around you to help in the day to day operations.

4. Run the business

Obviously, there are tasks and activities that need to be done on a daily basis in order to keep operations going. No big surprise here.

- ➔ But, I think in terms of productivity that creating a daily schedule of activity "departments" is paramount. For example: You might spend the first 45 minutes working on new projects, the next 45 minutes answering emails, the next 45 minutes handling support, the next 45 minutes work on

XYZ.

To me, having a daily structure is a big key because consistency and fluidity often lead to productivity. That is, when you repeatedly do things in sequence, it becomes easier and easier to do them, usually better and better.

5. Spend time creating

One of the absolutes of my daily operations is spending time doing something creative. Generally, that involves developing content (articles, products, etc.)

And this will almost always be the FIRST thing each work day because that's when my mind is the sharpest and at its creative best. Get me to writing an article late in the afternoon after I've dealt with emails and fixed problems and generally am fatigued and that's a recipe for disaster.

6. Focus on the "big three"

There are three things and three things only that make for success in this business... website traffic, subscribers, and offers.

Every day I devote time and energy to those three things in some manner. Without them, there is no business. So, it's important that you spend some amount of time each day towards getting more visitors to your site, getting more subscribers onto your list and presenting each of these with something to buy in order to generate sales.

QUESTION: *In the half-dozen fundamental activities that you recommended Internet Marketers should focus on you mentioned 'plan everything thoroughly'.*

That's great advice.

Could you expand upon the process you go through to plan your Internet business? For example, how do you go about planning on a daily, weekly, monthly and yearly basis etc?

Yearly Planning: Somewhere around the end of the year, I sketch out an outline of projects that I plan to work on for the coming year. This usually involves working on a QUARTERLY basis ... I.E. 1st quarter,

here are several things that I want to do. 2nd quarter ... 3rd quarter ... 4th quarters...

Then, I decide which of these quarterly projects merits my attention first, second and so forth.

I base this upon three criteria: potential profit, ease in setup, continuity with existing assets. Uncerimoniously, the one which "grades" best in these three areas gets top priority.

MONTHLY –

I look at the current project and identify activities that need to be completed in order to get the project done in a reasonable timeline. Typically, I never work on any project that will take longer than a month to complete. Each month I work almost exclusively on the current project (along with other existing commitments, such as my List And Traffic membership site, etc.)

WEEKLY -

The tasks that I identify to complete the monthly project are divided into 4 weeks and I attempt to stay on schedule for each of them. A time slot is allotted on each daily schedule to work toward the project.

DAILY –

I won't give away my exact daily schedule, because I have an entire coaching program developed around it at SixFigureFormula.com, but the basic day's operations consists of 45 minute blocks of time and I ensure that there is a proper balance between the various components of my business (I.E. List marketing, traffic generation, offer development, support, etc.)

Everything filters into these daily components. So, the hierarchy is...

- Yearly outline of project
- Quarterly assignment of projects
- Monthly focus on project
- Weekly break down of activities
- Daily time devoted to activities

And - like I said before - I'm constantly evaluating. Just because a project makes it to the "quarterly" level doesn't mean that it will actually get done that quarter (or ever for that matter). I reevaluate what's important NOW.

Once a project makes the monthly schedule, it usually gets done unless something significant changes my plans.

QUESTION: People who are highly productive, usually have reasons for being that way. What are you own motivations for being a productive person?

My main motivation is ... other interests.

There are many things I enjoy doing (time with family, ministry, tennis, camping, hiking, etc.) and the great thing about the business I am in is this ... I don't have a set schedule.

I have a volume of work that needs to be done and it doesn't really matter when or how long it takes to get it done.

The sooner it is completed, the more time I have for other things.

Herein lies a problem with many people: If they think they should work 40 hours and get their work done in 20 hours ... ***they tend to find 20 more hours of work to do.***

That's not how I approach it. When I get done with the things on my schedule, I'm done. Quitting time motivates me because I know that things I really enjoy (the things I work to be able to do) are waiting.

That's my main motivation.

Another motivation is just my overall view of life: **life is short**. Why would I want to spend any more time working than absolutely

possible?

Every hour I work has tangible rewards, to be sure. But every hour I work can never be regained. Once it's spent, it's spent forever.

→ *So, if I can have the same reward in less time, that's always going to be a good thing in my mind.*

The average person spends around 100,000 hours working in their lifetime. If you could trim even 10% off of that being more productive, you'd have 1,250 free 8-hour days to do whatever you want.

And that's just with a 10% cut. Imagine if you got your work done in half the time!

QUESTION: A key way to becoming more productive is to outsource tasks (that need to be done) to others so you can free up more time for your top priorities.

What are your views on outsourcing as a way of boosting productivity?

I outsource a lot of my tedious tasks so I can work on the "creative" side (content development, primarily) myself.

And the biggest key that needs to be taken into consideration is the EXPERIENCE and KNOWLEDGE of the person who you outsource to.

There have been many times in the past that I have tried to train a complete beginner or someone with little skills in a particular area to perform a function and I ended up being less productive than ever before simply because I was (a) spending way too much time trying to train the person, and additionally (b) doing the job myself anyway.

While you'll usually pay a premium for someone with polished skills and know-how, it's money well spent. Look for someone who can do what you ask of them without supervision.

Outsourcing is a productivity tool ... but only if it is used properly. ***Otherwise it simply becomes a cleverly disguised time stealer.***

QUESTION: There may be times in the life of an Internet Marketer when things just don't seem to be going well at all

and the last thing they feel capable of is being "productive".

Do you have any tips or strategies for dealing with the down and doubting moments that may come for an Internet Marketer at some point so they can get back on a productive track?

There are several things that I've done myself in the past when I've faced this situation (that's right, even "gurus" - and I use that term for lack of a better word - have bad days whether they want to admit it or not). Here are a few of them...

1. Take some time off.

Sometimes bad days are a result of bad decisions and bad work caused by a variety of factors such as fatigue, burnout, indifference, short-sightedness, etc. With distance often comes clarity. By stepping back from your work for a few hours, a few days or even a few weeks depending upon the severity of the situation, you can often see things much clearer. This in itself can get you back on track.

2. Get a second opinion.

If things aren't going well, don't be afraid to get an honest, unbiased opinion from a trusted source. Ask for their feedback on why they feel things are as they are. Sometimes we are so close to the situation that we don't see it as it really is. We have a built-in "me filter" that always forces us to look at things from OUR perspective which can be blurred at times.

3. Remember failure gets you closer to success.

The story goes that Thomas Edison failed almost 1,000 times before the light bulb worked. One of my favorite television shows, CSI, has a character named Gil Grissom who said this, "I don't mind being wrong, it's how I get to right". The point being, by experiencing wrongs (or failures) we can eliminate them and then replace them with something that will sooner or later get us to right. It's okay to have bad days, for things to go wrong. We learn from them. I don't know of any successful person who hasn't failed. Many times.

4. Revisit past successes.

Something that fuels me when I'm being unproductive is to look back at things that I have done successfully. This is good because it not only boosts morale ("I've done well before, I know I can do well again!") but it also gives us the chance to see what worked and why it worked. Oftentimes we may have changed our methodology in some way to cause the current setback. By tweaking things to line up with earlier successes we can often turn things around.

5. Believe in yourself if not your project.

There are days when I think, "This stinks!" but I never think "I stink!" "This stinks!" means I can scrap it or improve it and eventually get to where I want. "I stink!" means there is something wrong with ME that won't allow me to get where I want. Always believe in yourself even when you can't believe in your project.

Each of these things count towards rebounding in productivity.

QUESTION: I'm sure that you're already familiar with a key productivity power tool known as Pareto's Law (a.k.a. the 80/20 Rule or the Principle of Least Effort). Do you use The Pareto Law and if so specifically how do you apply it in your Internet Business?

There are a variety of ways that I tend to "apply" the principle...

1. I always put my most important activities on the schedule for my first time slots of the day.

This isn't merely to "prioritize" them, but to schedule them when I am at my sharpest, knowing that the principle applies to my time as much as anything.

2. In interacting with those around me, I again focus on those that mean the most to my business.

This sounds like a basic business decision, but on a different level it's so much more than that. I talk with my affiliate manager (who, by the way, interacts with our TOP affiliates) and others who have the greatest impact on my business much more than those who have a cursory effect.

The list could go on and on.

The most important thing that I can say about this is to **ANALYZE** all

aspects of your business and then determine what 20% is getting that 80% done and focus your energies in that area.

The flipside of that is also true in terms of productivity. Look at that huge gap of time, activities, personnel, etc. that are only getting 20% accomplished and look for ways to improve that number.

Both of these will directly affect your productivity.

QUESTION: A certain productivity-killer for some Internet Marketers is the need to get things perfect before releasing them. What are your views on perfection and can you recommend any strategies for dealing with it?

I'm a big believer in pursuing EXCELLENCE and *not* PERFECTION.

Perfection isn't attainable. There is always a way to improve upon whatever project you're working on. Always. Perfection isn't attainable. And if it were, it would be at too great a price.

So, rule #1 is: nothing's ever gonna be perfect.

If that's the case, what's the goal? The goal is EXCELLENCE. That is, the project must meet the high standard of being "*remarkably good*".

I always strive to do my very best, but resist the temptation to keep polishing until it can't be polished anymore.

Let me give you an example: When I write an information product, the FIRST WRITE is what I sell. I don't edit it. I don't rewrite it. I don't even go back to read it. (I will, usually, have someone to proofread it.)

CRITICAL: I don't want my projects to be "*good enough*" (meaning I'm doing as little as I can to get by), but "*remarkably good enough*" (meaning I'm doing as little as I can to make it a noteworthy project.)

Believe it or not, I **am** a perfectionist (which goes nicely with my procrastination, let me tell you!) and that's why it was such a tremendous removal of burden when I realized that my goal isn't perfection, but rather excellence.

There is a point where anything I do reaches "good enough" and I know I need to go a bit farther. Then, it reaches that point of

"remarkably good enough" and I know I can quit. ***I don't have to keep going until it's "perfect".***

Imagine if Michael Jordan refused to step out onto the court until he hit 100% of his shots (perfection) in practice.

Do your best job and then get it out there. You're not gonna hit 100% of your shots. So why not get on court and see how good the ones that go in can be?

QUESTION: If there were only ONE productivity strategy that you were allowed to use consistently in your Internet business, what would you select?

THE biggest factor in my own productivity and success is simply this: find a system that works for you and repeat it over and over and over again.

I'll give you an example: My overall game plan for my internet business has not changed since August 2000 when I launched my first successful product online.

- I create a product.
- I create marketing materials for it.
- I promote it to my list.
- I get affiliates involved.

I repeat the process. Over and over again.

I don't worry about the latest SEO stuff or social networking or whatever the next big thing is. I just go about doing what I know has worked for the past 8 years.

It's the chain store mentality. A chain store (Wal-Mart, McDonald's, etc.) finds a model of success. And then they simply repeat it over and over and over again as often as they can to duplicate the model of success.

That's my philosophy. Whether it's as large as running your business or as small as writing an ezine article, the goal is the same: find a system that works for you and repeat it.

You simply won't find anything that allows you to be more productive than this. It's focused. It's effective. It's familiar. It's streamlined. It's increasingly easier.

Bottom line –

**Find a process that works and do it
for as long as it continues working.**

QUESTION: Apart from RoboForm, what other software programs do you recommend to help Internet Marketers to boost their productivity?

There are several programs and services that I use which are helpful...

1. Roboform.

As you mentioned, this is a tremendous time-saver ... I use it DOZENS of times every day to recall passwords and other information as needed throughout the day.

2. Quicktext.

This is an add-on program for my email client, Mozilla Thunderbird. It allows me to store "canned messages" and then simply click a button to insert them (complete with personalization!) into an email. I get the same kinds of questions over and over again and this is probably the biggest time-saver of my day. (Most email clients have a similar feature or utility available.)

3. Voice Recognition Software.

Instead of typing, using a program like Naturally Speaking allows you to speak as it types in your words. This can be used for email, word processing, etc.

4. Template Driven Tools.

These include Ezine Article Creator, Sales Letter Generator, Landing Page Maker, etc. and consist of a suite of tools (assembled separately) that allow you to "fill-in-the-blanks" to create documents instead of starting from scratch.

5. Any "Auto" program.

Any software program that automates a process is handy to have around. Example: Instead of self-submitting ezine articles, use a software program that does this. Instead of searching Google et al for potential affiliates, use a software program that does this.

6. Outsourcing services.

Scriptlance.com, Elance.com, Workaholics.com, vanetworking.com (for virtual assistants) - these are just a few services that are extremely helpful for getting others to do jobs for you.

QUESTION: Apart from your good self, which other Internet Marketer stands out for having high levels of productivity and what do you see as the keys to their vast output?

It's hard to say for certain because so many internet marketers outsource these days. That, in itself, does allow them to get a lot more done, but I don't think it's an accurate gauge of productivity in terms of what the IM gets done him/herself.

That said, there are a handful of IMers that always seem to have new stuff coming out (articles, promotions, products, etc.). A few include...

- Marlon Sanders
- Mike Filisaime
- Armand Morin
- Rich Shefren
- Willie Crawford
- Yanik Silver

To name a few.

QUESTION: A lot of Internet Marketers spend way too long sat at their computers and mistake 'putting in the hours' with 'working hard and being productive'. Their Internet business and income can suffer as well as their health and relationships.

What approaches do you recommend for Internet Marketers to avoid this pattern of spending way too long at the computer?

I have two basic rules that I teach my clients...

1. Have a purpose in mind.

Do not sit down at that computer without having a reason to do so. There needs to be an objective, a goal, something to accomplish that you are working towards.

If you don't have a clearcut agenda, you'll often find yourself reading forum posts, surfing Google, etc. with nothing completed at the end of the work period.

Always, always, always have a purpose for coming to your computer during "business hours". I rarely sit down before mine without a "to do list" nearby.

2. Defer distractions to a designated time.

Whether it's once a week on Fridays or the last hour of the day or right before you turn in at bedtime, specify a time when you'll do those time-sucking activities.

I.E. I recommend to my clients that they never look at "new offers" until Fridays, after the workweek is finished.

It's a good practice to defer anything that isn't working towards your purpose (see #1) to a predetermined time. You'll find that eliminating distractions automatically increases productivity.

QUESTION: A big part of being productive is ensuring that you work on your top priorities. How do you personally go about deciding what your top priorities are in the first place?

Most people prioritize based on "urgency". In other words, they do what MUST be done because there is some kind of deadline.

I suppose to an extent that factors into my prioritizing, but that's NOT my main objective in determining what I'm going to work on.

My prioritization is pretty simple -

I work on whatever I want to work on.

Now, that sounds really good. And I have that luxury. I can pretty much do what I want, when I want.

So, the real question is, how do I decide what I WANT to work on?

Here's how...

Creative time always comes first. Period. The first part of every day is devoted to the creative side of my business (generally, creating content).

This is because

(a) I enjoy it and therefore want to give it precedence, and

(b) I am at my freshest mentally early in the day and am more productive when it comes to creativity.

There are, of course, some commitments that I am obligated to meet which require my time. Appropriate time is allotted to these in my scheduling, but they rarely get to the "urgent" stage where I am forced to spend time on them. I do my best to complete portions of these activities over time so they are completed in a timely manner but don't monopolize my day.

Then, I MANAGE activities that I do NOT want to do. That is, I outsource them or hand them off to others so they can get them done for me.

That's how my prioritization usually runs...

1. I do the creative work I enjoy.
2. I meet my commitments.
3. I get others to do work I do not enjoy.

QUESTION: *Is there an area of productivity that you struggle with or find particularly challenging?*

There is only ONE area that I struggle with in terms of productivity. It's the same area that I've always struggled with and the same area that I will likely struggle with until the end of my days.

And that area is this...

****** Anything I don't want to do ******

Seriously, that's it. If I don't want to do it, it doesn't matter what I try to motivate myself, it's just gonna be a chore.

I think that's probably a universal struggle with most people.

I'll rarely have productivity issues if it's something I'm wanting to do. If I'm in the mood to write, I'll breeze through it. If I'm not in the mood to write, I'll struggle the entire time.

So, the question becomes, what happens when I don't want to do something that I need to get done?

Here's what I do myself and recommend that all people take a look at...

I identify PATTERNS OF BEHAVIOR in my productivity.

- *What is it that I consistently do not want to do?*
- *What are those activities that I find to be a chore virtually every time I do them?*
- *What things do I repeatedly put off until the last possible moment before I get started on them?*

And I OUTSOURCE these things.

Listen to this carefully...

There is a "backdoor" to productivity and that is to ELIMINATE those things that are UNproductive.

We all have them. For me, it generally tends to be what I affectionately have labeled "grunt work". Setting up download pages, importing autoresponder messages, data entry, etc. I hate this stuff and it is always a chore to get this stuff done, so I get someone else to do it.

Perhaps the best thing you can do for your overall productivity is to rid yourself of things that slow you down or hold you back.

Take an inventory of your work week and look for patterns.

You'll find them. There will be those things that you spend three times as much time as you know you should because you just don't like

doing them. Get someone else to take them off your hands.

And focus on things you WANT to do. You'll find that your time is well spent.

QUESTION: A lot of Internet Marketers find that they face numerous distractions when they work from a home office (family, friends, pets, noise etc). How do you recommend Internet Marketers work productively when working from a home-based office?

There are three things that I personally do to work productively out of my own house that are universal "principles" for anyone who will apply them...

1. Pick your space.

The first thing you need to do is set aside a PRIVATE spot in your home that's your work space. Optimally, this would be a space that is isolated and cut off from others who might be in the home.

In most cases, working from the couch while the TV is on and kids are running around and your spouse is milling about is NOT going to work.

You need a quiet space that is cut off from the remainder of the hustle and bustle of your home.

2. Define your rules.

The second item is to let family members know the rules about your work life. For me, that means "no interruptions" when the door is closed. (Unless the house is on fire, of course. :-)

Having a set apart spot is useless if it's not off limits to distractions. Lovingly, but firmly, you have to set some rules that family members agree to abide by in order to maintain a productive work environment.

3. Take a retreat.

I advise my clients to have a weekly, bi-weekly or monthly "lock-in" at a hotel. Rent a room, check in at 2PM and work until you can't work anymore (usually about midnight for me).

You'll be AMAZED at how these breaks from "home" can produce staggering periods of productivity.

QUESTION: *Some Internet Marketers find that there are just too many distractions when they work from a home office. Therefore, some choose to work from an off-site office. What do you think are important considerations here?*

I think the key factors are similar: pick a space that works for you (whether it's a dedicated office or a subletted portion of a larger complex) and define rules about your time at the office.

Some of these rules might be...

- What hours will you work?
- How will you divide your blocks of time?
- What activities will you complete?
- What restrictions on "time wasters" will you place?
- What safeguards against spending too much time at the office will you put in place?

That said, most (if not all) of the productivity principles and practices we've talked about so far would apply to "off site" offices as well.

Lesson #41

Affiliate PLR Profit – Part 1

By

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&
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Introduction

I'll be the first to admit that I'm not in the greatest physical shape of my life. (although I AM getting back to that point!) When I married my lovely wife 9 years ago, I had a 28 inch waste and weighed in at a paltry 155 pounds.

I worked out 5 days a week and was on top of my game.

Something happened during the past 9 years.

I developed a new hobby.

It's called "eating." ☺

Recently, I decided it was time to tone up again.

My goal is simple: to get back into the best physical shape of my life. At 30-something, it's not going to be as easy as it was back at 24, but then again, I've always liked a good challenge.

So, today we were out looking at equipment.

I happened to spot a shelf of "exercise balls."

You know, the big bright blue balls that you inflate and do various exercises on?

Having seen that they can be useful in toning abdominal muscles (which is where I want to start!), I decided to take a closer look. Here's what I found...

Four completely identical bright blue exercise balls.

I'm talking the exact same size.

The exact same yellow foot pump to inflate the ball.

The exact same tube of glue to repair the ball should you decide to take a razor blade and slice it to bits after a few days. ☺

Three of the products sold for the exact same price of \$12.99. The fourth product had an asking price of \$16.99.

I immediately decided I would buy the \$16.99 version.

Why spend more money for the exact same product?

Here's why...

Product A, B and C all had the standard product name of "Brand A Exercise Ball", "Brand B Exercise Ball" and "Brand C Exercise Ball".

They all showed basically the same photographs of various exercises and the benefits were all basically the same.

Product D was entitled -- get this -- "Awesome Abs Exercise Ball".

And the exercises it showed were all designed to strengthen and tone abdominal muscles.

Same "product". Different "focus". Game over.

Now, what does all of that have to do with PLR? (Private Label Rights)

And – more importantly to you – what does all of that have to do with YOU making more money with PLR?

Probably more than you think.

There is actually a LOT to be learned here as we look at some specific lessons YOU can learn from this as someone who buys reprint rights to products.

Let's take a look...

3 Lessons Every Licensee Should Learn

Note: These lessons – and this report – are applicable to anyone who buys PLR (private label rights) products OR “resale rights” products.

Lesson #1: "You can sell the same product at a higher price than your competition". Delete this nonsense that says you should "undercut" your competitor in price to be successful. Not true. Lower price doesn't mean greater sales. To the contrary, you can actually RAISE YOUR PRICE and sell more than ever. And here's how...

Lesson #2: "The key to selling at a higher price is POSITIONING" It's all about how you PRESENT your offer. It's all about how you PACKAGE your offer. It's about your POSITION. A quarter pound hamburger will cost you \$2 at McDonald's. They are "budget fast food." The same quarter pound hamburger will cost you \$9.95 at Red Robin (I ate there last night, so I know). They bill themselves as offering "gourmet hamburgers." What's the difference? Position within the industry.

Lesson #3: "An easy way to position for profits is to focus on a niche." Jack Trout, the leading expert on positioning, has taught me two things about positioning (actually, MANY things, but we'll narrow it down to two for now)...

1. It's better to be first in your people's mind than better.
2. If you can't be first in their minds in one category create a new category.

That's what "Awesome Abs Exercise Ball" did. It probably wasn't the first exercise ball on the market. But, it's the only exercise ball I've ever seen to this date that is focused on "abdominal muscles." It has positioned itself to focus on a NICHE market where it can be FIRST.

Think of the possibilities:

** There are dozens of hosting companies out there, but how many "real estate hosting companies" or "chiropractors hosting companies" spring to mind?

** There are dozens of products out there that teach you how to lose weight, but how many are focused on "weight loss around the office" or "Christian aerobic moves".

** There are dozens of "ebook collections" out there, but how many people have pulled out 5 or 6 of those ebooks that are focused on a specific niche (like affiliate marketing) and put together a completely new collection with a completely new name with a completely new salesletter?

A lot to think about here. The bottom line is this...

You can **SELL MORE** if you separate yourself from your competition and do/offer more than they do.

And that doesn't just apply to creating your own products.

It also applies to **SELLING other people's products** that you buy reprint rights licenses to or PLR licenses.

Here's how...

Your "Competitive Edge"

One of the biggest mistakes that I see people make (and, admittedly, I've made the same mistakes myself) is they seem to want to throw all of their marketing knowledge out the window when it comes to buying products with reprint rights or PLR rights.

Seriously.

It's like we just temporarily lose our minds when we buy reprint rights or PLR rights to a product.

We forget all that we know about marketing.

We forget all that we know about online business.

We forget all that we know about making money.

And we just play by some crazy rules that no one even knows who created and why we started using them in the first place.

Let me explain.

Typically, here's what happens when we buy reprint rights or PLR rights to a product...

The "Wasted Money" Cycle of Reprint Rights

When the average person buys a product with reprint rights or PLR rights, here's what they do...

1. Tweak the salesletter that was given to them with the reprint rights license to include THEIR order link.
2. Maybe add their name to the bottom of the page.
3. Upload the provided web page and salesletter to their own hosted site.
4. Send out a mailing to their list.
5. Move on to the next product they can buy and promote.

And every single time that happens, the person wastes money. They throw it out the window. They leave it on the table. They flush it down the toilet.

It's gone.

And it ain't ever coming back again.

But, there's a better way...

Here's the thing: if YOU want to make more money than your competition does, even though you are selling the exact same product that you bought reprint rights to sell, you only need to do one thing...

...separate yourself from the competition.

Become the "Awesome Abs" ball in a sea of similarity.

You gotta be different.
Use the marketing knowledge that you have.
It DOES apply to reprint rights and PLR rights!

That's what we're going to talk about in the remainder of this report.

How YOU can separate yourself from your competition and make more money in the process.

I can tell you this up front: there's very little that I'm going to tell you in the coming pages that is going to shock you or catch you off guard.

Most of this is STUFF YOU probably know. Just like your competition knows it.

And yet, **neither of you are DOING IT.**

That's good news for you.

Unless your competition reads this report before you do. 😊

One of you is going to get the edge over the other. Might as well be you with the edge, right?

Here's how you get it...

7 Ways to Make More Money Than Your Competition Does With The Same Product

Real quickly, I want to give you 7 things you should be doing if you want to make more money with the products that you buy reprint rights to sell.

1. Be first to market.

Obviously, the first person to promote a product when it is released has the best chance at making sales.

You need to have a set game plan in mind for anytime a product is made available with reprint rights that fits your target market.

Decide up front: how much you are willing to pay for a license, what kind of products sell well to your contacts, and what your plan of action is when a product becomes available.

If you actually have written out (or, if you're like me, TYPED out) a plan of attack, becoming the "first to market" is very easy.

Create a ready-made list of criteria to determine if the newest product on the market with reprint rights is a nice fit for you (Price. Author. Quality of product. License fee. Restrictions. Etc.)

This will make it easy for you to evaluate a product upon its release to decide if it's for you or not.

And put together a checklist of action steps that you'll need to complete in order to get a new product producing sales. Include every step so you won't miss a thing. (Setup order link, create download page, mail to XYZ list, etc.)

I know this: I used to release a new product for members to sell at Profits Vault Monthly – every month.

And – without exception – the members who made the most money from those products upon its release, are those who **got the word out quickly.**

Many of our lists overlap ... and the first person to take action has the best chance of making sales.

When a new product is released, evaluate it. If it's for you, take action and be the "first to market."

2. Offer a list.

I've been to web site after web site recently doing some research for an upcoming product I'm releasing about "reprint rights."

And I've looked at page after page, product salesletter after product salesletter, and it amazes me at how **FEW** sites offer a list of any kind on pages devoted to selling products that they purchased reprint rights to sell.

Go to their main page and there are all kinds of list offers (newsletters, reports, ecourses, announcements, etc.)

It's obvious that they know building a list is important.

But, it's one of those "throw out the marketing knowledge" moments when it comes to reprint rights.

Getting folks onto a list is **CRITICAL** to your success.

How can you sell additional products (or follow-up on the product of the page visitors are looking at should they decide NOT to buy it) if you don't get your website visitors to join a list?

We know it's important, but in my research, there are less than 5% of web pages devoted to selling products that came with reprint rights that have any mention at all of a list.

Bottom line: before you load that ready-made webpage and salesletter that was given to you, insert some kind of list offer.

Newsletter. Ecourse. Special Report. It doesn't matter which.

Build some kind of list that is **related in some way to the theme of the product being sold on that page**, and insert a list offer in there for visitors to join.

You're leaving money on the table if you don't.

3. Provide an incentive.

Why should someone buy a product from YOU instead of the five gazillion other people selling the same product?

Seriously, why should they?

Are they your cousin?

Do they owe you a favor?

Why YOU?

By offering an incentive, you give them a compelling reason to order from YOU and not your competition.

Let me give you an example from the real world.

Offline Marketers Have Been Doing It For Years...

Suppose you are looking to purchase a new car and you visit several different dealerships.

All of them have the **EXACT same car** that you are interested in purchasing. All are priced at the **EXACT same price**. Every factor is **the same...**

...except for one.

One of the dealerships offers you an incentive. If you purchase the vehicle from him, he will throw in a year's supply of gasoline!

Now I ask you, which of the dealerships are you going to make your purchase from?

If you chose anyone but the dealer offering the free gasoline...

...you probably shouldn't be on the road driving! ;)

Obviously, with all factors the same, you would want to make your purchase from the dealer who offered you **MORE value for your money**.

Reprint rights products are kind of like car dealerships - at least in one regard.

Every reprint rights license holder for a particular product offers the EXACT same product at usually the EXACT same price.

All factors concerning the product itself are basically the same for every license holder.

So, who's going to make the sale?

The one who offers the added incentive, that's who! The one who creates the advantage, the exclusive offer.

Want to outsell your competition? Want to outsell them even though you are all promoting the EXACT same product at the EXACT same price? Want to create an advantage that levels the playing field with the "big boys" who have the large lists and large budgets?

Offer MORE!

You need to create an incentive.

Some unique and exclusive reason why folks should order through YOUR site and not one of your competitors.

----- [Sidebar] -----

Folks tend to think that whoever gets the word out FIRST about a new product will make the sale. That isn't always the case. In fact, it could be just the opposite.

Most folks receive the same, tired old "product announcement" email from a half dozen or more folks with reprint rights licenses in the exact same 24 hour period.

They get home from work and find a slew of folks all wanting to make the sale on the new product.

Who will they buy from (If they buy at all from this first batch of offers)?

If 5 reprint rights license holders sent out the standard email (you know the drill, "new product released, here are the details, blah blah blah") and 1 smart marketer sent an email with a free high-quality offer attached for the same product...

I'm guessing they'd go with the 1 guy or gal who did things differently.

What do you think?

You're probably thinking "give me that year's supply of free gas for my new car!" Right?

----- [Sidebar] -----

You need to create an incentive, an unfair advantage over your competition. You need something that convinces folks to buy from you.

Something Interesting Happened On The Way To Send Out A Mailing...

Here's an interesting twist on things that I wanted to let you know. The idea of "incentive marketing" not only applies to NEW offers, but can even work to produce sales for older products.

For example: I put together a free eBook entitled "Killer Marketing Secrets Revealed" about 12 months ago in order to produce sales for Ken Silver's eBook Secrets manual that I had purchased reprint rights to sell. I offered it as a free bonus to anyone who ordered from me.

Ken's product had been available for several years and was offered for FREE at several big sites like the Warriors and Make Your Knowledge Sell.

Despite the fact that THOUSANDS of copies had been in circulation prior to me purchasing the license, I sold hundreds of extra copies within just a few months.

MANY of those customers told me this: "I already had a copy of eBook Secrets, but it was worth buying again just to get the free copy of Killer Marketing Secrets Revealed."

See how this works?

Offer an incentive in ADDITION to the product itself.

Exclusive bonuses come to mind.

- Personalized assistance.
- Additional training.
- A special report.
- Your top secret "resource directory."
- An exclusive interview with the author of the product.

You get the idea.

Lesson #42

Affiliate PLR Profit – Part 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continued from last week...

3 1/2. Mix in "unadvertised bonuses."

Another way to really make more money with reprint rights products is to offer "unadvertised bonuses."

That simply means: give your customers additional bonuses AFTER the sale, that they were not expecting to receive.

"Well, that sounds great for the customer," you may be thinking. "But, how does that make ME more money?"

Good question.

And it just so happens that I've got a good answer. ☺

It benefits you because these "unadvertised bonuses" can be CUSTOMIZABLE with YOUR affiliate links in order to make you "backend profits."

Here's how it works: There are MANY (and the number grows every day) folks out there, including me, who create free eBooks, free reports, free eCourses (email mini-courses), free audio interviews and even free video training.

And they allow YOU to encode those free materials with YOUR affiliate link to sell THEIR product.

When someone orders their product through your customized copy of their materials, then you'd receive a commission on the sale!

This can be quite lucrative.

So, you load up a handful of these customizable freebies into an autoresponder system and once a week it automatically sends out a message to your customers offering them these additional bonuses.

If you look for high quality freebies (things that REALLY ARE useful to your customers), then you should easily be able to pick up some additional "backend" commissions.

And probably 2 out of every 10 of your competitors is using this idea. Better results for you. **IF** you get started doing it yourself.

4. Create an "upsell" and use "cross promotion."

This one really amazes me. Most people have reprint rights to an entire "ebook collection."

You know what I'm talking about here.

Admit it. You've probably got about 200 eBooks yourself that you got in some "club" or "membership site" or "collection", right?

And, what most folks do is put them into the same package (or, make it a bigger package by adding other stuff) and then they offer it at some ridiculously low price thinking they should be "cheaper" than everyone else who's trying to do the same thing.

And then they wonder why they aren't getting rich selling \$15.00 collections of eBooks.

Do the math!

In order to make just \$4,500 a month (which ain't much in the "internet marketing" world) you'd need to sell 300 copies of your "package" every single month!

That's 10 copies a day.

Over 3,500 copies in a year's time!

Competing against a gazillion other people trying to do the same thing.

It ain't gonna happen.

What you need to do is get smart.

Setup sites for each of the products that you are attempting to sell (yes, individual sites for each of them - begin with the best products and go from there)

Sell those eBooks for their suggested price of \$19.97 or \$47.00 or whatever each product is "valued" at.

And then, cross promote everything.

In other words, sell "Product A" from its own site. Then, on your "thank you" page (or in an exit popup, or in your follow-up mailings, etc.) promote "Product B" and "Product C" (highly related products)

And do the same for all of your products.

Each product promotes other products.

And, put your entire "collection" together in a package and sell it for some HIGH PRICE like \$197.00 or \$297.00.

Promote that high-priced product to all of your customers of your low-end \$19.97-\$47.00 products.

Now what do you have?

You have DOZENS of smaller sites that can pull in 1520 (or more) orders per month, PLUS you have a HIGHTICKET package that can pull you in \$197 or \$297 PERORDER!

You've used the exact same products that everyone else uses, but you've used them strategically.

Instead of offering some insane offer of 200 eBooks for "one low price" (which absolutely DEVALUES the products themselves... Nobody's gonna read all of those ebooks like that) you offer them individually at dozens of different sites and the one big ticket item.

And don't stop there. Build yourself a portal page and showcase each product you offer.

I guarantee you'll make MORE MONEY this way than by just offering some "collection".

If you do nothing else in this report, do this.

It's where the money is.

5. Write an ezine article.

It's no big secret that writing ezine articles and allowing editors to publish them in their newsletters is one of THE best ways to generate free traffic to a web site.

And many smart marketers use this technique to get free advertising for virtually any site they choose.

Only folks who buy reprint rights, for some reason, forget to do this.

They know it works.

They've probably even used the tactic for their other sites or their lists. But, they don't often use it for driving traffic to a webpage where they are selling a product they purchased a reprint rights license to sell.

My question is ... why not?

Again, it goes back to good marketing.

If it works, then apply it to the products you buy reprint rights licenses to sell.

Writing ezine articles is no exception.

Marketing Exhibit: Nicheology.com

Let's suppose you bought reprint rights to one of the reports at Nicheology.com

Now what?

Write an ezine article!

You could write many different types of articles...

- The Basics of Viral Marketing
- 7 Great Viral Marketing Ideas
- How to Choose a Viral eBook Title
- How to Quickly Launch a Traffic Virus
- 7 Viral Marketing Mistakes
- 7 Viral Marketing Resources
- Case Studies of Successful Marketing Viruses

I mean, there are many different ideas you could work with here.

And then, in your resource box (the 4-6 line section that goes at the close of your article with your name and contact information) you can promote the "How to Get F.R.E.E. Traffic™ course at YOUR site!

How many competitors are doing that?

I can answer that for you: not many.

Another edge for you. Not to mention FREE ADVERTISING for the product you purchased reprint rights to sell!

Now, don't let the idea of writing an ezine article scare you. It's not that difficult.

Really, it isn't.

How about a crash course?

How to Write an Ezine Article in 5 Easy Steps to Promote Any Reprint Rights Product

Step 01: Choose the Product or Service You Want To Promote

This one is kind of a no-brainer. It all begins with deciding what you want to promote.

Choose one of your best-selling products that you've purchased a license to sell and make that your focus.

And then move on.

Step 02: Determine Your "Useful, But Incomplete" Approach

I love to use what I have coined as the "useful, but incomplete" approach when using freebies of any kind. (Ezine articles, free eBooks, reports, eCourses, etc.)

What I mean by that is simply this: You provide your reader with "useful" information (something they find of value and are able to actually apply) but make certain that it is "incomplete" in that they can better use the information by making a purchase.

That's "useful, but incomplete." And it works like a charm.

The idea is to use your content to build up to your desired response. You provide the reader with content, and then you make an offer that allows them to fully utilize the content, gain extra insight from the content or maximize the content in some additional way.

Let me give you an example.

Let's say I wanted to promote "Products in the Rough" in a free ezine article.

This was a package of 5 "copyright-free" products with reprint rights that could be used to create unique products that only YOU controlled as the "author."

So, how could I use an ezine article to promote the package?

I could write an article that teaches how to create a "wealth funnel" (give away a free article to promote a site that sells a \$19.97 product which inside promotes a \$97.00 offer that ultimately promotes a \$297.00 product).

And, naturally, the readers of that article will need materials they can use to create that "wealth funnel."

And I just happen to know of a great package that offers those materials. ☺

Nicheology.com!

My resource box would point them to my site where I sell the package.

Or I could write an ezine article that teaches how to find the hottest topics for information products.

And then point out that Nicheology.com already has 300 of the hottest products available. My resource box points them to my site where I sell it.

See how it works?

Step 03: Turn Your Approach Into A Tips List or Tutorial

Let's use my example again. I'm going to write an article about information products that leads the reader to my site where they will (hopefully) buy Products in the Rough from me.

Here are some possible titles for my article...

"How to Create a Wealth Funnel"
"5 Hot-Selling Information Product Ideas"
"How to Create a Best-Selling Product"
"The Real Secret to Creating Wealth Online"
"How to Create Infoproducts Without Writing a Word"

It could be any of those, or one of a gazillion others that I could come up with.

That's all you need to do.

Determine your end result.

Decide how to get there with your "useful, but incomplete" approach. And then develop a list, or even a step-by-step tutorial for your article that leads the reader along.

With each new "idea" or "way" or "tip" or "step" or "strategy" that you share, you can further direct the reader towards realizing their need of your upcoming offer, and lay the foundation for them to accept the offer.

Step 04: Expand On Each Point To Build Your Content

Here's more of the easy part.

Just "fill-in-the-blanks" to complete your article.

Write 1-2 short paragraphs for each of your points. Make them good. Provide quality content. The offer you will soon make will see poor results if your information isn't useful.

Remember, you are trying to presell the reader on the idea that they are going to need your offer. If you don't provide them with quality information that they WANT to begin using immediately, then why will they want to buy what you are promoting?

Light a fire in them.

Motivate them.

Challenge them.

Give them such nuggets of gold that they want to keep mining until they hit the mother lode!

Step 05: Put On the Finishing Touches With The Five Pillars

There are five things that you should always do to finish up your ezine article. Don't skip any of them. They are all critical...

1. Polish. Re-read your article. Does it provide information that really is "useful" to the reader? And yet leaves them wanting even more? That's what you want. Polish it. Put on the wax and make it shine. It

has a very specific purpose -- make certain it has the means to achieve it.

2. Promote. Use your resource box to promote your offer. This is why we've written the article, right? Remember step one? It's time to put it into play. Give the reader what they (hopefully) are wanting... a way to maximize the information you gave them.

3. Proof. Don't do this yourself. Have a trusted friend, relative or co-worker check your article for grammatical and typographical errors. The last thing you want to do is present a poor image after sharing some high quality information.

4. Publish. Zip your new article out to your favorite list of publishers. Submit it to the announcement lists and the ezine directories. Don't forget to publish it yourself in your own newsletter!

5. Profit. If you've covered all the bases that I've mentioned, then profits are almost certain to start coming in when your ezine article is published. You deserve it. Be proud of your accomplishments.

Submit your article to ezine publishers and content directories online.

And you've given yourself another advantage that your competition simply doesn't have.

6. Develop a unique package.

I mentioned earlier that most people who obtain a "collection" or "package" of ebooks usually upload everything and attempt to sell the same "package" at their own site.

Not the best idea if you're looking to make money.

You are looking to make money, right?

Just checking. ☺

A MUCH better idea is this: create your own unique package, with its own unique title, with its own unique webpage, with its own unique salesletter.

Almost three years ago I did this very thing.

I bought HIGH TICKET reprint rights (\$650 for one license, \$900 for another license and \$900.00 for another license, plus a handful of smaller products) and put them together into a package.

I added a handful of my own short reports (I was just starting out and didn't have the slew of products I now have) and put together about 30 links to my favorite resources...

... and I started Nicheology.com.

The Profits Vault went on to become one of the hottest-selling membership sites of all time and continues to be one of my top monthly income generators.

It rivaled the Warriors as THE top marketing membership on the planet. (Interestingly enough, Allen Sells began the Internet Marketing Warriors site in very much the same way)

And it started with the very idea that I'm sharing with you right now.

I encourage you to visit the Profits Vault site and check out the salesletter and its offer for two reasons:

Firstly, it's a heck of an offer and has more high ticket reprint rights information packed into one site than you'll find just about anywhere. ☺

Secondly, it's a perfect example of how to put together a unique offer.

I don't list off a bunch of ebooks in the site. I don't use any premade sales copy that someone else gave me. I don't use pre-existing graphics.

It's MY OWN UNIQUE COMPILATION and MY OWN UNIQUE SITE.

That's why it **sells like crazy**.

And notice the keys to success: a **unique presentation** (the name, the layout, the salesletter, etc.) AND a **unique offer** (not only are the products themselves very expensive, but I added in my own exclusive content, tools, scripts, resources, software, etc.)

Okay, one more idea here to go...

7. Improve the sales materials.

"There isn't a plant or business on earth that couldn't stand a few improvements -- and be better for them. Someone is going to think of them. Why not beat the other fellow to it?" -- Roger W. Babson

One of the **MOST OVERLOOKED** opportunities to generate profits online is that of **IMPROVEMENT**.

Think about it: Once we have a "system" in place that is making money (whether it be promoting affiliate programs, selling our own products or posting auctions at ebay, etc.) what is it that we try to do? We try to **DUPLICATE** the success, instead of **IMPROVING** the success.

***If we create a great product, we decide we need another great product.*

***If we find an advertisement that pulls a great response, we find another place to publish that ad.*

***If we write an ezine article that gets a lot of attention, we write another article.*

***If we buy reprint rights to a product, we move on to the next product to buy.*

We **DUPLICATE**. That's not to say that duplication is bad, because it's not.

But, equally as important (and usually **MUCH EASIER**) and almost always overlooked is to **IMPROVE**.

And when it comes to reprint rights licenses, almost always the easiest thing to improve is the SALESLETTER that is usually provided with the product.

Most of the salesletters you receive when you buy a reprint rights license for a product are "decent" at best.

Think about it: generally speaking on "low-ticket" licenses, the author of the product isn't going to spend a lot of time and effort or put forth his best work on something that doesn't cost a lot of money.

He'll save his "killer ad copy" for products that are going to rake in the cash for him. And that's not at all unexpected.

And, as it turns out, that's a **VERY GOOD THING for you.**

Because it gives you the opportunity to improve the salesletter and make it better (something your competition is unlikely to even think of, let alone take the time to actually do)

Let's take a look at how significant this can be...

How Tweaking The "Ready-Made" Salesletter for Any Reprint Rights Product Can Quadruple Your Profit

Let's suppose you buy a reprint rights license to a product and receive a standard salesletter.

And let's suppose that the salesletter pulls a 1% conversion rate. That means that out of every 100 visitors to your site, 1 of them actually buys the product.

You're selling the product for \$27.00.

Now, you buy an ad for \$54.00 that pulls in 300 clicks. How many sales are produced? Three, right? ($300 \times 1\% = 3$)
Total sales = \$81.00 ($\27.00×3) - \$54.00 ad cost = \$27.00 profit.

Now, watch this...

Instead of duplicating the ad in other ezines, let's say before that you **TWEAK** the headlines of your salesletter and you **IMPROVE** the ad copy of the salesletter so it pulls a 2% conversion rate.

How important is that?

You may be thinking: "Not very important ... I've only raised my sales 1%."

Wrong answer.

You've raised your **CONVERSION** 1%.

You've **DOUBLED** your sales and you've **QUADRUPLED YOUR PROFITS!**

Look at the example again with the IMPROVED conversion...

\$54.00 ad pulls in 300 clicks. How many sales are now produced at 2% conversion? SIX, right? ($300 \times 2\% = 6$)

DOUBLE SALES!

But, it gets better...

Total sales = \$162.00 ($\27.00×6) - \$54.00 ad cost = \$108.00.
YOU'VE QUADRUPLED YOUR PROFITS!

Original profit from a 1% conversion was
\$27.00. Profit from a 2% conversion is \$108.00.

That's a 400% increase in profits simply by **IMPROVING the salesletter!**

See how important this is?

Tiny changes can make a BIG DIFFERENCE!

Do you think many of your competitors are doing this? Probably not.

And yet, it's a very simple way for you to make more money from any product you buy reprint rights to sell.

- Change up the headlines.
- Add better bulleted lists of benefits.
- Create a more compelling story.
- Improve the call to action.
- Strengthen the guarantee.
- Make the salesletter better.

And you'll see more profit for certain.

Closing Thoughts

Well, there ya have it ... 7 ways to make more with any reprint rights products.

You've just learned how to get a "competitive edge" and outsell your competition.

It all goes back to **MARKETING**.

The product itself creates a level playing field.

What you do with the product makes all the difference.

Use these seven ideas that we've looked at in this report. And watch your bottom line increase along the way.

Lesson #43

Affiliate Payraise – 1 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

Here's what most affiliate marketers do:

Find an affiliate program, grab their affiliate links, and plaster those links all over the Internet.

Then they wait for their big payday.

Sometimes a little money trickles in. Sometimes the affiliates do really well and make a decent living wage.

And then there are the affiliates who pull in such BIG paychecks that they have their accountant's eyes bulging out in shock.

What's the secret?

There is NOT any one secret that turns mediocre marketers into super affiliates.

Rather –

**It's a combination of little steps and tricks the marketer
Uses to get bigger commissions sell more products and
virtually
spank all his affiliate competition into surrendering.**

Okay, maybe nothing that dramatic. 😊

But, the truth remains: it's the "little things" --- often simple changes --- that can produce big-time results for affiliates. What you're about to discover are the 27 tricks the super affiliates use every day to pull down the big bucks.

And now you can use these tricks too, *starting today*, to quickly and easily generate more income from affiliate marketing.

Let's get started...

1. Look for Larger Profit-Per-Transaction Offers to Promote

It takes about as much effort to find a new customer and persuade them to buy a \$10 product as it does to find and persuade a customer to buy a product that's \$100, \$500 or even more.

I say "about" because you may find that certain lower-priced products have a higher conversion rate.

Example: Let's suppose you've found various products with 50% commissions. Now consider these figures:

- A \$20 product (\$10 commission) converts at 5%. That means that for every 100 people who see the product, five buy... and that puts \$50 in your pocket.
- A \$100 product (\$50 commission) converts at 3%. That means for every 100 targeted visitors who see the product, three buy... and that puts \$150 in your pocket.
- A \$500 product converts at a scant 1%. For every 100 targeted visitors, one person buys... and you put a fast \$250 into your pocket.

See what I mean?

Do you realize the magnitude of this simple change in WHAT you promote?

Example three from above is 500% more profit for you than example one for the exact same amount of traffic!

That should get you excited! 😊

And it should also get you thinking about WHAT you're promoting. Is it really your best option?

It may seem exciting to pull in multiple orders per day. But if you look at the "bottom line" figures, you may find that certain products put more money in your pocket with the same number of visitors.

That means you need to look for products with higher commission rates as well as looking for products with higher ticket prices.

In other words, as a general rule "75% commission" is better than "50% commission" and a product that produces "\$250" commission per transaction is better than one that produces "\$50" commission per transaction.

And if you can find a high-converting, high-ticket product with a high commission rate, hire an accountant because you'll soon have more money than you know what to do with! 😊

The point is the same: your time investment is constant. The amount of money you make for your effort doesn't have to be.

Regardless of the sales volume, your activity will remain the same...

- You'll spend the same amount of time generating traffic.
- You'll spend the same amount of time building lists.
- You'll spend the same amount of time creating presell content.
- You'll spend the same amount of time writing articles, posting blog comments, interacting at forums and all of the "marketing" stuff you do.

You'll just make more money – on average – promoting affiliate programs that offer higher profit-per-transaction numbers.

2. Seek Out Recurring Billing Offers to Promote

If you want to make a lot of money with affiliate marketing, then you need to sell more products and more expensive products to your **existing customers**.

That's because *it's easier to persuade an existing customer* to buy something else (as opposed to finding a brand-spanking-new customer and persuading him or her to buy something for the very first time).

Now here's a ridiculously easy way to make those backend sales:

Promote recurring billing products.

Just as the name suggests, recurring billing (also called "continuity") are those sales that happen automatically. The customer is charged automatically – typically on a weekly or monthly basis – and the product or service is delivered as long as the customer doesn't cancel.

It's easy for the merchant, the customer and the affiliate.

SIDEBAR: You probably have several recurring billing contracts lined up both personally and for business. Common examples include your cell phone contract, your web hosting, your monthly payments for an autoresponder, any monthly membership sites that you've joined, etc.

Here's the beauty of recurring billing products:

All you have to do is find and persuade the customer once... yet you get paid month after month for as long as the customer remains a member.

That's an easy, passive affiliate income for you!

Here are three ways to find these passive-income opportunities:

1. Go to the ClickBank.com marketplace and look for products that have a value higher than \$0 in the "future \$" category. Those are your recurring billing products.

2. **Search in Google for your niche keywords**, a search term like "affiliate program" plus other search terms like "recurring billing," "membership site," "passive income" or similar.
3. **Seek out known recurring billing opportunities in your niche.**

Example: If you're selling products in the Internet marketing field, then you already know that most mailing list managers, PLR sites, web hosts and similar offer recurring billing. So you can go directly to the main product or service providers in your niche to check for an affiliate program with recurring commissions.

Tip: Read the affiliate TOS (terms of service) and affiliate agreements carefully. While some vendors offer recurring billing to the customers, they may only pay the affiliates a one-time flat fee for the referral. You're looking for programs that pay month after month for as long as the customer remains a customer.

Again, it's all about "numbers".

Which of these is best...

- ⇒ Promoting Affiliate Offer A which sells for \$24.00 and earns you a 50% commission? Or, all things being equal...
- ⇒ Promoting Affiliate Offer B which sells for \$24.00 PER MONTH and earns you a 50% commission PER MONTH for as long as the referred customer remains active?

Doesn't take a rocket scientist to figure out "B" stands for "Better"! ☺

THE ULTIMATE MIX: And when you find a "sweet" setup that offers both (A one-time offer that backends a recurring offer), that's a huge neon sign flashing the message "Promote This One!"

EXAMPLE: A perfect example of this is the very report you're reading. Any affiliate who promotes Affiliate Payraise™ earns 50% commission on referred sales on the "front" end. Our [Affiliate Profit Plan™](#)

membership site is mentioned in this course and in follow-up messages ... if the reader buys the membership, the original referring affiliate earns 50% MONTHLY commission on the "back" end.

3. Offer Time-Limited or Number-Limited Incentives

You probably already know that one quick and easy way to beat your competing affiliates is to add value to the products and services you promote.

So while your affiliates are just promoting the offer as-is, you're giving your customers a valuable freebie if they buy from you.

Example: Let's suppose you're selling a diet book. You can offer a free diet recipe book to anyone who buys from your link. And you can bet more people will buy from your link simply because they get more bang for their buck.

But here's the problem: More affiliates are catching onto this little trick. And consumers are beginning to realize that they can go "bonus shopping" to find the best deal.

The solution?

Kick your potential customers into immediate action by offering them a time-limited or number-limited bonus.

Such as:

- **A time-limited bonus ends at a certain time** – in fifteen minutes, an hour, at midnight, 24 hours from now, etc. The shorter time the consumer has to claim the bonus, the greater the sense of urgency.
- **A number-limited bonus means the first X number of people who act now get the bonus.** This technique is particularly powerful when you provide constant updates showing how many bonuses are left. For example: *"Hurry, just 50 47 33 25 18 bonuses left!"*

Tip: Usually this is a manual process, meaning that your customers send you a receipt and you send them the bonus. You can automate this process by setting up an autoresponder in your email client that kicks back a download link to the bonus to all customers.

Here's how it works...

You create a special email address just for sending bonuses. When an email comes into this address, your email client checks that it contains certain words that are usually found on the receipt. If the incoming email matches your pre-set criteria, your autoresponder sends the download link. If it doesn't match the criteria, nothing happens (perhaps because the email is a question rather than a forwarded receipt).

So what should you offer as a bonus? Here are five ideas:

6. An ebook or special report that compliments the main product. You can even use private label rights material to create this bonus.
7. Access to a free teleseminar. (*Hint: Ask the product owner to be your guest!*) You'll also have the recorded call to offer as a bonus to future customers.
8. A video that compliments the main product.
9. Software or other tools that compliment the main product. For example, you could offer a calorie counter as a bonus to a diet product.
10. If you're an expert in the subject, offer a free email or telephone consultation.

There are lots of options available at your disposal. The important thing is this: you offer an incentive for those ordering through your link.

Firstly, it allows you to create some "urgency" by setting either a numerical or time limit.

Secondly, it allows you to offer something more than your competitors.

Bottom line: it's gonna increase your affiliate commissions!

And that is, after all, why you're here. ☺

Want me to give you a GREAT hint on how to really make this strategy work like crazy? Here it is...

Create a special report to give away, register a domain for it, write a salesletter for it and instead of creating an order link, make it exclusively available for those who order through your affiliate link.

In other words, you dramatically increase the "perceived value" of the report. It has it's own domain. It has a full salesletter that describes it and creates interest in it. Only it's not available for sale at any price.

You've made the reader "want" it, but force them to order a product through your affiliate link in order to get it.

4. Capture the Opt-In First

Remember earlier when I said it's easier to sell to an existing customer than it is to a first-time customer?

Here's something else:

It's easier to sell to a "warm" customer than a cold customer.

And one way to warm-up and pre-sell your customers is keeping in frequent contact with them using a newsletter list.

Consider this: Imagine you're directly promoting your affiliate link. If you're pulling a 2% conversion rate on a particular product, that means you're selling 2 products for every 100 targeted visitors.

What a waste!

You have 98 targeted visitors just slipping through your fingers, never to be heard from again.

Ouch! That's gonna leave a mark.

**So instead of sending your targeted visitors to the merchant's page,
you instead send all your visitors to your squeeze page.**

Instead of making a couple sales here and there, you're now building a list – and you're building relationships.

Since people buy from those they know, like and trust, your conversion rates will explode.

Plus now you're NOT wasting visitors.

If your squeeze page is persuasive enough, your freebie attractive enough and your visitors are highly targeted, you could be getting 25%, 35%, or even more of these visitors onto your mailing list!

Now instead of getting one shot to sell one product to them, you can promote as many products (and make as many sales!) as you'd like.

You can do this over and over for as long as your subscribers stay on your list. And you'll make a lot more money with this list than if you let 98% or 99% of your visitors wander away!

One of the things that I highly recommend you do in order to really get people to join your list is to...

Disclose Highly Desirable "Results"

The idea here is to inform the visitor to your opt-in page that in your special report or mini-course (I.E. Your list offer), you'll be revealing exactly how you achieved some desirable result - with the implication that they can duplicate your method if not your success.

"Here's how I did XYZ in XYZ with XYZ".

One of my favorite examples for this is my friend John Reese. If you visit his AuctionSecrets.com site you'll notice a list offer midway through his salesletter. Here's what John says...

----- Begin John's Opt-In Offer -----

As you've probably already read, I actually made over \$38,000 in PROFIT from one single auction on eBay. And I know exactly what you're thinking!

"He must have sold a car or some kind of real estate..."

If you thought that you'd be wrong!

What's even more amazing about that one auction is that it was something that I bought for \$100. Yep, 100 bucks. Not a bad profit, eh? I think that's something like over 300,000% return. I'd say that was a "good" investment.

You can learn EXACTLY how I made the \$38,450.27 PROFIT in my FREE...

5-Day Email Mini-Course, "The eBay Home Business Explosion!"

----- End John's Opt-In Offer -----

Now, I ask you, if you're even remotely interested in selling on eBay, could you possibly resist joining his list to find out how he did it? Of course not. It's irresistible. And that's the point.

You want to inform the visitors to your opt-in page that you'll be revealing some specific information on tremendous results you've achieved. And hint at some "amazing" aspect of your results. Look at John's copy, not only did he mention that he made \$38,450.27 on ONE auction, but he also stated that he did it with something he bought for only \$100. Now there is a built-in curiosity factor. Not only do I want to know "how" he did it, but I also want to know "what" he sold to do it!

See how compelling this is?

Disclosure of tremendous results + hint of an amazing aspect = irresistible urge to join your list!

Note: People are inherently lazy and want something for nothing or something very easy. (Listen, I point to myself as well on this - it's just a fact of life, all things being equal, we'd like things done with as little effort as possible.) If you can point to a shortcut you have figured out, an idea or tool for automating a process, a way to avoid a troublesome mistake or the ability to get someone else to do it for you, you'll have a very powerful motivating factor for getting people to subscribe to your list.

5. Negotiate a Higher Commission Percentage

You've found a great product that your subscribers and visitors love. You're getting a good conversion rate. And you've made a lot of money for both you and the vendor.

Here's a quick and easy way to make even more money:

Ask for a "raise" from the vendor.

In other words, negotiate a higher commission percentage.

Now here's the key to successful negotiations: You need to have a bargaining chip.

If you're just some affiliate walking in off the virtual street and asking for a higher commission rate, the vendor will probably blow you off.

But *you* are NOT an average affiliate.

You have a proven track record with this vendor's product. He can look at your past sales and see how much money he'll lose if you walk away. And so he may just decide to give you that higher commission rate.

Bam, just like that, you're making MORE money. Sweet.

Here's an email template you can swipe and tweak...

SUBJECT:

[Vendor's Name], quick question about [name of affiliate program]..

Dear Mr. / Ms. _____,

[Your Name] here, thanking you for the most recent commission check I received in the amount of [\$XXXX]. I always appreciate your timely payments.

There's another reason I'm writing to you today. Namely, because I'd like you to consider offering me your "preferred partners" commission rate of XX%.

Here's why: For the last three months I've delivered to you an average of XX new customers and \$xxxx in profits - and that number is growing. I think you'll agree that offering the preferred partners rate is a good investment for you, especially when you consider your backend profits.

Hit reply or call me right now at XXX-XXX-XXXX to discuss this. I look forward to hearing from you!

Sincerely,

[Your Name]

P.S. My affiliate username is [enter name/id number]. Please check the stats for yourself and get back to me at your earliest convenience.

Thanks again!

To be sure, some people will not offer you a higher commission, but some will. And let's say there are 10 "offers" out there in your chosen market that all are worthy of your attention as an affiliate. You ask each of the owners for an increase in commission percentage and you actively focus your efforts on whoever says "yes".

Tip: Some vendors will give you a higher commission rate across the board, especially if you have a proven record of sales. So you may get a special link so every sale you make from now on is worth more money.

If you don't have a proven track record (yet) you may consider asking for a special commission rate when you reach a certain sales level each month (e.g., after you sell so many products). Some vendors may give you the bonus across all sales, while others may only give you the bonus commission on each sale you make above a pre-set number.

6. Drive More Traffic to Your Affiliate and Squeeze Page Links

Originally I was going to leave this one out of the report simply because it's obvious. However, the report would be incomplete without it, because one valid way to increase your affiliate commissions is to increase your traffic.

Let me be blunt: Affiliate marketing is a numbers game.

If you want to make more money, you're going to have to massage one of the numbers. We've talked about a number of tips to increase your numbers, such as by massaging the conversion rate (by building a list and relationships first), and boosting your commission rate.

Now here's another number that's easy to manipulate: Namely, by –

Increasing the number of targeted visitors who see your offer.

Makes sense, right?

If you're making \$100 for every 100 visitors, then an easy way to make more money is to get your links in front of more people.

If 500 see your link this month, you make \$500. If 5000 see it, you make \$5000.

And so on.

There are dozens of ways to drum up more traffic, including (but not limited to):

- Using content marketing such as article marketing, blogging, etc.
- Working with joint venture partners.
- Taking advantage of media marketing, including social networking, social bookmarking, and submitting your content to sites like Squidoo.com and YouTube.com.
- Creating and distributing free reports, free videos and other viral pieces.
- Getting traffic from the PPC search engines as well as the organic search engines.
- Distributing press releases.
- Building your mailing list.
- Blogging.

And so on.

More traffic = more commissions. End of story.

7. Join Two-Tier Affiliate Programs and Recruit Others

With a typical one-tier affiliate program, you get paid a commission for every product you sell.

With a two-tier affiliate program, you get paid a commission for every product you sell PLUS you get paid a smaller commission for every product someone in your downline sells!

Here's how it works...

You promote your affiliate links as usual to make money selling the product. But you also go out and recruit other affiliates into the program (and they become part of your downline).

It's a nifty way for you to make a passive income – and you're essentially making money on the back of your competing affiliates!

Tip: To find two-tier affiliate programs, run a search in Google for your niche keywords alongside terms like "two tier affiliate program" or "multi-tier affiliate program."

Ideally you'll want to look for affiliate programs that give a generous commission to the top tier and a significantly smaller commission on the second tier. For example, the second tier may only have a commission rate of 5% or 10%.

The reason you're looking for a smaller second-tier commission is so that you're not recruiting affiliates who have a primary goal of recruiting other affiliates. No one makes any money if everyone focuses on recruiting people and no one is actually selling the product!

Instead, you want people to focus on selling the product – and the way to do that is choose programs that pay 40%, 50% or more on first-tier sales.

Or, you can join a two-tier affiliate program that is "closed" and only available to customers / members. That way, those you refer to the program MUST join through your affiliate link and get others to likewise BUY (getting you a second tier commission) when THEIR referrals join.

Either way, you're getting paid on work others are doing!

8. Write eZine Articles That Specifically Promote an Offer

Writing and submitting ezine articles is a great way to drive targeted traffic to your site. And best of all, each of your articles can draw in traffic for weeks, months and even years after it first goes live online.

Most article marketers create informative yet generic articles, which they use to drive traffic to any number of affiliate links or even their own squeeze page.

But here's the thing:

Sometimes your prospects need to be lead by the hand and shown the exact solution to their problem.

If he spends even five minutes researching, he'll see an overwhelming number of solutions to his problems.

Sometimes even the same article may recommend multiple solutions. It's confusing.

That's where your specific article comes in.

You take the position of a strong leader, take your prospect by the hand, and confidently lead him to the best solution.

He doesn't even have to think about it because you're showing him what product to choose.

That's one possibility.

Sometimes, however, your prospects are also looking for specific information about specific products. They may be on the verge of making the buying decision, but they need confirmation from someone else.

Your product-specific article can serve as that confirmation... which means you pocket a quick commission!

Tip: There are plenty of places to submit your articles online. One of the best places is

EzineArticles.com. Other directories include IdeaMarketers.com, Buzzle.com, GoArticles.com, and ArticleCity.com. If you have more than one article, then set up a Squidoo.com lens or a HubPages.com hub.

Let me give you three examples to show you what I mean:

Example #1: You create an article titled "How I Improved My Golf Score In 30 Seconds!" Then the article gives the reader tips and tricks for improving the golfer's stance and swing. It ends by talking about how the biggest improvements came when you used Brand XYZ golf clubs.

Note: Naturally, DON'T use an example like this if the clubs don't actually improve your game.

Example #2: You create a "how to" article that gives people the secrets of growing big, tasty tomatoes. The article takes the reader through all the steps of planting, nurturing and harvesting. The money-maker? Your article explicitly recommends the reader buy "Tomato Tree" plants in order to get good results (and you provide your affiliate link, of course).

Example #3: You create an article that provides useful but incomplete information about how to save a faltering marriage, "Seven Ways to Save a Marriage." The article gives the reader a good starting point, but she'll need to purchase the "Save a Marriage" book through your affiliate link to get all the information.

You get the idea.

And this can literally work for any market and niche. In other words, it can work for you. ☺

9. Write Case Studies Showing How You've Achieved Results Using the Product

People are looking for social proof.

They want to see that other people have used and enjoyed the product.

But here's the thing – most of the social proof your prospects see is absolutely lame. They'll see a review for a diet book that says, *"Fast read! I love this stuff!"* They'll excitedly read one affiliate's opinion on an affiliate marketing book only to find it says, *"WOW! This is truly amazing! I know I'll make a gazillion dollars with these tips!"*

Your prospects AREN'T looking for a thriller (otherwise they'd be reading Steven King). They aren't looking for theory. Instead –

They [your prospects] are looking for real proof that the product/service does what it's advertised to do.

That's where your case study comes in.

Instead of just writing a review that reads like an 8th grade book report, you use the product and report your results. And you back up your case study with other forms of proof whenever possible, such as before and after pictures, videos, screenshots, etc.

Examples:

- If you're creating a case study for a weight loss book, give a week-by-week account of exactly how much weight you lost, the strengths of the product and the product flaws. Be sure to post before and after pictures and measurements.
- If you're creating a case-study for a dog training book, video tape yourself training your dog using the method. Then edit the tape to show how well it works (without giving away the product's secret).

Remember, the more specific your case study, the more credible it will be – and the more money you'll make in affiliate commissions!

Lesson #44

Affiliate Payraise – 2 of 3

By

**Mark Thompson
&
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<http://www.AffiliateProfitPlan.com>

Continuing from last week...

10. Pick the Right Offer to Promote

Vendors and affiliate managers are going to work hard to get you on their virtual team of sales people. The sales copy on some of the affiliate pages will be nearly irresistible, promising big commissions and loads of sales. They'll have you thinking about buying a new sports car or going on an exotic vacation with all your commissions... and this before you even join the affiliate program!

What you need to do is cut through the hype to find the very best offers to promote.

Doing so will not only put more money in your pocket, it will also lighten your workload and protect your reputation.

Here's what to look for:

- ➔ **Good support.** Send an email to the affiliate manager (or call them if they have phone support). Is there someone on the other end promptly and courteously answering inquiries? If so, that's a good sign.
- ➔ **Proven track record.** Spend a few minutes with your friend Google to dig up everything you can on the product and the vendor. You're looking for someone who has a good history and a solid reputation.
- ➔ **Training materials.** Even if you're an expert affiliate marketer, take a peek inside the affiliate program area to see if they provide training materials for affiliates. If so, that's a sign that they care about their affiliates and your success.
- ➔ **Pre-sell content.** Look for affiliate programs that provide emails, solo ads, classified ads, banner ads, articles, reports and other pre-sell content you can use.
- ➔ **High conversion rate.** You can ask the vendor for the conversion rate. But the only way to know for sure is to test it for yourself.

Tip: A PPC campaign is a fast and easy way to test a new product's conversion rate.

- ➔ **High commissions.** If you're selling physical products or services, you can't expect commission rates much over 10% or so. But if you're selling digital products, then look for commission rates of at least 50%.
- ➔ **Backend commissions.** Some products offer one-time-offers or other upsells. Check to see that you get credit for those, too.
- ➔ **No sales leaks.** Finally, make sure the sales page and the vendor's sales process doesn't have any sales leaks. For example, make sure the sales page doesn't have an alternative payment method (such as phone or through a different payment processor) that would cut out your commission if the customer uses it.

Drop by Google.com and do a little research. Ask around at your favorite forum for recommendations on top affiliate program offers.

11. Create an Asset That Promotes Multiple Related Offers

A couple tips back I suggested that you write ezine articles to promote specific products. Now here's another idea:

Create ezine articles, videos, reports or other assets that promote multiple related products.

Example #1: Let's suppose you're promoting gardening products. You might create a short report all about the best gardening tools and how to use them, along with links to the products. This particular report might include links to gardening gloves, a trowel and a watering can.

Example #2: Or take the example of an Internet marketing report. You might create a guide for beginning marketers that tells them how to choose a domain name, how to choose a web host, how to change the domain's nameservers to point to the host, and how to get an autoresponder up and running fast. Naturally, you'd use affiliate links to point to the domain name registrar, web host and autoresponder service.

Remember, you do NOT want to promote multiple similar products in these reports or articles. (You can do that in a product comparison.) Instead, promote multiple *related* products, all of which the readers needs to follow the "how to" instructions you laid out in your content.

12. Develop Your Own Ads and Content

Think about this from your customer's perspective.

If she's on a lot of mailing lists, and/or if she's doing some product research, she's bound to run into many affiliates who are all promoting the same product.

Problem is, she's going to run into the same ads over and over. And if she's on multiple mailing lists, she's going to get the exact same email repeatedly.

Eventually she's going to develop ad blindness for all these similar ads. And when she sees that same email coming into her inbox, she'll delete it.

Do you see the problem?

If you use the same ads and content as everyone else – AND if you're not one of the first your prospect encounters – she won't be buying from you.

That's why you need to develop your own ads and content.

➔ *Truth be told, some people get downright angry when they see the same ads coming in from multiple affiliates ... and they'll even unsubscribe from your list and stop visiting your blog if they are one of these people who get offended!*

If the affiliate vendor provides pre-sell content, you can use it as a base for your own materials.

Here's how:

Tip #1: Rewrite the email subject line. Your subscribers will decide whether to open your email (or not) based largely on your subject line. If you use the same subject as all the other affiliates, your email will get deleted without getting opened.

Likewise, if you're posting a sales letter on your blog, change that headline (as the headline is the most-read part of a sales letter, and thus will be most recognizable to your prospects).

Example:

Original subject: Saving money in a recession...

New subject line: Who Else Wants to Sock Away a Lot of Money This Year?

Tip #2: Personalize the greeting. Most sales materials start with "Dear Friend" or similar. If you're sending the pre-sell materials to your email list, then personalize this greeting (e.g., "Dear [FirstName]"). If you're posting the letter on your blog or elsewhere, then make the greeting more targeted, such as "Dear Sunday School Teacher" or "Dear Dallas Cowboys Fan."

Tip #3: Change the opener. Here's where you can really write from the heart and make this ad your own. If you've had experience with the problem – or if you know someone who has – tell the story (which will help the reader identify with you). Or you can use the opener as a product review. Either way, make it your own... in your own voice.

Tip #4: Tweak the bullet points. The bullet points are where you lay out the benefits of the product. Tweak them to make

them yours (in much the same way you tweaked the headline/subject line), while retaining the overall benefit.

Tip #5: Change the P.S. Right after headline, the P.S. is often the most-read part of a sales letter. Tweaks yours to create urgency and/or to reiterate the main benefit.

Example: P.S. If you hurry you can still grab your membership for a fraction of what others are paying. Click here to get started...

Another option: You can instantly separate yourself from the other affiliates by writing your own ads.

Note: When you write your own ads, they're in your voice. They're from the heart. They include your opinions, case study results and perceptions. And that means more sales.

13. Track Your Campaigns and Tweak Your Ads

Imagine making more money without driving more traffic or promoting more products. Easy, right? And yet hardly anyone does it.

That's because most marketers just skip over the whole idea of testing and tracking.

Here's how it works...

You pit two ads or two parts of your marketing campaigns (such as your pay per click keywords) against each other to see which one performs the best.

You drop the loser and tweak the winner to see if you can make it even better.

The key is that you can only change ONE element of your ads, sales letters or campaigns, while holding all other variables constant.

It's the only way to know for sure what caused the change in your conversion rate.

Tip: The exception here is if you use multivariate statistical testing. But since that's for advanced users, you can just stick with simple split-testing.

Here are two examples:

- If you're testing ad headlines, then the ONLY difference between your two ads should be the headline. The body copy, links, traffic sources and everything else should be the same.
- If you're testing your Google AdWords keywords, then the ONLY difference should be the keywords. The ads and landing pages should be exactly the same.

How do you do this? It's easy when you have the right tools.

You can use a split-testing script (also called an A/B script), feed the two versions of your ads or sales letter into the software, and then analyze the data after 30-50 actions (actions means sales, opt-ins, or whatever it is you want people to do).

[Google Analytics](#) provides a powerful yet free tracking service – [Google Website Optimizer](#). You may also consider a paid script or service such as those available at [eBizMastermind.com](#).

Once you've chosen a tracking script or service, here are a few things you may consider testing:

- If you've written your own sales letter or you have "pre-sell" sales letters, then first and foremost test the headlines. You can also test the subheadlines, opening paragraph, the P.S., the call to action and the guarantee.
- Test the headlines, body copy and call to action on all classified ads and similar.
- If you're using PPC marketing, test the keywords, ads and landing pages.
- If you're doing email marketing, test your email subject lines as well as the other elements in the body of the email.
- Test your traffic sources to see which give you the best results.

- Test your affiliate links to see if you do better with a cloaked or uncloaked link. (More on this later.)
- If you're placing classified ads, ezine ads and similar, test the days you place the ads (as well as the publications themselves).

14. Negotiate a Special Deal for Your Contacts

Allow me to let you in a little secret:

Your subscribers want to feel special.

And if you can make them feel special, you'll pocket more money (and have a warm, fuzzy feeling inside.) Period.

Now you take that little psychological trigger and add it to the fact that people also like to get the most bang for their buck. (Which is why we've talked about adding value to offers.)

Feeling special + Adding Value = Big Commissions (and fierce customer loyalty)!

You can accomplish both at once simply by negotiating a special deal through the vendor.

Example: You may get a special discount or bonus package through the vendor that's only available to your customers. And then you need to be sure your customers know this deal is an exclusive deal just for them (which is when they start feeling special).

Tip: The vendor sets this up on his end and gives you a special affiliate link to promote. Just as with negotiating a higher commission rate, it's best to come to the bargaining table with a bargaining chip. If you've proven yourself as a valuable affiliate to

this vendor with your other promotions, he'll likely be eager to work with you.

Here's an email template you can swipe and tweak:

Subject: [Vendor's Name], my subscribers want to be your customers...

Dear [Vendor's Name],

[Your Name] here from [name of your blog/website]. I'm interested in promoting your [product name] offer - and I know how to send at least X# of new customers to you. But I need your help...

You see, my [type of niche] subscribers routinely buy from me because I offer the best discounts and bonus packages in the niche. I've already lined up a bonus to give them when they order [name of product]. Now what I'm asking from you is to extend a limited-time discount to my subscribers.

It's a win-win-win situation. My subscribers become your supremely satisfied customers. And you'll have one of your biggest sales days since my subscribers will scramble to get their hands on this offer.

Hit reply or call me at [your phone number] right now so we can discuss the easiest way to do this. Thanks in advance!

Sincerely,

[Your Name]

P.S. The last time I made an offer like this to my subscribers, I ended up getting a 9% conversion rate. Your product and sales page are better, so I'm sure you'll enjoy an even bigger response rate!

Here's an added bonus: If you tell your subscribers that this special deal is "just for them," they often share the link with others. And that means even more sales for you!

15. Stick With It and Build Momentum

I see it all the time.

New affiliates on forums and blogs say things like, *"I've been at this for two weeks and I haven't made a dime. I quit!"* And then they run off and chase the next bright and shiny thing that catches their eye.

Listen, affiliate marketing success doesn't happen overnight. I know you've seen the ads from folks who claim you can make truckloads of money almost instantly, but that's rare.

Instead, you need to build your business the good old-fashioned way: **Patiently and consistently.**

It takes time to build momentum.

It takes time to find and research good products.

It takes time and patience to build up your marketing campaigns to the point where you're seeing results.

Example: Let's suppose you're using article marketing. And let's suppose you have a handful of articles out there that are pulling in 25 visitors per day for you. If you're dealing with a 1% conversion rate, you may go many days without seeing a sale.

But if you keep writing and submitting articles, your traffic will grow over time - and so will your mailing list AND your bank account. Then start adding other marketing methods, and you'll see your income grow even more!

Think of your new affiliate marketing business like a seed.

You've planted it. You're watering it. Eventually it will sprout (that's the glorious day when you get your first sale). And then one day it will start growing (that's when you start pulling in regular sales). But if you shove it in a dark closet and stop watering that little seed, it doesn't have a shot at sprouting or growing.

Bottom line: Give it time.

How does this translate into an increase in commissions? Two critical ways...

- 1) You actually see commissions in the first place!** *Instead of quitting before you get any commissions (it happens all the time), if you stick to it you'll see those initial results from your marketing efforts in the form of referral sales. But, not only that...*
- 2) You'll get bigger long-term results!** *Affiliate marketing is like popcorn. It starts out with a few pops. In time as you continue providing "heat" (IE You continue to market!) you begin hearing "pop pop" and soon there is a lot of "pop pop pop pop" as sales start to multiply.*

16. Create Piggyback Reports and Get Others to Distribute Them

You're an affiliate marketer. That means you're used to getting paid to promote other people's products.

But what if you could get paid to have OTHER people promote your affiliate links for you?

Talk about double dipping. You'd sign up in about two seconds, right?

And that's the whole concept behind piggyback reports. Here's how it works...

You find a hot product, especially an expensive one that's still in the pre-launch phase. I'm talking about one of those \$500 or \$1000 home study courses that gets everyone in the niche buzzing.

Now here's the thing...

Everyone is talking about. People are just about drooling over the product. And yet not everyone is going to buy the product on launch day.

That's where you come in.

You create a short report on the same topic and price it for cheap, somewhere in the range of \$20 to \$50. (You're aiming your report at the same overall market, but at a slightly different segment.) And because everyone is already talking about the topic, this puppy will practically sell itself.

Next, you recruit a team of affiliates to sell your report for you.

You'll want to offer a generous commission – at least 50%, but you can and should consider offering more. That's because your report includes affiliate links to the home study course...and YOU will be earning affiliate commissions for it!

So the more people who buy and read your report, the more money you make!

VARIATION: You can offer resale rights licenses to this report and let other people sell it to their lists for 100% of the profit ... they get a lot of sales and you get your affiliate link embedded in the report for all of their customers to see! More on this later.

17. Start a 30 Day Free Training Program to Promote Offers

This little tip benefits you in two profitable ways:

1. Since you're delivering your course via autoresponder, you get to build a mailing list - and you get to start building a solid business

relationship with your subscribers. That means more commissions in the not-too-distant future.

2. You get to start pocketing commissions almost immediately since you're recommending products throughout your 30-day course.

Earlier I gave you an example of how to write an article or short report that includes affiliate links to products and services. You're doing exactly the same thing here, except that you're breaking up your content into shorter daily lessons.

Let's go back to the example of teaching a new online marketer how to set up his business. Instead of spilling the beans in one report, your 30-day course might look something like this:

Day 1: Choose a domain name (include tips on choosing a domain name, plus an affiliate link to a domain name registrar).

Day 2: Choose a web host (include tips on choosing a good host, tell the reader how to change over their domain nameservers and include an affiliate link to a web host).

Day 3: Getting the autoresponder set up (include tips about how to choose an autoresponder, include an affiliate link to your recommended service, and teach readers how to create the initial message series).

Day 4: Write your squeeze page (include tips for writing good sales copy, plus include an affiliate link to a copywriting ebook where they can learn more about how to write good copy).

And so on. You're providing valuable step-by-step content every day... and yet you also get a chance to earn commissions every day, too!

Here are three other examples to get you thinking about what kind of course you can offer in your niche...

Example #1: "30 Days to Better-Behaved Kids"

Example #2: "How to Drop a Dress Size in Just 30 Days"

Example #3: "How to Find Your Soul Mate in 30 Days (or Less)!"

Every step of the way --- every day of the way --- you give them an action step to complete which includes the option of purchasing an item on some days and a MANDATORY item to be purchased on other days.

Affiliate commissions will follow!

18. Become an Affiliate Broker

Way back in Tip #7 you discovered that you could boost your affiliate income by joining two-tier affiliate programs. Doing so allows you to make money even without selling products.

Now imagine this...

**How much money would you make
if you were the ONLY person on the top tier?**

Imagine if every other affiliate was in your downline, meaning you got a commission whenever someone made a sale. Can you say easy money?

Good news: That's exactly what it's like when you become an affiliate broker!

Here's how it works...

If you have a lot of connections with affiliates and other marketers in your niche (or if you're willing to build those relationships), you can promote yourself as the "go to" guy or gal for marketers looking to build a big team of affiliates fast.

You offer to introduce product owners to your contact list of affiliate marketer. In exchange, you get 25% to 50% of total profits for the sales your "downline" makes.

The exact percentage you pull down depends on the product owner, of course.

However, it also depends on exactly what you're bringing to the bargaining table. If you simply help the product owner build his list of affiliates, expect to commissions on the lower end.

But if you go the extra mile, such as managing an affiliate contest or motivating and organizing the affiliates during pre-launch, you can expect to grab a bigger share of the profits.

Either way, you're making good money... and you don't even need to sell the product!

To Be Continued Next Week

Lesson #45

Affiliate Payraise – 3 of 3

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continuing from last week...

19. Minimize Theft by Cloaking Links

Sometimes when you're promoting a product, other affiliates will recognize your affiliate link and replace your affiliate ID with their own.

Then when they buy the product, they get the commission – and you get a big, fat NOTHING. Sad but true.

But here's something else...

Sometimes it's not the affiliates swiping your commission. Sometimes it's the prospects, because they cut off your affiliate ID at the end of a link so that they bypass your link and go straight to the vendor's page.

Maybe they think they'll get a better deal that way. Maybe they hate the thought of someone making money just because they clicked on a link. Or maybe they think aliens will abduct them if they click on your link. (Ok, I made that last one up – but you tell me why prospective customers chop off affiliate links!)

**Anyway you slice it, you're losing money.
And that's why you need to start hiding your affiliate links.**

One of the easiest ways to do it is to purchase a new domain and make the index page of that domain forward to your affiliate link.

You can also just use one of your existing domains, create a new page on that domain, and redirect that page to your affiliate link.

Either way, it's called a "meta refresh". And all you have to do to make it work is to copy and paste this little piece of code into the head of the HTML page:

```
<META http-equiv="refresh"
content="0;url=http://www.yourafflink.com">
```

(Just be sure to replace "www.yourafflink.com" with your actual affiliate link.)

If you'd rather use a third-party service for essentially the same function, try TinyUrl.com.

Here's another bonus: If you're promoting an affiliate program that closes down, you want have dead links floating all over the Internet (in ebooks, reports, videos, articles, blog posts, etc).

Simply change all your redirect links to point to a different (but similar) product. And just like that, you save thousands of dollars in commissions!

Sometimes increases mean minimizing decreases. In this case, you can earn more affiliate commissions by minimizing the loss of commissions through theft and bypasses.

20. Create a Licensing Product

Back in Tip #16 you discovered how to capitalize on someone else's buzz by creating a piggyback report.

In addition, you found out that you can actually get others to distribute your report (and affiliate links) – and you get paid to do it – when you recruit your own team of affiliates.

Now here's yet another way to get paid while having others distribute your links: Sell your report with resell rights, master resell rights or even restricted private label rights (PLR). That way –

You get a nice chunk of money upfront selling licenses, plus you get a backend income from all your affiliate links floating around in cyberspace.

Here's what those terms mean:

- **Resell Rights (RR)** means that the person who owns the rights can sell the product itself to end users (customers/readers) only. The marketer does NOT have the right to pass the resell rights on to anyone else.

These books hold their value better because only a limited number of people will ever have the right to sell them. As such, you can generally charge more for the licensing rights, because people can only obtain these rights through you.

- **Master Resell Rights (MRR)** means that anyone who buys the book can use it for the personal pleasure, PLUS they can resell it to others. So anyone who buys it has the opportunity to make money with it. While these books don't hold their value, this model is beneficial to you (the product creator) because you'll have more people buying and selling your product.
- **Private Label Rights (PLR)** products are those that can be edited as well as resold by those who buy licenses. Since you want to keep your affiliate links intact, you'll want to restrict what others can change in the book.

It gets even better for two-tier programs!

This model works particularly well when you're promoting affiliate products with a two-tier affiliate program.

Instead of keeping your affiliate links intact, you can make the resell rights more attractive by allowing license holders to rebrand the book using their own affiliate links.

Here's the catch: They have to join the affiliate program through your link. And that means you'll get a commission every time one of your license holders makes a sale!

Or, here's another idea –

Even if it's a "one-tier" affiliate program, you can still let others put their affiliate program into the product you are licensing. Just be sure to include an advertisement for you blog in a prominent place and require the licensee to keep it intact when they distribute.

You've got instant promotion for your blog going everywhere that product goes!

21. Send Out Flyers to Your eBay® Customers

If you're selling anything on eBay® – even information products – then you need to ship it to your customers.

And that gives you an opportunity to include flyers (with product ads and affiliate links) in all your shipments.

If you're not currently selling anything on eBay®, DON'T skip this advice. That's because *online auctions are a great way to build a customer list.*

Tip: What makes this tip so powerful is that you're getting your affiliate links in front of proven buyers – and you're doing it in a way that's not so easy to ignore.

You see, people get tons of emails every day. Their spam filters won't let your emails land in their inboxes. And even if your email does slip through, the sheer volume of other email in your prospect's inbox means there's a chance your email won't get read.

The solution: Find other ways to reach your prospects and customers to improve your chances of getting your marketing messages read. Postal mail is one way to do exactly that.

You don't even need to make a profit on the front end, because the goal is to make money on the backend with your flyers.

For example:

- You sell tools needed to clean ancient Roman coins. In the shipment you include a discount coupon for a bag of un-cleaned Roman coins.

- You sell "consumable" items like dog treats. You include a flyer that shows the customer where to buy more when she runs out.

Tip: If you make your package insert useful, the customer is more likely to hang onto it. For example, include a refrigerator magnet with a calendar (that's useful) as well as your website URL.

- You sell a "Beginner's Guide to Internet Marketing" ebook, which you ship on a CD. You include an ad on the CD as well as a flyer in the package that points customers towards related materials, such as a search engine optimization course, a copywriting course, etc.

22. Spend More Money on Advertising to Produce Greater Results

Do you consider paid advertising an expense or an investment?

Chances are, if you consider it an investment, then you already have a healthy ad budget and you're not afraid to use it. But many affiliate marketers see advertising as an expense.

A black hole that swallows money. Something that just shrinks the bank account.

Guess what? It's NOT.

If you're choosing your advertising venues carefully – and if you're tracking and testing your ads – then advertising is an investment.

You may find a return of \$1.25 for every dollar you put into advertising. Or maybe you'll make \$2 for every dollar. Or \$5 for every

dollar you put into ads. And those figures are better than the paltry interest rates you get at the local bank.

So where should you spend your ad dollars?

Again, you need to track and test to find out what works best for you. But some of the best venues include pay per click (PPC) marketing, classified ads, and ezine ads.

23. Start a Co-op Partnership

You may look around at all the other affiliates in your niche and assume that those folks are your competition.

For the most part, they are. But they don't have to be – not when you join forces with them for mutual gain. And one way to do that is by forming a co-operative partnership.

There are plenty of ways you can join forces with your fellow affiliates. Here's one of my favorite ways...

Pull together a group of three or four other affiliates in the same niche. Together, write a report on a niche topic.

Example: Each of you can write one chapter. Then promote four or five different products in the report. Each affiliate gets one link in the report.

Now the key to making this strategy work is that each affiliate must also agree to promote the report.

All affiliates can distribute this report free of charge to their subscribers, customers, blog readers and other visitors.

You may even pool your money to create an ad budget to distribute this report through paid advertising venues such as pay per click (PPC) marketing like Google AdWords, paid press release distribution, classified ads, etc.

Simple.

And yet everyone gets a far bigger return as compared to the relatively small amount of money and effort they put into the project. Of course you DON'T need to limit yourself to doing reports:

- You can do videos that you post on YouTube.
- You can create live teleseminars and give your subscribers access. Then you can record the call and make it available for download to those who didn't get in on the live conference.
- You can create free (or even paid) weekend workshops where each of you take the stage for an hour or two. Then you sell your products in the back of the room. You may also pass out flyers with your affiliate links.

And of course you don't even need to do big projects like this. You can do simple things like exchange articles and post each others' articles on your respective blogs.

Point is, you can all make more money if you're cooperating rather than competing.

24. Be More Productive

Do you want to make more money in LESS time? (Who doesn't, right?)

Then listen up – you need to learn how to be more productive.

Think about the time you spend online "working." Is it 100% productive? Or do you find yourself checking your email, watching YouTube videos, browsing forums and engaging in other distractions. And worse yet, do you always find a way to rationalize away these distractions as part of your business?

You need to put a STOP to these time-wasting distractions.

You may find that if you put forth 100% effort during the time you spend at your computer, you could pull in more money in just a fraction of the time. Here are three tips to help you do exactly that:

- 1) Create weekly and daily to-do lists.** The best way to keep on track is to create weekly and daily to-do lists. Then commit to staying focused on your work until you've crossed everything off your daily to-do list.
- 2) Cut out distractions.** If you have a problem with checking your email, browsing forums, etc., then close those unnecessary windows while you work. If you're doing something that doesn't require you to be online, grab your laptop and go someplace where you can't get online.
- 3) Concentrate for a set amount of time.** Set a timer or alarm for 20 or 30 minutes and work straight through until the timer/alarm goes off. Don't check your email, don't get coffee, don't pet the dog. Just work. Then take a five minute break. Rinse and repeat until you're done with the day's to-do list.

You may not realize this, but as a general rule those who are the top affiliates are those who are the most productive affiliates.

It's true.

Instead of "wasting" time on activities that truly don't enrich your life (and certainly don't help build your business) stay on track with simple scheduling and planning strategies.

You'll find that you get a lot more marketing of your affiliate link done than ever before. And the proof will be in the size of your commission checks.

25. Know Your Audience

Your subscribers are hungry for certain products and services. And when you advertise those products and services in a certain way, it's

like flipping a money switch that gives you almost unbelievable conversion rates – and commissions.

In short:

The easiest way to boost your affiliate income is to place yourself squarely in front of the money.

Once you've figured out types of products, services and offers appeal to your subscribers, you can feed them similar offers, content and triggers.

See, here's the thing: Some affiliate marketers try to give their subscribers what they need. But if your subscribers don't also WANT the product or service, they won't buy it. Period.

So don't even bother giving them what they need.

Instead, give them what they want.

And once you discover which products and services they want with a rabid passion, deliver more of the same.

Tip: Testing and tracking is the only way to know for sure which offers and products your subscribers respond to best. For example, you can split your list in half and send the exact same email to both lists – with the only difference being that you're sending the groups to different (but similar) products.

Aside from directly testing offers, the other ways to find out what your subscribers want includes eavesdropping on niche forums, reading product reviews, finding out what the bestsellers are on ClickBank.com and elsewhere, etc. You can also come right out and ask your readers what they want (i.e., survey them).

Here are five questions to ask your subscribers and prospects:

1. What frustrates you the most about [niche problem]?

Example: What frustrates you the most about housetraining your dog?

2. What [niche topic] questions would you most like to see answered?

Example: What French cooking questions would you most like to see answered?

3. What would your ideal [type of product] do/look like?

Example: What would your ideal membership script do - what functions would it include?

4. What [type/niche] products have you purchased in the past three months?

Note: Here you may provide a list of hot products in your niche, along with an option to write in the ones they've purchased that you didn't list. Ideally, you'll also want to include follow up questions asking them what they thought about these products. You can then promote the products that your subscribers like, while finding other products to promote that are improvements over those products your subscribers didn't like.

5. Which products have you recently considered purchasing?

Example: What organic gardening books have you recently considered purchasing?

Note: As a follow-up question you may ask them why they haven't purchased the product (even though they've thought about it). Knowing why they didn't purchase will help you improve your promotions.

The important thing is to know your subscribers, customers and site visitors.

If they hate ice cream, it's pointless to keep promoting ice cream. But, if you find that they love chocolate cake you can keep offering them chocolate cake over and over again with confidence that they'll continue buying.

Obviously, I'm speaking illustratively. But the point is the same: you increase affiliate commissions by promoting things your network WANTS.

26. Build a Solid Reputation Within Your Community

Imagine this...

Some guy runs up to you on the street corner, grabs you by your shirt collar, presses a DVD into your hand and says, "*You MUST buy this DVD. Right now! You can't live another moment without it!*"

Would you buy it?

Probably not. Heck, you'd probably hustle yourself away from this weirdo just as fast as your little legs will carry you.

Now here's Scenario #2...

You're walking along the same street. Someone calls your name... and you're happy to see a friend coming up behind you. He presses a DVD into your hand and says, "*You would LOVE this DVD.*" Then he explains why.

Now would you consider buying the DVD? You bet you would! And that's because someone you know, like and trust just recommended it to you.

Your business relationships are no different.

**People buy from those they know, like and trust...
and they ignore the desperate-sounding marketers
who are running all over the place screaming about products.**

Customers ignore the marketers who care more about themselves than they care about their customers. And they ignore anyone who seems more concerned about making money than solving problems.

That means you need to start building relationships – and trust – online.

Your newsletter will help you do that with your subscribers. But you can also interact with your prospects and customers elsewhere online, such as on your blog, on niche forums, and on social media sites like [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com) and similar.

Show your prospects and customers you care about them. When you recommend a product, recommend a GOOD solution (not just the one that pays you the biggest commissions). Be honest in your reviews.

When you do all that, trust grows. And so do your affiliate paychecks.

27. Outsource It All

Your time is money. And so every moment you spend slaving away in front of your computer is a drain of several dollars on your bank account.

That means that if you get someone else to do the heavy lifting for you, then you'll not only have more free time... you'll also have more money!

Yes, I know – this requires a mindset change. You can't look at yourself as an employee any longer. You can't trade your time for dollars. You can't spend hours working on something that a professional could do for you faster and cheaper.

Consider this...

Let's suppose you need to create a free report. You're not a fast writer (maybe not even a very good one), so you know it will take you about 25 hours to write the report.

Now let's suppose you can farm out this same report to a ghostwriter for \$200. Is it worth it? You bet it is!

If it takes you 25 hours to write the same report, then you're basically saying your time is worth LESS than \$8 an hour. If you really think your time is worth eight bucks an hour, then you can do just as well working at the corner convenience store.

See what I mean?

Your time is worth more. And so when you outsource this report – or any other task – it frees you up to focus on what's important. You can be the *Idea-Maker-In-Chief*. You can figure out your marketing strategy.

You can just spend all your time thinking, planning, strategizing – and let someone else do the actual work.

You can let someone else:

- Create and update your blog.
- Write your ads and other sales materials.
- Create your autoresponder series.
- Design your site and graphics.
- Handle your article marketing, social media marketing, list building and every other part of your sales machine.
- Drive traffic to your site if you want!

In short: You can let someone else do the work while you collect all the money. It's one of the easiest ways to give yourself an instant affiliate payraise.

Here are some of the best places to find your freelancer:

- Elance.com (good general outsourcing site).
- RentACoder.com (particularly good when you need a programmer).
- GetAFreelancer.com (another good general outsourcing site to find everything from an accountant to a writer).

Conclusion

Congratulations – you just learned 27 quick and easy ways to boost your affiliate income!

Now you might already be using many of these tricks and tips. And you might already be planning which of the others you're going to start applying to your business.

**Decide which ones you'll start
apply immediately... as in today.**

Then decide which ones you'll apply tomorrow, the day after and so on.

There's just one thing left for you to do – **get started**.

Choose a tip, apply it... and watch your income grow starting as early as today!

Lesson #46

List Building Blocks

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

In this week's issue we're going to explore five foundational ways to build your list.

List building is all about these building blocks.

Thus, the idea of "*List Building Blocks*".

There are many, many different ways (somewhere around 50 gazillion if you're keeping score 😊) to build your list. The question always comes back to the same thing...

➔ Where should I focus my efforts in attracting new subscribers?

By using the five simple methods outlined in this report you'll be able to sift through all of the options and focus on things that have proven to be effective list building strategies for years.

They continue to work.

And I suspect they always will.

All you need to do is apply them.

Let's get started...

List Building Blocks #1: How to Get New Subscribers With SEO Articles

Your articles serve many purposes, such as establishing you as an expert, pre-selling products and even helping to build relationships with your prospects. But you can also use them to drive traffic to your site when you optimize them for the search engines.

Here's the **3S Strategy** for creating and distributing optimized articles:

S - Search

S - Sprinkle

S - Share

Read on for the details...

Step #1: Search

Your first step is to search for the keywords your market is already using to find information in your niche. You do this by using a keyword tool (such as [Google's free keyword tool](#), [WordTracker.com](#) or even [Market Samurai](#)).

All you have to do is enter in a broad niche-relevant search term like "homeschooling," "organic gardening" or "golf." The tool will then offer you suggestions for related search terms which you can use to expand your list of keywords. In most cases, you'll generate a list of hundreds if not thousands of possible keywords.

What you're searching for are longtail keywords – these are phrases that are typically four or more words long. The key is that they have very little competition in the search engines, which means you can rank well for them.

Tip: Many keyword tools check the competition for you. For example, WordTracker offers a KEI (keyword effectiveness index) value, which looks at the number of searches against how many other websites are indexed for that keyword. The higher the KEI value,

the better chance you have of ranking well. Look for words that have a KEI value of at least 100 - but the higher the better.

Step #2: Sprinkle

Once you've compiled a list of longtail keywords, your next step is to create content around these keywords. You can optimize each article for two keyword phrases if you like, but generally it's easier to optimize for just one.

The key is to not stuff your article with your keywords, otherwise the search engines may rank it lower (rather than higher). As such, include your keyword in the title of your article as well as about two to three times for every 100 words of content.

Example: Let's say your keyword is "hydroponic vegetable gardening indoors." Your article might look like this:

Title: "Tips and Tricks for Hydroponic Vegetable Gardening Indoors"

Intro: include keyword at least once.

Hydroponic Vegetable Gardening Indoors Tip #1:
explain tip and include keyword once more.

Hydroponic Vegetable Gardening Indoors Tip #2:
explain tip and include keyword once more.

Hydroponic Vegetable Gardening Indoors Tip #3:
explain tip and include keyword once more.

In short, summarize article and include keyword once more.

Step #3: Share

Once your article is complete, it's time to share it by distributing it as widely as possible. You do this by:

➔ Posting the article on your blog.

- ➔ Offering it as a guest post on your JV partner's blog (or newsletter).
- ➔ Create a Squidoo.com or HubPages.com page around it.
- ➔ Post it on social networking sites like your MySpace.com blog or Facebook.com page.
- ➔ Submit it to article directories such as EzineArticles.com, IdeaMarketers.com, ArticleValley.com, GoArticles.com and Buzzle.com.

That's it! You too can get your articles to pull in search engine traffic for you when you use the **Search**, **Sprinkle** and **Share** system.

Your next step is easy – take action by searching for your keywords!

List Building Blocks #2: How to Get New Subscribers With Joint Ventures

When you think of JV (joint venture) partners, you usually think of partners endorsing each other's products for a commission. However, you can also use joint ventures to get new subscribers.

Here are five list-building JV ideas...

1. Endorse each other.

Here's the most straightforward way to use JVs to build your list. Simply endorse your partner's newsletter in your newsletter or on your blog, and your partner does the same for you.

You may post each other's squeeze page links:

- In your newsletters.

- On your blogs.
- On your product thank you pages.
- On your subscription confirmation pages.
- In your autoresponder series.
- On postcards that you send out with physical shipments.

2. Trade bonus products or subscriber freebies.

Another way to use JVs to build your list is to create a unique and exclusive product for your partner that he or she can use as a bonus product or as a free gift for subscribers. Naturally, your free product should include links to your newsletter squeeze page.

Tip: To encourage your partner to distribute the report or other product, change the links in the report to your partner's affiliate links. That way he or she gets a chance to earn a backend income while you get to build your list!

3. Swap blog posts or newsletter articles.

You can build your list simply by trading content. Just agree to be a guest author on each other's respective blogs or in your newsletters. At the end of your article, create a call to action to drive readers to your newsletter sign-up page.

Example: "To discover ten more ways to get ready for bikini season, visit [your link] - be sure to pick up your free weight loss guide!"

4. Do a newsletter co-op.

You can do this one with one or more JV partners. On your newsletter sign up page, give your new subscribers a chance to join your partner's newsletter as well. Likewise, your partners give their subscribers the option to co-register for your newsletter with just one click.

Tip: You'll get more subscriptions if people can subscribe simply by checking a checkbox at the same time that they're subscribing for the main newsletter.

Alternatively, you can swap newsletter endorsements on your confirmation pages or even in your welcoming emails.

5. Create a product together.

Finally, you can create a product with one or more of your JV partners. This can be a free or paid product, it doesn't matter – your goal is to include your links in the product as a means of driving traffic to your squeeze page.

Examples:

- You can write an ebook or report together.
- You can do a teleseminar together – not only will you be able to sell or give away access to the live call, you'll also have the recordings to sell or give away.
- You can create a video together (works best if you live near each other or if you can meet in a hotel room at a niche event).
- You can put on a niche event together, such as a weekend workshop. Here again you'll have the recordings to sell or give away.

In summary: Joint ventures are some of the best ways to build your list. And that's because having an influential third party endorse you and your newsletter is a powerful form of social proof.

You can get started using JVs to build your list using the five strategies you just discovered!

List Building Blocks #3: How to Get New Subscribers With Viral Reports

If you're a content marketer, then you already know how to write reports, ebooks, articles and blog posts. But do you know how to turn ordinary content into viral content? That's what you're about to discover...

Generally, a viral report is one that sweeps across your niche because readers share it with one another.

In order to be "share worthy," your report needs to have most of the following characteristics:

Unique content.

Your report may include:

- Unusual or even controversial ideas or information. If your report includes something that no one else is talking about, people will share it.
- Entertaining/engaging content. If your writing style is as exciting as burnt toast, then get a ghostwriter to write it for you. Even if you share unusual content, it won't be share-worthy if it's boring to read.

Tip: You can liven up your writing by including humor (where applicable), stories, analogies, metaphors and colorful language.

For example, instead of saying, "he left the party quickly," you might say, "he left quicker than a cat exiting a hot oven."

See the difference? The second line is simply more colorful and fun to read because it creates a strong visual impression.

- Extraordinarily useful content. Tip: Give away what others are charging big bucks for. Go to Clickbank.com to find out the top sellers in your niche.
- Funny content. This doesn't work in every niche, but it's effective if you can pull it off. Think of your email – I bet most of your email forwards are jokes. Or check out my site – www.marketingcomics.com.

In other words, ordinary content doesn't cut it.

Tip: If you want an idea of what kind of content to create, just look at the types of content that arrives in your email every day, forwarded from friends. Think about the content you share with others.

For example, if someone is giving away a report that most others charge for, you're going to tell your friends.

Or if someone has a report that's highly controversial - such as one that seems truthful but goes against what the niche experts are saying - you can bet people are going to pass it around.

Or if someone creates a report that crosses over from controversial to even a tiny bit offensive, people on BOTH sides of the issue will share it. Just look to politics as an example of taking a hot button issue and creating content that offends certain parties.

Easy to access.

If you want a report to go viral, don't put a lot of hoops and obstacles between you and your audience. Ideally, it should be freely available (no subscription required), with the goal of the report being to get people on your list.

Alternatively, you can offer your report to anyone who gives you a valid email address. This works best if you're paying affiliates per lead (or if you're paying commissions on a backend offer).

Which brings us to our next point...

There's an incentive to share it.

Content that has the above characteristics (e.g., it's funny or controversial) naturally get passed around the niche. However, you can give people an incentive to share it by allowing readers to change the links in the report to their affiliate links before sharing it.

Tip: Use [ViralPDF.com](https://viralpdf.com) to create rebrandible reports. That way anyone who shares your report has an

opportunity to make money on the backend via affiliate commissions.

Summary: What's Next?

You just discovered what kind of content you need to create in order to turn regular content into viral content. But now that you have your viral report, what do you do with it? Answer: distribute it as widely as possible. This includes:

- Blogging about it.
- Giving it to your affiliates and JV partners to share.
- Telling your list about it.
- Creating and posting a YouTube video about it.
- Telling your social media networks about it.
- Including it in your forum signature files.

The more people who see your report initially, the more likely it is your report will "go viral" in a big way.

List Building Blocks #4: How to Get New Subscribers With PPC Ads

If you've read this far, then you already know about some of the other effective ways to get new subscribers, such as by writing viral reports or doing joint ventures. But these take time – at least a few weeks to get off the ground. If you're anxious to build your list faster, then pay per click (PPC) marketing is your solution.

If you do a search online, you'll run into numerous PPC search engines. However, the top service is [Google AdWords](#). You may also consider using [Yahoo! Search Marketing](#) and [MSN adCenter](#).

Here's how to use PPC marketing to build your list...

Step #1: Create a landing page.

Your landing page is your sales page for your newsletter. This is where you tell visitors why they should join your newsletter list. Since it's a sales letter, it should include the regular parts of a sales letter such as:

- **Headline.**

Example: "Free Reports Shows You How to Improve Your Golf Swing in Three Easy Steps!"

- **Bulleted list of benefit statements.**

Example: "Use this surprisingly simple tweak to add 25 yards to your drive - it's easy!"

- **Proof, such as screenshots, pictures, videos and/or testimonials.**

- **A call to action.**

Example: "Enter your first name and email address in the form below now and click to submit to discover how to improve your game!"

Typically, you encourage subscriptions by offering a bonus, such as a free:

- Niche ebook or report.
- Video.
- Audio product.
- Access to a teleseminar or webinar.
- Tools, software or other valuable resources.

Step #2: Choose your campaign keywords.

Next, you need to choose your keywords and how much you'll "bid" on these keywords.

Tip: Generally, the higher you bid (and the better your ad performs), the higher your ad appears in the search engine results. When someone clicks on your ad, you pay an amount that's equal to or less than your bid amount.

The key in choosing keywords is to choose specific, targeted keywords that give you an idea of what the searcher wants.

Example: The keyword "golf" is too general. Instead, you might choose more specific search phrases like "step by step golf swing," "proper way to swing a golf club" and "improve golf swing"

Step #3: Craft a PPC ad.

Next, you need to craft your PPC ad, which consists of a short headline and two short lines of copy. The goal of your ad is to get people to click on the ad, so you should put forth a benefit and, where applicable, arouse curiosity.

Here's an example:

[Golf Swing Secrets](#)
Free report shows you how
to swing like the pros!
www.domainname.com

Tip: Create at least three or four different ads that you can rotate and test.

Once you've finished this first three steps, then you can create an account at the PPC service of your choice and start your first campaign. Finally...

Step #4: Check your results.

To get the best results, you need to track and test your campaigns. That means you track your keywords, track your different PPC ads as well as tracking variations of your landing page. In other words, you want to find out how to boost your visitor to subscriber conversion rate so that you can build your list more quickly.

Tip: If you're using AdWords, look for a link in your account to Google's free tracking and testing tools.

Summary

Your next step is to action. Indeed, I suggest you get started right now. You could have your campaign up and pulling in new subscribers to your list by later today!

List Building Blocks #5: How to Get New Subscribers With Affiliates

As you work on getting new subscribers, remember that there are two types of lists you should build:

1. **A prospect list.** These are the folks who voluntarily subscribe to your free newsletter list.
2. **A customer list.** This is your proven list of buyers, which tends to convert considerably better than your prospect list.

When you use affiliates to get new subscribers, you get to build both types of lists.

Now, there are multiple ways to use affiliates to build your lists, including:

- **Pay per lead.** This is where you offer your affiliates 25 cents, 50 cents, a dollar or more for each person they send to your page who joins your list.
- **Viral report with backend sales.** This is where you create a viral report (perhaps something controversial) where you sell something on the backend. Affiliates use their affiliate links to send visitors to download your report, and they make commissions whenever someone takes advantage of your backend offer.

- **Sell a product.** This is where your affiliates use their affiliates links to direct visitors to a sales page. When someone buys the product, the affiliate gets a commission and you get to add someone to your customer list.

You may also build a prospect list by including your newsletter subscription form on the sales page or via an exit pop up that appears to those who don't buy the product.

This last method is one of the most popular ways to build a list, so let's look at the steps in detail...

Step #1: Create an attractive affiliate offer.

If you're selling a digital product (such as a downloadable ebook, video or even access to a membership site), then you should offer at least 50% commissions. However, if you're primarily interested in list building, then you may consider offering up to 100% commissions (especially if your product is priced low). That way, you get the list and your affiliates get the front-end profits.

Step #2: Recruit affiliates.

The passive way to get affiliates is by joining Clickbank.com and adding your product to the marketplace. While you should take that step, that's not the only step you should take to get affiliates. You should also:

- Tell your list and your other visitors about your affiliate program.
- Encourage your customers to join your affiliate program.
- Look for partners by listing your opportunity in the JV forum at www.warriorforum.com.
- List your affiliate program in affiliate directories.
- Ask your existing JV partners to promote.

- Contact your social media network to look for affiliates.
- Join a JV list in your niche (such as www.jvnotifypro.com).
- Seek out new partners, give them access to your product and ask them to promote.

Tip: You can find potential affiliates by going to Clickbank.com and seeing who's selling products in your niche. Each of these sellers is a potential affiliate. You can also run a search in Google for the names of the top products in your niche, which will help you uncover some of the top affiliates. Contact these affiliates and ask them to promote your product.

- You may also hire a JV broker or affiliate manager, which is someone who finds and recruits affiliates for you. Ask on niche forums for recommendations. Choose people who are well-connected (i.e., they know all the other marketers in the niche) and have a history with successful brokering/managing.

Summary

Building your list with the help of affiliates is a fast and powerful way to get new subscribers. Even a marketer with a small audience in your niche can send you a few dozen prospects.

The largest marketers – your super affiliates – may send you hundreds or even thousands of prospects and customers.

All you need is a good product, a good affiliate offer (commission rate) and the ability to contact and recruit your niche superstars. Today is a good day to start!

Lesson #47

The 31-Day Guide To Rebrandable Reports

By

**Mark Thompson
&
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<http://www.AffiliateProfitPlan.com>

Introduction

You can make money simply by giving away free stuff.

Go ahead, read that previous sentence again and let it really sink in.

Think about the potential. Because what we're talking about is making money – without doing any high-pressure sales. And we're talking about getting lots of traffic – and building a list – almost passively.

How?

By creating short, viral, rebrandable reports.

Here's how it works...

You create a short (free) report on a topic that your niche wants to read about. Then you put two types of links in this report:

1. Links leading to a paid product – either your own product, or an affiliate product. These links give you a passive backend income every time someone clicks and buys.
2. Links leading to your mailing list subscription page. This is how you build your list using this report.

Now here's what makes this strategy so brilliant...

In order to get your report to take on a life of its own and go viral, you make it rebrandable – that is, you allow others to change some or all of the links in the report to their own links.

In other words, you give people an incentive to pass your report around. And if you wrote a good report, your report will spread across your niche like a prairie fire.

And that's exactly what you'll learn how to do inside this report.

From choosing a niche to getting massive exposure for your free report, you'll discover the 5 C's of making money with free, rebrandable reports:

- 1. CHOOSE a Niche** – How to find your hungry market!
- 2. CREATE Your Rebrandable Report** – How to "feed" this market with the content they want!
- 3. CAPITALIZE on the Traffic** – How to use your free report to build a responsive mailing list!
- 4. CONTACT Partners** – How to find people to pass around your report!
- 5. CIRCULATE the Report** – How to sweep your report across your niche like a prairie fire!

In short, over the next 31 lessons you'll discover exactly how to make money by giving away a free report!

Let's get to it...

Choose a Niche

In these first four steps you'll find out how to choose a hungry niche, find out what this niche wants and then select a paid product that you'll promote inside your free rebrandable report.

Here's how...

Day 1: Uncover Possible Markets

Some beginning marketers start out by finding (or creating) a product to sell, and then they go in search of people to sell it to. But that's a hard and often unprofitable way to go about it.

Instead, you need to *start with a hungry market* – and then give them what they want.

Now, if you're not even sure of type of niche you want to start in, then you'll need to brainstorm possible niches.

Here's how to draw up a big list of possible niches:

- 1. Observe and brainstorm.** First, just start paying attention to the news, to what your friends are talking about and to the topics you see on TV, in newspapers and magazines. Write them all down. Brainstorm as many as you can.

Example: You see an ad in the paper for remote controlled airplanes – that's a niche. Or you see a story about "green" eco-friendly vacations. That's a niche. Or maybe you hear people talking about restoring old Camaros. That's a niche too.

Once you've brainstormed as many niches as possible, then you can move on to the next step...

- 2. Use keyword tools.** You can use WordTracker.com or a free keyword tool like [Google's external keyword tool](#) (or your favorite keyword tool). Then plug in extremely broad searches, like: *how to, secrets, book, tips, articles* (that's five separate searches). Doing so will uncover niches you never even knew existed.

Use these two steps to compile as many niches as possible.

In tomorrow's lesson you'll find out how to whittle this list down to the best and most profitable niche.

Day 2: Tap Into Hungry Niches

Once you have a list of possible markets, you can't just pick the one you like, cross your fingers and hope it works out for you.

Instead, you need to make sure the niche is profitable.

That is, you need to research to find out if customers are actively purchasing products and services in the niche – and if so, WHAT are they buying?

That last part – about finding out what they're buying – is important. That's because the easiest way to make money is to simply give them what they're already buying... no guesswork required!

Fortunately, you can find out if a niche is profitable and find out what they're buying at the same time. Here's how...

→ **Search marketplaces.** Go to online marketplaces like [Amazon.com](https://www.amazon.com) and [Clickbank.com](https://www.clickbank.com), run a search for your niche keywords (like "rose gardening") and see if there are any popular products. If so, you may have a popular niche.

Look for niches that generally have lots of similar products. That generally means it's a popular niche, because there are a lot of buyers.

→ **Run a search.** Next, go to Google and plug those same keywords into a search. You're looking for two things:

1. Evidence that advertisers spend money in this niche. That means you're looking for sponsored ads. If there are zero or only a few ads, be cautious. If you see lots of sponsored ads, rejoice – that's because marketers don't spend money on advertising if they don't have buyers making it worthwhile.

2. Evidence that there is plenty of competition. If you type your keywords into Google and see evidence that lots of people are fighting for the top spot – and that there are lots of marketers competing in the niche – consider it a good thing. Lots of marketers usually means it's a profitable niche. Plus, all these "competitors" are people who'll potentially help you launch your free report.

You can also run more specific searches such as your keywords alongside the word "blog" and "forum" to see if you can find places where your potential market congregates online. If so, this is a good sign – it just means it's easy for you to reach your market.

Finally, go back to your favorite keyword tool (like WordTracker.com or Google's keyword tool) and plug in your keywords. Be sure to look at variations of your keywords.

Example: "losing weight" and "weight loss" are part of the same overall market. So too are words like "house train a puppy," "housebreak a puppy" and "potty train a puppy."

Look for "buying" keywords and very specific keywords to get a sense of what people want in specific niches.

Example: "buy potty training guide."

This will help you decide later on what kind of report to write and what kind of product to promote.

Finally, take note of the total number of searches for some of your top keywords for each niche on your list. Then move on to the next step...

➔ **Look offline.** Just as advertisers spending lots of money online is a good sign, so too is it a good sign to see them spending money offline. Look for things like:

- Telephone yellow pages ads.
- Classified and other newspaper ads.
- Ads in magazines.

Also, look for niches that have:

- Offline events like trade shows and seminars.
- Offline stores and shops where the niche congregates.

Again, these are all signs that the niche members are eager and willing to spend money.

Now, look at your original list of possible markets. Cross off those that didn't show evidence that there's a market buying products (e.g., hardly any competition in Google, hardly any products on Clickbank.com, etc).

Focus on those markets where there are plenty of products and plenty of marketers selling them.

If you don't see one market emerging as a clear leader, then simply choose the one you like best from among the top contenders. Then move on to the next step.

Day 3: Get a Product to Sell **(Option 1: Promote an Affiliate Product)**

As mentioned in the introduction, you can promote a product in your free rebrandable report.

One way to do it is to create and sell your own product, which we'll talk about in tomorrow's lesson.

For today, we'll talk about finding an affiliate product.

Tip: Since you're creating a rebrandable report, you'll want to allow others to change the affiliate links in the report to their affiliate links. That way they have an incentive to pass the report around. You'll still get a benefit, because you can point some of the links in the report to your mailing list sign-up page.

However, here's something to consider: Whenever possible, look for two-tier affiliate programs. That way, anyone who wants to rebrand the report with their own affiliate links would first sign up for the affiliate program under you --and that means you'd make money when someone buys anything from the report.

Do note that you shouldn't choose an affiliate product just based on it being a two-tier program. However, if all else is equal, then you'll want to factor it into your final decision about which product to promote.

As you already discovered, your goal is to sell what people are already buying. And that means you should look for best-selling affiliate products.

Fortunately, that's easy to do when you visit Clickbank.com. Simply enter your keywords in the marketplace catalog, and the best selling

products will show up at the top of the search. These best-selling products are the best ones to promote, since you know your niche is already actively buying them.

Tip: Likewise, you can do the same thing on Amazon.com. Just enter a search for your broad keywords, and choose from among the top handful of products. These are your bestsellers.

Chances are, you'll have a few good top-selling products to choose from. Let these factors help you make your decision:

- **Is it a quality product?** In order to determine this, you need to order it and use it. Don't recommend anything you wouldn't recommend to your best friend.
- **Good customer service?** When you order the product, contact customer service to see if you get a professional response in an acceptable time frame.
- **Good commission rate?** If you're selling digital products, look for at least a 50% commission rate.
- **Good conversion rate and low refund rate?** Ask the vendor for his or her statistics.
- **Does the vendor and product have good reputations?** Finally, run a Google search for both the product name and the vendor's name. Be cautious of any products or vendors where you see an established pattern of complaints and negative reviews.

Have you decided on an affiliate product?

Then you can skip ahead to Day 5. Otherwise, if you're considering creating your own product, read on...

Day 4: Get a Product to Sell (Option 2: Create Your Own)

If you decide to create your own product to sell, your first step is to do market research. Specifically, use the steps outlined in the previous days to uncover the best-selling products.

The reason is simple: You'll want to create a product on a similar topic.

So if you're selling to the "lose weight" crowd and the product bestsellers are all about helping new moms lose their baby weight, then you'll want to create a similar product.

But here's the catch...

You can't just create a "me too" product. You need to create one that's BETTER than the competing products. To do that, you'll need to incorporate the strengths of the competing products while improving on its weaknesses.

Example: Maybe the "weight loss for moms" books in your niche are loved by customers because they share a variety of fat-burning workout ideas. But maybe these same products get lukewarm reviews when it comes to diet, because they don't provide any low-calorie recipes.

The solution?

Your book will *not only* incorporate fat-burning workouts, you'll also provide a bonus low-calorie recipe book and menu plans.

So, how do you determine these strengths and weaknesses? In two easy steps:

- 1. You need to read the use the product yourself.** This way, you can see first hand the strengths and weaknesses of a particular product, plus you can compare the top products to one another.
- 2. Find out what actual customers think of this book.** If the book is on Amazon, read the reviews. Otherwise, seek out reviews using Google, by entering the name of the product alongside the search term "reviews." You can also seek out reviews on niche forums, by asking members what they think (good and bad) about a particular product.

Tip: Keep in mind that some reviews will come from affiliates or even the creator's associates, so take all reviews with a grain of salt.

Once you've followed the above steps, you'll know how to create a product that's similar to the best-selling products in your niche – except your product will be better!

Tip: Please note that in the coming lessons we'll talk about creating your rebrandable report. You can use these same tips and strategies to create your paid product (whether you intend to create it yourself or outsource it).

Create our Rebrandable Report

You've selected (or created) the paid product you're going to create inside your rebrandable report. Now it's time to create this free report...

Day 5: Decide On a Topic for Your Free Report

If you did your research in the previous lessons, then you already know what people in your niche want – which is what you're going to sell to them. But you're also going to give some of what they want for free via this free rebrandable report.

In other words, you give them the same thing that they can find in the paid product – but in smaller and/or complimentary doses. In other words, the free report is an appetizer that whets their appetite for the paid product.

As such, when it comes to choosing a topic for your free report, you need to consider these factors:

Factor 1: Create a free report that compliments the main product.

That is, you want readers who're interested in your free report to also be interested in your paid product – and to do that, the report and paid product must be closely related.

Your free report should naturally lead your prospect to purchase the paid product.

Which brings us to the next point...

Factor 2: Create a free report that is useful but incomplete.

Your report should solve the reader's problem. But it should not solve these problems completely.

That way, your reader must purchase the paid product in order to get the complete solution.

Now, let me give you a few ideas of "free report" topics and how they lead the reader to purchase the paid product...

➤ **Idea 1: Tell people what to do... but not how to do it.**

This one works well for selling books, ebooks and other information products. This is where you share an overview of a process, but readers need to purchase the product to get the details.

Example: A free rebrandable report about how to write a great sales letter might have steps such as "write an attention-getting headline." However, while that step tells someone what to do, it doesn't tell them HOW to do it – so they need to order the copywriting book to learn more.

➤ **Idea 2: Create a useful but incomplete "tips" report.**

Another way to create an "overview" report is to share a handful of tips.

Example: Let's say you're selling a weight loss book. Your free report can be something

like "27 Ways to Cut 100 Calories from Your Diet." Then your report points to the paid book for the complete diet and exercise guide.

➤ **Idea 3: Share "Part 1" of a process.**

Yet another way to make your report useful but incomplete is to provide complete instructions for part of a "how to" process. Readers then need to purchase the product to get detailed instructions for the rest of the process.

Example: Maybe you want to promote a book about how to do paint and bodywork on classic cars. Your free report might explain how to safely strip the paint from the car. But then the reader needs to purchase the paid product to learn the tools and techniques needed to actually apply the new paint.

➤ **Idea 4: Pitch a product that's required to complete a process.**

This one works particular well for using your free report to sell physical products or even services. Here you share "how to" information, with your free report recommending specific products to complete the necessary steps.

Example: Your free report teaches people how to set up a blog. Part of the process requires them to get a domain name and hosting. You use your affiliate links to recommend your favorite domain registrar and host.

Once you've decided on a "useful but incomplete" topic for your free report, move on to the next step...

Day 6: Outline the Report

Now that you know your topic, it's time to outline your report.

You need to do this step whether you plan to write the report yourself (makes writing go quicker) or outsource it (so your freelancer knows what to do).

Here's how:

Step 1: Decide on a length.

Generally a free report is about 2500 to 5000 words. Base the length of your report on your topic and how much you need to cover.

Example: If you have 5 main topics, and you think each topic can be covered in 500 words, then figure your report will be close to 3000 words by the time you include the introduction and conclusion.

Step 2: Create the outline.

Here's what your report's outline should include...

- **Opening pages:** After the title page (but before the table of contents), you should include a link to your mailing list sign-up page, along with a reason why they should click. For example, "To learn more dog training tips, click here."
- **Introduction:** This is where you tell your readers what the report is about. You should build their anticipation for the report by telling them what benefits they'll get from reading the report.

Example: "By the time you finish this report, you'll know how to create your own attention-getting, cash-pulling headlines!"

- **Body:** This is where you get into the meat of the report. If it's a "how to" report, then list the steps in your outline. If it's a "tips" report, then list all of the tips you intend to share.

Example: Your outline for a "tips" report about easy ways to cut calories might look like this:

Tip 1: Skip the butter.

Tip 2: Switch to diet drinks.

Tip 3: Have the cake - but just a sliver.

(And so on - list all your tips in your outline.)

If you're writing a "how to" report, then the outline for the body of your report would simply be in "step 1, step 2" format.

Example: Here's a partial outline for training a dog to do a trick:

Step 1: Gather together your dog's favorite reward.

Step 2: Find a quiet place to train.

Step 3: Put your dog in the sit position.

(And so on - list all your steps in the outline.)

Note: You'll want to drop your product link into the body of the article at least once. Be sure to note in your outline where you intend to do it.

You'll also want to drop your mailing list sign-up page link at least once into the body.

Example: In Step 3 of the above example, you might say something like this: "If your dog doesn't yet know how to sit, download this free report - "Teaching Your Dog to Sit in 15 Minutes from Now" - by clicking here."

- **Conclusion:** This is where you summarize the main points of the report and then provide a call to action. In this case, your call to action should be to get the reader to click on your product link.

Example: "You just discovered how to strip the paint from your classic Cadillac. Your next step is to discover the tools and strategies you need to repaint it without any bubbling, cracking or grazing. You can discover these little-known painting secrets by clicking here now!"

Once you have your outline, you can either outsource the actual writing to a competent freelancer (Day 7), or skip to Day 8 to find out how to create it yourself.

Day 7: Writing the Report (Option 1: Find a Freelancer)

If you want to hire someone to write the report for you, you'll need to cast your net wide to find the right person for the job. Here's where to find a ghostwriter:

- On freelancing boards such as Elance.com, Guru.com and GetAFreelancer.com.
- Placing or responding to ads in your area on Craigslist.org.
- Placing or responding to local classified ads.
- Hanging flyers in the English department at your local college or advertising in their newspaper.
- By searching business forums such as the WarriorForum.com's "Warrior for Hire" and "Warrior Special Offer" section.
- Asking your colleagues for recommendations.
- Running a Google search for "ghostwriter."

Don't shop around based on price alone. You'll need to do your due diligence to make sure this person produces quality work. Here's how:

- Check the freelancer's portfolio to see if he or she provides good work.
- Contact the freelancer's references to see if they still stand by their testimonials.
- Look at the freelancer's elance.com or other feedback (where applicable).

- Run a search for the freelancer's name, usernames and websites to see if you uncover any patterns of complaints. Also, check that the person has been in business for several months – you don't want a "fly by night" freelancer who's likely to disappear.
- Ideally, hire the freelancer for a small project (maybe a couple articles) just to see if he or she produces quality work for you, on time. It's also a good way to see if you work together well.

Once you've done your due diligence and selected a person to hire, then create a brief that details exactly what you want your report to look like, the payment details and expected delivery date. Be sure to include the outline of your report (because your freelancer isn't a mind reader).

If you'd rather write the report yourself, read on. Otherwise, you can skip directly to Day 10, where you'll learn how to make the report more attractive.

Lesson #48

The 31-Day Guide To Rebrandable Reports, Pt 2

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continued from last week...

Day 8: Writing the Report **(Option 2: Doing It Yourself)**

A few days ago you created a detailed outline of your report, including the introduction, body and conclusion for your report. And that means that actually writing the report is easy – all you have to do is follow your outline. Indeed, tomorrow we'll talk about how to research and write it.

However, for many people it's the "taking action" part that proves tricky. Sitting down to write a report can seem daunting.

You start with a blank page and you're supposed to fill it with thousands of words. Your mind can easily shut down and turn a potentially good day into an unproductive waste.

Here then are tips to keep you on track...

→ Create a to do list with "bite size" tasks.

Instead of creating a list that has overwhelming tasks like "write the rebrandable report," break it up into easy-to-do pieces.

That way, taking action means taking a tiny step. And once you've taken one step, it's a lot easier to take another... and another... and another, until the task is complete.

Example:

Write introduction.
Research step 1.
Write step 1.
Research step 2.
Write step 2.

... And so on, breaking all your big tasks into smaller steps and tasks.

➔ **Think of your topics as articles.**

This one is a cool hint: If you haven't already done so, go back to your outline and specify about how many words you want each section, step or tip to be. When you do this, you can then look at your report as creating a series of smaller articles – and that makes it easier to do.

Example: You may have five main topics that are 400 words each. All you have to do is think of these five main topics or steps as 400-word articles. This new perspective will allow you to write faster. Try it and see.

➔ **Cut out distractions.**

This includes shutting down all unnecessary browser windows (including email), shutting off your phone and finding a quiet, uninterrupted place to work.

➔ **Set a timer or alarm for 20 minutes and work continuously during this time.**

You may even set a goal, such as writing one section ("article") during the allotted time. When the timer goes off, you can stretch and relax for two minutes. Then reset the timer and work continuously again.

Now that you know how to get focused and be productive, let's crank out that report...

Day 9: Research and Write the Report

Your next steps are to first research and then write the report. Here's how...

Research the Report

If you're an expert on your topic, you can begin writing off your outline. If not, you'll need to research each topic in your outline first before you can write about it. Here are a few tips:

- **Attack the topic from multiple angles online.** Run multiple searches to uncover as much information as possible about the topic.

Example: If you're researching the topic of housebreaking, then you'll want to run searches for: housebreaking, house training, potty training, paper training, crate training, kennel training, etc.

- **Research if offline, too.** Don't forget to look in offline, sources too. This includes everything from fiction books to references books to niche publications like magazines.
- **Use multiple sources.** Don't depend on one or two sources for info. Read as many sources as possible to get a good overview of the topic (though you should find and read at least six different sources).
- **Choose reliable sources.** Be sure to only choose reliable sources, such as authority sites, information from known experts, and other credible sources.

Example #1: The official AKC is a better source of dog information than "Joe's Dog Site."

Example #2: CNN is a better source of statistics than some unknown person's blog.

Write the Report

Once you know everything you can about the topic (by reading at least six different sources for each topic in your outline) close all research windows and sources. That's because you want to write about the topic in your own words.

Here are additional tips:

- Provide tips and examples – just like this report! 😊
- Break up long paragraphs into lists – just like this list!

- Engage the reader by offering analogies, metaphors, stories and descriptions that bring in his or her senses. This is much better than providing dry, textbook style text.

Example: Instead of giving dry step-by-step instructions about housetraining a puppy, you can share an entertaining story about how your first puppy used to sneak behind the couch to do his business. Then you can explain what you did wrong - and how to do housetraining right.

The added "story element" will make the instructions not only much more entertaining to the reader, but memorable as well.

- Don't jam the report full of links.

In the section on outlining (day 6), I mentioned that you should drop links once in the beginning, once or twice in the body of the report and then once at the end. Don't drop any more links than this, or you'll devalue the report in your reader's eyes. Plus, a reader who has too many choices won't click on any link at all (because none seem all that important).

Bottom line: The fewer links you put in your report, the more important each link becomes - and that increases your conversion rate.

Tip: NEVER put a direct affiliate link into your report. That's because affiliate products disappear, they move to different platforms, the vendor retires or any other number of reasons. When this happens, you'll have thousands of free reports floating around in cyber space and on people's hard drives with dead links.

The solution?

Create redirect links through your own domain.

So instead of the link looking like this:
www.vendorsdomain.com/affiliatelink, it
looks like this: www.yourdomain.com.

Not only is it a neater, shorter link, but it disguises the link (which is helpful because some people don't like clicking on affiliate links). Plus, if the product ever disappears, you just need to redirect your domain link to a similar affiliate product. End result: No lost sales!

- Consider using OpenOffice.org to create your document. That way, you can use the same software to convert it to a PDF file (see Day 11).

Once you've written your report (or your freelancer has), move on to the next step...

Day 10: Make Your Report Pretty

Whether you wrote it yourself or hired someone else to do it, your next step is to make your report more attractive and easier to read.

You can do it in two easy steps:

Step 1: Proofread the report.

Set your report aside for a few days. When you're looking at it with "fresh" eyes, then use the spell check and proofread it for errors.

Better yet, have someone else proofread it (such as a friend or family member).

For best results, hire a professional proofreader (by going to elance.com or similar).

Step 2: Design the interior.

This is also a step you may want to outsource. Look on a freelancing site (like Elance.com) for an "interior ebook designer." This is someone who creates the interior design,

chooses the font, formats the product correctly, and even adds relevant graphics.

If you plan to do this yourself, then it's helpful if you know how to use your word processor to create design templates. Alternatively, you can search online for templates for your processor, such as "Microsoft Word design templates." That way you can create an attractive interior.

If you need graphics for the inside of your book, go to iStockPhoto.com. There you can get quality photos for as little as \$1 each.

Day 11: Convert Your Document to a PDF File

Your next step is to turn your document into a PDF file, so that it's accessible to people who use both Macs and PCs.

As mentioned previously, if you use www.OpenOffice.org to create your document, you can also use this same software to convert the text file into a .pdf file. Here are a few other options:

- Use the free PDFPrinter.com.
- See if your word processor has a built-in "print to PDF" feature.
- Try Adobe Acrobat (this is professional software).

All of these tools do the same thing, so just choose the one that suits you best and move on to the next step.

Day 12: Make Your PDF Rebrandable

Once you've converted your word processing document to a PDF file, your next step is to make the PDF file rebrandable.

This is where you package your PDF file up with a software tool that allows others to change specific links and even text inside your free report.

This may include:

- Letting people change the product links in the report to their affiliate links. If you've joined a two-tier affiliate program, be sure they sign up through your affiliate link.
- Letting people change some text in the beginning of the report to their own text.

Example: You can create a small block of text in the beginning that says something like, "This report is brought to you by ____." (And then people rebranding the report add their name and link in the blank spot.)

- Letting people change the email subscription links to their links. This isn't recommended. Even if you let others change the links to their affiliate links, you should leave your "squeeze page" links intact so that you can build a list.

So how do you allow others to change your links and text? Simple: Use ViralPDF.com.

Capitalize on the Traffic

I've mentioned a few times over these lessons that there are two ways for you to benefit from spreading this free report around.

1. First, you get a passive backend income from the product links in the report.
2. And secondly, you drop links to your squeeze page in the report, so that readers will go to your website and join your mailing list.

In the following days you'll learn how to do this, including what tools you need to set this up and how to create a landing page. (And on Day 31, you'll learn yet another way this report can put money in your pocket!)

Day 13: Get an Autoresponder

Before you can start building a mailing list, you need a mailing list manager with a built-in autoresponder. If you look around at your options, you'll find:

- Free and paid scripts that you install on your website. You control your mailing entirely from your own website.
- Free and paid third-party services. These businesses host and manage your mailing list on their servers.

The only option you should even consider is a paid third-party service such as Aweber.com or GetResponse.com.

That's because all the other options have big problems with deliverability – which means that even building a big list won't make you money if your emails don't get to your intended recipients.

However, reliable services like Aweber and GetResponse have a team in place to work with all the major ISPs to get your emails off the "blacklists" – and that means your emails will get through.

Tip: Both Aweber and GetResponse have in-depth text and video instructions on their sites, so it's easy to set up an autoresponder.

No matter what tool you choose, be sure to choose a "double opt in" (AKA confirmed opt in) mailing list. Doing so helps you eliminate false spam complaints, and in some cases it results in a more responsive list since each subscribers confirms his or her desire to be on your list.

Day 14: Give Prospects a Reason to Join Your List

People don't just give out their email addresses to anyone who asks. Instead, you need to give your prospects something they want.

If you offer a solution to their problem in exchange for their email address, you'll see a much higher conversion rate.

In other words, you need to offer a freebie.

Now, there are any number of freebies you could offer, including another free report, software, tools, videos, audios or similar.

However, I suggest you offer a free multi-part ecourse, where you deliver 7-12 short lessons by email. That way, you "train" your prospects to open and read your emails.

So what should you offer in your ecourse?

Just as your rebrandable free report should compliment and be closely related to the paid report, your free ecourse should compliment and be closely related to both the free report and the paid product.

In other words, your free ecourse should offer another partial solution to your prospect's problem.

Example #1:

- The paid product is a dieting ebook.
- Your rebrandable free report offers 27 dieting tips.
- Your free ecourse offers seven low-calorie meal plans (one delivered in each of seven emails).

Example #1:

- The paid product is a copywriting home study course.
- Your free rebrandable report is about writing great headlines.
- Your free ecourse offers a seven-step "quick start" guide to writing sales letters (profile the target market, write out the features and benefits of the product, write a headline, write an opener, create bullet points, offer proof, create a strong call to action).

And once again, your ecourse should be useful but incomplete – that way you can pitch a paid product to solve your prospect's problems.

Tip: See the lessons on creating the free rebrandable report for tips on creating this ecourse. Everything works the same way, from selecting the topic to actually creating the content.

Once you've created the ecourse, load it up into your autoresponder and set the first lesson to go out immediately, and each subsequent message to go out 2-3 days apart.

Then go to the next step...

Lesson #49

The 31-Day Guide To Rebrandable Reports, Pt 3

By

**Mark Thompson
&
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<http://www.AffiliateProfitPlan.com>

Continued from last week...

Day 15: Craft Your Landing Page

You can't just put up a page that says "free newsletter" and expect to build a big list.

Instead, you need to persuade your prospects to get your free ecourse with the same sales tactics you'd use to sell them a paid product. No kidding.

Here's how...

→ Create an Attention-Getting Headline

The headline at the top of your squeeze page (AKA email subscription page) should tell your prospects the biggest benefits they'll get if they read on and join your mailing list.

Here are a few examples of bland headlines followed by better (attention-getting) headlines that offer better benefits:

Bland Example #1: Free Copywriting Newsletter

Better Headline #1: Free: Discover the Secrets of Writing Cash-Pulling Sales Letters!

Bland Example #2: Get the Free "Whiter Teeth" Newsletter

Better Headline #2: Who Else Wants to Discover How to Get Whiter Teeth and a More Attractive Smile - for Free?

→ Hook Prospects With Your Opener

Next, you can create a one or two sentence opener that further elaborates on the promise you made in your headline.

Example: "If you've ever been too embarrassed to smile because your teeth are yellow, then you'll be glad you landed on this page. That's because you're about to discover..."

→ Offer a List of Benefits

Next, you need to create a bulleted list of benefits – these are reasons why your prospects should join your list. Ideally, you should create at least one benefit statement for each email you send. So if you have a seven-part email, create seven benefit statements.

Basically, you create these bullet points in the same way you create headlines, by offering a benefit and, where applicable, arousing curiosity.

Example: "You'll find out what ingredient you have in your kitchen cupboard right now can make your teeth shiny white – and no, it's not baking soda!"

→ Show Proof

If you have photo evidence, screenshots, videos or even testimonials to prove your claims, be sure to put them on your squeeze page.

→ Create a Call to Action

Finally, you need to create a call to action where you tell people exactly what you want them to do – and why. The "why" part is accomplished by reminding them of the benefits and/or giving them a sense of urgency.

Example: "To discover the secrets of getting whiter teeth and a more attractive smile, just enter your first name and email address in the form below and click on "submit" – you'll get your first lesson delivered by email instantly!"

Finally, copy and paste the code to create your autoresponder subscription form in the place you want it to appear on your page – and you're done!

Tip: Again, just follow the text or video instructions provided by GetResponse or Aweber – both clearly explain how to create this snippet of code and where to put it on your site.

If you'd rather not deal with creating a web page, then go to elance.com and find someone to create the web page for you. Just give them the sales copy and the piece of code, and they can create your page and upload it to your site.

Contact Partners

A few days from now (starting on Day 21) you'll learn how to distribute your report on your own. But the first thing you want to do is "launch" your report – and to do that, you'll need the help of a few marketing partners.

Here's how to find and contact them...

Day 16: Find Partners to Share Your Free Report

The first thing you'll want to do is find other marketers in your niche who have "platforms" – such as popular blogs, forums and/or newsletters – who'd be willing to share your reports with their visitors, subscribers and customers.

Here are seven ways to uncover hundreds if not thousands of potential partners:

- 1. Search Clickbank for popular products in your niche.** Most of these marketers also have prospect lists and customer lists.
- 2. Plug your keywords into Google.** The people who own the websites on the first couple pages – as well as those advertising – are potential partners. Be sure to enter a variety of related keywords (such as "housebreaking" and "house training") to find as many partners as possible.

- 3. Visit busy niche forums** to see which well-respected members have their own blogs and lists.

Tip: If you don't already know about the forums in your niche, search for your broad niche keywords (like "marketing" or "gardening" alongside words like forum, discussion board and similar.

- 4. Seek out blogs by entering your keywords in Google alongside the word "blog"** (e.g., "housetraining blog" or "copywriting blog"). Also check out the "blogroll links" on each of these blogs, as you'll uncover more potential partners.
- 5. Go to [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com) and similar social media sites** to find the marketers in your niche with a lot of followers. These marketers are potential partners.
- 6. Look for prolific writers in article directories like [EzineArticles.com](https://ezinearticles.com).** These people already know the value of using good content to draw in traffic, so they may be open to sharing your report.
- 7. Contact your existing affiliate or JV list.** If you've done any joint ventures (JVs) in the past or if you already have a list of affiliates, be sure to contact these people and ask them to giveaway your free rebrandable report.

Before you actually contact these potential partners, read Day 17's lesson...

Day 17: Pitch Your Offer

Before you actually contact any potential partners, you need to consider how you'll pitch your offer. Because even though you're offering something to your partners that will benefit them, you still need to "sell" them on the idea.

Below you'll find a brief email template that you can use to approach partners. Remember, however, that it's easier to get people to say yes if they know you or at least recognize you. As such, you should seek to build relationships first whenever possible.

Here's that email template:

Subject: [First Name], it's [Your Name]

Alternative subject: [First Name] - here's a freebie
for your subscribers (and easy commissions for you)

Dear [First Name],

Hi, it's [Your Name] here from [Your Site]. I'm writing to offer you a way to make \$xx.xx commissions over and over again - simply by giving away a free report to your subscribers.

Your subscribers, customers and visitors will love this content, because it [explain how it benefits the potential partner's subscribers].

And you'll love giving this report away, because you can rebrand it with your affiliate links and make \$XX.xx every time one of your visitors buys something from the report. It's an easy way to please your subscribers AND make money - simply by giving away valuable content!

To download the report, read it and rebrand it with your own links, just go to:

[download link - this page should also include more info about how and when you're launching the report - preferably you should get partners on a mailing list so you can remind all partners to release it on the same day]

If you have any questions, let me know!

[Sign off with your name]

P.S. I'm launching the report on [Date], so you get to be one of the first people to share this report - that means you stand to make the most commissions.

Day 18: Preparing to Go Viral (Part 1 – Scheduling)

Just a bit earlier I mentioned that you should “launch” your free rebrandable report.

That’s important. That’s because the more eyeballs you get on your report up front, the faster the viral effect kicks in so that your report can sweep your niche.

Example: Just imagine if you had five partners, all with an average list size of 5000, promoting your free report on launch day. That means you’d put your report in front of (potentially) 25,000 prospects – and several of them would pass your report on.

Now let’s say instead that you had several dozen partners all promoting your product on the same day – and you could put your report in front of 250,000 or more prospects.

In this case, your report would take on a life of its own much more quickly – not only because you got it in front of more people, but also because of the social proof. When you have dozens of people recommending the same report – and people start talking about it on forums and social networks – it’s more likely to “go viral” faster.

So here’s what you need to do:

- Pick a launch date that’s at least several weeks away.
- Get your partners on a separate mailing list so that you can email reminders to them. You can use Aweber or GetResponse for this as well.
- Ask your partners to help build anticipation for the free report launch by telling their subscribers about it before the launch date. (Schedule below.)

You should decide on what date you’re going to launch. Be sure to contact all partners at least 3-4 weeks before this date. Then send them reminders:

- Two weeks before the launch date. (Tell them to send out a "teaser" to their list.)
- One week before the launch date. (Tell them to send out another "teaser" to their list.)
- Four days before the launch date. (Tell them to send out a teaser 24-48 hours before the launch).
- Night before the launch. (Remind your partners to email their lists, tell their networks and blog about your report – remind them of the exact time they can tell their prospects about the free report.)

Tip: In addition to creating your launch schedule, you should also take a few minutes to create an overall marketing plan, such as how you're going to promote the report after the launch date. Your plan should include many of the techniques we'll talk about later in this course, including blogging about it, using forum marketing and more.

Tomorrow I'll give you the specific emails that you can pass on to your partners to help them build anticipation for the launch.

Day 19: Preparing to Go Viral (Part 2: Sample Emails)

Now that you've approached your partners, chosen a launch date and created a "launch schedule," you need to give your partners the tools they need to build anticipation and whet their prospect's appetite.

Naturally, you should send these same anticipation-building emails to your own lists.

Here then are the two teaser emails and the launch day email templates you can give to your partners. Be sure to tweak these to fit your needs before passing them along to your partners.

Teaser #1:

Note: This first teaser does not need to be a separate email. Instead, just include the below snippet in the "P.S." or introduction of a regular newsletter. Indeed, you can and should send these embedded teasers in multiple newsletters in the weeks leading up to the launch.

P.S. I almost forgot - in a few days you'll get an email from me that's going to change the way you look at [niche topic]. There's nothing to buy. Just read and discover the secrets of [benefit] - for free.

Stay tuned - you won't want to miss this!

Teaser #2:

Note: Send this one out in a separate email two days before the launch date.

Subject: [First Name], what are you doing Tuesday?
Alternative subject: An important reminder for [First Name]

Dear [First Name],

If you've been looking for a quick and easy way to [get specific benefit], look no further than your inbox. Because in about 48 hours you're going to get free access to a report that will change the way you think about [niche topic].

Inside this amazing report, you'll:

- Discover how to [benefit 1].
- Find out a little-known way to [get benefit 2].
- And learn what [niche group] experts know about [niche topic].

Look for it to hit your inbox at [time] on [day]
- that's less than 48 hours from now.

See you then...

[Sign off]

P.S. You'll kick yourself if you miss the email.

Launch Day Email Template:

Subject: Get your copy of [name of free report] here...

Dear [First Name],

For weeks now I've been telling you about an amazing little report that will help you [insert major niche benefit here].

Good news – it's ready to download! Get your copy here:

[Direct download link]

I think you'll be as blown away when you read it – it certainly knocked my socks off!

[Sign off]

P.S. Check out the tip on page XX – I've never seen that one anywhere else!

Post Launch Email Template:

Note: Send this reminder in a regular newsletter within two days after launch.

P.S. Did you pick up your free [name of report] yet? If not, download it now at:

[link]

... And turn to page XX to find out a little known secret about [niche topic]. You'll love it!

Day 20: Get Your Report in Front of "Buzzers"

Seth Godin calls them sneezers. I call them "buzzers," because they create a huge buzz about your free report.

Who are these people? They're not really marketers. That is, they don't recommend products for money. Rather, they review and talk about niche products purely because of their interest in the niche.

They generally don't have mailing lists. But they do have platforms and audiences – sometimes their audiences just include people on a forum, but other times these buzzers have large social networks and popular blogs. And because they are so well-respected inside of the niche communities, you'll want to get your free report in their hands before the launch day so they'll start buzzing about it.

Here's how to recognize these people...

- They're long-established and well-respected members of niche communities, such as the most popular forums in your niche.
- They may run popular blogs.
- They may have a lot of followers on Twitter and other social networks.
- They're not necessarily marketers or affiliates. (Which is one reason why their recommendations hold so much weight in niche communities.)
- They're usually regarded as niche experts.
- They have a strong desire to be "first" in a niche. They love being the first to review or talk about a new niche product.
- If they're on a forum, they probably have thousands of posts and have been on the forum for at least two years.

Just lurk on any forum for a few days, and you'll quickly establish who the most respected members of the forum are (and, in particular, which ones are buzzers who talk about niche products).

Once you've identified them, you can approach them. Now, you're not going to approach them like a JV partner, as that will turn them off. Instead, approach them like a trusted advisor. Ask them for their feedback about a report. And, when applicable, use their feedback to improve your report.

Tip: Sometimes a forum PM - private message feature - is the best way to get a hold of them. You may also "befriend" them on Twitter or Facebook and contact them there.

About three or four weeks before the launch date you may contact these buzzers using the sample email below.

Sample PM or email:

Subject: Can I ask a favor, [First Name]?

Hi [First Name],

You're a well-respected member of this forum and clearly a [niche topic] expert, so I really value your opinion.

Could you do me a favor and let me know your feedback on my new report? It's a quick 10 minute read, so it won't take long.

Here's the link:

[Provide download link]

I appreciate if you can provide your honest feedback. And let me know if there's anything I can do for you.

Thanks!

[Your name]

P.S. Please don't share the link with anyone since I'm not yet ready to release the report. I'm sure your feedback will help me improve it. ☺

Circulate the Report

Getting multiple partners to help you launch the report on a specific day is a good way to kick start the viral effect. But you can't just sit back, relax and let your partners do all the work.

You need to do everything you can to get as many eyeballs on your report both on the launch day and every day thereafter.

Here's how...

Day 21: Encourage Readers to Pass It Around

Right now you've focused on getting marketing partners to pass your report around. But some of your best "cheerleaders" are the actual prospects reading the free report. And that's why you need to encourage your readers to pass it along.

One way to do this is to include a note inside the free report that simply says something like: "Do you know someone else who'd like to [get benefit]? You can help them by giving them this report – they'll thank you for it!"

TIP: You can also include this note in any other advertising you do, such as alongside a blog post, in your emails to your prospects, etc.

You may also encourage your readers to pass it along – and let them know they can make money doing so. Again, you can include a note in the actual report as well as a link to more information alongside your other advertising.

Example: You can make money simply by giving this report away to your friends! [Click here to find out how.](#)

Note: The link where your readers then land should explain to them about how rebranding works and how they can make money with the report. Be sure to let them know it will only take them a few minutes to create their own rebranded report - and all they have to do to make money is join a certain affiliate program. No website required!

To be continued next week

Lesson #50

The 31-Day Guide To Rebrandable Reports, Pt 4

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Continued from last week...

Day 22: Tell Your List About It

Just as your marketing partners are spending two weeks building anticipation for the launch day, you should be doing the same thing with your own lists of customers or prospects. You can use the scheduling and emails from Day 18 and Day 19 to build anticipation.

Note: For best results, start building your own mailing list before you launch the your free report. You can do this by sending prospects to the squeeze page and mailing list that you created on Days 13-15. Use the marketing strategies you'll learn over the next several days to build this list.

Again, yes – you can do this even BEFORE you launch the free report. That way you'll have a "captive audience" on launch day. ☺

Day 23: Blog About It

If you already have a blog, then you should be treating your blog readers the same way you treat your mailing list subscribers. That is, you should build anticipation for the report before you launch it. You can use the "teaser emails" from Day 19 to create your blog posts.

If you don't already have a blog set up, you should create one ASAP. Here's how:

1. If you don't have a domain name, get one at NameCheap.com.
2. If you don't yet have hosting, get it at HostGator.com.
3. Log into NameCheap to change your domain name servers (DNS) to point to HostGator's servers. HostGator will send you an email letting you know your domain name servers. You can watch a video tutorial or read more about how to actually change your DNS at NameCheap [here](#).

4. Log into your control web hosting control panel (at www.yourdomain.com/cpanel). Scroll down and look for "Fantastico deLuxe. Click on it.
5. Follow the links and simple instructions to install a WordPress (WP) blog on your site. Be sure to keep your WP login information in a safe place.
6. Log into your WP blog and start blogging! Ideally, you should populate your blog with at least six blog posts, just so your blog looks busy (which will help you get repeat visitors).

If you need help either blogging or customizing your blog, just go to [WP's official site](#) to read the documentation.

Day 24: Become a Guest Blogger

One reason you should have your own blog is because it makes it easier to do "content swaps" with other bloggers.

That is, you can propose that you post guest articles on each other's blogs.

Now, you already know how to find potential partners – just refer back to Day #16. The surest route, of course, is to search for niche keywords followed by the word "blog." You can also search for some of the popular platforms, including "WordPress," "TypePad" or "Blogger."

Example: "copywriting blog" or "dog blog."

Once you've found potential partners, send them a variation of this email:

Subject: I'd like to feature you on my blog, [First Name]...

Dear [FirstName],

Hi, it's [your name] here from [your blog]. I'm writing to make a proposal that benefits both of us - specifically, let's swap blog articles.

Since you're the [niche topic] expert, I'd be thrilled if you'd consider sharing your [specific topic] expertise with my blog readers. You'll benefit by:

- Getting a backlink on my blog (Page Rank X, so lots of link juice).
- Getting plenty of click throughs from targeted readers - this blog gets XXX unique daily visitors, so you can expect plenty of traffic.
- Further establishing yourself as a niche expert.

Plus, since we're swapping content, you'll also enjoy the benefit of getting a free, high-quality and exclusive article your readers will love.

You can read it here:
[provide link to your article].

Please let me know if you have any questions or if you'd like to discuss this further. If not, you can just send me your article as soon as its ready and I'll post it immediately on my blog.

Thanks!

[Sign off]

P.S. I look forward to seeing your article - I'm sure my readers will love it!

Alternative P.S. My readers loved your recent article on [topic] - they couldn't stop talking about it. See what I mean here: [link to discussion on your blog where your readers mention this person's article].

Day 25: Tweet About It

Do you "tweet" on Twitter or post to your wall on Facebook?

Are you a member of any other social networking sites, such as [Facebook.com](https://www.facebook.com), [LinkedIn.com](https://www.linkedin.com), [Ning.com](https://www.ning.com) groups or other niche networking sites?

If so, be sure to tell your social networks about your new report!

Tip: If you haven't joined any of these sites yet, do so soon. Not only can you meet new prospects on these sites, you can also meet potential JV partners!

Here's a sample tweet:

Free report shows you how to [insert benefit here] -
download it here [link] and then retweet!

Day 26: Advertise Your Report on Forums

If you've done a good job of finding the "buzzers" (sneezers) in your market, then most of the niche forums are probably already buzzing about your free report. If not, you need to get folks talking by dropping links to your report on these forums.

Now, there are multiple way to advertise your report on these forums, including:

- Ask the forum owner to share the report. In other words, ask him or her to become a launch partner.
- Purchase advertising on the forum.
- Post an ad about the free report. (Only do this on forums with "free ebook" sections or specific ad sections – otherwise you're spamming.)
- Become a member and drop a link to the report in your signature file.

Let's talk about the last one for a moment...

You can't just join a forum today, blast a bunch of messages and hope that people will click on your signature files.

Forums don't work that way.

They're communities, which means they're about relationship building.

As such, the best way to get people to click on your signature link is to become a valued member of the community. That means participating on the forum by answering questions, asking your own questions when applicable and generally getting to know the other members.

Tip: Building relationships on forums isn't much different than offline. Think about it - when you're meeting someone for the first time offline, you don't dominate the conversation and then start pitching something. Instead, there's give and take. And your relationship grows slowly over several weeks.

Same thing here. Don't try to build relationships in one day. It takes time to build trust. But once people start liking and trusting you, they'll click on your signature file more often.

Please note that different forums have different rules for signature files, so be sure to read the rules before putting up a signature file.

Secondly, your forum signature is basically an advertisement. As such, you need to give people a reason to click on your link to download your report. You might write something like this:

"Are you tired of [bad thing/problem]? Good news: Now you can discover how to [get benefit]! Click here to download this shocking report for free!"

Example: "Are you tired of spending thousands of dollars searching for reliable freelancers? Good news: Now you can discover how to find the Net's best and most reliable freelancers at the best prices! Click here to download this shocking report for free!"

Day 27: Upload a YouTube Video

Another way to extend your reach into your niche market is by creating and distributing a video.

Tip: The following section refers to creating a video that you use to promote your free report. However, you can also create and distribute a "video version" of your free report. That means it contains the same

content as your free report, plus the same product pitches.

Now, in order to use your video to promote your report, the report and video of course need to be closely related. And one of the best ways to get someone to download your free report after viewing your video is to make the report the natural next step.

That is, the report should include tips or steps in a process that naturally come after whatever was shared in the video.

Let me explain...

Let's say your free rebrandable report is about how to groom a sheepdog. The report focuses on the actual clipping of the dog. You can create a video that talks about the first step of this process – bathing the dog.

Example: Your free rebrandable report is about lifting weights and eating properly to gain muscle. The free video can demonstrate actual bodybuilding exercises.

Now, there are a couple ways you can create your video. One way is to use a digital recorder and create a video that demonstrates something and/or shows you talking. You probably already have a digital camera or web cam that can do this type of video for you – just be sure to provide good lighting. You can edit the video using a tool like [VideoPad Video Editing Software](#).

The second way to create a video is to create a "slide show" type video. In this case, you don't even need a camera. All you need is a microphone to narrate and software like [Camtasia Studio](#) to create and edit the video.

Regardless of which option you choose, keep these points in mind:

- **Keep it short** – about five minutes or less.
- **Make it entertaining.** Not only should you provide good content, but keep the visual portion of the video moving along so the viewer doesn't get bored.

- **Create a first, middle or last frame that's eye-catching.** That's because you can choose one of those frames as your thumbnail picture on YouTube.
- **Choose your keywords carefully so that your niche finds you.** You may want to use keywords similar to videos already on YouTube – that way your video will show up alongside those videos.
- **Upload and share on YouTube.** Instead of just posting the video and hoping people find it, you can tell your list about it, blog about it and use other means of getting eyeballs to the video.

Day 28: Drive Traffic Using Content Marketing

We've already talked about some forms of content marketing, such as YouTube and blogging. Here's another: Creating and distributing articles on popular article directories.

The key to this strategy is to optimize your articles for specific keywords that your niche is already using in the search engines. That way, they'll find your article the next time they search.

Here's how...

Step 1: Find relevant keywords.

Use a keyword tool like WordTracker to find "longtail keywords." These are keywords that tend to be 3-5 words long that may not get a lot of traffic, but there also aren't a lot of competitors for these words. That means it's easy to rank well in the search engines for them.

Example: "dog training" is an extremely competitive word, simply because so many people search for it every day. A longtail example is "free hunting dog training guide" or "German Shepherd dog training Michigan."

Tip: If you use WordTracker, look for words with a KEI (keyword effectiveness index) value of 100 and up. You can also plug the keywords into

Google to see how much competition there is for any given word.

Select a keyword that's related to the topic of your free report. And then prepare to write an article on this keyword topic...

Step 2: Write your article.

To optimize your article, use your keywords once in the title and two to three times for every 100 words of content there after.

Tip: Remember, the people actually reading your article are humans, not search engine bots. So be sure to create articles that hold their attention, too. See Day #9's lessons for tips on engaging your reader.

Step 3: Create a compelling byline.

The byline or author's bio is where authors put their "about me" information. However, since your goal is to get people to download your free report, you'll put an advertisement here instead.

You can use the forum signature file template from Day 26 as the template for your byline. Here's another template:

"FREE report: Learn how a [ordinary person] [did an extraordinary thing] - and how you can too!"

Example: Learn how a former steelworker went from losing his job to making \$14,872 a month - and how you can too!"

Step 4: Distribute

Now you're ready to distribute your article on the article directories. Here are five of the best ones:

- EzineArticles.com (if you upload to just one, make it this one).
- GoArticles.com

- Buzzle.com
- ArticleAlley.com
- ArticleCity.com

Tip: If you have multiple articles on the same topic, you can create a Squidoo.com or HubPages.com page.

Day 29: Distribute Offline

Don't limit your promotional activities to online venues – you can promote offline, too.

For example:

- Put your free report on a CD and distribute at trade shows, local seminars, workshops and other niche events.
- Offer to speak at a local organization and distribute the CD after your talk.

Example: If you're in the bird-watching niche, then offer to give a talk to the local bird-watching organization.

- Recruit offline partners to distribute your CD.

Example: Rebrand the CD and ask a local gym owner to share it with his customers.

- Hang or hand out flyers in high-traffic areas, especially where your niche is likely to hang out.

Example: Ask local veterinarians if you can hang a flyer about dog training in their waiting area.

Read on for another offline method (which also works online)...

Day 30: Distribute Press Releases

You can write and distribute press release both to offline traditional media (like your local newspaper, as well as a national or foreign

outlet). You can also distribute your press releases to online outlets (such as blogs and other sites) that publish them.

The best way to get into the local paper is to submit your release directly to the proper editor. And the best way to ensure this editor considers your press release is to do these things:

- ➔ **Format it properly.** Don't use fancy fonts or other distractions. Make it easy to read using proper press release formatting.
- ➔ **Send it to the right person – and spell his or her name right.** A quick call to the newspaper front office will make sure you get the details right.
- ➔ **Follow instructions.** Some editors accept email, fax or mailed releases. Some only accept them in a certain format (such as by mail). Be sure to follow the editor's preferences, or your release will go straight to the trash... unread.
- ➔ **Create a release that's likely to get published.** Read several back issues to get a feel for what type of press releases they print. Then model your release after these successes.
- ➔ **Write a news story, NOT an ad.** Releases aren't self-promotional, except in a subtle way (e.g., your website is mentioned in the last paragraph of the story). If your release looks like an ad, it will get trashed. Again, look at actual published releases in your local paper to get a feel for what the editor likes to publish.

You can also distribute your release online to a wider audience using a distribution service such as:

- PRWeb.com (one of the most respected and widely used services).
- PressRelease.com
- PressAbout.com

Day 31: Sell Rebranding Rights

So far, we've talked about how to get your marketing partners to distribute the report for you.

The incentive you offer is that they can change the product links in the free report to their affiliate links. (While leaving your mailing list links intact so you can build your list.)

If this is for your product, or if you're promoting a product with a two-tier affiliate program, no problem – you make money either way. But if you've created this free report around someone else's single-tier affiliate program, you lose the potential for making any affiliate sales if you let others change the links.

Here's a solution: Sell the rebranding rights to others.

This is just like selling the resell rights to the product, except that you're also giving people the right to change the affiliate links in the report to their links. You can charge a nominal fee for rights, such as \$10 (and then you can sell these rights to hundreds of people).

Here's how it benefits you:

- You get to make some money up front selling these rebranding rights.
- Your mailing list links stay intact, so you can still build a list.
- The report still gets wide distribution, since you still encourage everyone to give the report away freely (but only those with rebranding rights get to change the links).

To do this, just set up a download page that's ONLY accessible to those who purchase the rebranding rights. There you provide the rebranding tools (such as ViralPDF) so that buyers can rebrand the selected text and links.

So how do you advertise these rebranding rights?

If you email people directly – especially those who don't know you – they'll likely see your email as spam since it's a commercial offer. As such, it's better to advertise and let the buyers come to you.

Here are places to do exactly that:

- The WarriorForum.com. (Hint: Place your ad in the "Classified" section. If you're offering rebranding rights for a price that's lower than the general public gets, then you can place your ad in the "Warrior Special Offers" section.)
- The DigitalPoint.com forums.
- The SitePoint.com marketplace.
- eBay.com.
- Craigslist.org.

You can also use free advertising methods to attract buyers, such as:

- Blogging about it.
- Setting up an affiliate program through Clickbank.com and recruiting affiliates to sell it.
- Telling your list about it.
- Telling your social networks about the offer.
- Posting the offer on your Squidoo.com or HubPages.com pages.
- Using article marketing to drive buyers.
- Advertising it in your forum signatures.
- Setting up an AdWords pay per click campaign.
- Trading links or ads with joint venture partners.

Now let's wrap things up...

Conclusion

There you have it – a complete 31-day guide to making money by creating and sharing your own free rebrandable report!

Let's quickly recap what you learned over these 31 lessons:

1. **CHOOSE a Niche** – here you learned how to find a market that's able and willing to spend money to solve their problems!
2. **CREATE Your Rebrandable Report** – You found out how to "feed" this hungry market by creating a free report with the content they desperately want and need!
3. **CAPITALIZE on the Traffic** – You discovered how to entice those who read your free report to join your mailing list!
4. **CONTACT Partners** – You learned how to find and contact promotional partners to help distribute your report.
5. **CIRCULATE the Report** – Finally, you discovered how to sweep your report across your niche like a prairie fire!

In short, you now know everything you need to know about making money simply by giving away a free report!

Now that you know how to do it, **it's time to put this plan into action.** I know you're tempted to put this report away and think about it for awhile. But don't do it.

It's much better if you start taking action today while it's fresh in your mind.

As such, I strong encourage you to return to Day #1's lesson, re-read it and take action on it – today. Right now. **Because the sooner you take action on these lessons, the sooner you too can make money simply by giving away something for free!**

Lesson #51

Thirty-Five Best Blogging Practices For Affiliates

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

7 Ways to Write Great Blog Headlines

Writing great blog headlines can be difficult, which is why many bloggers simply don't bother to do it. However, if you're willing to learn how to get better at it, you'll be surprised by how much a good headline can improve your results.

So what's the secret to writing good headlines?

It's a combination of things.

But most importantly, it involves thinking like a copywriter. This means that you must understand your audience, think like them, and then make a conscious effort to persuade them using every strategy available to copywriters.

Below, you'll learn 7 ways you can use to write great blog headlines:

1. Make a Big Promise

Your blog post may provide very large benefits to your readers.

Example: It might tell them how to use a new Internet marketing technique that is not explained well elsewhere.

However, if you do not communicate this information to your viewers, then they won't see the benefit and won't bother to read your entry.

Example: As an example, consider using a headline like:

"Do _____ 3 Times Faster."

For all readers, this is a simple and tangible benefit and if this is something they want, then there's a good chance they'll read the entry.

2. Arouse Curiosity

Another strategy you can use to improve your headlines is to arouse curiosity.

By doing so, you will make it difficult for the reader to leave without having first satisfied that curiosity by at least skimming your entry.

Again, using our Internet marketing example, you might say something like this:

Example: "Find Out How The World's Strangest Marketing"

3. Use Trigger Words

If you've ever read a guide on copywriting, you've probably noticed that the term "trigger word" is thrown around quite frequently.

If you're not familiar with the term, it refers to any word or phrase that triggers a psychological response on the reader's part.

These are very useful, as they can compel people to take action and make decisions when an alternate choice of words would not.

The following is a short list of some "trigger words" that you may want to use in your blog headlines:

- free
- news
- introducing
- new
- announcing
- explosive
- proven
- shocking

4. Get Specific

Blog readers need a story that they can visualize if you want them to be compelled.

If visitors cannot visualize the story that your headline suggests, then they won't bother to read further.

One way in which you can make it easier for them to visualize your story is to *be more specific*. As an example, compare the following two claims:

Example #1:

"Make as much as \$200 with this strategy in your first week"

"Make as much as \$197.83 with this strategy in your first week."

Example #2:

"Lose 20 pounds in one month"

"Lose as much as 19 pounds in one month."

In each case, the second option provides a higher degree of detail than first and signals to the reader that the blogger is communicating the exact story, rather than embellishing or being vague.

5. Speak Directly to Your Target Market

While it's true that the people you target have other interests, it's NOT true that you know what they are. All you know about the people who visit your blog is that they have an interest in your niche.

This is precisely why it is vital to target these interests specifically, rather than a person with generic interests.

This is something you should keep in mind when writing headlines.

Example: If you have a weight loss blog, then your headline should not work equally as well on a gardening blog.

That is—it should not appeal to general "human interests," but instead, the interests of those who want to lose weight.

6. Draw Inspiration from Successful Bloggers and Tweeters

One of the best ways to learn how to write better headlines is to copy the style and approach of those who are successful at it.

One way in which you can do this is to watch the Digg.com front page each day. If a headline makes it there, then it has received hundreds or thousands of votes, indicating that the technique was successful.

Another place you can draw inspiration from is [Twitter.com](https://twitter.com). Since tweets are limited to 140 characters, you can think of them as you would an unusually long blog headline. As you did with Digg, look for frequent re-tweets and analyze what it is that makes them unusually salient.

7. Test, Track... Test, Track!

In addition to employing good headline strategies, you must also test them.

Otherwise, you will have no means of determining whether a strategy was successful or not. The best way to do this is to monitor your traffic statistics to see whether a certain headline technique increased the clicks to the post and amount of time the average visitor spent on your blog post.

Note: You see, it is NOT enough just to test and track your click rates. It is relatively easy to deceive your visitors and make them click to a specific blog post; but what matters is how relevant is the headline to the content of the post.

So, as much as you keep track of your "most popular posts" also be sure to track the readership level of these popular blog posts.

Of course, for SEO (Search Engine Optimization) purposes, you will NOT want to alter the headlines of blog entries after you have already posted them. Instead, you will want to look at the results for many different headlines and blog posts and then see if you can determine which techniques are consistently yielding better results.

Conclusion

Writing good blog headlines is an essential part of retaining blog visitors and encouraging them to read more.

There are many ways in which you can do this, but I have listed some of the best strategies above. In addition to writing good headlines, it is also important that you test your results and make modifications accordingly.

7 Ways to Get Great Ideas for Blog Posts

You might wonder how some bloggers manage to stay inspired and to find new topics effortlessly while others (like you) struggle to find new ideas.

However, the truth of the matter is that many of those prolific bloggers didn't start off that way.

Just like you, those prolific bloggers had periods of time when they couldn't come up with great ideas and when they no idea where to look for inspiration.

The difference between you and them is that they figured out how to overcome this problem.

If you want to overcome this problem, all you have to do is find reliable sources of great ideas and then tap them periodically to make sure you don't run out of material.

Below, you'll learn 7 useful strategies you can employ to get great blog post ideas:

1. Ask Your Readers

Not surprisingly, your readers know what they want to read about more than anyone else. This is precisely why any attempt to generate new blog topics should begin with a frank discussion between you and your blog readers.

If you use WordPress or a blogging platform that permits it, consider using a plugin to conduct two different polls.

- The first poll should ask what direction readers would like your blog to move towards in the long run.
- And the second should ask which topic they would like you to discuss in an upcoming feature piece. You might consider creating a new poll for the second question on a monthly basis.

In addition to soliciting readers' advice through polls, you may also want to explicitly ask them to tell you what you should write about through comments or in an email. This will give them greater freedom to explain what they would like to see on your blog.

Finally, if you do not already own a blog, you should start by soliciting this type of advice on relevant niche forums or through your email list. Explain what you plan to do and then ask what people would like to read about.

2. Listen to Your Readers

In many situations, you don't even need to solicit your readers' advice! There's a very good chance that simply paying attention to the comments section of your blog will yield all of the information you need.

Example: Was there a rigorous debate in the comments section over one of your previous topics? Or was there a blog entry that was accompanied by a flurry of questions that you never addressed explicitly?

Have you started to realize a new blog post opportunity?

These are all things you may want to come back to in the future by creating a second blog post on the topic.

3. Lurk on Forums

Lurking on forums can be a great way to generate blog entry ideas. If you don't already visit forums regularly, you can find some in your niche at the following URL: <http://www.big-boards.com> or by searching like "[your keyword] forum" at Google.

Example: "golf forums" or "internet marketing forum".

When you're on the forums, look specifically for hot topics.

For instance, if a thread has received hundreds of replies and has remained at the top of the forum for a sustained period of time, then there's a good chance that it will prove popular on your blog, too.

Also, if a post proves to be controversial and draws a lively debate between forum members, it may also be something you should consider importing to your blog.

4. Read Newspapers and Magazines

When reading online media, it's all too easy to jump around without getting an in-depth overview of a topic.

Sitting down to read a magazine or newspaper can often be a better way to get a more detailed, detached perspective of current events and hot topics.

So, grab a few magazines and newspapers of choice and take notes as you read through them.

Look for topics that have the potential to be funny, exciting, useful, or controversial. And then use them to stimulate discussion on your blog.

5. Check Out Article Directories

As an Internet marketer, you've probably submitted many articles to directories. What you might not realize, however, is that these directories can be a goldmine for ideas when you need them most.

Next time you're struggling to come up with an idea for your blog entry, visit EzineArticles.com, locate the category that best describes your niche, and begin browsing. Look for headlines and topics that catch your eye and then consider posting on the idea if it looks promising.

6. Use Keyword Tools

One way to understand your blog readers better is to find out what they look for on the Internet. You can do this by using the Google AdWords Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>.

Using this tool, you can simply enter a word or phrase, such as "golf equipment" and the tool will return a massive list of related keywords, including such things as "golf umbrella" and "new golf clubs."

Here, you've tens and maybe hundreds of keywords that you can easily turn into ideas!

You can also sort these results by the search volume they received, which will allow you to isolate the most popular keywords.

7. Continue an Interesting Conversation

Sometimes you won't even need to come up with a fresh idea by yourself!

Here is how:

Next time you encounter a hot conversation on another blog or in a forum, continue it on your own blog. Mention briefly where you found the conversation, give an overview of the arguments on each side, and then support one or the other.

Since blog readers in your niche are likely to have strong feelings about such topics, you can expect a strong response.

Conclusion

Coming up with new blog entry ideas can be difficult. However, it doesn't need to be impossible.

All you have to do is create a list of places where you can reliably find good new ideas and then tap them as needed.

Using the 7 strategies I've shared with you above, you may find that it is much easier to recover from your next spell of writers block.

7 Ways to Get More Comments at Your Blog

Comments are the lifeblood of any truly successful blog. They keep the discussion going well after the blog entry has ended. And they signal to new visitors that other people find the blog interesting and worthwhile.

If you want to ensure that your blog becomes successful, retains visitors, and encourages visitors to stay longer and to become more active, then you should do whatever you can to try to draw more comments.

Below, I will discuss 7 different strategies you can do get a lot more comments at your blog.

1. Repost or Reference Comments

One great way to draw in readers and to encourage them to comment more frequently is to reward them when they do it.

Example: If someone makes a particularly insightful remark about your post, then it may make sense to comment on it explicitly.

You can do this by quoting part or all of the comment, mentioning the poster by name, and then saying something complimentary or funny about his or her post.

Tip: Remember to check you type the commenter's name correctly. If you've international blog readers, you'll easily type their names wrong - and that can only make an impact in the opposite direction.

If you do this in a way that makes people feel involved and recognized for their effort, then they're more likely to contribute in the future. Others, seeing this, will also contribute.

2. Hold Contests

Another good way to encourage readers to become commenters is to hold regular contests.

In these contests, the entry fee will simply be making one or more comments. And the prize can be a number of different things, including merchandise from your niche or store; or the opportunity to make a one-time guest blog.

As far as picking winners goes, this is up to you. You could either select them yourself by picking the "best comment" or you could randomly select a comment using <http://www.random.org>.

The first method is entirely subjective; however, the second method may lead you to select someone who only put in a nominal effort, perhaps by writing "good post," which could anger other participants.

Tip: If you make a random selection, in order to optimally take advantage of this opportunity, you may also want to screencast the selection process and post it on your blog at a pre-determined date and time.

Feel free to make real-time voice-over while you're screencasting and add excitement to the video.

This could draw a lot of interest from participants and give your blog a healthy traffic spike.

3. Be Controversial

Another good way to encourage readers to comment is to occasionally post something highly controversial, but not ethically objectionable.

Example: You might cite a famous Internet marketer who has claimed that creating an email list is a waste of time; and that you should instead always send traffic directly to your salespage.

When it comes down to it, you don't even have to take a side. You can simply introduce the controversy and then let commenters jump it and flesh out the debate.

This can be an excellent way to draw readers in and prompt them to get involved.

With all of this said, I cannot stress enough that you should not post controversial topics that could be construed as morally or ethically objectionable material. This is more likely to turn off readers, rather than get them involved.

4. Create a Poll

Polls have many virtues. One virtue is that they allow you to capture information about your visitors that you might otherwise not be able to get. Another virtue is that they prompt involvement on the part of those who feel that their preferences were not well-represented in the poll.

I want you to use polls for the second (and lesser-known) virtue. That is — create a poll that is incomplete — and then allow commenters to chime in by arguing that you should include additional categories and explaining why that is the case.

Tip: Alternatively, you'll offer a complete list of choices but rather explicitly ask them to comment why they chose it. People will start a discussion on why X is better than Y or the vice-versa.

This should stimulate some interesting comments, which could lead to a discussion between blog readers.

5. Give Readers Less Time to Comment

As with many things in life, it's all too easy to put off blog commenting and tell ourselves that we will do it tomorrow instead. And, not surprisingly, this is something that many would-be commenters do.

They decide to put comments off until later, but when they go to do them at another time, they find a new blog post and lose interest in placing the original comment.

One way to get around this is to put a cap on the amount of replies you allow or the amount of time people have to post replies.

When they see this cap and realize the implications, they will be prompted to post now, rather than later. While it may seem counterintuitive at first, it can work quite well in practice to bring in additional comments.

6. Show the Carrot

Instead of threatening to prevent people from commenting, you may want to consider giving them a positive incentive to comment.

For instance, you could put some lower bound on the number of comments you must receive before you will create another post.

Example: You might say that you will only post after you have received at least 30 comments from readers.

With this said, it is important that you follow the response to this policy over time. Make sure that readers aren't simply posting "good work" or "nice post," but instead are actively participating. Otherwise, this system will not work and you may need to switch to something else.

Note: I can't stress enough the importance of the "carrot" principle in place for this strategy:

You need to show people what's next.

Tease them about the next blog post and make it clear that you'll post this new exclusive post right after you reach a certain amount of comments

7. Make a Typo

Similar to tip #4, which involved creating a poll that purposely excluded certain categories of response, you may want to consider drawing comments by intentionally making a mistake.

You can do this by occasionally making a typo, which will incite those who cannot accept typos to comment.

Of course, with this strategy, it is critical that you do NOT go overboard. Frequently making typos on your blog will make you look unprofessional and will hurt your chances of long run success.

Conclusion

If you want to have a successful blog, then you need to convert readers to commenters.

Fortunately, if you want to do this, all you have to do is use one or more of the seven strategies I've provided above.

In a matter of weeks, you should see significant improvements in your reader involvement, commenting, retention.

7 Ways to Make Money from Your Blog

Initially, finding high-quality content for your blog and then getting people to see that content is the most important thing you can do with your time.

However, as your blog evolves and your readership grows, you have to put some time into monetizing the blog correctly. Otherwise, the entire enterprise will be for naught.

Below, I will explain 7 ways in which you can monetize your blog, so that it goes from being a drain on your financial resources to an asset.

1. Use Google AdSense

For starters, you should consider putting up Google AdSense ads. The advantage to this approach is that it is simple.

Tip: If you're using Blogger.com, the Google AdSense is already built in. After all, it is one of the Google services. However, there are many plug-ins and themes for WordPress and other platforms, which only needs you to insert your Google AdSense code.

All you have to do is create an AdSense account, generate some lines of code, and then place those lines of code in your website. From there, the script will generate ads that are contextually-matched to your site; and will generate revenue whenever they are clicked.

This means that you don't need to talk to advertisers; and you don't need to draw up a contract. All you have to decide on is what type of ads to use. You will have a choice between a half dozen types, including banners, image ads, and text ads of various shapes and sizes.

It's important to note that there are also downsides of using Google AdSense. For instance, you will probably earn less on banner ads and you will also have less control over what ads are displayed on your site.

Tip: Having said that, Google AdSense allows you to block some kinds of ads, keywords or domains from showing up on your blog.

2. Sell Advertising Space

In general, this won't work well for low traffic sites. However, if your blog receives a lot of traffic and you can back this up with documentation, such as traffic records, then selling advertising space may be a lucrative option.

When it comes to selling ad space, you will have a few different options.

You can choose between text ads, banner ads, and image ads. You can also choose whether you want advertisers to pay per click or to pay per view.

If you decide to go this route, you can use the following sources to find ad space buyers:

- <http://www.webmaster-talk.com/buy-and-sell-advertising-space/>
- <http://www.sitepoint.com>
- <http://www.warriorforum.com>

3. Seek Out Sponsorship Opportunities

In addition to (or as an alternative to) selling ad space on your site, you might consider seeking out sponsors.

The sponsors could agree to provide a free prize for your contest in exchange for being mentioned on your blog in the days leading up to the contest.

Alternatively, you could have long term sponsors for the blog, who make a monthly donation in exchange for your promoting their products periodically and for including a banner on your site that references them as a sponsor.

4. Sell Your Own Products/Services

Another way to generate revenue through your blog is to create your own products or to sell existing products.

If you don't already have products, you might consider creating an ebook, a short report, or video or audio content. If you don't feel comfortable creating these products yourself, then you can hire a freelancer at <http://www.elance.com> or <http://www.guru.com> to create the product for you.

Once the product is ready, you can sell it on your blog by accepting payments via [PayPal.com](http://www.paypal.com) or [ClickBank.com](http://www.clickbank.com). You might want to start by introducing your product through a blog entry; however, at a later point, you may want to relegate it to a permanent position on your blog, such as in a top banner or in the sidebar.

5. Promote Affiliate Products/Services

An alternative to actually creating products to sell or selling existing products that you own is to promote products as an affiliate.

Regardless of what niche you are in, you should be able to find affiliate programs to join with lucrative and timely payments. In fact, even if you have your own products to sell, it may still be a better idea to sell affiliate products.

For starters, you should visit [ClickBank.com](http://www.clickbank.com), which has a wide variety of different electronic affiliate products. Among these, you can look for ones that have high "gravity" scores, as well as high commission percentages.

If you want to promote services and physical products, you have additional options, including the following:

- <http://www.cj.com>
- <http://www.linkshare.com>
- <https://affiliate-program.amazon.com>

6. Post Paid Reviews

Another way in which you can monetize your blog is to join a "pay per post" program. These will allow you to post positive reviews about products in exchange for monetary compensation.

At first, you might think this is unethical to pretend a product is good in order to get money in exchange. But, in fact, you don't need to do this at all.

Instead, what you can do is focus on products that you have already used and would recommend to your blog readers. You can then recommend it as you would, but you'll now receive compensation for doing so.

You can find site that facilitate pay-per-post exchanges at the following URLs:

- <http://www.payperpost.com>
- <http://www.loudlaunch.com>
- <http://www.reviewme.com>
- <http://www.smorty.com>
- <http://www.blogsvetise.com>

7. Offer Freemium Content

The term "freemium" refers to a business model where the basic content or service is free, but the advanced features require visitors to pay.

This approach can be successfully extended to blogs in the following way:

- ➔ First, let your usual posts and content make up the "free" part.
- ➔ Next, add some "premium" content, such as a exclusive posts, graphic design items, cheatsheets, coupons, reports, or WordPress themes. Anything that your readers want so badly can be premium.
- ➔ Only allow paid subscribers to access your premium section.

From there, you should make attempts to promote your paid section to your free members, so that more and more of them move into that group over time.

Additionally, consider making entry fee very low (perhaps \$5/month), so that visitors don't need to think very hard about the decision.

Conclusion

No blog can experience true success if it isn't monetized correctly.

It doesn't matter how much traffic you're getting and how good your content is, this will always be the case. Without monetization, you won't have profits and without profits, there will be no reason to maintain the blog.

7 Ways to Improve Your Blog Design

Design plays an important role in determining how your visitors will view you and your blog. A sloppy, poorly-organized blog will convey to your visitors that you're either an amateur or that your blog is very low-budget.

Either way, this is a bad signal to send to visitors who are seeing your blog for the first time.

For these reasons and others, it is important that you work to improve the design of your blog.

Below, I will consider 7 tips you can use to improve your blog design.

1. Choose Your Theme Wisely

If you use WordPress or another popular blogging platform, then you will have access to hundreds or possibly thousands of different blog templates. Instead of picking any old theme, spend some time to find one that matches your niche and looks clean and professional.

If you want a free template for WordPress or another popular blogging platform, you can simply scour Google results for "free WordPress themes." On the other hand, if you want to browse higher-quality, paid themes, you should look at <http://www.themeforest.net>, where you will find themes for as little as \$10.

2. Customize Your Theme

Now that you have selected a WordPress theme, it is time to customize it and put it to work for you. If you're using WordPress or another popular blogging platform, you will be able to make the majority of these changes through the administrative panel.

This might include things like re-arranging your sidebar or adding widgets that track traffic statistics.

In addition to this, you can make other changes. For instance, you can limit the amount of posts that will be displayed on your home page; or alter how the comments will appear on your blog.

3. Customize the Icons

Many blog themes will come with a set of their own icons. However, it's still possible that you can still improve the situation by finding better or less-used icons, so that they stand out more.

The following two blog posts list free, downloadable icons for bloggers:

- <http://www.problogdesign.com/resources/30-best-free-icon-sets-for-bloggers/>
- <http://www.dezinerfolio.com/2007/09/25/top-50-supercool-free-icon-sets/>

Note: If you're not comfortable coding in CSS or PHP, you may want to omit this step, as it will be quite difficult; and may only provide small design gains.

4. Be Social

If you make it hard for people to promote you, then fewer will do it. And if you make it easy for people to promote you, then more people will promote you.

This is precisely why it is important to incorporate social media into your blog. If you make it very easy for people to take content on your blog and refer to it in tweets and on Facebook, then people will do it more frequently.

For this reason, you should be thoughtful when placing your social media icons on your blog.

Note: Here you can find tons of social media icons and icon sets:

- <http://webdesignledger.com/freebies/the-best-social-media-icons-all-in-one-place>
- <http://www.komodome.com/blog/2009/06/social-network-icon-pack/>
- <http://www.blogperfume.com/social-media-icons-pack-in-3-sizes-for-download/>

Make sure it is easy for people to access them immediately after reading a post, so that they can quickly tweet about you or reference your post on Facebook.

5. Keep Your Sidebar Tidy

Many bloggers mistakenly fill their sidebars with all sorts of junk, including widgets, tag clouds, and other items.

What they do not realize is that the sidebar is the gateway to extra income, repeat visits, and increased pageviews. Thus, if it is poorly constructed, then there is profit to be had in improving it.

Extra: For a brief overview of how you might design your sidebar optimally, check out the following blog post: <http://woorkup.com/2010/02/07/anatomy-of-the-perfect-sidebar/>.

6. Use a Blog Post Image

This may depend on your theme, but in general, using an image to accompany your blog posts is an excellent way to improve the visual appearance of your blog. For starters, you can use free stock photographs drawn from places like the following one: <http://www.freeimages.co.uk>.

Just remember to make sure that the photographs are legal to use and will match well with your posts.

If you find that this process is getting tiresome over time, consider only doing it for important blog posts. In fact, this could even act as a means of signaling when a post is important.

If your blog eventually becomes very profitable, you may even consider hiring a freelancer to create graphics, charts, or cartoons that accompany your entries and are exclusively for your blog.

7. Take Advantage of Your Footer

In the past, the "footer" portion of blogs was often underused or left entirely unused. Today, things are changing rapidly in this area. It is common to find a number of different items in the footer now, including a "latest posts" section or a "popular posts" section.

Additionally, people have begun using footers to add contact forms, so that visitors easily send emails or submit feedback. It has also become common to add your subscription form to this area – so that anyone can subscribe to your email list from any page of your blog.

So, next time you logon to your administrative panel, consider re-vamping your footer (via widgets) to take advantage of this otherwise wasted space.

Conclusion

Blog design is often overlooked as a secondary consideration.

In reality, however, it plays an important role in determining who stays on your blog, what they do when they're on your blog, and who and how many people they refer to your blog.

If you take time to make even small design improvements, you will reap benefits for the remainder of the blog's life.

Lesson #52

Ten Takeaways For Your Business

By

**Mark Thompson
&
Paul Evans**

<http://www.AffiliateProfitPlan.com>

Introduction

I've been making a full-time living online since 2000. That's ten solid years. In that time, I've learned a lot through observation and experimentation. And I also quickly realized that –

Many of these important lessons aren't shared anywhere else!

You see, when you buy a marketing product, you learn about things like traffic generation, product creation, copywriting and all the other technical pieces you need to make money online. But if you've ever followed the advice in these manuals and you couldn't seem to make a go of it, you probably realized something was missing.

So what was missing?

These ten lessons. What I'd like to do is give you ten takeaways from my ten years online to help you with the next ten years of your own business. These ten lessons really will make a difference if you'll just put them into practice.

Indeed, if you create a solid marketing plan and then follow these ten tips, you'll start seeing success.

In some cases these lessons may be breakthrough you needed to get to the next level. In other cases, they might just be the bridge that finally links together two crucial pieces of the marketing puzzle so it finally makes sense.

In all cases, you can use these tips to grow your business *easier* and *faster* than you ever thought possible.

So without further introduction, let's get to these ten crucial lessons...

Lesson #1: Salesmanship is the Hare, Content is the Tortoise – And We Know Who Wins in the End

There's an old story about the tortoise and the hare who challenged each other to a foot race.

At the starting line, the hare took off quick like a bullet. He looked back to see the tortoise moving along slow and steady, but way behind the hare. So the hare napped. Meanwhile, the tortoise slowly and steadily made his way to the finish line to win the race.

You can take away a great business lesson from this fable:

Slow and steady wins the race.

And since salesmanship is the hare and content is the tortoise, you know where to focus your efforts.

I've seen a lot of slick marketers come and go in this business in my ten years as a full-timer, but those who were in this business then and still are here now all share one thing in common:

Great content.

Think about it...

Example #1: You can sell anything with good marketing – once. A great sales letter can sell a mediocre ebook, a misleading report or even a downright ghastly video. But as soon as the customers discover the quality of the content, they're out the door for good.

Some will refund, some won't, but none of them will ever buy from the marketer again.

Example #2: You've probably also seen people use poor content – even "scraped content" – to pull in traffic from the search engines. Problem is, this content is

written solely for the search engines, without any regard whatsoever for the end user.

So while the site might pull in traffic, it's NOT going to garner any repeat visitors.

Both of the above points are examples of short-term thinking.

But this sort of business model always leaves the marketer scrambling for new customers, trying to repair his reputation and chasing rather than attracting customers.

It's exhausting – no wonder people who do this tend to eventually give up!

Listen, making money doesn't have to be that hard.

Instead of relying solely on great salesmanship to make money, why not focus on a combination of great salesmanship AND great content? That way your marketing and sales copy bring the customer into the door – and your great content keeps them coming back again and again.

Which brings us to the next point...

Lesson #2: The Easiest Way to Grow Your Business is to Keep Customers Happy

I can't put it any more plain than this:

If you didn't have any customers, your business would cease to exist.

And that means one of the keys to building and growing a successful business is to grow your list of satisfied customers.

Indeed, when you have satisfied customers, your business grows because of the three R's. Let me explain...

Repeats: Satisfied customers become repeat customers – and they usually make repeat purchases with escalating frequency and price points.

Example: The customer who's satisfied with his \$10 purchase will go on to buy your \$50, \$100, \$500 items... and so on. As long as he's satisfied – and as long as your products keep meeting his needs – he'll keep buying.

Referrals: Unhappy customers tell their friends to steer clear of you and your business. Fortunately, happy customers also tell their friends about your products or services.

Sometimes satisfied customers become active affiliates who promote your products via traditional means. These are folks who are marketers as well as customers.

At other times, your satisfied customers simply become raving fans on forums, blogs, social networks and elsewhere.

Example: Other members of a forum might ask who has the best product in your niche, and your raving fans will always answer those threads by naming you, naming your products and even linking to your sales pages.

Now that's powerful!

Residuals: Finally, happy customers don't just buy your products – they trust you enough to join your membership sites and other continuity programs. They'll join your highest priced programs – maybe even personal coaching – and become "followers" who're part of your inner circle.

It all seems pretty simple, right? But here's the thing...

Satisfying your customers isn't just about putting out quality products and over-delivering on expectations.

They're important, yes. But they're NOT the only factors.

You also need to give your customers a good buying experience. In other words, you need to provide great customer service.

You see, you can have the best products in the world, but you may only have a handful of happy customers if your customer service stinks.

Example #1: Maybe a customer purchases one of your items but is unable to download it. And when he emails you about it, you don't get back to him for a week or two. Probably by this time he's so frustrated that he's requested a refund.

Example #2: Or maybe you offer software but no support. Maybe you don't even provide adequate installation and customization instructions. Even if your software is better than the competitors' software, your customers are going to drift away and find someone who's willing and able to show them how to make their purchase work.

Bottom line: Provide great products and a great buying experience, and your customers will repay you tenfold through repeats, referrals and residuals.

Lesson #3: You Need Only One Source of Traffic to Get All the Visitors You'll Ever Need – Partner Traffic

When you first start thinking about how to get targeted, high quality traffic to your site, you're faced with a lot of options.

These options include affiliate and joint venture (JV) marketing, pay per click (PPC) marketing, search engine optimization (SEO), ezine articles, blog posting, video distribution, placing classified ads, blogrolling, distributing press releases... and everything else.

However, you really only need to use one source: Partner traffic (i.e., traffic from your affiliates and joint venture partners).

There are two reasons for this.

1) First, if you put a good affiliate program in place, you don't need to use any of the other traffic-generating tactics. That's because your affiliates will do them for you!

Your good affiliates and JV partners will:

- Blog about your products.
- Tell their lists about your products.
- Write and submit articles to article directories.
- Purchase banner ads, ezine ads, PPC ads and classified ads.
- Market your products offline.
- Drop links to your products on forums and social media sites.
- Create short reports to sell your product.
- Mention your product on their own thank you and download pages.

And so on.

The point is, if you have a good team of affiliates, you don't even need to touch those other marketing methods.

I'm talking from experience here. Since 2000 – about ten years online – I've purchased almost no advertising myself. My affiliates do it all for me. And your affiliates can do all your advertising, too.

2) Now, there's a second reason why partner traffic is such valuable traffic. Namely, because it's just another form of word of mouth traffic – which is extremely powerful and returns high conversion numbers.

Let me explain...

Example: Let's suppose Paul the Prospect is thinking about buying your product. He doesn't have a clue who you are. So if he merely stumbles on your sales page through one of your own articles or blog posts, he may not be wholly convinced to buy your product.

Now let's suppose that Paul the Prospect is on Mark the Marketer's list – and he has been for many months, maybe even a year. As such, Paul trusts Mark implicitly. When Mark recommends something that Paul needs, Paul doesn't even bother to read the whole sales page – he buys it mainly on the basis of that trusted recommendation.

You can see where I'm going with this. If Mark recommends YOUR product to his list, you'll get an amazingly high conversion rate – simply because a trustworthy source is recommending your product to a list with which he's built a relationship over the years.

That's powerful.

Bottom line: Focus on finding and recruiting affiliate and joint venture partners. Not only can you get a great deal of traffic from these partners, it also tends to be high-converting.

Lesson #4: The Fortune is NOT in the List – The Fortune is in How You Utilize the List

You've heard the marketer's mantra a million times: "The money is in the list."

Listen, that's NOT *entirely* true.

If it was true, then anyone could build up a big list and soon retire to a private island. But it doesn't work that way.

People still believe it, however. You'll see beginning marketers focusing on building up big lists quickly – a few thousand in a just a week, tens of thousands in a few months, 100,000 strong in a year. They start having visions of a \$1 per subscriber per month rolling in.

When the money doesn't materialized, they're baffled. Worse yet, sometimes new marketers are shocked to discover that their conversion rate is at or near zero. You can see how frustrating this is to folks who believe that all you have to do is build a list and watch the money roll in.

Now, a list can be profitable. But in order to see those profits come in, you need to do two things...

1. Build a Targeted, Responsive List

If you're selling dog collars, then you should be building a list of people who want to buy dog collars.

Building a list of cat owners, people who like rose gardening or people who want to learn how to cook French food aren't good candidates for your list. Your subscribers need to all be interested in what you're selling. Period.

Secondly, your subscribers must WANT to be on your list. If you offer a freebie (like an ebook) in exchange for an email, your subscribers better know they're going to get a newsletter from you. If they join a contest, they better know their registration puts them on your list. And so on.

Point is, use whatever means you want to get them on your list – but make sure they're equally as excited to read your newsletter as they are to get your freebie.

2. Build Relationships With Your Subscribers

As mentioned, the first step in building a responsive list is to make sure you're only attracting targeted subscribers who want to join your list.

The second step is to build relationships with your subscribers. As they begin to know, like and trust you, they'll start buying more and more from you.

Here's how to build those good relationships:

a) Communicate Regularly: Think about your personal relationships – how often do you talk to your best friends? Chances are, the people you know, like and trust the most are also the ones you talk to regularly.

And likewise, the best way to build up a relationship with your subscribers is to communicate regularly. If you're only sending them emails once per month, they're going to forget about you in between emails – and they may even forget your name and report your emails as spam.

But send out emails regularly – about once a week – keeps your name in front of subscribers and gives you a chance to share quality content and offers.

Which brings us to our next point...

b) Create Quality Content: Your subscribers signed up to your list to get solutions. And in many cases, that means they want information.

If you can solve their problems (by providing quality content), you'll earn their trust. And that makes it much easier for you to sell your offers.

c) Choose Solid Offers: The second way to provide solutions to your prospects' problems is by recommending products that solve their problems.

However, just as you need to provide quality content, you also need to recommend quality products – honestly. To do otherwise means risking your reputation as an honest marketer.

Here are a couple guidelines:

- If you wouldn't recommend it to your best friend or your mother, don't recommend it to your list.
- Review the product honestly, flaws and all. Indeed, revealing a flaw creates trust between you and the prospects, and this trust spurs sales.

Lesson #5: There is No Better Income Generator for the Long Haul Than a Subscription Program

Over the years I've sold everything from \$10 reports to coaching programs with price tags starting at \$497. And here's what I've learned:

The key to long-term profits is to start a subscription site (AKA continuity program).

Now, I'm not talking about a hidden continuity (forced continuity) program where marketers trick their customers into getting rebilled month after month. Instead, I'm talking about a completely transparent program. And in some cases, you use the rebilling as a benefit to the customer.

Example: Do you have an automatic subscription to a newspaper or magazine? It would be a hassle if you had to log into the provider's site every month and renew (and pay for) that subscription manually. That's just one reason why it's actually a benefit for customers to get rebilled automatically.

And there are plenty of benefits and reasons why marketers like continuity programs, too. Here are five of those reason and benefits:

- ✓ **You get an effortless, residual income stream.** Because your customers are rebilled automatically (usually monthly, but sometimes weekly), you don't have to spend as much time thinking up new backend offers to sell to your customers. And once you've built up your membership numbers, you have a fairly predictable and reliable monthly income coming in... effortlessly!
- ✓ **You can create a "set it and forget it" membership site.** You don't have to chain yourself to your computer just because you're running a membership site. If you run a fixed-term membership (FTM), you can create the content ahead of time, load it up into an autoresponder... and then spend more times doing the things you enjoy.

- ✓ **There are plenty of backend income opportunities.** Every week – and certainly every month – you're sending out new emails and content to your subscribers. And that means you have plenty of chances to sell extra products and services to your existing customers.

Think about it. If you were running a traditional business where you sold products in order to build customer lists, then you'd need to constantly sell backend products in order to sustain your income. But when you have a membership site, you're bringing in your main income passively through membership – and all the backend products contribute are just "gravy" as far as your income is concerned!

- ✓ **You position yourself as an expert in your niche.** When you create a membership site and regularly produce quality content and solutions for your customers, they'll start to see you as the expert in your niche. And that means it's even easier for you to sell additional products and services on the backend.
- ✓ **Low barriers to entry.** Starting a membership website several years ago was more tricky, simple because most of the payment processors didn't have recurring billing. Plus, most people wanted to use automation tools such as membership scripts – and there were very few on the market.

Today it's much easier. Indeed, you can be up and running in a matter of hours, simply by using PayPal or Clickbank plus an autoresponder.

Bottom line: Go ahead and stock your product funnel with everything from inexpensive reports to high-ticket home study courses – but don't forget about continuity programs!

Lesson #6: Creativity in Your Marketing Can Make You a Fortune With Minimal Work

Good information, a solid reputation and a dash of creativity go a long, long way together.

Let me explain...

Plenty of marketers put out a product, sell the product to their customers and then think up a new product to sell to these customers. They "rinse and repeat" this process over and over.

I tell you what – it's exhausting to come up with new products all the time.

So here's a tip: You don't need to start from scratch every time you create a new product.

Instead, I suggest you consider one of my favorite strategies – repurposing content.

Let me give you an example to show you why this is such an powerful and profitable strategy...

1. I originally wrote the List Profit System as List And Traffic lessons and earned well over \$20,000 in List And Traffic fees for it. (This is where many marketers would stop.)
2. Sometime later I sold the "product" at ListProfitSystem.com and made quite a bit of additional money.
3. Next, I offered resale rights to this product for \$97 and sold quite a few of those licenses.
4. Finally, months later I sold 250 PLR licenses to this same product.

5. Sometime in mid to late 2010 I'm going to convert the content into a 4-week eclass that sells for \$497 to get another stream of income from it.

Now consider this – I made tens of thousands of dollar selling the same information over and over.

The only difference is that I reformatted and repackaged it.

Indeed, just a few hours work tended to result in thousands of dollars.

Plus think about this – if you have a niche product (like a golfing ebook), you can convert it into an autoresponder course, a membership site or even use it as the basis of personal coaching offer. Then you can repackage the content and sell the resell rights to marketers.

In other words, you can profit from two niches – golf and Internet marketing – with the same product!

Lesson #7: It's Better to Master One Thing Than to Dabble With Many Things

If I was just starting out with online marketing – and I needed to drive traffic to my sites – I'd focus on partner traffic (as mentioned earlier).

The truth is, however, you can be successful with most any proven traffic generation strategy – provided you stick master it and stick with it long enough to see results.

You see, a big problem I've noticed is that many new marketers tend to spread themselves too thin. They become a "Jack of All Trades" but a master of none. They put up a few blog posts, write a few articles to submit to EzineArticles.com, gather together a handful of affiliates, optimize for a couple keywords... and so on.

Because they're attempting too many traffic tactics at the same time, they end up doing a mediocre to poor job of generating traffic with any single strategy.

Many times, they skip from one thing to the next before they even see results. (And then they assume none of the strategies work.)

Point is, if you do a lot of things poorly or even "so so", you'll spend more time and see less results than if you do one thing very well.

So pick a business model and pick a traffic strategy – and then focus 100% of your efforts on mastering it and getting results.

Lesson #8: Anyone Who Doesn't Outsource Doesn't Recognize the Value of Outsourcing

One of the fastest ways to grow your business is to clone yourself. Since that's not possible yet, the alternative option is to hire freelancers to do some of your work.

Indeed, I've come to believe that anyone who's not outsourcing is simply missing the boat.

Here's why...

1. Your time is better spent focusing on other tasks.

Most of the tasks you'd ever consider outsourcing are "low value" tasks. That means you get a very low return on your investment of time. And in most cases, it makes better financial sense to outsource the low-value tasks so that you can focus on the high-value tasks.

Let me give you an example...

Example: I can hire a freelancer to setup a blog for me for \$20 - or I can spend an hour doing it myself. Because my time is much more valuable to me than a mere \$20 per hour, the choice is clear - outsource!

Then my time is free to do things like build relationships with my joint venture partners, brainstorm new product ideas or work on my business plan (all of which are high-value tasks and/or they can't easily be outsourced).

Let me elaborate on that point...

2. The investment is returned many times over.

You have a million and one little tasks to do in your business, from creating products to designing your site to marketing your sites. If, as mentioned above, you focus on the high-value tasks and outsource the rest, you'll see your investment returned many times over.

Let's continue with the above example.

Consider this...

Example #1: If I pay a guy \$20 to set up my blog and then use that hour to write a small report that I sell over and over again for \$20 - potentially making tens of thousands of dollars - which was the better use of my time? The clear answer is to use my expertise to write the report.

Here's another example...

Example #2: Let's say you pay a ghostwriter \$500 to create a really good 25 page manual. If you sell it for just \$27, then you only need just 19 sales for it to pay for itself. From the 20th sale on is pure profit - and get to profit for the life of the product.

You can even repackage and reformat the content (as mentioned in Lesson #6) to keep profiting for years to come! For example, if you sell just five \$100 licenses, you get your money back almost instantly. And you still own rights to the product so you can profit from it as long as you're still breathing. It's a no-brainer.

Let me give you another example...

Example #3: Let's say you outsource some of your advertising - maybe someone is going to set up and manage a pay per click campaign for you. If this outsourced traffic generation tactic costs you \$1 per visitor and you make \$1.25 per visitor, then you're making a profit.

Even if you spend \$10,000, you'll bring in \$12,500. That means you'll pocket \$2500 for every 10,000 visitors they send you - and that's just on the front end. These customers get added to your customer list, so you can send backend offers to make hundreds more per customer!

Again, it's a no brainer.

3. Outsourcing removes barriers.

If you ask the average Internet marketer (who is failing, by the way) what is keeping them from success, they'll usually know immediately what stands in their way. They might be technophobes... or they hate to write... or they can't stand dealing with pre-sale questions.

When you outsource, all these barriers fall to the side of the road – that's because all you have to do is outsource whatever is holding you back.

- Don't know how to setup a list? Outsource it.
- Can't figure out script installations? Outsource it.
- Don't know how to write SEO articles that really work? Outsource it.
- Don't know how to land good affiliates? Outsource it.
- Can't design a website to save your life? Outsource it.

You don't have to let lack of knowledge, tedious tasks or even fear stand in your way any longer – just outsource the tasks that you don't want to do!

In these cases, it just makes sense to hand the job over to a professional who can do it faster and better than you.

4. It's an investment.

Those who are most reluctant to outsource think of it as an expense. It's not – it's an investment. And if you outsource your low-value tasks, you'll make your money back many times over.

Plus think of this...

If you opened a brick and mortar store you'd have a minimum of the following expenses:

- Property lease or rent.
- Utilities with deposits.
- Office supplies and other materials.
- Inventory.
- Marketing literature such as signage and business cards, advertising, etc.
- Insurance.

These expenses would easily cost thousands, if not tens of thousands of dollars. And yet you'd risk if.

So why not spend a few hundred bucks and invest in your Internet business?

Lesson #9: The Greatest Education You'll Ever Receive is the One Obtained by Observing Others

You can learn a lot from studying a book or another information product. But you can learn a whole lot more by studying what master marketers are doing.

Case in point...

I got started in this business by watching Terry Dean and other master marketers. I studied their sales letters, subscribed to their newsletters, analyzed their emails, and devoured their affiliate training materials. See, I wasn't just learning by reading their products.

I'm much more interested in what others are doing than what they are saying. I was learning by watching them and learning their every move. And then I modeled – NOT copied – my own efforts after theirs.

So here's what I'd suggest you do: Spend a little less time with your nose in a manual and more time just watching what successful marketers around the web are going.

Example: Instead of reading yet another book about product launches, become an affiliate AND a customer for an upcoming launch. That way you can watch the process unfold from both sides of the counter.

No matter what you're observing, you should ask yourself questions like this:

- What works and what doesn't?
- What gets great feedback and what causes others to complain?
- What are other people doing well and what are they doing poorly?
- What creates a viral affect?

- What makes successful sales letters so persuasive?
- Why do people buy this product?
- Why do people respond so eagerly to this approach?
- Why is this product selling like ice cream in July... while a similar product is failing?
- Why is one blog a "must visit" blog, while another blog on the same topic is not worth visiting at all?

And so on.

Just keep observing and asking yourself these questions – and once you've reverse-engineered a successful product and marketing process, model it in your own niche.

Lesson #10: By Contributing to the Success of Others You'll Find That Your Own Success is Enlarged

You've heard these sayings before:

- You reap what you sow.
- If you help someone get what they want, you'll get what you want too.
- What you send out comes back to you tenfold.

These aren't just motivational catch phrases – they're truths to live by. Because whether you're helping a customer successfully solve his problems or you're helping a joint venture partner make money, your own success is enlarged.

Let me give you a few examples...

- ☑ **Your product helps a customer solve his problems.** This goes back to Lesson #2 – if you create good content that solves problems, you'll have happy customers. And happy customers reward you with repeat business, referrals and residual income.
- ☑ **You go the extra mile to help a customer personally.** Customer service isn't limited to only those tasks that put a direct profit in your pocket. For example, you don't just answer pre-sale inquiries and ignore the rest. Instead, you help your customer... no matter what they're asking.

Example: Maybe you just created an audio interview. And maybe one of your customers is hearing-impaired. If you go the extra mile to create a transcript of that audio, you can bet your customer will remember it

(and order from you again). You just created a satisfied, lifelong customer.

But that's not all. By helping that one person, you just created a new format for your product – and that means you now have an upsell offer to pitch to your customers.

- ☑ **You create a product with an expert in your niche.** Even if you do most of the work and it seems your partner has benefited the most, you still reap great rewards. That's because your name is now linked to that expert. So even if you're new to the niche, you've already established yourself as an expert, too – just due to your association with the other person.

So not only do you have a product (which puts a profit in your pocket), you now have a new reputation that you can directly use to attract new customers and profits.

- ☑ **You promote someone else's product.** If you promote another marketer's product with an affiliate link, then obviously you benefit too. But what benefits could you possibly get from promoting a product without an affiliate link?

For starters, your savvy customers will be impressed that you're not seeking financial compensation – and that means they're more likely to trust you from now on. That trust leads directly to more sales.

Secondly, if you're recommending a good product, then your reputation for honesty grows. And again, this leads to more sales.

Finally, the other marketer may just surprise you. He may decide to promote YOUR product without an affiliate link. And in the end, your small gesture may turn into a massively profitable move that endeared you to both your customers and the other marketer.

Conclusion

Congratulations – you now know my ten business-changing truths, many of which took me several years to uncover.

Indeed, there are many other lessons I've learned that I could share as well.

Maybe when I've been online 20 years I'll share 20 truths. 😊 But when I reflect back on the last ten years, these are the ten lessons that stick out in my mind the most.

Let's quickly recapped some of these lessons:

- ✓ Salesmanship is the hare, but content is the tortoise – and you know which one wins!
- ✓ Happy customers reward you with repeat business, referrals and residual income.
- ✓ Subscription programs are great long-term income generators.
- ✓ The fortune isn't in the list – it's in how you use the list.
- ✓ Outsourcing is a great investment that helps you grow your business more quickly.

Plus five other lessons that you can put to use immediately to grow your business!

Like anything, just knowing these lessons isn't going to put a profit in your pocket.

That's why I encourage you to really take them to heart and start applying them today. **And then in ten years you can look back and see this day as the day that changed everything!** 😊