

The 31-Day Guide to Profiting As An Affiliate

*A Day-By-Day
“Work From Home” Guide*

By Paul Evans

<http://nicheology.com>

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Day 1: Welcome!

Welcome to the ***31-Day Guide to Profiting as an Affiliate™!***

I'm really excited about your decision to join this course. And that's because the affiliate model is one of the quickest and easiest ways to start making money online.

Not only that, but you can also use this money-making model to build a sustainable business that rewards you in the long-term!

There are different approaches to making money with the affiliate model. However, there's one method that stands head and shoulders above the rest.

Namely: You need to build a list of hungry buyers... and then sell products and solutions that they're willing and eager to buy.

Good news: That's exactly what you'll discover how to do inside this course! To that end, you'll discover:

- ✓ How to choose a niche that's brimming with hungry buyers.
- ✓ How to choose a profitable product that sells like crazy.
- ✓ How to create a landing page that persuades skeptical prospects to join your list.
- ✓ How to drive all the traffic you need to build your big list.
- ✓ How to promote your affiliate product and start pocketing profits.

End result: By the time you're finished with this course, you'll know exactly how to make a nice living as an affiliate!

So let's get right to the good stuff...

Forget about finding a product and then trying to figure out who wants to buy it.

Instead, find a hungry niche that's already eagerly snapping up paid products and services. Then all you have to do is plant yourself in front of this money train with the right offer – and boom, you're golden.

There are two steps to finding a hungry niche:

- 1. The first step is to do some brainstorming to come up with potential niches.** And yes, these can be niches that you're already interested in or passionate about.
- 2. The second step (which you'll learn about tomorrow) is to research these potential niches to find out which ones are profitable.**

Here's how to start uncovering potential niches...

➔ **Bust Out the Keyword Tools**

You can use WordTracker.com, MarketSamurai.com or any other keyword tool to help you come up with niches. Just enter super-broad keywords like this:

- Secrets
- Get rid of
- Eliminate
- Quickly
- Fast
- Easy
- How to
- Learn
- Tips
- Articles
- Book
- Information

Each of these searches will reveals hundreds of possible niches to you!

➔ **Be One With Your Environment**

In other words, pay attention. Watch the news. Read offline publications. Surf the web. Pay attention to advertisements, business ideas, problems, solutions and everything else that crosses your path.

You're bound to discover dozens of niche ideas this way!

➔ **Become an Eavesdropper**

Start paying attention to what your friends and family talk about.

Example: Did your cousin tell you he's going on a hiking trip?
Or maybe your aunt is taking up crafting.

These are both possible markets. And there are plenty more all around you.

➔ **Brainstorm, Brainstorm, Brainstorm**

Finally, be sure to brainstorm your own interests and passions.

What do you like to do? What do you spend money on? What do you enjoy reading about and talking about?

I bet you can uncover at least a dozen possible niches this way.

Today's task: Follow the steps above to uncover as many niches as possible.

Tomorrow you'll find out which ones are profitable!

Day 2: How to Choose a Hungry Niche

Welcome back!

Yesterday you brainstormed and uncovered dozens if not hundreds of possible niches.

Today you'll do some research to find out which of those niches is profitable. Read on...

How to Find Out if a Niche is Profitable

This sounds like a tricky task, but it's not. It really boils down to this:

Follow the money.

If there are plenty of marketers competing in the niche – including spending money on paid advertisements – then you've got a profitable niche on your hand. And if you can find evidence of buyers actually purchasing products in the niche regularly, that's a clear sign that the niche is profitable.

So here's how to uncover these signs and do your market research... please see the next page...

➔ Check Amazon.com

Enter your broad market keywords (like "golf" or "home schooling" or "desert gardening") into the search box at Amazon.com.

Do you see a lot of books and other products in the results? Do there seem to be multiple books on the same topics and competing products?

If so, that's a good sign – because multiple marketers don't jump into a barren market to create and sell products!

Tip: You can also check the Clickbank.com marketplace. If you see a lot of products in your niche category – and these products are popular – that's a good sign.

➔ **Search Google**

Next, get yourself over to Google.com and enter those same broad keywords.

Do you see lots of sites in the results? (Yes... a million sites or more is perfectly fine.) And are many of these sites commercialized – meaning they're building lists and selling solutions? If so, those are good signs that the niche is profitable.

Before you leave Google, take a look at the “sponsored ads” (paid ads) that appear at the top and bottom of your screen as well as to the right of the regular search engine results. If you see just a couple ads here (or none at all), that's *not* good.

What you want to see is a full set of ads (meaning all ad spots are taken). That indicates that marketers are willingly spending money. And they only do this if there are willing buyers to help them recoup the ad costs.

➔ **Look at Niche Publications (and Other Media)**

Now look at newspapers, magazines, books, and even TV and radio.

Do you see programs and publications about your niche? Do you see paid advertising in these publications that advertise products and services in your niche?

If so, that's a good sign and it indicates there's a big pool of buyers.

Today's task: Use the steps above to find out if your potential niches are profitable. Narrow your list down to those that show evidence of lots of marketers and lots of buyers. Then choose your favorite from among the top two or three most profitable.

See you tomorrow!

Day 3: The Secrets of Choosing a Profitable Product, Part 1

Welcome back!

Last time you did a little research to determine which niches are profitable. By now you should have already chosen the niche you'd like to pursue.

Your next step is to choose an affiliate product you'd like to promote.

Note: For now you're going to choose just one affiliate product to promote. Later on you'll add other products to your line up.

Again, the overall process is fairly easy: **You want to choose a solid, high-converting product that your niche market is already buying.**

Here's how...

1. First off, return to the original research you did when you were finding profitable niches.

Example: Go to Amazon.com and the Clickbank.com marketplaces, enter your keywords, and see what pops up at the top of the results. In both cases, the products at the top of the list are the most popular products.

Do you see any similarities across these two marketplaces?

Example: If you're interested in cookbooks, perhaps you notice that "gluten free" cookbooks appear in both marketplaces. Be sure to take note of what you discover.

2. Secondly, return to the other research you did. Did you see some of the top sites in your niche selling or otherwise advertising similar products? Did you see certain types of products being advertised in the sponsored ads in Google or in niche publications?

Again, these are all indicators that certain products (or certain types of products) are in demand.

3. Now, you may come up with several different products and services that seem to be in demand. Some of them may be physical products (like a treadmill) while others are information products (like dieting books).

Tip: For starters, I suggest that you choose an ebook or other digital information product.

Here's why: Since the vendors have very little in the way of overhead costs (e.g., they doesn't have to stock inventory or pay manufacturing costs), they can offer higher commission rates. As such, you may see 50% or higher commission rates... while commission rates on physical products may be as low as 5%.

One way to find digital products in your niche is to run a search, like "*weight loss ebook affiliate program*" or similar. You may be able to uncover little-known affiliate programs this way. However, unless the vendor is forthcoming and honest, you'll have a hard time determining if a particular product really is a bestseller.

4. So go about it the easy way instead. Simply go to the Clickbank.com marketplace, search for your keywords, and pay particular attention to the bestsellers (those products appearing at the top of the results). Look for a gravity score of around 40 to 100. These bestsellers are the types of products you'll want to promote.

Today's task: Create a list of potential Clickbank.com products you'd like to promote.

Tomorrow you'll find out how to narrow that list to the best possible product!

Day 4: The Secrets of Choosing a Profitable Product, Part 2

Welcome back!

By now you should have a "short list" of popular niche products that you'd like to promote.

Follow the steps below to narrow your list down to just one...

➔ Check the Commission Rate

If you're selling a downloadable ebook or other digital product, then generally you should expect a commission rate of at least 40% - though 50% is the accepted "normal" rate (which is what you should aim for, at a minimum).

Some vendors do offer higher commission rates, which is great. However, shy away from any vendors who offer anything lower than 40%.

➔ Do Some Background Research

Next, search for the vendor's name, email address, web link and product name in Google. You're looking for a good, solid history online (preferably at least six months, though more is preferable).

Tip: Don't worry if you see a complaint or two, as most retailers get complaints... especially if they do a lot of volume. However, consider it a red flag if the complaints are serious (like fraud, slow or no payment for affiliates, not honoring a refund policy) and/or if there are numerous complaints.

➔ Inquire About Conversion-Rate Data

If all looks well so far, check the vendor's affiliate page to see if any conversion-rate data is available. If not, ask the vendor. Although don't make this a make or break factor, as some inexperienced vendors simply don't keep track of their conversion rate.

Tip: If no conversion rates are available, then look at the sales letter carefully. Be honest - would you buy? Does it look professional and trustworthy?

See if the Vendor Provides Selling Tools

Next, see if the vendor provides promotional tools like emails, banner ads and similar. Again, this isn't a make or break deal... but it does show that the vendor cares about your success.

➔ Look for Commission Leaks

Your next step is to look at the sales page and the sales process as a whole to determine if there are any commission leaks.

If the vendor encourages visitors to join his newsletter from the sales page, join it to see how he promotes the products via email (e.g., is your cookie retained?).

Here are red flags:

- Unnecessary links on the sales page (like a link to another product, a link to a blog, etc).
- Any ads on the sales page, such as Google AdSense.
- Any payment options on the sales page that don't give you credit (e.g., a 2checkout.com option when you've sent traffic with a Clickbank.com hoplink).
- Any pop-up windows on the sales page or other irregularities that embed a different tracking cookie.
- Upsell or one-time-offers on the sales page or order form that don't give you credit.

Go ahead and join the affiliate program so that you can use your link to walk through the sales process to look for any irregularities or commission hijacks.

➔ Read the Product

Finally, be sure to actually read and use the product to ensure that it is indeed a good product.

Tip: If you wouldn't recommend this product to your best friend or a close family member, then don't recommend it to your prospects.

Today's task: Go through the steps above and choose one product to promote.

Then tomorrow you'll choose your domain name!

Day 5: How to Choose a Great Domain Name

Welcome back!

At this point you've not only chosen a niche, you've also chosen a product that you'd like to start promoting.

Your next step is to purchase a domain name at NameCheap.com.

Tip: Most domain registrars give you the option to purchase hosting from them. And most web hosts give you the option to purchase your domain name from them (often at a discount). Don't do it. Instead, keep your domain and hosting at separate companies. That way, if the company goes bankrupt or something else happens, you won't lose full control of your domain or website.

Here's what you need to know about choosing a domain name...

➔ Stick with a .com Name

Just as most people assume a toll-free number is a 1-800 number (even though 1-866 and others are also toll free), most people automatically assume a domain name is a .com.

Thus if you place an ad that includes a domain name with a .net, .org or other domain name extension, people will often remember the domain name itself... and then just automatically type .com at the end.

So save yourself and your prospects a lot of hassle by choosing a .com name whenever possible.

➔ Select a Relevant Name

Next, choose a name that reflects your niche topic. That is, you want your prospects to see your domain name and immediately have a good sense of what your site is about.

Chances are, however, your first-choice name won't be available. So, you may need to put some words at the beginning or end of your domain name to make it unique. Let me give you several examples and templates:

- [niche name]Guide.com (e.g., dogtrainingguide.com)
- [niche name]101.com
- [niche name]Academy.com
- [niche name]University.com
- [niche name]forBeginners.com
- [niche name]InnerCircle.com
- [niche name]Experts.com
- [niche name]Reviews.com
- [niche name]Shop.com
- [niche name]online.com
- e[niche name].com
- i[niche name].com
- Master[niche name].com
- All[niche name].com
- Just[niche name].com
- Best[niche name].com

Tip: If all the good names are gone - and none of the above templates work - then mix and match.

Example: Best[niche name]Online.com.

➔ Say It Out Loud

Finally, say the name out loud as if you were telling a friend about it or sharing it on a radio show. Is it easy to understand? Do you have to explain the name?

Example: If you use a word like "to," people won't know if it's to, too, two or "2." Thus you'll have to explain it every time you say your domain name. And if you have to explain it, it's probably not a good name.

Today's task: Pick your domain name and buy it at NameCheap.com.

Tomorrow you'll host your name!

Day 6: How to Choose a Webhost

Welcome back!

You have a domain name – now you need to host it. I suggest you use HostGator.com (the “Baby” plan that allows you to add domains to it).

If you don’t go with the HostGator.com Baby plan, then here’s what you need to know about choosing your own host...

➔ Choose a Reliable Company

Don’t go with some unknown company just because the price is right. If the host disappears, your site will disappear with them.

As such, research any company thoroughly in Google to make sure the host not only has a good reputation, but a long history online (at least a few years).

➔ Check Support

Does your webhost offer phone support or live chat? If not, be careful.

➔ Get Enough Bandwith

The amount of bandwith you need depends on your expected traffic and how many big files you serve from your site (especially video).

Most hosts allow you to upgrade, so you don’t need to start with a huge amount of bandwith or a dedicated server. Instead, starting with around 200 gigs per month should suit you just fine.

Tip: If you start loading a lot of videos or other big files on your site, you may consider hosting these bigger files on Amazon S3 (Simple Storage Service). Get more information here: <http://aws.amazon.com/s3/>.

➔ Make Sure You Have Enough Space

Hosting space (the amount of room you have to host your files) is relatively cheap compared to bandwith. As such, most hosts provide plenty of space (several gigabytes).

If you see something less than a couple gigs, however, find a host that allows more space.

➔ **Seek Out These Other features**

Make sure your host allows these features (or has a plan you can upgrade to with these features):

- Unlimited email accounts, free forwarding, free autoresponders and free webmail.
- The ability to add domains at no extra charge.
- At least 20 databases (MySQL).
- Unlimited subdomains (e.g., subdomain.domain.com).
- Easy-to-use control panel (preferably one that installs scripts for you).
- Support for the latest programming languages (especially PHP, but also perl, CGI, ASP, etc).
- Usage meter.
- Uptime statistics.

Once you've created a hosting account at HostFator.com (or your preferred host), then your next step is to log into your NameCheap.com account and change your domain name servers to point to your new hosting account.

That way your website will show up when people type in your domain name (although it may take a few days for the domain to propagate all over the world).

HostGator.com should have sent you an email that includes your domain name server (DNS) information. If not, contact their support. Once you have this info, follow this simple guide:

<http://namecheap.simplekb.com/kb.show?show=article&articleid=27&categoryid=2>

Today's task: Get your hosting and change your DNS information to point to the host.

Tomorrow you'll get your autoresponder!

Day 7: How to Choose an Autoresponder

Welcome back!

You've set up your domain name and hosting. Next, you'll learn about choosing your autoresponder/ mailing list manager. Read on...

In order to build a list, you need to have a subscription form on your site so that people can enter their name and email address to join your list. And once they join your list, you need to have an automated process for managing this list (such as handling unsubscriptions) as well as sending an initial series of introductory emails to your list. This is what your autoresponder/ mailing list manager does for you.

Generally, you have two choices:

1. Host your own autoresponder. You can use a script. Some web hosts even have "one click" installation of these scripts. However, delivery becomes a problem. Some email service providers (ESPs) or ISPs will backlist your emails, meaning your emails will end up in the bulk or spam folders... and your intended recipients are unlikely to see them.

Here's the alternative...

2. Use a third-party service. Some of the more popular services include Aweber.com (which is what I use), GetResponse.com and iContact.com. These services offer you a lot of features and benefits, with one of the biggest benefits being that they work with ISPs and ESPs to ensure your emails get into your subscriber's inboxes.

That alone is well worth the price of using these services.

Fortunately, you also don't need a lot of technical knowledge to manage your list using these services. That's because they provide full instructions (even videos) to help you create a list, put the subscription form on your site and upload your messages.

Here are some important "how to" links from Aweber.com...

- How to get started with Aweber:

<http://www.aweber.com/faq/questions/50/How+Do+I+Get+Started%3F>

- How to put a form on your site:

<http://www.aweber.com/faq/questions/53/How+Do+I+Add+a+Form+To+My+Website%3F>

- How to create a follow-up message and how to edit messages:

<http://www.aweber.com/faq/questions/102/How+Do+I+Create+a+Follow+Up+Message%3F>

Today's task: Sign up for an autoresponder. Then familiarize yourself with its features, because tomorrow you'll learn how to create content for your autoresponder!

Day 8: How to Create a Mini-Course, Part 1

Welcome back!

Now that you've purchased an autoresponder service such as Aweber.com, your next step is to create content that you can load up into your autoresponder.

That way, when someone joins your list they'll automatically receive a series of emails from you. And that means you can build a relationship with your list while promoting your affiliate product.

For the purposes of this course, you're going to discover how to create a five-day, content-rich course that you deliver via email to your subscribers.

In this lesson and the next you'll learn the basics of creating this course. On Day 31 you're going to get *three full sets of templates* you can use to quickly and easily create your mini-course – you won't want to miss it!

But first, let's start with the basics...

How to Create Your Mini Course

The first thing you need to do is decide what to write about over your five-lesson course. This task is easier than you think. Since you've already picked out an affiliate product to promote, all you have to do is create a course around this product.

In other words, create a course that gives you the opportunity to promote the affiliate product in each and every lesson.

Let me give you a few examples:

- Your affiliate product is a tomato-growing guide. You offer a five-step overview/guide to growing tomatoes, such as: Test your soil, fertilize and condition the soil as needed, choose the right tomato variety, plant at the right time, encourage growth with careful care.
- You're selling a copywriting product. You offer a five-step guide to writing a sales letter. (E.G., profile the target market,

attract attention, hook readers with an interesting opening, arouse desire for the product, call the prospect to action.)

- You're selling a gluten-free cookbook. You offer one or two popular gluten-free recipes in every lesson.

If you're selling "how to" information, then offer a five-step process whenever possible. That's because a chronological course (where each lesson builds on the previous lesson) helps engage readers and keeps them reading your course. That's because not finishing the course leaves the uncomfortable psychological feeling of "unfinished business."

Tip: If you can't offer a step-by-step process, then you can offer five in-depth tips (e.g., "Five Tips for a Flatter stomach" or "Five Secrets to Improving Your Conversion Rate").

While we're focusing on selling ebooks in this course, you can certainly use this course to sell a physical product or any non-informational, too.

Examples:

- You're selling bow hunting clothes, supplies, or equipment. You offer a five-day course about how to be a better bow hunter.
- You're selling bathroom tile. You offer a five-day course on how to remodel the bathroom and install the new tile.
- You're selling domain names and hosting. You can offer a five-day course that teaches beginning marketers how to get their first website up and running fast.

Today's task: Start brainstorming what type of course you can send to your prospects. As mentioned, the actual content of the course depends on what you're selling – in other words, they should be closely related. And if your course is to be successful, it needs to have one other crucial element... which you'll learn about next time!

Day 9: How to Create a Mini-Course, Part 2

Welcome back!

Last time you learned that the key to creating your five-day mini course is to create the content around the product you're trying to sell. First, doing so ensures that only your most targeted prospects join your list. And secondly, creating content around the product gives you an opportunity to promote the product in every lesson. Now there's one more key to creating this content, especially if you're selling an information product:

Namely, your course needs to be useful, but incomplete. And that means that you can't completely solve your prospect's problem, otherwise she has no reason to buy the product you're promoting.

Let me give you a few other examples of how to create useful but incomplete content. In all examples, let's assume you're selling a copywriting ebook.

Examples:

- You offer a five-step overview of how to write a sales letter (as per the example in yesterday's lesson). While useful, the course mainly offers what to do (perhaps along with some tips), but doesn't go into depth about how to complete each of the five steps. So the prospects need to purchase the ebook if they want to learn the entire process.
- You offer info on just one part of the process, such as fairly in-depth five-day ecourse on how to create cash-pulling headlines. The prospect needs to purchase the course in order to learn about the rest of the process.
- You offer five tips for writing a great headline. Again, it's useful information but incomplete, which means the prospect needs to purchase the product to completely solve his problem.

Think of it like this: You're solving part of your prospect's problem, but the product you're selling solves the entire problem. Thus the content you offer is good advice which helps you build your relationship with your subscribers. As their trust in you grows, so will your sales.

Tip: Be sure to end each lesson (email) with a “teaser” for the upcoming email. In other words, you want to build anticipation for the next lesson. For example: “Next time you’ll discover a simple diet trick that melts fat as easily as a hot knife through butter – don’t miss it!”

Go ahead and start creating your five lessons now using the advice I’ve given you.

Note: on Day 31 you’ll get templates you can use to create this course. Nonetheless, I suggest you create and upload a course now... and then you can use the templates to tweak your existing course or even quickly and easily create a new course.

Once your lessons are complete, upload them to Aweber.com using these instructions:

<http://www.aweber.com/faq/questions/102/How+Do+I+Create+a+Follow+Up+Message%3F>

As for message spacing?

The key is to keep your name in front of your prospects as often as possible in the beginning. That means you should space your messages close together – from one to three days apart. For now, choose a consistent interval (such as every other day). Later on you’ll add more content to your autoresponder, at which time you’ll space some of the later messages up to a week apart.

Today’s task: Create your ecourse.

Tomorrow you’ll learn how to write mouthwatering sales copy that persuades your prospects to join your list!

Day 10: How to Create a High-Response Landing Page, Part 1

Welcome back!

You've created a really useful course that's available for free to anyone who joins your newsletter list. But here's the thing:

Your prospects don't realize just how useful this course is to them. And that means you can't just put up a note that says "free course" or "free newsletter" and expect droves of eager prospects to join your list.

What do you need to do instead?

Write a mini sales letter. This sales letter shares the benefits of your course, gives your prospect a reason to join now and specifically "commands" the reader to subscribe immediately.

Let me give you a template of what this mini sales letter looks like:

Pre-headline: This is optional. But you can use this pre-headline to speak directly to your target market, by saying something like "Attention Alzheimer's Caregivers" or "To Everyone Who Loves Dogs, But is Allergic to Them..."

Headline: This should be your biggest benefit. You may also use this to arouse curiosity about what you're offering, where applicable.

Post Headline: This elaborates on your "big promise" or shares another benefit. If you didn't mention that the course is free in the main headline, then you should do so here.

Dear Friend,

Opener: This is just a few lines you use to "hook" your reader. You may jump right in and start elaborating on the benefits of the course. Or you may wish to start by reminding the prospect of his problem and then "agitating" the problem.

Once you've reminded the prospect of the pain of the problem, then you offer your free ecourse as the solution.

Bullet Points: This is where you list the main benefits of your ecourse. Since it's a five-lesson course, you should have at least five benefit statements here.

Call to Action: Next, you tell your prospect how to subscribe plus why they should subscribe now. Give them a sense of urgency whenever possible. Then insert your subscription form below this call to action (see <http://www.aweber.com/faq/questions/53/HowDoIAddaFormToMyWebsite%3F> for more info).

[Printed Name/ Signature]

P.S. Here you reiterate a main benefit of the course or tell about a new benefit. You'll also want to repeat your call to action.

Today's task: Read your ecourse and write down all the benefits you can think of.

Tomorrow you'll find out how to create your letter using the template above!

Day 11: How to Create a High-Response Landing Page, Part 2

Welcome back!

Yesterday you received a mini sales letter template which explained the function of each part of your letter.

Today you'll learn how to use this template to create the copy of your landing page.

Read on for examples and more templates...

→ Headline

As mentioned, this is where you present your biggest benefit.

Examples:

- How to Quickly and Easily Lose Your Love Handles Before Summer!
- Now You Too Can Discover the Secrets of Creating High-Response Landing Pages!
- Who Else Wants to Save \$500 on Their Electricity Bills This Year?
- Free eCourse Shows You How to Improve Your Golf Swing and Start Beating Your Buddies!

Tip: If you don't mention that the course is free in the main headline, then do it in the post-headline, like this: "Act now and you can get these secrets absolutely free!"

→ Opener

This only needs to be a couple sentences long to hook your reader.

Examples:

- Agitate the problem: It's embarrassing when your golfing buddies beat you every week. If only you could develop a longer drive...
- Get right to the point: You can improve your golf swing - starting now - in just five minutes per day for the next five days. You'll easily add an extra 20 yards to your drive!
- Tell a story: Jim drove golf balls like an 80-year-old grandmother. New clubs didn't help. Private instruction was a huge waste of money. And then he discovered a golfing secret that instantly added 20 yards to his drives. And now you can discover this secret for free!

Now introduce your ecourse as the solution:

Example: "Introducing [name of ecourse] - your guide to [getting a big benefit]!"

➔ **Bullet Points**

You can create your bulleted list the same way you create headlines: Namely, by sharing the benefits.

Examples:

- You'll discover a driving secret that works so well you're buddies will think you're cheating!
- Do you make these five golfing mistakes? Find out in Lesson 2!
- You'll discover three ways to add ten yards to your drive - guaranteed!

➔ **Call to Action**

Next, you explicitly tell your prospect to join your list - and create a sense of urgency whenever possible.

Examples:

- Enter your email address and first name in the form below now and I'll rush you the first lesson for free! Hurry, this offer may end at any time, so subscribe now while you still can...
- Subscribe now by completing the easy form below and clicking join. Plus if you join now you'll get a free video that shows you my closely-guarded putting secret!

➔ **Postscript (P.S.)**

Finally, you end your sales letter by reminding the prospect of a benefit.

Examples:

- P.S. If you're golfing buddies are like mine, they buy the winner's lunch. I've been eating free for six months now. And once you know these golfing secrets, you'll win every time too!
- P.S. These secrets slashed two strokes off an 85-year-old golfer's game - just imagine what they can do for you! Subscribe now to find out...

Today's task: Finish writing your landing page sales letter.

Tomorrow you'll find out how to start promoting it!

Day 12: How to Attract Traffic with a Blog

At this point you have a landing page set up that advertises your free five-day mini course. This mini course in turn promotes your affiliate product.

Your next step is to start attracting targeted visitors to your landing page.

You'll discover plenty of proven methods for attracting these visitors over the next several lessons.

Let's start with blogging...

You can have a WordPress blog up and running on your site in a matter of minutes from now. If you followed my advice to use HostGator for your webhost, then below you'll find the simple process for installing a blog...

Tip: If you're not using HostGator, then you may need to go to WordPress.org to download the required files. Complete instructions appear on that site.

1. Log into your control panel (generally, www.yourdomain.com/cpanel).
2. Scroll down to locate "Fantastico DeLuxe" and click on it.
3. Locate the "WordPress" installation link on the left side of your screen and click on it.
4. Fill in the required information (such as your desired username, password and where you'd like your blog to appear). Then click the link to install your blog.
5. Take note of where your blog dashboard is and log in.

Next, you'll want to improve the design of your blog by installing new WordPress (WP) theme. Simply go to WordPress.org to browse their themes, or search Google for "WordPress themes." You may narrow your search by describing your niche, such as "fitness WordPress themes."

When you've found a theme you like, upload the theme folder to *yourdomain.com/wp-content/themes/*. Then log into your dashboard, click on Appearance, click on themes, click on the theme you just uploaded, and click to "Activate" it.

You're now ready to start blogging!

Simple go to "Posts" and "Add New" in your WordPress dashboard. You can then copy and paste in any articles you've created, or create a new post by typing it directly into the window. Click on "Publish" when you're finished.

So, what should you write about?

Again, you want to write about topics that are not only of interest to your niche, but also closely related to the product you're promoting. You can post anything from a full-length article to a 50-word tip.

Let's say you've created a dog-training blog. Here are examples of posts you could make:

Examples:

- A short tip about how to use a "clicker" (for clicker training).
- A complete "how to" article about how to teach a dog to sit.
- A "top ten dog training mistakes" article.
- The top three housetraining tips.
- A review of the product you're promoting.
- A research article that talks about how smart dogs are.

Today's task: Install your blog and create at least one post.

Next time you'll discover how to create posts that pull in traffic from Google!

Day 13: How to Optimize Your Content for the Search Engines

Welcome back!

Last time you learned how to set up a blog. And while you can post most anything you want on this blog (such as tips, “how to” articles and other content that your prospects will enjoy), if you post SEO (search engine optimized) content, you can pull in traffic from the search engines.

Read on...

Just as the name implies, content that’s optimized for the search engines appears high in the search engine results when someone searches for a particular keyword. And that means SEO content is your key to getting Google traffic.

Here’s how to create it...

Step 1: Uncover Longtail Keywords

You need to know what words your target market is actually typing into search engines. Fortunately, no guesswork is required when you use a keyword tool like WordTracker.com or MarketSamurai.com.

Your first reaction is to go for the words that get lots of searches, right? Problem is, a lot of other marketers have the same reaction. And many of them are putting out full-blown SEO campaigns, which means they’ll outrank you every single time.

Now, as you gain SEO experience you can certainly compete with those SEO experts.

For now, however, choose longtail keywords. These are keyword phrases that don’t get as many daily searches... yet you also won’t be up against as many competitors.

You can do all the legwork yourself (such as plugging your keywords into Google and looking at the competition) – or you can use WordTracker and choose words with a Keyword Effectiveness Index (KEI) of at least 100.

Step 2: Use These Words to Create Articles

Now that you have a list of longtail keyword to target, create articles around them (one or two keyword phrases per article).

Use your keyword once or twice for every 100 words of content. So if you've written a short 300 word article, then your keyword should appear once in your title and several times in the body of your article, for a total of three to six times.

Let me give you a few examples of how easy it is to slip your keyword into an article multiple times. Let's suppose your keyword is choosing the right dog:

Examples:

- The Secrets of Choosing the Right Dog.. (This makes a good title.)
- Choosing the right dog takes time, but it's not difficult.
- It's important that you follow these tips for choosing the right dog.
- Choosing the Right Dog, Tip #1

Today's task: Research keywords to create a list of at least 100 relevant keywords. Then write at least one article and post it on your blog.

Tomorrow you'll learn more about ranking well in the search engines!

Day 14: How to Get Links, Part 1

Welcome back!

Last time you learned how to create content that's optimized for the search engines. And while you already have a blog on which you can post this content, that's only half of the search engine optimization (SEO) equation.

The other half is what's called "off page optimization" – in other words, getting backlinks.

You see, keyword-optimized content on your blog or other web page tells search engines what your page is about so that it can be indexed in these search engines. But search engines like to offer the BEST content to searchers. And so Google (and other search engines) devised a system for determining if your content is any good: Namely, by the number of quality links you have pointing to your site.

You can think of a link as a "vote" for your site. The more "votes" you have for your site, the higher your content will appear in the search engines for your chosen keywords. Indeed, if you do a link campaign then you can even start competing with other marketers for highly searched keywords in your niche.

Tip: Google's Page Rank (PR) is a measure of how many "votes" your site has. The higher your page's PR, the better.

However, not every vote is created equal – some votes carry more "weight." As such, these are the sorts of links you want to seek out for SEO purposes:

- One-way links, which tend to carry a little more weight than reciprocal links.
- Links from sites with high Page Rank.
- Links from well-established authority sites.
- Links from relevant sites (e.g., sites in your niche).
- Links from "good neighborhoods." In other words, it's best to get links from pages that have a good standing in Google's search engine.
- Links from pages that don't have a lot of other outgoing links.

Another factor that impacts how these links affect your ranking is what you use for your anchor text. The anchor text is the clickable part of your link text (i.e., the link itself, the part that's usually underlined and in blue font).

So if you're trying to rank well for the phrase "choosing the right dog," then you should use those four words as the text for your backlinks. Doing so confirms to the search engines that your page really is what you say it's about.

Today's task: Put together a list of relevant niche sites from which you'd like to get backlinks.

Then stay tuned for more backlinking tips tomorrow!

Day 15: How to Get Links, Part 2

Welcome back!

Last time you learned about what types of links are good for SEO purposes. In just a moment you'll discover how to get these backlinks. But let me also remind you that links are good for direct traffic purposes, too.

In other words, if good content accompanies these links, the people reading the content will click through to your landing page!

Here then are ways to get links...

➔ Distribute Content Around the Web

You can submit press releases to sites like PRWeb.com, share articles on EzineArticles.com and even share tips on social media sites like Twitter.com, Facebook.com, niche forums, Yahoo! Answers and many more. You can even create videos that you post on YouTube.com. You'll learn more about these content-distribution sites just a bit later in this course.

➔ Join Relevant Directories

You can look for niche directories to which you can submit your site (e.g., search for "dog training directory" in Google). You can also submit your site to any of the following that apply: RSS feed directories, Newsletter directories, forum directories, podcast directories and blog directories. You can also submit your site to local directories, such as those that list businesses in your city.

➔ Swap Links With Bloggers and Other Webmasters

Be sure that you're exchanging links with high-quality sites in your niche. Just use an email like this:

Subject: Let's swap [niche] links, [name]...

Dear [Name],

Hi, my name is [your name] and I'm the owner of [your site].
I'm writing today to request a link exchange. If you agree,

your link will appear on the front page of my blog. Since my blog has a Page Rank of [PR number] and gets [amount of traffic] each month, you'll get both link juice and traffic.

Just hit reply now and let me know how you'd like your link to appear.

Thanks!

[Sign off with your name]

➔ **Swap Content With Bloggers**

Instead of merely exchanging links, you can swap articles with another blogger in your niche.

You can use the same email as above, except substitute references to "links" with references to "blog posts" or "articles."

➔ **Post "Link Bait" On Your Blog**

If you post something highly useful (like "*101 Dog Training Tips*"), something entertaining or even something controversial, other bloggers and people in your niche will link to it.

➔ **Bookmark Your Content**

You can bookmark your blog posts on sites like digg.com, stumbleupon.com, reddit.com, del.icio.us and del.irio.us. You should also encourage your visitors to bookmark your content by adding the Sociable WordPress plugin to your blog.

➔ **Start Secondary Blogs**

This is where you create offsite blogs on sites like LiveJournal.com and WordPress.com. Don't post commercial links on these sites, however, as most sites don't allow it. (You'll discover more secondary blog sites on Day 17.)

➔ **Send Testimonials to Product Creators**

Be sure to include your full name, link and perhaps even a photo... because some vendors will post these testimonials on their sites!

Today's task: Get at least five links pointing back to your site.

Tomorrow you'll discover even more ways to get traffic... and links!

Day 16: How to Distribute Content to Article Directories

Welcome back!

You'll recall from yesterday's lesson that I mentioned sharing content via article directories as one way to get backlinks as well as click-through traffic.

Read on to learn more about this strategy in detail...

Back in the the blogging lesson as well as the lessons on writing autoresponder messages, you learned what types of articles to create for your prospects. These included how to articles, tips articles, product reviews, research articles and more. With the exception of the more commercialized articles (such as the product reviews), this is exactly the type of content you can distribute via article directories.

Examples:

- Seven Weight Loss Secrets Every Woman Ought to Know
- A Surprisingly Simple Way to Get Bigger Pecs
- How to Reupholster a Leather Chair
- Three Ways to Know if that Cute Puppy is Right for You

Here's something else: Many article directories (especially EzineArticles.com) is well-loved by Google. That means you can submit content to this directory and Google will index it soon after the EzineArticle.com editors accept your article. And because EzineArticles.com is a well-established site, you may be able to rank better for a keyword if you post it in an article directory as opposed to posting it on your own blog.

Tip: Post a search engine optimized version of your article on EzineArticles.com. then post another version - perhaps one that's better because it offers more detail - on your blog.

One note, however: Many article directories prefer that you do NOT put self-promoting links in the body of your article. And that's why you need to learn how to create a well-crafted "author's byline" (also known as "bio box", "resource box" or "author's bio"), which is the place you can self-promote with commercial links (to your landing page).

Contrary to the name "author's bio," this little space shouldn't be about you. The reader doesn't want to know where you live, if you have a goldfish named Nemo, or if you like hiking on the weekends.

Instead, use this space to advertise your mini-course (and then link your ad to your landing page). Let me give you an example...

Does your dog jump on your guests and embarrass you? Brand new training method stops these unwanted behaviors almost instantly -- and now you can discover these secrets for free! Click here now to transform your dog into a great houseguest!

One more:

Who else wants to quickly and easily shed those love handles? Now you can - and just in time for beach season! Click here to find out how, for free!

Once you've created your resource box and your articles, then you can start submitting your articles to some of the more popular article directories. These include:

- www.ezinearticles.com
- www.goarticles.com
- www.articlealley.com
- www.articlecity.com
- www.ideamarketers.com
- www.buzzle.com

Today's task: Write at least one article and submit it to EzineArticles.com.

Tomorrow you'll discover a few more places you can distribute articles to get backlinks and traffic, so stay tuned!

Day 17: Still More Surefire Methods for Getting Backlinks and Traffic With Your Articles

Welcome back!

Last time you learned about submitting articles to article directories. That's a fine strategy when you're distributing your typical 400 to 600 word articles.

But what about when you have several thousand words on a particular topic?

Truth is, many article directories will accept it as an article. But lengthier articles are better suited to the following sites...

➔ Social Media Content Sites

Two of the top sites in this category include Squidoo.com and HubPages.com. In both cases, these sites encourage you to create a page (called Lenses and Hubs, respectively) around a tight niche topic. And unlike many article directories, you can post self-promoting links within the content itself, though at HubPages.com they do limit these links to two.

What makes these sites different from regular articles directories are the social aspects. That means you can (and should) take advantage of the following features:

- Growing an onsite network of contacts and friends.
- Encouraging your visitors to rate your Lens or Hub.
- Swapping links with your contacts and friends.
- Submitting your page to the "Lens of the Day."
- Taking advantage of how much Google loves these sites (i.e., be sure to post SEO content).
- Using the interactive features, like commenting and polls.
- Posting multi-media content, like video or audio.

➔ Third-Party Blogs

Another place to post your content is on third-party blogs. However, one note:

Since you cannot fully control the content on this site (as it may disappear tomorrow), never post your very best content on these blogs. Instead, save your best stuff for your blog and give your very best content to your list.

So, why post on third-party blogs at all?

Two reasons: Traffic and backlinks.

Your SEO content is likely to do well on these sites, plus most of these sites have internal traffic that you can siphon off to your site.

In other words, the other bloggers on the site are bound to visit your site, since all blogs tend to be cross-promoted and linked.

Secondly, you get the benefit of a backlink for search engine optimization purposes. Be sure to use your keywords as anchor text in order to get maximum benefit.

Tip: Read the terms of service first on these sites, as some don't allow commercial content. However, most allow you to post a link in your profile, which is where you can link to your landing page. And they will allow non-commercial links within your posts, so this is where you may want to link to your main blog.

Here then are some of the third-party blog hosts where you can set up a blog:

- www.wordpress.com
- www.livejournal.com
- www.blogger.com
- www.tumblr.com
- www.xanga.com
- www.weebly.com
- www.joeuser.com

Today's task: Register on at least two of the above sites (blogs or social media content sites), and then start posting.

More traffic tips coming tomorrow!

Day 18: How to Drive Targeted Traffic Using Social Media Marketing

Welcome back!

Over the last several lessons you've learned certain types of social media sites, such as content-sharing sites (like HubPages.com) and social bookmarking sites (like StumbleUpon.com). And while I've mentioned sites like Facebook.com in passing, you haven't received any details.

All that changes in this lesson, so read on...

When I refer to social media marketing, I'm talking about promoting your links on sites like Facebook.com, Twitter.com, MySpace.com, niche groups on Ning.com, and other niche social networking sites (like Dogster.com for dog lovers).

So that you don't get too distracted, I suggest you just start with two: Twitter.com and Facebook.com. Here's how...

Step 1: Set Up Your Profile

Be sure to fill out your profile completely. Some of this info should be about you (including a photo of yourself), just so that people get a sense of who you are. However, your profile should also be about your prospects. In other words, tell them what you can do for them.

Naturally, be sure to include a link to your landing page as well as to your blog.

Step 2: Start Posting

No one is going to join your contact network if you haven't posted anything. So spend a few days adding good posts to your account, such as tips.

Don't be promotional at this point, as you don't want your Facebook feed or Twitter account to read like an ad. Instead, make it useful to your prospects by offering tips and other quick solutions to their problems.

Examples:

- Does your dog get anxious when you leave? Train him to be calm by leaving for just a few minutes at a time. And never open the door when you hear him crying or barking.
- You can improve your conversion rate by including trigger words in your headline, such as: you, how to, discover, secrets and guaranteed!
- Swap those fatty potato chips for pretzels and you'll easily slash 100 calories from your diet!

Step 3: Seek Out Friends

Once you've posted some good content on your account, then you can start seeking out "friends" and "followers" to add to your contact list.

Tip: Not everyone you seek out is necessarily a prospect. Instead, some of them could turn out to be good joint venture partners. See Day 23 for more details on joint venture marketing.

First off, put links to your Twitter and Facebook accounts on your blog and encourage your blog visitors to join. You may also give them an incentive to do so, such as free reports or perhaps specially arranged discounts for your fans, followers and friends.

Next, search these sites using your niche keywords (like "dog" or "gardening"). Then send out friend requests to those who share these interests. Take note, however, that you'll likely have more success with this strategy on Twitter, as some people reserve their Facebook accounts for personal friends and family.

Tip: Don't be tempted to use a social media site as your list-building site. That's because most people have hundreds of contacts on these networks, so your messages often get buried in their feeds.

Instead, encourage your contact lists to join your regular list (by telling them about your free ecourse). And consider your contact lists as just one more channel to reach your target market.

Today's task: Set up your Twitter and Facebook profiles and start posting to your accounts. Tomorrow you'll learn about forum marketing – see you then!

Day 19: How to Get Targeted Clicks and Traffic on Niche Forums

Welcome back!

Last time you learned about getting backlinks and traffic on social media sites. This time you'll discover how to drive traffic via niche forums.

Read on...

First off, let me say this: Forums are social communities, not ad billboards. And that means you need to participate and become a contributing member in order to make forum marketing really work for you.

Tip: The exception, of course, if you purchase banner or text ads on niche forums. You'll learn more about that on Day 24. For this lesson we're focusing on driving traffic and getting backlinks via signature files.

Here's how...

Step 1: Find Forums in Your Niche

You may already know about some of the bigger forums in your niche. To add to this list, go to Google and search for your keywords (like "gardening" or "golf") alongside the following words:

- Forum
- Discussion forum
- discussion
- bulletin board
- PhpBB
- Simple Machines Forum
- vBulletin

Look for busy forums with active members. Be sure to read the terms of service to ensure signature files are allowed.

Step 2: Fill Out Your Profile

Next, fill out your profile completely, including a photo of yourself, a tiny bit about you, and what you can do for your prospects. Include a link to your site.

Tip: Don't turn your signature file on... yet..

Step 3: Familiarize Yourself with the Rules

Next, spend several days lurking to get a feel for the rules and how each particular forum works. In other words, learn who the senior members are and get a sense of the forum etiquette.

Step 4: Field Questions

Your next step is to become a contributing member of this forum. Answer other member's questions thoroughly. Don't post any self-promotional links. Just focus on providing good content and building your reputation.

Step 5: Fine-Tune Your Signature File

After a few days you can turn on your signature file (which includes a short ad and a link to your landing page). You can use the same ad that you used for your articles. But I'll give you one more example below.

Can't shake those last 10 pounds? Find out a little-known herb that jumpstarts your metabolism and melts the fat fast. Click here for the free details!

Again, focus on providing good content. As your reputation grows in this niche community, more people will click on your link.

Today's task: Find at least three forums in your niche, read the rules, register, complete your profiles and then start lurking.

Tomorrow you'll learn a way to get traffic almost instantly!

Day 20: The Secret of Getting Targeted Traffic... Almost Instantly!

Welcome back!

Some of the strategies you've learned about so far – like SEO – take some time to work. So while you're waiting for those strategies to start bringing in traffic, here's one you can use today:

Pay per click (PPC) marketing. Read on...

How to Drive Traffic Using Google AdWords

First a note: For this lesson you'll learn how to use [Google AdWords](#). Once you've found success with AdWords, then you may consider trying other pay per click venues such as [kanoodle.com](#), [MSN AdCenter](#), [7search.com](#) and even [Facebook.com](#).

Now on to the lesson...

Step 1: Choose Your Keywords

This is where you choose your keywords and choose how much you want to bid on these keywords. Where your ad appears in the results is largely determined by how much you bid (but your ad's performance is also a factor). When someone clicks on your ad, you pay your bid amount or less. So if you bid 10 cents, you pay up to 10 cents every time someone clicks on your ad.

Depending on what niche you're in and how well your offers are converting, you may not want to bid on the most competitive (and expensive) words. Secondly, you'll want to choose words that are focused – those that tell you what the searcher is actually looking for.

Example: A broad word like "dog training" doesn't tell you if the person is looking to become a dog trainer or if he has a dog that needs to be trained. It doesn't tell you if he wants to train a field dog, a deaf dog or a house dog. It doesn't tell you if he wants obedience training, housetraining, agility training, therapy-dog training... and so on.

Instead, look for words that give you a good feel for what the person really wants, such as:

- gun dog training
- how to housetrain a puppy
- housetraining dog book

Tip: Look for evidence of buyers, such as "Dog Whisperer review" or "buy dog training book."

Step 2: Create Your Ad

Next, you need to create a short and eye-catching ad. One way to make your ad eye-catching is to include in your ad the actual search terms the prospect just entered into the search engine. So if the search term is "housetrain a puppy," those words should be included in your ad.

Tip: You should create different ads for different groups of related keywords. For example, you can create an ad group for similar words like "housebreak a dog," "housebreak a puppy" and "potty train a puppy." Then you'd create a separate ad for words like "obedience training" and "teach a dog to sit."

For an example, please see the next page...

Housetrain a Puppy Fast
No more accidents on the rug.
Takes just 3 days - guaranteed!

Another example (for "lose weight fast"):

Need to Lose Weight Fast?
Secret diet trick melts fat.
See results in 7 days!

One more example:

You can lose weight fast
Melt fat fast like a model
Using this Hollywood secret!

Now link your ad to your landing page (your “squeeze page”), set your daily budget and track your results...

Step 3: Check Your Results

You’ll notice inside your AdWords account that there is a link to Google Analytics. This is a tool you can use to track your keywords and ads to see which give you the best results.

Be sure to do this – that way you can pour your ad budget into those keywords and ads that produce the best results!

Today’s task: Set up one pay per click campaign.

Meanwhile, stay tuned because tomorrow you’ll discover a unique (free!) way to get traffic!

Day 21: How to Get Traffic from YouTube.com

Welcome back!

Everyone knows YouTube (and videos) are huge right now, and the craze is only expected to grow. And that means you can tap YouTube for more traffic.

Read on...

Your first step is to decide what type of video you want to create. There are two main choices:

- 1. *Talking-head or demo video.*** This is where you show something other than text. You can show yourself talking. Or you can show a clip that demonstrates the topic.

Example: A recipe video could show you cooking the recipe. Or a dog-training video could show you (or someone else) training the dog.

If you choose to create this sort of video, then you'll need a good camera, a good microphone, a nice (non-distracting) backdrop and video-editing software (check your computer, or buy something like Pinnacle Studio or Sony Vegas Pro).

- 2. *Slide-presentation video.*** This is where you do an article-style video that you narrate. You compliment your narration with text slides, photos, charts and other visuals. (You may also add in video clip demos, of course.)

This type of video is easier to create because all you need is a good microphone and the screen-recording software [Camtasia](#). Then all you have to do is record a slide presentation from your computer desktop and do the voice-over (or hire someone from voices.com to do the narration for you).

Example: If you're doing a video that lists 10 tips for a flatter stomach, your video slides would include the text for each of the 10 tips. Think of yourself as a college instructor showing text slides and explaining each point. Be sure to add photos to make it more visually appealing (such as stock photos or videos of people exercising, eating well, etc).

Regardless of which video style you choose, there's one important thing you need to add to the end of your video. Namely, a call to action. This is where you specifically instruct people to go to your landing page and join your newsletter list.

Example:

You just learned a simple way to teach a dog to stop jumping on people. But that's just the tip of the dog-training iceberg!

Your dog needs to learn to stay off the counters, stop digging in the garden, stop ripping up your shoes and so much more. And now you can discover how to teach your dog all of these things for free!

Just go to [link] to claim your free [name of course] ecourse - and do it now before your dog destroys something else!

Next, load your video up on YouTube.com and choose relevant keywords (including the same keywords the most popular videos in your niche use). Then promote this video by blogging about it, writing articles about it, telling your social networks about it, asking your joint venture partners to tell others about it (see Day 23), including links to the video in your forum signature files, etc. In other words, promote this free video just as you would a paid product.

Today's task: Create a draft of a two or three minute video. Look at other popular YouTube videos in your niche to determine what types of videos appeal to people - then create something similar. Tomorrow you'll discover how to get traffic using press releases!

Day 22: How to Use the Power of Free Publicity

Welcome back!

So far, you've learned mainly about online ways of generating traffic to your landing page. Now here's a method that you can use to generate traffic both online and off: Distributing press releases. Read on...

How to Get Free Publicity

There are two main ways to use press releases, and often a single press release can accomplish both purposes:

- 1. Get backlinks.** If you distribute your press release through a site like PRWeb.com, you can get backlinks from a variety of sites who use automatic feeds to pick up press releases. And if the press release gets picked up by major media sources, you'll have even more backlinks.
- 2. Get free publicity.** This is where your release appears in actual print newspapers, which means free publicity. If the print newspapers publish their releases online, you'll also get traffic and backlinks.

Either way, you need to create a press release that doesn't read like an advertisement. Instead, you need to write it like a news article. Otherwise, you can expect your press release to go straight to the editor's trash.

So what's the key to getting your release published?

This: Browse the past issues of the newspapers in which you'd like your release to appear. Then model your release around the style and substance of the types of releases that regularly get published in the paper.

Let me give you a brief example to show you how a release should share news... and yet how you can get free publicity by slipping your link into the release:

[Contact Information]

DOGS SUSCEPTIBLE TO FROSTBITE
Vets Expect a Surge of Frostbite Problems This Month

Residents of Cityville are settling in for what's predicted to be a month-long cold snap. And while most people are digging out the extra-warm hats, mittens and coats, many times the dogs are overlooked.

"We look at dogs with their fur coats and we just assume they can handle the elements," says [name] of [link]. "But it's not true. Their paws get cold in the snow and ice. And small dogs in particular need sweaters if they're outside for even a few minutes."

[Continue talking about the problem and how to fix it in a "just the facts" way. Offer tips for dog owners to keep their dogs warm.]

For more information, contact [your name and contact info].

Where to Submit Your Release

Once your release is complete, you can submit it broadly online using PRWeb.com.

However, you'll also want to submit it directly to all local (and regional) newspapers and other media sources in your area. Just be sure you contract the right editor, spell his or her name correctly, and send the release via his or her preferred method.

Today's task: Write a press release and submit it to PRWeb.com. Then start collecting contact information so you can submit it locally, too.

Tomorrow you'll learn how to tap into the power of joint venture marketing!

Day 23: How to Promote Your Affiliate Site With JV Partners

Welcome back!

Look around your niche, and you'll quickly notice that other marketers have built up huge assets such as niche forums, blogs, newsletters and traffic sources. Maybe you think of these folks as being in competition with you. But the truth is, you could cooperate with many of these marketers for mutual gain. And that's exactly the point of a joint venture (JV)!

Let me give you a few examples of joint ventures you can do:

- Newsletter swaps. You endorse your JV partner in your newsletter and he does the same for you.
- Content swaps. You can be guest bloggers on each other's blogs. At a minimum, you can trade links.
- Co-op mailings. You can pool your money to send out a joint postal mailing to targeted prospects.
- Joint products. Here you create and marketing a product together, such as an ebook, teleseminar or other product.

Point is, there are plenty of ways to do JVs, as it's really only limited to your imagination.

Now, finding a potential JV partner is easy.

Anyone who's working in your niche is a potential partner. And that means you can find people on Clickbank.com, on Amazon.com, on social media sites, via offline publication and via a Google search for your niche keywords.

What's a little trickier, however, is getting a potential partner to say yes.

For best results, you need to build a relationship with your potential partners. This means engaging them on dialogue on forums, on blogs, on social networks and then, eventually, privately (by email, phone, instant message, Skype, etc). Meeting them offline is also a great way to build a relationship.

Point is, build a relationship and become genuine friends first... and then inquire about JVs later.

Of course this isn't always possible. Sometimes you need to approach "cold" potential JV partners and directly propose a joint venture. Here's a sample email you may send:

Subject: Hi [name], it's [your name] with an interesting proposal...

Dear [name],

It's [your name] here from [your link]. I'm writing today to propose a joint venture that would get you a large amount of targeted traffic, free exposure on a backlink on a PR[#] blog.

The proposal?

Let's create a teleseminar together. It takes just 30 minutes and when it's over we both have a product to sell or giveaway. And since you can promote your site during the teleseminar, you can get traffic from this venture for many years to come.

Please email me back or call me at [number] to discuss the details - it's a great way for you to get traffic and a product with very little work!

[Name]

P.S. I'll set everything up - all you have to do is talk on the phone for 30 minutes.

Today's task: Create a list of at least 25 potential JV partners and start contacting them to build relationships.

Meanwhile, more traffic-generation tips coming tomorrow!

Day 24: How to Buy Online Advertising

Welcome back!

As you already know, one of the quickest ways to get your own truckload of traffic is by tapping into known sources. And while you can't always do a joint venture with the site owner, often you can buy banner ads, text ads, email ads (including solo ads) across blogs, forums, websites and in emails.

If you've already tried to propose a joint venture and the site owner wasn't interested, then look for an "advertising" link on the site. If you can't find one, then simply email the site owner to ask if they accept paid advertising (and if so, how much). Naturally, you can do this with any site (whether you've proposed a JV or not).

Tip: Go to Google and search for your keyword alongside words like "advertising" or "buy banner ads."

While the above method allows you to handpick advertising opportunities – perhaps you'll even secure an ad spot that's not available to anyone else – it's easier to visit an ad network and simply purchase what you need.

Here are some of the more popular ad networks:

- www.tribalfusion.com
- www.valueclickmedia.com
- www.blogads.com
- www.247realmedia.com
- www.gorillanation.com
- www.burstmedia.com
- www.realtechnetwork.com

Here then are three tips for making ad campaign success:

- **Ask about demographics.** If you're buying directly from the site owner, ask for detailed information about where he gets his traffic, how targeted this traffic is, how many repeat visitors versus unique visitors and any other demographic information that you think is relevant.

- **Start small.** Don't plunge your ad budget into one ad buy. Instead, start small and test various ad buys to see which produce the best results for you.
- **Test and track.** Not only should you test the traffic sources, you should also test your ads and headlines to see which brings you the best results. You can use Google Analytics to do this tracking and testing.

Today's task: Join the above networks and make one small ad buy. More traffic generation tips coming tomorrow, so stay tuned!

Day 25: How to Use Live Events to Draw Traffic to Your Affiliate Site

Welcome back!

Here's a promotional technique you can use both online and offline. Namely, by offering free live events (such as workshops or teleseminars) as lead-generators.

Here's how it works...

Your participants "register" for the event by email, which allows you to build a list. You use this email contact information initially to send them reminders of the live event as well as recordings of the event once it's over.

Then you can use the email list to promote additional offers on the backend by sending participants your five-day ecourse. And of course you use the event itself to promote your affiliate offers!

Tip: If you hold an online event, you'll need a service like gotomeeting.com or e-teleconferencing.com that people can dial into to hear the conference.

Here are four event ideas...

- 1. Interview the product vendor (for which you're an affiliate).** This is one of the best ways to do it, because you'll be creating something of interest to your most targeted prospects. Plus, the product vendor is likely to help you promote the free event, which means you'll build your list more quickly. And it's a win-win situation, because you and the product vendor make money on backend sales.
- 2. Interview with another expert.** The advantage here is that the other expert is likely to help promote your event (and thus help you build your list). And if this expert has a big platform (audience), then this is very beneficial to you. The downside is that if the expert doesn't have an affiliate program, you won't make backend sales.

Tip: If you run a series of teleseminars, all partners can help you promote the event. The bigger the number of guest experts you recruit, the more traffic and subscribers you'll get.

3. Do a monologue. This is where you teach a topic and then (typically) open the line for questions. If you're not already a known expert in the niche, expect attendance to be relatively low. Still, you'll have a recorded product that you can give away or sell.

Tip: You can even sell the resell rights to your products on places like WarriorForum.com, SitePoint.com, DigitalPoint.com forum, eBay.com and Craigslist.org.

4. Create an offline event. This is where you offer yourself as a guest speaker at a relevant event.

Example: Offer yourself as a guest expert at a weight-loss group's meeting. Then you can pass out flyers advertising your landing page (so that people will sign up for your mailing list).

Alternatively, you can rent a hotel conference room for a few hours and offer a free workshop. Again, be sure to pass out flyers that promote both your newsletter list as well as your affiliate products.

The first three ideas are pretty straightforward. You can tweak and use the joint venture email template (Day 23) to ask experts and product vendors if you can interview them. Then you promote the event the same way you promote your landing page itself, via blogs, your newsletter list, press releases, joint ventures, etc.

However, let me give you a template to use for idea #4, where you offer yourself as a guest expert. Just contact the organizational leader (preferably by telephone) and say something like this:

"Hi, this is [name] and I own the site [link]. The reason I'm calling is to offer myself as a free guest speaker at one of your upcoming functions. My topics of expertise include [list three or four topics here]. Which of those topics would most interest your group?"

Today's task: Start arranging one live event, preferably an interview with the person who owns the product for which you're an affiliate. Tomorrow we'll switch gears and you'll discover a simply trick to get more sales!

Day 26: How to Increase Sales by Adding Value to an Offer

Welcome back!

You've been learning how to promote your landing page so that you can build your list faster. You keep applying everything you've learned over the last several lessons.

Meanwhile, this lesson and the upcoming lessons will teach you how to make more affiliate sales. Read on...

If you're selling affiliate products, then it's pretty clear you have competition. Not only are you competing against marketers who are selling similar products, you're also competing against your fellow affiliate marketers (as well as the product vendor) who are all selling the exact same product as you.

Obviously, you can find places to market the products where you have very little competition (such as in your own local area). But I'm betting you want to market online... and that means you need to differentiate your offers from the hundreds or perhaps thousands of similar offers out there.

Here's one way to do it: *Add value to the offer.*

This means that you offer an exclusive bonus that customers can't find anywhere else. Thus the savvy shopper will quickly see that he gets more value for this dollar if he buys an affiliate offer from you.

Here's the key: The bonus you offer needs to enhance or compliment the original product. In other words, don't just toss in some resell rights product as a bonus. Instead, create something that's highly related to the original product and offer it as a unique bonus. This works for both information products as well as physical products.

Here are a few examples:

- You create a low-carbohydrate cookbook to offer as a bonus to anyone who purchases the South Beach Diet book from you.
- You offer free installation to anyone who purchases software from you.

- You offer a “how to train your dog” manual to anyone who purchases certain dog supplies from you.
- You offer a headline swipe file to anyone who purchases a copywriting product from you.
- You offer a free resume critique to anyone who purchases a “how to write a resume” product from you.
- You offer a free question and answer conference call to anyone who purchases a “how to cook a gourmet meal” guide from you.

Today’s task: Brainstorm ideas for bonus products that you can offer your customers. Meanwhile, more sales-boosting tips coming your way tomorrow!

Day 27: How to Build Relationships With Your Subscribers

Welcome back!

Here's something I want you to remember: People buy from and do business with those they know, like and trust.

Now you can see why this affiliate model you're using requires you to build a list. If you run around trying to sell products to "cold" prospects all the time, you'll be broke and exhausted fairly fast. But spend a little time building a relationship – which turns cold prospects into warm prospects – and you'll sell many more products than your competitors.

There are several factors that go into building a good relationship with your subscribers. Here they are:

→ Give Them What They Want

There are two main ways to determine what your prospects want:

1. Give them what they're already "consuming" (both in free and paid forms). So if there's a book in your niche that's really popular, then write about similar topics in your newsletter.
2. Ask them. That's right, survey your subscribers to ask them what they want.

→ Set the Right Expectations

If you told your subscribers you'd send them content once a week, then don't email them every day. Nor should you email them just once a month.

Tip: Emailing your prospects about once per week maintains "top of mind" awareness without overwhelming your prospects.

This also goes for the type of content you said you'd send. If you told your prospects you'd send them dog obedience training info, then don't send them info about training hunting dogs. And if you told them you'd send them an article every week, then don't send them a barrage of ads without any content.

→ **Mix Content and Pitch**

This is a business, so you shouldn't send 100% free content. And unless you've told your prospects you're sending all ads to them, you also shouldn't send 100% ads.

Instead, seek out a balance of offering good content and recommendations for useful products in every newsletter.

→ **Seek to Solve Problems**

Finally, make it your number one goal to solve your prospects' problems. If you think about helping them (rather than about which promotions will help put the most money in your pocket), you can't help but find success.

In other words, help others get what they want... and you'll get what you want, too (thanks Zig Ziglar).

Today's task: Go over your newsletter sign-up and your emails to determine if you're truly building relationships with your subscribers... or if you're just throwing meaningless content at them.

Tomorrow you'll start learning about building your newsletter content, so stay tuned!

Day 28: How to Build a Profitable Sales Funnel, Part 1

Welcome back!

The affiliate model you've learned is based on sending traffic to a squeeze page so that you can get your prospects to join your newsletter. You then start building a relationship with your subscribers while promoting an affiliate product via a five-day mini ecourse.

This is a good start. But it's only a start.

That's because you can improve your relationship with your subscribers and make more money by extending your original autoresponder series. You can extend it out for another couple weeks – or you can even create an autoresponder series that goes on for several months.

There are a few ways to do this.

a) The first way is to simply extend the original course itself.

Example: If your course was titled "Five Tips for a Flatter Stomach," you can add tips and rename the course accordingly (e.g., "12 Tips for a Flatter Stomach").

The advantage of this method is that subscribers will stay subscribed and keep reading, simply because they want to see through to the end of the course.

Example: Someone who's gone halfway through the course is likely to stay subscribed just to get to the end of the course. It works on the same psychological buttons that compel people to watch an entire movie or read an entire book once they've started it.

b) The second way to do this is to leave the original five-day course intact and then simply add relevant messages to the autoresponder series.

In other words, your messages don't extend the original course, but rather the new messages do provide useful and relevant content for those who're interested in the course.

Example: Let's use the example of the "Five Tips for a Flatter Stomach" course. Here you can just start sending the subscribers additional newsletters fat-loss and stomach-flattening tips, tricks and secrets. Indeed, this may be the same type of information you'd send via a live broadcast, except you're sending it automatically with your autoresponder.

The advantage of this method is that you don't have to tweak or otherwise touch the original course. Instead, you can just keep adding content to your autoresponder series. The other advantage is that subscribers won't know that it's an autoresponder – that is, they won't know that the content was written long before they received it – so they're more likely to view the content as "fresh" (and thus more credible).

Naturally, you can also do a mix of these two methods. That is, you can add to the original course (making it a 10 day course, for example)... and then add additional relevant content to the autoresponder series.

The choice is up to you. However, you'll find it easiest to simply add messages (rather than tweaking the original course, which requires you to rename it, etc).

Today's task: Decide how you'll extend your autoresponder series, plus I want you to come up with at least seven additional topics to write about.

Tomorrow you'll learn how to add content and build your sales funnel!

Day 29: How to Build a Profitable Sales Funnel, Part 2

Welcome back!

Yesterday you learned about the different ways to add content to your autoresponder series.

Now here's the thing: You're not just adding content to add content. You're doing it to help build relationships with subscribers. And you're also doing it to help build your sales funnel.

You see, when a new subscriber joins your list, they're essentially entering your sales funnel.

Your goal is to move them from "prospect" to "customer" as quickly as possible (which is the point of your five day course). And once they become a customer, your next goal is to sell them more products on the backend.

This is the point of adding content and additional affiliate products to your initial autoresponder series.

Example: You create a five-day course to promote the "Fat Loss for Dummies" ebook. You then add additional content to your autoresponder series so that you can promote additional weight loss ebooks, diet cookbooks, exercise equipment and perhaps even fat-loss supplements and vitamins.

Specifically:

- You add a newsletter about whether dieting pills work or not. Then you promote those supplements that actually do work.
- You add a newsletter about the best types of exercises to do to lose weight. Then you promote relevant equipment, such as jump ropes or rebounders.
- You add a newsletter that outlines three or four delicious low-calorie recipes. Then you promote a low-calorie cookbook that has hundreds of such recipes.

Now here's an important key to consider when you're adding content and additional product promotions to your autoresponder series: Your content needs to be evergreen. That means the content should be time-tested and proven. It should be relevant last year, today and next year. And the reader should have no idea when it was actually created. As far as the reader is concerned, the content appears fresh and updated.

Here then are tips to make your content evergreen:

- Avoid fads or new products or theories.

Example: Don't refer to product or even a tip as "new" or "newly discovered" or "just released" or similar. Because even though it may be new when you're writing about it, a subscriber may not read about it for months or even years.

- Avoid dating your content.

Example: Don't say something like, "last year during the Olympics" or "next year in [date]."

- Do write about proven tips.

Example: Eating less and doing more exercise are proven ways to lose weight, so you should include these sorts of tips in a weight loss newsletter. But certain pills or other fads aren't proven, so they may become obsolete (and thus should be avoided).

Today's task: Choose at least two more affiliate products to promote and create an outline for at least seven more messages to add to your autoresponder to promote these products. Then commit to regularly adding content to your autoresponder – indeed, you may eventually reach a point where your newsletter runs nearly completely on autopilot!

Day 30: They Key to Making Even More Money With Your Autoresponder Series

Welcome back!

Over the last two lessons you've been learning about building your sales funnel and making more sales by adding content to your autoresponder series.

This time you're going to learn how to make more money with this affiliate model. Read on...

How to Test and Track Your Ads and Emails

Many marketers never test and track any part of their sales funnel or marketing process. That means they have no idea which ads work and which ones don't.

Often this leads to plunging more money or time into ineffective advertising. At worst, the marketer quits because he believes affiliate marketing doesn't work. To avoid all of this, you need to start testing and tracking your ads.

Doing this is pretty simple. You can use the tools provided by your autoresponder (Aweber has great analytical tools to tell you which emails get opened and which links get clicked on). You can also use tracking tools like Google Analytics to tell you which ads convert the best.

Here are the types of things you can test and track:

- **Which email subject lines get opened the most.**

Example: You can test subject lines in your initial five day ecourse, and then start using the subject lines which convert the best.

- **Which products get the most sales.** That is, you can rotate and promote different products in your autoresponder series to see which products put the most profit in your pocket.

- **Which landing page converts the best.** You can test your headline, opener, call to action and other parts of your landing page to see which ones get you the most subscribers.
- **Which ads work best.**

Example: You can test different pay per click keywords and different ads to see which convert the best for you.

And so on – if you can change an element of your sales process, then you can test it to help improve your response rate.

Now here's the key: You should only test one element of your marketing campaign at a time while holding all other variable constant. Otherwise, you won't know which element created the change.

Tip: The exception is if you use multivariate testing. However, this requires much more traffic in order to analyze the results. So it's better to test one element at a time.

For example, let's say you're testing email subject lines on a live broadcast. In this case, the ONLY difference between the emails should be the subject line, meaning the rest of the email should be exactly the same.

You can then randomly split your email list into two groups and send one email to one group and send the email with the different subject line to a different group.

You can use Aweber's tools to tell you which email gets opened the most (and you can use the Google Analytics tool to see which one get more subscribers to buy).

Today's task: Choose one part of your marketing process to test.

Example: If you're landing page isn't converting very well, then start by testing the headline. Or if your landing page converts well but the emails aren't producing buyers, then that's where you'll want to start your testing.

Then stay tuned, because tomorrow you're going to get those email templates I've been telling you about – you won't want to miss it!

Day 31: Swipe These Templates to Create All the Content You Need!

Welcome back!

At this point you've learned everything you need to know about making money as an affiliate, however, perhaps the one thing you've noticed is that you need a lot of content to make this proven affiliate model really work for you.

In particular, **you need to create a five-day ecourse for every niche you start working in.**

Good news: You're about to get a set of free templates across three different niches. Feel free to use these three templates in their intended niches (weight loss, online marketing and dog training). Or tweak them for your other niches. You can even use them just for inspiration purposes. Use them however you'd like to create content and make more money!

Note #1: Initially I'll fill out some of these lessons for you so that you have a good example of what kind of content to create for your ecourse. Other lessons will be true "fill in the blank" templates that you can use as outlines and inspiration for your own emails.

Note #2: The other thing I want you to notice in these templates is that there's a an affiliate product promotion in every email. However, it appears in different places (sometimes in the beginning of the email, sometimes in the middle and sometimes at the end).

Template Set #1: Weight Loss

Sample eCourse Title: The Five Secrets of Melting Belly Fat

Email 1) Fat Loss Secret #1 – Create Your "Before" Photos

Dear [First Name],

Welcome to the Five Secrets of Melting Belly Fat ecourse!

I'm so excited about your decision to join this free course. And that's because if you want to discover the secrets of finally getting those washboard abs, you've come to the right place!

Over the next five lessons you'll discover:

- The secret trick you can use today that will keep you motivated for months to come!
- How to eat well and still lose weight!
- The exercise secret that will make sure you only lose fat... and not an ounce of muscle!
- The RIGHT kind of cardio (this might surprise you)!

And more – by the time you're finished with this course, you'll be well on your way to a slimmer, healthier and more attractive you!

So let's jump right in...

>>> Create Your "Before" Photos <<<

Before you lose even one pound of fat, I want you to set aside five minutes to take your "before" photos and measurements. This includes:

- Photos of you in a bathing suit, shot from the front, rear and both sides.
- Measurements of your upper arms, thighs, stomach and waist.
- Your scale weight.
- Your body fat percentage (you can get a pair of body fat calipers here: [\[insert affiliate link\]](#)).

You'll probably hate looking at the photos and you might even shy away from wanting to take the measurements. But I urge you to do this, because in a few weeks from now you're going to be amazed when you look back on these "before" photos and measurements – and you're going to get a huge surge of motivation to keep moving forward!

Go ahead and do your pics and measurements right now. Then keep an eye on your inbox, because tomorrow you'll discover the one thing you need to do to keep motivated for easy weight loss!

[Sign off / name]

P.S. This isn't weight loss theory. I've used these same secrets to lose [number] of pounds. And now you too can discover my secret weight-loss plan at [affiliate link] – check it out, because you might be surprised!

Email 2) Fat Loss Secret #2 – Get Motivated

Dear [First Name],

Welcome back!

Yesterday you learned about [recap yesterday's lesson in one sentence]. Now today you'll discover the secrets of [summarize today's lesson in one sentence]. Read on...

>>> How to Get – and Stay! – Motivated <<<

Listen, all the weight-loss secrets in the world won't do you a lick of good if you can't get motivated enough to use the advice. That's why learning how to get and stay motivated is one of the first things you need to discover.

Here then are three tips for getting motivated:

Tip 1: Find a good reason to get motivated. [Explain how to find a good, emotional reason to lose weight.]

Tip 2: Start a weight loss journal. [Explain why starting a nutrition and fitness journal is a good idea – plus gives tips for keeping a journal.]

Tip 3: Find an accountability partner. [Explain how another person can keep the reader motivated, plus offer tips for finding a good partner.]

That's it for this time. To learn more about getting motivated – plus discover the nutrition and exercise secrets that keep today's top Hollywood stars slim – go to [insert affiliate link].

Plus if you order now, you'll get my top 100 low-calorie recipes absolutely free! Click here to learn more.

[Sign off / name]

P.S. [Insert teaser for tomorrow's lesson, such as: Stay tuned, because tomorrow you'll discover how to lose weight while still enjoying all your favorite foods!]

Email 3) Fat Loss Secret #3 – Eat Right

Dear [First Name],

Welcome back! [Insert brief recap of yesterday's lesson plus brief summary/teaser of what's inside this lesson].

Now before we get into today's lesson, let me remind you of the special offer that's going on now at [your affiliate link]. If you order [name of affiliate product] today, I'll give you a copy of [name of your special bonus product]. That's a [dollar amount] value, yours free when you order now! So check it out now, because this offer won't last long!

>>> How to Eat Right <<<

Quick, what do you think of when you think of dieting?

If you're like most people, you associate dieting with awful hunger pangs, cravings and feeling deprived. But it doesn't have to be that way! That's because the key to losing weight is all about taking in less calories than you need in any given day.

[Explain how a pound of fat is roughly equal to 3500 calories, so losing a pound of fat a week means using 500 more calories or taking in 500 fewer calories per day.]

Fortunately, this is easier than you think. Just follow these tips:

- [insert tips for avoiding sugar, eating unprocessed foods, and making better food choices]
- [tips]
- [tips]
- [tips]
- [tips]

That's it for today. Next time you'll discover [enter teaser]...

[sign off/name]

P.S. Don't forget about the limited-time bonus offer available at [affiliate link] – get it now while you still can!

Email 4) Fat Loss Secret #4 – Start Lifting Weights

Dear [First Name],

Welcome back!

Did you take advantage of the free cookbook offer yet? If not, do so right now by going to [link].

Simply put, this is the easiest and most delicious way to lose weight... but this is also a limited-time offer, so you want to claim your free low-fat cookbook now so you don't miss out!

Now, last time [summarize last lesson and offer teaser for this lesson].
Read on...

>>> Why Lifting Weights is the Secret to Blasting Away the Belly Fat <<<

[Shatter weight-lifting myths, such as weight lifting makes the lifter "bulky."]

[Explain importance of weight lifting for weight loss, and how it boosts metabolism.]

[Now give quick overview of weight lifting, including: what types of exercises to do (such as dead lifts, bench presses, squats, shoulder presses, curls, etc); how many sets and reps to do; how many days per week to do it. You may put these tips in a bulleted list for easier reading.]

[Encourage prospect to take action on what they've learned in this lesson.]

[Sign off]

P.S. [Provide teaser for tomorrow's lesson.]

Email 5) Fat Loss Secret #5 – Do the Right Cardio Exercises

Dear [First Name],

Welcome back!

[Brief recap of previous lesson and whet the reader's appetite for this lesson...]

>>> *How to Choose the Right Cardio* <<<

[Explain benefits of cardio.]

[Talk about adaptation - and why it's important to regularly do different kinds of cardio.]

[Explain how much cardio to do per week - how many sessions, how many minutes for each session, and the intensity.]

[Provide a bulleted list of different types of cardio, including biking, jogging, swimming, basketball, the elliptical, hiking, etc.]

[Wrap up this lesson on cardio as well as remind reader of other highlights from previous lessons.]

One More Thing...

You've learned a lot about losing weight over these past five days. But we've really only just scratched the surface. That's why I strongly recommend that you check out [name of product], which contains the full weight-loss blueprint that I used to lose [number of pounds] quickly and easily.

Click here to download your copy today - and if you act now, I'll even toss in [name of product] absolutely free. You're going to love the way you look in about six weeks... but only if you discover these fat-loss secrets first!

[Sign off / name]

P.S. If you think [name of product] won't work for you, think again. Just look at what it's done for others...

[Insert testimonials, but only with vendor's permission.]

Now click here to find out what [name of product] can do for you!

Template Set #2: Dog Training

Note: This template provides an example of how to primarily sell one affiliate product (such as a dog training ebook) while promoting various other physical products, such as training supplies and food.

Title of eCourse: How to Housetrain a Puppy in Five Easy Steps!

Email 1) Step 1: Know Your Puppy's Limits

Welcome to the How to Housetrain a Puppy in Five Easy Steps ecourse!

I'm so happy you subscribed to this course. And that's because you're about to discover the secrets of quickly and easily housetraining your puppy. This surefire method works for any size dog, any age and any breed. It even works for an older dog who's never had housetraining experience before!

Over the next five days you'll discover a proven housetraining technique that stops accidents fast. Here's what you're about to learn:

- [Main benefit of Lesson 1]
- [Main benefit of Lesson 2]
- [Main benefit of Lesson 3]
- [Main benefit of Lesson 4]
- [Main benefit of Lesson 5]

Let's start with the first step...

>>> Know Your Puppy's Limits <<<

[Explain how long puppies of different ages can hold their bowels and bladders.]

[Teaser for tomorrow's lesson.]

[Sign off / name]

P.S. Is your puppy ruining your floors even as you read this? Then you need housetraining help now – go to [affiliate link] to find out how to stop the accidents immediately!

Email 2) Step 2: Put Your Puppy on a Regular Feeding Schedule

Dear [First Name],

[Quick recap of last lesson and teaser/summary of this lesson.] Read on...

>>> Eat Regularly, Eliminate Regularly <<<

One of the keys to successful housetraining is to know when your puppy will need to move his bowels and bladder. And one way to make his schedule more predictable is by feeding him a high-quality puppy food at the same times during the day.

[Explain what is meant by high-quality, premium puppy food. Offer feeding tips (how much and how many times per day, etc).]

Now, you won't find good quality food in your grocery aisles. That's why you need to go here to find a premium food [affiliate link]. I suggest you purchase [name specific brand and flavor].

That's it for this time. [Teaser for the next lesson.]
[Name / sign off]

P.S. If you can't wait for the next lesson and you want to put a stop to your puppy's accidents today, go to [affiliate link for housetraining book] – you'll be glad you did!

Email 3) Step 3: Take Your Puppy Out Regularly

Dear [First Name],

[Recap of yesterday's lesson and teaser for this lesson.]

As you might suspect, one of the keys to successfully housetraining your puppy is to take him out regularly... and often. You see, some new puppy owners take the pup out

maybe four or five times per day. But when you're first housetraining a puppy, you may take him out every hour.

The best times to take your puppy out include:

[Bulleted list of times to take the pup out, including when first waking up, after eating, after playing, whenever he's sniffing around, when he crouches etc]

Note – if you don't have a fenced in backyard, then you MUST have your puppy on a leash. I suggest [name] leashes and collars, because of the superior comfort for your pup. You can check out the selection here [insert link].

[Teaser for the next lesson.]

[Name / sign off]

P.S. Can't wait for the next lesson? Stop the accidents today by going to [affiliate link]. It's not too late to save your carpets!

Email 4) Step 4: Get Your Puppy Used to the Kennel

Dear [First Name],

[Recap of previous lesson and teaser for this lesson.]

>>> How to Choose a Kennel <<<

If you're like most dog owners, there will be times when you won't be able to keep an eye on your puppy. The time period may be for several hours while you're at work (though you should hire someone to take the puppy out several times per day while you're at work). Or it may be that you're fixing dinner and can't keep an eye on pup. Whatever the reason, proper kennel training can help you housetrain your puppy.

[Explain benefits of a kennel.]

[Explain how to choose a good kennel in terms of size, durability, etc.] I've found the best kennel to be the [name of kennel.] [Explain in a sentence or two the main benefits – why you think it's the best.] You can find out more by clicking here [insert affiliate link].

[Explain how to kennel train.]

Note: If your puppy hasn't ever spent any time in a kennel before, then you'll need to get him used to it first before you start leaving him alone in it. You'll discover exactly how to do that when you claim your copy of [name of affiliate product] – click here to get yours now!

[Name / sign off]

P.S. Next time you'll discover [teaser for next lesson] – see you soon!

Email 5) Step 5: Clean Up Accidents the Right Way

Dear [First Name],

[Recap of last lesson and teaser for this lesson.]

Here's something to remember about puppies and dogs – they choose their place to eliminate based on smell. And if they smell their own urine on a spot on your carpet or floors, you can bet they'll return to that same spot to stain your floors again and again. That's why you need to clean up all accidents thoroughly.

But here's the thing...

Common household cleaners only work to "set" the smell. And that means that even if you can't smell it, your dog can. And he'll go back to that same spot repeatedly. So what's the solution?

Enzymatic sprays. [Explain how these sprays work. Explain how to use them to clean up all traces of the accident.]

Here's the only enzymatic spray I recommend – [name and link to an affiliate product, like Nature's Miracle spray].

[Conclusion. If you have other messages in your series, provide a teaser for the next email.]

[Sign off / name]

P.S. Do you want more great housetraining tips and secrets that will turn your puppy into the perfect houseguest? Then click here to get your copy of [name of affiliate product] – because both you and your dog deserve it!

Template Set #3: Internet Marketing

Title of ecourse: The Secrets of Making Money Online in Just Five Easy Steps

Email 1) Step 1: Pick a Niche

Dear [First Name],

Welcome to The Secrets of Making Money Online in Just Five Easy Steps!

If you want to discover a surefire way to make money online, then you've come to the right place.

Over the next five days you'll discover my five-step profit plan, which includes:

- [Main benefit of Lesson 1]
- [Main benefit of Lesson 2]
- [Main benefit of Lesson 3]
- [Main benefit of Lesson 4]
- [Main benefit of Lesson 5]

Let's jump right in...

>>> How to Pick a Hungry Niche <<<

[Describe how to brainstorm niches... and then check that those niches are profitable.]

For more details on how to choose a truly hungry niche – one that will easily drop a lot of profit in your pocket – go to [affiliate link]. And be sure to grab yourself an extra discount by using coupon code [coupon code]!

[Name / sign off]

P.S. Keep an eye on your inbox, because tomorrow you'll discover [teaser for the next lesson]. Stay tuned!

Email 2) Step 2: Set Up a Website

Dear [First Name],

Welcome back! Last time you learned how to choose a hungry, profitable niche. This time you'll find out how to quickly and easily set up a website.

Now before we jump into today's lesson, I want to remind you about the special discount offer that I mentioned last time. If you use coupon code [coupon code] today to order [product name], you can get an additional [xx%] in savings – that's [\$xx] that you can keep in your pocket!

But hurry, this offer ends soon... so click here to discover what the world's wealthiest marketers know about making money online!

And now on to today's lesson...

>>> How to Set Up a Website in Three Easy Steps... <<<

[Introduction]

Step 1: Get a Domain Name

[Include affiliate link for a domain registrar.]

Step 2: Purchase Hosting

[Include affiliate link for a web host, along with reasons why this is a good host.]

Step 3: Set up a Blog

[Explain how to set up a blog.]

That's it for today. Next time you'll discover [teaser for the next lesson].

[Sign off / name]

P.S. Don't forget to use coupon code [coupon code] now at [affiliate link] to claim your discount – you'll kick yourself if you miss it!

Email 3) Step 3: Create a Landing Page

Dear [First Name],

Welcome back!

So far you've learned about [quick recap of last lessons]. Now it's time for you to create your landing page. Read on...

>>> How to Create a Compelling Landing Page <<<

[Explain purpose of landing / squeeze page.]

[Offer template of this sort of mini-sales letter.]

[Explain major parts of the sales letter and offer examples of each part.]

The above gives you a good overview of how to write a persuasive landing page. But if you want to discover the secrets that will skyrocket your response rate and build your list faster, then you need to read [name of book]. Click here to download your copy instantly – plus save [\$xx] when you use coupon code [coupon code]!

[Sign off / name]

P.S. Stay tuned, because tomorrow you'll discover the secrets of [insert teaser/benefit]...

Email 4) Step 4: Drive Traffic

Dear [First Name],

You're all set up to start building your list. Now what you need is targeted traffic – and lots of it! Read on to discover seven ways to get all the traffic you need...

1. Optimize Your Pages for the Search Engines

[Explain strategy plus include three or four bullet point tips for easy reading.]

2. Use Pay Per Click Marketing

[Explain strategy plus include three or four bullet point tips for easy reading.]

3. Tap into Content Marketing

[Explain strategy plus include three or four bullet point tips for easy reading.]

4. Start Blogging

[Explain strategy plus include three or four bullet point tips for easy reading.]

5. Unleash Viral Videos

[Explain strategy plus include three or four bullet point tips for easy reading.]

6. Advertise Offline

[Explain strategy plus include three or four bullet point tips for easy reading.]

7. Grow an Affiliate and JV Army

[Explain strategy plus include three or four bullet point tips for easy reading.]

Conclusion

You've just discovered seven surefire strategies for driving targeted traffic to your site. But we've only just scraped the surface with these traffic-generation techniques!

Now you too can discover a dozen of the top traffic strategies – click here to find out how... and prepare for your hit counter to spin out of control!

[Name / sign off]

P.S. I almost forgot – the coupon code [coupon code] for [product] is still good, but you need to use it now before it expires. Click here to save money...

Email 5) Step 5: Promote Products to Your List

Dear [First Name],

Quick question – did you claim your [xx%] discount on [product name] yet? If not, do it now by entering coupon code [coupon code] at [affiliate link].

Here's why:

- [Main benefit of the affiliate product]
- [another big benefit]
- [still another big benefit]

Point is, if you want to discover the quickest and easiest way to make money online, then you need this book. Get it now at [affiliate link].

And now on to today's lesson...

>>> How to Promote Products to Your List <<<

[Explain how to develop a relationship with subscribers through the use of autoresponder messages as well as live broadcasts. Include tips for what types of content to send readers. Also mention how to promote products from within these messages.]

[Conclusion – plus teaser for next message if you have another email lined up in the series.]

[Name / sign off]

P.S. [Affiliate product name] changed my life – and it can change yours too. Get it now at [link] – don't forget to use coupon code [code]!

Conclusion

Now you've learned everything you need to know about making money as an affiliate, including:

- ✓ How to choose a hungry niche.
- ✓ How to choose a profitable product to sell to this niche.
- ✓ How to quickly and easily get your site up and running fast.
- ✓ How to build a responsive mailing list.
- ✓ How to get all the targeted traffic you need.

And there are those fifteen sample emails, too...

If you apply everything you've learned so far (and I strongly urge you to apply it immediately if you haven't already done so), then you'll be in profit in no time!

Bonus...



Enter Your Email To Get ALL Seven Profit Reports

- ✦ The 31 Day Guide to Growing Your List (74 pages)
- ✦ How to Get F.R.E.E. Traffic (23 pages)
- ✦ Get Massive Traffic with a 3 Day Firesale (25 pages)
- ✦ How to Get Affiliates that Explode Your Profits (18 pages)
- ✦ Email Marketing Secrets (23 pages)
- ✦ 6 Steps to 6 Figures (17 pages)
- ✦ JV Marketing Propulsion (19 pages)

199 pages of solid, actionable content. Nothing weak or soft. Just great training to help you grow your online business and increase your profits.

<http://www.nicheology.com/public/departement107.cfm>