

Insider Affiliate Marketing Strategies  
Operation Super Affiliate

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## Affiliate Marketing Introduction

**Affiliate marketing.** Two simple words that have the power to change your current financial situation so that you never again struggle to pay the mortgage take a vacation or save for the future.

Two words that form the basis of a strong foundation that hundreds of the Internet's most successful marketers have used as a springboard to creating their own online wealth.

Affiliate marketing, one of the only ways that you can make a **full time income being paid to LEARN** as you consistently generate income from multiple passive campaigns running on complete autopilot.

Above and beyond all other opportunities that I have ever explored, affiliate marketing has been the easiest and most profitable of endeavours.

Best of all, if you are unable to create your own products, or you can't afford to hire freelancers or outsource project development, you can exploit the power of affiliate marketing to start making money instantly, while using it to fund all of your future business projects, so that when you finally do go out on your own, **you are not only equipped with the experience and knowledge** that is required in order to

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be successful online, but your affiliate marketing efforts can **fund EVERY single one of your projects!**

There are so many reasons why affiliate marketing is the most lucrative opportunity to get involved in and it's no surprise that it's one of the most common methods that new and seasoned marketers use to make money online, while exploring niche markets without ever having to develop a product of their own.

Here are just a few reasons why affiliate marketing is an exceptional business to be a part of:

**a) Potential To Earn Millions**

There are affiliates from all walks of life, who have earned millions of dollars a year just by being an affiliate marketer. The profit potential is nothing short of incredible, and with a solid action plan featured within this guide, you will be able to join the ranks of the most successful affiliates yourself.

**b) You're The Boss**

As an affiliate marketer, you work when you want to setting your own schedule and being able to spend more time with friends and family, as you work from the comfort of your own home. No deadlines to meet, no boss dictating your

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schedule, it's completely up to you.

**c) Very Easy To Do**

It doesn't matter if you are brand to online marketing or not, you really can become a successful affiliate marketer. There's no difficult learning curve involved, and no expensive software, tools, resources or training needed.

**d) Low Cost Start Up**

With affiliate marketing, the costs are minimal. You aren't required to outsource product creation or pay for development and testing. Your entire focus is to choose profitable products to promote, and drive targeted traffic to your landing pages so that you are able to generate a commission from every sale made as a result of your efforts.

You can get started with nothing more but a domain name and a hosting account.

**e) Earn As You Learn**

As an affiliate marketer, you will learn everything you need to know to create high converting landing pages, research niche markets,

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generate targeted traffic and communicate with responsive email subscribers. This knowledge and information will not only help you with your current affiliate campaigns, but can be directly applied to your own business in the future.

With affiliate marketing, you can dive into mainstream markets; niche markets and micro niche and determine, without any monetary investment of your own, whether it might be feasible to create your own product for that market later on.

If you discover it's not, you've saved yourself time and money by 'taste testing' the different markets using third party products rather than spending time and money developing your own.

*It just doesn't get better or easier than this.*

If you have absolutely no experience marketing online, becoming an affiliate marketer will provide you with the opportunity to learn the ropes, rub elbows with established merchants and online marketers and prepare you for the online business world so that when you are ready to create and market your very own product, you will be more than ready to tackle the industry and give it all you've got.

Affiliate marketing is also one of the easiest

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opportunities to get involved in because you don't need to invest funds in advertising, build networks of websites or deal with customer support.

All you do is promote a handful of high quality products and for each one sold as a result of your promotions, you will earn commissions.

Think of it like this. Macy's is having a 50% off special on Black Friday.

Instead of being the store owner who has to manage inventory, process orders, deal with returns and exchanges, promote the sale, or deal with both staff and customers, all you have to do is stand outside of the front door and introduce the merchandise to hungry customers.

**Each time someone purchases a \$50 item, you are paid \$25.**

Now, would you rather be out front selling products for \$25 a pop when you can walk away at any time, with no responsibilities or obligations to the business, or would you want to be the store owner who is making the SAME amount as you are, but who has all this extra stuff to deal with?

That's what affiliate marketing is all about. Now, don't get me wrong, there are reasons why you'd

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eventually want to consider going out and building your own product line, but as an affiliate marketer, you can make money promoting other people's businesses while growing your own business, simultaneously!

I'll show you exactly how in a future chapter, but for now, your only focus will be on laying down a strong foundation as you begin your affiliate marketing career, so that you are able to consistently build your wealth while building your business.

## Chapter 2: Successful Affiliate Mindset

Adopting a successful mindset as an affiliate marketer is exceptionally important in order to maximize both your profit potential, and your outreach.

One thing to keep in mind, early on, is that not every campaign will be a successful one, and not every product you choose to promote is guaranteed to be a winning one.

The one element separating successful affiliates from struggling ones is that those who do well in the business **never gives up**.

Even when campaigns bomb, the workload seems overwhelming and the competition is extremely fierce, maintaining a positive outlook and staying dedicated and focused on accomplishing your goals will get you through the rough patches and help you stay on track.

When it comes to building a successful affiliate marketing business, there are a handful of critical elements that you need to focus on in order to maximize your profit potential.

### **Focus.**

One of the biggest obstacles that stand in the way of

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affiliate marketers making an incredible fortune online is not having the ability to focus on specific goals.

Instead of working to dominate a handful of profitable markets, they scatter their time and resources across multiple industries, failing to meet their objectives and accomplishing their goals.

If you want to be a success in affiliate marketing, you need to adopt the habit of focusing on your goals and in developing an action plan that you follow through with.

If you evaluate the top marketers online, you'll notice a common trend; these people are focused on specific task lists and following through on setting up realistic goals and working towards accomplishing them, one at a time.

You need to do the exact same thing, if you truly want to make the most money possible, cover as much ground as you can, and establish a foothold in some of the hottest markets online.

You also need to **build the foundation** for your online business so that it's scalable, flexible and relevant.

For example, one of the biggest mistakes that affiliates make is that they focus on building the credibility and business of the merchant they are

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promoting, neglecting to focus on their own business and online presence.

In other words, instead of building a **following of their own and establishing a reputation as an authority in their niche**, they spend all of their time promoting the brand of the merchants that they advertise.

It's true that as an affiliate marketer, your job will be to both pre-sell and promote third party products, but if you really want to make as much money as you possibly can, you **NEED to also focus on building your own online presence** from the very first day, so that you will be able to eventually make money from your own products and online ventures.

**Note:** Even if you think you will never want to stray from the affiliate marketing industry and make the transition into becoming a product developer, there are many other reasons why you need to build a solid reputation and online, including:

#### **Building Massive Lists Of Responsive Buyers**

If you really want to maximize your online profits, you need to build a mailing list that is highly targeted and relevant to your market.

#### **Authority**

If you want to make the most money that you possibly can, you need to be recognized as an authority in your

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niche market, so that people trust you and the products you recommend.

### **Credibility**

You need to build relationships within your niche market with potential prospects so that they come to you when they are looking for a solution to a specific problem or question.

### **Competition**

If you take a personable approach to your affiliate marketing, and you make an effort to develop an online reputation as someone who is honest and credible, you will blow your competition out of the water, especially those who are overlooking the importance of building their own brands.

You want people to relate to you, to trust you, and to take action based on your direction.

Even if you are promoting products that you have not created yourself, you are still representing that product and that merchant, and if you make the effort to establish a **cohesive branding campaign all your own**, you will be able to maximize your profits, but also will add incredible value to your own future online business, because you are working to develop a solid reputation with your target audience.

## Chapter 3: Killer Niche Markets

In order to lay down a strong foundation and begin to create your multiple income streams and cash funnels, you need to determine what niche markets you are going to focus on.

This doesn't mean that you can't venture into multiple markets and promote a wide range of products, but what it does mean is that initially you need to focus on a **primary niche**, so that you can begin to construct the building blocks to building a solid network.

Remember, you need severe focus as an affiliate in order to make the most money you possibly can, and if you attempt to dominate dozens of markets at once, you'll find it exceptionally difficult to manage.

You also need to base your decision on profitability, rather than just personal interest, however if you can find niche markets that encompass both incredible profit potential that you are also personally attached to, even better!

This will help you maintain and improve your campaigns over the long haul, as well as being able to produce content specifically for your niche.

*In case you are unsure of what a niche market is, here*

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*is a brief overview:*

A niche market is essentially a **subset of a broad market**. As an example of this, "dogs" is a general broad niche market, whereas "dog training, dog houses, dog grooming, dog breeds, etc" are smaller niche markets.

The difference between a mainstream market and a niche one is that with niche marketing, you are focusing on smaller groups of consumers, with a **specialized focus**.

By catering to a niche market rather than a mainstream one, you will deal with fewer competitors while placing more focus on specific products and services catering to those buyers.

There are also "micro niche" markets, which are even smaller, sub markets extracted from larger niche ones.

For example, rather than the niche "dog breeding", you would focus on "Doberman breeding", specific dog types.

**Breakdown:**

Mainstream: Dog

Niche: Dog Training

Micro Niche: Doberman Dog Training

The more chiselled down and focused your niche is, the

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easier it will be to identify what your target audience is interested in, and how you can best cater to existing demand with affiliate products, and eventually, your own product line.

As an affiliate marketer, you will need to follow a three step system that will help you build your online credibility and maximize your profit potential:

- 1) **You need to build an active mailing list** of responsive buyers. The more active your subscriber base is, the more money you will make.
  
- 2) **You need to develop relevant content** on a consistent basis so that you are able to provide your website visitors and subscribers with unique material that has a direct connection with your target market.
  
- 3) **You need to generate highly targeted traffic** to your websites and landing pages consisting of hungry buyers who are interested in specific products and services.

When it comes to niche selection, you want to focus on existing pools of buyers. It's exceptionally difficult to generate a profit if you are focusing on a niche where there are a limited number of active buyers.

You want to ensure that whatever niche market you do choose, you will be able to generate targeted traffic, consisting of hungry buyers, people who are

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specifically interested in the topic you are covering and who are affluent enough to actually purchase these products and services.

When I first got started in affiliate marketing, I chose the Work At Home niche because it was my passion, something I was personally involved in and knew a lot about. I also knew that it was a very profitable and popular market, but the general "work at home" niche was very competitive and difficult to penetrate.

What I did was break it down even further by focusing on "Paid Surveys", equally as popular with less competition at the time. It was also a subject I knew a lot about, so the passion was there along with the profit potential.

By choosing a niche that I personally enjoyed as well as one that was profitable enough to justify my efforts, when it came to creating high converting campaigns including landing pages and building a list of prospects, I was able to create free material and content to drive in traffic and consistently build a targeted list of subscribers that would help me with my current affiliate promotions, as well as my future website projects.

Unless you have the funds in place to outsource content creation, it's very important that you choose a niche that you feel confident developing content for.

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You're probably thinking *"why can't I just use the pre-developed material provided by the product developer that I am promoting?"*.

**The reason?**

EVERYONE else is using that same content, and when it comes to affiliate marketing, you need to stand out from the crowd, to develop your own online business, brand and customer base.

In order to do that, you need to offer your subscribers, members and visitors with fresh, relevant content and material that they can't find anywhere else.

This is truly a very important factor in becoming a successful affiliate marketer.

If you simply copy and paste existing email promotions, use existing website copy and the product summary or reviews provided to you by those you promote, you won't generate the type of exposure that you would if you put your own spin on how you deliver and present the information to your prospects and subscribers.

When it comes to utilizing an autoresponder to generate traffic and exposure to affiliate promotions, the last thing you'd want to do is use the same autoresponder

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sequence that every other affiliate is using.

*Think about it.*

If you happen to have the same group of subscribers as a competing affiliate, and you are both using the exact same copy or content, why should your affiliates purchase from you, and not your competitor?

You need to develop the mindset that focuses on building your very own business, and approach the markets and your promotions in the exact same way that you would if it were your own product that you were representing.

Offer people with something new, refreshing and innovative and you will find that you will be able to push out promotions that convert like crazy, faster and easier than affiliates who are using the same old copy and paste format.

When it comes to choosing a market, there are specific criteria to keep in mind, including:

**a) Existing Demand**

You need to ensure that the market you intend on catering to has existing buyers and products.

That way, you can make the connection and generate commissions from every sale made.

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### **b) Evergreen Markets**

While you'll want to stay on top of trends so that you are able to keep a pulse on your market, as well as any changes in the types of goods and services that your market is interested in, you should always do your best to focus on Evergreen markets.

Evergreen simply means that the market is solid and unlikely to change. Weight loss, dating and dog training are three examples of evergreen markets that have been in existence for many years and is unlikely to change.

While you can make a lot of money by promoting short-term markets (Xbox 360 Fix, etc), your main campaigns should always be focused on longevity, so that you are able to create a passive income system that will continue to generate profit for many years to come.

### **Niche Selection Quick Start**

When it comes to exploring possible niche markets, the easiest way to get started is by visiting the ClickBank marketplace: <http://www.ClickBank.com>

From within the marketplace area, you will be able to enter in specific keywords from a dozen different categories that will generate a listing of potential products that you can promote, covering a wide variety

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of subjects.

Click on "Marketplace" after loading the ClickBank website.



The screenshot shows the "Search the ClickBank Marketplace" interface. It features several search filters: "Category" set to "Health & Fitness", "Subcat" set to "Fitness", "Keywords" set to "Weight Loss", "Product Type" set to "All Products", "Sort by" set to "High Gravity", "Language" set to "All", and "Show" set to "10 results per page". There are "Go" and "Reset" buttons at the bottom. Red arrows point to the "Subcat", "Keywords", and "Sort by" fields.

In my example, I entered in the keyword "Weight Loss" from within the Health & Fitness category.

On the right hand side, you can choose a sub category and **sort results by gravity**.

With ClickBank, gravity is an indication of the popularity of a product, but it not necessarily a measure of the number of products sold.

A gravity of 100 or higher typically means that the product is selling well within the marketplace.

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**1) High Paying Fat Loss Program With Low Refunds - TurbulenceTraining.com.** 75% Commissions = Big Paycheck For You. Top Affiliates Making \$300+ Per Day With Big Money CB Upsell And World-famous Turbulence Training Workout. Affiliate Page Here: [Http://www.turbulencetraining.com/affiliates/index.shtml](http://www.turbulencetraining.com/affiliates/index.shtml).

\$/sale: \$32.07 | Future \$: \$24.81 | Total \$/sale: \$37.97 | %/sale: 75.0% | %refd: 67.0% | grav: 122.89   
[view pitch page](#) | [create HopLink](#)

**2) Fat Loss Secret :: Newbie Affiliate Made \$80,753.08 In 45 Days.** Make \$26 To \$60 Per Sale |We Tested Just 1 Promo & Made \$3,580/24hrs | We Give You Same Promo Free|\*Huge \$1000-\$3000 Affiliate Monthly Bonuses\*|Best Affiliate Tools|NEW Spanish Version| Cheap PPCs| [Http://www.topsecretfatlosssecret.com/affiliates\\_spa.php](http://www.topsecretfatlosssecret.com/affiliates_spa.php).

\$/sale: \$32.89 | Future \$: - | Total \$/sale: \$32.89 | %/sale: 75.0% | %refd: 90.0% | grav: 121.60   
[view pitch page](#) | [create HopLink](#)

**3) Strip That Fat - \$39/Sale.** Brand New Hot Selling Diet/Weight Loss Program. \$1000 / Day Earning Potential In A Multi-Billion Dollar Per Year Market. Free Keyword Lists, Audiences, Sample Ads, Selling Angles, Website Templates @ [www.StripThatFat.com/Affiliates.php](http://www.StripThatFat.com/Affiliates.php).

\$/sale: \$37.10 | Future \$: - | Total \$/sale: \$37.10 | %/sale: 75.0% | %refd: 83.0% | grav: 69.49  
[view pitch page](#) | [create HopLink](#)

You will also notice other symbols featured below each product listing. Here is a quick breakdown of what they mean:

**[\$/sale}** Dollars Per Sale: Average dollar amount earned per sale.

**[%/sale}** Total Dollars Per Sale: How much you earn for each referral in percentage terms.

**[%refd}** Commission Per Sale: The percentage of sales derived from affiliate promotions and campaigns.

When reviewing the different products in the marketplace, there are a few things to keep in mind:

- Are there high quality products available to promote?
- Are there enough of these products to use within a cash funnel, where you will be able to promote one product on your front end, and other products on a

consistent basis to your target audience and subscribers?

- Is there an existing consumer base actively seeking information on this topic, and if so, is it large enough to accommodate new and existing competition?

You should start writing down notes for potential product that may be worth promoting. This is the brainstorming process, and it's extremely important in order for you to have a solid list of products and markets worth pursuing.

An easy to way to take a closer look at potential products and further evaluate their profitability, is by using two free resources that will provide in depth statistics and information about different products appearing on the ClickBank marketplace.

One of these products is available at <http://www.CBTrends.com> and the other at <http://www.CBEngine.com>

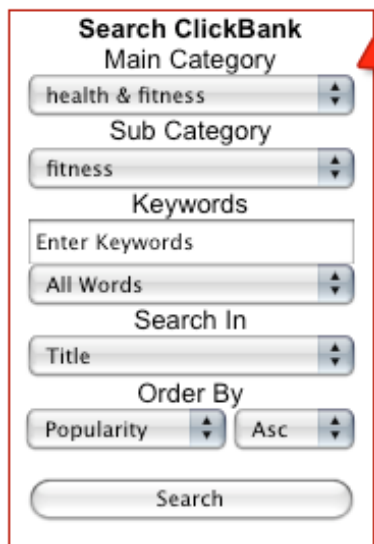
On the CB Trends website, click on "Browse products" to look through the same categories featured on ClickBank.

Whenever you find a product that you may be interested in promoting, you can click on Performance Stats to take a closer look at how well the product is converting, the percentage of affiliate commissions offered, and more.

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**Note:** You can also click on "Search Products" if you are looking for a specific product. You conduct your search in the same manner that you did on the ClickBank marketplace.

### Search ClickBank Products in ClickBank MarketPlace



**Search ClickBank**  
Main Category  
health & fitness  
Sub Category  
fitness  
Keywords  
Enter Keywords  
All Words  
Search In  
Title  
Order By  
Popularity Asc  
Search

Use this page to search the entire ClickBank Marketplace. ClickBank Marketplace contains thousands of great ebooks, software, and how-to manuals. This page makes it very easy to find a ClickBank product on any topic you might be interested in.

Use the provided form to search the ClickBank products in the entire ClickBank Marketplace or limit your search to a particular ClickBank category and subcategory. Enter the keywords you want to search for and choose to search for all those keywords, any of those keywords, exact match, and etc.

Do not forget to select whether you want to search clickbank products using your keywords in the title or in the description or in both and sort the results using the available options.

Once you have generated a listing of results, you can click on "Stats" to review in depth statistics regarding each product that will help you make informed decisions on the different products that are available to promote as an affiliate.



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Search Results. Page: 1.

Stats	Title	Description
<b>Stats</b> Web Site	Kick-Butt Cellulite Redux - Not Weight Loss, Not A Gym Routine.	ProLevel Sales Copy Written For Massive UnSatisfied Cellulite Market. Simple Laser Targeted Home Exercise Program Works BigTime. Only Proven Way For Women To Reduce Cellulite Forever. Very Low Refunds Popularity: 34 ▣ Gravity: 13.3826 ▣ \$/Sale: 33.7512 ▣ %/Sale: 75 ▣ Commission: 75 ▣ Referred: 58
<b>Stats</b> Web Site	Weight Loss Gods Way.	Stop Dieting - Renew Your Mind And See Your Body Transformed Forever! Popularity: 54 ▣ Gravity: 9.83817 ▣ \$/Sale: 17.9518 ▣ %/Sale: 50 ▣ Commission: 50 ▣ Referred: 24
<b>Stats</b> Web Site	The Weight Loss Miracle.	Revolutionary New Diet E-Book Created By Real Doctors For Their Patients!   75% Payout   Http://theweightlossmiracle.com/signup   Free Tested Affiliate Tools!   Improving Conversions Daily. Popularity: 67 ▣ Gravity: 6.779 ▣ \$/Sale: 26.5067 ▣ %/Sale: 75 ▣ Commission: 75 ▣ Referred: 100

Search ClickBank Products in ClickBank MarketPlace

**Search ClickBank**

Main Category  
health & fitness

Sub Category  
fitness

Keywords  
Enter Keywords  
All Words

Search In  
Title

Order By  
Popularity Asc

Search



Use this page to search the entire ClickBank Marketplace. ClickBank Marketplace contains thousands of great ebooks, software, and how-to manuals. This page makes it very easy to find a ClickBank product on any topic you might me interested in.

Use the provided form to search the ClickBank products in the entire ClickBank Marketplace or limit your search to a particular ClickBank category and subcategory. Enter the keywords you want to search for and choose to search for all those keywords, any of those keywords, exact match, and etc.

Do not forget to select whether you want to search clickbank products using your keywords in the title or in the description or in both and sort the results using the available options.

When reviewing stats on CB Trends for any particular product, you want to pay attention to two main factors: popularity and refund rates.

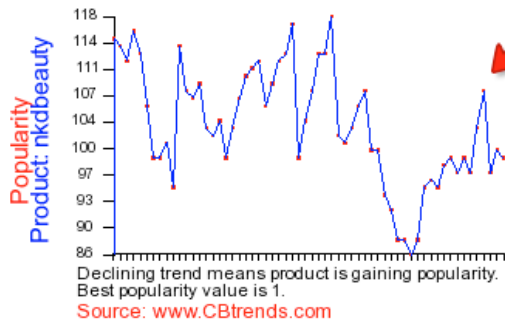
While it's always best to promote a product that is growing in popularity, if that product is receiving a large number of refunds, chances are that you could

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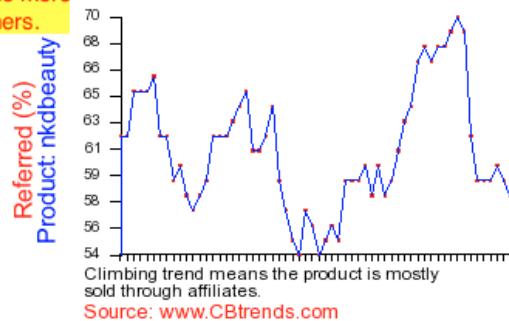
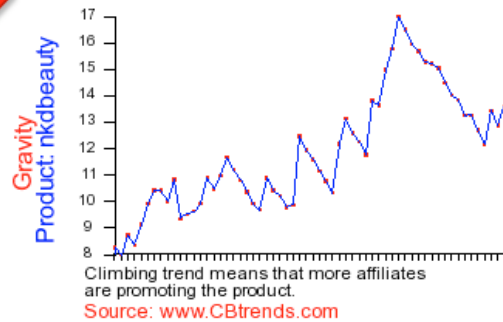
lose a large portion of your earnings due to chargeback's and refund requests.

In our example below, you will see that the product is growing in popularity with a lower graph indicating its growth (the lower the better), however in terms of earnings per sale, a lower graph means that the product is experiencing a lot of refund requests.

ClickBank Category: **Health & Fitness**



Declining Trend indicates the product is growing in popularity.



You will want to compare products using CB Trends so that you are able to choose ones that have a higher profit margin, are growing consistently in popularity

so that you know there is still a great demand for the product, and whose refund rates are as low as possible.

You will want to get into the habit of comparatively reviewing multiple products within the same niche so that you are always focused on promoting the top sellers, with the lowest refund rates. While researching potential products takes some time, it's a critical element in building successful affiliate campaigns.

### **Creating Your Affiliate Link:**

You can create your affiliate link for any product that you intend to promote from the Clickbank marketplace by clicking on "Create Hoplink" (found by the product summary on the search results page) and then entering in your ID and clicking "Create".

You can earn 75% for each paying customer you refer to this product. For details please enter **tracking ID** (if you have one):

ClickBank NickName:

your-usern

Tracking ID (Optional):

Create

No nickname? Click [HERE](#) to sign up first. It's free!

This will provide you with a ClickBank hoplink that will feature both your ClickBank account's username and the merchant's ID (username) as well:

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ClickBank pays you 75% when you sell this vendors product. To refer a customer send them to this domain name:

<http://de6c4k-u3i5z4o7hvfprs-y9oz.hop.clickbank.net/>  **Your affiliate link**

Cut and paste the following HopLink into your web page:

```
<a href="http://de6c4k-u3i5z4o7hvfprs-y9oz.hop.clickbank.net/" target="_top">Click Here!</a>
```

With Clickbank, your affiliate link is already cloaked, preventing people from possibly removing your link and replacing it with their own (known as commission theft).

Once you have a list of solid products to promote, you want to take things a step further:

### **Evaluate The Merchants Website**

Make sure that there are no traffic leaks (multiple external links, difficult navigation menus, or the requirement to join an opt-in list prior to being able to purchase the product).

You will also want to make sure that if you send potential prospects to the merchants website that their sales copy is well written and will do the job of converting the visitor into a customer.

Pay special attention to the headlines that the merchant uses as well as whether they have included social proof such as testimonials, feedback from customers, and offer a money back guarantee ensuring that customers will be satisfied with their purchase. (Clickbank requires that merchants offer a 60 day money back guarantee on their website).

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## **Chapter 4: Quick Keyword Research**

Conducting keyword research so that you have a solid listing of highly targeted keywords to use within your affiliate campaigns as well as your content is an essential part of developing a successful affiliate campaign.

By implementing keywords that consumers are actively entering into the search engines, you will be able to help your website, landing and content pages rank higher for relevant keywords, generating a nonstop flood of organic, TARGETED traffic from the major search engines.

Keyword research doesn't have to be a difficult task, however. All you need is to become acquainted with Google's free keyword tool and get into the habit of using it for every single niche market that you are considering promoting.

Visit:

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

to begin.

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Enter in a keyword string or phrase that identifies the product or niche that you are interested in evaluating.

In my example, I entered in "Weight Loss".

### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:  
Weight Loss

Use synonyms

[Filter my results](#)

Enter in potential keywords relating to your niche market.

Click "get keyword ideas" to generate a listing of potential keywords.

Click on 'get keyword ideas' to generate a list of possible keyword phrases as well as to gauge how competitive the market is.

When it comes to weight loss, since it's such a large, mainstream industry, it's obvious that the competition is going to be stiff and the cost to advertise within pay per click (PPC) marketplaces is likely going to be incredibly expensive.















What you want to do is find a market with existing demand, (based on existing traffic), that also has existing competition and products readily available, but that isn't so competitive that it would be

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impossible to penetrate.

As you can see from my "Weight Loss" example below, according to the Google keyword research tool, the estimated cost per click to advertise a product within the Adwords marketplace would be \$2.85 and up.








However, you should always explore alternative keyword phrases that are still generating a good amount of traffic with less competition, if your primary keyword is simply too difficult to rank for, or too costly to promote with PPC.

Keywords	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?
<b>Keywords related to term(s) entered - sorted by relevance ?</b>				
healthy weight loss	\$2.85		74,000	60,500
quick weight loss	\$2.69		368,000	110,000
weight loss pills	\$2.96		450,000	135,000
fast weight loss	\$2.40		368,000	110,000
weight loss tips	\$3.33		201,000	74,000
weight loss plans	\$3.66		110,000	40,500
weight loss	\$3.18		13,600,000	5,000,000
weight loss help	\$4.64		49,500	27,100
rapid weight loss	\$3.17		135,000	60,500
weight loss products	\$3.17		110,000	74,000
safe weight loss	\$3.34		33,100	18,100
ephedra weight loss	\$3.45		12,100	9,900
weight loss programs	\$3.97		246,000	110,000
weight lost	\$2.26		301,000	74,000



Using a different example, focusing on a niche market "Getting Your Ex Back", a popular niche on ClickBank, you will find that the cost to advertise on Adwords is far lower than that in the weight loss industry, and there is enough products within Clickbank's

marketplace, as well as enough competition within the PPC marketplaces to justify a closer look at possibly promoting products within this niche.

Keywords	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: April ?
<b>Keywords related to term(s) entered - sorted by relevance ?</b>			
get your ex back	\$0.80		165,000
getting back with your ex	\$0.71		6,600
getting your ex back	\$0.74		22,200
how to get your ex boyfriend back	\$0.93		18,100
how to get your ex girlfriend back	\$0.94		18,100
getting your ex girlfriend back	\$0.94		2,900
getting your ex boyfriend back	\$0.83		3,600

As a new affiliate marketer, odds are that you won't be focusing on marketing your websites and landing pages with PPC, since while it's incredibly effective, if you aren't a seasoned marketer it can be exceptionally risky to promote products with PPC based on the costs involved.

Still, evaluating the number of existing competitors who do use PPC to promote websites and products within the niche markets that you are considering is a good indication of whether or not there is substantial interest and activity within potential markets.

**Other Useful Keyword Research Tools:**



SEO Keyword Tool

<http://tools.seobook.com/keyword-tools/seobook>

Wordtracker Free

<http://www.freekeywords.wordtracker.com>

Good Keywords

<http://www.GoodKeywords.com>

SEO Digger

<http://www.SEODigger.com>

Spy FU

<http://www.SpyFU.com>

Keyword Discovery

<http://www.KeywordDiscovery.com>

## **Chapter 5: Creating Your Affiliate System**

In order to set up your affiliate marketing campaigns, you need a handful of resources to get started:

- 1) Domain Name**
- 2) Hosting Account**
- 3) Webpage**
- 4) Autoresponder Account**
- 5) Unique Content**

This is really all that's required in order to create a fully functional affiliate campaign, covering multiple markets and topics.

Let's take a closer look at each of these elements to creating your affiliate business:

**1- Domain Name)**

When it comes to choosing your domain name, you will have to make a decision as to whether you wish to use one generic domain that implements sub domains for each separate product or market you plan to promote, or whether you are interested in registering an individual domain name for each product.

Personally, I always register a new domain name for the larger scale projects I create, while using sub domains for related products, categorizing each one.

*Here is an example of how your system can be structured for easier management and lower cost:*

Niche: Make Money Online

Main Domain: <http://www.MoneyMattersHub.com>

Your main website will feature a squeeze page with an opt-in form compiling leads who are interested in making money online. Subscribers join your newsletter where they are given a free report and follow up broadcasts promoting relevant products.

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Sub Niche: Paid Surveys

Domain: <http://www.MoneyMattersHub.com/Paid-Surveys/>

By placing categorized folders on your hosting account, you can set up an unlimited number of individual landing pages or squeeze pages focusing on specific products.

You can also use sub domains instead of folders, which would change the URL to:

<http://PaidSurveys.MoneyMattersHub.com>

## **2- Hosting Account)**

When it comes to choosing a hosting provider, I recommend using Host Gator, due to their ease of use, low costs and flexibility with upgrades.

<http://www.hostgator.com>

## **3- Fully Functional Website)**

Once you have your domain name and hosting account set up, you need to construct squeeze pages, landing pages and introduction pages for the different products you are promoting.

One of the easiest ways to do this, especially if you are unfamiliar with design elements such as HTML and

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css is to install a copy of the Wordpress blogging software on your hosting account.

<http://www.Wordpress.org>

With Wordpress, you can create full-featured websites with interactive plugins, comments, and categories that are fully optimized for the search engines, quickly and easily. Wordpress is one of the fastest ways of building both small and large websites with sub categories managed through an administration panel.

Even better, with a large number of free Wordpress themes and templates available online, you can instantly change the style and overlook look of your website quickly and easily, by simply uploading a new style and activating it from within your Wordpress administration panel.

Themes: <http://wordpress.org/extend/themes>

Wordpress also makes it exceptionally easy to create review-based websites that feature information on specific products covering all of your main markets.

If you need help installing Wordpress, they offer a step by step guide available at:

[http://codex.wordpress.org/Installing\\_WordPress](http://codex.wordpress.org/Installing_WordPress)

Reviews are a great way to drive in targeted traffic

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and pre-sell visitors without taking an aggressive approach to marketing.

By creating reviews for each of the products that you intend on promoting, you are providing exceptional value to your target audience, and are able to give a thorough overview of how the product will help them, or why making a purchase is a wise decision. You can also set up comparable review sites, featuring the pro's and con's of two similar products, which will give you the opportunity to appear unbiased in your opinions, as well as honest and upfront.

Remember that regardless what you are doing to grow your affiliate business, whether it's establishing an active customer base, growing a mailing list or even generating traffic to your websites, you need to focus on building your own brand, and establishing yourself in the market as a trusted advisor or authority in your niche.

Building review based websites works to your advantage because not only are you able to provide high quality, useful content but you are also selling indirectly, which works well in even the most competitive markets.

#### **4- Autoresponder Account)**

In order to truly maximize your outreach, you need to start building a mailing list from the very beginning. This is the lifeblood of your business and your ability

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to effectively market to a built-in customer base.

When it comes to choosing an autoresponder account, there are many different services available, with the two most popular options being <http://www.Aweber.com> and <http://www.GetResponse.com>

You'll want to purchase a professional account, so that there are no third party advertisements included within your emails and broadcasts. Setting up an autoresponder account is exceptionally easy, and even if you are unable to create original content yourself, you can outsource it to seasoned freelancers who will write articles as well as construct email-sequences to power up your autoresponder campaigns.

**Freelance Marketplaces:**

<http://www.Guru.com> | <http://www.Elance.com>

You will want to make sure that you are offering a valuable product as a giveaway to build your list. Reports work extremely well with affiliate marketing because you are able to offer useful material and information catering to the different products and markets that you are promoting.

Since reports are usually short, ranging from 7-15 pages long, you can easily outsource this or write it yourself based on existing promotional material provided to you by the merchant.

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Just make sure that you fill your autoresponder with at least 7 emails, so that whenever visitors to your squeeze page subscribe to your newsletter, they are given instant access to your giveaway (also referred to as a bribe), and that you are able to follow up with these new subscribers, offering a balance of free content and promotional based offers.

After creating your autoresponder account, you will be able to generate your opt-in source code which, when added to your squeeze page, will generate a subscription box that allows your visitors to enter in their name and email address to be added to your database of leads.

When creating your squeeze pages, you want to ensure that you keep it simple, minimizing external links and focusing on capturing your subscriber's name and email address. This is the primary function of a squeeze page, so you want to do your best to eliminate any distractions until your visitor has verified their request to be added to your list.

Creating squeeze pages is exceptionally easy, and if you intend on using Wordpress as your website's platform, you can integrate an instant opt-in box by downloading the free Wordpress autoresponder plugin available exclusively at: <http://www.CodeBanter.com>

If you intend on creating a regular HTML page rather than integrating your opt-in form on a blog, you can purchase pre-designed squeeze page templates that will make it easy for you to implement your opt-in code into the existing HTML.

*Here are a few resources:*

<http://www.optindesign.com/page/>

<http://www.instantsqueezepagegenerator.com/>

When it comes to making the most money possible as an affiliate, you will want to be in the loop, prepared to launch squeeze pages and external pages (like Squidoo lenses and HubPages) that are ready to promote these products prior to launch.

One way of finding out about upcoming launches and potential JV opportunities is by joining

<http://www.JVNotifyPro.com>



## **Chapter 6: Traffic Generation Action Plan**

When it comes to maxing out your bottom line and making the most money possible as an affiliate marketer, it's all about generating massive amounts of targeted traffic to your website, squeeze pages and landing pages.

Rather than give you an overview as to why each of the following resources are effective in spreading your message throughout your markets and attracting hungry crowds of buyers, I am going to give you a step by step action plan that you can follow to set up a solid traffic funnel for every single product you promote.

### **Step One: Social Marketing**

Social marketing and networking encompasses everything from Twitter to Squidoo. With these communities, you are able to establish a following, reach deep into your niche markets and capture the attention of potential customers and prospects quickly and at absolutely no cost.

In fact, with social marketing, the only requirement is dedicating the time to setting up your profiles and in actively engaging your target audience.

### **Step 1: Sign Up For Twitter**

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Twitter (<http://twitter.com>) works well for building a following, and with using the built in DM (Direct Message) function, you can invite every person who ever follows you, to visit your website or squeeze page in order to subscribe to your newsletter and download a free report (or other giveaway that you are offering).

Since Twitter hasn't yet integrated the ability to automatically send out DM notices to those that follow you, you will have to register for a free account at <http://www.TweetLater.com> which will allow you to not only set up automatic direct messages but will also give you the opportunity to set up your entire Twitter marketing plan on complete auto pilot, by being able to schedule in tweets that appear on specific dates or times. That means that you will be able to consistently interact with the twitter community without having to actually be present.

### **Step 2: Sign Up For Squidoo & HubPages**

Squidoo allows users to create one page lenses that feature content, and plugin modules such as Amazon and Clickbank affiliate products. You can even add your opt-in box to your Squidoo lens.

Hubpages works in a similar manner but instead, you are able to answer questions from community users and add in complete articles based on specific topics in your niche. Both of these websites are extremely effective at generating consistent traffic, while helping you

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also rank within the search engines for your primary keywords.

<http://www.Squidoo.com>

<http://www.HubPages.com>

Other social communities worth joining are:

<http://www.Weebly.com>

<http://www.Zimbio.com>

<http://www.WetPaint.com>

<http://43things.com>

To help in further building your online brand, consider joining Facebook to create your own social groups as well as keep on top of industry trends, new launches and hot topics - <http://www.Facebook.com>

### **Step 3: Create Wordpress and Blogger Accounts**

This is something that you will be doing on a consistent basis, for each product launch that you intend on promoting, as well as for any existing product that you are showcasing on your own website.

With Wordpress and Blogger, you are able to create remotely hosted webpages, that rank high in the search engines and have the ability to generate an INCREDIBLE amount of traffic to your main website, very quickly.

<http://www.Blogger.com>

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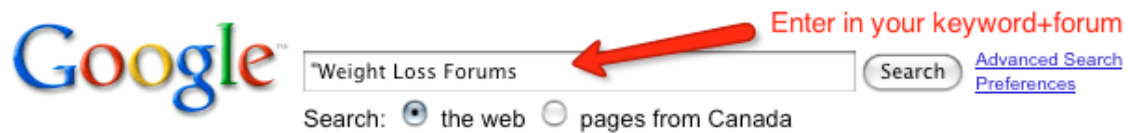
<http://www.Wordpress.com> (Wordpress.org is the software for hosting your own blogs, where Wordpress.com offers a free hosted blog service).

Once you have a Squidoo account, Hubpages account and have registered for a Blogger and Wordpress hosted account, make sure to link back to your main website on each of these websites.

What you want to do is create a connecting network between every social community and profile that you create directing visitors to your main squeeze page.

**Step 4: Participate on Relevant Forums**

Forum marketing is another free and effective method of generating consistent traffic to your website by featuring your website URL within your forums signature box.



Web [Show options...](#)

[Nutrition, Health & Fitness, Weight Loss, Diet - Weight Loss Forum](#)  

Weight loss Forum.com - free weightloss community. Discuss weightloss and diet ideas with other people. View other success stories and find your motivation.

[weight-loss.fitness.com/](#) - 59k - [Cached](#) - [Similar pages](#) - 

- |   |  |
|---|--|
| <a href="#">Before &amp; After ... and In-Between</a> | <a href="#">Join our community today</a> |
| <a href="#">Weight Loss Diary</a>                     | <a href="#">Weight Loss Programs</a>     |
| <a href="#">Weight Loss Through Exercise</a>          | <a href="#">Ticker</a>                   |
| <a href="#">Weight loss Threads</a>                   | <a href="#">Isagenix</a>                 |

[More results from fitness.com »](#)

[Weight & Fat Loss - Fitness Forum / Discussion Group](#)  

1 post

**Weight Loss Forums** · Lose Weight Fast · Lose Belly Fat · Wedding Weight Loss Workout Plan · Green Tea and Weight Loss · Lose 10 Pounds in 3 Days ...

[www.myfit.ca/forums.asp?ForumId=38&ForumName=Weight%20&%20Fat%20Loss](#) - 64k -

[Cached](#) - [Similar pages](#) - 

[Weight Loss, Body Building, Health and Exercise Forums](#)  

Nutrition, body building, fat loss, nutrition, metabolism, sports and exercise FORUMS. These will help you reach your fitness goals by being able to ask ...

[www.myfit.ca/forums.asp](#) - 48k - [Cached](#) - [Similar pages](#) - 

[More results from www.myfit.ca »](#)

Regardless of your niche market, there is bound to be active forums that cover your topic, so conduct a quick Google search using keyword commands such as 'keyword+forum' or 'keyword+message board' to locate active forums and communities that you can participate in.

Results 1 - 10 of about 142,000 for "[Weight Loss Forums](#)."

Just be sure to spend time joining in the discussion rather than just spamming your advertisement out across the network, otherwise you'll find your account quickly banned from further participation.

Remember, since forums are consistently updated with fresh content they are frequently spidered by search engines, meaning that the more posts you have on the forum showcasing your signature link, the more chances of appearing within the search engines for specific keywords.

Consider changing the anchor text of your signature every so often as well, so that you are able to rank for a wide variety of relevant keywords, rather than just your main page's URL.

#### **Step 4: Article Marketing**

Article marketing is a low cost method of building exposure to your websites and products quickly.

With article directories like [www.EzineArticles.com](http://www.EzineArticles.com), you can submit fresh content on a weekly basis that showcases your squeeze page's URL within your author resource box.

You should set up an article marketing campaign so that you are submitting fresh content every 3-4 days (2-3 articles consisting of 200-300 words is sufficient).

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The top article marketing sites include:

<http://www.GoArticles.com>

<http://www.ArticlesBase.com>

<http://www.ideaMarketers.com>

<http://www.ArticleAlley.com>

<http://www.GoArticles.com>

Just make sure that you incorporate your primary keywords into both the title of your articles and the content itself, so that you are able to rank for the keywords that you are targeting.

If you are unable to create or outsource original content, focus on purchasing high quality private label content from professional developers.

The content that you submit must be informative, useful and relevant to your market or the product you are promoting. Your articles should be structured so that they provide helpful information, rather than a plug for your product. You need to offer valuable FREE information to pre-sell your readers and encourage them to click on the links within your author's resource box and further explore your website.

Make sure that you appeal to their interests and that your articles are crafted so that they are highly targeted and as speak directly to your customer.

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The closer you tie your content in with the actual products you are promoting, the easier it will be to convert your visitors into subscribers, and subsequently, buyers.

For example, if you are promoting a product that features top methods to training Doberman Pinchers, your articles should focus heavily on Doberman Pinchers, not just dog training in general.

The more that you arouse curiosity, provoke their interest and directly address their questions or concerns, the easier it will be for your author's resource box to do its part in driving targeted traffic from the major article directory sites to your own squeeze page.

## **Conclusion: Closing Thoughts**

With all of your affiliate activity, from initially setting up your squeeze pages, conducting market research and driving in targeted traffic, you always want to ensure that you monitor your results and stay up on top of how well your campaigns are performing.

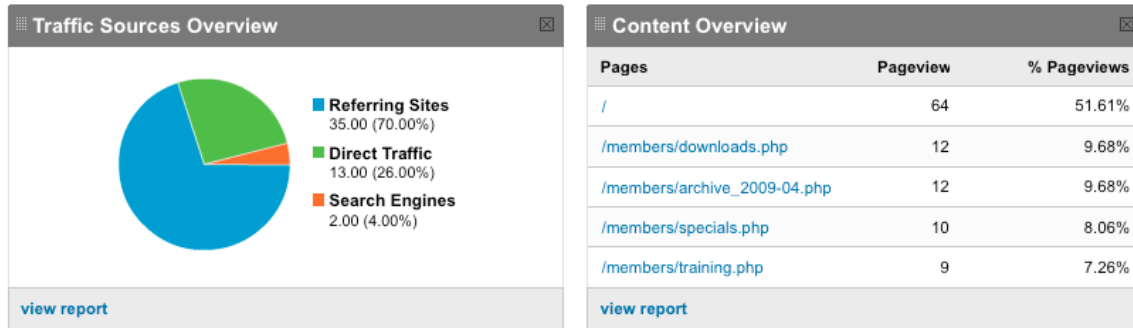
A very useful tool in analyzing your websites performance as well as provide you with in depth information regarding your website visitors, entry pages, exit pages and even referring URL's (which will

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show you where the bulk of your traffic is coming from) is available at <http://www.Google.com/analytics>



If you find that a specific product isn't converting well enough, switch it with another similar product and continue your promotions.

Don't be afraid to try new things and to reach outside of your comfort zone and expand your outreach to include new methods of generating traffic and innovative ways to build your brand and continue to establish yourself as a successful and professional affiliate marketer.

You now have everything you need to take the Internet by storm, so get out there and start putting your action plan into motion!

To your success,

YOUR NAME

## **Affiliate Resources**

<http://www.Filezilla.org> Free FTP program to use when uploading and downloading content to your website.

Tracking Tools:

<http://www.Quantcast.com>

Wordpress Plugins:

<http://wordpress.org/extend/plugins>

Trends/Notifications

<http://www.Google.com/trends>

eBay Pulse

<http://www.eBay.com/pulse>

Social Marker

<http://www.SocialMarker.com>

Clickbank Analytics

<http://www.cb-analytics.com>

Affiliate Store Software

<http://www.StoreStacker.com>

### **Last Minute Tip: Managing Multiple Email Accounts**

When it comes to running different promotional campaigns covering multiple markets and products, you need to have an effective, well-managed email system in place. The easiest way to set this up is by using gmail, available at <http://www.gmail.com>

With gmail, not only are you given massive storage space at no cost, but you can add in as many email addresses to one account as you wish, setting each up so that whenever an email is received to a specific email address, it automatically responds using that same email.

*Here is how to do this:*

Open up a primary gmail account at <http://www.Gmail.com>

From within this account, click on 'Settings' and then 'Accounts'.

Click on "Add another email address" and make sure that the option to respond from the same address that the original message was sent to is ticked on.

### [Add another email address you own](#)

#### When receiving a message:

- Reply from the same address the message was sent to
- Always reply from default address (currently ideacontent)

(Note: You can change the address at the time of your reply. [Learn more](#))

Next, enter in the name that you wish the email to appear to be sent from, and include another email address that you wish to re-route and manage through your main gmail account.

Example: If you own the domain name, MoneyMatterHub.com you may want to set up an email address:

[support@money mattershub.com](mailto:support@money mattershub.com) that directs to gmail, so that you can manage multiple emails from one administration panel.

**Enter information about your other email address.**  
(your name and email address will be shown on mail you send)

Name:

Email address:

[Specify a different "reply-to" address](#) (optional)

From within your main hosting account, create your website email address ([support@yourdomain.com](mailto:support@yourdomain.com)) and forward it to your primary gmail account.

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That's it! Do this for every single website that you set up so that you can have multiple email addresses contained within one online administration panel. That way, regardless of where you are, you will be able to access and manage all of your email contacts and communication quickly and easily.

This is an incredibly useful tool that I personally use to not only access all of my contacts in one place, but to be able to better manage and respond to emails from every single market that I am involved in.

Once you begin to cover dozens of different markets, promoting many different products, you will find that being able to control and manage your emails this way will save you a lot of time.