Affiliate Sales Domination

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

with David Perdew

Volume 2 of 6

Affiliate Sales Domination
52 Lesson E-course with Added Bonuses
Part 2
Lessons 11-20

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 #11
How To Use Interviews To Sell Affiliate Products, Part 1

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

The basic process works like this…

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

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

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

The benefits are easy to spot…

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

Everybody goes home happy.

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

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- ➔ **Direct Promotion**. The idea here is simple: conduct an interview and give it away to those who visit your blog, send it to those on your list, distribute it at Scribd.com, give it away at forums, etc. Distribute the interview in all ways possible to get as many people to read it as possible.

- ➔ **Indirect Promotion**. The idea here is to allow other people to rebrand the interview with THEIR affiliate link to the product being highlighted at the conclusion of the interview. They end up earning commissions for click-thrus and sales. Why would you do this? Because you have a box at the beginning of the interview that reads, something similar to this, "Interview conducted by David Perdew. For more informative interviews, articles and content, visit http://www.mynams.com" Now if you want to see an awesome interview with Jack Born for his Box Shot King software click here. You can also get a pretty good discount with the NAMS discount if you decide you want the product ☺

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

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

So, that's the basic operation.

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

Step 1: Creating Your Offer

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

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

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

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

Now here's the other key: Your potential partners are looking for a good return on their time investment. That means you need to make it as easy as possible on your partner while giving him as much benefit as possible in return.

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

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

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

Here are some suggestions…

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

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Step 2: Finding Potential Partners

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

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

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

Don't despair!

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

You want to look for known experts in your market.

Here's where to find these partners:

- ➔ **Search for your niche keywords in Google.** You're looking for the top players in your market, so search for your niche's top keywords. Be sure to also take note of who's paying for the pay per click traffic (i.e., find out what products are being promoted in the sponsored ads in Google).

- ➔ **Look on forums, blogs and social media sites.** Regularly visit your niche's top forums and blogs. See who gets talked about a lot. Also see which experts regularly participate on the forums and blogs as well as on social media sites like Twitter.

- ➔ **Visit product marketplaces like** ClickBank.com **and** Amazon.com**.** Visit these marketplaces to find out which marketers are selling the top products in your niche. These folks are your potential partners.

- ➔ **Ask for recommendations.** You can ask your target market who they consider to be the top experts in the field. You can also ask your existing partners to introduce you to their partners.

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

Step 3: Proposing a Joint Venture

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

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

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

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

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

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

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

- Ask your existing partners to introduce you to the experts and partners they know.

- Become an affiliate for a potential partner (and make that person some money). IMPORTANT.

- Make a positive post on your blog about your potential partners. Many marketers use Google Alerts to monitor what's

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being said about them online. You can even point out your post in advance to the marketer.

- Interact with your potential partners on their blogs, on forums, on Twitter and on other social media sites.

- Recommend your potential partner's products and services – without an affiliate link – whenever someone asks a related question on your niche's busiest forums.

- Attend your prospective partners' teleseminars. Call in early to chat with the potential partner. When they ask for questions at the end of the call, state your full name and ask a thoughtful question.

- Go to offline conferences. Here you can meet face to face with the experts in your niche and accomplish in just a few minutes what might take weeks to do online.

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

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

Tip: You may choose to just skip all the relationship building and instead just ask since your entire purpose is to use the interview to promote their offer.

Whether you develop a relationship, get some recognition first or perhaps you need to approach the person "cold," you'll need to create an engaging, compelling JV proposal letter.

This letter should:

- **Include an engaging subject line that captures your potential partner's attention.** If the subject line doesn't get them to open your email, then your email will end up in their trash folder.

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- **Answer the question on your potential partner's mind**, which is, "*What's in it for me?*" That means you need to spell out the benefits they'll receive clearly and succinctly.

- **Make it easy for your potential partner to say yes**. Remember, the partnership should be stacked in your JV partner's favor.

- **Tell them what to do next**. This is the call to action, where you tell your potential partner to reply affirmatively to your email.

- **Drop names for social proof**. If you already have done projects with other well know persons within the market, go ahead and drop those names in your email – especially if your existing partners are friends with your potential partners.

Here's just a quick example contact letter you can modify for your own use…

```
Subject:  Can I give this away?

Dear [Insert Name Here],

I'd like to promote [Insert Product Name Here] on my blog, to my
lists, at Scribd.com, in all the ezine article directories, on
Twitter, MySpace, Hubpages and everywhere else that I can.

I just need one tiny thing from you:  a short email interview.

I'd like to send you over 10 questions for you to answer that
will be used to directly promote [Insert Product Name Here].
I'll create an attractive cover page, format it, convert it to
PDF and then get it out to as many people as possible.

Obviously, I want to put my affiliate link into the finished PDF
to earn a commission on referred sales.  Plus, I'll get other
people to distribute it as well.

The bottom line is:  you'll get ongoing viral traffic for
[Insert Product Name Here] by answering a few questions via
email just one time.
```

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Would you be willing to do this?

I'd appreciate an answer even if you CAN'T just so I'll know to look elsewhere. I'd appreciate an answer if you CANT even more. :-)

Thanks in advance,
[Your Name Here]

P.S. I'm already an active affiliate and have produced X sales for you during the past month alone.

P.P.S. You can use the completed interview in any way that you want as well.

Step 4: Conducting The Interview

After that, it's just a waiting game. When you find someone who agrees to the interview, then send them over your questions by email.

Upon receiving their answers to the interview questions, polish it into an attractive looking file, insert your affiliate link for any promotion of their offer, convert it to PDF and begin distributing it. (We'll talk more about distributing ANY free report in an next week's lesson.)

Before we close out, I've added a set of 55 questions you can use in your interviews…

INTERVIEW SAMPLE QUESTIONS

Introduction and Opening Questions:

1. Can you tell us a little bit about what you do?
2. How did you get started in _____?
3. When did you first decide that _____ was right for you?
4. How should our listeners gauge if _____ is right for them?
5. How long did it take you to get you to where you are now, and what would you say to our listeners who are already tired and frustrated?

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6. What information do you plan to pass on to our listeners today? Please just give us a quick walkthrough.

Main Body Questions:

7. What are the top 5 areas I should concentrate on in _____?
8. What advice would you give someone who's brand-new to _____?
9. Exactly how would one go about doing _____? Give us a step-by-step breakdown.
10. Can you recommend some really quality _____ for our listeners?
11. What's the absolute easiest way to _____?
12. In your experience, what's the best way to _____?
13. Do you have a formula for _____?
14. What's your favorite way to _____?
15. What are some of the key points you look for when _____?
16. Would you suggest our listeners do _____? Please explain.
17. What are some pitfalls that our listeners should be on the lookout for, and how can they be avoided?
18. What's the biggest mistake you made getting started in _____?
19. What big mistakes do you see others make?
20. What would you say is the one more important thing you've learned?
21. In your experience, why is it that?
22. What information do you wish you had when you were first starting out?
23. What do you think are the keys to becoming a successful _____?
24. What is the difference between you, and all the other _____ doing the same thing that you do?
25. How can a _____ stand out among the other _____?
26. What are some things you do NOT recommend about _____?
27. Please share one or two of your favorite and most helpful resource links?
28. If you could sum up _____ in _____ steps, what would they be?
29. What's one of the things that you find most challenging about _____?
30. What do you think makes the difference between a good _____ and a great _____?
31. What's the favorite part of your day as a _____?
32. What's the least favorite part of your day?
33. What's a little known secret about _____?
34. What would you say is the best kept secret in all of _____?

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35. What do you consider to be the most powerful _____?
36. What does it really take to succeed in _____?
37. If you had to share exactly _____ keys to doing _____, what would they be in order of priority?
38. For each of those _____ keys, what are some goals that our listeners should set for reaching each one of them?
39. What are some realistic long-term and short-term goals for our listeners?
40. What were some of your goals early on?
41. I know you're a big believer in _____, but can anyone do this, and if so how?
42. Ok, I'll ask what's really on my mind…what's the easiest way to _____?
43. I hear the term _____ a lot. What does it mean and how does it affect our listeners?
44. What's the first thing you recommend our listeners do after they're done listening to this call?
45. Who are the people that inspired you and why?
46. What did you learn from those people that you'd like to pass on to our listeners?
47. What do you see as the next big trend in _____?
48. Give me a short comment about the following words and phrases…
49. What tools/resources would you say are essential to doing _____?

Conclusion and Call to Action Questions:

50. As we wrap things up, what should our listeners be doing for the next 30 days, 90, and 1 year to accomplish _____?
51. What final words of wisdom would you like to pass on to everyone who's listening in to this call?
52. Where can our listeners find out more about you?
53. What freebies can you offer to our listeners today?
54. What special offer can you make for our listeners?
55. Tell us a little about some of your products?

There ya go!

To Be Continued Next Week

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Lesson #12
How To Use Interviews To Sell Affiliate Products, Part 2

Last week we talked about how to create an interview to distribute in order to promote your favorite affiliate program. As a special treat this week, I'm going to let my friend, mentor and NAMS Instructor Jimmy D. Brown give you his take on how you can get other people giving away that interview for you to drive traffic to your blog (where you promote your affiliate program).

There are a couple of things I need to point out about today's lesson…

- ➔ This is an actual report that sells for $15 from Jimmy so you're definitely getting your money's worth this week in "added value"! ☺

- ➔ It was originally written to explain about writing a checklist report and then distributing the report to promote your site. You CAN, quite obviously, follow the system exactly as it is written below in order to use the original concept to promote your blog. **THE POINT**: You can use today's lesson as a standalone lesson if you haven't done an interview yet. Or, even if you have done an interview you can still use this strategy for additional reports.

- ➔ IF you want simply to distribute your interview with this strategy, you can skip everything up until the final step. If you want simply to distribute your interview with this strategy, **go immediately to STEP FOUR on Page 20**.

With that said, we'll let Jimmy start the lesson!

I'm very excited about this particular report because of the many different ways it is beneficial to your business.

The strategy that I'm going to teach you today will allow you to –

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- Drive traffic to any web site you choose.
- Promote affiliate program links.
- Add new subscribers to your list.
- Build your affiliate and joint venture network.
- Generate interest in your articles, mini-courses and special reports.

Ultimately, despite its simplicity, it holds **many different components** for generating more profit for your internet business.

And that ought to excite YOU too! ☺

What I'm going to share with you in this report has two important "*profit points*" that will have a direct impact upon your business.

Profit Point #1:
CONTROL the browsing habits of your subscribers and site visitors.

What if you could lead your subscribers and site visitors to read your ezine articles, download your special reports, visit your blog pages, click on your affiliate links, listen to your audio messages, and so forth through the convenience of getting **one singular document** into their hands?

> *What if you could lead your contacts to systematically visit (and even revisit) the materials and pages most likely to make you money?*

One aspect of the ***How To Get F.R.E.E. Traffic™*** system is getting your contacts to absorb **your** content, direct their attention where **you** most want them to go and invest their time, money and energy on **you** instead of your competition.

Listen, here's the thing –

There are many others out there with the same subscribers and site visitors as you have …

…and they are trying to get those people to listen to what THEY have to say.

People only have so much time. They'll only visit so many sites. They'll only join so many lists. They'll only read so many emails. They'll only spend so much money.

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Learn this: Winning the battle for control of a person's attention is the single greatest contributor to success on the planet. Without someone's attention, you can't sell them a single thing. With it, the sky's the limit.

You want to get as much of your contacts' time, effort and money as you can by ***keeping their attention on you and your resources*** instead of allowing them to go elsewhere.

It's this simple: if someone is going to educate them through content, convince them to buy through marketing and develop a long-term relationship with them … **it might as well be you instead of your competition!**

And, to a great extent, you can do this with one singular document as I'm going to explain to you in just a moment.

You get free traffic to places you choose through your existing subscribers and site visitors!

So, that's one of the "*profit points*" for you with this strategy.

Profit Point #2: CREATE an influx of additional subscribers and site visitors.

What if, with this **same document**, you could get other people to send you their subscribers and site visitors to **your most profitable page**? Would it help your business if you could get others to send their contacts to your sales page, your opt-in page, your mini-course page, your special report download page, your portal page or your affiliate page?

Of course it would help you.

That's the other side of the ***How To Get F.R.E.E. Traffic™*** system. It's an automated lead generation tool. If you follow my simple instructions, you'll force others – smart marketers, super affiliates, experts, persons of influence – you'll force others to send you targeted traffic.

FREE targeted traffic.

That's the best kind, right?!

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You get free traffic to places you choose through other people's subscribers and site visitors!

So, let's begin looking at this idea here of...

How To Get F.R.E.E. Traffic™

Before I explain the four steps in this strategy, let me give you an overview of what it entails.

In a nutshell –

Create a "strategically designed" 10-15 page special report to launch a "strategically designed" traffic generation campaign.

In other words, "*give away a free report*".

Now, before you go shaking your head and thinking, *"Jimmy's taught this before. I've heard this all before. It's no big secret that giving away free reports is a way to get traffic. Blah, blah blah, blah."* stop for a moment and listen carefully to what I'm about to say:

Settle down, Chicken Little. The sky isn't falling. ☺

Yes, I've been using this strategy in various forms since I first came online back in 1999. Yes, I've created products on the topic. But, in this report, I'm going to share some ***new twists*** that I've never revealed before to get even greater results.

Unless you've been reading my mind, you haven't heard today's strategy taught before. And, if you have been reading my mind, stop it immediately or I'll have you arrested for unlawful entry. ☺

Anyway, to the point -

> **The key here** is what's found in the "*strategically designed*" portion of the special report and what's found in the "*strategically designed*" portion of the traffic generation campaign.

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Now, there are just four steps in this system and I've used the acronym "F.R.E.E." to arrange these steps for us to follow along through this report–

F – FORMULATE a step-by-step plan.
R – RECOMMEND appropriate resources.
E – ENGAGE your primary contacts.
E – ESTABLISH a distribution network.

So, let's talk about each of these steps as they make up the ***How To Get F.R.E.E. Traffic™*** system. First up, we have the "F" of the "F.R.E.E. Traffic System"…

Step 1 – FORMULATE a step-by-step plan.

Your first step begins with creating a 10-15 page small report that is a very detailed, **step-by-step plan**.

Now, there are some important aspects of this report that will likely differ from what you've heard before about creating freebie reports that I need to mention in regards to this strategy. So, let me organize the creation of this "strategically designed" report into three simple steps for you to complete.

1.1 CHOOSE a topic. The first thing that I want to mention is that you'll want to choose a BROAD topic for this special report. I know, I know, you've been beaten over the head with a "niche" 2X4 so many times you've got splinters sticking out of your scalp. ☺ However, for this strategy, you'll want to have a BROAD topic for reasons that I'll explain in our next section.

"*Creating an information product*" (broad topic)
would be a better option than
"*Finding ideas for an information product*" (narrow topic)

"*Your first year in home-schooling*" (broad topic)
would be a better option than
"*Choosing curriculum for home-schooling*" (narrow topic)

"*The no-fad weight loss plan*" (broad topic)
would be a better option than
"*Raising your metabolism for weight loss*" (narrow topic)

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Think of it this way: What's your field of interest or expertise? Your small report needs to be an **overview** of your entire field (I.E. internet marketing) or a **major aspect** of your entire field (I.E. affiliate marketing).

- Your topic should be broad enough that it would require additional articles, reports, mini-courses, products, etc. to explain the finer points of each "step" included.

- Your topic shouldn't be so broad that it can't be "overviewed" in 12-15 pages. (I.E. "Medicine" would be too broad!)

Choose a topic – a broad topic – related to your field of interest or expertise. After that...

1.2. COMPILE a "glorified checklist". Your small report needs to be in the form of what I'm going to label as a "glorified checklist". A "checklist" is simply a list of "things to do" in order to complete a task. These steps are "checked off" as they are completed. Thus, the term "checklist".

You'll create your small report in the classic "how-to" format (you know the drill, step-by-step system arranged chronologically) but because it's a "checklist" you'll include MORE STEPS than usual.

In fact, I want you to include at least 20-25 steps on your checklist.

Let me refer to just a quick example of 20 steps that might be listed on a checklist of creating an information product to give you an idea here –

---- Begin Example ---

- ❒ 1. Determine the target audience you want to reach.
- ❒ 2. Decide upon the topic of your product.
- ❒ 3. Choose the title of your product.
- ❒ 4. Select the format of your product.
- ❒ 5. Brainstorm ideas you want to include in your product.
- ❒ 6. Create a working outline for your product.
- ❒ 7. Identify what "extra content" to save for bonuses.
- ❒ 8. Choose chapter headings for your product.
- ❒ 9. Divide the chapters into daily writing assignments.
- ❒ 10. Create a Microsoft Word® template to use when writing.

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❒ 11. Complete the writing assignments.
❒ 12. Read completed materials and edit.
❒ 13. Insert additional content where needed.
❒ 14. Create and insert graphics as needed.
❒ 15. Hire someone to proofread the content.
❒ 16. Insert backend offers and additional resource links.
❒ 17. Create interior pages (Title, legal, about the author, etc.)
❒ 18. Polish the report with styles, indentions and fonts.
❒ 19. Compile the product into a delivery format.
❒ 20. Price your completed product and prepare to market.

---- End Example ---

So, if you're going to create an information product, this is a good checklist of things to complete. Once you've done them all, you'd have a product created.

Now, the reason I described this as not just a "*checklist*" but rather as a "*glorified checklist*" is this –

Most checklists aren't very descriptive in the activities listed.

I mean, what I just gave you was a checklist of actual activities you'd need to complete in order to create an information product.

The problem is, there are a lot of details involved in each of those 20 steps I listed, isn't there?

- You don't want to give the readers of your report a traditional checklist with a series of action steps with no explanation. But, on the other hand...

- You don't want to give the readers of your report a traditional tutorial with a series of action steps with too much explanation.

The right mixture is found somewhere in between a simple list of things to do and a full-blown product offering. The right mixture is found in a "*glorified checklist*".

So, what you'd do is this –

Create a checklist of 20-25 steps with 2-4 paragraphs of explanation for each of the steps listed.

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Give them at least one really useful suggestion for each step so they know what you're talking about.

Let's look at an example –

> In my list of 20 steps to creating an information product, step 2 was "Decide upon the topic of your product". So, what I'd do is give readers ONE WAY to find a hot topic for a product, such as how to use public forums to see what people are most interested in. I'd explain that thoroughly enough that they could do it and then I'd move on.

You want to give them enough information that they can use it without giving them so much information that they don't need to buy anything. It's my classic "*useful, but incomplete*" formula.

So, create this checklist-style report of 20-25 steps with 2-4 paragraphs of information for each step, and as you do that...

Note: If you don't have a copy of ***Small Reports Fortune™*** to walk you through outlining, writing and profiting from short reports, grab a copy before you begin working on this project at http://nams.ws/small-affdom

1.3. CENTER your content on existing materials. We'll talk more about this in the next section, but it's important that I introduce you to the concept here as you're actually creating the report itself.

You'll want to build your entire checklist around every stitch of content that you have already written related to the topic.

In other words -

Create points on your checklist that coincide with your existing materials.

This is where we get very strategic. Ultimately, you're going to create as much of this checklist around getting people to consume more and more of your existing articles, mini-courses, reports, blog posts and so forth. But, we'll get to that.

Let me give you an example of how to "*create points on your checklist that coincide with your existing materials*."

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Example: If I was going to create a checklist entitled, *"The Beginner's Checklist For Building A List"*, I would include *"Create An Opt-In Form In The Text Of Your Salesletter"* as one of my points. Why? Because I have a free 20-page report entitled, *"How To Triple Your Opt-In Rate"* that focuses on that very topic. I would mention my free report as something the beginner would need to read in order to accomplish that step. Of course, that report is designed to sell one of my products.

See how this works?

Instead of the reader of my checklist rushing off to Google.com to find out "*how*" they can create an opt-in form for the text of their salesletter (how to complete a step on the checklist) and ending up at **someone else's** web site, I control their browsing and guide them to **my** web site.

Big, big difference.

The more I am able to get them consuming **MY** content, the more likely they'll spend money with **ME** instead of my competition.

So, as you're outlining your checklist, determine as many different steps as possible that can be centered around getting people to your site, to your lists, to your download pages, etc. to glean additional information on the "*things to do*" outlined in your content.

So, that's step 1 of the ***How To Get F.R.E.E. Traffic™*** system. Up next, we have the "R" of the system which is...

Step 2 – RECOMMEND appropriate resources.

In this section, we're going to quickly talk about two categories of resources that you'll want to mention in your checklist.

They are -

- Multiple Free Resources.
- Main Paid Resource.

First, let's talk about your free resources.

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What I want you to do at this stage is to take inventory of every **free resource** you have related to the topic of your upcoming checklist. I mean, include everything...

⇒ Ezine articles
⇒ Newsletters (Including specific issues)
⇒ Reports
⇒ Blog posts
⇒ Mini-Courses (I.E. "E-courses")
⇒ Training calls
⇒ Video tutorials
⇒ Forum posts
⇒ Software programs
⇒ Private Label content
⇒ Interactive resources
⇒ Worksheets and forms
⇒ Web pages
⇒ Tools
⇒ eBooks
⇒ Resource directories
⇒ Services

If it's free and related to the topic of your checklist, include it.

That is, of course, if it's **quality information**.

Re-think your checklist structure and make sure you include a point in your entry of action steps that coincides with the content of your free resource.

Word of Caution: Don't overdo it. What you don't want is 20-25 things your reader has to go read extra in order to make sense of your checklist. That's overkill and will only hurt your cause here.

I would recommend limiting your "recommended resources" to about 6-9 freebies scattered throughout the checklist at key points.

There's a lot of information in that sentence, so let's make sure you got it all.

⇒ *6-9 Recommended Resources*. Only use your best free stuff here on about 1/3-1/4 of the total number of points you have listed in the checklist.

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⇒ *Scattered throughout*. If possible, try not to lump all your freebies together in one area. A nice blend of free resources at similar intervals is best.

⇒ *At key points*. This is the real key. On the most important aspects of the checklist, try to have an additional free resource available. Why? Because if it's an item the reader MUST take action on, they probably will. Translation: they are more likely to access your recommended resource.

In fact, let me address that a bit more.

When was the last time you heard someone say, *"It's not an option"?* When I was growing up, I heard that all the time. *"Jimmy, go mow the lawn, it's not an option." "Jimmy, clean up your room, it's not an option." "Jimmy, turn off that light and go to bed, it's not an option."*

Why didn't my mom and dad ever say, *"Jimmy, take this $100,000 and go buy whatever you want, it's not an option"?* ☺

Anyway, the reason I bring this up is because I've found that people take action more often when it appears "*it's not an option*".

Comprende?

Okay, let's once again refer to an example here to illustrate this weaving of recommended free resources into the mix –

> Example: Let's go to my "*information product checklist*". If we look at it, we'll find that step 19 was, "*Compile the product into a delivery format.*" So, at this point, I could give them a couple of paragraphs about compiling products and then include this text, "*I've actually created a completely free video tutorial that shows you how to create an eBook that you can download at* _____ *...*" Now, who wouldn't want to go WATCH that free video to SEE how to compile their ebook? Most will view it. And, what's in it for me? Well, if the software being used in the video is MY eBook Creator software, then I'll certainly profit.

That's a perfect example of using this strategy well. A useful free resource is recommended at a critical point in the checklist that ultimately provides value and points the reader to a purchase where I make money.

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And that, ladies and gentleman, is good marketing without a bunch of hyped up nonsense.

Now, at this point, throughout the steps of your checklist content, try ***not*** to mention any **PAID** resources. Only provide them with freebies. If you've setup your free stuff correctly, you'll have plenty of paid offers mentioned inside your mini-courses, articles, reports and so forth anyway.

Don't risk scaring readers away by inching towards their wallets.

Now, there's something I really need to address here before I talk about a "paid" resource –

What happens if you don't have enough free resources to recommend or ANY free resources to recommend?

If you're a newcomer, you may not have these resources in your arsenal. Or, if you want to create checklists on a variety of topics, you may not have enough appropriate freebies to offer.

Now what?

Now, you compile **other people's resources** to give away!

It's common knowledge that there are dozens of free content sites like EzineArticles.com, GoArticles.com, and FreeAffiliateArticles.com to name a few, where authors have submitted ezine articles that you can reprint.

So, use those ezine articles as resources to recommend in your checklist.

Think of the possibilities –

⇒ You load other people's ezine articles to pages at your website where you customize the accompanying resource boxes with your affiliate links.

⇒ You load other people's ezine articles to pages at your website where you insert Adsense® ads on the page.

⇒ You load other people's ezine articles to pages at your website where you have a banner ad for a related offer.

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⇒ You load other people's ezine articles to pages at your website where you have a "Click Here to Continue" link that leads to your product or an affiliate program.

⇒ You load other people's ezine articles to pages at your website where you have a fly-in ad promoting a limited time only special offer.

You are only limited in how you can profit from other people's ezine articles by your lack of creativity!

Note: I always recommend that you secure permission directly from the author of the article prior to using it. A simple email explaining what you want to do will almost always result in a "yes".

There are so many other things you can also do with other people's resources. Keeping with the ezine article theme you can…

- COMPILE other people's ezine articles into your own original free report with offers inside to give away at your site.

- CONVERT other people's ezine articles into your own original email mini-course with offers in each lesson to give away.

We could go on and on.

The point is this: you can use other people's existing free materials (with their permission, of course) to again control browsing habits so YOU make money.

There are also many other resources out there in addition to ezine articles such as rebrandable PDF reports, rebrandable software programs, rebrandable toolbars and so forth. You can use affiliate URLs to link to people's blog pages, free lead membership sites, free services and so forth.

In addition to finding ezine articles at the popular article directories, spend some time at the following places looking for compatible resources –

1. Clickbank.com. Go to their "*marketplace*" and look for products related to your particular topic and then visit those product sites to find affiliate programs. Most good affiliate programs will have some kind of rebrandable content available for you to use.

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2. AssociatePrograms.com. This comprehensive directory of affiliate programs is another great place to locate affiliate programs related to virtually any topic you might be focusing your efforts upon.

3. Google.com. The "*ultimate research site*" is the perfect place to look for additional resources to offer. Search for free mini-courses, reports, newsletters and so forth related to your topic (I.E. "homeschooling report") and you'll likely find a few good options to include.

The important thing is this: whether you use your own or someone else's, now you've got built-in ways to expose the readers of your checklist to additional information which will both help them and simultaneously promote the offers associated with that additional information.

Optional: You can also search "*private label content*" sites such as Nicheology**, and** EasyPLR to access ready-made materials related to a variety of topics that you can use as these recommended resources.

Okay, now that we've talked about the "free resources" that you can offer in your checklist, let's move on to a "paid resource".

At the conclusion of your checklist you'll want to -

Recommend ONE primary "paid" product or service that is directly related to the overall content being shared.

Why only "one" paid offer?

It's simple: it gets better results.

When you mention too many "paid" resources, people begin to get defensive and suspicious. Besides, you'll expose them to many different offers as they delve deeper into your external recommended resources.

So, ONE primary "paid" product or service at the end.

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Now, I've found that there are three "kinds" of "paid" resources that work best in this type of report, so let's talk about them. We're going to look at them as "good", "better" and "best".

1. **GOOD: A comprehensive course.** This one is the easiest to recommend simply because they are usually VERY available. Almost every major topic has multiple information products available to cover them adequately. Your job at this point is to choose one to promote at the conclusion of your report. Obviously, if you've got your own course, that's your choice. If you don't, then find a high-paying, high-converting affiliate program and go that way.

2. **BETTER: Personalized coaching**. Better than a comprehensive course is "personalized coaching". Put together a 4-6 week coaching program where you assist students as they go through the steps of your checklist. If there's anything most people want more than knowledge, it is demonstrated knowledge. In other words, showing me is more valuable than telling me.

3. **BEST: A software or service that automates**. What could be better than "personalized coaching"? The best – "a software or service that automates". More than wanting someone to show us we'd like something that can just do it for us. If there is a software program, a tool, or a service that will automate the process being described throughout the checklist, you almost certainly get a lot of orders. Listen, we all want to do things faster and easier. So, recommendation number one is to find some kind of software or service that will automate the process you've detailed throughout your checklist.

So, those are three really good offers to make as your primary "paid resource" here at the conclusion of your checklist. Be smart in your marketing here. Throw in an extra incentive if they order. Create a limit or deadline. Show some proof of results. You've got them this far, now use good marketing to get the sale.

So, what do you have at this point?

- ✓ You have a checklist created that walks your reader through a process they are interested in accomplishing.

- ✓ You have free resources they are encouraged to access, giving you instant promotion for a variety of embedded offers.

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- ✓ You have an unlimited number of secondary info-streams that your reader begins trekking along to promote additional products and affiliate links. (I.E. They access a mini-course that has 25 lessons in it over the next 6 months filled with various offerings.)

- ✓ You have a primary offer at the conclusion of your report.

- ✓ You have control of the attention of your reader for an extended period of time, thus dramatically increasing the likelihood you'll make money.

All of this from one singular document. Not bad!

That brings us up to the first "E" of the ***How To Get F.R.E.E. Traffic***™ system and that is...

Step 3 – ENGAGE your primary contacts.

"Engage" means "to occupy the attention of". That's what I've been talking about all along. So, here's where you put it into motion.

You've got your checklist created. Everything's in place. It's launch time.

Quite simply, you inform your existing subscribers, customers and site visitors of your new special report.

Now, I'm not going to spend a lot of time here on this. It's a pretty simple process that I won't bore you to tears with in trying to explain.

- Send a mailing out to your list members informing them of the report.
- Load an automated message to all of your autoresponder sequences.
- Post a link, popup window or other notice at your web page.
- Mention the checklist in blog posts and upcoming newsletter issues.
- Talk it up at your favorite forum as applicable.

Bottom line: get the word out to those in your own network of influence.

Like I said, I'm not going to take up much time here. It's pretty self-explanatory. Get people you know reading the checklist and starting down the steps involved all the way to your order-processor. ☺

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Now, if we quit right now this would be a fantastic strategy to put into place. There's no question it would be worth doing simply as I've shared thus far.

Oh, but it gets much, much better with the ***twist*** I'm going to let you in on next.

The second "E" of the ***How To Get F.R.E.E. Traffic***™ system is...

Step 4 – ESTABLISH a distribution network.

Here's where it's about to get really fun for you. Let me do this in three parts so I don't lose you in all the excitement –

Part 1: What.
Part 2: How.
Part 3: Where.

4.1 What. First up, let me explain "what" it is that you'll be doing in "establishing a distribution network." I'll give it to you in a bite-sized nugget and then elaborate.

Give away "private label rights" to your completed report.

Just in case you're relatively new to internet marketing, if you grant someone "private label rights" to your report, it allows them to take the content and do whatever they want with it. They can take it apart, add information to it, change it, reformat it, put their name on it and claim copyright to their new original work.

Note: As with all "rights", there are applicable rules which vary with the original author and distributor, but this is a "general" idea of what "private label rights" involves.

I should know, I started the entire "*private label rights*" industry when I created "*Products In The Rough*" for my Profits Vault Monthly membership YEARS back when people were still on the "reprint rights" bandwagon.

Due to its success, I started Nicheology.com with Ryan Deiss which was the web's first major private label content provider. After its huge success, dozens of clone sites sprung up and an entire industry was birthed.

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Anyway, enough of the history lesson. ☺

So, what you want to do is give other people "*private label rights*" to your checklist. That is, you allow them to take ownership of the report and do whatever they want with it.

In fact, I would recommend that you provide them with a list of things they can do with your checklist to include these things –

- ✓ You MAY give away the report as an incentive to get people to join your list.
- ✓ You MAY use the report as a bonus for a paid offer.
- ✓ You MAY disassemble, add to, take away, repackage or reformat the report.
- ✓ You MAY insert affiliate links and other offers to the content.
- ✓ You MAY convert the report into a mini-course or ezine articles.
- ✓ You MAY change the resources in the report to those of your own.
- ✓ You MAY offer reprint rights to the report after you've changed it.
- ✓ You MAY include "private label rights" to the report.

And so on.

I'd let them know if they make any changes to the report, they must remove your name from the author position so you aren't responsible for changes they made.

Now, the question probably on your mind is WHY would I give them "private label rights" to the checklist instead of allowing them to give it away "as is" or "rebrand" it?

There are three reasons why:

> Reason #1: Private Label Rights are "*sexier*". There are many things about a regular report that a distributor might not like which would prevent them from passing on your checklist. With "private label rights" the end user can change anything they don't like AND take control of the completed work to use it in whatever way they want. Which would YOU prefer?
>
> Reason #2: Private Label Rights are "*easier*". Rebranding would work except for a couple of problems: Firstly, unless you have affiliate links for every free resource you mentioned in the checklist, it will limit the distributor in what they stand to gain. Secondly, if you're using other people's articles, the distributor stands to gain very little while you stand to gain a lot. Again, which would YOU prefer in their shoes?

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Reason #3: Private Label Rights have "*carriers*". Finding a large number of people who might distribute a rebrandable report isn't nearly as easy as it is to find huge networks of people distributing private label content. We'll talk more about that in just a moment as I explain "how" do to this.

Now, as you've listened to this, you may be thinking, if I give over control of my checklist to other people to do whatever they want with it –

"What's in it for ME?!"

Good question.

Here's what you stand to gain...

When you grant "private label rights" to your checklist, inform the distributors that there is ONE rule that must be adhered to regarding the checklist.

The section of text in the shaded box CANNOT be altered.

In your report, you'll have one section – contained in a shaded box – that must remain as it is. In this box you'll promote your list, your product, whatever your main offer may be.

Regardless of what the distributor does with the checklist, they must leave that shaded box – and your offer inside it – in place as it appears in the document you give them.

That way, it doesn't matter where the report goes, how it's used, or what roads it travels, your offer goes with it every time it is accessed!

Note: If it's a product and you have an affiliate program, you can allow the distributor to insert their affiliate link into the offer if you want.

So, that's the "*what*". Now, let's move on to the "*how*".

4.2 How. Here's "*how*" you get this in motion. There are MANY "*private label rights*" subscription sites offered today.

I'm not going to list them all here, but you can find them by visiting Google.com and searching for "private label products", "private label rights" or "private label content".

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So, once you've gotten your list of these sites together, send out a PERSONAL email to the owner of each site. (It's not "Dear Owner", it's "Hey Jimmy") **Don't be stupid** and send out some mass email or put the owners on a list or anything like that. This is a **legitimate joint venture** proposal, so don't blow it by making it appear like SPAM.

Contact the owners of these PLR sites and let them know that you have an original 15 page report on the subject of XYZ that you'd like to give them to include in their subscription site with **free private label rights**.

These folks pay thousands of dollars monthly to get ghostwriters to create content for their members. Why wouldn't they want quality information for free?

> As someone who used to be co-owner of two of the top PLR sites, I can say with great certainty that we'd love to have your content in our site for free! ☺

If you have put together quality information, you should get a great response to this proposal.

And, just like that, you've got your checklist accessible to DISTRIBUTORS who can then turn and put your report into circulation to thousands upon thousands of their own subscribers and contacts!

Do you see how incredible this is? If you don't, it's time to go see your local optometrist, because you've got some kind of eye problem! ☺

> Those are the major players – these PLR content sites – simply because they have an enormous amount of distribution clout at their disposal in their membership.

But, that's not all. There are many other ways to get your checklist into circulation with private label rights. Let's look at the "where"...

4.3 Where. In addition to these PLR content sites, you can also approach individuals who might be interested in your checklist with private label rights.

> For example: Go to your favorite ezine article directory and look for authors of ezine articles that are related to the topic of your report. Contact them and let them know about your free offer of private label rights to your checklist. Many of these are likely to accept your offer because they are writers;

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meaning, they can easily make adjustments to the checklist and take ownership of it as their own.

You can also find many potential partners in the same way that you would attempt to recruit affiliates and joint venture participants.

The question is: "*where can these affiliates and partners be found?*"

Short answer: Google.com.

I've found Google.com to be the best free research tool on the planet for finding new affiliates and JV partners.

There are (at least) seven ways to search Google®'s massive database for potential partners:

1. POPULAR PRODUCTS. Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to distribute your checklist.

- Ex. If your product is about "niche marketing" do a search for "Nicheology".

2. ARTICLE TITLES. Conduct a search for the title of articles related to your checklist topic. Identify which sites are currently showcasing those articles and see if they are interested in your private label rights report. (*Note: You can find article titles at popular article directories such as GoArticles.com*)

- Ex. If you've got a checklist related to free traffic, do a search for "How to Sell 300% More Of Your Product in 72 Hours Than You Did All Month". (Use quotations)

3. ACCESSORIES. Conduct a search for items that are related to your checklist, but not identical to your offer.

- Ex. If your checklist is about "web site templates", do a search for "hosting" or "salesletters".

4. ADVERTISING. Conduct a search for terms that are related to your checklist and then look for those who are currently advertising using Google's Adwords®.

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(*The tiny ads in the right margin of the browser window*). These will be more experienced marketers and more likely to be open to a joint venture proposal.

- Ex. If your checklist is related to "dieting", then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

5. AUTHORS AND EXPERTS. Conduct a search for the names of well known authors and experts within your field of interest. You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence.

- Ex. If your product is related to "internet marketing" then search for "Jimmy D. Brown".

6. URLs. Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". I.E. inurl:"*travel discounts*". This will return a listing of all indexed URL listings that contain that phrase.

- Ex. If your checklist is about "rose gardening" do a search for inurl:"rose gardening".

7. TIPS AND ARTICLES. Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. "*marketing tips*", "*time management articles*".

- Ex. If your checklist is about "UFOs" do a search for "UFO articles".

There you have 7 quick ways to use Google.com to find potential partners to give away private label rights for your checklist report.

With all I've shared so far, there should be no shortage of available distributors for you to contact concerning this proposal.

Optional: If you really want to generate extra interest in your private label rights report, have a professional graphics package created to represent it. I'm talking about a report cover, a header graphic and a mini-salesletter describing the report. (Make sure you don't include YOUR NAME in any of the graphics.) This will just add more value to what you're giving away and lend a bit more credibility to your offer.

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Ultimately, you have a double-edged sword here.

⇒ On one side you have a great promotion tool to get your own subscribers and site visitors to buy from you.

⇒ On the other side you have a powerful traffic generation tool to get more subscribers and site visitors!

And that, folks, is How To Get F.R.E.E. Traffic™!

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Lesson #13
How To Get Droves Of Other Sites To Link To You

Welcome back!

In this lesson you're going to discover how to get other sites to link to you!

The benefits of getting these backlinks are twofold:

1) **Traffic.** Your prospects will follow these links from the other sites to your site – that means more traffic to your blog and more subscribers on your list. When you're seeking out links for traffic, focus on getting links from busy sites in your niche.

2) **Backlinks for SEO (search engine optimization) purposes.** Even if you don't get a lot of direct traffic from these links, they can still benefit you if the links are coming from relevant, high quality sites (especially those with a high Google Page Rank).

Although the exact Google search engine algorithm isn't known, you can generally expect to rank better in Google (and other search engines) for your keywords if you have plenty of quality, one-way incoming links… especially from authority sites with a high PageRank™ (PR).

That's because search engine optimization is based on onsite optimization (where you create content around your keywords, include your keywords in your title, etc) AND offsite optimization (when you get these backlinks).

Now let's look at how you can get hundreds if not thousands of one-way incoming links pointing back to your site…

Commenting on Blogs

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One of the easiest ways to get links is by commenting on high-traffic blogs in your niche.

> Tip: If you also want to get the benefit of backlinks for search engine optimization purposes, then look for "authority site" blogs with high Page Rank (PR). Indeed, some of the best blogs you can comment on are the .edu or .gov blogs.
>
> In addition, if you're commenting for search engine purposes, then look for blogs whose source code indicates that they have the "do follow" tag. This is a line of code that tells search engines to follow all links on the page. Some webmasters don't allow the search engines to follow links in their blog comments, which means you don't get any search engine benefits. However, if it's a high traffic blog, you'll still get the other blog readers clicking through.
>
> One way to find do-follow blogs is by looking for bloggers who post the "U comment I follow" graphic (or similar). You can also search the following site to see if there are any do-follow blogs in your niche: http://www.followlist.com/.

So, how do you find these high-traffic blogs?

The simple way is to search in Google for your keywords alongside the word "*blog*."

> Example: "marketing blogs."

You can figure that those sites on the first few pages of Google for your niche's top keywords are pulling in the most traffic – and so their blogs should be fairly busy.

You can check Alexa.com to get an idea of the amount of traffic a blog gets. However, Alexa is notoriously inaccurate for certain niches. A better way to determine how much traffic a site gets is by looking at the comments section to see if there is a lot of discussion going on.

And the best way to find out if a blog will send you traffic? Test it!

Post a comment and track your results. If you also want to see how many people viewed your site but didn't click through to your link, post a small (relevant) picture in your blog comment (where allowed). That way you can see how many

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times the image file was accesses versus how many people actually clicked on your link.

> **A quick word of warning:** Don't use blog commenting software (that's for spammers). Instead, join the discussion, post your opinions and create thoughtful comments. Do that, and most blog owners will allow you to link back to your own site.

Swapping Links (and Blogrolling)

You can swap blog links with other bloggers (AKA blogrolling), or you can swap general website links.

Just be sure to choose high-quality sites (and preferably those with high traffic).

Submitting to Directories

We've already talked about submitting articles to article directories. But where appropriate, you can also submit to the following:

- Forum directories.
- Ezine (newsletter) directories.
- Blog directories. (Note: WordPress automatically pings the biggest directories when you make a new post.)
- Niche directories.
- Search engine directories.
- Local directories.

Using Social Media Sites

In a previous lesson you discovered how to get backlinks by creating secondary blogs on social media sites (like Facebook.com and other content sites like

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Squidoo.com, Blogger.com and similar. You may also post videos on sites like YouTube.com and link back to your site.

Those are all good places to get links. But you can also get traffic and links coming back to your blog by using the social bookmarking sites like Digg.com, ReddIt.com and StumbleUpon.com.

> Tip: Content that's funny, fresh, extremely useful and/or controversial is more likely to get bookmarked by others as opposed to standard "how to" information.

Buying Links

You can buy links on other high traffic or high PR sites. Check link brokers like backlinks.com. And also check your niche's high-traffic sites and blogs to see if they specifically offer advertising.

Participating on Forums

I talk about this in detail in another lesson, so I'll just mention it briefly here: Participate in discussions on high-traffic niche forums.

In some forums, you'll get the benefits of backlinks for search engine optimization purposes. But in most cases, you'll find the main benefit is that you get highly targeted prospects clicking directly on your links.

Submitting Online Press Releases

While you likely traditionally think about press releases as showing up in print publications, many newspapers also print their entire paper (including those releases) online. And that means if your website link is included in your release, you'll get a backlink.

However, even if the big newspapers don't print your release, you can still get backlinks when you distribute your release through PRWeb.com. That's because the release shows up on the PRWeb.com site as well as its sister sites.

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And because there are webmasters and autobloggers who are pulling press releases from the site automatically, you're sure to get at least a few dozen backlinks every time you submit a release. But if you submit a good release, you could easily pick up 100 or more backlinks.

Syndicating Your Content

If you set up a WordPress blog, then you already have the ability to syndicate your content using RSS (Real Simple Syndication). That means that your blog readers can subscribe to your blog, which delivers your content straight to their computer. But RSS also gives you an opportunity to get backlinks through sites that publish your RSS feed.

One way to publish your RSS feed (and get backlinks) is by directly submitting your feed to RSS directories (search Google for "RSS directories). You'll find sites like JumpTags.com, Syndic8.com, etc.

Another way to get links via your RSS feed is to check your favorite social media sites to see if they allow you to include your feed on your page. Some social/feed sites you may consider using include BlogCatalog.com, FriendFeed.com and Bumpzee.com.

Engaging in Link Baiting

Link baiting is a buzz phrase that refers to building up links naturally by getting others to link to your site. So instead of asking for links (e.g., link swaps), submitting links (directories) or buying links… you instead create content that causes others to WANT to link to your blog.

Here again, bland content won't get links. You need to create posts that are:

- Fresh – something no one else is talking about.
- Scoop content – be the first to blog about niche news.
- Controversial (or at least opinionated).
- Extremely useful – could be information, a list of resources, etc.

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- Or otherwise engaging, funny, etc – something worth talking about and/or linking to.

You may also create multi-media content like videos, audio interviews with experts, etc. Whatever you choose, the point is to create content that others can't find elsewhere, and so they link to your blog as the source.

Conclusion

What you've learned in this lesson will enable you to quickly get hundreds if not thousands of backlinks. And if you focus on link baiting, you can get others to create those backlinks for you!

That's because they'll blog about your blog post, they'll post your links on niche forums and they'll bookmark your blog post on social media sites and more.

Bottom line: Go ahead and manually seek out links. But also focus on creating high-quality content, because then you'll find that getting backlinks is as easy as ripping up a wet tissue!

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Lesson #14
How To Get Mini-Course Traffic For Your Blog

I'm a big, big believer in email mini-courses. I make money each year DIRECTLY from email mini-courses, so I know how powerful they can be.

> Note: And that's just from direct sales generated through the email mini-courses. It's impossible to track all of the new affiliates recruited, viral growth and continued repeat business that comes in from the databases I build - it's an incredible profit maker to say the least!

And I guess I've tried just about everything there is to try when it comes to creating and profiting from these email mini-courses.

- *I know what doesn't work.*
- *I know what works.*
- *And I know what works best.*

The good news is, you don't need to figure any of these out on your own. I'm about to share with you an incredible way to use email mini-courses to generate traffic to your web site in the next 5 days.

But, first, just in case you don't know what an email mini-course else, let me get us on the same page here...

Defined: "Email Mini-Course"

An email mini-course (also known as an "e-course") is a series of related messages delivered automatically via an autoresponder to those who request it.

Each lesson is delivered at predetermined intervals (I.E. "daily", "every 7 days", etc.) to the email address of all subscribers.

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Generally, email mini-courses are given away at your site in order to get visitors to join your list, thus giving you more opportunities to convince them to buy.

And, if you're really aggressive, you might have done something a bit more "advanced" in allowing others (I.E. affiliates and partners) to customize the email mini-course and give it away to their own contacts in order to promote your site.

> ***But, very, very few people have really mastered the traffic generation side of creating email mini-courses. Most people don't even think about this at all.***

That's why I'm here. :-)

So, let's take a look at how generate site traffic with email mini-courses. Let me give you the strategy in an overview form and then we'll break everything down into workable steps to explain the concept thoroughly.

Okay, here it is...

"Create a 5-day email mini-course with 1 contributed article from yourself and 4 other partners, all of which must distribute the completed series"

It's very simple...

- You find four partners who have products that are related, but not directly competing, to your own product.
- You each write 1 ezine article on a topic specific to your own individual products, along with a resource box and offer for your product.
- You compile the five articles into a 5-day email mini-course (AKA "e-course").
- You each give away the email mini-course to your own site visitors, subscribers and affiliates.
- You all receive traffic as people read your respective articles and click on your links.

Here's the best part: Not only do you receive free traffic to your site *(as your other four partners give away the mini-course to their contacts who, in turn, read your*

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article and click on links to your site) but you also earn affiliate commissions for your referrals for each other's products!

For Example:

When you distribute the email mini-course, you embed YOUR affiliate link for each of the other four products being promoted in the lessons and offers.

When Partner 1 distributes the email mini-course, he embeds HIS affiliate link for each of the other four products being promoted in the lessons and offers.

Part 2, 3 and 4 each do the same thing.

BOTTOM LINE: You all get traffic to your sites AND earn commissions on referred orders for each other's products!

My, my, my - now we're getting somewhere.

And, believe it or not, you can get this thing up and running within 24-48 hours if you get going. (And actually see traffic to your site AND affiliate commissions within the next 5 days!)

Here's what you need to do...

1. Determine the "theme" of your email mini-course. It begins with deciding what "theme" you want for your series of five articles.

Your theme needs to be....

- Appealing. Yes, I know, this one should be a "no-brainer", but I gotta mention it anyway. Your email mini-course "theme" (and, subsequently, it's title) must be "appealing". It must be intriguing enough to convince people to actually read the series of articles in it. Enough said.

- Scalable. It needs to work well for all five of you. It can't be "Weight Loss Exercises" if one of you doesn't have a product devoted to exercises. The theme needs to work for all five partners involved.

There are a few "generic" themes that work well for just about any kind of email mini-course that you can use:

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Steps

- 5 Steps to Starting a Wildly Successful Internet Business
- 5 Steps to Getting In The Best Shape Of Your Life
- 5 Steps to Growing Your Sunday School Class

For example: Let's suppose you put together an email mini-course entitled, "*5 Steps to Starting A Wildly Successful Internet Business*". Let's suppose (we've got active imaginations :-) that you sell a product that teaches copywriting.

You'd identify five steps, such as

(1) create a product,

(2) build a web site,

(3) write a salesletter,

(4) automated your order processing, and

(5) drive traffic to your site.

Obviously, you'd be the "salesletter" article contributor. You'd contribute an article related to writing a salesletter. Then, you'd look for people who sell courses on product development, website creation, order processing and traffic generation. Each of those folks would contribute articles on their area of expertise, giving you a great email mini-course to mutually distribute and profit from.

Ways

- 5 Ways to Lose Weight Fast ... And Keep It Off Forever!
- 5 Ways to Increase Your Web Site Traffic Every Month
- 5 Ways to Win A "Garden Of The Month" Award

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For example: Let's suppose (here we go again :-) you create an email mini-course entitled, "*5 Ways to Lose Weight Fast ... And Keep It Off Forever!*" And, you have a product on "home exercise".

You'd identify five ways, such as

(1) exercise to burn calories,

(2) raise your metabolism,

(3) eat healthier meals,

(4) learn to relax, and

(5) tone up your body

Obviously, you'd be the "exercise to burn calories " article contributor. You'd contribute an article related to exercise at home to burn extra calories. Then, you'd look for people who sell courses on raising metabolism, recipes for healthy meals, stress relief or yoga for learning to relax and stretching for toning up your body. Again, each of those folks would contribute articles on their area of expertise, giving you a great email mini-course to mutually distribute and profit from.

If you want to create "*5 Ways to Increase Your Web Site Traffic*" you could look for folks creating products related to pay-per-click search engines, joint ventures, ezine articles, viral reports and affiliate programs ... and get them to contribute articles. (Hint: I'm interested in contributing to this one)

So, decide what general "theme" you want, give it a sexy title, and then move on to...

2. Find potential partners for contribution and distribution.

There are many different ways to find potential partners, and I'll quickly mention three of my favorites.

Ezine Article Directories: A good starting point would be ezine article directories such as...

- http://www.GoArticles

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- http://www.EzineArticles.com
- http://www.SubmitYourArticle

Why? Because folks who have already contributed articles are much more likely to partner with you on this project - they are already familiar with, and actively participate in, the writing of ezine articles.

Now, it's important that you look for folks who HAVE A PRODUCT to promote. You don't want ezine authors who primarily write articles to promote affiliate programs. That won't help you.

You want folks who write ezine articles to promote their own products.

Google.com: Another one of my favorites is Google.com. It's the largest search engine in the world and is one of the best research sites in the world.

The key is knowing what to search for. Most people have no idea how to tap into Google's magical research powers. Here's one of the best ways to find potential partners that you've probably never used before, that you've likely never even heard of before.

It's the search string call "allinurl". You can go to Google.com and type in allinurl:[keyphrase] – of course, you'll actually insert a phrase related to your product in that spot and then Google will search its database for sites that have that keyphrase in their URL, either in the domain name such or in a file name.

For example:

```
allinurl: marketing articles
allinurl: gardening articles
allinurl: dating articles
allinurl: time management articles
```

You should find some really good potential partners using this method as well.

Clickbank® Marketplace: The third place I look for partners is the Clickbank® marketplace. Clickbank® has a directory of products in a variety of different categories.

Simply look for available products that are related to, but not directly competing, with your own product, and you've got potential partners right there at your fingertips.

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Okay, after you've found a list of potential partners...

3. Contact potential partners with your proposal.

Next, you'll simply contact those you'd like to participate with your proposal. Here is an example that Jimmy uses that you can modify and use for your own requests...

> Dear [Insert Name],
>
> Jimmy D. Brown here with a unique idea for getting free traffic to YOUR site and my site, AND earn us both a nice commission in the process.
>
> No, this isn't a request that you send out an email to promote my offer and I do the same for you.
>
> It's much better than that!
>
> I'm putting together an email mini-course entitled, [Insert eCourse Title], and I'd like to use it to promote your product, [Insert Product Title]
>
> Here's what I'm requesting that you do:
>
> * Contribute an original article of yours, along with a resource box, which I'll include as one of the five lessons in the email mini-course.
>
> * Distribute the finished email mini-course to your subscribers and / or web site visitors.
>
> I've got three other partners (you and I make five total) who will do the same. We all contribute one article each and we all distribute the finished email mini-course to our contacts. That way, we all get completely free traffic to our sites.
>
> Plus, as a contributing partner, you can embed YOUR affiliate link into the email mini-course articles submitted by the other partners - earning you a commission on any sales generated from your referrals!

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All in all, it's a great way to get traffic to your site AND earn you affiliate commissions on four other related products.

Those who have agreed to participate in our five-person partnership are...

[Insert Partner 1 Name]

[Insert Partner 2 Name]

[Insert Partner 3 Name]

Plus you and I make five.

Please email me back to let me know if you'd like to participate, and let me know if you have any questions. We hope to get this email mini-course completed within the next 2-3 days, so you could be seeing extra traffic and commissions in less than a week.

Thanks very much for your consideration.

Best regards,
Jimmy D. Brown

Hint: While it will certainly work if partners contribute existing articles to the project, what works best is if each partner writes a fresh article for the exclusive use of the email mini-course you are compiling. You can mention that in your JV request as well.

4. Create the email mini-course with embedded affiliate links.

After you've received all of the articles from your partners, compile them into an email mini-course. This would primarily consist of creating a simple masthead and formatting each of the messages in .txt format for easy copy and paste into an autoresponder.

Here is a masthead you can modify...

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

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5 Ways to Create A Flood Of Traffic
To Any Web Site In The Next 72 Hours

By Jimmy D. Brown

*** A 'Get Free Traffic' Presentation ***
http://www.HowToGetFreeTraffic.com

Lesson #1 of 5

= =

I do want to quickly mention three ways you can promote the products of each of your contributors in these messages as well, so let's go ahead and cover those before we move on.

These would be in ADDITION to the resource box itself provided at the close of the article.

1. **Introduction**. The first is the "introduction". This can either appear above the masthead, or above the featured lesson article of the day. Basically, it would include you introducing the article and a quick mention of the product that the article's author has available. (Of course, this would have YOUR affiliate link to that product)

   Here's a sample:

   Dear David,

   In today's lesson, Jimmy D. Brown is going to share with you exactly how to get your subscribers to open their emails and actually read your messages.

   As you may know, Jimmy just released a brand new product called "Subject Line Secrets" which is available at http://xxxxxxyyyyzzzz.com . It teaches you 20 ways to get people to read your emails IMMEDIATELY.

   Read today's lesson, and drop by Jimmy's site to take a closer look at how YOU can get results from your email messages.

   All the best,

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Paula

2. **Sponsor Box**. Another option is to use a "sponsor box". That is, input a simple "Today's lesson sponsored by" and then insert a short 4-6 line advertisement for the contributor's product.

   I've been doing this for years and continue to see new sales come in EVERY SINGLE DAY from these sponsor ads, so they definitely work.

3. **Personal Call To Action**. And, thirdly, use a "personal call to action" at the close of the article. Write some personal remarks at the close of each article that spell out what kind of results you have personally seen or some benefit that you found most compelling about the author's product.

   If you can negotiate a special price or have an incentive to offer, mention it here and close out with comments that lead the reader to visit the site and take a closer look at the product.

5. Create a mini-salesletter and begin distributing. After you've created the text files, write a short "mini-salesletter" that briefly describes what's in the email mini-course (to convince folks to join the list and receive the lessons).

Then, it's simply a matter of...

- Giving the finished materials to your partners, and
- Beginning to distribute the materials yourself

Make certain that you embed your affiliate links to your partners' products in the version of the email mini-course that you'll be distributing. And remind your partners to embed their affiliate links in their copy of the email mini-course.

Note: You might also want to get each partner to commit to begin distributing the email mini-course within a specific time frame of receiving the finished materials. (I.E. Within 48 hours)

6. See traffic and affiliate commissions within 1 week. If all partners begin promoting the new email mini-course within a day or two of its release, you should see a steady stream of traffic coming to your site within a week.

And, of course, as more of your own contacts and subscribers begin reading the series, you should see affiliate commissions for referrals to your partners' products.

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Again, you have a tremendous traffic generation mechanism in place (as well as a way to earn automated affiliate commissions on four other related products from your partners!) that costs ZERO to implement, is a "win" situation for all involved and is very enticing for potential partners (making it easy to convince them to join you).

A+ here, folks.

Now, before we close out, I'd like to share some additional keys here to making this a success. Let me quickly cover 6 things you can do to generate even more traffic and make even more money with this strategy.

6 Keys to Skyrocketing Your Success And Traffic Using Free Mini-Courses

1. Create "Interview Articles" For Exclusive Use. First, "create 'interview articles' for exclusive use. Earlier I mentioned that having unpublished articles works best for this strategy. In other words, the articles would be completely exclusive for the mini-course you are creating. They aren't available elsewhere. If folks want to read them, they gotta come to you or one of your partners.

Now, the easiest way I know of to get other people to contribute a new, original article is to participate in a very simple "interview article."

The idea is simple:

Ask them just FIVE QUESTIONS relating to their field of expertise, they provide the answers, and your article is done.

Interview articles are the easiest way to get 100% original articles to use for your mini-course. Contributors don't have to do a lot of "thinking" – they don't have to come up with a topic for their article at all – **they just answer 5 questions**.

Now, I've actually done this, and I have a template set of questions that I use every time. I'm going to give you these five questions and give you permission to use them as often as you like, because they are completely universal.

It doesn't matter who is answering them or what their field of expertise is, anyone can respond to these five questions and have an article written, so feel free to use them.

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Question #1: What's the biggest mistake in _____ …and how can we avoid it?

(What's the biggest mistake in dieting? What's the biggest mistake marketers make? What's the biggest mistake new parents make?)

Question #2: Where should _____ focus most of their initial effort? What's the one thing we should do first when it comes to _____?

(What's the one thing we should do first when it comes to preparing for an interview? What's the one thing we should do first when it comes to creating a product? What's the one thing we should do first when it comes to managing our time?)

Question #3: What have you done differently that has been very successful? (Specific results)
(What have you done differently that has been very successful in losing weight? What have you done differently that has been very successful in breeding champion show dogs? What have you done differently that has been very successful in negotiating discounts on new car purchases?)

Question #4: Give us 5 quick tips about _____.

(Give us 5 quick tips about self defense. Give us 5 quick tips about digital photography. Give us 5 quick tips about finding the right mate.)

Question #5: What's the easiest thing I can do right now to see results in _____?

(What's the easiest thing I can do right now to see results in my sale copy conversion? What's the easiest thing I can do right now to see results in my exercise program? What's the easiest thing I can do right now to see results in my bosses' attitude?)

Again, these are universal questions that can apply to any niche, any contributor, any topic.

Then, think of your mini-salesletter…

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- Jimmy D. Brown answers your top five questions about **building and profiting from opt-in lists.**

- Yanik Silver answers your top five questions about **writing salesletters that convert like crazy.**

- John Reese answers your top five questions about **generating a flood of traffic to your web site.**

- Jim Edwards answers your top five questions about **creating mini-sites that pull in cash around the clock.**

- Rosalind Gardner answers your top five questions about **becoming a top affiliate in any program you choose.**

Compelling stuff, huh?

2. Setup A "Redirect" Site To Give Away The Mini-Course. The next key I want to mention is to "setup a 'redirect' site to give away the mini-course."

When you begin giving away the mini-course yourself, setup a special page where your subscribers or traffic can go to subscribe. When they submit their details into your form to join the list, have them automatically redirect to a "thank you" page that has a salesletter for some kind of offer.

You can…

- Have them directed to a page that says something like "Thank you for joining. Your request has been received. Check your email, the first lesson is on its way. CLICK HERE TO CONTINUE." Have that link take them to a salesletter. Or,

- Use a redirect script. You can get one at Hotscripts.com or one of the other scripts sites online. You've probably seen one in use. They usually say something like, "Your request has been received, blah, blah, blah. You'll automatically be redirected in 5 seconds. If your browser doesn't reload automatically, Click Here). Or,

- Have a short "thank you" at the top of an actual salesletter. "Thank you for joining the list, blah, blah, blah. While you're

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> waiting for your first lesson to arrive, read this important letter about blah, blah, blah…"

The important thing is this: You immediately get them to a sales page of some kind upon getting them to opt-in. A percentage of them will buy your offer immediately, giving you extra profit just for redirecting them after completing the opt-in process.

Just another way for you to see profits quickly.

3. Encourage Your Affiliates And Your Partners' Affiliates To Give Away The Mini-Course. That brings us to key #3, which is to "encourage your affiliates and your partners' affiliates to give away the mini-course."

You can get this thing spreading virally by just granting permission to your affiliates to embed the entire mini-course with THEIR affiliate links and begin distributing it themselves.

And, you can encourage your partners' to get their affiliates involved as well.

> If all five of you each had your own affiliate databases to begin offering the mini-course at their own site, you could quickly have dozens, even hundreds of other people driving traffic to your respective sites for you!

Do you see how profitable this can be for you?

It's completely free traffic, and now it's growing into areas you couldn't reach on your own.

Note: Another thing that I always do – that I encourage you to do as well – is to send out an extra mailing to all of those who join the list that lets them know THEY can give away the mini-course themselves. I don't know that I've ever created an ecourse with this additional message.

It goes out about a week after the subscribers have completed the sequence of articles and simply lets them know that they can give away the series themselves. Again, you'll find that there will be a consistent percentage of them who will begin distributing it automatically because of this announcement message.

More free traffic for you.

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4. Continue To Feed Additional Content To The List. Moving on to key #4, "continue to feed additional content to the list." You can add more free articles and lessons to the sequence. Let the subscribers know that you are going to give them additional free content, noting that they may unsubscribe if they don't want the additional free articles.

> As you write more articles and have other free content to distribute, you've got a ready-made database in place to begin offering immediately.

In fact, you could do this exact same mini-course traffic generation partnership with four new partners and simply plug in the next mini-course to the database of subscribers you've already built.

The possibilities are endless here.

5. Insert Solo Mailings For Each Other's Products. Another idea here to really make more money from this project is to "insert solo mailings for each other's products."

> That is, on days in between the delivery of the 5 articles, send out a solo mailing that does nothing but promote a product from one of the contributing partners.

Each of you could do this, and each of you could insert your own affiliate links into the mailings to your respective lists.

Or, if you don't want to bombard your lists with solo mailings every other day, try this:

Don't send the articles themselves as emails. Load the articles as HTML pages at your website. Then, have your autoresponders include a short link to that day's free lesson, complete with a solo mailing for a product as the main bulk of the email message itself.

> For example:
>
> Dear David,
>
> Lesson #2 of the "Start an Online Business" mini-course is available for you to read at
> http://www.blahblahblahblahblahblah.com/blah.html

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> In today's lesson, Ryan Deiss shows you how to setup an "upsell page" to automatically add 40% more profit to your existing business.
>
> Check out the article today.
>
> Also, Ryan has a brand new resource available that will help you create compelling upsells … and then you'd launch into the solo mailing.

Very easy to do. And very, very effective.

6. Craft Your Subject Line To Get Looks. Finally, you'll want to "craft your subject line to get looks." If you want folks to participate in your traffic generation project here, then you've got to get their interest long enough that they actually read you request.

> That's no small accomplishment these days. Folks are flooded with emails – some legit, some spam. And they are flooded with requests, most of which don't even get read.

So, it's up to you to use your subject line wisely to get their interest. Simply writing, "*David, a JV request*" isn't going to get it anymore. I and others get dozens of those every day. You've gotta stand out as different.

Now, I'm going to give you five subject lines you can modify for your own use. If you use these now, you will stand out among the other bombardment of emails. Over time, everyone will start using these, but for now they are going to be very effective in getting the attention of those you want to participate.

> [Name], I'd like to use your article
>
> [Name], about [Article Name]
>
> [Name], may I give away your answers?
>
> [Name], my subscribers want to hear from you
>
> [Name], have you written an article about this

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If you use any of those subject lines, I guarantee you the person on the other end WILL open the email and take a closer look. Then, it's up to you to get them to participate.

By using one of these subject lines, however, you will give yourself the opportunity to convince them, and that's the first step. *You gotta get your foot in the door before you can walk inside.*

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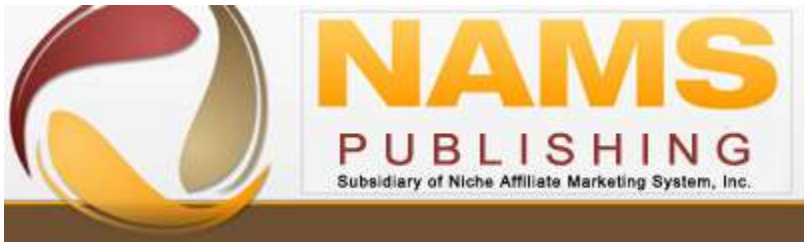

Recommended Business Training

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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Lesson #15
How To Become A 5-Star Affiliate Blogger

One of your most powerful tools is your blog. That's because **your blog allows you to**:

- ✓ Pull in traffic from the search engines.
- ✓ **Establish yourself as a voice of authority in your niche.**
- ✓ Cultivate relationships and build trust with your readers.
- ✓ **Promote affiliate products and services in dozens of ways.**

Today's lesson is on that fourth (and last) point.

Let me quickly share…

7 ways you can use your blog to
make money promoting affiliate offers.

Let's jump right in…

1. Write a Content Post That Specifically Promotes an Offer

Some of the articles you post on your blog serve the purpose of sharing good content as a way to earn your prospects' trust.

In other posts, you may create what amounts to an advertisement for a product (i.e. a direct pitch).

Here I suggest that you combine the two,
by sharing good content while also promoting an offer.

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Have you ever seen an "advertorial" in a magazine or newspaper? These are paid advertisements that look and read like articles.

The reason they work so well is because:

- They DON'T look like ads, so people start reading them.
- They contain useful information, so people keep reading them… right through to the advertisement (which is usually, but not always, at the end of the article).

You can do the same thing on your blog by creating content posts that promote specific offers.

Examples:

- Create an article about how to cook a big meal for an event. Include affiliate links for cookware that's designed for the purpose of cooking large amounts of food.
- Post an article about how to teach a dog to come when called. Include affiliate link for a dog-training information product.
- Write an article about different ways to style hair. Make sure all of these methods include the use of hair extensions – and then use an affiliate link to sell hair extensions.
- Create an article about how to save for retirement. Include your affiliate link to a retirement savings book or ebook.
- Put up an article on your blog about making money by buying and selling antiques on eBay. Include an affiliate link to eBay.

2. Post a Review

People are always looking for reviews about specific products.

If you do your keyword research, you'll see plenty of searches that look something like this: "*[product name] review.*" And that means you can pull in some traffic with your product reviews.

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But that's NOT all.

Your regular readers will also appreciate your product reviews. That's because you've developed a relationship with these folks.

They trust you. And so they're actually depending on you to give them a good review of products on the market.

Here's how to create a great review:

Step 1: Read and use the product.

This one is obvious, right? Yet some folks try to take a shortcut by extracting information from the sales letter and/or reading other affiliate's reviews.

But here's the thing: Your potential customer could do the same thing. When he reads your blog, he's NOT looking for a sales letter summary or a rehash of someone else's opinion.

He's looking for YOUR opinion. And the only way you can offer it is by reading – and using – the product.

Step 2: Craft an eye-catching title.

A blog post titled "*[Product Name] Review*" is straight to the point… but it's also boring. Instead, you can create a little mystery by using titles like:

Example #1: The Truth About [Product Name]

Example #2: What Every [Target Market Member] Ought to Know About [Product Name]

Example #3: Seven Things You Didn't Know About [Product Name]

Step 3: Open your review with a summary.

Some people won't want to pick through a long review just to find out whether you recommend the product or not. That means you should open your review with a fast summary where you:

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- Tell the reader what the product is and what it does.
- Share the top two or three good things about the product.
- List one or two downsides.
- And then close the first paragraph by letting the reader know whether you recommend it or not.

However, just because some people want to skim the review doesn't mean you should divulge everything in that first paragraph. You WANT your readers to keep reading, because that gives you time to sell the product.

Here's how to keep them reading: Arouse curiosity in this first paragraph. For example, when you're talking about a pro of the product, you can say something like,

"This product shares something you won't see ANYWHERE else (more on that in a moment)."

Step 4: Provide details.

Now you go on to provide a detailed, honest review – product flaws and all. Tell people what you liked and disliked about the product. If you used the product, share your results (along with any proof of your results).

> Tip: You'll actually build credibility by mentioning the flaws and weaknesses. People will trust you more. And that means they're more likely to buy from you.

Step 5: Close strong.

You've shared the good and the bad of the product. Now it's time to once again *restate your opinion* about whether you recommend or don't recommend the product.

If you do recommend the product, quickly reiterate the reason(s) why, such as by reminding readers of the top benefits of the product. Then call your reader to action by specifically encouraging them to click on your link and buy the product.

> Tip: Text reviews are great – especially if you include screenshots or pictures of the product. But video reviews

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take it a step further since you can actually show someone the product in more detail, which helps people imagine owning the product. Once a person imagines owning a product, they've pretty much made the buying decision!

3. Get a Guest Article from the Product Owner

Imagine this:

Someone else does all the work, and you get a cut of 50% (or more) of the profits. Sounds too easy, right?

Well, that's exactly what happens when you ask a product owner to create an article for you.

They write the article, but you get to include your affiliate link. And so you get a commission whenever someone buys through your link!

Added Bonus: Your blog gets a boost in credibility when a well-known expert (maybe even a niche "celebrity") blogs on your site. When you associate yourself with experts, people will assume you're one too! It's a great way to instantly establish yourself in any niche.

Below is an email template you can swipe. (Note that this tactic works particularly well if you've already made some sales for this particular vendor, meaning he or she recognizes your name.)

SUBJECT: [Name], I'd like to feature you on my [name of niche] blog…

Dear [Name],

My blog readers want to hear from you! If you have 15 minutes, then I'd like to introduce you to [number] potential prospects.

Here's the scoop…

My readers are hungry to know more about [a solution to a niche problem]. Obviously, the best solution on the market is your [name of product].

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```
If you check your records you'll see I'm already actively
promoting your product. But I think I can get you even more
sales if you agree to write a guest blog post on [url of blog].

All you have to do is write a short article that answers the
question, [pressing niche question]. Then I'll post your article
with your byline and my affiliate link.

You should enjoy more sales within hours.

Hit reply and let me know if you like the article topic or if
you'd prefer to write on [another niche topic] instead.

Thanks in advance!

Sincerely,

[Your Name]
[Your Link]
--------------------
```

4. Post an Excerpt from the Product You're Recommending

Let me make this clear right from the get-go: **If you're going to use this killer tip, you MUST get permission from the product owner.**

Do NOT try to interpret the "fair use" law and all of that. Just get permission and you won't have to worry about stepping into any legal gray areas.

With that out of the way, let's move on the actual tip…

The idea here is to post a teaser as a way to whet the prospect's appetite for the information product.

Remember earlier when I said that people are more likely to buy something once they've imagined themselves actually using the product?

That applies here too, because reading an actual excerpt makes it easier to imagine ownership.

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With that in mind, let me give you a few ideas of how to make your excerpt more compelling:

1) **Use a screenshot (or video).** Sure, you could just post a regular ol' text excerpt on your blog – basically, it would look like any other article. But instead of doing that, instead you may consider posting a screenshot or a video of the excerpt. It's that psychology of ownership thing again. ☺

2) **Create a PDF file that mirrors the product.** This one is POWERFUL. Instead of creating a screenshot, you create a PDF file that looks just like the actual product. You include the table of contents (with all but the excerpt chapter "grayed out" to indicate that the reader won't be able to read all the chapters). You can also include the author's page, copyrights, etc.

   Example: If you were excerpting something out of the first chapter, your table of contents might look like this:

   Table of Contents

   Chapter 1: What Every Affiliate Should Know About Blogging

   Chapter 2: What Every Affiliate Should Know About Video Marketing

   Chapter 3: What every Affiliate Should Know About Social Media

   (And so on.)

   After your table of contents, you include the excerpt.

However, here's the key: You should end your excerpt in a cliffhanger moment!

Example: If you're excerpting out a list of 21 tips, then just include the first seven. In fact, you may even stop mid-sentence! Then you include your affiliate link with a note telling readers to click on the link to read the rest of the chapter.

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Tip: You can include a page for each of the chapters. Except instead of including excerpts, you create a small ad for that chapter. In other words, you list the benefits and what the reader will discover.

5. Interview the Product Owner

Here's another way to get the product owner to do almost all the work while you get the benefits of:

- Sharing the profits.
- Being associated with this niche expert.

The only difference is that instead of having the product owner write an article, you interview the person.

At the end of the interview you talk about the product (using YOUR affiliate link).

There are two free resources for making these work well for you. The first is to use Skype if you're doing a one-on-one interview with the product owner. You may want to purchase a piece of software called Pamela to record your phone conversation via Skype.

The benefit of using Skype is that the digital sound quality is pretty good if you have a headset and a good broadband service.

If you're interviewing someone live with an audience and you don't want to use a paid service like GotoWebinar or GotoMeeting, then try FreeConference for a smaller group.

Here's how it works:

Step 1: You set up a teleconference bridge line (using a service like FreeConference or similar).

Step 2: You ask product owners to join you on a live teleconference.

Tip: You can use the email template I gave you earlier, except modify it so that you're asking the product owner to do an interview rather than write an article. Also, ask

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them for 30 minutes, 45 minutes or even an hour of their time.

Step 3: Advertise the free (live) interview call on your blog and elsewhere. Also ask the product owner to tell his list and blog readers about the call.

Step 4: Record the live call. Most teleconference bridge lines provide this feature and send you a MP3 file. If you have the equipment needed to record the call from home, you can make a backup recording as well.

Step 5: Distribute the downloadable MP3 file on your site. Give it to the product owner to distribute on his or her site as well.

One last tip…

Be sure you get a lot of content during the call.

DON'T turn this call into a pitch-fest, because no one likes dialing in to listen to ads.

However, if you give your listeners good content that's useful but incomplete, they'll happily listen to your pitch at the end of the call (which tells them how to get more info).

Example: Let's suppose you were interviewing me about affiliate marketing. You could ask me questions about a handful of these affiliate marketing tips.

We'd go over several of them in detail. And then at the end of the call we'd point listeners to your affiliate link for this report.

6. Use Text Ads

Not every promotion you do needs to appear within your actual blog posts. You have plenty of space around your blog to insert ads.

You can even use ad rotation scripts and plug-ins to find out which ads convert the best (so that you can show the best ads more frequently).

If you want to get ad clicks, there are a few things you need to do:

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1) **Post relevant, targeted ads.** The more targeted and relevant your ads, the better response rate you'll get. So that means you'll likely do better if you post ads for copywriting books on copywriting blogs (as opposed to just posting ads for general "make money" books).

   Example: It's better to post a "how to train a poodle" ad on a poodle blog instead of posting a general "how to train a dog" ad.

   Tip: If you've broken your blog up into various categories and subcategories, then show ads in those categories that are laser-targeted to the topics.

2) **Test the look of your ads.** Many bloggers find that creating text ads that LOOK like content boosts their click-through rate. That's because ads that look like ads are often ignored due to the reader's "*ad blindness*."

   Will it work for you? The only way to know for sure is to test it for yourself and see.

3) **Craft compelling ads.** You have a targeted audience. You're showing relevant, targeted ads. But you're not going to get clicks (much less sales) if you're not writing compelling ads.

   Here's the key: If you're writing a short ad, the goal of that ad is to GET A CLICK.

   Do NOT try to sell the product in that space, as you don't have enough room. Instead, all your ad needs to do is persuade the reader to click on the ad.

   To do this, your ad must include a compelling, eye-catching headline and a persuasive body that includes a big benefit.
   Let me give you some examples…

   Are You Poisoning Your Baby?
   New research reveals "safe" foods are actually toxic to your child. Click here now to find out if your baby is really safe…

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Obviously, the above ad works on shock and curiosity. But if you had a baby, would you click through? Probably. It's a pretty emotionally charged ad.

> Tip: Just make sure if you use an emotionally charged ad that there's a "payoff" when the reader clicks through. In other words, don't use a misleading or deceptive ad.

Another example:

```
-----
Former Waitress Strikes it Rich
Waitress goes from $7.50 an hour to $750,000! Click here to
get the free report that shows you how she did it - and how
you can too!
-----
```

This particular ad would work well for an affiliate link that points to a squeeze page for a free report.

7. Use Banners and Buttons

You don't have to limit yourself to plain text ads.

You can also add banners, buttons and other graphical ads to your blog.

Here again, the key is to test your graphical ads.

> Example: Some folks find that blinking and flashing banners are ignored due to ad blindness. Whether that's true on your blog or not remains to be seen – so test it! (You can use an ad rotator to give your ads equal time.)

In most cases, affiliate product vendors provide banners and buttons for affiliates. If your vendor doesn't, just ask.
Otherwise, you can create your own. Here's how:

> **Step 1:** Grab graphics at a cheap stock photo site like BigStockPhoto. Look for something eye-catching – faces, babies, money, cute animals, etc. (They tend to work because of the emotional reaction people get when they look at

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those sorts of photos.) Just make sure the photo is related to whatever it is you're selling.

Step 2: Use a graphics program like Photoshop™ or the free Gimp.org to create your actual banner.

> Note: Please note that standard banner and graphics sizes include 125 X 125 pixels, 120 X 24 pixels, 468 X 60 pixels and so on. However, you don't have to be so rigid. Indeed, you may find better results if you use nonstandard graphics, such as ovals instead of rectangles, octagons instead of squares and so on. Test it for yourself and see!

Step 3: Craft compelling copy. Even though you're creating a graphical banner or other ad, what will cause people to click (or not) largely depends on the actual words you use in the ad. Refer back to the previous tip to learn how to write a good ad.

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Lesson #16
How To Make More Money From Your Affiliate Marketing

Here's what most affiliate marketers do:

```
Find an affiliate program, grab their affiliate links, and
plaster those links all over the Internet.
```

Then they wait for their big payday.

Sometimes a little money trickles in. Sometimes the affiliates do really well and make a decent living wage.

And then there are the affiliates who pull in such BIG paychecks that they have their accountant's eyes bulging out in shock.

What's the secret?

There is NOT any one secret that turns mediocre marketers into super affiliates.

Rather –

It's a combination of little steps and tricks the marketer Uses to get bigger commissions sell more products and virtually spank all his affiliate competition into surrendering.

Okay, maybe nothing that dramatic. ☺

But, the truth remains: it's the "little things" --- often simple changes --- that can produce big-time results for affiliates.

What you're about to discover are the 7 tricks the super affiliates use every day to pull down the big bucks.

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And now you can use these tricks too, *starting today*, to quickly and easily generate more income from affiliate marketing.

Let's get started…

1. Offer Time-Limited or Number-Limited Incentives

You probably already know that one quick and easy way to beat your competing affiliates is to add value to the products and services you promote.

So while your affiliates are just promoting the offer as-is, you're giving your customers a valuable freebie if they buy from you.

> Example: Let's suppose you're selling a diet book. You can offer a free diet recipe book to anyone who buys from your link. And you can bet more people will buy from your link simply because they get more bang for their buck.

But here's the problem: More affiliates are catching onto this little trick. And consumers are beginning to realize that they can go "bonus shopping" to find the best deal.

The solution?

Kick your potential customers into immediate action by offering them a time-limited or number-limited bonus.

Such as:

- **A time-limited bonus ends at a certain time** – in fifteen minutes, an hour, at midnight, 24 hours from now, etc. The shorter time the consumer has to claim the bonus, the greater the sense or urgency.

- **A number-limited bonus means the first X number of people who act now get the bonus**. This technique is particularly powerful when you provide constant updates showing how many bonuses are left. For example: "*Hurry, just 50 47 33 25 18 bonuses left!*"

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Tip: Usually this is a manual process, meaning that your customers send you a receipt and you send them the bonus. You can automate this process by setting up an autoresponder in your email client that kicks back a download link to the bonus to all customers.

Here's how it works…

You create a special email address just for sending bonuses. When an email comes into this address, your email client checks that it contains certain words that are usually found on the receipt. If the incoming email matches your pre-set criteria, your autoresponder sends the download link. If it doesn't match the criteria, nothing happens (perhaps because the email is a question rather than a forwarded receipt).

So what should you offer as a bonus? Here are five ideas:

1. An ebook or special report that compliments the main product. You can even use private label rights material to create this bonus.

2. Access to a free teleseminar. (*Hint: Ask the product owner to be your guest!*) You'll also have the recorded call to offer as a bonus to future customers.

3. A video that compliments the main product.

4. Software or other tools that compliment the main product. For example, you could offer a calorie counter as a bonus to a diet product.

5. If you're an expert in the subject, offer a free email or telephone consultation.

There are lots of options available at your disposal. The important thing is this: you offer an incentive for those ordering through your link.

First, it allows you to create some "urgency" by setting either a numerical or time limit.

Second, it allows you to offer something more than your competitors.

Bottom line: it's gonna increase your affiliate commissions!

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And that is, after all, why you're here. ☺

Want me to give you a GREAT hint on how to really make this strategy work like crazy? Here it is…

Create a special report to give away, register a domain for it, write a salesletter for it and instead of creating an order link, make it exclusively available for those who order through your affiliate link.

In other words, you dramatically increase the "perceived value" of the report. It has it's own domain. It has a full salesletter that describes it and creates interest in it. Only it's not available for sale at any price.

You've made the reader "want" it, but force them to order a product through your affiliate link in order to get it.

2. Negotiate a Higher Commission Percentage

You've found a great product that your subscribers and visitors love. You're getting a good conversion rate. And you've made a lot of money for both you and the vendor.

Here's a quick and easy way to make even more money:

Ask for a "raise" from the vendor.
In other words, negotiate a higher commission percentage.

Now here's the key to successful negotiations: You need to have a bargaining chip.

If you're just some affiliate walking in off the virtual street and asking for a higher commission rate, the vendor will probably blow you off.

But *you* are NOT an average affiliate.

You have a proven track record with this vendor's product. He can look at your past sales and see how much money he'll lose if you walk away. And so he may just decide to give you that higher commission rate.

Bam, just like that, you're making MORE money. Sweet.

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Here's an email template you can swipe and tweak…

```
------------------
SUBJECT:
[Vendor's Name], quick question about [name of affiliate
program]…

Dear Mr. / Ms. _____,

[Your Name] here, thanking you for the most recent commission
check I received in the amount of [$XXXX]. I always appreciate
your timely payments.

There's another reason I'm writing to you today. Namely, because
I'd like you to consider offering me your "preferred partners"
commission rate of XX%.

Here's why: For the last three months I've delivered to you an
average of XX new customers and $xxxx in profits – and that
number is growing. I think you'll agree that offering the
preferred partners rate is a good investment for you, especially
when you consider your backend profits.

Hit reply or call me right now at XXX-XXX-XXXX to discuss this.
I look forward to hearing from you!

Sincerely,

[Your Name]

P.S. My affiliate username is [enter name/id number]. Please
check the stats for yourself and get back to me at your earliest
convenience.

Thanks again!
------------------
```

To be sure, some people will not offer you a higher commission, but some will. And let's say there are 10 "offers" out there in your chosen market that all are worthy of your attention as an affiliate. You ask each of the owners for an increase in commission percentage and you actively focus your efforts on whoever says "yes".

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Tip: Some vendors will give you a higher commission rate across the board, especially if you have a proven record of sales. So you may get a special link so every sale you make from now on is worth more money.

If you don't have a proven track record (yet) you may consider asking for a special commission rate when you reach a certain sales level each month (e.g., after you sell so many products). Some vendors may give you the bonus across all sales, while others may only give you the bonus commission on each sale you make above a pre-set number.

3. Join Two-Tier Affiliate Programs and Recruit Others

With a typical one-tier affiliate program, you get paid a commission for every product you sell.

With a two-tier affiliate program, you get paid a commission for every product you sell PLUS you get paid a smaller commission for every product someone in your downline sells!

Here's how it works…

You promote your affiliate links as usual to make money selling the product. But you also go out and recruit other affiliates into the program (and they become part of your downline).

It's a nifty way for you to make a passive income – and you're essentially making money on the back of your competing affiliates!

Tip: To find two-tier affiliate programs, run a search in Google for your niche keywords alongside terms like "two tier affiliate program" or "multi-tier affiliate program."

Ideally you'll want to look for affiliate programs that give a generous commission to the top tier and a significantly smaller commission on the second tier. For example, the second tier may only have a commission rate of 5% or 10%.

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The reason you're looking for a smaller second-tier commission is so that you're not recruiting affiliates who have a primary goal of recruiting other affiliates. No one makes any money if everyone focuses on recruiting people and no one is actually selling the product!

Instead, you want people to focus on selling the product – and the way to do that is choose programs that pay 40%, 50% or more on first-tier sales.

Or, you can join a two-tier affiliate program that is "closed" and only available to customers / members. That way, those you refer to the program MUST join through your affiliate link and get others to likewise BUY (getting you a second tier commission) when THEIR referrals join.

Either way, you're getting paid on work others are doing!

4. Write eZine Articles That Specifically Promote an Offer

Writing and submitting ezine articles is a great way to drive targeted traffic to your site. And best of all, each of your articles can draw in traffic for weeks, months and even years after it first goes live online.

Most article marketers create informative yet generic articles, which they use to drive traffic to any number of affiliate links or even their own squeeze page.

But here's the thing:

Sometimes your prospects need to be lead by the hand and shown the exact solution to their problem.

If he spends even five minutes researching, he'll see an overwhelming number of solutions to his problems.

Sometimes even the same article may recommend multiple solutions. It's confusing.
That's where your specific article comes in.

You take the position of a strong leader, take your prospect by the hand, and confidently lead him to the best solution.

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He doesn't even have to think about it because you're showing him what product to choose.

That's one possibility.

Sometimes, however, your prospects are also looking for specific information about specific products. They may be on the verge of making the buying decision, but they need confirmation from someone else.

Your product-specific article can serve as that confirmation… which means you pocket a quick commission!

> Tip: There are plenty of places to submit your articles online. One of the best places is EzineArticles.com. Other directories include IdeaMarketers.com, Buzzle.com, GoArticles.com, and ArticleCity.com. If you have more than one article, then set up a Squidoo.com lens or a HubPages.com hub.

Let me give you three examples to show you what I mean:

> Example #1: You create an article titled "How I Improved My Golf Score In 30 Seconds!" Then the article gives the reader tips and tricks for improving the golfer's stance and swing. It ends by talking about how the biggest improvements came when you used Brand XYZ golf clubs.
>
> > Note: Naturally, DON'T use an example like this if the clubs don't actually improve your game.
>
> Example #2: You create a "how to" article that gives people the secrets of growing big, tasty tomatoes. The article takes the reader through all the steps of planting, nurturing and harvesting. The money-maker? Your article explicitly recommends the reader buy "Tomato Tree" plants in order to get good results (and you provide your affiliate link, of course).
>
> Example #3: You create an article that provides useful but incomplete information about how to save a faltering marriage, "Seven Ways to Save a Marriage." The article gives the reader a good starting point, but she'll need to purchase the "Save a Marriage" book through your affiliate link to get all the information.

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You get the idea.

And this can literally work for any market and niche. In other words, it can work for you. ☺

5. Write Case Studies Showing How You've Achieved Results Using the Product

People are looking for social proof.

They want to see that other people have used and enjoyed the product.

But here's the thing – most of the social proof your prospects see is absolutely lame. They'll see a review for a diet book that says, "*Fast read! I love this stuff!*" They'll excitedly read one affiliate's opinion on an affiliate marketing book only to find it says, "*WOW! This is truly amazing! I know I'll make a gazillion dollars with these tips!*"

Your prospects AREN'T looking for a thriller (otherwise they'd be reading Steven King). They aren't looking for theory. Instead –

They [your prospects] are looking for <u>real proof</u>
that the product/service does what it's advertised to do.

That's where your case study comes in.

Instead of just writing a review that reads like an 8th grade book report, you use the product and report your results. And you back up your case study with other forms of proof whenever possible, such as before and after pictures, videos, screenshots, etc.

<u>Examples</u>:

- If you're creating a case study for a weight loss book, give a week-by-week account of exactly how much weight you lost, the strengths of the product and the product flaws. Be sure to post before and after pictures and measurements.

- If you're creating a case-study for a dog training book, video tape yourself training your dog using the method. Then edit

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the tape to show how well it works (without giving away the product's secret).

Remember, the more specific your case study, the more credible it will be – and the more money you'll make in affiliate commissions!

6. Create an Asset That Promotes Multiple Related Offers

A couple tips back I suggested that you write ezine articles to promote specific products. Now here's another idea:

Create ezine articles, videos, reports or other assets that promote multiple related products.

Example #1: Let's suppose you're promoting gardening products. You might create a short report all about the best gardening tools and how to use them, along with links to the products. This particular report might include links to gardening gloves, a trowel and a watering can.

Example #2: Or take the example of an Internet marketing report. You might create a guide for beginning marketers that tells them how to choose a domain name, how to choose a web host, how to change the domain's nameservers to point to the host, and how to get an autoresponder up and running fast. Naturally, you'd use affiliate links to point to the domain name registrar, web host and autoresponder service.

Remember, you do NOT want to promote multiple similar products in these reports or articles. (You can do that in a product comparison.) Instead, promote multiple *related* products, all of which the readers needs to follow the "how to" instructions you laid out in your content.

7. Negotiate a Special Deal for Your Contacts

Allow me to let you in a little secret:

Your subscribers want to feel special.

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And if you can make them feel special, you'll pocket more money (and have a warm, fuzzy feeling inside.) Period.

Now you take that little psychological trigger and add it to the fact that people also like to get the most bang for their buck. (Which is why we've talked about adding value to offers.)

Feeling special + Adding Value = Big Commissions (and fierce customer loyalty)!

You can accomplish both at once simply be negotiating a special deal through the vendor.

> Example: You may get a special discount or bonus package through the vendor that's only available to your customers. And then you need to be sure your customers know this deal is an exclusive deal just for them (which is when they start feeling special).
>
> Tip: The vendor sets this up on his end and gives you a special affiliate link to promote. Just as with negotiating a higher commission rate, it's best to come to the bargaining table with a bargaining chip. If you've proven yourself as a valuable affiliate to this vendor with your other promotions, he'll likely be eager to work with you.

Here's an email template you can swipe and tweak:

> ---
> Subject: [Vendor's Name], my subscribers want to be your customers…
>
> Dear [Vendor's Name],
>
> [Your Name] here from [name of your blog/website]. I'm interested in promoting your [product name] offer – and I know how to send at least X# of new customers to you. But I need your help…
>
> You see, my [type of niche] subscribers routinely buy from me because I offer the best discounts and bonus packages in the niche. I've already lined up a bonus to give them when they order [name of product]. Now what I'm asking from you is to extend a limited-time discount to my subscribers.

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It's a win-win-win situation. My subscribers become your supremely satisfied customers. And you'll have one of your biggest sales days since my subscribers will scramble to get their hands on this offer.

Hit reply or call me at [your phone number] right now so we can discuss the easiest way to do this. Thanks in advance!

Sincerely,

[Your Name]

P.S. The last time I made an offer like this to my subscribers, I ended up getting a 9% conversion rate. Your product and sales page are better, so I'm sure you'll enjoy an even bigger response rate!

Here's an added bonus: If you tell your subscribers that this special deal is "just for them," they often share the link with others. And that means even more sales for you!

One More Bonus: At this point you should have a product that you're promoting - whether it's your own or an affiliate product, a blog and content you've created, and you should be building a list.

So, now let's show it off, and get a little constructive feedback.

Login to the Affiliate Sales Domination section of the MYNAMS forum and show us your site.

Be sure to look at the others there and offer your own critiques as well. That's the best way to ensure that people will reciprocate.

Moderators, NAMS instructors, fellow students and I frequent this forum often, so jump in now...

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Lesson #17
27 Ways To Promote Affiliate Programs With Your Blog
Part 1 of 3

If you're an affiliate marketer, then one of your most powerful tools is your blog. That's because **your blog allows you to**:

- ✓ Pull in traffic from the search engines. (Completely free promotion!)
- ✓ **Establish yourself as a voice of authority in your niche.**
- ✓ Cultivate relationships and build trust with your readers.
- ✓ **Promote affiliate products and services in dozens of ways.**

The focus of the next 3 lessons is on that fourth (and last) point.

That's because so many beginning bloggers assume that putting ads around their blog or throwing a couple links into their content are the only ways to make money.

Far from it!

Indeed, you're about to –

Discover 27 ways you can use your blog to make money promoting affiliate offers.

The first 7 tips are a recap of some of the tools we've already learned about but I hope that you understand how important they are because I'm going over them……Again!

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1. Write a Content Post That Specifically Promotes an Offer

2. Post a Review

3. Get a Guest Article from the Product Owner

4. Post an Excerpt from the Product You're Recommending

5. Interview the Product Owner

6. Use Text Ads

7. Use Banners and Buttons

The First 7 Tips are a recap from Lesson 15. You can refer back to that lesson for all of the step-by step details for each of these steps.

8. Give Away a Freebie

Giving away a good freebie serves three purposes:

1) **You can use it to build a list** (i.e., by offering the freebie in exchange for an email address). If you're more interested in having your freebie go viral, however, then you can just freely give it away and ask that others do the same. Then you can include a link in the freebie to drive people to your newsletter sign up page.

2) **You can use it to build trust.** People buy from those they know, like and trust. A good freebie that solves a problem gets people trust you – and that means more sales.

3) **You can use a good freebie to make money.** Obviously, you can also make money with your freebie since you'll include your affiliate links in the product.

Here again, you can provide useful but incomplete information.

> Example #1: If you're selling product about how to train for a marathon, then give away a freebie that shows people what their

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first two weeks of training should look like. Then you direct them to the book for the complete training plan.

Example #2: If you're selling physical products that a marathon runner might buy (like good shoes), then you can offer a report with full training instructions… and your affiliate links to the best training products.

Which brings us to the golden question:

What kind of freebie should you give away?

- First and foremost, your freebie needs to **solve a problem in your niche**.
- Second, it must be **something that people want**.
- And third, it must be **valuable** (e.g., something that people would buy).

Tip: An easy way to find out what people want is to find out what they are already buying. For example, go to ClickBank.com and browse the relevant categories in your niche. Then create a "lite" version of one of the bestsellers and give it away to your visitors. You may even just take one topic from the table of contents of a bestseller and create your freebie around that topic.

The next thing you need to take into consideration is the "format".

Here again, look to your market – what are they already buying? Whatever it is, deliver your solution in a similar format.

For example:

- Text freebies like ebooks, reports and so on.
- Audio freebies such as downloadable interviews, audio books, etc.
- Live access to teleseminars or webinars.

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- Videos.
- Software and other tools (like WordPress plugins, keyword tools, spreadsheets, journals, calculators, etc).
- And any other resources that your niche might appreciate.

9. Craft Appealing Titles for Important Posts

No matter what you're posting to your blog, you should always take time to craft good titles for your posts. But you need to toss in even more effort when you're crafting titles for your most important posts.

Here's why…

The title is the most important part of your post...

The more eye-catching and compelling your title, the more people who'll read your post…

The more people who read your post, the more people you'll have clicking on the links in your post…

And the more eyeballs you get on those affiliate offers, the more money you'll make!

See what I mean?

Plenty of your readers will just skim your post titles looking for something that catches their eye. That means that whether they actually read your post largely depends on how compelling they found your title.

For example…

Your prospects are skimming titles and they see a post called "*Dog Training*." Does that send your readers scrambling to click on that link?

Probably NOT. It's more likely to send them scrambling to bed for a nap.

Now consider some of these bland titles reworked into eye-catching titles:

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"Dog Training" → "The Seven Training Secrets Your Dog Trainer Doesn't Want You to Know!"

"Making Money" → "The Truth About Making Money Online!"

"Overcoming a Fear of Heights" → "How a Guy Who Was Deathly Afraid of Heights Overcame His Fear to Become a Pilot!"

"Save Grocery Money" → "The Secrets of Saving $247.89 On Your Grocery Bill Every Month!"

"Learn to Paint" → "How to Paint Masterpieces like Picasso… Even if You're Colorblind!"

10. Link to Your Strongest Blog Posts

If you carefully track your posts, you'll find that some have considerably higher response rates than others.

Of course as you make more blog posts, your older posts will drop off your front page and eventually just get lost forever in the cemetery of your blog archives.

And then your income from that post dries up faster than rain in the desert.

The solution?

Promote your high-converting posts!

One of the best ways to do that is to write related posts that promote your high-converting post.

Your related post can link directly to your high-converting post (e.g., you include a specific call to action where you tell readers to click through and read the other post).

You can also include a "resources" section at the bottom of your new post that points to the high-response posts.

Example #1: Let's suppose one of your highest-converting posts on a diet blog details a simple nutrition plan. You can write

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related posts on topics such as: Why sugar is evil; the importance of water; how many calories to eat in a day, etc. Then link to the original nutrition plan from within these posts.

Example #2: Your homeschooling blog has a high-converting post that's all about how to make a good lesson plan. You can create related posts such as how to create a good earth science lesson plan, how to create a good math lesson plan and so on. Then send people to your original lesson plan post for more tips and tricks.

Note: Don't just link to the high-converting post. Instead, give your readers a REASON to follow the link. To do that, create a mini-ad at the end of your post.

Example: Click here to discover what the best homeschooling mom's know about creating good lesson plans.

To Be Continued Next Week

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Lesson #18
27 Ways To Promote Affiliate Programs With Your Blog
Part 2 of 3

11. Create an Evergreen Tip of the Week List

Earlier I mentioned that you should create posts that promote specific offers. Here's something that's related to it:

You can create a list of weekly evergreen tips that promote specific offers.

Not only does a weekly tip give you the chance to promote a new offer every week, it also makes your site "sticky" (since readers will regularly return to see what tip you're offering this week).

First, a definition: Just as the word implies, evergreen means that that tip doesn't get old, stale and outdated. It's time tested and proven. It will work just as well a year from now as it does today.

> Example: Telling people to use a new and controversial supplement as a diet aid isn't an evergreen tip. That's because the supplement may later be proven to be ineffective or even angerous.
>
> However, you can offer tips on nutrition and exercise instead. For instance, cutting calories by skipping dessert is an evergreen tip since it will always be sound advice. It works today, it worked last year and it will work next year.

Note: Even if the product you're promoting is new, don't call it "brand new" or make mention of it being released "this week." That sort of language dates your post, which means your tip isn't evergreen. If someone comes to your blog and reads about a three-year-old product being "new," they'll get the impression that your weekly tips are stale.

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All you have to do is create space on the front page of your blog that advertises your weekly evergreen tips. You may choose to just create a category on your blog (e.g., "*Weekly Weight Loss Tips*").

Either way, make sure the list is easy to spot.

Then add an evergreen tip each week. You can either provide useful but incomplete information or you can provide "how to" information that requires the reader to buy a specific product in order to truly use the information. (We'll talk about this more just a little later in this report.)

12. Offer Free Ad Space to Your Buyers

One way to instantly boost your affiliate income is by adding value to your offer.

That means you might create a bonus report, video, audio, software or other tool and offer it to anyone who buys through your link.

Now if you look around your niche, you'll notice that this idea is catching on.

More affiliates are realizing they need to add a bonus in order to entice customers to use their affiliate links. This is especially true in the "make money" markets, where bonus-competition can be particularly fierce (especially around the launch date).

> **Here's an idea:** If you have a busy blog and/or one with high Google Page Rank (especially a business or marketing blog), offer ad space to anyone who buys through your affiliate link.
> Obviously, you can't offer this to hundreds of people without diluting your offer. However, it's this scarcity that will make your offer even more compelling.
>
> > Example: "Order now through this link and you'll get FREE advertising on the [name of blog] blog! Get your offer in front of thousands of cash-in-hand prospects. But hurry, this offer is only good to the next 15 people who act now!"

13. Create a Featured Space for a High-Converting Post

Just a few minutes ago you discovered that one way to get more eyeballs on your

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high-converting posts is by promoting those posts using other posts. Here's another way:

Make a permanent, featured spot for your highest-converting post.

There are a few ways to do this. If you're using WordPress you can try the following three methods:

- **Turn your high converting post into a "page" on WordPress.** Then create a teaser and link to this page from the front of your blog.
- **Some theme layouts allow you to make certain posts permanent**, meaning they'll always appear on your front page. This is the preferred method, since it puts the post right in front of your readers.
- **Create a teaser paragraph and place it in your sidebar, along with a link to the high-converting post.** (Note: By teaser paragraph, I mean post the first few lines of the post and/or a reason why the person should click through to read the test of the post.)

> Tip: You can use a rotator plugin to rotate between a few of your highest-converting posts. You can do a search at WordPress.org "Plugin Directory" as "rotate" to find some useful and free plugins.

14. List Resources at the Bottom of Your Posts

If you're selling information products, then each and every blog post you make gives you a perfect promotional opportunity.

All you have to do is list two or three "recommended resources" at the bottom of every post.

These recommended resources are, of course, your affiliate links to related products.

> Tip: Instead of posting a list of recommended products, you can also post links to previous articles – especially your high-converting posts.

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Also, instead of "*Recommended Resources*," you can also test out other phrases such as:

- "Further Reading"
- "For Further Reading"
- "Recommended Books"
- "Resource Suggestions"
- "Product Recommendations"
- "More [topic] Solutions"
- "My Favorite Solutions"
- "My Favorite Related Books"
- "Here are the products I use and recommend…"

15. Exchange Guests Posts With a Blogger In Your Niche

Earlier you found out that you can get free content and more sales by asking the product owner to be a guest blogger.

Here's a related idea: Ask other bloggers in your niche if they'd be interested in swapping content.

In other words –

You become guest bloggers on each others' respective blogs.

Not only do you get fresh content from each other, you also get traffic and links from the other person's blog.

Wait, hang on, back the joint-venture freight train up – am I suggesting that you swap content with a competitor?

Yes, I am. (In some cases.)

Obviously, if you've built a blog that promotes just one product and you ask another blogger who primarily promotes the same product to swap articles, he'll probably refuse. But if you're just two bloggers in the same niche, he'll probably jump at the chance to get an influx of new, targeted readers to his blog.

> Tip: In addition to swapping content with someone who has a highly related blog (e.g., you both have affiliate marketing

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blogs or homeschooling blogs), you can also swap content with complimentary blogs.

Example #1: A jeweler and a florist may serve the same niche (e.g., people getting married)… but they compliment one another rather than compete against each other.

Example #2: Roofers and electricians both serve people who are building houses, but these two people don't compete.

Here's how to do it in three easy steps:

Step 1: Search for related or complimentary bloggers in your niche.

You probably already know many of the bloggers in your niche. But to find those you don't yet know about, simply go to Google and enter your niche keywords alongside the word "blog."

Example:

- Sunday School Blog
- Organic gardening blog
- Marathon training blog

Note: If you're just getting started with your blog, do note that the owners of the biggest and busiest blogs in your niche may not be as receptive to your offer, since swapping articles isn't a fair trade.

If you're dealing with someone who has a busier blog than you, there are a few things you can do:

a) **Focus on blogs that are similar to your blog in terms of size and traffic.** That way you're making fair trades. As your blog gets bigger and busier, you can start trading articles with other bigger and busier blogs. In other words, work your way up.

b) **Offer something else to the blog owner.** If merely swapping content isn't a fair trade, then add something to your offer to sweeten the pot.

Examples:

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- Create a guest post that includes an affiliate link to a two-tier affiliate program. Have the other blogger sign up for the affiliate program using your link. Then promote the product using his affiliate link. He gets the first tier commission and you get the second tier commission.
- Create a guest post that includes a link to an affiliate product in the body of the article and a link to your blog in the byline. Let the blog owner use his affiliate link in the body of the article (while you still get the byline).

Step 2: Do your due diligence.

You don't want to associate your name with someone who's shady, as people will assume you're shady too. So plug this person's name, blog name, and any other links, products and email addresses into Google to see if you're dealing with someone with a good reputation.

Once you're satisfied that you're dealing with someone with a good history, then you can make your offer…

Step 3: Send your proposal.

Here's an email template you can swipe, modify and use:

SUBJECT: I'd like to feature you on my blog, [Name]

Dear [Name],

[Your Name] here from [your blog link]. I'm writing to propose an easy way for us to both get more blog traffic and sales: Namely, by swapping guest articles on our blogs.

Here's what you can expect in terms of traffic…

I have [number] people subscribed to my RSS feed and [number] of unique visitors each day to my blog. If you become a guest article, you can expect at least [number] people to read your post – and if you create a good byline, a good number of those should click through to [name of blogger's blog].

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All you have to do to get this traffic is agree to write a unique article for my blog (and let me post a unique article to your blog).

Hit reply and let me know if you prefer to write an article about [topic suggestion 1] or [topic suggestion 2].

Thanks in advance!

Sincerely,

[Your Name]
[Your Blog Link]

P.S. Since you're an expert on [topic], I know my readers will be thrilled to hear from you! I'm looking forward to it too…
---

16. Share a Case Study

If you've built up a good relationship with your potential buyers, then they trust you. And that means that your product reviews and pitches will be warmly received and turn out high conversion rates.

But here's the thing…

If you don't actually try the product, then you're left with a fairly weak review. At worst, your review for a book reads something like, "*Great book! Fast read! Awesome ideas! Can't wait to try it!*"

Really, that's a non-review.

Side Note: If you're an expert in the field, then you're in a position to evaluate a product better (even without trying it).

As an example, an expert copywriter will know whether a copywriting book provides good information on writing headlines or whether it's just fluff and theory. The expert has experience to back up his opinions and reviews.

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However, if you're promoting nonfiction information products, then you can bet your readers aren't all that interested in whether the product reads like a Steven King novel.

Instead, they want to know if the information works.

They want to know if the information will solve their problems. And even though you and the vendor say it solves their problems, they want PROOF.

That's where a good case study can come in. Instead of merely offering a review, you use the product and track your results.

If it's something that takes a while (like losing weight, getting ranked in Google or learning a complex skill), then you can create a special place on your blog where you regularly update readers on your progress.

If you're doing something that just takes a few hours or a few days (like following making candles), then you need only write one blog post that explains your experience and shows the results.

> Tip: Instead of merely giving a description of your results and the process, show proof. Provide pictures, videos, measurements and so on.

Here are a few ideas of case studies:

- Selling a recipe book? Hold a dinner party and make the meal using a couple of the recipes. You'll talk about how easy or hard it was to make the meal. You can include videos and other testimonials from guests raving about the food (recipes).

- Selling an affiliate marketing book? Track your progress for 30 days, checking in daily to show your readers what you're doing and what results you're seeing. Build curiosity by saying things like, "Today I'm using the strategy described on page 39."

- Selling poodle grooming video? Show the before and after pictures of the poodle you groomed. Here you can also sell accessories such as clippers, clipper oil, combs and similar.

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17. Create a Resource List

Earlier I mentioned that you could include a short list of two or three "recommended resources" at the end of your posts. Here's another idea:

Create a spot on your blog for a resource list.

If you're simply posting a list of resources (such as a list of books), then you can post this list in a permanent place on your blog, such as on your sidebar.
If, however, you're adding more information – such as reviews or comments on the resources – then you'll want to create a regular post.

You can then link to this post from your front page (e.g., from your sidebar).

Example:

- The Top Five Ways to Build a List
- The Seven Business-Building Tools I Couldn't Live Without
- The Ten Books Every Copywriter Ought to Know About
- The Three Keyword Tools Your Competition Doesn't Want You to Know About
- My Top Five Income Generators

18. Create an Interesting Category That References Offers

Here the idea is to create a category where you can make posts (such as "how to" posts) that reference offers.

Tip: The bonus of creating a category is that if you post regularly, then you'll get people visiting your blog regularly in order to read your weekly posts. In other words, it becomes a feature on your blog that people look forward to.

Let me explain…

You lead the reader step by step through the plan. At the end of the post, include three resources they'll need to make the plan work.

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Here are three other ideas to get you thinking about how you can use this tip on your own blog:

- You're selling the George Foreman Grill. You create a "Will It Cook It?" category, where you cook something on your grill and post the results (and the video) on your blog. In addition to selling the grill, you can also sell things like mail-order meats (think OmahaSteaks.com), seasonings, recipes, etc.

- You run a dog trick-training blog. You create a "What Fido Learned This Month" category, where you teach your dog Fido a new trick and post the results (and the video) on your blog.

- You run a "Do It Yourself" home repair blog. Every week you post a question such as "How Would You Fix a Squeaky Floorboard?" along with your answer. You sell "do it yourself" information products as well as the tools needed to accomplish the task.

To Be Continued Next Week

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Lesson #19
27 Ways To Promote Affiliate Programs With Your Blog
Part 3 of 3

Continuing from last week…

19. Share Something Without Telling Too Much

I've touched on this tactic elsewhere in this report, as it works really well for selling information products. Basically, the idea is to give useful but incomplete information.

You share… but you don't tell too much. You leave a little mystery and stir up a little curiosity. You leave a few missing pieces.

And the only way for the person to satisfy their curiosity and/or get the complete workable plan is by purchasing the product.

One way to do this is to create an article that tells the reader what to do, but not how to do it.

Example:

- An article on dog training references "crate training" as a means of housebreaking, but it doesn't explain in detail how to crate train the dog.

- You create a post on search engine optimization, with one of the tips being that they need to get one-way incoming links to improve their rankings. However, you don't tell people exactly where or how to get those links.

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- You run a bodybuilding blog. You give people a complete weekly training schedule that includes how many reps and sets they need to do for each exercise. The only thing you don't tell them is HOW to perform the exercise (e.g. the safe way to perform a squat). They need to buy a bodybuilding video to learn that part.

In other cases, you can tell the reader what to do and tell them how to do it as well – but you don't provide the *complete* instructions (useful but incomplete).

Let's go back to the search engine optimization example of how to get one-way incoming links…

Now you'd tell people what to do (get links) and you'd give them *some* information about how to do it.

Example #1: You might offer readers five different ways to get links. But then you'd point to a resource that shows them 15 different ways to get links (and how to get links from sites with high Google Page Rank).

Example #2: Let's suppose you write an organic gardening article about using beneficial insects to prey on the harmful insects. You'd tell the reader how to attract or introduce various beneficial insects to their garden.

However, the part you'd leave out is WHICH beneficial insects kill which pests… so the reader doesn't know what they should focus on attracting. The only way they can find out is by purchasing an organic pest control ebook.

20. Comment On Product News

Usually when you link to a product, you're doing so through a "how to" article, a product review or comparison, a case study or even via a direct product pitch.

In other words, most of the time you're linking with the clear intent of wanting the reader to purchase the product.

There's nothing wrong with that.

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However, you can keep things "fresh" on your blog by introducing different types of posts. In this case –

You may comment on niche news – and in particular, you can comment on the specific product you're promoting (or even the news about the product owner).

Let me give you a few examples of "sneaky" ways to slip your affiliate links into your news/commenting posts…

- ➔ You sell marketing products. Right before a big launch, you tell your blog readers to join the marketer's product launch list "just to watch the marketing process." While you're posing it as an educational process (and you can comment on this process on your blog as it unfolds), some people will go on to buy the product.

- ➔ You're selling a book about how to write good sales letters. You analyze the sales letter for this product to point out all the good copywriting elements the author used to create his own sales letter. Some of your prospects will buy the book as a result of reading the sales letter in such detail.

- ➔ The product you're promoting just won some type of industry award or other honor (such as hitting the top of a bestseller list). You can comment on this news by telling your reader why this particular product deserves this honor – and in doing so, you'll get a chance to share more product benefits with your prospects.

- ➔ A product owner is upgrading and re-launching an older product. You can tell your readers why the old version was good and why the new version is even better.

- ➔ Two marketers with competing products start "dueling" publicly to outdo each other. You can do a product comparison to let your readers know which product you think is better (and why).

21. Create an About Page With Links

Typically your posts should be about your readers, their problems and how to solve their problems. If you talk about yourself, it should mainly be to the extent

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that it helps your reader's solve their problems (and/or to the extent that it helps you build credibility so that your readers start trusting you).

> Tip: You can talk about your accomplishments if it helps prove to your readers why they should listen to you. But keep it relevant. For example, your marketing blog readers probably don't care if you won a track and field trophy when you were in eighth grade.
>
> You may also speak briefly about your personal life, such as marital status, kids, where you live, etc. But keep it short.
>
> You only mention this a way to help your readers get to know you (which helps spur sales). But you don't actually want to make this the focus of your About page.

You see, just because your "About" page is supposedly about you doesn't mean that it should be ALL about you.

If you write a bio that's mainly a back-patting ego massage for you, you're not serving your readers.

You're NOT helping them. (And you're not making any money, so you're not helping yourself either.)

Instead, you can use your About page to:

1) **Tell readers who you are and why they should listen to you.**

   Example: A search engine optimization expert might tell readers how many pages they have in the search engines that rank #1 for competitive keywords. A cooking expert might talk about studying under a famous chef. A person with a "how to write a book" blog might talk about how many books they've had on the bestseller lists.

2) **Give readers a small glimpse into your person life so they feel like they can get to know you.**

   This is where you briefly mention personal facts such as where you live, marital status, kids, pets, etc.

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Tip: If any of these personal facts are associated with your blog, emphasize it. For example, a person running a dog training blog should post pictures of his or her dogs.

3) And then promote something that will help them.

Here you can post something such as your personal story to overcome a problem, and which product helped you overcome that problem. Or you can post something like "what I learned from my mentor," along with links to your mentor's product.

22. Create a Recommended Resources Page

So far you've discovered that you can promote products by listing resources at the bottom of posts and by creating a "top ten" resource list in your sidebar.

Here's another idea:

Create a recommended resources page.

In order to get the most visibility, the link to this page should sit right at the top of your blog alongside the link to your "About" page.

In addition, you should promote this page in your other posts.

Example: The end of your articles may close by saying something like, "Check out the recommended resources page to see which tools I suggest you use to get the job done right." Naturally, you should include direct link to the page.

Here you don't have to limit yourself to two or three resources or to a "top seven" or "top ten" list. Instead, you can categorize various tools and resources and list them ALL on this one page.

Here are three examples:

- An online marketing blog could include a "tools and resources" section, with the resources listed under categories such as domain registration, web hosting, keyword research, graphics, web design, PDF conversion, blog software… and so on.

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- A tennis blog's resources section might include categories such as equipment, clothing, books, videos, etc. The information products may be further categorized by topics such as serving, the mental side of the game, etc.

- A blog about collecting antique pocket watches might include resources such as where to find these antiques online, how to preserver them, how to identify them and so on.

23. Break Up Your Post With an Ad

Earlier I told you about how you can surround your blog with text ads, banners, buttons and similar.

That means you can place ads in your sidebar, at the top of your blog as well as at the bottom of your blog.

But there's another place you can put ads – namely, by breaking up a post and putting your ad into that space…

```
-----
Here's how to start making more money from EVERY blog post you
write! Get more readers, more subscribers and more sales… fast!
Click here to get your free report…
-----
```

Wait, did you see what I just did above?

That's an example of how you might break up a post on your blog by inserting an ad. Note how the fictional ad I just posted was highly relevant to the content of this tip.

Here are five other things you should know about this strategy:

1) **DO need to test this to see what types of ads bring you the best results.** Many marketers find that putting ads that "blend in" with the content turn out the best results (since some readers have ad blindness). Test it for yourself and see.

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2) **DO use this tactic with long posts.** See, breaking up a 250 word post works as well since the post is so short. Use this technique when you're dealing with longer posts, such as those that are 600 words or more.

3) **DO make sure you're inserting ads that are highly relevant** (targeted) to the content.

4) **DON'T insert ads for one product if you're trying to sell a different product within the actual post.** Doing so will just distract the readers. And for sure don't insert Google AdWords ads into a post where you're trying to sell something else.

5) **DON'T solve your reader's problem entirely with your post.** If you solve the reader's problem, she has no reason to click on the ad. Remember, provide useful but incomplete information.

24. Pitch Your Products and Offers Directly

So far you've discovered nearly two dozen ways to promote your affiliate links on your own blog. Some of these methods have you putting an ad directly on your site (such as listing resources on your sidebar). Some of them have you writing content posts that include recommendations for resources. And while these are all good tactics, sometimes you can write a direct pitch and post it.

In other words, on occasion you can and should post a *direct ad*.

The key phrase here is "on occasion."

You see, if you posted all ads on your blog, hardly anyone would read your blog. It would be like subscribing to a newspaper just to read the classified ads. Some people would – but a majority would want content wrapped around those ads.

However, an occasional product pitch can be quite powerful. And if you truly use this tactic sparingly, you'll likely find that you get a high response rate.

> Tip: Your job is to help your readers – and if pitching a paid solution helps them, then there's nothing wrong with posting these pitches directly into your blog. In other words, don't be afraid to offer a solution to your readers just because the solution comes with a price tag!

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If you're pitching affiliate products, the product owner probably provides ads that you can use. In most cases, however, you shouldn't use these ads "as is."

You may use these ads as the basis for your ad, but you should rewrite it into your own words, offer a review and give your readers reasons they should buy. Your readers will respond much better to it when it's written in your "voice."

Then (as mentioned in a previous tip) attach an eye-catching title to your pitch.

Examples:

- The Top Five Reasons You Need to Get Your Hands on [Product Name]
- How to Turn $10 into $1000 In Just 30 Days
- Should You Buy [Product Name]?
- Thinking of Buying [Product Name]? Read This First…
- The Truth About [Product Name] Might Shock You…

25. Use a Survey or Quiz That Redirects to Offers

One way to make your blog "sticky" (meaning your visitors return again and again) is to add interactive features to your blog.

Obviously, your comments section is one of your main interactive features.

However, another way to get your readers is involved is by posting surveys.

Tip: Another bonus of offering surveys is that you get a chance to collect useful information from your prospects. Doing so will help you create more targeted posts and offers. Keep in mind, however, that you may get biased answers, as only a subset of your niche will actually answer a survey.

In addition, you'll get biased answers if you create "leading questions."

Here's an example of a leading question: "Cesar Milan just released his best dog training book yet. How would you rate this product?"

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> Another example of leading question: "If you could only have one book on search engine optimization, would you rather read John Doe's book or get high rankings using Joe Blow's product?"

While the information you collect may be useful, here's how to make this tip super-profitable: **Redirect the user to a specific product based on their quiz score or based on their answers to a particular survey question.**

Let's suppose you're selling online marketing information. You could create a marketing quiz that gives you an idea what level of information the prospect needs.

> Example: You create a ten point quiz where the prospects score one point for each correct answer. Those scoring nine and above are experts, those who score five to eight are at the intermediate level, and those who get less than five answers correct are beginners. Depending on their score, the survey-takers are then redirected to a beginner, intermediate or expert level product.

Alternatively, you can create a survey where you're simply collecting information about your readers' problems and needs.

In continuing with the above example, you might ask your online marketers to tell about their most pressing problems and needs. Your choices might include copywriting, SEO, PPC, blogging… and so on. Then you:

- Redirect those who answered "SEO" to a product that will teach them about SEO.
- Send those who answered "PPC" to a pay per click product.
- Show those who answered "copywriting" a copywriting product.
- And show a blogging product to those who chose "blogging" as their answer.

You can use SurveyMonkey.com to redirect users to a specific product depending on their answer to a specific question.

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26. Make a "Today's Featured Resource" Section

Here's another way to make money with your sidebar:

Create a section that displays "Today's Featured Resource."

Instead of just leaving a link, you should include a headline, an ecover graphic and a short description that entices people to click on the link.

Here's an example:

```
-------------------

Today's Featured Resource

Who Else Wants to Make More Money?
[ecover graphic]


See how this former pig farmer made $13,764 in his first 30 days
of blogging – and how you can too! Click here for the surprising
details…
-------------------
```

In order to make this feature of your blog sticky so that reader's eagerly come back regularly, you can create a sense of urgency.

Instead of just having a featured resource, you can offer this resource with a discount or bonus offer that's only good for the next 24 hours.

If you choose to offer a discount, email the vendor and ask them if they'd be willing to give your readers an exclusive discount for 24 hours. If the vendor uses a payment system that accepts coupons, he can give you a coupon code. Otherwise, he can set up a special link for you with the discount price.

If you've made sales for this vendor before, he may be willing to offer the discount price while keeping your commission level intact. If he doesn't accept that, then negotiate – ask for the discount price while also slashing your commission rate (in effect, you're giving part of your commission to the customer).

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Example: Let's say it's a $100 product, and usually you get a $50 commission. You can split this $50 with the customer, so that they get the product for $75… and you get a $25 commission. Most vendors will accept this offer because they get the same amount of money.

If instead you'd rather offer a bonus to your customers, then create a complimentary product.

Examples:

- If you're selling a search engine optimization book, you can include a bonus report that shows your prospects how to write engaging articles that suck in traffic from Google.

- If you're selling software, you can include a free report on how to unleash the full power of that software. (And if the installation instructions are poor, you can offer free installation and/or installation videos.)

- If you're selling a book about "going green" (saving energy), then you can include a bonus report on hypermiling (which is adjusting your driving habits to increase your car's miles per gallon).

27. Give Away a Kit to Your Readers

Two or three times a year you can create a free kit that you give to your readers and subscribers. This kit should include several ebooks, reports, videos, software scripts and other resources that your prospects need and want.

And every product in your kit should include your affiliate links to related products.

Note: Private label content is content that you can modify in just about anyway you'd like (as long as you follow the PLR license terms that come with the product). So if you don't want to create this kit yourself, simple search in Google for your niche keywords alongside the term "private label rights" or "PLR."

Example search terms: *affiliate marketing PLR* or *health and fitness PLR*.

Let me give you two examples of kits you can put together:

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Example #1: A copywriting kit might include:

- A book about how to write killer sales letters.
- A report about how to write a great headlines.
- A swipe file collection.
- A sales letter dissection on video.
- An interview with a known copywriting expert.

Example #2: A blogging kit might include:

- A video that shows people how to set up a WordPress blog.
- A collection of free WordPress themes.
- A list of the best WordPress plugins.
- A book that teaches people how to write a blog that everyone wants to read.
- An interview with a blogging expert that tells people the top seven ways to monetize their blog.

Conclusion

Congratulations – you now know 27 ways to rake in affiliate commissions using your blog. And –

That puts you in a very elite minority of affiliates who REALLY know how to unleash the full power of their blog!

As I told you before, may beginning affiliates just post articles with affiliate links and post ads in their blog sidebar – and that's it. But as you now know, those two steps should be just a tiny part of your overall strategy.

Indeed, you should incorporate as many of these methods as possible. Each of these methods when applied individually will drop extra cash into your bank account.

But when used together, these methods will turn an income stream into a raging flood!

However, this strategy won't put money into your account automagically. Just knowing about these methods won't increase your income this year.

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No, you need to put this strategy to work.

And that means you need to start applying these tips one by one until your blog is a lean, mean, selling machine!

One last thing: The best time to start is right now… because the sooner you unleash the full power of your blog, the sooner you'll start enjoying a bigger income!

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Lesson #20
101 Traffic Tips For Increasing Site Visitors And Sales
Part 1 of 2

Getting traffic is something that many Internet marketers struggle with. It's quite a shame, because traffic brings additional profit.

Let's look at an example:

If you put up a new website and your first few months of profit look like this...

$12 with 100 visitors in Month 1
$45 with 500 visitors in Month 2
$102 with 1000 visitors in Month 3

From this data, you can start to figure the per visitor value of your website is about 10 cents each. So, the odds are that you'd make approximately $500 with 5,000 visitors and $1000 with 10,000 visitors – assuming all things remain the same, right?

Even if you didn't change one thing on your site, you should make significantly more money.

It would be really great if you could just build a website and have people automatically flock to it -- but it doesn't happen that way in real life. The good news is that I'll be sharing **101 ways that you can get a lot of traffic to your site**.

Implementing these methods will take some effort on your part, but the results will be well worth it.

The most important thing is that you follow these proven traffic tips so that you can start seeing traffic to your website. Once you put these tips into action, you'll see an increase in traffic, which, over time will continue to grow.

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Let's get started.

Article marketing

Article marketing is one of the best ways to generate traffic to your website.

Here's how it works.

1. You write an article.
2. You submit it to article directories.
3. Web publishers (website owners & bloggers) grab your article from the article databases and use your article on their sites free of charge.
4. Inside your article, at the end, you include a resource box that contains a link to your website. When the article is published, that portion must tag along and be published, too.

Your link tags along with your article and you get FREE advertising.

> Here's a good author resource box as an example: http://www.ladypens.com/plr-articles-how-to-choose-a-good-service/
>
> At the end, it says:
> Would you like to learn more about how to use PLR articles in your business? Nicole Dean welcomes you to sign up for her free ecourse at www.EasyPrivateLabelArticles.com If you're ready to start shopping, just stop by www.EasyPLR.com - where you'll find high-quality PLR articles sold in very limited quantities.
>
> So, everyone who re-publishes those articles will include the author blurb and both authors will get lots of free traffic.

There are three main ways article marketing can generate traffic for you:

- People click your link from the article directory and end up on your website.
- Webmasters publish your article (with your link intact) on their

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own site)

- Your search engine position increases because you'll gain more backlinks.

That makes article marketing an excellent strategy.

Tip #1 - Do your keyword research

One of the most important things you can do to make sure your articles do well is keyword research. Since people use keywords to search for information in the search engines like Google, you'll want to target appropriate keywords if you wish to show up at the top of the results pages.

You can find relevant keywords in many different ways, but the easiest way is to use Google's research tool.

> You can find it at: http://adwords.google.com/select/keywordtoolexternal

Simply type in a keyword for your website and Google will give you many keyword ideas.

> Example: If you've got a website about pet recipes, you would enter terms like "cooking pet food", "homemade pet food", "natural pet food', "cook dog food", etc.

Google also gives you the numbers that tell you how often people search for each term. That way you know the keywords you're targeting are worth your efforts.

Another important piece of the puzzle is figuring out how much competition there is for each keyword. If you are targeting words that have too much competition it's going to be harder for you to reach the top of the search engine results pages. Don't worry about that happening, because it's easy to figure out how much competition there is.

Simply go to Google and type in your keyword surrounded by quote marks. The results that pop up are the other sites that are specifically targeting that term.

> Example: When I search for "Pet recipes" I see there are 66,600 webpages that are already listed for that term.

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Now that you have these keywords you can use them to give you a basis for your articles. It's easiest to choose one keyword per article and focus the topic around that keyword. Remember to put the same term in your title as well.

Tip #2 -Write your articles for the reader -- and the search engines

There are many people who think that in order to rank highly in search engines, they need to stuff their keyword in their article an excessive amount of times. This is definitely not the best way to attract readers or get traffic to your website.

The search engines are also getting smarter and they know when you're trying to game them.

It is much better to weave your keywords in more naturally. This will serve both the search engines *and* your readers. There is no set keyword density that works well, but many experts suggest you stick to around 2 to 5%. That means for every hundred words you would include the keyword about 2 to 5 times.

Remember -- the search engines can tell if you're trying to stuff your keyword in your article. Their main goal is to provide a good user experience for people who use their search engine, and your main goal is to get people to your website.

It makes sense, then, that you would strive to provide good content that the search engines will like and that people find useful when they visit your website.

Tip #3 - Submit to the right article directories

There are many article directories, but not all of them are worth your time. Since you're trying to get traffic to your website, you want to find the very best ones. It

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can be hard to choose since the search engine's "love" for these directories seems to change all the time. Still, there are a few that you can always count on.

These include:

- EzineArticles.com
- GoArticles.com
- ArticleDashboard.com
- Buzzle.com

If you open an account at these different directories and start a regular submission schedule, you'll find that you start getting visitors to your website.

Since these are people who are looking for exactly what you're offering, your conversions should be great as well.

Tip #4 - Focus on your author's resource box

One of the most important article marketing tips you can follow is to focus on your author's resource box. This is your "take" for your site, whereas the actual article body is your "give" to the directory.

Your author's resource box should contain a compelling reason for people to continue on to your website. You may talk a little about yourself, but it really has to be more about the reader and what he/she wants.

> For example, if your website is offering a solution for people suffering from acne, you want to give them a reason to visit. Clearly, you need to let them know that you have the answer they are looking for in order to get them to visit your website.

A huge part of crafting a great resource box is including one or more links to your website. Different directories have different rules about this, but the standard is to allow you to include two links. You want to surround these links in what is called "anchor text." This is simply a way for you to name the link to let the search engines know exactly what your site is about.

Here is an example of anchor text:

If you want the search engines to know your site is about **acne treatments** you would type:

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best acne treatments

This would help boost your rankings for the keyword "best acne treatments."

Tip #5 - Submit many articles

There are webmasters who think that they can boost their search engine rankings and get tons of article directory visitors to their site just by submitting an article or two. If only this were true. Unfortunately, this isn't the case at all. You need to sustain an active level of submission to stay at the top of the search engines.

That doesn't mean you need to spend your life writing articles. As long as you're consistent in your efforts and don't stop at just a few articles you'll likely see great results. Still, those who submit many articles over a long amount of time usually see higher levels of traffic.

You'll find that the number of articles you need to submit really depends on the niche you're in. There are some niches out there where just one or two articles a month will do. There are other niches where it's ultra-competitive, so you'll need to submit more articles, more often.

The recommendation by EasyArticleMarketing.com is to try to submit one article per week, every week. If that's too much, then shoot for 2 articles per month, every month. The key is to be consistent.

Tip #6 - Re-purpose your content

Since your main goal is to get more traffic, you'll want to use your content in as many different ways as possible. It's no use to just write an article one time, submit it to one directory, and expect to get traffic. It's a much better use of your time to use your content in more than one way. After all -- you still own the article.

In fact, many people are finding that it actually increases their rankings greatly if they use the same article at more than one article directory. There is some debate about this, so you might find that you want to rewrite it a little bit before submitting it to another directory. Still, this saves you a lot of time.

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Three article submission services that have grown to get a lot of respect over the years are:

> **Isnare**: Submits to many publishers for a very reasonable price. You can learn more about this submission service here
>
> **Go Article:** A free basic service to get started- click here
>
> **Unique Article Submitter**: This is great if you are concerned about duplicate content- click here

Beware signing up with other services until you check them out. These three are respected and updated constantly.

You should also take the content that you submitted to the directories and put it on your own website. This updates your site and shows the search engines that you are constantly adding new content. Adding new content often helps you get "spidered" (visited by the search engines) more frequently. The more frequently you are spidered, the faster you can rank for new content and the faster you can make money.

It's true -- content really does make the web go round. The more content you have on your websites, the more chances you have to get traffic. People are on the web to find information so be sure to offer them lots of quality articles on your websites.

Tip #7 - Don't give it all away

A common mistake that many people make when they are using article marketing as a form of traffic generation is giving away too much information in the article body. That doesn't mean that you don't want to offer quality writing to your readers, but your main goal is to get them to visit your site.

That's why you'll want to write your articles to *entice* the reader. A good way to make this easy is to follow the A.I.D.A format of writing articles. This stands for attention, interest, desire, action.

> **A.** This means you want to capture their **attention** first with a compelling headline and a great opening.

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I. Then, you want to maintain their **interest** by showing them how important what you're about to say is.
D. Next, you'll want to increase their **desire** for visiting your website. You can do this by handing out a solution or piece of information, but indicate that you have addressed the rest of the information on your site.
A. This is a great way to get people to click on your author's resource box -- the **action** you want -- and to get more people to visit your website.

It's not at all uncommon to get a click-through rate of around 40% if you use the AIDA method.

Tip #8 - Brand yourself as an expert

One of the best perks about writing a lot of articles is that people start to recognize you as an expert. This is an excellent thing for you, because it means you'll get a lot more traffic to your site. In fact, if people are impressed enough by what you have to say and what they find at your website you'll discover that more and more people start to link to you and recommend you to others. When this happens, it becomes like a snowball effect of traffic.

The fact of the matter is, you **are** an expert because you've written so many articles and you know so much about the topic. That's another reason why it's so important to take advantage of the author's resource box, because it really helps to brand your website and your name.

That way people start to recognize you as the authority.

Tip #9 - Research the competition

You know what *you* are doing to generate traffic, but it can be even more helpful to know what your *competitors* are doing. This is especially true if you know of a website that is ranking especially high in the search engines. You can map what they've done based on their articles, and tweak their strategies to perfection for your own uses.

For example, if you go to ezinearticles.com and search for the most viewed articles in your niche, you can usually determine what other websites are doing to rank so highly.

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- You might take a look at the keywords they've used in the title.
- Notice the way they've crafted their article.
- Examine the resource box.
- You can also look at their profile and see just how many articles they have submitted.
- Check out the website they are linking to as well.

That way you can find out their search engine rankings in Google to get a feel for what these rankings are doing for them.

Tip #10 - Pay attention to your profile

This is something that many article marketers forget about. If you don't set up your profile, people are going to be less likely to trust you. The more people trust you, the more likely they are to go to your website. Setting up a profile might seem trivial, but it actually has a lot to do with the kind of traffic you may receive.

This doesn't mean you have to give away a lot of information about yourself. But it does help prove yourself as an expert. Remember -- people visit the article directories frequently. If they start to like your writing they may subscribe to your articles (an option available at many directories). Your chances of them doing this greatly increases once you've added information and a picture to your profile.

Quite frequently if a person finds ONE article they like that you've written, they'll seek out others. However, if they go to your profile to do so, and there's no picture, they may lose trust that you're a real person with a real business.

> Here's an example of a great author profile:
> http://www.ladypens.com/author/arika-lewis/

No, this doesn't really help your search engine rankings (unless the directory allows a website link within the profile) but it does help with article directory visitor trust.

Getting Traffic Through Pay Per Click

Pay Per Click (PPC) is also an effective way to get traffic. While article marketing is free (except for the cost of your time), Pay Per Click costs money.

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The most well known service is Google Adwords. Yahoo and MSN also have their own PPC networks. And, there are many smaller pay per click networks that have shown promise.

So, how does pay per click work? Basically, you pay for every visitor that you receive to your website through the pay per click service.

You'll create a text ad that entices people to click on it. Your ad will appear for searches based on the keywords you have chosen. It can cost anywhere from five cents per click to several dollars per click. This figure depends on the niche you're in and how many other people are bidding on the same keywords at that time.

It's easy to "lose your shirt" if you're not careful. That's why it's best to learn as much as you can about this useful traffic generation tool – especially how to track your results so that you can quickly find out which ads are working and which aren't and adjust your spending accordingly. The greatest thing about PPC is that the results are nearly instant. As soon as you put up your ad, you can start getting traffic.

Tip #11 - Plan carefully

As I mentioned earlier, it's very easy to get carried away and pay too much for your PPC advertising. That's because your ad might be shown more than you expected, and a lot of people click on it. If you haven't tested this you can lose a lot of money.

The absolute best thing you can do is to plan ahead and learn all you can about this method of traffic generation. The first step in planning is doing proper keyword research. You want your ads to be highly targeted so that when people search and your ad pops up, it entices them to click.

> For example, if you are selling a certain brand of MP3 player you wouldn't want your ad to pop up for the search term "CD player." Instead, you would select keywords that are targeted to strictly to MP3 players.

Before you even start your campaign you need to use the Google keyword tool (or something similar) to determine what your keywords should be.

> The Google keyword tool can be found here:
> https://adwords.google.com/select/KeywordToolExternal

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This careful planning will help you earn money instead of losing money.

Tip #12 - Test first

The best thing you can do after you've selected your keywords is to test them out. Don't start out with a huge bid amount because you can quickly lose money that way. You'll want to start off with a lower amount to see how many clicks you end up getting. It could be that you're not getting as many as you expected, so you'll want to increase your bids. Or, you might find that you're seeing some traffic and high returns.

Don't worry -- testing doesn't take long. You can determine within a few days whether or not you should discontinue your ads, tweak them, or keep them going as they are. Being cautious is the best thing at this point, because there are way too many people who dive in headfirst with PPC and then end up with a huge bill that just didn't pay for the kind of traffic they received. If you do this right, on the other hand, the results from PPC can be faster and more profitable than they are with article marketing.

Tip #13 - Split test your ads

Sometimes, people don't click on our ads even when we think they're great. There are many different reasons for this, and that's why it's so important to split test your ads. Pay Per Click engines like Google Adwords actually make this easier than ever. You can set up two or more different ads so you can see what is the better performer over time. I recommend that you take advantage of this because you might find that one ad never gets clicks and the other gets great clicks and conversions. Once you have these results, you can delete the non-performer and concentrate on the one that's giving you the level of traffic and sales that you want.

It's important to keep in mind that if people are searching and your ad pops up it should contain the keyword you're targeting. That's because the search engines highlight the keywords in your ad, which makes them stand out more to your prospects. This is a great way to get more clicks and more traffic.

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Tip #14 - Make sure your landing page is relevant

One mistake that many people make is sending their PPC traffic to an unfocused or bad landing page.

You want the landing page to be relevant to what that person searched for. This will ensure that your visitor doesn't simply click away the second they land on your page.

People are often trying to find something very specific, and if it's not clear that you have what they want you'll lose that visitor fast. If you make an effort to customize a landing page that is relevant to your website you will find that your traffic converts a lot better.

This often means sending visitors to different web pages depending on the keyword they clicked on.

> For example, if one of your keywords targets "natural acne treatments for sale," you want to make sure the page people come to clearly showcases these natural acne treatments.
>
> If a different ad created references "homemade recipes for acne," that landing page had better show some homemade recipes.

It might seem picky, but the more targeted your page is, the more likely your traffic is to convert into sales.

Tip #15 - Use negative keywords

Just like you're concerned about getting the right kind of traffic, you should be just as concerned about getting the wrong kind of traffic. You, of course, want to avoid paying for ads that don't convert. That's why you should make use of the *negative* keyword tools in your PPC engine. When you enter these, your ad will **not** show when your negative terms are searched for.

> For instance, let's say that you are selling a topical acne treatment (a cream).

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You might then choose to use "supplement," "pill," and related keywords as negative keywords so that your ad does not appear during searches that are done by people looking for an acne pill treatment (capsule).

This will save you a lot of money, which will allow you to focus on the words you really care about.

Tip #16 - Use phrase match, broad match, and exact match

There are three basic ways you can enter your keywords into the PPC engines as you bid on your keywords.

These three ways include:

- Phrase match
- Exact match
- Broad match

Let me define those for you.

Phrase match is when your ad would appear for your keyword, plus additions to that keyword.

For example, if you enter your keyword as **cowboy boots** your ads would appear when people search for cowboy boots, as well as **blue cowboy boots**. Your ad would not appear if someone searched for boots cowboy or cowboy shoes.

Broad match is actually the default and it will make your ad appear whenever your keyword is used in any order.

You may show up for for cowboy boots and boots cowboy.

Exact match is when you surround your keyword with brackets. That means you want your ad to appear only when someone searches for that *exact* term.

That means your ad will appear only for the keyword **cowboy boots** and never for anything else.

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Of course, when you combine these matching methods your ad will appear for many different combinations. It's all about testing and figuring out what will work best for you.

If you want to be completely targeted and spend as little money as possible you should stick with exact match for now. Still, you may be leaving a lot of money on the table by leaving out broad match and phrase match.

Tip #17 - Pay attention to other people's ads

You can learn a lot by looking at other people's ads. If you notice that a certain website always bids at the top spot, you can rest assured that they are making some money.

Take note of the phrases they are using in their ads. If they've been running their campaign for any length of time at all, the chances are good that they have been testing their click through rate as well as their conversion rate.

No -- you don't want to copy what they are doing, but there is nothing wrong with learning from successful people. Take ideas, and change them to make them your own.

There are always ways to improve on what is already working.

Tip #18 - Decide whether you want your ads to show up for content bids

In addition to showing up at the top and right side of the search engines for paid ads, you can also choose to show up inside other people's website content.

You've probably heard of Adsense. This is when web publishers (website owners and bloggers) put Google's ads in their content.

Where do you think those ads come from? You guessed it. Adwords. So, yes, you can be on the other side of things and display ads on other people's sites.

This is called "content bids" and is a separate option in your Adwords dashboard.

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There are benefits to doing this. Content bids can give you more traffic, especially since the ads show up among targeted niche content. Oftentimes, you can get content bids very inexpensively.

Before you decide to jump on this, consider the main drawback to content bids, too. That is that the people who are reading web content may not be looking to buy things. They may not be in as much of a "shopping" mentality as those searching on the search engines would be.

Many people choose not to turn on the content bids in order to save money. You'll have to test to see if it works for you and is worth your money.

Tip #19 - Bid outside the box

In addition to the standard keywords, you also want to bid on other terms people might be searching for. One of the best strategies that professional PPC users use is bidding on terms that are highly specific.

Some examples would be:

Company URLs
Company names
Specific product names
Specific product names plus the word "review"

As you become more and more used to using PPC, you will find additional terms to bid upon. You will also find some duds, so it's best to get rid of those as soon as you find out they are not working. Fine-tuning your search terms will help you increase your traffic and get targeted visitors.

Tip #20 - Optimize your bids

We don't always see every possibility available to us, especially if we are new to doing something. That's why it's a great idea to use the tools that your PPC engine offers to help you optimize your campaigns.

Google's Adwords has an especially great interface for helping you get more traffic and leads for your business. They'll even automatically go through your campaign

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to find ways you can optimize your bids, keywords, and other aspects of your campaign so you can get better traffic.

If you've learned one thing from this section, it should be "test, test, and test some more". Guessing is like shooting blindfolded. Testing gives you accurate, precise information that will enable you to see big profits much faster.

Web 2.0 Websites

Web 2.0 websites are simply sites that rely on user-generated content.

There's nothing fancy about them. They simply allow users to contribute value to the website and your readers' experience.

It's only been the last few years that these types of sites have really started to develop. However, they have taken off like wildfire. It's next to impossible to find someone who has not heard of MySpace or Facebook – and innovative new sites like Twitter and LinkedIN sprout up every day.

But, how can you use them for traffic? That's what we're about to cover.

Tip #21 - Use MySpace

Although MySpace has morphed over the years and is more focused on music and entertainment it is still worth a mention. We'll focus more on Facebook since it has a much bigger reach but below is a little information on setting up your account with MySpace.

You're going to need your own account to get started with MySpace. After you've signed up you'll get your own website of sorts... it's your own personal "space". This is where you're going to collect friends who are interested in the same things you are, write blog posts, and more.

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The best thing about this is that it's like starting a whole new list as you gather more friends who are interested in your niche. You can use the search feature in MySpace to find and add friends, and if they add you back they will probably check your page often to see what you're up to. This means more visitors will come to your website since you'll be linking to it.

One of the most useful portions of MySpace is the blogging section. You're able to place a blog right on your page with links to your own website. This is a great way to build backlinks to so that you are ranked higher in the search engines.

Tip: If you want to do well with MySpace you need to interact with others and always follow the terms and conditions of the site.

Tip #22 - Use Facebook

Facebook is like MySpace in a lot of ways, though there are many differences as well.

- You can make friends with this site.
- You can update people with your blog entries.
- You can use the updates section to talk about changes you've made to your website.
- You can join networking groups that are related to the niche topic you're focusing on.
- You can place a link to your site and company in your profile so that as many targeted people (the friend's you've selected) as possible can view it.

You want to interact with people in order to get more traffic and make connections. Your Facebook visitors will enjoy seeing what you have to offer, and you'll get more traffic.

Facebook also has an array of add-ons available that have been developed by independent programmers. These offer a way to interact with prospective customers and visitors to get them even more interested and show them what you have to offer.

For example, you can send your Facebook friends small digital gifts, which may make them more likely to visit your site and eventually become a customer.

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Tip #23 - Use Blogger.com

Blogger.com is a free blogging platform that is owned by Google.

One strategy is to set up a blogger blog as your main website. It's quick and easy.

Another strategy is to set up a Blogger blog as a method to get links to your main websites.

When you set up a blog with Blogger it will be created as a sub domain on the blogspot.com domain. (For instance http://yourname.blogspot.com/)

That means you get all the link juice that comes from an authority site like blogger, which is a great thing for you.

To take advantage of this strategy for the search engines, you'd want to create a "mini blog" on Blogger that links back to your own site. This is a similar concept to adding articles to an article directory, though you have more control over the blog. The downside is that you don't get the built-in article directory traffic.

The more entries you add, the more likely you are to be found by other Blogger.com users, and to rank highly in the search engines because your blog is coming from such a respected domain.

Since you're linking back to your main website you should start to see your traffic and search engine rankings increase. Remember that every little bit helps, and that results build over time, so each of these strategies will work together to increase your overall traffic.

Tip #24 - Use WordPress.com

WordPress.com is another free blogging platform that should not be confused with WordPress.org, which is a self hosted blogging application.

WordPress.com will allow you to set up a blog as a sub domain on their own domain. Just like Blogger.com, this is a great way to build links to your own website so that your rankings in the search engines increase.

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You do need to be careful with WordPress.com because they're a lot stricter about having things like affiliate links throughout your blog and being overly promotional. Still, you shouldn't have to worry as long as you offer quality content and link to your own site in a smart way to get all the benefits of WordPress.com without being shut down.

Tip #25 - Use Squidoo.com

Squidoo is an excellent website that can help you generate traffic to your own site. You create "lenses" with Squidoo, which are not necessarily blogs, but not websites either. You could say lenses are something in between. Squidoo offers many different modules that help you add content quicker and easier than you might think possible.

Squidoo also lets you place your RSS feed from your blog on your lens. This is a hands-off way to keep your lens fresh with content since it will update itself as you update your blog. Your blog gets the benefit of the great link.

Squidoo is also very flexible about placing links to your own site, unlike HubPages or Wordpress.com.

Google and other search engines also tend to love Squidoo, so you'll find that your lenses rank highly and send link-love to your site. You can also join groups within Squidoo in order to get even more targeted people to visit your lens, and eventually your website.

Tip #26 - Use HubPages.com

HubPages is a lot like Squidoo in many ways. They have modules that make it easy to add content to create a miniature website in a very short amount of time. The difference between HubPages and Squidoo is that HubPages is a lot pickier about what goes on your hub. You may only have two outgoing links to your site, including any RSS feed links.

Still, HubPages has a very dedicated community behind it that can drive a lot of targeted people to your website. They are also very well-liked by the search engines so the potential is great. One of the greatest things is that people love to comment on hubs and regularly seek out new ones, so you may get a lot of

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questions and commentary on your hub. This will help expand your reach as an expert.

Tip #27 - Use Weebly.com

Weebly is yet another Web 2.0 property that can help you get higher rankings and more traffic. Weebly offers an easy way to create a small webpage that is set up on the Weebly.com domain.

They have a very simple drag-and-drop interface, and you're easily able to add links to your website as well as quality content that will entice people to visit your website. In order to get the most out of Weebly, you want to make use of the different text and graphics features that will be attractive to prospective visitors.

Tip #28 - Use Twitter.com

Twitter is an amazing web 2.0 site that is becoming more and more popular all the time. This one is a little bit different than the rest of the Web 2.0 sites we've discussed so far, but that's what makes it so great. It's all about networking with others in what is called a micro-blogging platform.

When you sign up for Twitter, you'll be given a chance to collect followers and to follow other people. The point here is that you will see the updates of people you follow, and people who follow you will see your updates.

One recommended tactic is to find people who you enjoy learning from and/or networking with and see who they are following. Follow those same people.

Here is my Twitter Profile:
https://twitter.com/#!/drperdew

Beware of following people who have tons of followers and are only following back a few. Realize that they're viewing Twitter as a one-way street, so determine whether that's ok with you or not. For some people it will be fine, and for others, you may choose to pass.

On Twitter, you can talk about the great things you're doing to your site or in your business, as well as the things that are going on in your personal life. You can

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follow people who are interested in your niche, and they will most likely follow you back. As you update and talk about the helpful content on your website, you'll start to get very targeted traffic.

Another great thing about Twitter is that your updates, or "tweets", that contain links will show up in the search engines. This gives your next chance to rank for the keywords you are tweeting about as well as add additional backlinks to your website. All of this leads to getting more traffic. It's also a way to build up relationships, which is what gives you steady followers and great rewards.

Tip #29 – Use Pinterest-

Pinterest is a fast growing social media site with over 2 million daily users. Users set up boards that they are able to "pin" items they find through their daily web browsing. It is difficult to use this platform for digital products but it can be done.

So stay tuned for the special bonus you'll receive in a few days! It's an ecourse on how to use pinterest and make a profit!

Tip #30 - Use Wikidot.com

Wikidot.com is a bit different then the other Web 2.0 sites mentioned, but it can still help you get traffic to your website. Many people have heard of and use Wikipedia.com, and this is a similar idea.

The difference here is that you get to create your own wiki site instead.

After you sign up for WikiDot you will get to create your own community wiki. You can add a front page that links to your website as well as several other pages. This can act as a gateway to your own website, which has the potential to get you a lot of traffic.

Since you're the leader of this wiki, you'll get even more respect as an expert. Not only will you get the visitors from your community members and others who stumble across your wiki, you get the benefit of the backlinks so you can rank more highly in the search engines.

It's always exciting when you can find sites like this that serve a dual purpose for giving you traffic.

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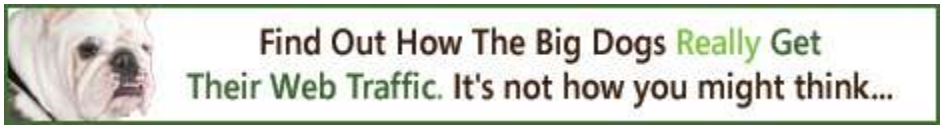

Forum Marketing

Forum marketing is another excellent way to get more traffic. Forums, or message boards, are targeted communities where members join in order to have discussions with each other about the topic at hand.

For example, since you're interested in Internet marketing and finding ways to drive traffic to your website the chances are good that you are a member of an Internet marketing forum or two or three. The same goes for people who are interested in dog training, gardening, skin care, and nearly every niche out there.

By joining forums and interacting in the right way, you can definitely drive traffic to your sites.

Tip #31 - Find the right forums

The very first step in proper forum marketing is finding the right forum to join in the first place. You may already know of some good ones, but if you haven't found some it's very easy to do. Simply type "your niche forum" into Google or another search engine. The results that appear should point you to some great options.

Examples:

"gardening forum"
"skin care message board"
"pet community"

Now, it should be said that not all of the forums that appear in the results are going to be worthwhile. Some of them are pretty dead and don't get a lot of traffic. You want to find a very active forum with many members and many new posts every day in order to have the best results.

You should also read the forum rules and start browsing some posts to get a feel for things before you join and spend a lot of time. You are, of course, going to

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want to be able to put your website in your signature file and have a certain amount of freedom in your posts. That doesn't mean you are planning to spam the forum, but you're not going to get any visitors to your site if you are unable to display your link.

Tip #32 - Become known before displaying your link

The worst thing you can do is join a forum and immediately start throwing your link around. That's actually the best way to get **banned** faster than you can imagine. It is a much better tactic to start posting and adding valuable input to questions and generally getting to know the other members first.

After you've "paid your dues", you can start to put your website in your signature file and show that you've got a great website to offer. Remember, you want to entice people to visit your site, so make sure your text in your signature file is interesting enough for people to click on.

By waiting before you show your link you'll build trust. This is what will get people to visit you and to listen to what you have to say as an expert in your niche.

Tip #33 - Choose the right anchor text

Since you're going to have your link in your signature file as you make posts in the forum, you're going to want to make sure it contains the right anchor text. As you learned earlier, having anchor text that reflects your targeted keywords is a great way to boost your site's rankings for that keyword in the search engines.

> For example, if I wanted to rank for the keyword "cat food" in Google I would make sure that my forum signature file had "cat food" as the anchor.

Keep in mind that you're not just getting one backlink for all the posts you'll make. You're actually going to get a backlink each time you post. This can have a massive effect on your search engine rankings, which is another reason to become active and involved in a highly ranked forum.

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You should also know that if there are too many backlinks coming in with the same anchor text it raises a red flag for Google. Their algorithms can figure out when people are trying to game the search engines so they guard against this.

That's why you might want to join a few good forums, so that you can have a different anchor text for each signature file you have.

Tip #34 - Create an effective profile

You should always create a profile to go along with your forum username. As you post more and become more known people are going to be interested in reading your profile. You'll want to have some meaningful content written there that describes what your website is about, as well as a link to your website. You might be surprised at how many people will end up visiting your site through your profile.

People are naturally curious about others who share great information. That's why you'll get visitors to your profile and why it's a good idea to have it ready.

Once again, you can't forget the fact that you can include your website in your profile. These profiles often get indexed by the search engines so you'll be getting yet another back link to your website.

Tip #35 - Offer to buy an ad

In addition to the free links you'll be getting from posting on the forum, the owner of the forum will probably have some ad space available. A lot of webmasters stay away from buying these ads because they think it will be too expensive. That's sometimes not the case at all.

When you contact the forum owner you should ask what is available as well as the cost. If you do find that the costs are too high you can always negotiate. Even if it's not clear whether the owner has any ad space, you can always offer to buy some because it might be something they haven't considered before.

If it's a very large forum that doesn't seem to be privately owned, there is still a way for you to get your ads on their site. This is actually a method that may be even cheaper than dealing with the forum owner directly. You can actually go into your Adwords account and target certain websites.

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That means you can find a forum you really like (that already has Adsense on their site) and bid on ads that will appear there. This is a way to target people you know are going to be ideal prospects for your site – sometimes for dirt cheap prices.

Directory Submission

Submitting your website to directories is another option to generate traffic. Many of these link directories have their own visitors who love to find websites they are interested in by just browsing through the directory. Many of them are even highly ranked in the search engines and have a high page rank, which means they are more likely to give you a boost in the search engine rankings.

Once again, you're going to get backlinks as well as targeted visitors from the directories you submit to.

Keep in mind that these are different than article directories. Link directories are generally collections of links from all around the Internet. Some of them are focused specifically on one single niche, while others are collections of websites from many different niches.

We highly recommend Directory Maximizer to handle your directory submissions.

Tip #36 - Get your submission ready.

It's important to get everything you need ready for submission before you actually start the process. This helps keep you organized so that there are no roadblocks in the way when you do submit. As you go through the submission process you'll notice that there are many different categories available. Different directories classify niches in different ways, so it's helpful to browse the sites to plan in advance.

Another important step to getting your submission ready is researching your keywords. Just like it was helpful for article marketing, it's also helpful for directory submission. Since you don't have much room for descriptive text, you're going to want to focus on your main keyword or a few main keywords.

Finally, you need to craft an appealing description for your site. Remember that many people go to these directories to find relevant websites. Your description

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needs to be as enticing as possible. This will help you get more traffic because more people will click on your site's link and visit.

Tip #37 - Choose your directories

There many different places to submit your website and many different ways to submit. For example, you can submit manually to the main directories or automatically using special software.

The best thing to do right now is to choose your directories. If you have a limited amount of time you'll want to focus on the ones that will give you the most benefit first.

You should also know that some of these are paid directories and other ones are free. Unfortunately, it's often the ones you have to pay for that will give you the most benefit. You should take a look at your budget, and how much time you have and make your decision on directories based on that.

After you've chosen the directories you'll need to sign up for them. Look at their terms of service, as always. If you're having trouble finding good directories this is a good list:

- Yahoo directory.
- Best of the Web.
- Dmoz
- JoeAnt
- GoGuides.org.
- UncoverTheNet

Tip #38 - Submit to more than one category.

Sometimes you might feel like it's hard to pin down just one category your site fits into. You can often get more traffic if you put it into two or more categories. It is important to note that some directories do not allow this. You always want to check with the site's terms of service to make sure you are complying.

If it's allowed, the chances are good you'll get a lot more visitors since more people will be able to find you.

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Tip #39 - Automatic submission

Automatic submission as a great way to make sure that your site shows up in as many different directories as possible. While you want to manually submit to the most popular directories, it's important not to forget the"little guys".

There many different options for a automatic submission, and some are free and others are paid. If you can afford it, you may want to go with the paid versions to ensure that your submissions will go through. Plus, they handle all of the messy steps so that you can focus on other tasks in your business.

We highly recommend: Directory Maximizer

Tip #40 - Find smaller niche directories

Manual submission to the largest directories and automatic submission to other directories is great, but don't forget the smaller directories. These are strictly focused on a specific niche, and many people who are interested in websites like yours visit them.

To find these directories you are going to have to dig a little bit. To do this, type in "your niche directory" in a search engine. (example: 'gardening directory')

Browse the directory and make sure it's high quality and already has other links there. This means there is a higher chance that it gets traffic from people who are interested in your niche.

Don't forget that these directories are also an excellent way to get back links to your website. In fact, you might find that the greatest benefit from the smaller directories is the backlink you get from a relevant site within your niche.

Video Traffic

Videos are an amazing way to get traffic to your website. There many people who search for videos online to learn information or entertain themselves.

You can take advantage of this by creating your own videos and uploading them to popular video sharing websites.

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Tip #41 - Create a compelling video.

The very first thing you're going to want to make sure of is that you've created a compelling video. This means you should capture people's attention, make them interested in what you're talking about, and get more visitors to your website.

There many different ways to make your video, including creating a PowerPoint presentation and recording it, filming yourself, or using an automated process (such as Animoto.com).

You should experiment and remember to place a link to your website in the video so that people can see it clearly.

As with all things in your business, if this sounds insurmountable, then outsource it! Need help? Check out http://nams.ws/outsourceweekly

Tip #42 - YouTube

While there are many video sites out there, the most popular one by far is YouTube. You can get a lot of traffic to your website just by using this one video sharing website. The first thing you're going to do is make your profile and include a link to your website in your profile. Just like people who visit article directories are interested in the author, people who visit video sharing websites are interested in who made the video. You also get a backlink by including this in your profile.

You can upload your video after you're done producing it and creating your profile. Keep in mind that YouTube only allows you to have a video that is around 10 minutes long. That's just fine because people's attention spans aren't that long anyway, and your end-goal is to get them to visit your website.

While you're uploading your video, you'll notice that YouTube allows you to write a description. This is an excellent spot to put in another link to your website. People who view your video will hopefully be interested enough to visit.

It should also be said that YouTube holds a lot of weight with Google. You can expect to get some Google search engine traffic just by having a video on YouTube.

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Tip #43 - Submit to other popular sites.

YouTube isn't the only player in the game -- there are many other popular sites as well.

Here is a list of some of the best:

- Google Video.
- Daily Motion
- Vimeo
- Lulu

Even if you submit the same video to these different websites you'll be getting some traffic because the same people who visit one video sharing site may not visit another website. Also, you'll find that sometimes one video sharing site ranks highly in the search engines, while another one doesn't.

You want to have your video in as many places as possible so you have more chances of ranking and getting traffic as possible.

Tip #44 - Automate your video submission.

If you want a more automated route you can use software to make the process of submitting your videos even easier.

There were several tools that did this automatically including
Traffic Geyser and TubeMogul.

Neither are worth the effort and cost today. It's best to choose the top 3 or 4 video sites and focus your efforts there.

Tip #45 - Promote your video.

Sometimes your video will take off right away and other times it will take a bit more work on your part. You can get some traffic to your videos by seeking out popular videos related to your niche, as well as channels related to your niche, and by commenting on them. You can sometimes link to your own videos within the

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comments. The people who visit that popular video may visit your video (and eventually your website).

Sites like YouTube also give you the chance to post a related video to other popular videos. Posting a related video places you right under the popular video with a little graphical icon that will entice people to click over to your video as well. Piggybacking off of other people's traffic is an effective way to get your videos noticed.

Tip #46 - Create your own channel.

If people like your videos they will be interested in watching more of what you have to offer. Fill their desire by creating your own channel on YouTube. You can get some excellent traffic, and loyal visitors by regularly updating your channel with videos promoting your website.

Experiment and see what other popular YouTube users are doing to drive traffic to their websites.

Tip #47 - Place the videos on your own website.

These video sharing websites will also give you a code so you can place your video on your own website. While this won't directly give you more traffic, it will give your site more dynamic content that your visitors will love.

Remember -- repurposing your content like this will help you make a better use of your time and drive more traffic to your website overall.

Tip #48 - Create more videos

After you've made your first video, you have to remember that the more videos you have out there, the more potential traffic you'll get. You can also test and track different methods of video creation, to see what visitors respond to the most. You may find that a video you thought would really take off *really doesn't*. By the same token, you may find that a video you thought was a dud gets you a ton of visitors.

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Again, the more videos to get out there, the more traffic you will receive. There are more people than ever before searching for videos who want to watch them online. You can get yourself quite a following by constantly creating new videos.

Tip #49 - Be unique.

As you get better and better at creating your videos, you are going to want to put your own spin on them. More and more marketers are figuring out that videos can drive traffic to their websites. That means you have a lot more competition in the near future and the competition is only growing. That doesn't matter, however, because you can make your videos unique and include descriptions that set you apart from the rest. This will help you get better rankings in the search engines and more views on your videos.

Tip #50 - Make it clear that others can use your videos

Other people may be interested in using your videos on their website or blog. Some marketers don't like this, but you can make it clear that **you do**, because you know it will help you drive more traffic to your site. Remember -- your video includes information about your website and helps brand your name.

You can include some text in your video description that tells people it's okay to use your video on their site. Obviously, YouTube and other video sites have the code right there for people to use (unless you turn that option off), but it often takes a call to action to get them to use it. Visitors will love this because they get extra content for their site and you'll love this because you'll get extra visitors to your own website because your video is branded.

To Be Continued Next Week

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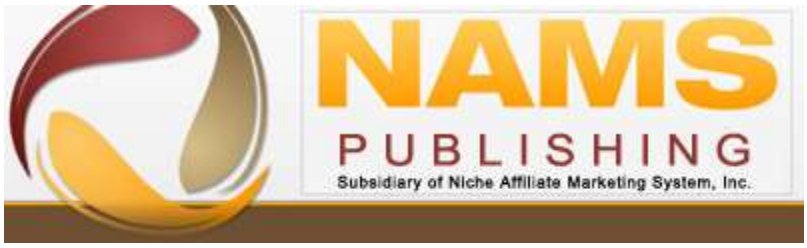

Recommended Business Training

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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