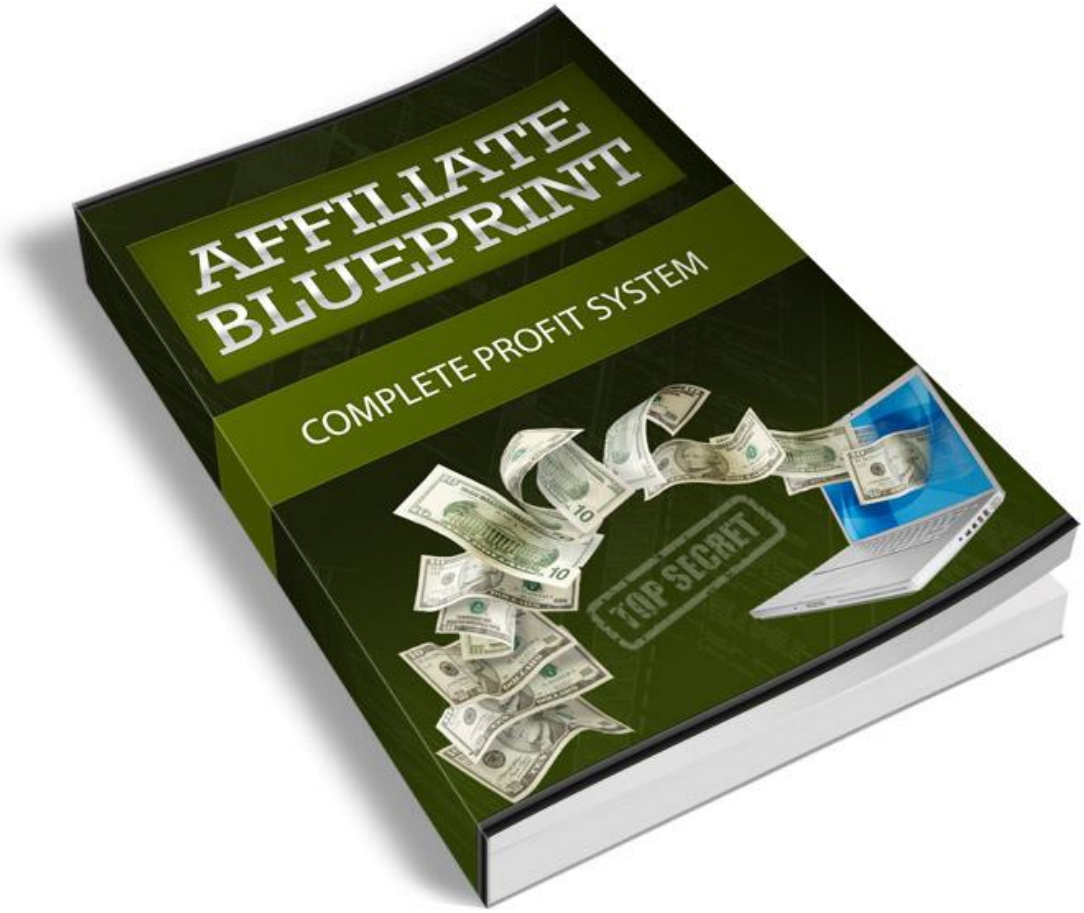

Affiliate Blueprint

Complete Guide To Building Your Online Fortune With Affiliate Marketing

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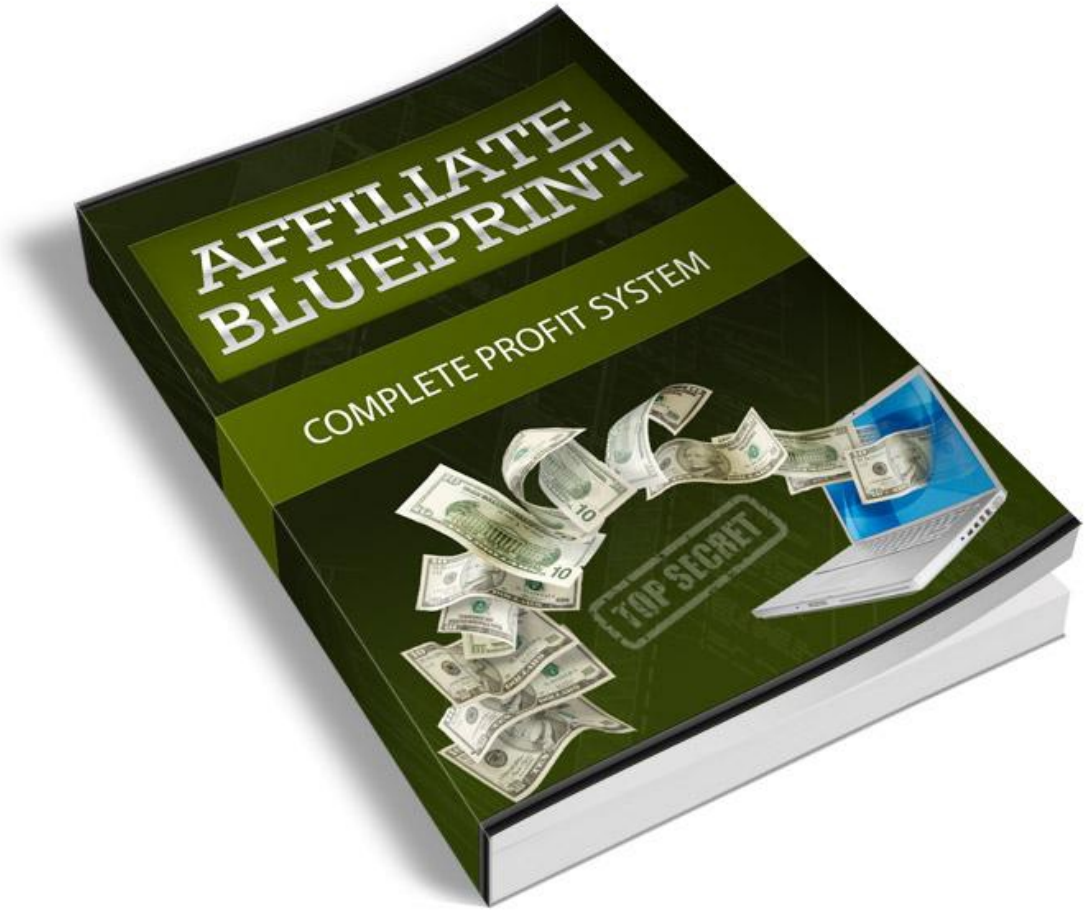

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1

2
3 INTRODUCTION TO AFFILIATE MARKETING

When it comes to going into business online, one of the easiest and most lucrative methods is through Affiliate Marketing. This is because becoming an affiliate marketer requires no experience, no website and simple promotional techniques that will convert prospective buyers into customers.

For the relative newcomer, affiliate marketing offers a planned method and blueprint to begin making sales online. There are a multitude of different opportunities, niches and markets to choose from. A person can become an affiliate for just about anything from digital products to flowers and everything in between.

In this e-book, we will cover the basics of affiliate marketing to give you an idea of where to start, how to get started and what websites are good to work with.

We will then move into how to become a profitable affiliate in 60 days or less, becoming an affiliate insider and some advanced techniques that if applied properly will take your earnings to the next level.

This e-book is not the end all in affiliate learning; instead, it is a good step-off point that will lead you

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to other e-books that will expand your horizons and earnings.

By the time you finish reading this e-book, you will be able to implement a concrete plan that will get you into earning money quickly and easily.

These techniques have worked for a long time, and they work consistently to earn money from affiliate marketing if followed.

If you are already familiar with affiliate marketing, this e-book will give you new techniques to add to your marketing arsenal so that you can increase your affiliate earnings and expand on the methods that you use in order to be successful.

So, without further ado, let’s get started on our journey to affiliate profitability!

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1.1 Basics of Affiliate Marketing

The concept of affiliate marketing is a variation on the outside sales position except that it all happens in cyber-space, and there is no door-to-door component.

Think of yourself as the salesman, one of many, for a specific product or service and you've mastered the basics of what is an affiliate.

People have all kinds of products and services that they want to sell online.

Part of the process to become successful is to have a large amount of traffic that is interested in what you have to offer. The way you can accomplish this is by having salesman or affiliate promote your products.

When a sale is made, you share the earnings with your affiliate/salesman through commissions.

Successful affiliates make a good living by promoting products and services of other vendors in order to make that commission.

For the purposes of this e-book, I will focus on one of the easiest affiliate networks to get started – Clickbank and list the others with a brief look at the larger networks. Once you learn how an affiliate network like Clickbank works, you will be able to expand that to other larger networks that have a myriad of different products and services that are commissionable.

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Clickbank is one of the largest, oldest affiliate networks out there online. Clickbank sells only digital products, is extremely easy to learn how to use and has a ton of vendors just waiting to snap up a good affiliate.

There is no waiting time to become a part of the Clickbank affiliate family, and the commissions are much higher than the other networks, with some commissions going as high as 75%.

Clickbank is an affiliate network in that it is a whole bunch of vendors and affiliates all working under the umbrella organization called Clickbank.

Through Clickbank, products and services are bought and sold, accounting goes on within the network and commissions are calculated per product sold. Before we go any further, let’s look at what you can potentially earn from one product.

For example: You promote and sell on Clickbank product called Maverick Money Makers: Get Paid For Life!. It sounds like a pretty exciting product, right?

Well, it has the highest payout of any Top 10 Clickbank Product and is the Top Converting product offer online. It pays out at a 50% commission level.

When you look at it’s pitch page, it is endorsed by some pretty heavy weight people including CNBC, As Seen On TV, Small Business Opportunities, Fox News, CBS News and Readers Digest.

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As an affiliate, you will earn 50% of the $97 dollar price tag, and it’s repaid on a monthly basis.

So, that means that for every person who signs up through your affiliate link (which we will get in a minute), you will be paid $44 each month as long as that person stays signed up.

What do you think if you simply stuck with this affiliate program and reached their magical 100 referral mark. That’s $4400 per month for promoting only one product.

Are you beginning to see how lucrative affiliate marketing can be?

Think about how much you could make if you found 10 affiliate programs like this one? This is not only possible, but not that hard to accomplish if you know how.

1.2 Look on Clickbank and find 10 things that you think you might want to sell.

1.3 Make a list because as you learn more, you may want to revise it, and you may find that your choices are golden.

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1.4 Affiliate Marketing 101 – The Basics

Since you are reading this e-book, I will assume that you are interested in making your fortune. Before you can even contemplate picking an affiliate program to join, you will need to make some basic changes in your thinking.

Change the way you think about money.

You've got to really change the way you view money and you want to begin to feel like you deserve to be wealthy. While this concept seems simple, many people don't feel like they deserve money.

As a result, their activities reflect their feelings of lack of worthiness. Instead of coming home from work and hitting the computer, reading an ebook, taking action on a plan, they will instead come home, sit in front of the television and time will pass.

Instead of becoming a veteran internet marketer, they will become the master of television watching.

People who feel like they should be able to make lots of money online will naturally make a lot of money online. This is not some spiritual mish-mosh, although I feel that spirituality is a part of everyone's journey. However, that is not what I'm talking about when I say people can make lots of money.

The most important thing to remember is that if you feel like you deserve lots of money, you will take the actions to make it happen.

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It takes some basic things to be successful at affiliate marketing:

- Stay focused
- Pick a niche product to start with and then START
- Read this e-book and then take action.
- Make a schedule and then stick to it.

Start small and apply what you learn as you go.

Avoid being overwhelmed out of the gate. You want to learn, apply it on a small level and then scale up when you feel you have the basics under control.

While you are doing this, you will start to make money. By staying focused, I mean avoid the multi-tab distractions. You can open a ton of websites in browser’s nowadays.

If your plan calls for answering email between a certain time and certain time, avoid reading emails before that time. Tell yourself, it will still be sitting there waiting for you at.

1.5

1.6 The ClickBank Marketplace 101

Clickbank has been in business since 1998, and has built their network to one of the largest retailer of

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digital products. With over 10,000 digital products, it is one of the premier affiliate networks.

It is easy to use, easy to join and there are products in a ton of different areas from pets to electronics.

In order to earn commissions, all you need to do is take your affiliate ID and you get a link which you can use to send customers to. When they click on your link, it will record your commissions when they buy the product.

These affiliate networks generally require that you have a website that is related to the affiliate program you want to sell.

However, that's not impossible to accomplish, and you can get one at www.blogger.com, www.typepad.com, www.wordpress.com and the like.

You can also sign up with very reasonable hosting services that provide one click installation of your blog site where you can start posting articles and blog posts related to the product or service you apply for at one of the larger networks like the ones listed below:

Clickbank is a Fast Start, Needs no website and pretty easy to be accepted into this program.

- www.clickbank.com

Need to have a website, makes sure that it's established with an About Us, Contact Us and Privacy

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page on the site. Should have a few weeks of posts at the very least.

- www.shareasale.com
- www.cj.com
- www.linkshare.com
- www.amazon.com
- www.ebaypartnernetwork.com
- www.pepperjamnetwork.com
- www.datafeedr.com
- www.goldenCAN.com
- www.rubiconproject.com

Wait at least 90 days before putting Adsense on your site. To ensure that you will be accepted to the Adsense program, it’s best not to apply until you have an established site to show them.

- www.adsense.com

These two are secondary and shouldn’t be considered until you’ve got your sites up and running for a few months.

- www.azoogleads.com – CPA network
- www.cpaempire.com

Before you apply to any of the other sites, you need to have a real site. You will want to blog on the site for at least two weeks, one blog post per day.

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If you aren’t a writer, you will need to hire a freelancer. Go to Elance.com, rentacoder.com and the like to find a writer. You can hire a freelancer fairly inexpensively who will deliver you blog posts to add to your site.

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1.7 Researching Your Products

Pick a niche product and start to research if it’s a viable topic or subject. Whether you want to go with Clickbank products or with other affiliate products, you will need to do your research.

> **Finding a profitable niche should be the very first thing you do when starting in affiliate marketing.**

You want to have a product that is Hot! If you find a product that isn’t very hot, don’t expect to make any kind of money with it.

The reason I picked the Maverick Money Makers is because it is a hot item. People are interested in the niche, and it’s marketed well, presented in a professional manner, and has tools for its affiliates to use to make money.

To find out what are people looking to buy:

- Amazon Best Sellers – Amazon.com
- Pulse.ebay.com
- Terapeak.com

1.8 Amazon.com Bestsellers

Amazon gives you a quick and easy way to find out what’s hot and what’s not on their site. It is a clear indicator of what the buying market is looking for,

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making it very easy for your to put yourself in the path of oncoming web traffic and make sales.

If you sign up with Amazon's affiliate program, you can sell all of the products on the site, and with the Bestsellers section, you will know for sure that certain products are selling. They even give you a Top10 list for each category so that you can use that to make articles, reviews and blog posts.

1.9 Ebay Pulse tool: **http://pulse.eBay.com**

This is a great place to find out what the hot products are because if a person is typing it into eBay, they are typing it into Google and Amazon. Ebay Pulse gives you a real-time look at what people are looking to buy.

You can log into eBay and do a search on the completed items. It will tell you what people are selling, how many have sold and the average price.

Look for items with bids, and this is a great way to get an idea of what people are looking for.

1.10 Terapeak is another great way to do things www.terapeak.com

Go to Hot Research, sort of like eBay pulse. It will give you a listing of what's hot on eBay. You can then drill down and it will give you an idea of some of the different auctions that are going on. If there are bids, this is a good item to become an affiliate for.

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1.10.1.1.1.1 Hot Research > Hot Searches and then Search

Good average price above $30.00, with a good commission rate of no less than 40%, the higher the better. Also, don’t go for the very high end products that are priced at above $125 dollars.

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5 Newbie to Profitable Affiliate

1.1 Build Up To About 10 Products To Promote

As an affiliate, you will want to build up to about 10 products, so that you can mix up the top performing products and add the latest releases. While you should like what you're selling, don't be wed to it.

What may be a hot seller, may cool off and if you follow trends, you need to be able to move on. You don't want to add all these products at once, and build slowly as you get more experienced.

Because you don't want to overwhelm yourself with products, pick your products carefully. Choose popular products because you want to have top performing products.

Here are some things to remember when you are selecting products.

When you search for new products to promote from Clickbank, there are certain things that you are looking for.

First and easiest is the selection of the category that you want to work with. For instance, each affiliate products has some information that will help you make a good decision.

The three sites you will want to use to ascertain if a product is a good seller and a possible product you will want to promote includes:

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- Clickbank Marketplace – www.clickbank.com
- CB Trends – www.cbtrends.com
- CB Engine – www.cbengine.com

1.2 Clickbank Marketplace

1. Sale Price: ($/Sale) This is the amount that affiliates are earning for referring customers. The amount earned is kept by Clickbank accounting and pays out every two weeks to the affiliate.

2. Percentage of Sale: (%/Sale) This is the average percentage commissions earned per affiliate per sale.

3. Referral %: This is the percentage of sales that people you refer

4. Gravity of Product: The gravity number is important because it shows the popularity of the product over time. Every time the product is sold or a new affiliate joins and uses the link the gravity of the program will change.

1.3 CB Trends

The popularity, price and commission paid of the product is very important.

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When it comes to popularity or gravity, unless you are already a Super Affiliate avoid the products with very high gravity (125+), because it means that the market will be highly competitive and the chances of you making sales will be decreased accordingly.

This applies only to Clickbank and not the other commission driven organizations.

In order to find out if a product is good to add to your affiliate arsenal, you will want to check it out at CB Trends (www.cbtrends.com) which is a free service that shows visual representation of what is on the Clickbank marketplace site making it easier to understand.

There are some useful tracking tools that give you an easy way to see what is happening with the products you choose including:

- Popularity of the product
- Earning per sale
- Percent per sale
- Gravity
- Referrals
- Commission

If you take the visual representation, combine it with what you see on Clickbank’s Marketplace, you will have a

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good idea of whether the product you're thinking about promoting is a good one.

Out of the 10 products that you pick to promote over time, you will want at least 6 of them to be popular.

You want to mix it up so that at least half of what you're promoting is more competitive. The rest of the products should be up and comers, those products that are newer and building in the Marketplace.

1.4 CB Engine

CB engine shows you the new products and is an excellent tool to use if you want to focus on the new product releases. If you are going to work with Clickbank, which is a good first step into the affiliate arena, CB Engine should be one of the sites you bookmark and use.

It has a Brand New Products list, re-listed products with a ton of information to help you make an informed choice about the products you want to promote.

Each product, new and re-listed, have graphs and visual representations about the health and viability of the products.

There are a couple of ways to go about finding out more about the product or service you are about to promote. First, you can buy the product.

Whether it's digital or tangible, buying and experiencing the product will usually make you a better promoter. However, with 10 products, that can become a

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bit pricey, so you may want to buy a couple products that you can afford, and look over the sales pages only of the remainder.

When looking over the sales or pitch page, you will want to think in terms of being a prospective buyer. Ask yourself some basic questions:

- Does the page, headline and opening paragraph grab your attention.
- Is the page easy to read in terms of colors, graphics and layout of the site.
- Is the message being presented clear and concise and easy-to-understand.
- Are there highlights of important facts, headlines to break up content and pictures that are relevant to the topic matter?
- Does the page lead you to the logical conclusion where you want to buy the product?

All of these things are important and will make or break you when people come through your referral link. Having a page where you want to buy the product will generally translate to high sales conversions.

In that way, the traffic you drive to the product site stand a higher chance of buying in the end. If the page left you with a ho-hum, whatever feeling, it is probably quite possible that visitors arriving at the site will have the same reaction.

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As you go about promoting your affiliate products, make sure that you keep track of the products that are converting well, and the ones that are not. When you have a hot product that goes warm and then cold, you need to be ready to get rid of it.

Earlier I told you not to get attached to a product or service. This is why. You have to know when to get rid of it.

Look at the choices you first made on Clickbank and ask yourself the questions from above. Are there any products that you might want to get rid of now?

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1.5 Getting Traffic To Your Site

1.6 Video Promotion

While most people will tell you to use pay-per-click advertising, article marketing and building a website, here's a shortcut method to get your started and quickly. Videos can get you into search engines fast.

Use one of these tools to get started:

- Camtasia Studio has a 30 day free trial
- CamStudio which is free and located at http://camstudio.org
- Jing that works on the Mac or PC
- Web Cam
- Sony Movie Studio
- Movie Studio 9

Now that you have a selection of products, a website or direct links to a vendor's website, it's time to promote. First, you will want to get into the video arena.

I know you probably weren't expecting that. But, people are video junkies, and if you want to get people engaged, you will need to go where the traffic goes.

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Creating videos is one sure-fire way to get traffic to your site. Creating a video is not as hard as you think. It’s easy and fun, and will get you into the

Working with Camtasia can be a little daunting, but it will pay for itself in spades if you take the time to learn how to use it.

If you need to go free Jing is the second easiest way to record from screen to video. If you’re good with Powerpoint, you can create a slide show, narrate it about your site and simply read from a script. These are the easiest type of video to create, and when used correctly, they are traffic bringers.

Set your monitor resolution to 800x600 for recording. Record your videos at 800 x 600, resized to 480 x 360 with SmartFocus. You want them to be quick, and talk about the product you are promoting.

The bottom third is very important in videos. You want to tell them about your domain name or the domain of the affiliate site. If you don’t have a site of your own, go to SnipUrl where you can put in your affiliate link, and it will give you an output.

For instance, if your affiliate product is for Maverick Money Makers, and your affiliate link is http://XXXXX.PUBLISHER.hop.clickbank.net, your SnipUrl will be www.snipurl/MaverickMoney.

The SnipURL can go in the lower left part of your video, and remain there for the duration. As you talk about your website, all you need to do is use SnagIt to

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capture pictures, which you put in your Powerpoint presentation and capture as video.

Add a couple of transitions, and you are in the video arena. These short video reviews are what you upload to all of the video sites.

1.7 Things to remember:

- ! Make sure that the name of the video is your longtail keyphrase or product name plus a word like deals. (ie. Salmon deals, Rolex watch deals)
- ! Make sure that the keywords and keyphrases are submitted and enclosed in quotes as well as without quotes.
- ! Make sure that you submit them with the URL leading back to your website
- ! In the information section, be sure and put your website, or SnipURL if you don't have a website that leads back to the affiliate product.

1.8 Pay-Per-Click Advertising

If you don't have a website, landing page or place to send prospective traffic, pay per click or PPC advertising is an excellent method to drive sales via your affiliate link.

Again, you will want to use discretion so that you don't wind up losing more money than you gain in sales.

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The largest PPC outfit is Google. Those little advertisements that you see on people's websites, plus on the side of the search results are called PPC advertising.

Advertisers pay a set amount per click in order to appear on sites. It is considered contextual advertising, because the advertising is related to the information being presented either in the search results or on the website. For instance, you won't get an advertisement for ice cream on a site about auto parts.

1.9 Adwords & Contextual Advertising

Advertising with Google is easy and deceptive to newcomers. Easy, in the fact that it is very easy to use; deceptive because if you aren't very careful you could lose a lot of money trying to get advertising that makes you money.

Here are some techniques so that you can use the Adwords system and make money.

The site is located at: http://adwords.google.com

You can sign up for an Adwords account by clicking the Start Now button and filling in your information. Sign up for a standard and not a starter account. Adwords is pretty easy to use. Many people will want to start out with 100s of keywords and will take everything suggested by Adwords keyword tool.

Avoid this method and stick with a few terms that are laser-focused on your product or service.

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Use the Adwords keyword suggestion tool or other keyword tool like MicroNiche Finder, Nichebot and Keyword Elite to find about five or six terms that are tightly related to your product.

You will want these keywords/keyphrases to be low competition, high traffic words. The software just mentioned are designed to find keywords like this for your product.

You will want to drill down on your keywords. For instance, if your product is about dog health, don't just look at the keywords "dog health" and dogs.

Look for things like "relief for dogs from fleas", "best dog food" or go into a specific breed like "cocker spaniel health", or "best dog food for beagles".

While you will get fewer visitors based on these keywords, the ones that will arrive will be very interested in your product. When you look at products, you will want to take this into consideration as well.

List your keyphrases and base your advertisement around these keyphrases. You will ideally want to get them into the title of your advertisement as well as in the listing for Adwords to use when listing when your ad will appear in the search results and on people's websites.

Use the Adwords keyword suggestion tool here:

https://adwords.google.com/select/KeywordToolExternal

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Select keyphrases that are relevant but not very competitive. Remember, that although you may only get 100 visits a day from a keyword, conversion rates are 1-2%, so that will usually equal a sale.

This is why you don't want to promote a product that is much cheaper than $30. If your commission is 50% to 75% of $30, that is $15.00 to $22.50 on each sale.

It has been shown that affiliates will convert on average 1% to 2% per 100 visitors if they have done adequate keyword/keyphrase research.

It will generally convert the same on a $30+ item as it does on a $15.00 product. The amount of money you earn will only change due to the commission level and price of product.

1.10 Ad Variations

When you have your keywords in hand, go to Google and search on those keywords. Put the keywords between quotation marks and watch what comes up on the right hand side. This will give you great ideas on how to word your own advertisement.

Look at what ad is in the top spot 3 spots. Look at the titles they are using and see how you can word your advertisement similarly so that you get good clickthroughs.

Then when you put together your initial ad, make some variations and track how many clicks each ad is getting. Keep the ad that performs the best.

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When you are just starting out with Adwords, keep your bids low. Bid as little as $0.05 cents per click where you can, and just make sure that you get on page one of the search results.

Look towards doing advertising on websites only and forego the search results, because it is counted in 1000 impressions at a price and your money can go a longer way.

1.11 URL Display and URL Actual

One nice thing to remember is that you can put your Clickbank ID and URL in the Destination URL section of the advertisement. In the Display URL, you place the actual website URL of the affiliate products vendor.

1.11.1.1 Example:

Display URL: www.maverickmoneymakers.com

Destination URL:
http://xxxxxx.maverick66.hop.clickbank.net/**?tid=MAVERICK**

That word "?tid=MAVERICK" on the end of the Clickbank ID is called a traffic tracking device which allows you to track how your campaigns are going. Both Clickbank and Adwords will allow you to track your advertising campaigns so that you can make a decision about what's working and what needs to be changed.

To track within Adwords, you will need to choose a keyword that you want to track in Adwords. Click on Edit Keyword Settings. Then you have a URL that you can

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add a tracking ID to which in this case would be "?tid=MavAd1" for Maverick, Ad #1. You only have 8 letters that you can use, so whatever you decide, it should be easy to understand and decipher.

1.12 Yahoo and MSN's Contextual Advertising

While not much is said about the contextual advertising that is available through Yahoo and MSN, it does exist. As an alternative, you might want to consider advertising through them. The same rules apply, the competition is less and you may wind up spending a lot less for the same amount of advertising.

In order to figure out if it's worth the money, you can sign up for accounts with both MSN and Yahoo pretty easily and try it out. They also run a lot of specials and give away coupons worth various amounts of money just to get you to try their service.

Yahoo PPC Service:

http://sem.smallbusiness.yahoo.com/searchenginemarketing/

MSN Adcenter: https://adcenter.microsoft.com

While these are lesser advertised, contextual advertising outlets, you can get a lot of mileage from them, and all kinds of traffic you might have missed if you focused on Google alone. Remember, being successful as an affiliate means thinking outside of the box.

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1.13 Facebook and Myspace Advertising

Often overlooked and very good places to advertise are Facebook and Myspace. While I wouldn't advertise the How To Make Money Online e-books, they are great places to advertise other digital products.

If, for instance, one of your products is Jamorama from Clickbank, it is a "learn to play guitar online" service that is made for young people, is done totally online and would make a great Myspace advertisement.

1.14 Squidoo and Hubpages

If you don't have a website and you want to have an intermediary page that gives more information and pre-sells the product more, you can use either Squidoo or Hubpages. They are free to build, takes about 60 seconds and requires no HTML ability to use.

Tons of people build Squidoo lenses using articles that expand on the products and services that they are promoting.

In this way, a person doesn't click through your link straight to the pitch page of the vendor and only think that you are trying to sell them something.

Through the use of these intermediary sites, you can add value to the product or service with a personalized set of information that is tailored to make the product more understandable.

If you decide to build a Squidoo page for your affiliate product, most people will do a review of the

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product or write an article outlining the benefits of using/reading/listening to the product. In this way, it is more personal and less salesman-like.

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1.15 Web 2.0 Social Networking

By using Web 2.0 social networking, you can announce and spread the word about your affiliate product. Instead of sending them directly to the vendor's site, you can use Squidoo, Hubpages and other social networking sites like Ning and Scribd.com to Presell the product through writing articles and converting them into mini websites.

Instead of advertising the vendor site, you will advertise your intermediary site and use it to list build and follow up through an autoresponder.

The easy way to list build is take a picture of one of the aWeber or GetResponse forms using a program like Snagit, and upload the picture and make it a clickable link to a squeeze page.

You can build a squeeze page using Weebly.com which has a drag and drop interface that makes it extremely easy to build web pages with autoresponder forms embedded in them.

You then have people click, go to your landing or squeeze page and fill out the form. On the landing page, you can further outline the benefits of the product you are promoting.

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1.16 Building Your Affiliate Funnel

While a lot of affiliate marketers can operate without setting up a website, the benefits of doing so will become immediately apparent. First, having your own website establishes your credibility on the subject, and further lends authority to the product you are promoting.

While you can strictly use Adwords and other contextual advertising methods, having your own website is a way to add other income streams, organize and consolidate your affiliate product offerings and add other types of advertising and monetization schemes to your site.

Setting up a website is not that difficult nor is it very expensive any more. If you decide to go with your own website, there are a few things you should know in order to get started.

Get your own domain name. A domain name is a unique name that identifies your website. It transforms an IP address (100.99.103.44) to something memorable – www.yourdomain.com.

Having your own domain name adds to the authority of what you're writing, should be easy to remember and gives you a platform from which to write. Registering a domain name nowadays costs only about $8 to $10. Some of the best registrars include:

- Godaddy.com
- Namecheap.com

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! Internic.com

Next, you will want to get webhosting. This is also very inexpensive. A full featured webhosting plan will cost you only about $5.00 to $10.00 per month.

! Godaddy.com

! Hostgator.com

! Dreamhost.com

Get an easy to use website platform. You don't need to be an HTML or Dreamweaver expert to set up a really nice site.

The platform of choice these days is Wordpress, which is very simple to setup by using Fantastico and Cpanel, and there are tons of very nice themes out there for you to use. Two other easy to use content systems are Drupal and Joomla.

All three of these will build out a full site for you that has an admin interface that is easy to learn and use.

Through the use of one of these platforms, you can accomplish a number of essential things to the success of your affiliate sales:

Affiliate link cloaking: It would be nice to think that every body is honest. However, this is not the case. As a result, you need to cloak your affiliate link so that when a person clicks through your link and buys the product, the commission goes to you.

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Especially with an affiliate network like Clickbank, it is very important to cloak your original link with an ironclad decoy link that keeps the commission protected.

It will take a link that looks like a mish-mash of letters and dots and like this: http://AFFILIATE.PUBLISHER.hop.clickbank.net and turn it into something like this: http://yourdomain.com/product.html. It makes it both easier to read and keeps your affiliate information secret and intact.

Pre-selling: This affords you the opportunity to write or have written articles that are keyword optimized (which means that they are designed to rank highly in the search engines for specific words), traffic magnets that affords visitors the opportunity to learn more about a specific product and get more exposure that leads to eventual conversion. Pre-selling is an art that happens over time.

Ad Tracking & Analytics: While Google Adwords offers excellent ad tracking features, having a person visit your website further refines the analytics you can look at.

As a visitor explores your entire website, you are gaining valuable information about what pages they visited how long they stayed on specific pages, what links they clicked and the like. All of this information can help you refine what is on your website.

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For instance, say a person arrives at your home page, goes to a page on a specific product and then goes through a link on that page to another page on your site and stays there for a long time.

If this happens over and over, you have just gained valuable information about what has caught people's interest. In that way, you can offer more of the same that is on the second page so that people are likely to return and be re-exposed to you, your products and your site.

Blogging About Specific Topics Related To Your Affiliate Product: With a website built on the Wordpress platform, you can set up certain programs called plug-ins that automatically optimize your website.

What this means is that Google and the other search engine spiders will love to stop by your site and add pages to their search index.

As you get more pages into the search engines, you will rank higher. What this means is that you will have more and more visibility and in turn more traffic will visit your site over time.

Learning about keyword research and search engine optimization or SEO is one of the things that every affiliate should learn.

The more you know, the better your site will become, and the better your site, the more sales you will make.

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6 Step-by-Step Checklist To Affiliate Success

With everything you've learned to date, I'll bet your head is swimming. Below is a plan that you can implement to get you started on the road to affiliate success and profit.

1.1 Get Organized!

- Pick on affiliate network (I suggest Clickbank because it's easy). Spend a couple of hours learning the ins and outs of how it works. Look at the gravity, sale percentages and pick some products and make some affiliate links so that you are fully familiar with how the process works.

- Go to CB Trends and CB Engine and make sure you understand how they can help you pick winners.

- Stop by the Google Adwords tool and search for about 10 keywords for each product that you pick making sure that they are low competition, good traffic keywords and keyphrases.

Keep good notes about what you are doing so that you can refer back to them later.

1.2 Sign up for Pay Per Click programs

Get yourself the following Pay Per Click accounts:

- Adwords, Yahoo Publisher and MSN Adcenter accounts

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- ! Make a decision about whether you are going to build a website or work strictly through Pay Per Click advertising.

1.3 Sign up for Clickbank

- ! Sign up for Clickbank and get your nickname if you didn't do that yesterday.

Go through the help files at Clickbank, Adwords, etc. so that you understand basically how each program works.

1.4 Video Training

- ! Make a decision about which program you want to use to make your 1 minute videos.

- ! Look on YouTube and search under Camtasia training. You will find a ton of videos on how to make a decent video.

- ! Check out www.TubeMogul.com for free uploading of your videos after they're done. If you want more options, there is a paid portion that will allow you to submit to more video sites. Also, you can consider Traffic Geyser for maximum coverage with videos, if you have some money to spend. www.trafficgeyser.com

1.5 Article Marketing

Article Marketing is one of the easiest ways to get steady traffic to your website. Using good keyword/keyphrase research will get you a ton of

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traffic as you write articles based on the results. In those article directories, you can put links back to your site and that will send traffic your way.

- ! Never submit the same article to multiple sites
- ! You need to change your article by at least 50% for each site. This is not as hard as you might think. Check out Unique Article Wizard located at: www.uniquearticlewizard.com on how to accomplish that.

1.6 Top 25 Article Directories

1. ezinearticles.com
2. ArticlesBase.com
3. buzzle.com
4. pubs.acs.org/hotartcl
5. searchwarp.com
6. goarticles.com
7. articlealley.com
8. articledashboard.com
9. articlesnatch.com
10. ideamarketers.com
11. webpronews.com
12. amazines.com
13. articlegarden.com
14. upublish.info
15. isnare.com
16. articlemaniac.com
17. 365articles.com
18. articlesfactory.com
19. articlecodex.com
20. web-source.net
21. articleblotter.com
22. articlebuzz.com
23. thecontentcorner.com
24. articlebliss.com
25. articlepool.com

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1.7 Build Squidoo Lenses and Hubpages

- Get some free pages which can act as intermediary sites which you can use to pre-sell your various products by writing articles presenting the products and writing about the features and benefits.

- Build one Squidoo or Hubpage per article and product. Avoid combining stuff on pages, because you want to give a clear message about each product or service that you are promoting.

- You can build more than one page per product. Look and think about the different angles you can bring to each product or service that you are promoting.

  For instance: list the features and benefits in general lens, then build 4 or 5 lenses on specific sub-features where you only talk about that feature. Then, from the main lens or hubpage, you can link to the sub-feature pages.

1.8 Autoresponders

Autoresponders are e-mail messages that are sent automatically when an e-mail arrives for a specific e-mail account. The most common example of an autoresponder is the ubiquitous "Out of Office" message sent by mail programs like Outlook and Eudora.

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Web autoresponders are used by affiliate marketers to send responses to questions when they are away from the computer.

Autoresponders will answer questions, send information about a product or service. They are also key to list building which is where many affiliate marketers make backend sales by sending follow-up messages. Most web autoresponders give you unlimited autoresponse messages, and you can have multiple autoresponder addresses.

Autoresponders are inexpensive and are considered your silent 24/7 salesman. Two good autoresponder companies that charge around $20 bucks a month include:

- Aweber – www.aweber.com
- GetResponse – www.getresponse.com

There are many other autoresponder companies out there, and you can even get autoresponders as part of your webhosting package.

However, these two autoresponder companies offer a host of addition features and benefits that allow you to build a list super-fast.

Backend sales on follow-up messages accounts for a large part of affiliate sales. It is a known fact that people need multiple exposures to a product to convert tire-kicking to sales.

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1.9 Sign Up For Web 2.0 Social Networking

It is very important to sign up for as many Web 2.0 social networking sites so that you can promote your product pages – whether they're on Squidoo, HubPages or Weebly. In this way, you can build a steady flow of traffic to your pre-sales pages, build your list with an autoresponder form and increase sales.

The Top Sites To Sign Up For Include:

- Digg – www.digg.com - Digg is a website made for people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories, in a social and democratic spirit. Propeller – www.propeller.com
- Newsvine – www.newsvine.com – Newsvine allows you to report on the news that you find around the net. If you have a website, Newsvine is a great way to get the news out about it. Newsvine also allows you to create your own blog, so you write articles, post reviews about products and more just like you have your own site.
- Bebo – www.bebo.com
- Scribd – www.scribd.com – Listing your stuff

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on this site will get you listed very highly in Google.

! Stumbleupon.com – www.stumbleupon.com - Boasting 2.75 million users, StumbleUpon is a web browser plugin that allows its users to discover and rate web pages, photos, videos, and news articles

! Linkedin.com: www.linkedin.com - 12.5 million members -- a powerful tool for business networking.

! del.icio.us: The website del.icio.us (pronounced as "delicious") is a social bookmarking web service for storing, sharing, and discovering web bookmarks.

! Orkut.com: Orkut is an Internet social networking service run by Google Now has a membership of 57 million.

! Twitter.com: A free social networking service that allows users to send "updates" (text-based posts that are up to 140 characters long) via SMS, instant messaging, email, the Twitter website, or an application such as Twitterrific.

! Yahoo! 360 (a.k.a Yahoo! Days) is a personal communication portal similar to orkut and MySpace -- it is currently in the beta-testing phase. It integrates features of social networking, blogging

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and photo sharing sites.

- Xanga.com: 40 million members. Xanga is a free Web-based service that hosts weblogs, photoblogs, videoblogs, audioblogs, and social networking profiles.

- Ryze.com: .25 million members. Ryze.com is a free social networking website designed to link business professionals.

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1.10 Build An Online Store

As an affiliate, you can build a store or join a program where a store is provided for you. There are a number of Clickbank-ready stores that are pre-set up.

You only need to pay a one time fee and the store will be activated in your name with your affiliate ID.

So, instead of promoting just 10 products, you can promote the entire Clickbank host of vendors. There are ups and downs to this.

Pros: All the work is done for you. There is a Featured section to these stores where you can highlight the 10 products that you are actively promoting.

It also gives you a quick web presence and if you don't have website building experience, everything is done for you.

Cons: Your store look just like every other person who bought the store package. Because it is built for you, it is a standardized template, so there can be hundreds, even thousands of other stores out there that are just like yours.

1.11 Set Up A Blog on a Free Site

Take a short bit of time to set up a blog on one of the free sites, or build a site and get webhosting. Which ever you decide, having a small site that is yours will go a long way towards building your credibility for the long term. Using PPC (pay per click) is fine up to a

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point. However, to expand and grow with products and services, having a site is essential.

1.11.1 Free Websites:

Wordpress: www.wordpress.com – You can get a blog started in less time than it takes you to read this sentence. All you need is an email address. You'll get your own WordPress.com address (like you.wordpress.com), a selection of great free and customizable designs for your blog (called themes) and *3 gigabytes* of file storage.

There is a great deal of help and instruction to show you what to do and how to get started. Your website address would be something like http://product.wordpress.com and you can build as many of these free sites as you like.

The positives of using the Wordpress.com system is that you are on a domain that has a very high page rank, lots of visitors and tons of help. Even if you've never set up a blog before, it's so easy that you can get started and not feel overwhelmed.

Blogger: Another free platform that is owned by Google is great to set up a blog on. Again, you will be a subdomain like http://product.blogspot.com, but it's free, there's no webhosting fees involved and you can set it up without any HTML, programming or web design experience. You simply pick from one of the many themes presented, and your blog is ready to go.

Having a Blogger blog gets you listed in Google (since they own it), and

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makes it easy to get your message out there.

Joomla: Although Joomla is free, they don't have a free site where you can build on a subdomain. Joomla is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications.

Many aspects, including its ease-of-use and extensibility, have made Joomla the most popular Web site software available. Best of all, Joomla is an open source solution that is freely available to everyone.

With that said, Joomla has a ton of online help just like Wordpress; however, you will have to get webhosting and a domain name to use it.

1.12 Consider Setting Up Your Own Website

Which ever platform you decide on – Wordpress or Joomla – you will need webhosting, a domain name and it will take a bit of time to get things set up.

Most affiliate marketers tend to go with either Blogger or a Wordpress blog and self-hosting. Joomla is an option, but the learning curve is a little bit longer.

So, if you're looking to get going, you might want to consider either the free services or Wordpress.

Once you decide on getting your own blog, select inexpensive webhosting. Remember, webhosting should have cPanel or One-Click setup attached to it.

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Hostgator has cPanel and Fantastico and Dreamhost has One-Click. Both perform the same function – set up of Wordpress with no knowledge of MySQL, Wordpress or FTP.

This is the quickest way to get started with your blog.

Once it's set up, you will need to look at article writing. If you're not a writer, check out the freelancers at Elance, Guru.com and Rentacoder.

1.13 Getting Traffic To Your Site

Write down and plan the methods you are going to use to drive traffic to your website: Pay-Per-Click, Squidoo and Hubpages, article marketing, social networking and the like. Then schedule when you will be posting to your site, and posting to social networking sites.

In the end, if you follow this entire checklist and don't give up, you will begin to see sales for the products that you are promoting.

You can also add more products over time to promote, build more than one website, put up Squidoo and Hubpages highlighting your various products and services and add things like Adsense to further monetize your site.

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