Affiliate Sales Domination

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COMMISSION

discover how to rule your niche market
with this 52-week course

with David Perdew

Volume 1 of 6

Affiliate Sales Domination
52 Lesson E-course with Added Bonuses
Part 1
Lessons 1-10

By

David Perdew

http://AffiliateSalesDomination.com

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This program was designed as a 52 week e-course. You have chosen to download this entire program at once in order to self pace. Please note you will find references to lessons and bonuses using the phrases "tomorrow, next week, last week, etc. You will still receive the email series designed for the weekly program as it will give you some added tips and direction throughout the series.

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Lesson #1
How To Make Money Selling
Other People's Stuff In
<u>3 Hours Or Less</u> Each Week

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

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

Ready? Let's dive in together…

4 Stages Of The Affiliate Business Model

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

1) **<u>STRATEGY</u>**. The initial stage of the affiliate business model is developing a basic plan of attack. This will be your overall strategy for producing sales through your affiliate link. ***We'll cover this today***.

2) **<u>SELECTION</u>**. After getting a good understanding of how to make money as an affiliate, it's time to make some crucial decisions. You'll need to select a

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market, a product to promote as an affiliate and a domain name in order to begin building your affiliate commissions. ***We'll cover this today.***

3) <u>**SETUP**</u>. Once your foundational decisions are in place, it's time to begin setting up two important things that will enable you to build significant income as an affiliate: a blog (free) and a list (free to low-cost). ***We'll cover this over the next few weeks.***

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

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

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

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

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

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

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

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

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

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-> They simply advertise their affiliate link and send visitors
directly to the website where the product salesletter awaits.
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Two quick questions for you regarding this practice:

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1) Who gets the ultimate benefit?
2) What happens to those who don't buy?
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Think about this for a moment. When you send a visitor to the salespage, who gets the ultimate benefit of your effort?

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

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

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SIDEBAR:  To be sure, they'll likely spend the first few follow-
up offers to promote their own offer and you WILL likely earn a
commission on referrals, everybody knows the real value is in
the long-term offers being sent.  Any of these future offers
that they send promoting other stuff leaves you out of the loop.
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And while you got them that subscriber through your effort, you ain't getting paid a penny for all of those future sales.

Moving on to that second question. The average salesletter gets around 2%

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

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

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

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

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

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

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

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

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

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

Now what do you have in place?

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

And, get this...

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

Only now you have them on a list.

4) Follow-up for long-term conversion. Once new subscribers have joined your list, it's up to you to build a relationship with them. Offer them great articles and other content that promotes your primary offer. And don't stop there. Promote other offers that are related to generate revenue for months and even years to come.

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

Which is better…

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

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

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

➢ You get the opportunity to promote your affiliate link over and over again through a variety of articles, reports, mini-courses, blog posts, tips, newsletter issues, reviews, etc.

➢ You get the opportunity to build a relationship with the subscriber to earn their trust so they automatically buy your recommendations.

➢ You get the opportunity to promote not just ONE product, but many, many products over time, all earning your commissions.

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➢ You get the opportunity to learn the buying habits and hot buttons to fine-tune your promotions so your conversion rates soar as more subscribers become paying customers.

I could go on and on and on, but I won't because it might get you so excited that you lose track of the FIRST STEP that's in front of you.

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

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

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1) Make some decisions (later today)
2) Setup a blog.  (Free, easy, next week)
3) Create a list.  (Free/low-cost, easy, week after that)
4) Start promoting your blog, where the list is setup.  (Mostly
   free, every week for 52 weeks)
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Each of these steps are gonna take about 1-3 hours per week. So, the end result is gonna be BIG, but the journey is going to be taken in baby steps. I PROMISE you will not get overwhelmed if you just take one lesson at a time.

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

Congratulations. You've completed stage one. ☺

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

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

3 Key Decisions To Make Today

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

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

> Example "Market": weight loss.

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

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

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

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

> **The idea here is to find customers
> who make <u>repeated purchases</u> from you.**

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

Marketing Exhibit™: "Weight Loss"

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

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

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

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

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

One thing you will notice as we move through our time together is that I own a membership site at MyNAMS.com, which we will refer to often for some of our training material. We have a wealth of information available from one of our 41 instructors but also students who have become very successful.

If there is an opportunity for you to pick up a report, video or lesson that I believe is an incredible teaching tool, I will send you there- whether its free or not. Education is our top priority but also supporting our own community is high on the list as well.

This great list building series from Kathleen Gage, a top instructor at MyNAMS, is a terrific resource for you to keep on hand, revisit often and pertains to our topic today. Grab Kathleen's video after you finish today!

1) A target audience accustomed to spending money.

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

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

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

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While this isn't absolutely necessary, it's certainly a plus.
If you can find a target audience / market that meets points 1
and 2 – AND you have a strong interest in it yourself, then
you've made your choice.  A personal interest, experience or
knowledge of a particular target audience gives you an advantage
in many areas of building your business.  It's not necessary,
but it does help.
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There are many, many "markets" that you can choose from. A few include: Arts and Crafts, Beauty, Business, Careers, Computers and Technology, Cooking, Dating, Disease and Illness, Health and Fitness, Hobbies, Home Schooling, Leadership, Motivational, Parenting, Public Speaking, Recreation and Sports, Relationships, Religion, Romance, Success, Self-Help, Sports, Time Management, and Writing.

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

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

If you don't already have a market in mind, choose one of these major divisions from **Clickbank's Marketplace**…

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There is also a larger listing of market "categories" at **AssociatePrograms.com**.

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

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

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

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

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

Now, before we talk about WHAT product or service to choose as your initial offer to promote, let me offer 3 suggestions on "kinds" of programs to promote. While

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you can promote ANY product or service you want as an affiliate, these three "kinds" are more lucrative long-term…

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

2. **<u>Multiple Offers</u>. (Better)** Another option is to identify affiliate programs that offer MULTIPLE products that you get paid a commission on by referring a customer to them. In other words, if the customer buys Product A from your initial promotion and then, through follow-ups, they customer buys Products B, C, D and so forth from the vendor, then you receive a commission from those sales as well. A good example of this are the many products I offer through my affiliate program at **http://nams.ws/afftools-affdom**, all of which earn 50% affiliate commissions.

3. **<u>Recurring Income</u>. (Best)** What I consider to be the "top dog" in terms of what "kind" of affiliate program to promote are those that REBILL their customers regularly. These "subscription" programs afford you the opportunity to earn a commission EVERY TIME the customer is rebilled. So, if you promote a membership site and a customer joins you get an immediate commission from the initial sale. But, it doesn't end there. You also get a commission each time the customer gets rebilled for as long as they remain active. A good example of this is the very membership site that you've joined at **Affiliate Sales Domination**. As an affiliate you earn 50 % of each initial sale you refer when someone joins the site through your referral link. And you also earn 50 % EVERY MONTH if they chose the monthly option.

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

Now, there are four additional elements you should look for in choosing an affiliate

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program to join…

1. **Payment.** Look for programs with a proven track record of reliable tracking and timely payments. They should have a clear pay structure with specific information on the compensation you'll receive: commission amount, payment schedule, tracking information, form of payment, terms, etc.

2. **Potential.** Seek out programs that have an ever-growing product line. As markets become saturated and products become dated, it's important that new releases are available to expand your revenue options.

3. **Promotion.** You'll want to make sure the affiliate program you join has LOTS of ready-made promotional materials … especially rebrandable content (Ex. Articles, reports, etc.) Don't settle for programs that offer a few solo mailings and banner ads. You need as much ready-made CONTENT as you can get for distribution to your market.

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

So, with all of that said…

Where can you find an affiliate program to join?

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

➢ **Affliate Program Resource #1**
Clickbank's Marketplace. One of the reasons that I like Clickbank's marketplace is because they have current ranking for the affiliate programs indexed based on a unique formula that indicates the overall health of the program. If you've used their index to choose a market, simply click on the market link at the site and you'll find many programs. Generally (not always), the sites ranked towards the top are your best

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options. All of the programs listed in their marketplace have affiliate tracking done by Clickbank, one of the web's longest running and most used services. Clickbank makes sure you get paid promptly for your promotional efforts. **Click Here** to visit the site and begin exploring the listings.

- ➢ **Affiliate Program Resource #2**
  Associate Programs Directory. Allan Gardyne has one of the most complete directories of available affiliate programs. You'll find a lot more categories and options than the directory at Clickbank. You'll need to be careful in examining the affiliate programs due to a wide variety of affiliate tracking scripts and services being used. (IE These are not all ran through Clickbank – many are "do it yourselfers" who may or may not have the same reliability in tracking, paying, etc.) Be sure to do your research. **Click Here** to visit the site and begin exploring the listings.

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

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Want A Huge Shortcut?

If you're interested in choosing "internet marketing", "home business", "making money" as your market, then I can save you a lot of time and effort in choosing an affiliate program to join. I can also provide you with a lot more plug-n-play resources to help you WEEK AFTER WEEK in this training program.

You may want to consider joining one (or both) of my two affiliate programs…

> **MyNAMS Affiliate Products**
> **Affiliate Sales Domination**

If you join either (or both) of my affiliate programs, you'll not only meet EVERY criteria we've talked about so far, but you'll also have access to our affiliate community.

While this isn't required, of course, it will give you a lot more flexibility (and will save you time) as you get into the promotional activities for the next 52 weeks as you'll have EXISTING materials ready to use – as well as have the opportunity to tell us what you'd like to have us build to help you even more.

    Note: MyNAMS.com has promotional materials for about a dozen
    hot-selling products. Affiliate Sales Domination will allow you
    to earn monthly income promoting these memberships.

Whatever product or service you choose to promote is up to you. But, if you want avoid research and someone to tell you "this is a winner", this is the quick and easy way to make your decision.

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

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

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

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

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

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

> ➢ You can register your domain at **http://SimpleNicheDomains.com**

There is a good article on the subject of choosing a domain name that you ready by **Clicking Here**.

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

Topic + suffix = domainname.com

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

➔ World/Globe
➔ Watch

_____

➔ Trend

➔ Connect/Connection

➔ Online

➔ Times

➔ Talk

➔ Helps

➔ HowTo

➔ Success

➔ Results

Let's look at an example…

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

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

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

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

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Lesson #2
The Quick And Easy
Affiliate Setup - Blog

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

Here's a quick recap…

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

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

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

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

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

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

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A blog and a list.

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

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

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

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

In simple terms, a blog is a web site, where you write stuff on
an ongoing basis. New stuff shows up at the top, so your
visitors can read what's new. Then they comment on it or link to
it or email you. Or not."
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A blog is basically a web site where you provide **content** and **advertisements** to an "*audience*". For our purposes, it's going to be devoted to making money for you as an affiliate in the program you selected from last week's lesson.

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

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

Adding materials to your site is basically "push button" easy. Instead of creating

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webpages, designing the layout, uploading the files, linking everything together, and so forth, with a blog this is all done seamlessly in a control panel where you **basically click your mouse a few times.**

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

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

 1) **CHOOSE** a Platform

 2) **CUSTOMIZE** Your Blog

 3) **CREATE** Your Posts

Let's look at these steps in more detail…

1) **CHOOSE** a Platform

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

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

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

There are two ways you can use WordPress:

1. By going to **WordPress.com** and getting a blog hosted on their servers.

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

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

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

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

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

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

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

OPTION #1: Autoinstall Using "Fantastico"

Simply follow these steps:

1. Register a domain name at **Simple Niche Domains**. Choose something that clearly reflects what your blog is about. We talked about this last week in-depth. In fact, you probably should already have your domain name registered at this point.

2. Go to **HostGator.com** to purchase hosting for your domain. I recommend you use **HostGator.com** because you can get started for literally $4.95 per month. And it has an "auto-install" feature for setting up your blog.

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3. Go back to **Simple Niche Domains** (or whatever domain registrar you used) and change the domain nameservers (DNS) to those that **HostGator.com** gave you in their welcome email. Once you have logged in to your **Simple Niche Domains** account you'll be able to change the nameseservers.

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

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

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

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

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

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

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

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

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

UPDATING NAMESERVERS AT Simple Niche Domains

To Set the Nameservers for Your Domain

Log in to your <u>Account Manager</u>.

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

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

Click **Nameservers**.

Select one of the following:

Parked Nameservers

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

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

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

Click **OK**.

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

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

This is a great place to tell you about one of the huge benefits of becoming a MyNAMS Premium member. Members have access to more than 1300 tutorial videos that walk you through all of the processes (including the registrar, fantastico and nameserver steps) so you just have to follow along.

Check out MyNAMS.com here.

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

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

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

<div align="center">

***All you need to do this week
is <u>SETUP YOUR BLOG</u>!***

</div>

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

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

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

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Lesson #2
The Quick And Easy
Affiliate Setup – Blog
- SUPPLEMENT -

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

CUSTOMIZE Your Blog

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

We'll do this in three customizations…

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

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

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

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- **http://worldpress.org/extend/themes/**

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

In other words, you can change "*themes*" relatively easily and seamlessly within the same columnar layout. (Ex. Virtually all 2-column themes can replace an existing 2-column theme.)

Let me walk you through the steps for changing themes.

```
-- Word Press Theme Install --

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

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

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

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

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

Part Two: Get the Theme Onto Your Hosting*

1) Login to your site with your FTP program.  This is done with
a program such as WS_FTP or CUTE FTP.  (Don't know how to upload
files, don't worry – a video is coming your way in 24 hours)
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2) Upload the unziped folder and its contents via ftp to the
folder named wp-content/themes.

Part Three: Tell WordPress which Theme You Want to Display

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

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

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

That's all there is to it.

---- End ----
```

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

NOTE: MyNAMS Premium Membership offers video tutorials with step by step instructions for this section. To join **click here**.

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

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

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

link. There's an example that you can model at my "example" blog at http://mynams.com/about-nams

- ***Legal***. Since your blog will be a "business" site that promotes affiliate programs with the intention of generating revenue, it's important that you protect yourself legally by having disclaimers in place. I personally spent a lot of money having an attorney create my legal disclaimers several years ago. If you'd like to go this route, then I recommend Bob Silber who specializes in this area. You can visit his site for more details at http://www.InternetMarketingLawProducts.com. My friend, Nicole, uses a FREE disclosure on her site at http://nicoleonthenet.com/disclosure/ You can get your free copy of this disclosure at http://disclosurepolicy.org/

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

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

```
-- Creating Pages At Your Blog --

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

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

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

4) On this page you will see two major field boxes:  A title box
(thin box at the top of the page immediately below the words "ADD
NEW PAGE") and a larger page details box below the words
"Upload/insert" and the page editor tabs.  Type or paste a title
```

into the title box. Type or paste the entire contents of your page
into the page details box. You may use the page editor tabs to add
styles (bold, italics, etc.) and webpage links just like you would
any other editor. (Video coming to SHOW you how to do this)

5) Scroll to the bottom and DESELECT "Allow comments" and "Allow
pings". You do not want these two options for your about, legal
and contact pages.

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

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

That's it!

---- End ----

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

> ➔ http://www.yoururl.com/p=123

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

> ➔ http://www.yoururl.com/post-title

Here's an example…

> ➔ http://mynams.com/affiliate-tools

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

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

Here are your walk-thru instructions…

```
-- Creating Pages At Your Blog --

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

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

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

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

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

That's it!

---- End ----
```

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

Lesson #3
The Quick And Easy
Affiliate Setup – List

Last week we took an in-depth look at setting up your blog. This week we're going to be setting up your list.

As we make our way through this second and final "setup" necessity, we'll break things down into three stages…

    1) Your List TYPE.

        In this stage you'll choose the "type" of list you'll be
        building based on one of three different publication options.

    2) Your List TITLE.

        In this stage you'll decide what you'd like to use as a
        "title" for your list.

    3) Your List TASKS.

        In this stage you'll actually setup the list at your blog
        using a popular list-building service.

So, that's where we will be headed during this week's lesson.

I'm ready to begin if you are.   Let's get started with stage one…

1) **Your List TYPE.** There are a LOT of options when it comes to the "types" of lists that you can build. For our purposes, we're going to narrow it down to three "types" from which I'd like you to choose one. (Note: I'll give you a recommendation at the end of this stage.) Here they are…

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➔ ***Tip Of The Week***. The easiest "type" of list to offer is a "tip of the week". This is pretty much what it sounds like. Every week those who subscribe to this list will receive an email with a tip related to the topic of your blog. I say this is the "easiest" of your options simply because a "tip" doesn't have to be more than a paragraph or two. It shouldn't take you longer than 15-20 minutes to write and publish each week's tip. The drawback to this option is the fact that a free weekly "tip" isn't the most enticing list to offer. In other words, you probably won't get as much interest as you would for one of the other two options.
Variation: If you're going to go this route, there are a couple of things you can do in order to make it more "appealing". **First**, post weekly ezine articles of 500-700 words **instead of** a shorter 1-2 paragraph "tip". Basically your subscribers will get weekly articles, which would have higher perceived value than tips. **Second**, <u>never</u> call your list "*tip of the week*" or anything like that. It's "*training*" or "*lessons*" or "*issues*" or something similar. Again, it's all about perceived value. (We'll talk about your title next, so don't worry about that at this time.)

➔ ***Mini-Course***. An email mini-course usually consists of 5-7 related ezine articles pre-loaded to an autoresponder. An autoresponder is simply a list management tool that automatically sends out the pre-loaded messages at time intervals you set to all who subscribe to the list. A mini-course is a brilliant and effective marketing tool if you're promoting ONE product or service. Having said that, this is probably not the best option for you since you'll be promoting MULTIPLE products and services long-term. This is an easy option simply because you only need 5-7 articles to "complete" the list. It's not as open-ended as the other two options.

➔ ***Newsletter***. A weekly, bi-weekly or monthly newsletter is the other remaining option. With a newsletter you have a lot of options for relationship building, content delivery and advertisements. It's a perfect blend of all the key ingredients for successful selling to a list. If you publish a quality newsletter, you'll actually have people looking forward to receiving it with anticipation. That's a recipe for sales. And a newsletter doesn't have to be complicated. It can consist of nothing more than a title, a personal greeting, an advertisement and a featured ezine article. Prep time should be less than an hour per publication.

Having shared those options with you, my recommendation is for you to

publish a "newsletter".

> **NOTE**: In fact, I'll have an entire lesson coming your way in about two weeks that will teach you exactly how to publish your own newsletter in less than 60 minutes per issue.

Based on time investment, a "newsletter" is usually going to give you the biggest return. While you can choose one of the other two if you want, most of the training from here on out will focus on publishing a newsletter.

The real decision you need to make here is this …

How OFTEN will you publish your newsletter?

Again, I'll "coach" you in this decision based on my own experience in publishing newsletters and in working with clients.

> ➢ **FIRST CHOICE**: If you have an **hour or so** to devote to the newsletter each week, then I'd recommend a "weekly" newsletter.

> ➢ **SECOND CHOICE**: If you feel like you can't commit to an hour per week, then publish it every two weeks.

> ➢ **THIRD CHOICE**: If all else fails, choose the monthly publication. That's only as a last resort. You really need to keep in more regular contact with your subscribers.

From there, it's time to move on to stage two…

2) **Your List TITLE.** After deciding what "type" of list to create, let's identify a "title". This will directly relate to the topic you chose to build your blog around from our earlier lesson.

How do you choose a name for your newsletter?

Since some people will join your newsletter based almost entirely on the name of your newsletter, it is worth taking some time to develop a good name (title). Here are the issues you'll want to consider when choosing a name:

➔ **Branding.** How do you intend to brand yourself and your business? If you're using your name as part of your branding strategy (e.g., "Jimmy D. Brown"), then you may consider using your name as part of the name of your newsletter (e.g., "Jimmy D. Brown's [InfoProfitShare]").

➔ **Recognition.** The second issue is that your newsletter name should instantly tell prospects what your newsletter is about. The "Jimmy D. Brown Newsletter" doesn't do that. However, something like the "InfoProfitShare," "Membernaire" or "Affiliate Sales Domination" does give prospects a clue to the newsletter contents.

➔ **Benefits.** Finally, you may consider creating a name that not only lets prospects know what the newsletter is about, but what sort of benefits they can expect to receive. For example: "David Perdew's Affiliate Sales Domination – How To Make Money Selling Other People's Stuff In 3 Hours Or Less."

I strongly don't like "generic" names. Do yourself a favor and avoid entitling your newsletter, "Bob's Weight Loss Ezine" or "Affiliate Marketing Tactics". Typically, these sound "worn out".

So, let me make this "push button" easy for you. There are two options that I'd like you to consider…

Option #1: **Get Creative**. If you are the creative type, then choose a name that is either a "play on words" or "phonetically pleasing" or "related to your industry". Here are some examples…

o Play On Words: A weight loss newsletter entitled, "The No Wait Loss Newsletter". (Note: If you don't get the play on words in that title, the "get creative" option probably isn't for you. ☺)

o Phonetically Pleasing: An archeological newsletter entitled, "Digital Digs"

o Related To Your Industry: A plant newsletter entitled, "The Leaflet".

The final one "Related To Your Industry" can be super simple if you just do this one exercise…

Think Of 5-10 Words Associated With Your Industry And Pick The Coolest Sounding One As The Title Of Your Newsletter.

Seriously, watch how easy this is…

- o A newsletter for writers simply entitled, "Page Turner"?
- o A newsletter for affiliates simply entitled, "Commissions"?
- o A newsletter for dieters simply entitled, "Downsize"?
- o A newsletter for travelers simply entitled, "Destinations"?
- o A newsletter for environmentalists simple entitled, "Recyle"?

If I had one recommendation for you, that's what I'd suggest. Identify some industry keywords and phrases. Pick the one that "sounds" the best when you say it out loud. There's your title. Simple, huh?

If you can come up with a "creative" title, that's best simply because it will be uniquely and universally "yours". But, don't despair, there's a very good second option as well…

Option #2: **Get Custom**. Your other option is to custom tailor existing terms to make your own newsletter title. I'm going to purposefully omit words like "secret", "tactics", "tips" and others that have been widely used over the years. Instead, here are some that may have been used, but not "as much" as the others…

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

While these aren't generally as "premium" as a creative title is, they certainly will get the job done. In the end, it's your quality content and presentation of the list that ultimately are going to attract and keep subscribers anyway.

So, choose a title. Then, proceed to stage three…

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3) Your List <u>TASKS</u>. This is the only "tricky" part of your setup, so I'm going to send it to you in about 48 hours or so as a "supplement" lesson. I don't want to overload you with too much today.

So, you've got about 48 hours or so in order to complete the first two steps above and then you'll be ready to "setup" your list.

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Lesson #3
The Quick And Easy
Affiliate Setup – List
- SUPPLEMENT -

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

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

How To Setup Your List In 3 Simple Steps

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

1) <u>*CHOOSE*</u> *a mailing service*. There are a lot of options available when it comes to your mailing service. Two of the most used services among internet marketers are **Aweber.com** and **Feedblitz**.

My personal favorite is Feedblitz because of it's incredible flexibility, but because aWeber is the leader in straight autoresponders, we're focusing on that system today.

If you want to see how to get started with Feedblitz and why I chose it, check out here.

There are plenty of others that you can find by searching "autoresponder" or

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"list" or other similar terms at Google.com.

We've created a set of video tutorials on how to setup your account and get started in **aWeber**.

You can use any service you'd like, but you'll need to follow their setup instructions in order to "learn" how to get things in motion. There are dozens, if not hundreds, of options out there. I have to pick one in order to explain things for this program. We'll use **aWeber** since it's the leader.

Your first step is simple – go to **Aweber.com**, click on "Order" and follow the instructions to open your account.

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

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

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

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

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

UPDATE: "On-demand" videos have been created for EVERY step in today's lesson. You can download them at your convenience for viewing here.

After you have setup your list by working through the Setup Wizard at **Aweber.com**, you'll need to insert your first message. The first message will typically be issue #1 of your newsletter. Obviously, you haven't created this yet and won't for about two more weeks. For now, we'll setup a simple placeholder message in the autoresponder.

➔ From within the **Aweber.com** control panel, click on the MESSAGES tab and choose FOLLOWUP.

➔ Next, click on the + ADD NEW FOLLOW UP MESSAGE tab.

➔ In the box beneath the word SUBJECT, paste this line of text: [Newsletter] {!firstname_fix}, here is issue #1

➔ In the space beneath PLAIN TEXT MESSAGE, paste this line: {!firstname_fix}, your first lesson is coming soon.

➔ Below that, you will see INTERVAL. Type in "1" (minus the quotation marks.) This will send the message immediately when someone subscribes.

➔ Deselect TRACK CLICKS.

➔ Click on the SAVE MESSAGE tab.

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

For now, we just need this setup.

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

❒ Order an **Aweber.com** account.

❒ Setup your list within the **Aweber.com** control panel.

❒ Insert your first follow-up message within the **Aweber.com** control panel.

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

list…

2) <u>CREATE</u> an opt-in offer. One of the last steps of the Set Up Wizard included the little piece of code you need to insert into your web page.

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

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

1. Log into your Aweber account.

2. If you have more than one list set up, choose the list you want to work with from the drop down menu (near the left side of your screen). You should only have ONE list at this point.

3. Click on "web forms" on the upper right side of your screen.

4. Then click on "get HTML" to get the code.

5. Copy this code by highlighting it, clicking on your RIGHT mouse button and choosing COPY.

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

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

This final step really isn't that difficult, but it's not an easy thing to explain in written form. To code your list page and create a confirmation page, I'm going to refer you to the member "on-demand" videos. <u>Click here for access</u>

I do want to mention a couple of notes here that aren't specifically covered in the videos…

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➢ ***Make your description short and appealing***. In the video you'll be shown how to create a description to include immediately above the webform at your blog. Here's an example to model your own after…

<div align="center">

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

</div>

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

<div align="center">

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

----

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

----

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

</div>

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

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

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

Checklist:

❒ Order an **Aweber.com** account.

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❏ Setup your list within the **Aweber.com** control panel.

❏ Insert your first follow-up message within the **Aweber.com** control panel.

❏ Copy the code for your webform within the **Aweber.com** control panel.

❏ Paste the webform into your Wordpress sidebar and add description.

❏ Create your confirmation page at your blog.

❏ Join the list to test the process.

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

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

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

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

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

This is an unbelievable bargain.

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

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

Just some food for thought.

Lesson #4
The Ultimate Way
To Get Buyers

The ultimate way to get buyers is to strategically use presell content to convert browsers into buyers. It's time to start blogging!

Your first step is to **populate your blog by posting at least five or six messages initially**. That way, anyone who visits your blog in the near future will see a busy blog, which makes them more likely to return. If they visit and see just an article or two, they may assume the blog is abandoned (which means they won't bookmark it, subscribe to the RSS feed, or visit it again).

After you've populated your blog, you then need to **commit to a regular posting schedule.** Obviously, the more you post the better. So if you can post a short article each day, that's great. But if not, then commit to posting at least three or four times per week.

> SIDEBAR: We'll talk more about "regular" weekly blogging later.
> In fact, I'll give you so many ideas for getting ready-made
> content and creating fresh content that you'll have plenty of
> options for years to come. For now, we're just gonna focus on
> populating your blog with initial content so it has some "meat"
> to it when people visit.

Before we get into the specific things you'll want to initially post to your blog, I need to explain a couple of things to you about HOW to post to your blog.

➔ **Creating A Post**. To post any of the content referenced in this lesson (and all future posts), you'll need to follow some very simple steps for creating a message post at your blog. Here are the steps…

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1. Log in to your WordPress admin panel.

2. Click the POSTS tab in the left navigational sidebar.

3. Click the ADD NEW sub tab.

4. Type (or PASTE) the TITLE of the post into the appropriate box immediately beneath the words "ADD NEW POST."

5. Type (or PASTE) the content of the post into the appropriate box below the editor.

6. Type (or PASTE) an excerpt of the content into the appropriate spot marked "EXCERPT".

7. Leave the other options in their DEFAULT settings for now. (Later, you will want to select a CATEGORY for each post by selecting the appropriate category from the list on the right hand corner of the page. Currently, there is only one category: "Uncategorized" and posts are automatically added to this by default.)

8. Click PUBLISH.

You will follow these same steps for all of the blog posts you'll make in today's lesson.

➔ **Creating A Category**. While it's not necessary for you to use the "Category" feature at this time, I do want to explain how to do it for future purposes. As your blog grows in posts, you'll want to organize them by "category". (I.E. Reviews, News, Rants, Tutorials, Etc.) You can create these from the beginning if you want to by following these instructions below. Or, you can create them later after you have numerous posts at your site by following these instructions below and then editing your existing posts to add the appropriate category listing.

1. Login to your Wordpress admin panel.

```
2. Click on the CATEGORIES tab in the left navigational
   sidebar.

3. Insert a category NAME into the appropriate box.  (I.E.
   Reviews, News, Rants, Tutorials, etc.)

4. Insert a category SLUG into the appropriate box.  For
   simplicity purposes, just type in the category name in
   lowercase.  If you've used two words in the category name,
   then enter them with a hyphen into this box.

5. Leave the PARENT CATEGORY in the default setting for now.

6. Create a short description and add it into the appropriate
   box.  (OPTIONAL)  It can be something VERY simple like:
   "All the latest news related to affiliate marketing" or "My
   personal opinion on all things weight loss" or "Step-By-
   Step tutorials for training your pet".

7. Click on the ADD CATEGORY button.
```

You can repeat this process as often as necessary to create new categories.

Remember, you do not need to create categories NOW if you don't want to. You can wait until you have 4-5 posts for a specific category before creating it. It's your choice.

UPDATE: Member "*on-demand*" video tutorials have been created to SHOW you how to do the things referenced in this lesson. By joining MyNAMS you will have access to over 1300 step-by-step video tutorials.

The P.A.R.T.S.™ Of Populating An Affiliate Blog

Now that I've showed you how to write a post in Wordpress, let's talk about some specific things you'll want to initially include as you populate your blog. There are five things to include. I've used the acronym "p.a.r.t.s" to describe these…

```
P - Profiles
A - Articles
R - Reviews
T - Tips
```

```
S - Stories
```

Let's take a closer look at each of these items so you can know exactly what you're going to create in terms of the initial posts…

P.A.R.T.S.™

P – PROFILES. The first kind of blog post that you'll want to make is a "profile". A profile is simply…

> DEFINED: A summary or analysis of a specific item.

There are three basic kinds of "profiles" that I'd like to mention for your consideration…

➔ *The Case Study Example*. This "kind" of profile simply points towards an example of someone or something, explaining the usage and results. I.E. A case study. If you choose to create a case study example you might explain what steps someone took to achieve a desirable outcome… specifically, how this person (it can be YOU) used a product that you are promoting and the ultimate benefit they received as a result. This differs from a "review" of the product in the sense that it focuses more on the end user and their experience as opposed to providing details about the product itself.

➔ *The Featured Resource*. This "kind" or profile simply points toward a product or service as a recommended resource when explaining a process or making suggestions. Let me give you some quick examples…

- ```
  You could write a blog post entitled, "7 'Must-Have'
  Traffic Tools" where you simple mention 7 different website
  traffic generation services, software programs, tools,
  products, etc. with a quick description of them.  A blog
  post entitled, "3 Things I Use To Lose Weight Weekly" is
  another example where you could easily point towards
  resources.
  ```

- ```
  You could write a blog post entitled, "7 Ways To Make Money
  With Autoresponders" and then promote your favorite
  autoresponder service at the close of the post.  Another
  example would be, "How To Find The Mate Of Your Dreams"
  blog post that promoted a matchmaking service at the close
  ```

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```
of the article.
```

- You could "excerpt" (with permission from the owner!) a 500-700 word portion of a paid product and then point the reader towards the full product as a recommendation.

- You could find a free "rebrandable report" that you give away on your post. (Most affiliate programs have these content-rich reports that you embed with your affiliate link). The post would simply be a quick overview of the free report along with a download link.

By far the easiest two of these would be the "excerpt" and the "rebrandable report". Most product owners have "rebrandable reports". And most product owners will be glad to give you an "excerpt" if you ask – especially if you're a customer. You can propose a 500-700 word excerpt you'd like to use, or ask the owner to provide you with an excerpt.

Note: If you are promoting any of my products and would like an excerpt, just put in a request at http://mynams.com/affiliate-tools and I'll get ya fixed up. ☺ Rebrandable reports are also available. Check the affiliate center.

➔ ***The Definitive Explanation***. The final thing I want to mention in this category is the "definitive explanation." This is simple a post that defines and explains a topic in abbreviated form. This is done by writing a post that answers three questions…

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

In question #1 you simply plug in the topic of your article and then answer that question in approximately 200 words. (Ex. What is tennis strategy? What is podcasting? What is virtual real estate? What is forex trading? What is retinopathy? What is a VoIP phone? What is Tai Chi?)

In question #2 you build upon that foundation by moving from an explanation to an illustration. You've explained what it is and now you'll explain what it looks like. (Ex. You've explained what tennis strategy is, now give a scenario in which tennis strategy is at work. You've explained what virtual real estate is, now give an example piece of VRE property.

You've explained what Tai Chi is, now share one of the key moves of the discipline.)

In question #3 you climax the post by giving the reader 1-3 simple steps they can follow in order to begin practicing your teaching. By this point the reader know WHAT the topic is about and they know a basic use or function of the topic. Now they need some application. What can they DO? Give them an action step.

And then, it's easy to point them towards a product that enhances everything you've talked about: a product that explains the process in great detail, a software program that aids in completing the process, a service that provides the process, a report that shares many ideas on the process, etc.

Obviously, in each of these scenarios, you'd use your affiliate link when referencing the resources.

While you can refer to these "profiles" FOREVER as you create posts long-term, I recommend that you do an "excerpt" (again, seeking permission from the product owner first) as your initial "profile".

It is recommended that you do <u>ONE</u> post from this category to initially populate your blog.

From there, we move to the #1 "kind" or "type" of post you'll be making...

P.A.R.T.S.™

A – <u>ARTICLES</u>. There are so many different options for writing articles that an entire course could be devoted to it.

An article (AKA "ezine article") usually consists of 500-800 words and ideally provides some useful information to the reader and at the same time generates interest in them so they check out the resource you plug at the end of the article.

> <u>REMINDER</u>: Refer back to lesson #1 where I talk about "presell" strategy in order to refresh your memory about how to use content to get people to buy.

We'll cover writing ezine articles at depth in an early "promotion" lesson as I show you how to write them and get traffic with them, so I'm not going to cover "how

---

to" write ezine articles at this point.

What I want to do is give you four options for finding ready-made articles to use at your site for your initial population. (Of course, you can write your own articles or use your own existing articles if you choose to do so.)

1. AFFILIATE PROGRAM. Your first and primary source should be the affiliate program that you have joined to promote your featured product. You can visit my website at http://mynams.com for ezine articles and tools. A membership to MyNAMS is a requirement for these tools so be sure to sign up **here** if you haven't already.

2. PRIVATE LABEL RIGHTS. There are many "PLR" clubs you can join to get existing ezine articles that will require minor tweaking. There are also many places that sell PLR "packs" of articles on a specific topic without any additional purchase requirements. (IE No ongoing membership). Check the terms of service before you order to see if you can post them exactly as they are or what changes you need to make before using them. Search for "PLR articles" at Google.com for plenty of options. You can even get specific to your niche by searching for "Niche PLR articles" where "niche" is replaced by your topic. (IE "travel PLR articles" "weight loss PLR articles", etc.)

3. OUTSOURCE TO A VENDOR. If you want completely original articles that are exclusive for your site, you can hire a ghostwriter to create them for you. This will range from $10-$35 per article, depending upon who you get. If you'd like my own personal recommendation for three of the vendors I use for my "non business" articles, put in a ticket at http://NAMSsupport.com and I'll be glad to point you towards them. This is another option for getting content for you site – not just now, but for long term.

4. EXISTING DATABASES. If you visit http://nams.ws/goarticles-affdom and http://nams.ws/ezinearticles-affdom (and scores of others just like them) you'll find thousands of articles that are available for reprint. Make sure you read the terms of use carefully to know how you can use them. In most cases you'll need to leave the resource box of the writer in

```
place, which might limit you on how you can promote your
affiliate link.  But, at the same time, it can give you
opportunities to promote other related offers as well.
```

At any rate, these are four very good sources of articles that you do NOT have to write yourself. Use them now to populate your blog and also in the future when you need to post something but don't really have time to write a full article yourself.

It is recommended that you do <u>4-5</u> posts from this category to initially populate your blog.

Moving on to the next category…

P.A.R.T.S.™

R – <u>REVIEWS</u>. One of the most popular ways to blatantly promote a product or service in a blog post is to write a "review".

```
DEFINED: A review is simply an overview of the product that
points out the pros and cons (generally heavy on the pros and
light on the cons) along with the reviewer's experiences with
the product.
```

Most people put much more weight on a trusted friend or associate's opinion than they do simply on an advertisement's claims. That's why a carefully crafted review is an effective preselling tool.

The components of a review are simple…

➔ ```OVERVIEW. What's the product all about? What's included? How
   much does it cost? How is it delivered? Who created it?
   What's their expertise?```

➔ ```RESULTS. What happened when you used it? What specific
   benefits did you receive?```

➔ ```POSITIVES: What are the "pros" of this product? What things
   really "wowed" you? What components were of great use? Were```

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there any "extras" that added value?

➔ NEGATIVES: Was there anything missing? Could something have been done better? What are the "cons" of this product? Hint: Try to keep these at a minimum and make them unimportant compared to the value of the positives.

➔ SOLUTION: What problem of the reader will this product solve? How will it help the reader? Based on the promises made in the sales literature, does this product deliver?

To be really effective, you should be honest and unbiased – despite wanting to get the sale as an affiliate. It's important that you don't break the trust given to you by misrepresenting the product solely to produce sales.

I'm going to paste an example review below that my friend, Nicole Dean, created for another friend, Jimmy Brown's, **Small Reports Fortune** course to give you ideas.

```
------ Example Review ------

Review of Small Reports Fortune
by Jimmy D. Brown

Call me a skeptic.  I've seen it all online.  You know what I'm
talking about ... the latest and greatest marketing "secret" to
make you wealthy.

I've forked over money for more "sure shots" and "can't misses"
than I care to reveal.

Know what I mean?

I've heard all about how "this one's different" and all that
garbage.  And, I've been disappointed time and time again.

That's why I was PLEASANTLY surprised when I saw the new course
from Jimmy D. Brown.

I know, I know - Jimmy has an impeccable reputation for
delivering (even over-delivering) quality information products.
That's not something I would even question.
```

However -

When he released a new course on creating ebooks, I thought, "What in the world could he possibly have to say on the subject that hasn't already been said?"

I thought that was a fair question.

And I must say that I'm impressed with the answer.

Jimmy has put together a nice course here that teaches how to create small reports...

The case studies he provides at his site attention-grabbers for sure -

* Over eighteen-thousand dollars in monthly residuals.
* Over thirty-thousand dollars in one day profit.
* Over one million dollars in total profit.

All from writing short reports.

But, as impressive as all that is, what really got my attention - and my endorsement - was the fact that he shows anyone (even rank beginners!) how to start from scratch and actually make a profit in just 7 days.

That means, if right now you have no list, no web site, no ideas ... nothing ... you can still actually make money from this system in just 1 week.

(Of course, if you have some of those things, you can see results even quicker!)

Jimmy has even included as one of the bonuses, a 16-page report that offers a systematic checklist broken down into daily activities for you to complete.

Assignments appear in chronological order, completely cover the entire process of creating a small report from start to finish and refer to specific pages of the main manual and bonuses to provide complete, detailed instructions for completing each assignment.

```
I mean, it's all broken down into easy-to-do steps!

And, best of all, he shows his exclusive never-before-revealed
"Six Phases Of A Six Figure Small Report Business"

In order words, there's a "small fortune" to be made with these
"small reports"!

The course comes as 101-page manual in .PDF format, 7
downloadable .MP3 sessions, 4 exclusive bonuses in .PDF format
and a set of video tutorials.

For this price, you're getting a course in market research, a
course in copywriting, a course in web creation, a course in
marketing your product... I mean, it's almost silly how thorough
he is in this one product. It's truly a comprehensive, step-by-
step course.

The only thing that Jimmy doesn't do is actually sit down and
write the reports for you -- but I do think that's
understandable since the price is so reasonable. ;)

If you order today, you can *LITERALLY* be taking orders for you
first small report in less than 1 week from NOW.

Check it out for yourself at SmallReportsFortune.com

------ Example Review ------
```

This will give you a good idea of what a review looks like. The main thing is to be honest, write it from YOUR point of view, and emphasize the benefits to the reader in solving her problem.

It is recommended that you do <u>ONE</u> post from this category to initially populate your blog.

Note: You can get reviews from the same sources that I mentioned earlier in the "articles" category.

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T – <u>TIPS</u>. This is the easiest "kind" of blog post you'll write. Tips are simply short, useful pieces of information. They can be ideas, suggestions, methods,

solutions, aids, details, steps … just about anything.

There are two things that are great about "tips" which is why you'll want to post them regularly to your blog…

1. <u>PEOPLE LOVE THEM</u>! If there is one thing that people love it's lots of tips. Why do you think most magazines have "27 Ways To XYZ" and "Top 10 Ways To XYZ" on their covers month after month after month?

2. <u>THEY ARE EASY TO WRITE</u>! A tip doesn't need to be any longer than the previous paragraph. Look at the four "sources" of getting articles from earlier in this lesson: each of these are tips. They are simple, simple, simple to write and easily point towards a product.

Hint: You can get easy access to tips by extracting content from someone's product (with their permission!), rewriting one "point" from a PLR article or simply answering a subscriber's question.

Hint: What I just shared in the previous paragraph was another hint!

See how easy this is! ☺

Let me give you another quick example from my friend Jimmy D. Brown:

```
-------- Example --------

Why I Love Affiliate Marketing - Part 1
By Jimmy D. Brown of "Affiliatenaire"

Do you find yourself "starting" to create your own product
to sell online, but never "finishing" it?

One of the things I love about affiliate marketing is --

    ** You don't need to create your own products **

Many people find the idea of creating their own products to
be an overwhelming and even paralyzing task.

* I don't have any good ideas!
* I'm not a writer!
```

---

* There's too much competition!
* I don't know how to set everything up!
* I can't figure out where to start!
* It's too hard!

These are just a few of the valid reasons many people give when it comes to not creating their own products to sell. I'm sure with a few minutes of brainstorming, we could come up with a list of many more.

With affiliate marketing, you don't need your own products. You simply promote someone else's already proven successful offer for a commission.

And, truth be told, even if you ARE a writer and you DO have lots of ideas and you CAN figure it all out...

  ** Nobody wants to create new products all the time **

As good as you may be, you don't know everything! Why try to create a product on every topic imaginable in your market when you can earn just as much money by simply promoting someone else's really good offer as one of your profit streams?

That's why I love affiliate marketing.

You don't need to create your own products.

....

Jimmy D. Brown is the author of "Affiliatenaire", teaching you how to create big-time affiliate commission checks in only 1-3 hours each week. Discover how you can get cash in the bank without a website, experience or even an idea! Visit http://YOURCLICKBANKID.affnaire.hop.clickbank.net

....

-------- Example --------

Write tips regularly. Your blog readers will love them!

It is recommended that you do 3-4 posts from this category to initially populate your blog.

And then there was one…

P.A.R.T.S.™

S – STORIES. If there is one thing that might rival tips in popularity (at least as a nice "break" from informational writing) it is a personal "story".

➔ `Tell about your life and how it relates to an offer.`

➔ `Share your opinion about a controversial subject.`

➔ `Rant about something you do or don't like.`

People love to get to know YOU. Why? Because we are relational beings. We love to feel connected. We love shared experiences. We love community and camaraderie. Below are a couple of personal stories my friend Jimmy uses to build that oh so important rapport.

➢ I once shared a story about my training for a marathon and related it to running a business and the response that I got was OVERWHELMING. Suddenly, there was a connection. People who ran and used to run and hoped to run someday were emailing me with congratulations and well wishes … and they were renewing their commitment to run, both physically and to run their businesses.

➢ Another time, a couple visited our Sunday School class. They seemed distant and uninvolved. In chatting with them after class, I discovered the guy was a huge Dallas Cowboys fan … just like me! As we talked about our favorite football team, he warmed up and began to share as if we'd been friends for years.

Stories sell. Read those two words again. Stories sell. To be sure, we're humans and part of sharing stories is just to open up and let people in. But, let's be honest, the reason you're here is to make money. And stories sell.

Why do you think every infomercial has people on the broadcast telling their stories and how the product or service being promoted changed their lives?

People can relate. They can put themselves in those shoes. They know how it feels. And if you can "make it work", they feel like they can too.

Here's the bottom line:

When you make a connection with your readers, they begin to trust you.

And when they trust you, they'll buy from you as long as you treat them right.

Tell a story.

It is recommended that you do <u>ONE</u> post from this category to initially populate your blog.

Now, I know what you're probably thinking. We've covered a LOT of information in this week's lesson. And you may be a little overwhelmed as you ponder, "Can I really get all of this stuff done?" Let me say two things to you…

1. *First, you don't have to do ALL of this*. I'll give you some "minimums" below that you need to get started. It's actually quite brief.

2. *Second, most of it is already done*. Don't forget, you aren't going to have to write much of this – if anything.   You can actually get by with writing NOTHING yourself.

So, let's talk about that for just a moment…

<u>The minimum you need</u> –

> 4 articles, 1 freebie (excerpt or rebrandable report), 3 quick tips.

If you'll create those 7 posts to initially populate your blog, you'll be in good shape to get started. Remember, most if not all of these will be "ready-made" in most cases.

One more quick thing before we wrap up.

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Redirect your affiliate link

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

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

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

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

</head>
</html>
```

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

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

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

NOTE: MyNAMS Premium Membership offers video tutorials with step by step instructions for this section. To join **click here**.

Again, I want to point out that most lessons won't be this long. These "setup" lessons need to be thorough, so I'm "telling all". ☺

Now, it's time to get to it…

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Lesson #5
Your Ready-Made
Promotion Publication

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

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

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

        Part 1:   <u>DEVELOPMENT</u>.
        Part 2:   <u>DELIVERY</u>.

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

Part 1: <u>DEVELOPMENT</u>.

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

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

            Name of Newsletter Goes Here

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

```
             Your Name Here, Publisher


        Date Script Goes Here -- Issue # Goes Here


==============================================================

Hi Personalization Code Goes Here,

In This Issue:

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


        _____

        [SPONSOR AD]

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


        _____



    ----------------------------------------------------------
    1) Personal Notes Section Goes Here
    ----------------------------------------------------------


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

    ----------------------------------------------------------
    2) [Article Title Goes Here]
    ----------------------------------------------------------


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

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


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

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

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

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

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

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

3) ***Third, the content language needs to be "evergreen"***. When you publish an issue of your newsletter it will be permanently archived in your autoresponder system. Translation: new subscribers who join six months or a year from now will receive that newsletter. It's important that you don't say things in the newsletter that are "dated". I.E. If you were to type in, "Wow, this is so exciting that an African-American has been elected President of the United States! When he is sworn in come January…" While it might be timely when you write it, six months or a year later when Joe New Subscriber joins and receives the issue, they're bound to be a little confused. Avoid saying things like "just launched" or "brand new" or "last week on", etc.

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

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

➔ **Masthead**. The masthead is simply the top portion of every issue that identifies important details about your newsletter. The name, slogan, publisher name, date and issue are generally included in this portion of the publication. Here is a REAL example of Jimmy D. Browns' own masthead for the revenue newsletter we'll look at a bit later…

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

                    *REVENUE* Newsletter

                   Practical Tips To Help You
                 Increase Your Internet Revenue

                   Jimmy D. Brown, Publisher


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

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

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

One thing I do want to point out -- notice the date code that's included the masthead: {!date abb+0}   This is a "personalization" code that the autoresponder service (Aweber.com) provides. When someone receives this first issue, the actual date on which they receive it will appear in the publication. For example: Jan 5, 2009. By using this personalization code, the issue is "fresh" for someone on the day they receive it. Can you imagine their disbelief if they got a newsletter was past the date it was written? It might read "March 15, 2002" when it was currently

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2009. They'd likely assume the information was outdated and discard it. They'd also probably unsubscribe. Both of which defeat the purpose.

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

➔ **<u>Contents</u>**. Next up you'll have a very short table of contents. Here is a sample using some of the example excerpts well look at below:

```
Hi {!firstname_fix},

In This Issue:

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

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

    3) Q&A: How Can I Increase My Affiliate Commissions without a
List?
```

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

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

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

```
        _____

        Today's Issue Sponsored By:

        WHO ELSE WANTS COMPLETELY FREE PLR?

        Grab your free membership to this exclusive "private
```

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label rights" club while they are still available!
http://www.PLRSO.com

_____

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

```
------------------------------------------------------------
1) Jimmy's Notes And News
------------------------------------------------------------


Welcome to the first issue of *REVENUE* Newsletter!  I'm very
glad you've made the decision to claim your free subscription.
If you'll spend 5-10 minutes each week reading each jam-packed
issue I'm confident you'll learn some powerful and practical
tips for increasing your internet revenue regardless of your
model.

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

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

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

Best regards,
Jimmy D. Brown

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

This was excerpted from issue #1 of Jimmy's Revenue newsletter. I recommend that you share something similar in your <u>first</u> issue. It's more of

_____

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a "welcome" than anything else, and that's exactly what you want to do for your first issue. But, even in this "welcome", notice that he hinted at something he wanted to promote in the "P.S." he promoted my blog. Don't be too "in your face" in promoting in this first issue as you don't want to cause the reader to immediately be on the defensive.

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

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

My wife laughs every time she sees me doing it.

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

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

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

She laughs and I get back to work.

-----
```

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

```
Believe it or not, there is a tremendous "operations
manual" that you can download right now to help you create
a plan that works for YOU. Check out "Homepreneur Habits: How
To Run A Successful Home Business" by visiting
http://www.HomepreneurHabits.com.  You'll learn all the tools
you need, how to setup your work space and how to create a
day-by-day schedule of recommended activities to start and
grow your business.
```

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

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IMPORTANT: We will talk extensively in "promotion" lessons coming up over the next few weeks about how to WRITE YOUR OWN ezine articles, but for now if you don't already have your own article (you just need one) to use in this inaugural issue of your lesson, then get one from another source. Refer back to the previous lesson on "populating your blog" for ideas on where to find them (the affiliate program you're promoting, PLR, ezine article databases, etc.) *Also, if you are promoting one of MY products or services*, I have a LOT of articles you can reprint inside the affiliate center on my site, www.mynams.com, you can find the following e-zine articles for your use.

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

```
-------------------------------------------------------------
3) Q&A:  How Can I Increase My Affiliate Commissions without a
List?
-------------------------------------------------------------

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

* Increase the traffic that you send to your affiliate link.
* Look for higher profit per transaction products to promote.
* Focus on promoting offers that offer recurring commissions.
* Use strategic content to presell the offer.

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

Also, I have a completely free article available on the topic
which gives you a basic idea of how to start out small.
"How to Promote NAMS without a List or Website?"
https://mynams.com/affiliates/how-to-promote-nams-with-no-list-
or-website
```

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

HERE'S THE IMPORTANT PART: Whenever possible, point the reader

---

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

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

```
-------------------------------------------------------------
(C) Copyright Niche Affiliate Marketing System, Inc
    All rights reserved.
    http://mynams.com
-------------------------------------------------------------
```

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

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

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

Part 2: DELIVERY.

In this section we're going to get everything ready for subscribers to actually receive when they join your newsletter list. This, literally, should take you just a few minutes. Once you get used to doing it, you'll be able to load it to your autoresponder in **90 seconds flat!**

I've broken things down into 5 simple (and quick!) steps…

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

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

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

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

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

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

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

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

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

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

2) **SETUP** **on your list**. You'll now want to paste the contents of your newsletter issue into the PLAIN TEXT box. Again, if you followed along the previous lesson's instructions, you should have the following already in this PLAIN TEXT box…

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

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

---

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

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

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

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

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

NEED ANY HELP WITH ANY SETUP STUFF?

If you'd like to have someone do any "setup" stuff that you don't already have done, check out the My Skills Section of the MyNAMS forum. This is where we allow our members to post their available skills to other MyNAMS members! **http://mynams.com/members/forumdisplay.php?f=11**

And just like that you have your first issue ready to distribute!

Lesson #6
The Affiliate's Best
All-Around Promotion Tool

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

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

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

More on that another day.

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

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

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

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

Section 1: Writing An Ezine Article.

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

The idea in a nutshell is this -

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

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

These three questions are –

```
1. What is _____?

2. Can you show me an example of _____?

3. How can I get started with _____?
```

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

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

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

Total = 800 Words
```

Now, on with the show...

1. Determine Your Title.

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

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

_____

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

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

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

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

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

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

1) **Be specific.** It's not "Questions To Ask", it's "5 Questions To Ask". It's not, "Lose Pounds", it's "Lose 3 Pounds in 7 Days".

2) **Make It Simple.** Who would ever read an article, "7 Extremely Hard Ways To Lose Weight"? Or, "Top 10 Most Difficult Ways To Find A Date For Valentine's Day"? Offer SIMPLE solutions. EASY ways to accomplish a desired result.

3) **Speak To A Group.** If your article is intended for a specific group (I.E. Beginners, WAHMs, Christians, Senior Citizens, College Students, etc.) then say so in your title. Rather than "How To Write An Ebook", go with "The Beginners' Guide to Writing An eBook" or "How To Write a Christian eBook".

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

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

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could easily entitle your own article, "The Easiest Way To Learn Guitar And Play Songs Fast!"

2. Write Your Opening.

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

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

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

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

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

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

3. Answer Question #1.

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

"What is _____ ?"

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

- ➜ What is tennis strategy?
- ➜ What is podcasting?
- ➜ What is virtual real estate?
- ➜ What is forex trading?
- ➜ What is retinopathy?
- ➜ What is a VoIP phone?
- ➜ What is Tai Chi?

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

4. Answer Question #2.

That question again is...

"Can you show me an example of _____?"

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

- ➜ You've explained what tennis strategy is ... now give a scenario in which tennis strategy is at work.

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➔ You've explained what virtual real estate is ... now give an example piece of VRE property.

➔ You've explained what Tai Chi is ... now share one of the key moves of the discipline.

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

5. Answer Question #3.

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

"How can I get started with _____? "

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

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

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

6. Decide Upon A Close.

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

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

> encourage them (gently or blatantly) and challenge them to
> achieve.
>
> ➔ **The Segway.** The other thing you must do during your close is
> to lead into your resource box. Your article is for the
> reader. Your resource box is for you. Your content is to
> provide useful information for the reader. Your resource box
> is to get the reader to a point where you present an offer.
> And the closing of your article is the place where the two
> roads meet. Lead the reader to a decision to make a positive
> change in their life - to take action. And then use your
> resource box to provide a means to do just that.

Then, it's off to the final step…

7. Create a Resource Box.

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

That's a big mistake in my opinion.

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

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

Let me give you an example:

If I've just explained what tennis strategy is about, pointed them to an example of
tennis strategy and briefly outlined how they can create their own tennis strategy -
which is more effective at this point –we are going to use an article written by
Jimmy D. Brown to explain our next few examples- these are not real websites but

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to make a point, we're going to stick with this article to point out some important functions-

1) Jimmy D. Brown is the publisher of Tennis Tips, a free weekly
    newsletter full of informative helps for tennis players of all
    skill levels. For your free subscription, drop by
    http://www.Jimmystennistips.com today.

2) Jimmy D. Brown is the author of How To Outplay Your Opponents By
    Outsmarting Them, a free strategy report for tennis players of
    all skill levels. Grab your complimentary copy at
    http://www.JimmysStrategyReport.com today.

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

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

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

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

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

    1. What is _____?

    2. Can you show me an example of _____?

    3. How can I get started with _____?

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

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

_____

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

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

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

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

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

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

➔ Getting Lots Of Traffic To Your Affiliate Site.

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

➔ The Secret Weapon Of Super Affiliates.

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

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

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

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

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

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

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Domination.com site.

There are DOZENS of possibilities for this.

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

Below I've included a **sample article** written by Jimmy with this formula to give you an example to model using his tennis strategy idea.

Sample Article Written With This Formula

```
751 Words

The Easiest Way To Beat Your Tennis Opponent
By Jimmy D. Brown

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

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

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

Is it simply whoever played better on that particular day?

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

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

And that factor is "tennis strategy ".
That is -
```

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

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

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

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

I'll give you a perfect example –

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

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

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

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

B – BE systematic in your play.

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

E – ESTABLISH control of the points.

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

A – ATTACK your opponent's weakness.

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

T – TRANSITION as needed.

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

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

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

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

End Sample

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

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Section 2: Distributing An Ezine Article.

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

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

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

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

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

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

1) Submitting to Article Directories

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

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

- EzineArticles.com
- FreeAffiliateArticles.com
- GoArticles.com

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- ArticleCity.com
- IdeaMarketers.com
- Buzzle.com
- Amazines.com
- ArticleDashboard.com

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

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

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

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

Or, there's an even quicker way…

You Can Save Time by Using a Distribution Service

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

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

- **iSnare.com:** This service not only submits your articles to many of the top article directories, but it also sends your articles directly to their opt-in list of article publishers. At the time of this writing, they distribute your article to over 1000 article directories.

    Tip: Another way to submit your articles is by using article-
    submitting software. Here you manually set up accounts at all

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of the places you want to submit articles to. Then you load up
your articles into the software and hit submit.

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

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

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

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

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

2. Swapping Articles With Other Marketers

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

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

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

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

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➔ **Search Google**.

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

➔ **Join Directory Of Ezines**.

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

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

How?

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

```
Example: You can each print the other person's article in your
respective newsletters.  Or you can be a "guest blogger" on the
other person's blog.  Either way, the point is that you each get
more exposure for your content and links.
```

This is especially true of BLOGGERS. Because active bloggers are regularly posting to their blog, they are always on the lookout for quality content to share.

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And when you offer to post their content on your site in exchange, this is a "win-win" situation that gets their attention.

There are a lot of Blog Directories available such as…

➔ http://www.blogarama.com/
➔ http://www.blogcatalog.com/
➔ http://blogs.botw.org/
➔ http://www.bloggeries.com/
➔ http://www.bloguniverse.com/

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

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

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

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

Subject: Question about your blog article

Hi **<Insert Blog Name>**,

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

I also have a blog about **<Insert Topic>** which is at **<Insert Your URL Here>**. Your post **<Insert Title Of Post>** really resonated with me. As I was reading it I kept thinking, "People who visit my site would really find this useful".

That got me to thinking even more.

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

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

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

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

At any rate, love your blog.

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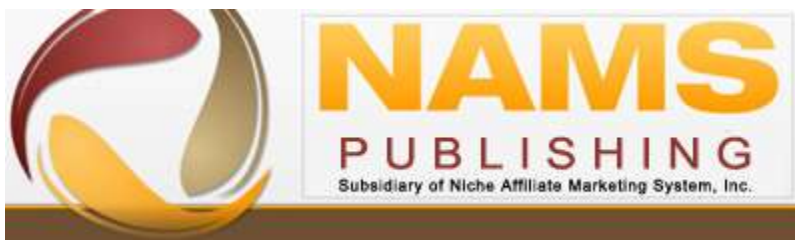
You can use this same strategy for contacting ezine publishers as well. Instead of exchanging content to be published on blogs, you both would reprint each other's content in issues of your respective newsletters.

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

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

Recommended Business Training

MyNAMS Premium Membership – Business training for any experience level
Free Affiliate Training – Learn to be an affiliate
6 Steps to Implementing Big Ideas – Get started now
Niche Affiliate Marketing System Workshop – The #1 business building workshop
IncomeCPR – Online marketing strategy
Internet Success System – Online business training from a master
Word Press Security – Protect your business
Nicheology – Awesome monthly products and training

Recommended Infrastructure Tools

Hostgator – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMS25Report)
Carbonite Backup System – Essential Backup
Dropbox – Storage
BoxShotKing- Graphic Cover Creator
FeedBlitz – Newsletter management
IdeaMarketers – Content Marketing
aWeber – Autoresponsder
Wordpress – Content Management System
Simple Niche Domains – Domain Registration
GoTryThis – Redirect and link management

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Lesson #7
How To Get Free
Traffic With Forums

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

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

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

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

<div align="center">

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

</div>

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

Let's get started…

Where To Find Niche Forums

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

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

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

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An Easy Way To Find High Traffic, Active Forums

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

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

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

It's simple: you just ask.

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

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

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

Note: If you're promoting online marketing products, then here is a great forum: **WarriorForum.com**.

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

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

How To Establish Yourself in the Community

Picture this…

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

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

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

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

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

The same is true of a forum.

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

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

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

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

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

➔ **Register for an account and then lurk.** Go ahead and register for your forum account and fill out your profile. But before you start posting, spend a few days lurking. Lurking simply means browsing through the posts. Looking around. Get a feel for the forum and its style. Learn about some of the members. Understand the written rules as well as the unwritten rules.

➔ **Start posting (but don't be too eager).** Once you understand how this particular forum operates, then go ahead and start posting. You may begin with an introduction. Then you can move on to answering questions or perhaps posting your own questions. (More on that in the next section.)

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

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

How To Create Valuable Posts

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

Instead, you need to provide value to the forum.

Here are <u>seven different ways</u> you can post on a forum:

1. **Post an introduction.** This is one of the first posts you should make on the forum.

2. **Welcome others to the forum.** You can also post to other people's introduction threads and welcome them to the forum.

3. **Ask questions.** Here you should post thoughtful questions. Don't post questions other members have asked a million times on the forum. And don't ask questions that you can easily find the answer to on Google.

4. **Answer other people's questions.** Don't just give a one or two line answer. Instead, give as much information as possible.

5. **Share your opinion.** Not every post you make needs to be full of facts and figures. Sometimes you can share your opinion – just be sure you don't state your opinion as fact.

6. **Comment on other people's answers and add information.** If someone else has already posted a good answer to a question, you can post that you agree with the answer. However, you should also take this opportunity to post additional information that adds value to the thread (rather than merely posting "I agree").

7. **Post about hot topics.** Finally, another way to add value to the forum is to be the first to post niche news and other hot topics. For example, if you're a member of an auction forum and you see a news article about eBay changing their fee structure, you may want to post about it. (Just be sure someone else didn't already make a similar post.)

How To Get Link Exposure

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

_____

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

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

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

➔ **Be oriented towards the reader and packed with benefits.** Your readers only care about themselves and their problems, so your signature link should tell them how following your link will quickly and easily solve their problems. Use the word "you" rather than words like "I." If you're directing prospects to your newsletter list, tell them what benefits they'll get for free (free is another trigger word).

➔ **Arouse curiosity whenever possible.** Remember, one good way to arouse curiosity is by promising to tell a "secret," or by promising a big benefit, but not letting people know how they'll get that big benefit.

Here are a few examples…

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

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

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

How To Network with Others

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

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

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

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

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

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

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

The important thing is to get started.

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

Lesson #8
How To Use eBay® To
Promote Affiliate Programs

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

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

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

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

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

> Tip: What makes this tip so powerful is that you're getting your affiliate links in front of proven buyers – and you're doing it in a way that's not so easy to ignore.
>
> You see, people get tons of emails every day. Their spam filters won't let your emails land in their inboxes. And even if your email does slip through, the sheer volume of other email in your prospect's inbox means there's a chance your email won't get read.
>
> The solution: Find other ways to reach your prospects and customers to improve your chances of getting your marketing messages read. Postal mail is one way to do exactly that.

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

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

Let me break this down for you into steps…

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

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

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

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

➔ Point out the connection between what you're shipping and what you're promoting.

➔ Highlight the STRONGEST benefits of investigating the offer you're promoting.

➔ Mention 3-4 specific things that will appeal to the recipient.

➔ Give away something free if at all possible as an enticement to get them to the site.

➔ Avoid hype and false claims so you don't get yourself into trouble.

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

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

It doesn't matter what kind of affiliate program you are promoting, there are numerous items that you can sell on eBay® that are associated with that particular market or niche within the market.

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

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

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

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

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

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

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

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

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

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

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

5) You follow up with additional mailings.

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

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

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

✓ *You earn a small amount of profit per transaction up front from the sale of the actual item on the eBay® auction.*

✓ *You earn bigger chunks of profit from the affiliate program offer being promoted on the flyer.*

✓ *You earn even more money when additional offers are presented in future mailings to the customer.*

✓ *You earn still even more revenue if they join your list at your blog where you interact with them on a regular basis.*

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

CASE STUDY: Promoting Susanne Myers' **Small Info Product** Report

Let's suppose an affiliate wanted to promote my friend and NAMS Instructor Susanne Myers "small info product" course. How could they do this using the model I've just explained? Here's how…

CASE STUDY: What Kind Of Flyer Should They Create?

The first thing they'd do is create a flyer to promote **Small Info Product**. They might go with a ½ page vertical card like this…

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THE ULTIMATE WORK FROM HOME BUSINESS

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

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

Discover the Keys!

To Making More Sales! Building a Buyers' List!

Create an Online Business that Pays YOU 24/7 with Our Simple 5-Step Small Report Program!

http://NAMS.WS/short

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

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

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

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> TIP: What's really good is this: in order to receive the free report once the visitor arrives at the site, they must join a list first. This allows for future follow-ups via email.

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

CASE STUDY: What Should They Sell On eBay®?

A variety of things…

➔ They could sell anything related to "making money" such as books on real estate investing, stock investing, running an eBay® business, starting a home business, franchising, marketing.

➔ They could sell anything related to "writing" such as books on self-publishing, writing for profit, ghostwriting, magazine writing, etc.

➔ They could sell "collector" items such as trading cards, coins, stamps, beanie babies, etc. and then explain in the flyer how to make money selling "information products" to other collectors.

➔ They could interview an internet marketing guru and sell copies of the CD or even licensing for the CD.

➔ They could hire someone to create a low-cost software program related to writing, internet marketing, small business, home business, etc.

➔ They could hire a ghostwriter to create a small report entitled, "How To Make Money Online" which they sell a printed copy of.

➔ They could hire someone to create a set of blog themes that they sell (blogs obviously are operated by people who WRITE who would be ideal candidates for the course).

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

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The point is: there are lots of options.

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

Obviously the main purpose of the **Small Info Product** is to make money online. So, they could easily send out other affiliate program offers related to "making money online"…

➔ They could send out an additional flyer to promote an offer which teaches how to be successful in affiliate marketing.

➔ They could send out an additional flyer to promote an offer which teaches how to make money on eBay®.

➔ They could send out an additional flyer to promote an offer which teaches how to flip websites for profit.

➔ They could send out an additional flyer to promote an offer which teaches how to start a membership site.

➔ They could send out an additional flyer to promote an offer which teaches how to make money selling advertising.

➔ They could send out an additional flyer to promote an offer which teaches how to generate revenue as a blogger.

Once again, the ideas are limitless.

Imagine This…

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

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

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

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

> Example: The GOLF market would include golf balls, golf clubs, books and DVDs, accessories, etc.
>
> Example: The WEIGHT LOSS market would include vitamins and supplements, exercise equipment, workout DVDs, nutritional bars and drinks, etc.
>
> Example: The COLLECTIBLES market would include individual and package items from within the market such as baseball cards, stamps, coins, beanie babies, postcards, figurines, etc.
>
> Example: The HEALTH AND BEAUTY market would include hair care products, makeup, perfume, accessories and tools, skin care products, etc.

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

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

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

The reasons why this is a quality option are many…

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

➔ You can create a report on virtually any topic, making them universally available for ANYONE to use to promote ANY affiliate program.

➔ You can develop an entire series of related reports to sell and use to backend affiliate programs.

➔ You can find hot categories and items at eBay® and write reports to sell within these high-demand areas.

➔ You can create this income stream with virtually no expense – duplication costs for a 10 page report will certainly be less than one dollar even in small quantities.

➔ You can outsource this to a qualified ghostwriter if you don't want to write it yourself. A 10 page report can be ghostwritten for a $100-$300.

➔ You can buy PLR content and rewrite it for even less than that – probably around $20 or less.

➔ You can create an interview report with the person who authored the product you are promoting as an affiliate for an even higher conversion rate.

➔ You can create titles and content that is desirable in nature. I.E. "How To Add 75-100 Yards To Every Tee Shot"

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

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

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

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

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

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

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

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

What I'd recommend is this…

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

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

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

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

That's it for this week.

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Lesson #9
How To Get New
L.E.A.D.S.™ To Your Blog

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

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

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

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

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

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

The L.E.A.D.S.™ Formula

L – <u>LEVERAGE</u>.

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

> DEFINITION: According to Dictionary.com, leverage is "strategic

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

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

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

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

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

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

Let's break that down into workable chunks…

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

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

➔ FROM 7-10 DIFFERENT BLOGS.

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

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

After assembling the article, you contact all of those you've featured in the article and convince them to post the article at

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their blog as a "guest post".
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Again, I'll show you a real life example in the next section.

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

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

Free exposure on <u>nine</u> other blogs!

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

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

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

The L.E.A.D.S.™ Formula

E - <u>EXAMPLE</u>.

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

Here it is…

```
---------------- Begin Article ----------------

189 Internet Marketing Tips, Tactics and Techniques
By Jimmy D. Brown of http://www.JimmyBrown.com

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

If only someone else had written this article for me to read a long time ago. ☺ Fortunately, I'm gonna save you the trouble of getting double vision from staring at your computer screen trying to find some good internet marketing reads.

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

27 Ways To Get Your Blog Readers To Comment
By Nicole Dean
http://nicoleonthenet.com/2008/blog-readers-commen/

21 Ways to Add More Subscribers
By Terry Dean
http://www.terrydean.org/21-ways-to-add-more-subscribers/

10 Free Ways To Drive Traffic To A Brand New Website
By Lynn Terry
http://www.clicknewz.com/633/traffic-tips-for-new-sites/

100 Free Blogging Tips
By Carrie Lauth
http://carrielauth.com/blog/free-100-top-blogging-tips/

5 Simple Ways To Increase Click Through Rates
By Zac Johnson
http://zacjohnson.com/5-simple-ways-to-increase-click-through-rates/

5 Simple Steps To Effectively Promote Your Affiliate Products
By Paula Brett
http://paula-brett.com/blog/5-simple-steps-to-effectively-promote-your-affiliate-products/

```
---------------- End Article ----------------
```

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

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

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

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

The L.E.A.D.S.™ Formula

A – <u>ARCHITECT</u>.

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

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

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

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

  1) The "List" Structure. In this structure you simply look for articles that all include multiple "list entries" in their titles. They can include: tips, ways, strategies, ideas, tactics, techniques, principles, steps, resources, answers,

lessons, blueprints, etc. The example article I mentioned earlier is structured in this manner.   The real driving point of this structure is the "bulk" showcased in the title in terms of <u>quantity</u>. These kinds of articles will always get attention. Here are some example titles that you can modify for your own use…

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

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

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

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

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

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

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

It really doesn't matter which of these options you choose. Just go with the one that appeals to you most, or the one that will be easiest for YOU to setup.
One more thing I want to mention before I move on…

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

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

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

This works with virtually any market…

⇒ *Weight loss. (General)*
⇒ *Cutting Calories. (Specific)*
⇒ *Cutting Calories By Making Substitutions. (Precise)*

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

That brings us to the next component of the formula…

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The L.E.A.D.S.™ Formula

D – <u>DEVELOP</u>.

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

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

I could just read your mind. ☺

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

BUT…

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

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

- How you go about doing it, (some of the methods below are faster)

- Which type of article you create, ("tips" is much easier format to put together than "system") and

- The specific topic you choose. (some topics have more existing content written about them than others)

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

1) **Google blog search**. You can begin by searching the blog post database at Google. It's a good starting place. Search in similar ways that you would at their main site by using phrases like "how to", "ways to", "tips", etc. in combination with words and phrases related to your topic. (Ex. "weight loss

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tips", "ways to lose weight", "how to lose weight", etc.) You can access their search utility at **http://blogsearch.google.com/**.

2) **Blog directories**. This will take a bit more time, but another option is to search the major blog directories for blogs related to your topic. Then, simply visit those blogs and browse their post archives for potential messages to link to in your article. Several of the blog directories include **http://www.blogcatalog.com/**, **http://www.bloggeries.com/** and **http://www.bloghub.com/**. You can find even more by searching Google.com.

3) **Referrals**. By far the easiest method of finding blog posts to reference in your article is to simply "ask" for referrals. Whether you send out a mailing to your list, ask trusted friends and associates "in the know" or post a request to your favorite forum, you'll often yield exactly what you're looking for by asking around. (Ex. "Hey guys, I'm putting together a blog post with the "best of" posts about affiliate marketing. If you know of a great blog posts about affiliate marketing – or if you're written one yourself – please reply back and let me know where to read it.)

4) **Outsourcing**. Maybe I spoke too soon. I guess the "easiest" method is simply to get someone else to do it! If you've got twenty to thirty bucks to budget for the project you can likely hire a researcher at Elance.com or another outsourcing site to find these great posts for you. Again, be specific in explaining what you're looking for and put them to work doing the searching for you.

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

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

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

After putting your article together, it's simply a matter of getting those you've

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highlighted to agree to participate in your project…

The L.E.A.D.S.™ Formula

S – SOLICIT.

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

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

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

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

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

```
--------------- Sample Contact ---------------

Hey Nicole,

Jimmy D. Brown here.  Love your blog, girl!  Seriously, I like
what you've done at Nicoleonthenet.com.  In fact, I like it so
much that I'd like to send some extra readers your way if ya
don't mind.

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

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

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

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

It's already posted at my blog at www.myblogxxxxxxx.com and I
already have commitments from others.

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

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

Best regards,
Jimmy D. Brown


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

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

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

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Lesson #10
How To Promote Affiliate Programs Offline

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

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

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

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

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

1) Create and distribute promotional hand-outs.

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

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

- ✓ **Business cards**. You see them everywhere. They are probably the most universally recognizable business representative on the face of the planet. Because they are inexpensive (You can usually get 500 for around $9.99) and easy to distribute, these are a must for every business owner (that's you ☺) … and they are perfect for promoting your small affiliate program.

- ✓ **Flyers**. An 8 ½" X 11" brightly colored flyer is another low-cost way to inform the world about your small affiliate program. Flyers are the ultimate

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"*print on demand*" promotional piece, meaning you can literally create as few as you want (From 1 – 1,000,000+). In other words, they are perfect for any budget.

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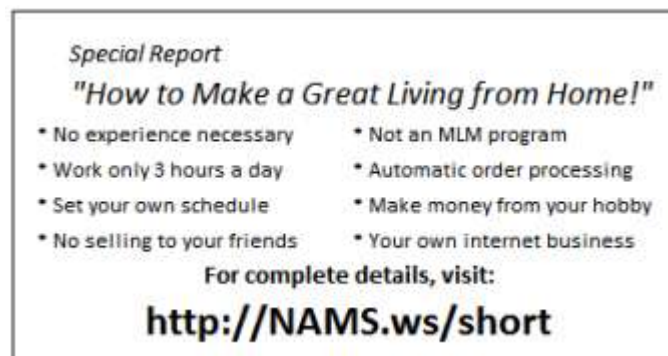
Tips for DESIGN –

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

Specific details you might want to include would be …

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

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

Special Report
"How to Make a Great Living from Home!"
* No experience necessary   * Not an MLM program
* Work only 3 hours a day   * Automatic order processing
* Set your own schedule   * Make money from your hobby
* No selling to your friends   * Your own internet business
For complete details, visit:
http://NAMS.ws/short

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

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

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

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

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

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

http://NAMS.ws/short — *"How to Make a Living from Home!"* — Special Report
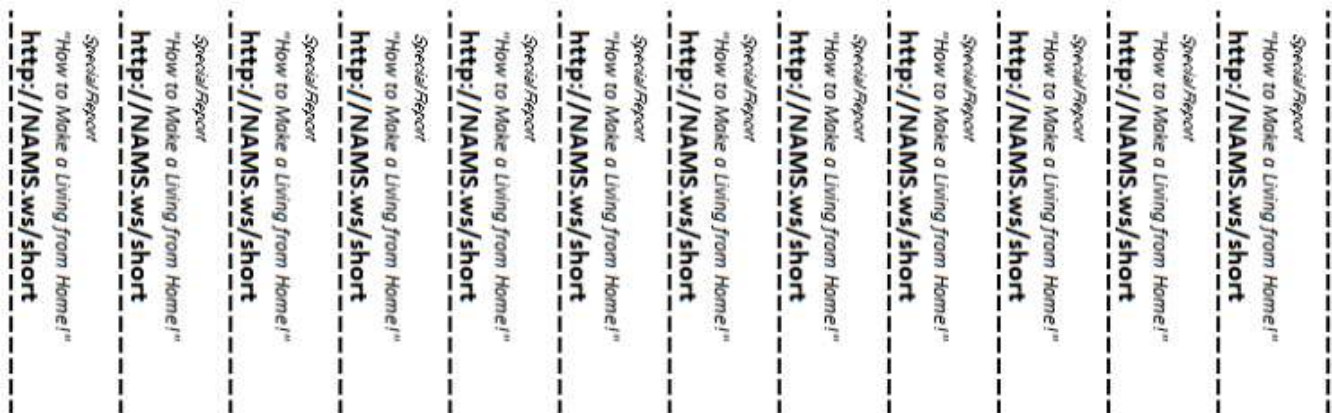
Before posting the flyer to a bulletin board, you'd simply take some scissors and cut upwards along the lines. Then, when someone reads you flyer and wants to go home to look you upon online, they simply tear off one of your tabs …

And your flyer remains in place for others to view!

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Tips for <u>DISTRIBUTION</u> -

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

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

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

1. **Take them with you when you travel**. Keep a supply of your promotional materials in your vehicle at all times. Anytime you travel outside of your local area, make sure you spend a few minutes distributing some of your materials. You'll expand your reach with minimal effort. Every campground, restaurant, hospital visit, vacation spot, sports facility and so forth can become a promotional opportunity.

2. **Create a route to regularly service**. Spend an afternoon looking for every bulletin board within an hour drive (restaurants, laundromats, grocery stores; gas stations and community meeting places are a few bulletin board hot spots); find several high-traffic parking lots where it is permissible to distribute flyers on car windows; find highly concentrated neighborhoods with lots of houses. Put together a route that you distribute to once per month or anytime you release a new small affiliate program.

3. **Target specific high-conversion areas**. One of the best ways to get a greater response is to distribute your promotional materials in areas that are specifically suited to the topic of your small affiliate program. In other words, if you have a "weight loss" affiliate program, then a bulletin board at the local fitness center or placed on vehicles in the parking lot would likely yield higher results. Try to identify places that are directly related to the subject matter of your small affiliate program.

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

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2) Purchase newspaper classified ads.

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

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

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

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

Think about the metrics –

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

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

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

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

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

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

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

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

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

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

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

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

Holding (Free) Offline Workshops

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

Here's how:

1) **Create a one-hour workshop or talk on a specific subject** (e.g., "how to make money working from home" or "how to quickly yet safely lose weight"). Your goal is to provide useful information that people can take action on immediately, yet it should be incomplete (so that they need to buy products to round out their education).

2) **Advertise your workshop locally** in your newspaper, on flyers, through press releases, via word of mouth and more.

3) **Prepare "cheat sheets" for your participants.** These sheets should give an outline of your talk, plus provide useful resources. And yes, you link to these online resources using your affiliate links.

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

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

Here's a related tactic…

Offering Free Speeches to Local Associations

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

```
Example:
```

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

- ```
  If you're selling flower products, then inquire about speaking
  to your local garden club.
  ```

```
And so on.
```

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

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

Renting a Booth at a Trade Show

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

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

Networking at Niche Events

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

These events include (but are not limited to):

- Other peoples' offline seminars, workshops and talks. You can meet people in the halls between talks or in the hotel bar after hours.

- Clubs, associations and other organizations in your area. This includes hobby groups (like a rock-hounding group), association meetings like an AKC dog event, and other similar meetings and events.

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

Getting Free Publicity

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

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

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

Don't just limit yourself to sending the typical press releases to your local media. Instead, you should seek out talk radio programs that cater to your niche and offer yourself as a guest. Instead of just sending a press release, you can send a letter that tells the show's producers why you would make such a great guest.

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

> Tip: Once you get free press, develop relationships with the people who gave you that free press. Say thank you (they ARE doing you a favor). This is particularly important when you're a talk show guest.
>
> This bit of courtesy and relationship-building can easily turn into future guest spots and more publicity!

Using Car Magnets

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

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

> Example: If you're targeting college students, then park your car on a university campus. If you're targeting bodybuilders, then park your car in a gym parking lot.
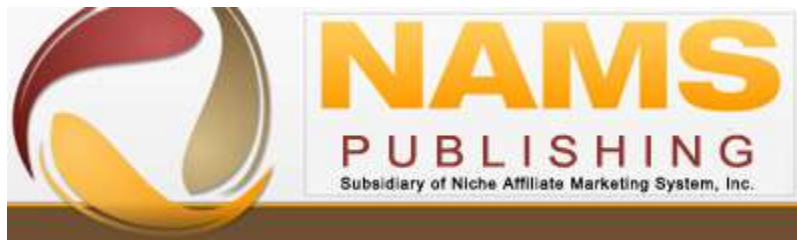
Mailing Postcards and Other Pieces

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

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

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

Note: You can also purchase direct mailing lists through list brokers. Your best prospects are those that have recently purchased something similar to what you're selling.

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Recommended Business Training
MyNAMS Premium Membership – Business training for any experience level
Free Affiliate Training – Learn to be an affiliate
6 Steps to Implementing Big Ideas – Get started now
Niche Affiliate Marketing System Workshop – The #1 business building workshop
IncomeCPR – Online marketing strategy
Internet Success System – Online business training from a master
Word Press Security – Protect your business
Nicheology – Awesome monthly products and training

Recommended Infrastructure Tools
Hostgator – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMS25Report)
Carbonite Backup System – Essential Backup
Dropbox – Storage
BoxShotKing- Graphic Cover Creator
FeedBlitz – Newsletter management
IdeaMarketers – Content Marketing
aWeber – Autoresponsder
Wordpress – Content Management System
Simple Niche Domains – Domain Registration
GoTryThis – Redirect and link management

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