

Affiliate Sales Domination



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

with David Perdeu

Volume 3 of 6

Affiliate Sales Domination
52 Lesson E-course with Added Bonuses
Part 3
Lessons 21-30

By

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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.

Lesson #21

101 Traffic Tips For Increasing Site Visitors And Sales

Part 2 of 2

Press Release Traffic

Press releases are an age-old tradition of announcing new companies, products or information. They have been used to get more customers for decades now.

The Internet makes it easier than ever.

Tip #51 - Gather information.

The first step to creating a good press release is figuring out exactly what you're announcing. The traditional purpose of a press release to announce a change, a new company, or another different aspect of your business. Don't worry -- you can often find a great angle if you dig hard enough.

Heck, if you don't have a reason to send a press release, make one. Host a contest or do a charity event. Then get that release written and submitted.

It's also easy to write a press release when you consider what your company offers and which problems it solves.

Here is an example:

<http://www.prweb.com/releases/2008/10/prweb1437864.htm>

You'll see on that page and on the screenshot below that the owners of OutsourceWeekly.com – Jimmy D. Brown and Nicole Dean released a press release about how the economy is causing more people to hire contractors rather than paying for full time employees and how this can be an option for small businesses to continue to stay in business during these hard times.

Tough Economy Offering Small Businesses More Access to Top Talent

As companies fold and others merge, more talented professionals are finding themselves out of work. Eager to have some control in their professional lives, many of these downsized professionals are setting up shop as independent contractors. This by-product of today's troubling economy is turning out to be a bonus for small businesses that outsource. Outsourcing expert, Nicole Dean has launched a new service that capitalizes on this trend.

Pensacola, FL ([PRWEB](#)) October 9, 2008 -- Big companies that are closing or merging due to today's troubling economy are letting go some of the most talented professionals from accountants to marketing specialists. Many of these individuals are taking an entrepreneurial turn offering their services as independent contractors. This is big news for small business owners who now have access to an increasing pool of expertise available on an as needed basis. To help small businesses make the best use of outside specialists, business consultant Nicole Dean recently launched [OutsourceWeekly.com](#) with internet marketing leader, Jimmy D. Brown.

"Through my work I end up providing advice to a lot of women and men who are managing their own online businesses. What I see most often are talented people risking their business' success because they are trying to do it all. They don't realize that there is a way to outsource work and keep the flexibility and control they want, without breaking the bank," explains Nicole Dean.

OutsourceWeekly.com is a 52-week training program that teaches business owners how to outsource many tasks within their business so they can focus on opportunities for revenue growth and sustainability. This program also offers participants access to a growing list of nationally recognized service providers in various fields.

"With this service, small business owners don't have to be human resource experts to get the right people to do the right tasks. They also don't have to worry about the technical aspects of arranging a work agreement with an outside provider. With OutsourceWeekly.com all of those details are clearly explained through written materials and examples that are provided to subscribers," adds Dean.

Florida resident, Nicole Dean has been helping women work from home since 2004 and is a recognized expert in Online Business and Affiliate Management. If you'd like to learn more about Nicole's vision and success with [OutsourceWeekly.com](#), please contact her at Nicole@easyarticlemarketing.com or (850) 475-7181.

###



You should always describe **what's** happening, **who's** involved, **when** it's happening, **where** it's happening, and **why** it's happening. You can search for some press releases on the Internet to get a feel for how these are written and the information that's included.

Tip #52 - Include the right components.

There are many different components that are essential to include in your press release. There's a certain standard people are expected to follow to be taken seriously.

You want to make sure that you include:

- Headline
- Introduction
- Body
- Call to action
- Contact information
- Summary

Tip #53 - Use keywords.

It seems like I'm harping on keywords a lot, but it really is essential to getting more traffic and ranking highly in the search engines. Just like you researched keywords for use in articles, directories, and video sharing sites -- you also need to use them in your press releases.

Search engines like Google seem to love press releases, so it's a sure bet that you can rank highly for your terms.

Tip #54 - Sell yourself

One of the biggest mistakes people make with press releases is making them too boring. You need to entice people to visit your website.

You can include some tips or tricks, a great headline to draw in your reader, and the benefits of your product service or website.

Once again, I recommend that you examine other press releases in your niche on sites like PRWeb.com that seem to be successful as a way to learn how to write your own.

Tip #55 - Submit your release.

Submit your press release to the sites that are going to offer you the best benefit. This should include high traffic websites and ones that are generally good performers. This will ensure that your press releases are seen by many different people, and news agencies and will have a greater chance of ranking in the search engines.

In case it wasn't clear before, your press release can be picked up by newspapers and other news agencies as well as other websites. This is a HUGE benefit. You not only want to rank highly in the search engines, **you want it to be picked up by others** so you get more back links and more potential traffic to your site. That's why it's so important to choose the right places to submit.

Some good places to submit your press release are:

- PrWeb
- ClickPress.com
- PR.com
- PressReleases.com

Buying Banner Ads

Banner ads have been around since the Internet began. While advertising with banner ads is not quite as effective as it used to be, you can still get traffic to your website by advertising with Banner ads.

Tip #56 - Do some banner ad research

Before you get started, you need to know what kind of ad will convert well in your niche. You get a feel for this by visiting the top websites and seeing what kind of ads they have on their site. Some niches do better with an "in-your-face" kind of ad, while others do better with something more subtle. If you end up creating a banner ad that does not target the right group of people, you will have wasted your time and money.

Tip #57 - Create your banner ad

The next step is creating your banner ad. You can create it yourself if you are good with graphics. If you're not, there are plenty of people you can hire to do the job for you.

A great place to find graphic artists is at Elance.com.

I also like Shelancers.com and WarriorForum.com as places to find talented and affordable designers.

You may want to have two separate banners created so that you can split test which banner ad performs the best.

Tip #58 - Contact Webmasters

The next thing you're going to do is find websites that are relevant to *your* website. If there are other ads on the site, the chances are good that the site owner will allow you to buy ad space too. Even if there are currently no ads on the site, you may still be able to negotiate.

After you send your money, your banner, and your URL to them, you should make sure they have placed the ad in a way that you expected. It helps for you to have some tracking on the link you've submitted so you can determine how much traffic you actually receive from that link.

Your hope is that you see a whole lot more of a return than you're paying. If you're not getting that much traffic you may want to discontinue your banner ad with that site.

Tip #59- Use banner exchange networks

In addition to contacting webmasters one by one, there are banner exchange networks available. Many of these have flat pricing rates, or you'll pay by click or impression. These are often less targeted, so track your budget closely with ad exchange networks.

Some of these are free (if you'll also put other people's banners on your own website) and others are paid. You can find these networks by searching for "banner exchange network" in the search engine.

One popular example is ExchangeAd.com.

Getting Links

Getting links from other websites is one of the oldest search engine optimization tricks in the book. Basically, the search engines rank you more highly based on the number of links you have. You can increase your ranking by exchanging or buying links from other webmasters.

Tip #60 - Contact Webmasters

After your site is up and running the first thing you want to do is find highly ranked websites in your niche. See if they have a links page or similar linking area where it's clear that they have sold links or exchanged links with other webmasters. If so, your chances are good that you can acquire link on that site as well.

Some of them will want to give you a link in exchange for a link on your website. Others will just want a straight-up payment to place your link on their site. This can work even better for you in the long run because Google often gives more weight to one-way links rather than reciprocal links. Three way links are an option as well if you have more than one website. That way you can add the webmaster's link to one of your sites and they can add a link to your other site on their page.

Tip #61 - Web rings

Web rings are another way to get traffic to your website through linking. These are groups of links in a certain niche that each webmaster displays on their site. If you join a web ring, you'll be given a specific HTML code that you place on your website so that visitors to your site can visit the others in the web ring.

Likewise, a link to your website will be placed in the web ring on other websites. Web rings are generally free, so this is a free way to get extra visitors to your site.

Tip #62 - Linking systems.

Linking systems were another way to get your links on other people's websites, but because of Google changes in 2012, we don't currently recommend that you engage in automated link farms.

Why's it important to list this here? Because linking to old systems like these can actually reduce your search engine traffic.

Tip #63 - Getting people to link to you naturally.

If you create some really great content on your website, oftentimes it is enough to entice other people to link to it. This is often called "link bait" because you might write something that is so amazing or controversial that other people can't help but talk about it. This works especially well on blogs, but you can use it on your website as well.

If you look at the websites that get the most visitors you'll notice they often offer a lot of valuable content. It can take some time to build up this level of authority. Still, as long as you are offering quality content, this will happen for you.

It's yet another side effect of becoming an expert in your niche.

Tip #64 - Commenting on other people's blogs.

When you comment on other people's blogs you'll often be able to leave a link to your website in the comments field. If you are commenting on a highly trafficked blog, you often get visitors to click through to your website right then and there.

Regardless of whether or not that happens for you, this will count as a link in search engines each time you leave a comment.

You can either comment on blogs manually, or even hire a freelancer to comment on blogs with a link for you. You should **never** spam a blog using automated software. Just do what you feel comfortable with, and remember that search engines like Google have ways of figuring out when you're trying to game them.

Tip #65 - Three way linking

There are certain membership sites out there that you can join to have access to a network of three way links. The site will match you up with someone who will link to you, and you'll link to someone else.

These one-way links work well because it doesn't appear that you're trying to game the search engines.

Perhaps the most well known site that offers this is 3waylinks.com.

Social Bookmarking

Social bookmarking is an excellent segment of Web 2.0 that you can use to get more traffic to your website.

These websites are basically services that allow users to bookmark their favorite sites all over the web. You can make use of this by bookmarking your own sites as well as sites that you find to be interesting.

Tip #66 - Use Digg.com

Digg is one of the most popular social bookmarking sites there is. The best thing is that Google absolutely **loves** Digg right now. The point of Digg is to enter interesting stories from around the web. You can digg your own site and have other people digg it too. If you've written some really great content, the chances are good that other people will want to "digg it". You'll get traffic from the Digg visitors, as well as a great backlink to your site.

You can even invite people to Digg your story by asking them to on your page by adding the Digg button to your page.

Tip #67 - Use Del.icio.us

Del.icio.us another social bookmarking site that is very popular. It works similarly to Digg -- when you bookmark your content in Del.icio.us, you'll get visitors to your website.

Once again, just like Digg, this'll give you a backlink to help boost your rankings in the search engines. Remember -- whenever you use these social bookmarking websites you want to focus on your keywords and make sure your content and descriptions are relevant to your website.

Tip #68 - Use other social bookmarking sites.

It's in your best interest to make sure you submit to as many social bookmarking sites as possible over a certain period of time. It might be a good idea to use software or websites that can help you bookmark your sites automatically, because it can be incredibly time consuming to do it all manually.

After all, there are a ton of social bookmarking sites out there.

Some websites you can add bookmarks to include:

- OnlyWire.com
- SocialPoster.com

Some software you can use includes:

- Bookmarking Demon
- Autosocial Poster (for Wordpress blogs)

Tip #69 - Spread your links out.

There are people who believe that they can just bookmark their site like crazy and get good rankings. Actually, that may be true for a little while, but the search engines quickly catch on. People who are lucky enough to get their sites to the top of the search engines through spamming the social sites often see their sites fall way back down to the bottom.

It's a much better idea to bookmark over a number of days to make things look more natural. Remember that the goal of all search engines is to create the best user experience possible. They know that if more people are linking to you, the chances are good that your content is worth it. As you bookmark your site you are getting the word out in hopes that other people will soon start noticing your site's worth. Your traffic will increase over time as a result.

Tip #70 - Bookmark other people's content too.

There are several different reasons why you want to bookmark other people's websites as well as your own. The first reason is because the social bookmarking sites will catch on quickly and ban you if all you're doing is bookmarking your own content. Another reason is that these are social sites by nature. The more you participate, the more return you will see.

Explore these sites. You really find some great websites in your niche. In fact, you might even find some potential link partners or JV partners.

You can even have friends in some of these sites (like Digg). That means if you are linking to their content, they are likely to come along them link to yours as well. The more people who bookmark your content, the better off you are.

Word-of-Mouth Marketing

Word-of-mouth marketing is an excellent way to gain more traffic to your website. The basic idea is to create a campaign that's designed to get people to pass along your information, website URL, and other content you produce.

You will generally have to "think outside the box" to get people interested enough to pass the word along. This often means giving away things for free or speaking about controversial or important topics. This is an age-old marketing technique that companies have employed successfully for centuries.

You're lucky, because the Internet makes this doable for everyone – it's easy to pass things along with a simple e-mail or click on a website.

Tip #71 - Plan your campaign

Once again, proper planning is the key to success. When you plan ahead you can almost be guaranteed that your campaign will take off like wild fire and generate traffic and leads. Your campaigns have several components, with the most important being free content.

You should study what other companies have done to successfully "spread the word". The Burger King dancing chicken is one example of a successful word-of-mouth campaign. People are so interested in that dancing chicken that Burger King got a lot of business as a result (do a search on Google if you're not sure what this is referring to).

Hotmail is another great example -- they got a ton of people to use their e-mail service because they included a link to it in every e-mail people sent.

Tip #72 - Give something away for free

One of the most important components of your word-of-mouth campaign is giving away something for free. People **love** free stuff. Your free content can be a video, PDF report, white paper, audio or anything else you want it to be.

This is very exciting. As soon as you start to give things away for free you'll notice an increase in traffic. This comes from people passing your link along, and from people who are coming back to see what else you have to offer. This also makes it easier than ever to sell things to people down the line because they will know that you are all about quality information.

Tip #73 - Make sure people know they can pass campaign materials along

Many webmasters make the mistake of giving away things for free but not making it very clear that people can pass the free item along to others. Many people will not, simply because they are busy or they don't know it's even allowed. The more clearly you spell things out for them, the higher the chance they will pass it along.

For example, if you are creating a PDF document that offers great information you need to clearly write in that document, "Freely pass this document along to friends and family."

This serves a couple of purposes.

First of all it lets people know that it's okay to pass it along -- that they're not going to get in trouble.

Second of all, it has a call to action --"Pass this along." It's telling them exactly what they need to do.

Tip #74 - Understand the key reasons people pass things along

They are two reasons people might share content with others.

These include:

- *Intrinsic motivation* - they feel good about themselves for passing it along, or do so because they know it can help others
- *Extrinsic motivation* - They may get some kind of reward that you're offering

Keep these reasons in mind as you plan your word-of-mouth campaign.

Hot Tip: If you have an affiliate program, you can offer a customizable version of your free item. If you've never seen this in action, visit www.BrandableStuff.com

Tip #75 - Keep the momentum going.

You need to keep your campaign going even after your initial viral marketing component is released. Make sure you're adding content to your website to draw people's attention and keep their interest. Soon enough you'll start getting the visitors that you want so you can start to make more money with your website.

Remember -- the key component here is getting the word out about your website. The profits will come in later. Just focus on getting those eyeballs on what you have to offer.

Blogging For Visitors

Blogging is an excellent way to get more visitors to your website. If your site is a blog then you already have this taken care of. If you just have a standard HTML website you'll certainly want to consider adding a blog to your site as well. The search engines tend to rank blogs very highly and it's easy for you to update the content or to outsource it to your writers.

If you need help to get your blog set up and customized, we like Shelancers.com

Tip #76 - Search Engine Optimize Your Blog

The first thing you need to do after you set up your blog is to make sure it is search engine "friendly". That means adding some plug-ins and optimizing your content.

A popular plugin you'll want to check out is the All in One SEO Pack.

You should also change your Permalink setting in the admin area to %permalink%, because that will optimize the titles of your entries. Instead of each post having a long URL composed of numbers and letters, it will contain your title.

This will help you rank higher so you can get more traffic.

Tip #77- Optimize your content

You should definitely make sure that your blog content is optimized for search engines. That means doing your keyword research and including your keyword in the title, first paragraph, body, and last paragraph. Your content should be relevant to your niche, and you should link to internal pages in your website to give your site an extra boost.

Tip #78 - Ping your blog.

Pinging your blog is very important because it alerts the search engines and blog search engines when you update your content.

WordPress (the most popular blogging platform) automatically pings your blog entries for you if you tell it to. Still, it doesn't use every ping site out there by default. You'll want to add an optimized ping list to your settings.

You can find a good ping list here: <http://www.dailyblogtips.com/ping-list/>

Tip #79 - Submit your site to RSS feed engines.

There are sites out there that are dedicated to collecting blog feeds so that readers can quickly and easily find blogs they are interested in many niche topics. These readers are great because they syndicate your content by using your RSS feed, and they also give you a link back to your blog.

There are many different sites out there, but the most popular is Technorati.com

This is where many people go to search for blogs they might be interested in. You can also claim your blog at the site, which has its own benefits. If you update your blog you want to save each page as a favorite in Technorati. Other people can then pick up on your content, and you will get more traffic as a result.

Other options include:

- Feedage.com
- Feedagg.com
- Bloglines.com

Tip #80 - Write guest blog posts.

Writing guest blog posts is a great way to get traffic to your website. This is especially true if you're able to do so on a blog that is very popular. That way, when your post is published you will get the benefit of their authority, and many of their visitors will come to your site. You also get the benefit of getting a link from a quality website. The more you can boost your ranking in the search engines, the more traffic you can get.

Some sites where you may be interested in writing guest posts are:

www.LadyPens.com

www.MyNAMS.com

www.JustPreschoolThemes.com

Of course, you'll want to make sure that you only choose places that are directly related to your field of expertise.

Tip #81 - Write link bait posts

Writing link bait is the best way to get visitors to link to your blog. Basically, your goal is to write a compelling, interesting, or controversial piece that will get other bloggers interested (or riled up) enough to link to your post. This tactic is often very successful and can get you many regular visitors if they see that your blog is well worth visiting.

Remember -- you should always leave the comments section open so that more people will comment on your blog and visit often. One of the best parts about blogging is the interaction. Link bait posts tend to get a lot of comments.

Tip #82 - Encourage people to sign up for your RSS feed

One of the greatest things about blogging is that you often get repeat visitors from those who love your content. The only problem is there are so many other blogs on the Internet that people may forget to visit you just because life gets in the way.

If you encourage them to subscribe to your RSS feed you'll have a greater chance that they will visit regularly since their feed reader will automatically update them when you've updated your content.

You can encourage people to sign up for your RSS feed by including a large graphic that clearly gives a call to action for them to sign up. You can find some RSS graphics here: <http://www.rss-specifications.com/rss-graphics.htm>

Tip #83 - Consider making your blog do-follow.

Most blogs are "no-follow" when you install them.

This means that when people comment on your blog, they will not get a lot of the benefit from their link since it basically tells the search engines not to follow it (different engines handle this in different ways). If you're using WordPress, you can easily install a do-follow tag by using a plugin.

Once people know your site is a "do-follow" (let them know using a graphic), you'll find that your comments drastically increase.

In fact, many visitors seek out blogs with the do-follow tag to comment on because they know that they are going to get the most benefit from the link attached to their comment in the search engines. While some people will only stick around just to leave their link, there will be others who are interested enough to read your content and what you have to say.

In addition, one of the benefits of the [MyNAMS Premium Membership](#) is that you have your own personal blog with DoFollow links so you can create referrals back to your main sites with good external links from MyNAMS.

Better yet, the more comments to have the more social proof you have. Once you have a bit of social proof your traffic and blog interaction will increase.

Tip #84 - Blog often

The more often you blog, the more often your site will get spidered. This means that new blog posts will be indexed in the search engines quickly and you will start to become a "favorite". This doesn't mean you have to blog every day (though it helps). Just post as often and as consistently as you are comfortable with.

Both people and the search engines like to see freshly updated content. That means you'll see a lot more traffic if you're able to add a few new blog posts per week or so.

For example, you may want to make it a habit to blog at least three times every week around the same time. If people get a feel for when it's a good time to stop by they will visit more often. Best of all, people will start passing out your blog link and you'll get more links and more people visiting than ever before.

"Outside the Box" Strategies

The methods of getting traffic above are all very workable and using them will definitely help you see more traffic. Still, there are more webmasters than ever before who are also trying to get traffic to *their* websites. That means you need to use outside of the box strategies you can use to set yourself apart from the competition. Using these ideas will help you get a devoted following, and a lot of traffic.

Tip #85 - Run contests

People love to win things. If you run contests on your website you can be sure that people will stop by to see if they can win. Your hope is that they will see that you have quality content that is worth reading. This can go viral since people are likely to tell their friends about such a great contest.

Contests you can run include product giveaways, free links on your blog or site, and more. Think about what the people in your niche want the most, and give it to them.

Tip #86 - Use Yahoo Answers efficiently

Many marketers are using Yahoo answers in an effort to get traffic to their websites. The problem is most of them are not using in the right way. The point of using Yahoo Answers with a link back to your website is NOT to spam. Instead, you need to seek out questions that you can answer as an expert and provide a great answer to. If your website is relevant, you can link to it as long as it is serving the needs of the person who asked the question.

Your answer needs to be very detailed and specific and showcase the fact that you are an expert in the niche. You'll have a better chance of getting chosen as the "favorite" answer, which is great for those times when Yahoo Answers ranks highly in the search engines.

Tip #87 - Sponsor a blog theme

Many people use Word press blog themes because they are attractive and very efficient, whereas you would have to pay a designer several hundred or thousand dollars to design something similar from scratch. Since you find these themes so useful, you know that other people will too. You can now be on the other side of things by sponsoring a theme.

Don't worry if you're not very technologically savvy, because you can hire a freelancer to do this for you.

Need help outsourcing? The MyNAMS Forum has a section called Skills and this is where you can find trusted professionals who are also a part of the MyNAMS community.

The cool part is that at the very bottom of the theme you're going to include a link to your website or blog. That way, whenever someone installs the theme on their site, you'll get the benefit of having many links over time

Tip #88 - Sponsor an HTML template

Just like you can sponsor a WordPress theme, you can also sponsor an HTML template. This works in much the same way as the blog themes above. Create a template (or have one created) that people will be sure to use, and include a link in the footer that leads back to your site.

Remember -- make this very high quality so that people want to use it.

It works even better when you create a template that is focused on your particular niche. When people use it for their site that's in the same niche it will count as a contextually relevant link.

Tip #89 - Build a network of sites instead of just one

You can do very well if you have more than one website in a niche. Interlink these sites to help you boost your search engine rankings. You can also create sites in smaller sub niches to hit more areas of the market at once. The idea is best built up over time, but there is nothing stopping you from building more than one as soon as you can handle it. They can all "help each other out" in the rankings.

Tip #90 - Talk about the "gurus"

Every niche has a set of gurus who people either look up to or who create controversy in some way. If you create a list of these gurus or talk about them in an interesting way you can get some traffic -- you might even get some kind of response from the gurus themselves.

Try looking for keywords that are related to these people's names because they may be easier to rank for, yet are still highly searched.

Tip #91 - Research using sites that are for sale

What you may not realize is that people sell their websites all the time and basically give away all of their marketing methods. All you need to do is go look at the website listings to see what level of traffic they were getting and duplicate exactly what they were doing.

The most popular site for doing this is SitePoint.com.

If you go there and look at the premium and established websites you should be able to find one that is related to your niche. Prospective buyers will usually have asked them questions about their marketing methods, and it's safe to say that if you do as the site owner has done you will start to see the same levels of traffic.

Better yet, you can improve on their strategy to get even more traffic for your own website.

Another option is to buy sites that already have traffic and use them as a shortcut to getting traffic of your own.

Tip #92 - Submit an ad or your content in magazines

Another great method is to submit an ad or write an article for offline magazines in your niche. This is great because many of the smaller niche magazines have inexpensive ad fees and are regularly looking for writers. A lot of marketers stick to online methods and completely forget that the offline world exists. That's just fine, because you can use this method to your advantage.

This will add a lot to your credibility as well.

Tip #93 - Find related news websites

There are likely websites that offer news related to your niche. You can visit these sites to find their author submission guidelines. Browse around to see what they

are looking for in a writer as well. If you think you've got a good idea, do some research to see what you need to do to send a query letter.

After your article is published, you will get a link to your website on what is likely a highly trafficked news website.

Tip #94 - Create surveys

People love to feel a part of something, and surveys are a great to include your visitors. You can use a site like [Survey Funnel](#) or [Survey Monkey](#) to freely ask questions of people in your niche.

People like know that they have had some kind of input, so they'll be more likely to visit to see what kind of updates and content you have. They will also be more likely to pass along an interesting survey link to their friends. You can sweeten the deal by offering some kind of prize for completing the survey.

Tip #95 - Create lists of things

Other webmasters are always looking for things that will be helpful to link to for their the people who visit their site. You can provide them with the most perfect content to link to if you use the "top 10" list format.

Remember -- since you're going to get more visitors you should always offer an easy way for people to get updates on your content and products. This means making an RSS feed available if you have a blog. If you have a static website have an autoresponder list so that you can mail your visitors.

This takes away your reliance on search engines and puts a lot of your traffic into your own hands. What I mean by this is that, if, heaven forbid, the search engines all drop you – you'll still be able to mail your list about your offers to get traffic and make money.

Tip #96 - Create a forum

Forums are different because you actually have to drive traffic to them as well, but when you do it correctly it can be well worth the effort. People start to develop relationships with each other because they have found others who are interested

in the same topics. This means that you will constantly have content created for you with the forum discussions.

You have to use a lot of the same traffic strategies you've already seen listed to get your forum started. But once you get some members it takes on a life of its own. It will be a pretty hands-free way of getting traffic from that point on.

Tip #97 - Create a PodCast

PodCasts are another way to use audio to get people interested in your content to ultimately gain more traffic. Many people who are on the go just don't have time to sit down and read a long article or watch a video on their screen. A workaround to this is to make audio content available to them.

MP3 is the most popular format and you can make the files easily downloadable from your website. You can also submit the audio to sites like iTunes.com and MP3.com to start gaining a following. This will help to solidify your role as an expert in your niche and you'll get more traffic as a result

Don't have time to create your own Podcast? Then be a guest on someone else's.

Tip #98 - Interview the experts

Once again, people love to hear from experts. You can contact these experts to see if they will allow you to interview them. The chances are good that the expert will agree because it helps to brand his (or her) name and they'll get a free link from your site.

You can also repurpose these interviews by making them available as a gift for signing up to your list.

Tip #99 - Exchange content with others

Yet another way to increase traffic to your website is to exchange content with another authority site in your niche. Do you sometimes get tired of writing content? So do other webmasters. That's why it's a no-brainer deal to exchange content.

You will both include a link to the other person's site on your own site. Don't get too hung up on the duplicate content myth, because Google itself has debunked this. If the other person is really worried about duplicate content, you can offer to rewrite their article and your own.

It's still worth it because you will get the link from their site.

Tip #100 - Link to other blogs from yours

When you link to blogs they are automatically notified by the TrackBack system.

Some of the bloggers will ignore this, but many others will reciprocate the link "just because." The more often you link to other relevant blogs the more chances you have of getting free links. These links really do add up over time and they can increase your search engine rankings drastically. This is especially true since the content you're linking to is so relevant to your own.

Tip #101 - Create quality content.

This tip was actually referenced in several of the other tips, but it has to be said on its own and as the final tip, because it is so very important. In fact, if you throw out all the other tips and stick with this one, you will still get a lot of excellent traffic that builds up over time.

If you think about it **people want is good content** on the Internet.

- People want to read quality content for information or to to make a buying decision.
- Search engines want to include quality content at the top of their search engine rankings because they want to provide a good user experience for the people using the search engines.
- Other webmasters want to link to quality content because it makes themselves look good and improves their own quality in the eyes of the search engines.

Therefore it stands to reason that your number one goal should be to write the best content possible and provide the best user experience possible on your site -- the rest of these tips will come together. Follow this tip as your cardinal rule.

Putting it All Together

There you have it. These are 101 traffic tips that you can use today to drive a rush of traffic to your website. Don't feel overwhelmed, because it takes a while to drive your traffic levels up to reach your goals. You'll need to work consistently and constantly to make this happen, so take these tips to heart and take action every day.

In fact, you may want to create a daily schedule right now by scheduling 2 to 3 of these tips to use every single day. That way, you'll only be spending about 1/2 hour to 1 hour each day on driving traffic, but the results will build up massively over time.

Lesson #22

31-Tips

To Article Marketing

Part 1 of 4

If you've spent any time reading marketing forums, blogs, newsletters and even traffic-generation products, then you already know that **article marketing is an important part of your overall marketing strategy**. But...

While everyone tells you to write articles, no one tells you how to do it!

Until now...

Although we've touched on some of these tips in earlier lessons, we are going to expand on those tips and I've added new ones so you'll discover EXACTLY how to:

- Choose an article your niche members want to read!
- Outline and research a good article that's informative and accurate!
- Write an engaging article that gets your readers hanging on your every word!
- Create a byline that gets plenty of clicks!
- Get wide distribution for all your articles!

And more!

I've turned all of this information into a four part series. Right now we're going to work through the first of this series and I want you to look back of some of the exercises we've done in earlier lessons. Really expand and explore your article

topics, apply what we have learned so far in this course and see if you can make your original ideas better! The goal is for you to have several articles spread all over the web getting clicks and driving traffic to your blog, squeeze page or offers!

Let's get to it!

Tip 1: What is the Purpose of Your Article?

Before you can jump in and start creating articles, you need to know the purpose of your article. That is, how does the article fit into your overall marketing strategy?

Let's go over five of the most common article marketing strategies:

- 1. Using articles to drive traffic to a squeeze page.** Here you use articles to help you build your list. Once you have people on your list, then you can use an autoresponder series of messages to build a relationship and sell various products and services to them.

The best way to drive traffic to your squeeze page is to create a byline at the end of your article. This byline isn't an author's biography, but rather a short ad that offers a freebie if the reader clicks through. For best results, choose a freebie that's highly related to the article that the reader just finished reading.

Example #1: If the article is about organic pest control, then you can offer a free report on your squeeze page that teaches people how to make herbal sprays to get rid of pests.

Example #2: If your article is about housetraining a puppy, then the freebie might be a report or video that expands on the housetraining strategy outlined in the article.

- 2. Using articles to drive traffic to a blog.** Instead of using your articles to build your list, you can use the articles to send targeted traffic to your blog.

The best way to do this is to create a two-part article. You place Part 1 of the article in article directories, on social networking sites and other third-

party sites. Your byline should encourage people to click through to your blog, where they'll find Part 2 of the article they just finished reading.

Tip: Build curiosity and/or anticipation for Part 2 at the end of Part 1. For example, your article may list a six-step process, with three steps in Part 1 and three steps in Part 2. You can remind your reader that if he just reads Part 1 of the article, he won't have all the information.

You may also list a benefit to help build anticipation and curiosity. For example: "In Part 2 you'll discover the single tip that brought \$24,629 into my Paypal account in just 48 hours!"

3. Using articles to drive traffic to a sales page via your byline. Here you write an article that's highly related to the product you're trying to sell. Then you use your byline to encourage people to click through to the sales page.

Example: If you're selling a book on housetraining, then your article might be an overview of how to housetrain a puppy.

4. Using articles to pre-sell articles from within the actual article. Instead of selling or pre-selling from within the byline, in some cases you might include product links within the actual article.

Example: Let's suppose you're writing an article about how to housetrain a puppy. When you get to the part about dealing with and cleaning up accidents, you include a link for an enzymatic spray that helps eliminate odors.

5. Using articles to build backlinks. Finally, some people use articles just to build one-way, incoming backlinks to their site. They still write a good article and byline just in case a human reader sees it, but mainly they're interested in the search engine optimization benefits of getting a link pointing to their site.

So, which method is right for you? At some point you'll probably use all of them as part of your overall marketing strategy. And that's why this 31-day guide shows you how to write articles suitable for all of these purposes.

Tip 2: How to Choose a Product to Promote

Yesterday you discovered the five main ways you can use articles to drive traffic to your site, get backlinks and pre-sell products. Now if you choose to use your articles to sell (or pre-sell) affiliate products, then your next step is to choose a suitable product. And that's what you'll learn how to do in this lesson.

Many new article marketers write an article first and then go looking for a suitable product to promote from within that article.

That's a mistake.

Instead, what you want to do is:

**Find a hungry market and an in-demand product FIRST...
and then write an article that fits that product like a hand to a glove.**

The best way to find an in-demand product is to find out what people in your niche are ALREADY buying. Here's how:

- ➔ **Enter your broad search terms in Google** (like "housetrain a puppy" or "online marketing"). Review the top sites in your niche to see what they're selling. If you see multiple sellers promoting a similar product, you can bet it's an in-demand product.
- ➔ **See what's being advertised in paid venues.** If people pay money to advertise a product, the product is probably selling. Check out the sponsored results in search engines as well as classified ads in niche publications.
- ➔ **Go to the ClickBank.com marketplace**, enter your keywords and see which products are listed first. Those products at the top of the results are your best-selling products.

Tip: The Clickbank marketplace provides you with a number that's referred to as the "gravity." Basically, this is a number that reflects how many others are selling it. The more people who are selling it, the higher gravity. You want to choose a product with other sellers but not TOO many sellers. In other words, one that's proven to be popular but doesn't

have too much competition. To that end, look for products with a gravity number between 50 and 120.

→ **Go to [Amazon.com](https://www.amazon.com)** and do the same thing as you did in the Clickbank marketplace. Again, those products listed at the top of the search results are the in-demand products.

If you are selling downloadable information products, then you can choose your products from the Clickbank marketplace. If you're selling physical information products, you can go with a trusted affiliate program like Amazon.

If, however, you're selling any other type of products (such as physical products services, workshops, etc), then you'll need to find a reliable affiliate program. You can do that by searching the directory of affiliate centers like [CJ.com](https://www.cj.com), [ShareASale.com](https://www.shareasale.com) or [LinkShare.com](https://www.linkshare.com).

If you can't find what you're looking for on those sites, then Google your product name followed by the either "affiliate," "associate" or "affiliate program."

Example: You may Google "organic gardening affiliate" (without the quotes).

Now that you have an in-demand product to promote, you can start writing articles that are related to this product.

In just a few lessons (days) from now I'll show you exactly how to do it. But first, I'll show you how to use your articles to promote a free offer!

Tip 3: Promoting a Free Offer

Last time you learned how to choose an in-demand product first, since it's easier to sell a product that your market is already buying (as opposed to writing an article and then trying to figure out what to recommend from within the article).

However, the alternative is to use your article to promote a freebie or drive traffic to some other non-product page.

For example, you can use an article to promote:

- **Your blog.** As mentioned before, you can entice people to click on your link by giving them "Part 2" of the article on your blog.
- **Your squeeze page, where you offer a free report, video, audio, software, tool or other resource in exchange for an email address.** Your article and freebie should be highly related. So an article on setting up a WordPress blog might promote your free WordPress themes and plugins.
- **A physical freebie, where you request a mailing address so that you can send prospects something in the mail, such as a DVD.** For example, your article on grooming a show dog might encourage people to request your free DVD, which shows people exactly how to shampoo, clip, trim and groom a dog.
- **A downloadable freebie with no subscription required** (i.e., direct download). Same as the other freebies mentioned above, except that the prospect doesn't have to give you their contact details.
- **A page on a third-party site,** such as a [Squidoo](#) lens, [HubPages](#) hub or a video on [YouTube](#). If you're setting up a network of highly related pages, you may link your articles to your off-site niche pages occasionally.
- **Access to a free teleseminar or webinar.** As usual, the article should be highly related to the freebie. So if your article is about affiliate marketing, then your free teleseminar might be about how to build a list and sell affiliate products through the list.
- **Your affiliate program.** You can also use articles to help you attract affiliates and joint venture partners. For example, you can write an affiliate-marketing article about how to choose high-converting affiliate products to promote, and then mention your affiliate program

With the last two tips, you've learned how to choose and promote both paid and free offers.

Now you're going to learn how to outline, research and write an engaging article. After that, you'll learn how to write very specific articles for all the specific purposes we've talked about.

In short: Hang on to your hat, because we're just getting started!

Tip 4: Tapping Into an Infinite Number of Article Ideas

You've already found out that if you're promoting a particular product, page or offer, your article should be highly related to that product, page or offer. That's because if the person is interested in your article, they'll be interested in reading more on the topic.

But what if you're not promoting a particular page?

Example: What if your goal is to get backlinks? Or what happens when you run out article ideas to help you promote a particular offer, product or page?

No worries.

Here you'll find out how to come up with a nearly infinite number of article ideas any time you want.

Here's how...

➔ **Find out what your market wants to read about.** One of the best ways to do this is to find out what type of information they're buying. If they're willing to buy it, then they'll be happy to read about it for free.

Tip: Go to the Clickbank.com and Amazon.com marketplaces, enter in your broad niche keywords (like "rose gardening") and take note of the products at the top of the search results - those are your best sellers.

Then look at the sales pages or the table of contents of these products to get ideas for specific articles. You can get at least one article idea (usually more) for every sales page bullet point or for every chapter listed in the table of contents.

➔ **Use keyword tools.** Enter your broad keywords (like "dog training") into a keyword tool like [Google's Keyword tool](#). Then look for keywords like articles, tips, how to, etc.

Example: "miniature pinscher housetraining tips."
These words will let you know what kind of information your market is actively searching for in the search engines.

→ **Browse niche forums and blogs.** You can find these sites by entering your broad keywords in Google alongside search terms like forum, discussion, board, and blog. For example, "dog training forum."

Next, browse these venues looking for "hot" topics. On forums, these are topics that get a lot of views and discussions. These are also topics that tend to come up repeatedly. On blogs, these are topics that garner lots of discussion (and even discussion across multiple blogs).

Either way, viewing forums and blogs to see what's being discussed should give you dozens of article ideas. You can even take a major topic you see on a forum (such as "how do I make \$1000 a month online?") and break it into a series of articles, perhaps sharing one major method per article.

→ **Check out article directories.** Another way to find hot topics is to see what's popular in the article directories. For example, if you read any article in any category on EzineArticles.com, you'll see a link to the "most viewed" articles in that category.

→ **Ask.** Finally, you can survey your market and ask them what information, secrets and solutions they'd like to read more about. If you don't already have a subscriber list or regular blog readers, then go on niche forums to ask what types of information your readers want.

Five simple tips. But if you use them all, you'll NEVER run out of article ideas and you'll never have to guess what your market wants to read.

Once you select a topic, your next step is to start researching your article. You'll discover how to do that in the next!

Tip 5: How to Research a Topic to Produce High-Quality Articles

In order to write a good article, you don't necessarily need to be an expert in the topic.

Instead, you need to be an expert at researching the topic. And by the time you finish, you will be!

It's simple. Here's what you need to do:

Step #1: Approach it from multiple angles.

Since you're an online marketer, you'll probably do most of your research online. But don't forget that you can go offline too.

Read niche publications. Go to the library and pick up a few niche-related books. Talk to a few experts in your niche.

Once you get online, then you'll want to use multiple search terms to uncover different sources.

Example: If you're looking for information on housetraining a dog, then you might search for a variety of similar phrases such as:

- Housetraining a dog / puppy
- Housebreaking a dog / puppy
- Potty training a dog / puppy
- Paper training a dog / puppy
- Kennel training a dog / puppy
- Litter training a dog / puppy
- Walking a dog / puppy
- Teaching a dog/puppy to go outside
- Teaching a dog/puppy to eliminate outside
- Dog/puppy accidents

See what I mean?

That's just one main topic, but I've listed ten different searches. Likewise, you should search for your topic in multiple ways to uncover as many viewpoints as possible.

Tip: In addition to searching in Google, you can search directly on sites like Wikipedia.com, on the blog of your favorite niche expert, on EzineArticles.com, etc.

Step #2: Choose multiple, credible sources.

Just because it's written on the Internet doesn't mean it's true. And that's why you should only deal with credible sites (like WebMD.com for medical information, AKC.org for dog breed information or other authority sites in your niche), or any information created by authors you trust (like the known experts in your niche).

Be sure to find at least three credible sources saying the same thing before you believe it to be true.

Tip: Once you start writing, shut your browser windows so that you no longer have access to your sources. That way, you're writing about the topic completely in your own words.

Step #3: Read all you can on the topic.

Once you've found multiple credible sources, read all you can on the topic. Don't just stop when you hit three credible sources – keep reading until you thoroughly understand the topic.

Tip: Not only will this step help you become a "mini expert" on the topic, it will also likely spawn ideas for even more articles.

Step #4: Outline.

Now that you have all your research lined up, your next step is to outline. You'll learn how to do that below!

Tip 6: How to Quickly and Easily Outline Your Article

You've chosen your topic and researched it using multiple, credible sources. Your next step is to create an outline.

Obviously, the structure of your outline is going to largely depend on the type of article you're writing. For example, the outline for a "tips" article is a bit different than the structure for an "inspirational story" article.

Nonetheless, here's a general overview of how to create your outline...

Step #1: Pick your format.

Before you can write your article, you need to choose its purpose and then the format. We'll talk about these specific types of articles later, but for now here are two examples:

- The purpose of your article is to pre-sell a product, so you write a product review.
- The purpose of the article is to send people to your blog, so you choose a tips-style article.

Generally, you should have two to seven tips/topics in your article.

- If you're explaining a complex concept, stick with just one or two concepts.
- If you're mainly offering tips (with minimal explanation), you can offer up to seven or more.
- If you're offering a "step by step" article, then you'll likely have somewhere in the range of three to five steps.

Step #2: Decide approximately how many words in your article.

Most articles range from 300 to 600 words. Here's a good example of how you'd allocate the words in a 400 word step-by-step article:

- Introduction: 50 words
- Step 1: 100 words
- Step 2: 100 words
- Step 3: 100 words
- Conclusion: 50 words

Step #3: Outline the article.

Now you can outline your article based on the topics you want to cover and the total word count you've allocated for each topic. Here's an example of a three-step article about search engine optimization:

- Introduction: 50 words telling readers about the benefits of SEO and the three steps they're about to learn.
- Step 1: Choose your keywords (100 words)
- Step 2: Write content around these keywords (100 words)
- Step 3: Get links (100 words)
- Conclusion: 50 words summarizing what the reader just read and reminding them of the benefits of taking action on this information.

Tip: If you're not writing a tips or steps article, then figure on a short introduction, a short conclusion and three to five paragraphs in the middle.

Now that you've done your research and created your outline, you can start writing. Your next step is to create a compelling title.

Tip 7: How to Create an Attention-Getting, Eyeball-Grabbing Title

Some people slap a title onto an article almost as an afterthought.

That's a big mistake! And that's because the title is the most important part of your article.

If the title doesn't grab your potential reader's attention, he's not going to bother reading your article!

Side Bar: Just think about your own reading habits. For example, think back to the last time you visited an unfamiliar blog or article directory. Chances are, you skimmed through the titles of the articles and only clicked through to read those that sounded interesting.

The same goes for your prospects. They might skim your article title in a list of 100 article titles on a site like

EzineArticles.com, or they might be skimming Google search engine results, or perhaps they're skimming your blog.

Point is, your title's #1 job is to get attention so that the person starts reading your article!

So, how do you write a title that draws eyeballs to your article?

Simple: **By offering your reader a benefit, making them a promise and/or arousing their curiosity.**

Tip: It also helps to include "trigger words" in your titles, such words and phrases like: you, free, amazing, secrets, discover, how to, reveal, announcing, new, news, tips, guaranteed... etc.

Let me give you a few specific examples to show you what I mean.

First I'll present you with a bland, boring title. Then I'll spice it up by presenting a benefit and/or arousing curiosity...

Example #1:

Bland title: Dog Training Tips

Better title: Three Dog Training Secrets Your Dog Trainer Doesn't Want You to Know!

Note: This one uses the powerful trigger word secret, which also elicits curiosity.

Example #2:

Bland title: Housetraining Your Puppy

Better title: How to Quickly and Easily Housetrain Your Puppy in Just 48 Hours from Now

Notes: This one uses trigger words (how to; quickly and easily) plus it offers a big benefit (housetrained in just 48 hours).

Example #3:

Bland title: Tips for Beginning Marketers

Better title: How a Newbie With No Money Made \$19,274 in 24 Hours

Note: This one arouses curiosity. You could also add "And How You Can Too" to make the title even more compelling.

Example #4:

Bland title: Ten Tips for Affiliate Marketers

Better title: Ten Fast Ways to Triple Your Affiliate Marketing Income

Note: This one made the benefit more clear. Namely, that the reader can triple his income.

Example #5:

Bland title: Restoring the Stingray Corvette

Better title: Transforming an Old Stingray Corvette Into a Showroom-New Car That Turns Heads and Wins Awards!

Note: Here again, this example sharpened the benefit (which plays to the reader's ego).

In sum: What is the MAIN benefit the reader will get when they read your article? Whatever it is, see if you can include it in the article title.

Go ahead and swipe my examples and tweak them to fit your article.

Next up, you'll learn how to write articles that keep your readers' eyes glued to the screen!

Tip 8: How to Write Articles That Keep Your Readers Hanging On Your Every Word (Part 1)

As you already discovered in the lesson on outlining, your article should have:

- An introduction that tells people what the article is about.
- About three to five paragraphs in the middle where you share your information.

- And then you end with a conclusion that summarizes the article and encourages people to take action.

However, if you just plug your information into those three parts of the article, you're going to end up with a bland article.

For example: (Bland Article)

Housetraining your puppy isn't hard, but you need to be consistent. (A couple more lines of introduction...)

Here's how to housetrain your dog in three easy steps.

Step 1: Take him out on a schedule. (Explain.)

Step 2: Praise and reward appropriately. (Explain.)

Step 3: Clean up any accidents promptly. (Explain.)

As you can see, it's easy to housetrain your dog. You just need to be patient and consistent. Your carpet will thank you!

BIG YAWN!

Sure that sort of article gives your reader the information they're seeking, but you'll be lucky if your readers don't nod off and fall asleep before they finish the article!

What you need to do instead is write something that keeps your readers "hooked" and excited all the way through.

That way they'll reach your byline and click on your links! Plus they'll be excited to read everything else you've written... meaning they'll read your blog, sign up for your newsletter and buy your products!

Here's how to do it:

➔ **Offer information that's useful but incomplete.** Let me put it another way: If you solve your reader's problem completely, he doesn't have any

reason to click on your link! And that's why you should provide useful but incomplete information.

One of the easiest ways to do this is to provide an overview article that tells your readers what to do, but not how to do it.

Example: An article on search engine optimization might tell the reader to "choose your keywords," but it doesn't explain how, exactly, to do that.

➔ **Be creative with your opening.** Instead of jumping right into a summary of what the article is about, you can hook your readers by opening with a question, fact or a story.

Example Story Opening: "When Marie stepped on the scale that morning, she broke into tears..."

Example Question Opening: "What does brushing your teeth have to do with heart health?"

Example Fact Opening: "Ninety five percent of businesses that start up ultimately fail."

➔ **Use cliffhangers.** You know how a good book leaves every chapter right in the middle of the action, so that you feel compelled to read on? You can do the same thing in your article. Simply open with a story, but don't share the ending until the end of your article. And if you want people click your link, you may not satisfy your reader's curiosity until he clicks through!

Here's how to leave a cliffhanger in the middle of an article:

Example: "In just moments I'll tell you the simple trick I use to boost my conversion rate 212%. But first..." (At this point, you continue on with the article.)

At the end of your article, you satisfy the reader's curiosity by sharing the tip. You might say something like:

Example: "Back to the profit-boost tip I promised I'd share with you..."

Speaking of cliffhangers and building anticipation: This is only Part 1 of this particular lesson! Next time you'll discover more tips you can use to boost your readership and keep your readers' eyes glued to your article!

To Be Continued Next Week

Lesson #23

31-Tips To Article Marketing Part 2 of 4

Tip 9: How to Write Articles That Keep Your Readers Hanging On Your Every Word (Part 2)

As you discovered in the last lesson, a bland article won't keep your readers reading. Here are three more ideas to keep your readers engaged, excited and reading... all the way down to your byline!

- **Use analogies and metaphors.** You can make an abstract, intangible or little-known concept both concrete and easier to understand by offering analogies. Doing so will also make your writing more memorable and engaging.

Example: Placing links on your sales pages can lower your conversion rate.

Rewritten to make it more memorable: Placing links on your sales page is like poking a hole in a bucket full of water. And that leaky sales page is going to cost you dearly in lost customers, sales and money!

- **Sprinkle in some colorful language.** Instead of just saying something is fast, slow, red, big or any other descriptor, elaborate.

Example: Her hair looked awful.

Rewritten Example: Her strawberry blonde hair looked like it was styled after a troll doll.

- **Engage the reader's senses. Engage all five of your reader's senses whenever possible.**

Example #1: "When you're on a diet, the last thing you want to smell is freshly baked apple pie and warm cinnamon rolls..."

Example #2: "Supposedly this jacket is windproof, but I could feel the icy wind wrapping its cold fingers around me..."

→ **Offer examples to illustrate your points.** Finally, you should offer examples in your articles, just as I've done throughout this report. ☺

If you use the tips I've shared so far, you'll be able to write articles that engage your readers and keep them reading all the way down to your byline.

And with the next tip, you'll discover the secrets of getting your readers to click... click... and click some more on your byline!

Tip 10: How to Craft a Byline That Gets Attention... and Clicks!

The byline is the "author's bio" or the "resource box" that appears at the end of your article. But don't let those common names fool you.

This "author's bio" isn't really about you. Instead, it's about your readers. And that's because it's really just a little ad that encourages your readers to click on your links.

You see, your readers don't care about you.

They don't care if you knit in your spare time, jog three miles a day and have two cats. They only care about themselves and their problems.

So that means –

Anything you say in your byline should somehow be relevant to their problems and the solutions you can offer them.

As such, your byline basically needs to be a short ad that makes a promise (or shares a benefit) and gives the reader a reason to click on your link.

Let me give you a couple examples:

Poor Example: Jack lives in New Jersey and enjoys tweaking his blog in his spare time. Click here to learn more.

Note: Learn more about what? There is no benefit there. Plus the byline is about Jack and NOT about the reader. Readers won't click the link... but you can bet they'll be clicking their back buttons!

Better Example #1: Find out how a 34-year-old former pig farmer made \$108,482 in his first six months online... and how you can too! Click here to discover his amazing money-making secrets for free!

Better Example #2: Now you too can amaze your friends with your home-cooked gourmet meals! Click here to get 35 of my best recipes, absolutely free!

Better Example #3: Who else wants to learn how to paint masterpieces like a famous artist? Free video shows you how - click here to view it now!

Better Example #4: Here's a diet pill that's so powerful it's been banned in three countries! Click here to get your FREE report that reveals a legal way to get your hands on this amazing little pill!

Note: This one offers a benefit and arouses curiosity.

In sum: Your byline is very similar to your article title, in that you need to alert your reader to a big benefit and use trigger words whenever possible. The difference is that you're also calling your reader to action, by saying something like, "Click here to [insert benefit]!"

You could write a great article, title and byline just with the information you know right now. Starting with the next tip, you'll discover how to write eight specific types of articles, including:

- How to
- Presell informative
- Presell promotional
- SEO

- Tips
- Story/Inspirational
- Product review or comparison
- Press release

Tip 11: How to Write a Standard "How To" Article

The "how to" article is one of the more common types of articles. And that's because it's useful for many different purposes, including these two:

1. Embedding product and service recommendations directly into the article.
2. Creating a useful but incomplete article as a way to get people to take advantage of your free or paid offer.

Generally, the "how to" article is written as a series of steps. So your article outline will look something like this:

Template:

Introduction: summary of what the article is about and the benefits the reader gets from reading the article.

Step 1:

Step 2:

And so on...

Conclusion: Sum up the article, reiterate the benefits of following the steps and encourage the reader to take action

Let me give you an example outline of a "how to" article about copywriting. In this example, there's a recommendation embedded in the 4th step as well as suggestions for product recommendations in the byline:

Title: How to Write a Cash-Pulling Headline

Introduction: Give readers an overview of what they're about to learn.

Step 1: Profile your target market.

Step 2: Determine the main benefits of your product.

Step 3: Draft dozens of headlines.

Step 4: Start testing your best headlines. (In this step you could recommend a split-test script readers could use to test their headlines.)

Conclusion: Summarize the article in a sentence or two and then encourage reader to start writing and testing his own headlines.

Byline: Promote a free or paid offer such as: an ebook about writing headlines; software that helps create headlines; a copywriting course.

Here's another example of a "how to" article about what to do if you catch a puppy having an accident. It's useful but incomplete information, since it gives readers a solution to puppy accidents... but doesn't tell readers HOW to housetrain the puppy.

Title: The Puppy Training Secret That Makes Housetraining Easy

Introduction: Accidents happen. Housetraining goes faster if you do the right thing. Here's how...

Step 1: Say no

Step 2: Take the puppy outside immediately

Step 3: Praise puppy when he finishes his "business" outside

Step 4: Clean up the mess inside (insert affiliate link for Nature's Miracle enzymatic spray)

Conclusion: Sum up article and reiterate that this procedure makes it easier to housetrain a puppy. Let readers know this is just a part of housetraining (this is a lead in to the byline).

Byline: Offer free report about how to housetrain a puppy.

In sum, create a step-by-step article with useful but incomplete information (as show in the examples above). Then include a promotion in your byline and, depending on where you distribute the article, perhaps in the article body as well.

Next up, you'll discover how to write a "presell informative" article!

Tip 12: How to Write a Presell Informative Article

This is one of the types of articles where you need to know what you're selling BEFORE you write the article. And that's because the whole point of the article is to educate the prospect about the topic while pre-selling a product or service.

One of the best ways to create a presell informative article is to create an overview of the product you're trying to sell. You may touch on some of the main topics in the product. But you tell your readers WHAT to do but not how to do it (which means they need to purchase the product to get the details).

Let me give you an example...

Think back to Tip 11 where you learned how to write a "how to" article (and we used a copywriting product as an example).

Let me show you how to turn that "how to" article into a presell informative...

Title: How to Write a Cash-Pulling Headline

Introduction: Because this is a presell article, you'll want to devote most of this first paragraph to the benefits of writing great headlines, since this whets the reader's appetite for the product (and builds anticipation for the article itself).

Step 1: Profile your target market. (Give readers an overview of profiling but don't go into great detail.)

Step 2: Determine the main benefits of your product. (Give readers an overview of this step, perhaps even provide tips, but don't go into detail.)

Step 3: Draft dozens of headlines. (Here you may share a few headline templates and let the reader know that the product includes dozens more.)

Step 4: Start testing your best headlines. (Talk about the benefits of testing and give an overview of how to do it.)

Conclusion: Summarize the article in a sentence or two and then reiterate the benefits of writing great headlines. If you're writing this article for your blog or somewhere else that allows you to create a promotional article, then use this last paragraph as an ad for the product.

List the benefits of the product and create a specific call to action such as, "Click here to find out how [Name of Headline Course] can boost your conversions and sales!"

Byline: Promote the headline-writing product.

In other words, what you're doing is giving your readers an enticing sample of what they'll learn inside the course.

Tip: Instead of offering a broad overview of the entire course, you can instead take one main topic, go into detail and then encourage readers to buy the course to learn the entire process.

For example, you could create a detailed article about how to profile the target market - indeed, you could even take an excerpt right out of the product (if it's your product). Then you encourage readers to purchase the product in order to learn the rest of the steps.

If the product you're selling is a step-by-step "how to" product, then this works best if you choose to write articles about the initial steps. That way you give your readers useful

information that they can take action on immediately, but they need to buy your product in order to complete the process.

If you'd like to sell a little more directly, then you'll like Tip 13's presell promotional article...

Tip 13: How to Write a Presell Promotional Article

You're beginning to see the differences between these articles. The "how to" article shares information. The presell informative article is like a how to, except that it builds anticipation for a specific product. Now we come to the presell promotional, which is a direct pitch for a product.

Tip: Many article directories won't accept promotional articles, so it's best if you place this sort of article on your blog or email it directly to your list.

Here's an outline for this type of article.

Title: You need to create title that lists the main benefits and perhaps arouses curiosity. For example:

- Who Else Wants to [insert benefit]? (Who Else Wants to Lose More Weight In Less Time?)
- Now You Too Can [insert benefit]! (Now You Too Can Land JV Deals With Your Niche's Biggest Superstars!)
- How to [insert benefit]! (How to Write Sales Copy That Doubles or Triples Your Income!)

Paragraph 1: Here you talk about the pain of the problem. You may even share a story about someone who had this problem, since stories help readers connect on an emotional level.

Example 1 (story opening): Joanne paused at the top of the stairs to catch her breath. Ever since she gained 50 pounds, she could hardly walk a few minutes without getting winded..

Example 2 (getting prospects to feel the pain of the problem): It's heart-crushing when your child comes home crying - again - because of a schoolyard bully...

Paragraph 2: Next, you let your readers know there is a solution, you introduce the solution and you let them know how they'll benefit. Here you might include a short, bulleted list of benefits.

Example 1: Introducing "Weight Loss Made Easy!" [Then talk about the benefits, perhaps by offering a bulleted list of the top 3-5 benefits.]

Example 2: Imagine sprinting up a flight of stairs without getting winded or breaking a sweat. Imagine being proud to take your shirt off at the beach. Now you can, once you know the secrets of weight loss... [Introduce product and talk about benefits/]

Paragraph 3: Here you can either provide more benefits or offer proof of these claims.

Paragraph 4: Finally, your last paragraph should sum up the main benefit of the product and create a call to action. That is, you tell your reader what you want them to do next - and you give them a good reason to do it.

In this case, your call to action is directed at getting your reader to click on the link.

Example 1: Click here now to find out what thousands of others know about [enter benefit].

Example 2: Click here now to get a 25% discount - but worry, offer ends [date]!

Note: Since you're most likely posting this on your own blog, you don't need a byline.

We've talked about three article types that can help you presell a product. In Tip 14 and 15 you'll learn how to use your articles to pull in traffic from the search engines!

Tip 14: How to Optimize an Article for the Search Engines (Part 1)

An SEO (search engine optimized) article is designed to pull in traffic from Google and other search engines. However, you can also use it for any of the other purposes we mentioned previously, such as preselling a product. And that means you can even take your existing articles (such as your "how to" article or "presell informative" article) and use the following tips to create an optimized article.

There are two steps in creating SEO articles:

1. Choosing your keywords
2. Writing the article around those keywords

Today you'll learn about Step 1. Tomorrow you'll learn about Step 2.

To find out what words your market is already typing into Google and other search engines to find information in your niche, you need to use a keyword tool like [Google's Keyword Tool](#), [WordTracker.com](#), or your favorite keyword tool.

All you have to do is enter your niche's broad keywords into the tool and it will create a list of hundreds of related keywords.

Example: If you enter a phrase like "weight loss," you'll get keywords such as:

- Natural weight loss
- Weight loss pills
- Fast weight loss

Those three are pretty competitive, meaning plenty of other webmasters are trying to rank for those same keywords. As such, you need to seek out longtail keywords.

These tend to be four to five word phrases that aren't searched as frequently.

However, they also have less competition – and that means you can rank well for them in the search engines.

Examples of actual weight-loss related longtail keywords include:

- Drinking water and weight loss
- Smoothie recipes for weight loss
- What are some good weight loss tips

Tip: There are two ways to determine how much competition a keyword has. One, you can do it the manual way - just search for the keyword in Google (using quotes around the word) to see how many other websites include those words.

Second, keyword tools like Wordtracker.com do this for you by giving you a KEI (keyword effectiveness index) number, which gives you an idea of how often the word is searched and how much competition it gets. High searched, low competition words get the best rankings. You're looking for a value of at least 100 - but higher numbers (like 400) are even better as they're easier to rank well for.

You should be able to compile a list of dozens of longtail keywords using this strategy.

Go ahead and start compiling your list right now, because with the next tip you'll start writing articles around those words!

Tip 15: How to Optimize an Article for the Search Engines (Part 2)

Now that you have your list of longtail keywords, your next step is to create articles around these keywords. As mentioned before, you can take almost any type of article and optimize it for the search engines. For the example below, I've used a typical "how to" article.

Here's how it works...

In order to SEO an article, the keyword needs to appear approximately two to three times for every 100 words of content (this is a 2% to 3% keyword density rate). That means, ideally, the keyword should appear in the title of the article and in each paragraph there after.

Example: Let's suppose you're writing a "how to" article and you're optimizing the article around the words "Christian homeschool curriculum." Here's what your article might look like:

Note: Assume each paragraph is 100 words, so you'll want to use the keyword phrase two or three times in each paragraph.

Title: Christian Homeschool Curriculum Secrets

Introduction: Are you looking for a Christian homeschool curriculum? Then you're reading the right article! [Now summarize article as usual.]

Here's what you need to know about creating a Christian homeschool curriculum...

Paragraph 1: Christian homeschool curriculum for science (*Note: Use the keywords as a subheading in your article, and then explain and offer tips. Do the same for the following paragraphs.*)

Paragraph 2: Christian homeschool curriculum for math

Paragraph 3: Christian homeschool curriculum for history

Conclusion: Now you know how to create a Christian homeschool curriculum... [Summarize what they just read in the article.]

Byline: Here, as usual, you create a short ad that points to a product, your blog or your squeeze page. If you're creating a link to your own website or blog, then use your keywords as the anchor text.

One final thought: Even though you're using these articles to help you pull in traffic from the search engines, remember that ultimately a human is going to read them. As such, the tips I gave for writing engaging articles (Tip #8 and #9) still very much apply.

Next up, you'll discover how to write a "tips" article.

Tip 16: How to Create a "Tips" Article

A "tips" article is exactly what the name sounds like, as it's an article that shares at least three niche tips with your readers.

Tip: If you're going to explain your tips in-depth, then stick to around three tips. If, however, you are mainly listing tips - or if your tips don't require much explanation - then your article may include up to ten (or even more) tips.

Below is an example outline for a tips article.

This article shares five tips, so if it's a 600-word article, then you can figure 100 words for each tip and a total of 100 words for the introduction and conclusion combined. Adjust the word count and/or the number of tips depending on how in-depth you want to go.

Title: Five Fat-Burning Tips Every Dieter Ought to Know

Introduction: Build anticipation for the article by letting readers know what the article is about. You may open with a story or some other "hook" to get your readers interested.

Tip 1: Skip the sugary snacks

Tip 2: Drink more water

Tip 3: Shave 500 daily calories easily

Tip 4: Lift weights to boost metabolism (May include a link to a paid video that shows beginners how to safely lift weights.)

Tip 5: Do cardio to burn fat

Conclusion: Summarize the article and the benefits of using the tips.

Byline: A short ad to get people to click through to your offer, blog or squeeze page. For example, "Discover 101 MORE tips to lose weight - FREE! Click here to claim your free Dieting Secrets report now..."

You'll note that this article includes both a recommendation for a paid product within the article itself as well as a byline at the end of the article.

If you're posting this on your blog, you can weave a link into the content as shown above. However, if you're submitting this to a place like EzineArticles.com that frowns on links within articles, then skip the article link and just include a strong byline at the end.

Next up, you'll discover how to write inspirational "story" articles that engages your readers' emotions!

To Be Continued Next Week

Lesson #24

31-Tips

To Article Marketing

Part 3 of 4

Tip 17: How to Write Story Articles

So far we've talked about fairly straightforward types of articles, such as the tips article or the presell promotional. In this lesson you'll discover how to write a "story" article, which can be used to inspire readers, share information in a memorable way, share a case study (social proof), or even presell a product or service.

Story articles work well for the following reasons:

- They engage your reader's emotions and allow the reader to identify with the main character in the story. This works especially well if you're trying to presell a product or service.
- People like stories... so they'll keep reading, all the way down to your byline.
- You can use stories to make a point. And a point made with a story is far more memorable than just offering tips or examples in a straightforward way.

Here's an example of an inspirational story article that's used as a presell for a product. (Note that this is a fictional example.)

Title: How a Former Kindergarten Teacher Made \$48,837.21 in Just 24 Hours

Introduction: Talk about how this former teacher barely scraped by on \$17,000 a year. And that as much as she loved teaching,

she couldn't survive on that wage. In other words, make the reader identify with the pain of living paycheck to paycheck.

Body (about 2-4 paragraphs): Now tell the story of how this teacher used her summer vacation to create a product and a website. Explain how she had no technical knowledge, but how she followed a step-by-step product-creation and marketing course to learn the ropes. Give a brief overview of the steps she took.

Then share her success, such as what happened on launch day, how much money she pulled in, etc. Share her relief at being able to pay all her bills, go on a vacation, etc.

Conclusion: Finally, wrap up the article by noting that if a kindergarten teacher with no tech knowledge can do it, anyone can do it. Create a call to action telling readers that they can duplicate this teacher's success if they follow the link.

Note: If this article is posted in an article directory that doesn't allow promotional material, then your article needs to be just inspirational without being promotional. That means you can't include a call to action in the final paragraph.

Byline: If you post this article on your own blog, then no byline is needed since your conclusion creates your call to action. Otherwise, reiterate your call to action here and include a link to the product.

In sum, while you can use story articles for a variety of purposes, they do work well to presell a product (since you can engage your readers' emotions and offer proof that the product works).

If you'd rather use a more direct way to sell a product (without actually creating a hard sell pitch), then you'll love the next tip!

Tip 18: How to Write Product Review and Comparison Articles

Back on Tips #12 and #13 you learned how to write presell informative and presell promotional articles.

You can also presell a product (or service) by doing product reviews or product comparisons.

Here's the key to making this work: You need to list both the product flaws as well as the strengths. That's because your readers know that the product isn't perfect.

So if you write a "review" that doesn't include any negatives, your readers aren't going to entirely trust you. And that means your conversion and click-through rates will plummet.

Instead, be honest and share the product weaknesses too. Your readers will appreciate your honesty and they'll feel you're trustworthy. And that means more sales for you.

Here's an example of how to do a product review:

Title: The Truth About [Product Name]

Introduction: Give a brief overview of the product and what it does for the customer (e.g., the main benefits of the product).

For example: You can quickly and easily improve your conversion rate using this headline-writing software.

Body of the article: Here you list the pros and cons of the product. You may list strengths and in the first paragraph and weaknesses in the second paragraph.

Example strength: The software is intuitive and easy to use. In just five minutes I created a headline that I later tested and found to double my conversion rate!

Example weakness: This product is not without its problems, however. For starters, the software doesn't work on Mac computers.

Conclusion: Finally, you wrap up in one or two paragraphs by clearly stating whether you recommend the product or not. If you do recommend it, then provide a link along with a call to action. (Example: I strongly encourage you to get a copy for yourself by clicking here...)

Tip: Why would you write a product review about a product that you don't recommend? Because it builds trust with your readers. So while you won't make any money for this product since you're not even linking to it, you WILL make money the next time you do recommend a product. And that's because people buy from those they know, like and TRUST.

Byline: No byline required if this is posted on your blog. Otherwise, you can use the byline to reiterate the call to action. Alternatively, you can point the byline to your squeeze page, where you encourage people to join your list to receive more product reviews.

If you're doing a product comparison instead, then your outline will look something like this:

Title: [Product name 1] Or [Product name 2] - Which One is Right for You?

Introduction: List the two products and let the readers know up front which one you feel is better. Then tell readers to read on to discover why you think this product is superior.

Body of the article:

- Paragraph 1: Product 1 strengths
- Paragraph 2: Product 2 strengths
- Paragraph 3: Product 1 weaknesses
- Paragraph 4: product 2: weaknesses

Conclusion: Mention again which product you think is superior and list the overall reason why it's superior. Alternatively, you may recommend both products, but for different audiences.

For example: If you just need to lose 10 pounds, then go with [Product 1]. Otherwise, I highly recommend you choose [Product 2] because...

Finally, provide a call to action along with a link for BOTH products. However, if you wouldn't recommend the inferior product at all, then say so (and don't provide a link).

Byline: No byline required. Otherwise, create a byline as described in the product review article template.

In sum, your readers are actively seeking out product reviews and comparisons in your niche. You can make money by providing this valuable service.

Next up, you'll learn how to write a press release...

Tip 19: How to Write a Press Release Article

A press release is a little different than the other articles we've talked about, since your intention is to get the media to reprint your release.

As such, your press release shares "news" and shouldn't be directly promotional.

Tip: Alternatively, you can create a "tips" or "how to" article and send it to print publications that accept these sorts of submissions.

Let me give you a sample press release that is adapted from a tips article.

FOR IMMEDIATE RELEASE

[Your name, address, email address and phone number]

Headline

Example: Number of Dogs Suffering from Heat Exhaustion Skyrockets as Mercury Climbs

City, State, Date - [press release opening paragraph]

Note: The opening paragraph should give the "who, what, where, when and how" details. That is, someone who just

reads the first paragraph should have a good idea of what the article is about. In this example, the first paragraph would talk about how heat exhaustion affects dogs and how to recognize its symptoms.

[Body of release]

Note: In continuing with the dog example, you might now provide 3-5 tips about how to keep a dog cool and what to do if the dog shows symptoms. Here you should also include a quote from yourself or your company. For example: "Jack Johnson from yourdomain.com says that one of the best ways to keep your dogs cool is to [add tip here]"

[Conclusion]

The final paragraph would summarize the main point of the article.

[Byline]

Different media accepts different types of bylines. In some cases, you only be able to provide your name and web address. In other cases, you may be able to provide a call to action (such as "visit yourdomain.com for more summer safety tips for your dog...").

To find out what you can do, read back issues of the publication to see what they allow.

The best way to get published is to read issues of the publication and model your release after those that are already printed.

So if you want to get published in your local paper, then spend 30 minutes or so reading as many past issues of the publication to see what kind of releases and articles the editor prefers.

Tip: While you can submit press releases to certain article directories and place them on your blog, you'll also want to submit them directly to the proper editors of publications in which you'd like the release to appear. You can also submit it online using PRWeb.com.

If you've been writing an article for each tip, you should have at least eight articles ready to go. Next I'll give you tips on submitting and posting these articles, and then you'll soon discover dozens of places to distribute them!

Tip 20: Rewriting Articles Before Submitting to Multiple Directories

There may be times when you want to rewrite an article before submitting it someplace else. In this lesson you'll learn how to rewrite your articles quickly and easily.

Here are just few reasons you might want to rewrite an article:

- To turn a "how to" article into an article that's optimized for the search engines.
- To turn an optimized article into an article that's optimized for different keywords. For example, an article optimized around the keywords "flatten your belly" could be instead optimized for "flatten your stomach" or even "lose weight around the middle."
- To turn a presell promotional article into a "tips" article so that you can submit it to EzineArticles.com.
- To turn one article into five or six different articles, simply by expanding on the tips in the original article.
- To create two articles – one to post on a third-party site, and the better article to post on your blog.

Obviously, your purpose for rewriting the article is going to affect the process of rewriting. Nonetheless, here's how to rewrite an article to turn it into a slightly different version of an article on the same topic.

Tip: You can also use these tips to rewrite PLR (private label rights) articles to create unique content. See Day #30's lesson for more tips on how to rewrite PLR.

Step #1: Change the title. This one is self-explanatory. If you're using new keywords, then be sure to include those keywords in the new title.

Step #2: Rewrite the introduction. Ideally, you should write a completely new introduction. So for example, think up a new story and include that in your introduction. Then tell your readers what they're about to learn.

Step #3: Add or change the examples. If you have a "tips" or "how to" article, then add in new examples and/or replace the existing examples. This is an easy way to make the article fresh while still keeping the basic structure and the same tips or step-by-step process.

Also:

- If you have a "tips" article, then you can add tips, delete tips and/or reorder the tips to freshen the article.
- If you have a "how to" article, then you can elaborate on some of the steps to freshen the article.

Step 4: Rewrite the conclusion. Finally, create an entirely new concluding paragraph. However, the purpose is the same in that you should summarize the article and, when applicable, call the prospect to action.

Note: If your current byline has a good click-through rate, then you don't need to change your byline at all.

It only takes a few minutes to rewrite articles. Indeed, you can take one article and turn it into four or five (or possible more) new articles in about an hour!

Now that you have all these articles, you probably want to get start getting eyeballs on them. You'll learn how to do that below...

Tip 21: Submitting to Article Directories (Part 1)

Today you start submitting your articles to the top article directories!

You can get internal traffic from these sites, external traffic from the search engines, and links back to your site. You may even have publishers reprinting your articles, meaning you have a chance to get more traffic, links and exposure!

Below you'll find the first half of the top 20 articles. Tomorrow I'll share with you another ten directories.

Tip: You can submit manually if you'd like. Once you set up your accounts at each of these places, it only takes a few moments to copy and paste an article. However, you can find several software solutions that will help you submit to many of these directories (as well as directories not mentioned here). Check out tools like UniqueArticleWizard.com

1. www.EzineArticles.com

If you only submit to one directory, submit to this one. That's because it not only gets a lot of internal traffic, Google also adores it. And that means you can rank well for your longtail keywords.

Please note, however, that all articles are reviewed by Ezine Articles editors. As such, be sure to follow their guidelines carefully or risk having your article rejected.

2. www.IdeaMarketers.com

IdeaMarketers is not just an article directory – it also allows certain service providers to advertise their services. As such, it's a good place to submit articles if you're in a service business (like consulting or copywriting).

3. www.WebProNews.com

This site is good if you're writing business-related articles. However, this site also doesn't accept every article that's submitted, so read their guidelines first.

4. www.Buzzle.com

This site continues to gain in popularity, traffic and Google Page Rank (PR), which is good if you're trying to rank well for your longtail keywords.

5. www.GoArticles.com

This one is quickly becoming a favorite among article marketers since it's easy to submit your articles and it seems to get a lot of love from Google.

6. www.Helium.com

Helium considers its writers "stakeholders," and thus it shares revenue with you on the articles you write. The more traffic your article gets and/or the more popular (highly rated) it is, the more you can potentially earn. This is a good site if you're looking to build your brand and establish name recognition or establish yourself as an expert on a certain topic.

7. www.Isnare.com

Isnare is an article directory in its own right. However, you can also use Isnare to submit your article to other sites and directories.

8. www.Amazines.com

This article directory gets a lot of traffic relative to other directories.

9. www.ArticleAlley.com

Here's another directory that gets a good amount of traffic and is consistently ranked in marketer's top 20 lists of favorite directories.

10. www.ArticleCity.com

Good traffic, good Google PR, and it allows you to submit articles in bulk.

Go ahead and register for accounts at these ten sites now and then start submitting your articles.

Tip 22: Submitting to Article Directories (Part 2)

12. www.a1articles.com

Good traffic, good Page Rank and top authors get listed in a premium place on the front page (which is good exposure for you).

13. www.ArticleSnatch.com

This site is considered an authority site by Google, so it's a good place to submit your search engine optimized articles.

14. www.ArticleDashboard.com

I'd consider this a "Top Ten" site. If you only submit to a handful of sites, be sure this one is on your list.

16. BusinessKnowHow.com

This is a niche site that accepts submissions for business-related articles.

17. www.ArticlesFactory.com

Like many directories, recently submitted articles are listed on the front page of this site. Since it's a smaller site, your articles will stay on the front page a little longer (thus getting more exposure).

18. www.WebArticles.com

Another niche directory (focused on family, crafts, parenting and similar).

There you have it – some of the most popular article submission sites. Take a few minutes now to register for accounts on these sites and start submitting your articles.

Tip 23: Using Your Articles to Create Squidoo Lenses

Squidoo isn't an article directory. Instead, it's a social media site that allows users to create a lens (a page) around the niche topic of their choosing. And because Google gives this site a lot of love, you can use it to get your content ranked well in the search engines.

Here's how to use the site...

Step #1: Register for your free account.

This is a social site, meaning other users want to get to know you. As such, take the time to fill out your profile and add a picture. In addition, you get to link to all your other social site pages (like Twitter and Facebook) as well as to your website.

Step #2: Write your (SEO'ed) articles.

Usually, it's not enough to put just one 400 word article on your page. As long as you have the room, you can put multiple, highly related articles.

For example, let's say you're creating a weight loss lens. You can put a 500 word article on nutrition, a 500 word article on cardio exercise, a 500 word article on supplements and a 500 word article on strength training.

As already mentioned, you can and SHOULD optimize your lens for the search engines. Indeed, you can optimize each lens for multiple sets of keywords.

Also, Squidoo allows you to create multiple links leaving your Squidoo lens and pointing to your own website (or another website). If you're pointing to your own website, then be sure to optimize your links by using your keywords as your link's anchor text.

Tip: Create an informative "how to" or "tips" lens, and do any promotions indirectly (e.g., weave recommendations into your solid content). The reason is because other people will rate your lens, and lenses with good "how to" information will always get rated higher than those that look like promotions. The higher your ratings, the more internal traffic you'll get.

Note: You should create a "call to action" on your lens where you specifically ask people to rate your lens.

Step #3: Promote your Squidoo page.

To help with your site rankings, you can promote your Squidoo page. You don't want to do this to the exclusion of your own website.

However, if you're doing something like bookmarking your own site on Digg.com or StumbleUpon.com, then you can take a moment and bookmark your Squidoo lens too. Or you might mention your Squidoo lens on your blog, for example.

Step #4: Get active on the Squidoo network.

Finally, get active on the Squidoo network by building your network of onsite "fans." The more fans you have, the more people who're likely to drop by and rate your lens... and that means the more traffic you'll get.

In addition, be sure to comment on other people's lenses, especially those that are related to yours. You can even link to your lens in your comments, which will help drive traffic to your lens.

Go ahead and get your Squidoo lens set up now. In the next Tip I'll show you another site where you can set up a similar page!

Tip 24: Using Articles to Create Hub Pages

HubPages is very similar to Squidoo, in that you can set up a page around a niche topic and interact with other HubPages users (AKA "hubbers"). And like Squidoo, HubPages gets a lot of love from Google, so you can use this site to rank well for your longtail keywords.

There is one difference, however: HubPages.com is stricter about your outgoing links and about what it considers "spammy" Hubs.

As such, you need to focus on create informative articles such as high quality tips or "how to" articles.

Don't use this site to post presell articles, press releases, product reviews or other promotional pieces.

The steps in creating your Hub Pages are similar to creating a Squidoo lens, so refer back to yesterday's lesson for more information. Here's the process:

Step #1: Register for your free account.

As usual, fill out your profile so that other Hubbers can get to know you.

Step #2: Write your (SEO'ed) articles.

Like Squidoo, your HubPages hub is set up in a Google-friendly way. For example, the name of your hub becomes the file name as well as the title for your page. And that means you can rank well for your longtail keywords if you sprinkle them throughout your page.

Tip: HubPages only allows two links pointing to the same website. Be sure to follow their publishing and linking guidelines or risk getting your account suspended.

Step #3: Promote your Hubs.

Here again, you don't want to spend time promoting your Hub Pages when you could be promoting your own site. But you can certainly promote your hubs alongside your own site.

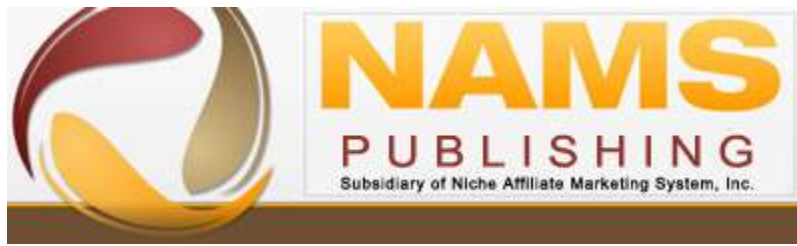
Step #4: Network with other Hubbers.

Finally, you can and should build a "fans" list by networking with other Hubbers. Focus on networking and developing relationships with those who have hubs in your niche. You can exchange links with these folks, comment on each others' hubs and rate each others' hubs. All of this will increase your respective traffic and ratings.

Tip: You can and should link your hubs to one another. You may also create a mini network of links by linking together your hubs with your lenses, your blogs and your other third party pages (such as your [Twitter.com](https://twitter.com) account).

Get started immediately by creating your first hub. In the next lesson you'll learn how to combine article marketing with forum marketing!

To Be Continued Next Week



Recommended Business Training

[MyNAMMS 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 – MyNAMMS25Report)

[Carbonite Backup System](#) – Essential Backup

[Dropbox](#) – Storage

[BoxShotKing](#) - Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[IdeaMarketers](#) – Content Marketing

[aWeber](#) – Autoresponder

[Wordpress](#) – Content Management System

[Simple Niche Domains](#) – Domain Registration

[GoTryThis](#) – Redirect and link management

Lesson #25

31-Tips

To Article Marketing

Part 4 of 4

Tip 25: How to Combine Article Marketing with Forum Marketing

In this tip you'll discover the RIGHT way to use articles on niche forums.

The reason I emphasized the word "right" is because a lot of beginning marketers just join a forum, post an article and hardly ever visit the forum again (except to perhaps post another article).

However, many forum communities view this type of "drive by" posting as a type of forum spam – and at best they'll delete your post and at worst they'll ban you from the forum.

But here's the thing...

Just buzzing through and dropping an article into a forum won't do much good anyway (especially if it's not an article that's optimized for the search engines). And that's because forum marketing works best when you build a reputation on forums.

Remember, people do business with those they know, like and trust – and you can build up this familiarity and trust by becoming a valued member of a forum.

Here's the RIGHT way to post articles on forums...

Step #1: Find busy niche forums and become a member.

You can find forums in your niche by searching in Google. Just enter your niche keywords alongside words like forum, discussion, discussion board and similar.

Example: Search for: "rose gardening forums" or "dog training discussion" (without the quotes).

Register on your niche's busiest forums (those that get lots of daily posts and have lots of members). Fill out your profile so that other forum members can learn a bit about you. Also be sure to create a "signature file" – you can just use your regular article byline if you'd like.

Tip: Be sure to read the forum's terms or service to make sure that signature files are allowed.

Step #2: Lurk and read.

Every forum has certain rules and etiquette, both written and unspoken. In addition, every forum community has certain influential members, certain topics they don't want to discuss, etc. The only way you can learn about these things is by lurking (reading without posting) for a few days.

Step #3: Start posting.

Once you have a feel for the community, you can start posting. Don't post your articles yet. Rather, you want to work to build your reputation as a thoughtful, contributing member of the forum. As such, you should primarily focus on answering other people's questions during the first couple weeks.

Tip: You can save yourself time by answering questions using excerpts from articles you've created. For example, you might answer a question like this: "I just recently blogged about that topic. I'll post a relevant excerpt here to answer your question..."

If it's allowed on the forum, you can then link to your blog post so that forum members can read the entire post. However, be sure you answer the question in full on the forum. Don't just link to your blog post, or it will likely be considered spam.

Step #4: Post your articles (where they're allowed).

As mentioned, you can post article excerpts as answers when you first join the forum, although you should predominantly just answer questions directly when you're new (as this will help you build your reputation).

However, once you've built a good reputation (after about a month), then you can post articles directly on the forum. Don't post your promotional or presell articles, however. Instead, post your "how to" and "tips" articles, and ask for discussion and feedback.

Tip: Some forums have sub-forums especially for the purpose of posting articles. If your forum doesn't have this feature, then you can post your article directly on the main forum board.. but only IF articles are allowed on the forum (double check the written rules as well as the "unwritten rules").

Go ahead and follow Step 1 right now to seek out (and register on) forums in your niche. And then get ready for the next tip, where you'll learn about one of the BEST places to post your articles.

Tip 26: Posting Articles on Your Own Blog

If you follow the instructions I've provided so far for distributing your articles, you'll bring in lots of traffic and get backlinks. But now you'll learn how to post your articles on one of the most important sites. Namely, your own blog.

Here's how...

Step #1: Install your blog.

The easiest way to get your own blog up and running is to go to WordPress.org, download the latest version of the software, and follow the instructions for their quick and easy install process.

Tip: As easy as it is to install WordPress (WP), you can do it even faster than five minutes. If your host has Cpanel installed, then log in and go to "Fantastico de Luxe." In about a minute and with just a couple clicks you can install a new blog on your site.

Step #2: Customize your blog.

Your blog is functional now, but you can improve both it's form and function by customizing it. Go to Google and search for "WordPress themes" to find a design that you like. If you have a specific theme in mind, search for it using keywords (such as dog WordPress themes or fitness WordPress themes).

Tip: To install your theme, upload it into your WordPress Content (wp-content/themes) folder either using cPanel's file manager or using FTP software. Then log into your WP dashboard, click on "appearance" and choose to activate your new theme.

While you're in your dashboard, go through the other menu options to customize the blog to your preferences (such as by creating categories and deciding how the front page of your blog will look).

Step #3: Start posting.

Now you're ready to start posting. Ideally, you should optimize at least some of your posts for the search engines, since Google likes the way WP displays its posts. However, you can post all of your best content on your new blog, including all eight of the article types we've talked about.

Tip: When you first launch your blog, populate it with about half a dozen posts, and then commit to posting to it a 3-5 times per week for the first month and at least once per week thereafter. That way your blog looks "busy" to those who visit your blog while it's still young and it doesn't ever look abandoned.

That's it! That's all it takes to start blogging. Next you'll discover other ways you can blog with your articles.

Tip 27: Posting Your Articles to Your Secondary Blogs

You've already completed installing your own blog, which is where you should post your BEST articles. However, this isn't the only blogging you should do. That's

because there are plenty of third-party sites that allow you to create a blog that they host.

That means you'll not only get links back to your main site, but your articles will get more exposure through search engine traffic as well as internal blog community traffic.

Below you'll find the best places to host a third-party blog.

Note: Some third party blog hosting sites don't allow commercial blogs of any sort, so read the terms of service first.

1. Blogger.com

This is Google's blogging platform. So as you might suspect, these blogs get indexed easily in Google.

Note: This platform seems to have an automatic bot that scans blogs for certain words and links, and then "flags" the blog as a possible splog (spam blog). If this happens to your blog, all you have to do is click a link to alert a human editor to review your blog. Just be sure to click the link right away, otherwise your blog will be deleted within a week or so.

2. WordPress.com

WordPress.com doesn't allow spam or *"unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites."*

As such, if you create a blog on this site, you shouldn't point every article back to your site. Instead, post articles on the site and include your name for recognition and branding purposes. Occasionally (ever five or six articles) you can include a link to your site. In addition, don't post promotional or presell articles.

3. LiveJournal.com

Like WordPress, LiveJournal's Terms of Service prohibits commercial content. As such, use links sparingly and don't post promotional or presell articles.

4. Niche Blogging Communities

Run a search in Google for your keywords alongside the phrase "blogging community" or "blog hosts" to find niche blog hosts. For example, "dog blogging communities."

If you enjoy posting to and creating a mini-network out of third-party blogs, you can even more blog hosts by running a search for just "blog host" or "blogging community."

Tip: Always keep a separate copy of all your third-party blog posts. That way if the site ever goes down or gets hacked, you'll still have all your content, which you can post elsewhere.

The above blog hosts are communities just for blogging. However, there are other sites where you can get a blog and post your articles (even though these aren't strictly blog communities). You'll discover these sites next...

Tip 28: Posting Your Articles on Social Media Sites

Social media sites are places where people can share information while networking with people who have similar interests. We've already talked about four such sites: Squidoo.com, HubPages.com, blogging communities and your niche forums.

In this tip you'll learn about even more sites where social networking is just as important as sharing information.

Below are five suggestions for places where you can post your articles, get traffic and grow a network of friends in the process. In some cases, you may even be offered an onsite blog...

1. [MySpace.com](http://www.myspace.com)

While a wide variety of people use this site, there are a lot of music-loving users. So if you're in a music niche, be sure to join MySpace and post your content on the onsite blog.

Tip: Use the search feature to find people with similar interests and invite them to be your friend.

2. [Facebook.com](#)

This site is much bigger than MySpace and you definitely need to have an account, although this one tends to have a lot of users who're looking to connect with people they already know. Indeed, you can do the same. That is, invite your newsletter subscribers, blog readers and other people to connect with you on Facebook.com. Then share your articles on your page.

3. [Yahoo! Answers](#)

This isn't a social networking site like the previous two. Rather, it's a content sharing site with a very strong social component. And because of this, you can and should build a network of "friends" on the site.

To use this site, browse or search your niche categories to find questions you can answer. Then use your articles or article excerpts to answer the questions. You can leave a link to your blog as the "source" of your answer.

Tip: Only leave links to non-commercial pages such as your blog, otherwise you risk having people flag your answer or rate it as a bad answer.

4. [Ning.com](#)

Ning.com isn't just one social networking site. Rather, it's a place where you can join niche social networking sites or start your own networking site. I suggest that you both join relevant sites as well as create your own. Then post your articles on the onsite blogs.

5. Niche Social Networking Sites

Finally, you can find other niche networking sites where you can create an account and upload your articles.

Simply go to Google and search for your niche keyword sites alongside the word "social networking" or "community".

Example: A search for "dog social networking" will turn up a site like dogster.com, a search for "real estate networking" returns sites like ActiveRain.com, and a search for business sites will show LinkedIn.com or Ryze.com.

These five types of sites will keep you busy for days as you register for your accounts and start posting content. Remember: They're all social networking sites, so don't just post your articles and disappear. You'll have much more success if you network with others.

Back on Tip #19 we talked about how to write press releases. Next you'll learn how to distribute these releases...

Tip 29: How to Distribute Your Press Releases

Back on Tip #19 you discovered how to write a very special type of article: Namely, the press release. And I mentioned how you can submit your release directly to your local media, such as newspapers, niche publications, etc.

Tip: To submit a release directly to your local media, address your release to the editor of the appropriate department. For example, if you're submitting a business press release to a newspaper, then find the "business editor" (or similar). Read carefully, as some editors only accept releases in certain forms (such as by snail mail or fax).

Submitting a release directly to local media is a good way to increase your chances of getting published. But you can also get wide exposure and even backlinks by using online distribution services such as:

- www.prweb.com – This is one of your best services, especially if you're interested in getting backlinks and plenty of exposure.
- www.pr.com – Offers both a free service and a paid distribution service.
- www.prlog.org – Offers both free and paid services.
- www.prnewswire.com – Alongside PrWeb, this is one of the more well-known online distribution services.

- www.Pressbox.co.uk – UK-based online distribution service. Also offers press release writing services.

Those are the top sites. Here are some other distribution sites that I offer to you without comment:

- www.pr9.net
- www.addpr.com
- www.ecommwire.com
- www.prwebdirect.com
- www.betanews.com
- www.1888pressrelease.com
- www.prleap.com
- www.theopenpress.com
- www.free-news-release.com

Go ahead and submit your press releases to one or more of the following sites today. Below you'll discover how to create unique articles out of your PLR content...

Tip 30: Rewriting PLR Content to Create Articles

So far, you've learned how to write unique articles from scratch.

However, you can save yourself a little time by rewriting quality PLR (private label rights) content. If you start with a well-researched article, you won't have to do any research yourself – all you have to do is rewrite the content to make it unique.

If you refer back to Tip #20's, you'll recall that I've already given you several tips for rewriting content, such as:

- Create a new introduction.
- Add tips, elaborate on tips, reorder tips and delete tips.
- Add in your own examples to make the article unique.
- Rewrite the content to make it more engaging, such as by adding in metaphors and analogies.

- Completely rewrite the conclusion to make it unique.

All of these steps and tips apply to rewriting PLR content to make it unique. Here's what else you need to know about PLR content...

- ➔ **Find PLR content online.** You can find PLR content in your specific niche by running a search in Google for your broad keywords alongside the words "PLR" or "private label."

Example: weight loss PLR.

- ➔ **Do your due diligence.** Before you purchase PLR content, run a search for the PLR seller's name, website and email addresses to make sure he or she has a good reputation online. That's because some shady people unlawfully sell the private label rights to other peoples' content. Even if you unknowingly buy illegal PLR content, it can still land you in court. As such, do your due diligence first and stick with reputable sellers.

- ➔ **Look beyond articles.** Even though you want to create articles, that doesn't mean you need to create these articles out of other articles. Indeed, you can create your articles out of ANY kind of PLR content.

Example:

- Take a chapter out of a short report and turn it into an article. All you have to do is write an introduction, write a conclusion and perhaps add your own tips or examples.
- Take a chapter out of a full-size PLR ebook and turn it into multiple articles. Again, just write an introduction and a conclusion and add your own tips or examples.
- Transcribe a PLR video or audio and turn this information into articles. Be sure to clean up the "ums or ahs" if they are included in the transcript. (TIP: Most transcribers will take out these "noises" that don't add to the content.)

One final note...

Many of the top article directories (like EzineArticles.com) won't accept PLR content. As such, you'll need to completely rewrite it if you're submitting it to that directory. Otherwise, if you're just polishing it a bit, then you can post it on your own blog.

Next you'll learn how to save yourself time by letting someone else do all the hard work...

Tip 31: Outsourcing Article Writing and Distribution

By now you've discovered how to write articles, distribute them all over the Internet, and get clicks, sales, readers and subscribers using your well-crafted byline.

In short, you're an article marketing expert now!

But as you start pulling in cash for your article marketing efforts, you might not be so keen on creating and distributing the content yourself.

Maybe you prefer to work on your campaigns rather than on your content. If so, then it's time for you to outsource your articles.

Here's how...

Step #1: Search for a freelancer.

Your first stop is on the well-known freelancing boards as well as business forums where freelance writers tend to congregate. Here are some of the top places to begin your search:

- www.elance.com
- www.guru.com
- www.getafreelancer.com
- www.warriorforum.com
- www.wahm.com
- www.craigslist.org

Next, you can search in Google for a freelancer. One note, however:

Freelancer writers label themselves several different names, including article writers, ghostwriters, writers, content creator and freelancer writers. So be sure to search for all these names.

Next, ask your colleagues and business associates for their recommendations.

Finally, don't forget to look offline. You can check with the English department at your local university to uncover talented student writers. You can also place classified advertisements in the campus newspaper as well as in your local newspaper.

Step #2: Screen the candidates.

You'll likely uncover dozens of possible freelancing candidates using the suggestions in Step #1.

However, now you need to narrow this list by doing your due diligence, including:

- Review the freelancer's portfolio (samples) to see if he or she can write the type of articles you need.
- Check the freelancer's references to see if they still recommend the writer.
- Search Google using the freelancer's name, aliases, email addresses and websites. Look for an established history of providing good service online (e.g., look for someone who's been established for at least six months or more). Be wary of those with complaints of any kind or those who show unprofessional behavior on forums and elsewhere.
- Check Elance.com or other freelancing board feedback (where applicable). Again, you're looking for someone who has a long history and a good reputation.

Once you've found someone you'd like to work with, then...

Step #3: Select a freelancer, sign agreements and start small.

Draw up agreements that outline things such as scope of the project, payment and deadlines. Then start small, perhaps as few as five articles just to see if you work well together with your freelancer. As you gain each others' trust, you can start working on bigger projects together (e.g., you can request 20 articles at a time or more).

In sum: Yes, it does take some time up front to find the right ghostwriter for the job. But this investment will pay for itself many times over in quality articles completed on deadline. And it will save you plenty of money in lost fees and time taken by shady freelancers.

Bonus Tip: Getting Others to Reprint Your Articles

We spent a few days talking about how to distribute your articles to the top article directories. In some cases, webmasters, bloggers and newsletter publishers may find your articles in these directories and publish them.

However, most of the traffic you receive from these articles will be from your search engine optimization efforts.

In other words, don't count on publishers finding your articles and reprinting them.

If you want this sort of wide distribution, you need to find content publishers and specifically ask them to reprint your article.

Here's how to get your articles published by others:

Step #1: Find Content Publishers

The first thing you need to do is to find other bloggers and newsletter publishers in your niche.

If you've done your regular market research, then you probably already have a fairly good idea of the best newsletters and blogs in your niche. You can start off your list of potential publishers by including these top marketers.

Next, generally you'll find that MOST marketers who sell products tend to have a blog, a newsletter or both.

Indeed, just going to the ClickBank.com marketplace and browsing product categories in your niche will uncover the best selling products in your niche. Just click through to the product sales page to check if the marketer has a newsletter and/or blog. If so, add him to your list.

To find those blogs or newsletters you don't yet know about, go to Google and enter your niche keywords (like "weight loss") alongside search terms such as blog, newsletter and ezine.

Finally, you can search popular ezine directories (like www.ezine-dir.com) and blog directories (like www.blogcatalog.com) in your niche.

Step #2: Ask Them to Reprint Your Article

Once you've completed Step 1, you should have several dozen content publishers on your list. Your next step is to approach them to inquire about reprinting your article. But before you do that, you need to get on their newsletter list and read their blog so that you understand what sort of content they print.

You're going to find two types of content publishers:

- 1. Those who regularly publish other peoples' content.** When you encounter these publishers, all you have to do is submit your article for consideration. Be sure to submit an article that's matches the style and topics of articles previously published.
- 2. Those who usually only publish their own content.** Now, since these folks don't solicit content from other people, just submitting your article for consideration won't work. Instead, what you need to do is propose a JV (joint venture). In essence, you propose "swapping" articles – basically, you become guest authors on each others' blog or newsletter.

Here's a sample email template you can use:

Subject: I'd like to feature you on my blog, [FirstName]...

Dear [FirstName].

[Your name] here from [your website]. Because you're the premiere [niche topic] expert in this niche, I'm asking if you'd be willing to guest author an article on my blog. Naturally,

you'll get a backlink of your choice and publicity from the byline you include.

In return, I'd ask that you consider hosting me as a guest author on your blog. I've created an article that's a response to your [date] blog post where you talked about [enter topic]. I think your readers will enjoy the article - you can see it here [link].

Please hit reply now or call me at [phone number] to discuss this proposal further. I look forward to hearing from you!

[your name]

P.S. My blog gets [number] unique visitors per day and has [number] of RSS subscribers, so I can guarantee you plenty of exposure.

Step #3: Encourage Others to Reprint Your Content

Finally, one last tip - whenever you post one of your articles on the 'Net, whether on your own blog or on a third-party site, always encourage others to copy and paste the entire article - including your byline - and reprint it on their site.

Conclusion

Congratulations, you're now an article marketing expert!

Just look at what you've learned over these past 4 weeks:

- ✓ You discovered the many ways you can use an article, such as to promote a paid product, promote a freebie or even just to get backlinks for search engine purposes.
- ✓ You learned how to research, create an outline and write an engaging article.
- ✓ You found out how to write eight specific types of articles, including SEO articles, tips articles, presell informative articles and five others.

- ✓ You found out the top 20 article directories plus dozens of other places you can distribute your articles.
- ✓ You found out how to save yourself time by rewriting PLR content or hiring a ghostwriter.

And more!

In short, you now know how to turn your article content into CASH!

My hope is that you've been completing the tips in each lesson as you've been working through this over the past month.

If so, then congratulations because you're already getting clicks and traffic.

But if not, then please get started immediately. Return to Tip #1 to refresh your memory, choose your topic, outline and then write and submit it according to the instructions I've given you.

The sooner you start, the sooner you'll see results.

Now let me leave you with this bit of motivation...

Just think: If you write just one article per day, in another month you'll have about 30 articles working hard for you.

If you write just three or four articles per day, at the end of a month you'll have 100 articles or more!

Just imagine how much traffic and sales those articles will bring you

...

Lesson #26

101 Affiliate Marketing Best Practices To Use Now

Part 1 of 3

Choosing Your Products

Making money as an affiliate isn't all about the marketing. It's also about choosing profitable products. Here's how...

Tip #1: Choose products with proven track records. If you're choosing products on Clickbank.com, then choose those at the top of their categories (i.e., the best sellers) and those with high gravity numbers (between about 75 and 150). In addition, ask the vendor about his conversion and refund rates.

Tip #2: Do NOT choose products based on price alone. Big price plus big commission percentages equals big profits, right?

NOT always.

Sometimes you can use low-price products to bring new customers into your sales funnel. So throw a few \$5 to \$50 products into the mix – you might be surprised at the stunning conversion rate and the new customers!

Tip #3: Select evergreen products. If you're sending out live broadcasts to your list, you can sell any kind of affiliate product you want. But if you're selling using long-term strategies like blogging and article marketing, then consider choosing "evergreen" products.

These are products that were relevant last year, this year and well into the foreseeable future. And that means you can make money on these products years after you submitted that article to the article directories.

Example: An book that teach marketers how to write good sales letters is evergreen, since these basic copywriting "rules" have been in place for as long has humans have advertised. On the

other hand, a book about how to optimize web pages for Google is NOT evergreen, since search engine algorithms change frequently.

Tip #4. Look for sales page leaks. Sometimes vendors think about their own profits and forget that their strategy hurts their affiliates. For example, a Clickbank.com vendor who puts 2Checkout.com payment buttons or encourages customers to call in their orders is stealing commissions from affiliates.

You can avoid this simply by looking over the sales page (and sales process) before becoming an affiliate. Here are the most common sales page leaks:

- Different payment options that don't give the affiliate credit.
- Upsell options that, when chosen, override the affiliate's cookie (and the affiliate loses the commission).
- Google AdSense ads on the sales page.
- Links to other products on the sales page.
- Prospects get put onto a mailing list that redirects them to a sales page that doesn't give the affiliate credit.

Tip #5: Watch out for shady vendors. Usually the sales page leaks mentioned in the last tip are mistakes made by honest vendors. When you point out the mistake, they'll quickly correct it.

However, there are some dishonest vendors who purposely use alternative payment commissions, faulty tracking software and other tricks to rob you of your commission. Indeed, some vendors even do things like falsify refunds so your affiliate account doesn't show that you're owed any money.

To protect yourself against these sorts of vendors, always deal with known, reputable people in your niche. And if you consider working with someone new, then search for his name, email addresses, websites and product names in Google to ensure he has a long, good history online. If you see a pattern of customer OR affiliate complaints, then move on and find another vendor.

Tip #6: Use reputable affiliate tracking systems. Sometimes vendors install their own affiliate tracking scripts on their site.

If you're 100% confident that the vendor is honest – and if others who've used the script report good results – then you may consider joining these affiliate programs. Otherwise, stick with reputable affiliate programs where you know your sales will get tracked and you'll get paid, such as Amazon.com and Clickbank.com.

Tip #7: Look for products with high commissions. Commission rates vary depending on what you're selling.

Example: Selling physical products (like computers) may put as little as a 5% commission rate into your pocket. But if you're selling digital products, then you can usually expect at least a 40% commission rate, with 50% being the average. However, sometimes you'll even approach 100% commission rates on downloadable products.

If you find a digital product offering 25% commissions – and the product doesn't require personal service on behalf of the vendor (such as software installations or personal coaching) – then skip it. You can probably find similar products that pay at least a 50% commission.

Tip #8: Look for a hungry niche FIRST... and then look for a product to promote. Some beginning affiliate marketers stumble on a product and are taken in by the promises of a high commission rate and potential big profits. But when they actually put the product on the market, they find that there's very little demand for a "how to" instructional video for pygmy goat farmers.

Instead, what you need to do is find a hungry niche first, find out what they're ALREADY buying, and then sell something similar. If you're selling information products, the easiest way to do this is to go to Clickbank.com and seek out the best sellers (those at the top of their categories that have a high gravity).

Tip #9: Promote only those products that you'd use yourself. Or, if you're not a part of the niche market, then only promote those products that you'd recommend to your mother or your best friend.

Point is, don't let the excitement of big commissions and a high conversion rate cloud your vision. Your primary objective is to help your customers. If you're selling products that fill your pockets with money but don't solve your customers' problems, you're sacrificing long-term profits for short-term gains.

As such, put your primary focus on helping your customers by recommending good products. Doing so will earn their trust, which means they'll be more likely to buy from you in the future. It's a win-win situation.

Tip #10: Join the JV and pre-launch lists in your niche. If you're a known "super affiliate" in your niche, then vendors who're about to launch new products will send you these products for free in hopes that you'll promote. And because you'll be one of the first affiliate to promote these products, you can generally make a lot of money on launch day.

But what happens if you're not a super affiliate? How do you get notified about product launches? Simple:

➤ **Join joint venture (JV) notification lists in your niche.**

Example: If you're selling online marketing products, then join www.jvnotifypro.com. If you're not in that niche, then search in Google for your broad niche keywords alongside search terms like "JV opportunities," "affiliate opportunities" and "pre-launch."

➤ **Subscribe to all the big marketers' newsletters in your niche.** If there aren't any JV notification sites or lists in your niche, then subscribe to the newsletters of all the big marketers. Generally, the biggest marketers will have advanced notification of product launches and/or they'll pre-notify their prospects about their own product launches. You can then write to the product owners to ask if you can join the pre-launch affiliate program.

Extra Tip: If there isn't a JV notification list in your niche, you can consider starting one!

Quick Recap

There you have it – ten tips for choosing profitable products. Next up, you'll discover how to build a profitable sales funnel...

Creating a Sales Funnel

If you're sending your visitors straight to the vendor's sales page, you're leaving a lot of money on the table. And that's because you'll have better results if you

create a sales funnel, stock it with products and then sell these affiliate products to "warm" prospects.

Here are nine tips to boost your sales funnel profits...

Tip #11: Build a list. People buy from those they know, like and trust. That means if you're sending your prospects straight to the vendor's page, the prospect likely doesn't know you OR the vendor. And so the conversion rate will be very low.

Instead, get your visitors on your mailing list instead. That way you can build a relationship with your subscribers and earn their trust. Now these "cold" visitors become "warm" prospects... and your conversion rate shoots through the roof!

Tip #12: Create a squeeze page. Back in the mid to late 1990's, people used to freely give their email addresses to almost anyone. They joined newsletters because it was fun to get email. And they didn't even mind the spam because email was such a novelty.

NOT any more. Now people protect their email addresses as fiercely as a mama bear protects her cubs. And that means the words "free newsletter" won't have people scrambling to join your mailing list. Instead, you need to craft a sales page (AKA "squeeze page") that convinces people to join your list.

As such, you need to create a short page that tells your prospects what they get when they join your newsletter. That is, what benefits will they receive?

Example: A benefit of joining a dog training newsletter might be: "You could have a perfectly housetrained dog in just 72 hours from now!"

Tip #13: Offer a relevant freebie to boost subscriptions. Just as you offer a free bonus to boost the conversion rate on a paid product, you should also offer a relevant freebie to increase the number of people who subscribe to your newsletter.

You might offer a freebie such as:

- A free ebook or other downloadable text product.
- A free audio product such as an audio book.
- Access to a free teleseminar or webinar.

- A free video.
- Free software or other tools.
- A free ecourse.

Extra Tip: The best freebie you can give your prospects is to find out what they're already buying and offer something similar. For example, if a top-selling product on Clickbank is how to lose weight with a low-carbohydrate diet, then you can create a report on the same subject and offer it for free to anyone who joins your list. Naturally, the report should help pre-sell the product and should include your affiliate link.

Tip #14: Create an autoresponder series. As mentioned, you can offer a free multi-day ecourse as a bonus to those who join your newsletter. But even if you don't offer a specific ecourse, you should still upload at least 7 to 12 messages into your autoresponder that are part content, part pitch.

The content will help you build a relationship with your subscribers, while you can use the promotional parts of each email to pre-sell a product.

Example: You're selling online marketing products. You create a seven part autoresponder series that lists the seven steps to writing a good sales letter. In each message you include a pitch for a copywriting product (such as headline-generator software or a "swipe file" book).

Tip #15: Put your affiliate marketing on autopilot. Instead of just creating a 7 to 12 part autoresponder series, you can create a series that lasts for three months, six months, twelve months or more.

For example, a one-year autoresponder series would mean you'd just need to create 52 weekly messages with evergreen content that promotes evergreen products. Then you can focus on building your list and let your "autopilot sales funnel" close the sales and put money in your pocket!

Example: You can create a 52-message series such as "52 Weight Loss Tips" or "52 Ways to Make \$100."

Tip #16: Show your readers that you care. If you treat your newsletter subscribers and prospects like mini ATMs (cash machines), they'll sense it. And they'll run away from you faster than a cat trying to avoid a bath.

Instead, you need to show your readers you care. Show them some empathy. Let them know that you understand their problems, and that you truly want to help them. You do this by:

- Empathizing (e.g., "I know how embarrassing it is to have your dog practically knock your guests over...").
- Being honest with your product reviews.
- Promoting only GOOD products (see Tip #9).
- Recommending the best product, even if it is a free product. (This doesn't put money in your pocket in the short term, but doing so builds trust... and that means more money in the long term.)

Tip #17: Keep your subscribers reading. Sometimes when you offer a freebie to "bribe" prospects to join your list, these subscribers take their freebie and then stop reading your newsletter. And that means you don't get an opportunity to build a relationship (much less make an affiliate sale).

The solution?

Send an unannounced freebie in the very first email you send out. Plus, let your new subscribers know that they'll soon receive more "mystery bonuses." (And follow through on your promise by sending out freebies about once a month.)

This little step will keep your subscribers opening your emails and reading them. And that gives you an opportunity to build a relationship and sell more affiliate products to them. Indeed, you may even turn a "freebie seeker" into a valuable customer!

Tip #18: Meet your subscribers' expectations. When your subscribers first joined your list, you created specific expectations about what type of content they'd receive from you and how often they'd receive it. In order to keep them reading, you need to meet their expectations.

Let's suppose you told them you'd give them a "content filled newsletter every week." If instead you send out two emails per month that are nothing but product pitches, you're going to have disappointed subscribers. And disappointed subscribers stop reading your emails (or even unsubscribe).

Point is, it doesn't matter WHAT you send them, as long as it conforms to their expectations. If you told them up front that you were going to send them product reviews, then send product reviews. If you told them you'd send pre-launch notifications or product discounts, then do that. And if you told them you'd send weekly tips, then meet those expectations.

Tip #19: Advertise in other peoples' newsletters. You're not limited to just making money from your own newsletter. You can also make money by advertising in other peoples' newsletters by buying ezine and solo ads.

Look for publishers with good reputations who send out quality content (the kind that you'd keep his subscribers reading). Then ask him if he accepts paid ads. If so, ask him about his demographics (e.g., where he got his subscribers and who they are). Finally, ask him if you can start with a small ad buy. If you get results, you can buy more ads from him.

Extra Tip: Don't send traffic to an affiliate link. Instead, send them to your newsletter subscription (squeeze) page!

Quick Recap

You just learned how to make money by pulling people into your sales funnel using a newsletter. You also learned how to make money from other peoples' newsletters.

Next, you'll discover pre-selling tips that will quickly and easily boost your conversion rates! Keep reading...

Boosting Conversions

You already know that you shouldn't send your traffic directly to the product sales page. Instead, you should build a list and then pitch products. But you shouldn't even send your list members directly to a sales page. Read on...

Tip #20: Write product reviews. One of the best ways to pre-sell a product is to write a product review. But don't just list all the positive points. You need to list the product flaws, too. And that's because your prospects know that the product

isn't perfect. If you try to present it as a perfect product, they won't trust you... nor will they buy from you.

Example: "This homeschooling kit offers awesome lessons plans for science, history and English. However, the math plans leave something to be desired. That's because... {reasons}"

Tip #21: Create product comparisons. If you're reviewing two or more similar products, then you can pre-sell both of them by doing a product comparison instead.

Just like the product review, you need to present both products honestly (flaws and all). You should also conclude by giving your recommendation for which product your readers should buy. If the products target those with slightly different needs, then tell your readers who should buy the product.

Example: "If you're mainly interested in learning more about the exercise plans that will help you lose weight, then get [name of product]. If you're more interested in having a complete menu plan, then get [name of product]..."

Tip #22: Write pre-sell pitches. Sometime you may not pre-sell with a product review. Instead, you pre-sell the product using a direct pitch, which is where you highlight the main benefits of the product. That way, your subscriber is ready to buy the product before they even see the sales page.

Extra Tip: A pre-sell pitch works best when you send it to your list, since they already know and trust you. If you're pulling in traffic from other sources, then you'll likely do better offering reviews and comparisons.

Tip #23: Build pre-launch anticipation for new products. Some marketers first make mention of new products on the day those products launch. However, you can sell more products if you spend a week or two building anticipation for a product launch.

Extra Tip: The good product vendors will provide pre-launch marketing materials for you to send your list. However, you can do "pre-launch" product reviews and pitches to whet your prospects' appetites for the product. Come launch day, they'll buy the product without even hardly reading the sales page!

Tip #24: Let people peek inside the product. People who can imagine the product (and imagine themselves owning the product) are more likely to buy it. That's why you can boost your conversion rate by providing screenshots and even video of parts of the inside of the product.

Example: You might provide a screenshot of the table of contents of an ebook. Or you might present a video of you scrolling through a chapter in an ebook.

Note: Get the product creator's permission before employing this tactic.

Tip #25: Provide reviews for products you don't recommend. Earlier you learned that you can increase your conversion rate by listing a product's flaws as well as its strong points. As long as the strengths outweighed the flaws, you probably still recommended the product.

So what happens if you come across a product (especially a new one) that you wouldn't recommend to your readers and visitors? Many affiliates simply wouldn't bother writing a review. But you owe it to your readers to give them the information they're seeking... even if you don't include a link (and thus don't earn any commissions).

No, you won't make money from a product you don't recommend. But you will build good will with your readers. And that translates into more sales in the long run!

Quick Recap

You just discovered six ways to boost profits by pre-selling products. Next up, you'll learn how a blog can put more money in your pocket...

Blogging Your Way to Bigger Commissions

By now it's no secret that you shouldn't send your visitors directly to a vendor's sales letter. So far we've mainly talked about turning your traffic into newsletter subscribers.

Now we'll look at how blogging can help you bank more affiliate cash...

Tip #26: Use WordPress. There are plenty of blogging solutions for you to choose from, including installed software and third-party hosted solutions. However, one of the best platforms is the self-hosted WordPress (WP) platform, which you can find at www.wordpress.org.

Here are five reasons why WP is a good choice:

- 1) It's easy to install.
- 2) It makes blogging quick and easy, even for someone without any technical skills.
- 3) It's highly customizable, both in terms of form and function.
- 4) It's frequently updated.
- 5) There are plenty of "plug ins" (tools) you can add for greater function.

In short: Choose WordPress and you'll spend less time managing your blog... and more time making money!

Tip #27: Install the best plugins. The best WP plugins allow you do to things like cut down on spam, encourage visitors to become interactive and boost your conversion rates by automatically recommending related content elsewhere on your blog.

Here's a list of the five best tools you can install on your WP blog:

- 1) [Akismet](#) is your spam-fighting, time-saving tool.
- 2) The "[share this](#)" plug in allows your readers to bookmark your site on the popular social media sites like Digg.com.
- 3) [The Ad Rotator](#) works just like it sounds - it allows you to rotate your affiliate ads and links on your blog.
- 4) Here's a neat tool that allows your readers to [subscribe to comments](#) (which means they'll visit your blog more often).
- 5) You can keep your visitors reading (and buying) by recommending similar content using the "[similar posts](#)" plugin.

Tip #28: Create a "product of the week" or "featured post" section on your blog. You can keep your blog fresh by creating a "featured post" section that highlights a new product every week.

Tip #29: Offer multi-media. NLP (Neuro-Linguistic Programming) teaches us that different people have different learning styles. That means that some prefer to learn by reading text products, others prefer to listen to audio instructions and still others prefer hands-on, emotion-based learning. And that means if you use multi-media content – which includes text, audio AND video – you have a better chance of appealing to a wider audience.

Extra Tip: As an added bonus, offering multi-media also always you to reach out to those with sight or hearing disabilities.

Tip #30: Encourage discussion and participation. If you encourage discussion on your blog, then you create a sense of community. Not only that, but getting your readers to interact with you helps you build a relationship with them. Both of these things result in more affiliate commissions for you.

Here's how to get interactive members:

- **Blog about something controversial and ask for comments.** People tend to reply when it's an emotional topic.

Example: Ask your dog blog readers which breed is smarter: border collies or poodles?

- **Ask for feedback.** This feedback could be about a report you're writing or even about the features on your blog. Doesn't matter. The point is to get your readers talking to you.
- **Email your list to tell them about a new blog post.** Be sure to ask for their comments.
- **Run a commenting contest.**

Example: Ask your readers to write 100 on a niche-related topic. Best post wins a product.

Tip #31: Post interviews with product creators. Here's a nifty way to boost commissions: Interview the product creator and use your affiliate link to pitch the product at the end. Then post the interview on your blog.

Extra Tip: You can post either text or audio interviews. If you're doing an audio interview, you can give your blog and newsletter readers access to the live call.

Let's suppose you're selling a weight loss ebook. You can ask the product creator about one aspect of losing weight, such as how to boost metabolism. Then you point to the book for more information on that topic (as well as weight loss in general).

Tip #32: Blog regularly. Have you ever visited a blog where you noticed the last posting date was months or even years ago? Even if the content is good, you probably didn't read any further than the front page (since it's easy to assume the content is outdated). And you definitely wouldn't visit again.

Likewise, your traffic wouldn't bother visiting again if your blog looks abandoned. And that's why you need to post often.

Posting regularly – about once a week – helps make your blog "sticky" (meaning you get more repeat visitors) and it helps you build a relationship with your readers. Bottom line: More affiliate sales!

Tip #33: Post case studies. We've talked a lot about pre-selling affiliate products in order to boost your conversion rate. Another way to boost conversions is to offer some sort of proof that the product works. And you can do that by posting case studies on your blog.

Examples:

- You're selling a weight loss product. You can post an inspirational case study of how one woman lost 75 pounds using the product (and kept it off). For best results, include progress pictures (before and after pics).
- You're selling a vegetable gardening product. You provide the testimonial from a gardener who used to get barely edible pumpkins and now wins prizes at the county fair.

Tip #34: Create a live journal. Instead of posting an "after the fact" case study, you can create a live journal where you post your progress and results using a certain product.

Examples:

- You're selling a search engine optimization product. You can use the step-by-step instructions to optimize your own site for the search engines and post your results as your page rises up in the rankings over the course of three months.
- You're selling a "be a better photographer" product. You can create a one-week journal where you take pictures daily to show how your skills are improving.

Quick Recap

You just discovered how to use a blog to put more affiliate cash in your pocket. Next up, you'll find out how to beat the competition.

To Be Continued Next Week

Lesson #27

101 Affiliate Marketing Best Practices To Use Now

Part 2 of 3

Beating Your Competition

When you're an affiliate, you have two kinds of competition:

- 1) Competition from those selling similar products. So if you're selling a Black lab dog training book, you're competing against other black lab training products.
- 2) Competition from other affiliates. Naturally, there are others selling the EXACT same product to the same market

Here's how to whip your competition and put more money in your pocket...

Tip #35: Create a USP (unique selling proposition). Your prospects have plenty of choices when it comes to merchants. They can buy direct from the product creator. Or they can choose from among dozens or perhaps even hundreds of affiliates. And that's why you need to create your USP.

In short, your USP is the "reason why" your prospects should buy from you and not your competitors.

Example: You provide an additional guarantee (in addition to the vendor's guarantee), such as a conditional "double your money back" guarantee.

Tip #36: Add value to your offers (with products). Another way to beat your competition and get your prospects to choose to buy through your affiliate link is by offering a bonus.

Think about it...

If you were buying a pair of shoes and saw them at the exact same price, but one came with a bonus set of laces, which one would you choose? All else being equal, you'd probably choose the better offer (the one with the free laces). And so would your prospects.

Here are three examples of adding value to an affiliate offer:

Example #1: You sell a diet book. You provide a free recipe book to anyone who buys through your link.

Example #2: You sell "headline generator" copywriting software. You throw in a headline "swipe file" to anyone who buys through your link.

Example #3: You sell a marketing product. You offer access to a private forum to those who buy through your link.

Tip #37: Add value to your offers (with services). Products are easy to deliver, which makes it easy for you to add value with products. But certain services have a higher perceived value, which can help further boost your conversion rate.

Here are a few examples of how to add value to an affiliate offer using services:

Example #1: You sell software. You can offer free installation and support.

Example #2: You're selling a copywriting product. You offer a free headline critique to those who buy through your link.

Example #3: You sell a weight loss product. You offer a free consultation session to help customers design a personalized diet plan.

Tip #38: Develop relationships with your prospects. I've hinted at this tip elsewhere in the report. To repeat: People do business with those they know, like and trust. And that means you'll make more money if you develop relationships with your prospects.

Here's how to build relationships with your prospects:

- Start blogging. Get your readers to comment on your blog.

- Publish a newsletter and send out weekly messages.
- Ask your readers for feedback (either publicly or privately) – and then implement it when possible.
- Get your readers to take surveys and polls on your blog.
- Interact with your prospects on social media sites like [Twitter.com](https://twitter.com) and [Facebook.com](https://facebook.com).
- Visit niche forums and interact with your prospects.

Tip #39: Create and market your brand. You want your prospects to feel a certain way when they do business with you. And your brand is just one of the tools you can use to convey that feeling.

Example: If you're selling baby products then you probably don't want your prospects to feel powerful, sexy or wealthy. Instead, you want them to have a feeling of love and security. As such, your logo, slogan, blog design and everything else about your business should be designed to convey the feeling. And your goal is to get your prospects to recognize and trust your brand as an industry leader.

Extra Tip: Do you think that developing a brand doesn't matter? Think again! Kids who were given chicken nuggets in McDonald's wrapping liked the nuggets better than those who were given the SAME food without the packaging. In other words, the kids were influenced by the brand!

Tip #40: Establish yourself as an expert / authority. Imagine this: Your car mechanic tells you to start taking fish oil supplements. Are you going to do it?

Probably NOT. But the moment your doctor tells you the same thing, you'll probably rush right off to pick up a bottle of fish oil. And that's because we tend to listen to and trust experts and authority figures more than anyone else.

You can see where I'm going with this. If you position yourself as an expert (and perhaps an authority figure), you can boost your sales. For example, creating a content-filled blog, participating on niche forums and getting endorsements from other experts will all help you position yourself as an expert.

Extra Tip: If you hold a degree in a related field or have some other unique qualification, flaunt it as a way of establishing your authority. For example, if you're a registered nurse and you sell health books, let everyone know you're a nurse! People are more likely to listen to your recommendations over the average affiliates.

Tip #41: Sell your own products on the front end. You just learned that one way to boost your sales is by establishing yourself as an expert. And one of the best ways to get others to see you as an expert is by creating your own product.

That way, you can build a big list of buyer by selling your own product on the front end... and then make a big bundle of money on the backend by recommending affiliate products.

Tip #42: Borrow credibility from the "big dogs" in your market. You already know that you need to build relationships and establish trust in order to sell more products to your subscribers and visitors. But that takes time. So how can you get a good reputation if you're new to the niche?

Simple: Joint venture with the well-known experts and marketers in your niche. In doing so, you'll "borrow" their credibility, meaning others will see you as a niche expert too.

One of the quickest and easiest ways to get others to associate you with the existing niche experts is to create a product with them. For example, you can get half a dozen or more of these experts to agree to an audio interview. Then you can freely distribute the recordings to get as much exposure as possible.

End result: You'll become a trusted name in the niche virtually overnight!

Tip #43: Offer customer rebates. Earlier you found out that you can beat your competition by "adding value" to an offer. Another way to do it is to offer a cash rebate to anyone who buys through your link.

Here's how it works...

Let's take the example of a \$100 downloadable product with a 50% commission. Instead of pocketing the entire \$50 commission, you can instead split your commission with your customer (e.g., each of you gets \$25). Of course you don't

tell your customer you're splitting a commission. Instead, you just offer a "cash rebate" (payable after the refund deadline has expired).

Extra Tip: Ask for permission from the product vendor before using this tactic, as some vendors disapprove of customers getting a product at an unauthorized lower price.

Tip #44: Offer superior customer service. Even though you're not the product vendor, there's a good chance that you get plenty of both pre-sale and post-sale questions about the products you sell. If you want to beat your competition, answer these questions quickly (in 1 business day or less), professionally and honestly.

Now imagine this...

Your potential customer is shopping around and is thinking about buying a product. He emails a competing affiliate question. Three days later, no answer. So now the prospect emails you the same question, which you answer within two hours.

Whose affiliate link is the prospect going to use? That's right – yours!

Tip #45: Leave no advertising venue untouched. Finally, one of the most effective ways to beat the competition is through full market penetration. That means you blanket the niche with your content and ads. Your name should appear in article directories, on forums, on other peoples' blogs as a guest author, on social media sites... everywhere. As familiarity grows, so will your sales.

Quick Recap

You don't have to be scared of a little affiliate competition when you use the tips and tricks you just learned. Next up, you'll find out how to make even more money as an affiliate...

Banking Even More Affiliate Cash

This whole lesson is all about you making more money as an affiliate.

In this section, you'll find out what the super affiliates know about banking bigger checks...

Tip #46: Read the affiliate agreement. That's right, before you start promoting a new affiliate product, be sure to read the affiliate agreement and terms of service on the vendor's site. Doing so will eliminate nasty surprises, such as "no affiliate payouts until you reach \$1500 in commissions or until Haley's comet swings by Earth again."

Note: OK, I made that one up - but you'd be surprised at what type of profit-draining clauses you'll find inside some of these agreements!

Tip #47: Ask the product vendor for bigger commissions. Once you earn a reputation as a super affiliate in your niche, OR once you've proven your sales record to a specific vendor, you can approach that vendor and ask for a bigger commission rate.

Many vendors already have a rate that they offer to special partners. You can simply ask, "do you have a higher super affiliate commission rate?" If not, then ask the vendor to provide you with a higher commission rate. If you're making a lot of money for the marketer, he probably won't refuse.

Tip #48: Ask the vendor for a unique landing page. One way to increase sales is by personalizing sales material as much as possible. And while you can't greet your subscribers personally by name on a vendor's sales page, you CAN ask the vendor for a unique landing page that offers something a little different than the standard page.

Example: Your custom landing page might greet your subscribers like this, "Special Offer for [Your Name]'s Subscribers and Friends." In addition, your custom landing page can include some of the features you'll learn about in tips #49 and #50.

Extra Tip: As usual, it helps if you've already demonstrated to a particular vendor that you can produce sales. Once you've done that, the vendor will be more accommodating to your requests. This applies to the next two tips as well.

Tip #49: Secure exclusive discounts for your customers. As mentioned before, your prospects like to get a good deal. And one way to get them a good deal while making you look like a hero is to secure an exclusive (perhaps limited-time) discount through the vendor.

If you haven't yet made any sales for this particular vendor (and you don't have a reputation in the niche), then you may suggest a commission split.

Example: The vendor can create a special link on a \$100 product that gives you a \$25 commission and gives your customers a \$25 discount. This is no hardship on the vendor, since he still gets his 50% commission. (However, some vendors don't want to sell the product below a certain price, so they may refuse.)

Tip #50: Ask the vendor for exclusive bonuses for your customers. Earlier you found out that you can beat your competitors by "adding value" to an offer. However, once you've proven that you can produce sales for a vendor, he or she might be willing to add an exclusive bonus package for anyone who orders through your affiliate link.

Let's suppose you're selling a copywriting ebook. Your vendor may be willing to offer access to a private copywriting forum to anyone ordering through your link.

Tip #51: Disguise your affiliate link. Sometimes customers are afraid to click on affiliate links, perhaps because they think they can get a better deal using a direct link, or perhaps because they just don't like the idea of someone making money off their purchase.

So when they see a link like vendorspage.com/affiliatelink.html, they'll cut off the last part of the URL to bypass your affiliate link. End result: Lost commission.

If you're working in a market such as the "online marketing" field, then you'll have savvy marketers who'd rather pocket the commissions themselves rather than let you have it. So when they see an affiliate link, they just insert their affiliate ID instead and swipe your commission.

There are plenty of ways for you to disguise your link (such as modifying your .htaccess file or doing a javascript or PHP redirect).

The easiest way, however, is to do a simple HTML redirect. This is where you redirect a domain or a page on a domain – such as yourdomain.com/recommends – to your affiliate link.

Here's the code you can use to create the HTML page:

```
<HTML>
<HEAD>
<TITLE>One moment please, redirecting to [product name]</TITLE>

<meta http-equiv="refresh" content="0;
url=http://youraffiliatelink.com/affiliate_id">
</HEAD>

<BODY>Redirecting to [product name]...

</BODY>

</HTML>
-----
```

Tip #52: Write your own sales page. Sometimes you'll encounter a great product but the sales page doesn't convert. And even you're pre-selling strategy can't quite overcome a really horrendous sales page. The solution? Write your own high-response sales page.

Now, there are two ways to do this. First, if you're promoting a vendor who's willing to work with you, then you may be able to ask him to upload the new sales page on your unique landing page.

The other way to do it – which gives you more control – is to write your own sales page and then link directly to the vendor's order form (ask for permission first). You can't do this with all payment processors. However, if you're able to do it, then use this method because it allows you to track, test and tweak your sales copy.

Extra Tip: However, take note – if your sales page converts well, the vendor is likely to ask you if he can use the copy. Be prepared for this request. You may consider charging him for the copy. Or you may deny him the request so that you can reuse the copy on a similar product. Your copy, your choice.

Tip #53: Automate as much as you can. Tools aren't magic bullets that turn a slumping affiliate business into a cash cow. But once you have the basics in place, a few good automation tools can free up your time so you can focus on other income-generating tasks.

To that end, you should automate as much as you can.

Examples:

- Instead of delivering bonuses manually, set up an automatic system (even an autoresponder). Or ask the vendor to create a unique landing page and download page which include your bonuses.
- You can create a yearlong (52 message) autoresponder series (evergreen) to automate your newsletter. That way you don't have to write newsletters. Instead, you can focus on building the list.

Tip #54: Develop large networks. Social media sites are all the rage right now, so you should take advantage of them. But don't just limit yourself to finding prospects on these sites. Indeed, your time may be better spent finding JV partners and cultivating relationships with them.

If you haven't yet started networking, you can get started on [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com), [MySpace.com](https://myspace.com), and [LinkedIn.com](https://linkedin.com). Be sure to also look for niche specific groups on [Ning.com](https://ning.com) (or start your own).

Tip #55: Seek out two-tier affiliate programs. This report has mainly focused on tips and tricks to boost your affiliate income by making more sales and getting bigger commissions. But you can also boost your income – without making any extra sales – simply by joining two-tier affiliate programs.

Here's how it works: You refer another affiliate to the program. Every time your referred affiliate makes a sale, you get a small commission too.

Extra Tip: Choose two-tier programs with relatively small second level commissions. That way, affiliates focus on selling products (rather than recruiting one another).

Tip #56: Become a JV / affiliate broker. If you know a few other affiliates in your niche, then you can use two-tier programs to pick up a little extra coin. But if you've developed relationships with numerous marketers in your niche, then you may consider becoming a JV or affiliate broker.

Here's how it works...

A marketer (often one who's relatively new to the niche) is about to launch a new product and needs new affiliates or JV partners. Since he doesn't yet know many marketers, he has a hard time building his sales team.

That's where you come in as a broker. You introduce the new marketer to the niche's top affiliates. In exchange, you get a small cut of the profits that these affiliates make. It essentially works like a two-tier affiliate program... except that you're the ONLY affiliate sitting at the top!

Quick Recap

You just found out how to use unique landing pages, exclusive bonuses and other tricks to boost your affiliate income.

Read on to find out which simple procedure can give you an almost instant pay raise...

Testing and Tracking Your Campaigns

If you're not testing and tracking your campaigns, then you're just wasting your time and money. That's because you could be investing all your resources in ads and campaigns that don't work.

Here's how to avoid that common mistake so you can start pulling in bigger paychecks...

Tip #57: Use PPC (pay per click) marketing to test new products and offers. You're thinking about promoting a new product. Or maybe you have some sales materials you'd like to test. One of the quickest and easiest ways to do this is by using PPC marketing, such as Google AdWords.

That's because you can get traffic coming to your site just minutes after creating a campaign. And if you use keywords that get a lot of traffic, you can test these offers very quickly. That way you'll know almost instantly whether to promote a product or find a better-converting offer.

Tip #58. Rotate products in your autoresponder series. At a minimum you've set up a 7-12 message autoresponder series. And maybe you've even set

up an evergreen series that lasts for six months, twelve months or more. The whole point is to make money for you on autopilot, right?

That's exactly why you need to rotate products in your autoresponder series. Doing so will help you uncover which ones to keep and which ones to throw out. End result? You'll promote the best-converting products and start pocketing more cash.

Tip #59. Rotate products on your blog. If you have special places on your blog for product ads, then be sure to rotate these to find out which ads (and which products) get the most clicks and conversions.

Extra Tip: See Tip #27 for a WordPress plugin that automatically rotates your ads.

Tip #60: Track and test your ads and pre-sell offers. In addition to testing which products promote best, you need to also test your own ads and pre-sell offers. This includes (but is not limited to):

- Your email ads.
- Your solo email ads.
- Your article byline ads.
- Your blog ads.
- Your classified ads.
- Your pay per click ads.
- Ads you place on social media sites.
- Any banner ads or text ads you purchase.

...and so on.

Tip #61: Track and test your campaigns. Another thing you can track is your actual campaign, which includes your traffic sources.

Examples:

- Which of your PPC keywords brings you the best results?
- What day of the week brings you the best results with your classified advertising?

- Which ad placement in your email newsletter produces the best results?

One note: While you're primarily looking at which factors deliver to you the best conversion rate, you should test long-term results too. That is, you need to track your refund rate as well to help you determine overall which factors put (and keep) the most profit in your pocket.

Tip #62: Test one element of your campaign or ads at a time. If you're doing the standard split-test (A/B) testing (as opposed to multi-variate analysis), then be sure to test only ONE element at a time. Otherwise, you won't have any idea which change affected the conversion rate.

Let's suppose you're testing a pre-sell pitch. If you change the headline AND the P.S. on your pitch and then experience a significant boost in your conversion rate, you won't know if it was the headline or the P.S. that caused the change. That's why you need to test just one element at a time while holding all other variables (including traffic sources) constant.

Tip #:63: Use tools. Fortunately, you don't have to track and test your campaigns manually or crunch the numbers with your abacus. Instead, you can use tools like Google Analytics, split-testing scripts and multi-variate testing software. All you have to do is make the changes and let the tools do all the work.

Extra Tip: If [Google Analytics](#) isn't the tool for you, then run a search in Google for "split testing script" or similar to uncover plenty of solutions, both free and paid.

Tip #64: Don't judge too soon. You send one hundred visitors to an offer and make two sales. Does that mean you have a 2% conversion rate? Maybe. But it's too early to say for sure. And that's because you generally need anywhere from 30 to 50 "actions" (in this case, purchases) in order to generate significant results.

Point is, be patient.

Quick Recap

Plenty of affiliate marketers just skip the whole testing and tracking thing. But those who do are leaving money on the table. That's why I strongly recommend you start tracking and testing if you're not already doing so.

Next up: You know content is king. Now find out how to use it to boost your affiliate income...

Using Content for Maximum Impact

One way to reach deeply into your market and beat your competition is by using content marketing. In this section you'll use the tips and tricks to wring the most money out of every piece of content you distribute...

Tip #65: Do your keyword research. If you want to use your content to pull traffic in from the search engines, then you'll need to do your keyword research. That way, you can find out exactly what words your market is already using to search for you... and then you can create content (i.e., articles) that includes those words about two to three times for every 100 words.

Extra Tip: Use [Google's Keyword Tool](#) or [WordTracker](#) to find longtail keywords. These tend to be four to five word phrases that may not get the search volume of a two-word keyword phrase, but neither do they have the competition. And that means you can generally rank well in the search engines for these words.

Once you've created optimized articles, then you can:

- Post them on your blog.
- Submit them to article directories (like [EzineArticles.com](#), [GoArticles.com](#) and [IdeaMarketers.com](#)).
- Trade them with other bloggers (i.e., become guest authors on each others' blogs).
- Post them on social media sites.
- Paste them on niche forums.

Tip #66: Use articles to pre-sell affiliate products. Blog articles, articles in article directories, articles on social media sites, articles you send to your list – you can use all these articles (and more) to pre-sell affiliate products.

Examples:

- Let's suppose you're selling an affiliate marketing report, you can write an article that lists five of your own affiliate marketing tips, and then include your affiliate link for the report at the end of the article.
- Alternatively, you can create an article that talks about why affiliate marketing is the best business for a beginning marketer. Then drop your affiliate link at the end of the article.
- Finally, you can use the product reviews and comparisons we talked about earlier in this report. If it's a new product, be sure to optimize for phrases like "[product name] review." That's because your prospects will likely search for those terms in the upcoming weeks and months.

Tip #67: Weave product recommendations into your articles. Another way to use an article to sell an affiliate product is by creating a "how to" article with a product recommendation dropped into the middle of the article. This works best if one of the steps in your article requires some particular tool or resource.

Examples:

- You create a "step-by-step" guide showing people how to install an aftermarket dashboard kit in their car. Then you recommend and promote a particular kit using your affiliate link.
- You write a "how to" article that describes how much a bodybuilder should eat and when. Part of the article talks about taking a whey protein supplement... and you include your affiliate link to a particular brand of protein.

Tip #68: Create pre-sell videos. Naturally, you're not just limited to text articles when you're pre-selling affiliate products. You can also create videos and load them up onto YouTube.com and other social media sites (such as Squidoo.com).

Extra Tip: If it's a physical product, show viewers how to use the product or what it looks like. In keeping with an example from the previous tip, you could create a video showing prospects how easy it is to install the dashboard kit (and what the dash looks like when it's all finished).

Tip #69: Create free reports and distribute. If you can write more than an article on a particular topic, then you should consider writing special reports (with your affiliate links embedded).

The idea is the same: You create useful but incomplete information so that readers need to purchase a product to solve their problems. Or you provide complete "how to" instructions along with a link for a product (e.g., the dashboard kit example).

Once your report is complete, give it away freely on your blog, to your newsletter list and on social media sites. You may also list it in "free ebook directories" and in your niche forum signature files.

Extra Tip: If the report promotes a product with a two-tier affiliate program, then you can make the report rebrandible. That is, you let others join the affiliate program using your link and then they change the links in the report to their affiliate link. Since it's a two-tier program, you still get a small commission for every sale they make... and so do they, which means they have an incentive to promote your report!

Tip #70: Offer resell rights to your products. Another way to get massive exposure for your affiliate links is to create paid products, include your links in these products, and then offer resell rights to the products to other marketers.

It's a win-win situation.

The other marketer has an incentive to promote your product, since they get to keep 100% of the profits. You win because your affiliate links are included in the product, meaning you get the backend income. And as an added bonus, you even make a little money up front selling those resell rights licenses.

Extra Tip: You can sell resell rights licenses to your products on marketing forums like WarriorForum.com (classified section or Warrior Special Offer forum) or in the [MyNAMS Niche Mall](http://MyNAMS.com).

Tip #71: Avoid using direct affiliate links in products. Earlier you discovered that you should use redirect links to prevent customers from chopping off your affiliate ID and other marketers from stealing your commissions.

Here's another reason to use redirects: If the affiliate program ever ends or the product gets taken off the market, you won't have thousands of dead links floating around in free reports, articles and so on. That's because all you have to do is change the redirect link from the old affiliate product to a similar affiliate product.

End result: No more lost sales!

Tip #72: Blanket your niche with content. Imagine this: Your prospect is searching for various niche-related keywords in Google. Seems like every time he searches for something, an article with YOUR name on it turns up. What's that prospect going to think of you?

That's right – he's going to assume you're an expert. And as you already know, establishing yourself as a niche expert boosts sales.

To that end, you should blanket the niche with your name by blanketing it with your content. For example:

- Post videos on YouTube.com and Break.com.
- Create pages on HubPages.com and Squidoo.com.
- Participate on the major forums in your niche.
- Create and post regularly to a blog.
- Participate on the major social networking forums.
- Create third-party blogs on sites like Blogger.com.
- Submit articles to article directories.
- Trade content with other marketers in your niche (e.g., trade blog and newsletter content).

Quick Recap

You just learned how to use content to boost your sales. Next up, you'll discover how to use social communities to increase your affiliate income...

To Be Continued Next Week

Lesson #28

101 Affiliate Marketing Best Practices To Use Now

Part 3 of 3

Creating Communities to Build Relationships

You already know that building relationships with your prospects is one way to increase your sales. And one way to build a relationship is to build an online community.

Here are more community-building tips...

Tip #73: Establish yourself as an expert. Building a community not only helps build relationships, it also helps establish you as an expert. The end result is the same: More sales.

Extra Tip: Carve out your niche! For example, if you're just entering the dog training market, then you probably won't be able to claim the mantle of supreme dog training expert. But you MAY be able to become the "pug training" expert.

Read on for more ways to quickly and easily get "expert status" in your niche simply by building communities...

Tip #74: Create a niche forum. If you use a webhost that has Cpanel and Fantastico De Luxe installed, then you can install a forum on your site with just a couple clicks – no technical knowledge required! However, no one likes to visit a forum that looks like a ghost town. That's why you need to get a flood of people posting to the forum right away. One way to do this is to have a posting and referral contest. Another way is to build a list first and then launch the forum to this list.

Tip #75: Create your own niche social networking site. Yes, you should join all the popular social networking sites like Twitter.com and Facebook.com. But you

should also consider creating your own site and building a niche community, as doing so establishes you as an expert. There are two ways to do this:

- 1) Use Ning.com to create a social networking site. However, you don't get to completely control your site if you're using Ning (e.g., they could just disappear tomorrow along with your site).
- 2) Install a social networking script on your own domain. Depending on the type of community you want to create, just search in Google for phrases like "Twitter clone script," "Facebook clone script" and similar.

Tip #76: Encourage people to get interactive. If people never "use" your site, then you won't be able to build relationships or a sense of community. That's why you need to encourage people to get interactive. You can do this by:

- Encouraging discussion.
- Creating polls and surveys.
- Offering contests.
- Creating member photo galleries where members can post pics and others can rate them.

Example: A pug dog site where you encourage members to post pics of their pugs.

- Hosting blogs or other pages for your members.
- Offering games to your members.

Tip #77: Give people a sense of belonging. Psychologists, marketers and persuasion masters have known for a long time that people want to feel like they "belong" to a group. And when you give them a sense of belonging, it acts as a sales trigger.

One way to do that is to build a community site where you make members feel like they're a part of a special group.

Example: You may provide a private forum that's not even viewable to the public. You may offer special perks to your members that others don't even know about. And you can make

members feel special by touting the benefits of being a member of the group while pointing to others as "outsiders."

Extra Tip: If you want to see a "live" examples of this, just choose your favorite sports car and search Google for a related forum. There you'll find communities of people who think their car is the BEST car in the world.. and in some cases, they'll even look down on those who don't share that opinion. Everyone who owns that particular car feels instantly bonded to the group, while everyone else feels like an outsider.

Tip #78: Offer free memberships to build a following. Instead of building a social networking site, you may choose instead to build a membership site. This site includes a download area with reports, videos or even audios.

The key is to build the membership site around the product you're selling. Indeed, you can offer "free memberships" to everyone and upgraded "platinum memberships" as a bonus for those who purchase the product. The upgraded memberships should include more materials and perhaps other features (such as access to a private blog). And the upgraded membership should have an air of exclusivity, which helps spur sales.

Tip #79: Create support communities based around the product you're selling. This spurs sales because people who join the support community will feel out of place if they don't own the product, since they won't know what everyone else is talking about.

Note: Instead of offering a "platinum" membership to those who purchase the product, you offer a support community to EVERYONE... and the community itself acts as a "pre-sell" for the product.

Example: Let's suppose you're selling the "South Beach Diet" book as an affiliate. You could create a "low carb" diet community where people support each other on their weight-loss journeys. Naturally, all members are encouraged to order and follow the South Beach Diet book. (And those who don't will feel out of place, which compels them to purchase the product through your affiliate link!)

Quick Recap

You just discovered how to use online communities to increase your affiliate sales.

Next up, you'll learn how to tap into a traffic source where there's very little competition...

Finding Your Customers Offline

While it's true that more and more online marketers are starting to market offline, there probably isn't a competing affiliate in your neighborhood. And that means there's a virtually untouched market that you can start tapping into for fun and profits...

Tip #80: Give free talks at local organizations. Many of the local clubs in your area would be thrilled to have a free guest speaker at their next "luncheon meeting." And all you have to do to secure these speaking engagements is call the person who's in charge of the events (such as the club president).

Examples:

- If you sell business products, then you could speak at a Chamber of Commerce meeting.
- If you sell gardening products, then offer to speak at a gardening club meeting.
- If you sell information related to classic cars, then you can offer to speak at classic car event.

Point is, there are probably dozens of niche clubs having a meeting every month in your hometown. See if there isn't one that relates to your niche, and get on the phone to land yourself a speaking engagement.

Tip #81: Give free workshops in your area. Instead of just giving a talk, you could do a demonstration or hold a short workshop.

Examples:

- If you sell model airplane kits, then you could do a workshop where you demonstrate the finer points of painting a model airplane.
- If you sell poodle grooming kits, then you could demonstrate the proper way to clip and groom a poodle.

At the end of the demonstration, include a "take away" flyer that includes highlights of your workshop along with affiliate links for your products.

Tip #82: Go to offline niche events. Earlier you discovered that an easy way to boost your income is to ask for higher commission rates from vendors. And one of the best ways to ask a vendor is in person. If you go to niche workshops, tradeshow, conferences and other events, you'll have plenty of opportunities to meet vendors and discuss more lucrative commissions.

And that's not all. You can also use these offline events to:

- **Meet JV (joint venture) partners.** Get their contact information and follow up with them after the event to discuss JV opportunities.
- **Meet prospects.** Be sure to give them a reason to visit your blog and/or join your newsletter.

Tip #83: Use press releases to drive traffic. While you can submit press releases to national or international media outlets, one of the easiest places to get a release printed is right in your hometown paper. That's because your local media is most interested in what local business people are doing.

Extra Tip: Address your release to the editor of the correct department... and make sure you spell his or her name right!

Tip #84: Hand out targeted flyers. Some people suggest "mass papering" a parking lot full of cars (which may or may not be legal in your area). However, you're looking for targeted traffic, which means you'll do better if you hand out flyers directly to a targeted group of prospects.

Examples:

- Hand out flyers at a "boat expo" to sell boating products.

- Pass out flyers at an organized day hike to promote hiking products.
- Hand out dog-related flyers at a dog show.

Extra Tip: Always ask for permission first before doing this at someone else's event. You can increase the chances of the organizer saying yes by doing a joint venture with him. For example, you include your ads and the organizer's ad on the flyer. He gets a good deal because you pay for the flyers and spend the time and energy distributing them.

Tip #85: Send out postcards or other mailings. If you're not already collecting physical addresses in addition to email addresses, you may want to consider doing it. Indeed, all you have to do is offer your prospects a physical freebie (such as a CD or DVD) in order to get their mailing info. Alternatively, you can buy physical mailing lists (www.infousa.com).

Extra Tip: You can slash your mailing costs by doing a joint venture with other marketers in your niche. Just create a mailing where everyone gets to include a flyer (or an ad on one flyer). Printing and shipping costs are minimal for each partner.

Tip #86: Use two-step advertising. Finally, you can attract offline prospects by placing small classified ads in niche publications (or in niche-specific sections of the general classifieds).

However, don't try to sell or pre-sell your prospects on buying a product. Instead, offer a free report and send prospects to your squeeze page to claim that report. Then you can close the sale using your autoresponder.

Quick Recap

You just found out how to find prospects in a virtually untapped environment: Offline. Read on to find out what one little skill you should hone if you want to start making even more money...

Honing Your Copywriting Skills

Good products, big commissions and plenty of traffic will all contribute to a big affiliate paycheck for you. But you can quickly and easily boost your income even more by doing one simple thing.

Namely, honing your copywriting skills...

Tip #87: Get inside your prospect's head. You can't write great sales copy simply by studying the product. You also need to study your prospect. You need to figure out what motivates him, what keeps him up at night with worrying, what scares him and what he wants most.

The best way to find out these things?

Simple: Spend as much time with your target market as possible.

Example: If you plan on selling products to dog owners, then start hanging out at the dog supply store, the dog park and the dog shows.

Tip #88: Become a master of writing great headlines. The most important part of any ad – from a tiny three-line classified ad to a 20 page sales letter – is the headline. That's because if the headline doesn't do its job (i.e., get the prospect's attention), then the prospect isn't going to read the rest of the sales copy.

As such, you need to polish your headline-writing skills. That means developing a "swipe file" of classic headlines, brainstorming dozens of headlines for every ad you create and focusing on creating benefit-driven, curiosity- arousing headlines.

Example: Who Else Wants to Discover the Secrets of Writing Million Dollar Headlines?

Tip #89: Focus on benefits, not features. The features of your product are the parts of your product, while the benefits are what the features do for the prospect. Most prospects are primarily interested in benefits, also known as the "what's in it for me?" However, what you need to do is weave together a statement that presents the feature and its benefit.

Let's suppose you're selling computers. A feature of the product is how much RAM it has. The benefit of a lot of RAM is that the user can multi-task by having multiple applications open at once. So you might advertise the computer as having

"Two gigs of RAM, which means you can listen to your favorite music while using a graphics editor and building your website. And every application will work lightning-fast and flawlessly!"

Tip #90: Tap into your prospects' emotions. Most customers make the buying decision based on emotion (but then justify the purchase with logic).

Example: Do you think the young guy who's test driving the sports car is primarily thinking about a logical benefit, such as the car being made by a reliable manufacturer? No, he's thinking about his envious friends and how this car will turn heads. He can already imagine the rush of pride he'll feel.

Now if you were selling this car to him, that's what you'd focus on too:

- The power.
- The blazing-fast acceleration.
- The one-of-a-kind looks.
- The jealous friends.
- The strangers (especially beautiful women) admiring the car.

And so on.

Extra Tip: Once you have the prospect hooked, then you can help him justify the purchase with logic. For example, the surprisingly low insurance rates, the reliability, the car's ability to maneuver quickly to avoid an accident, etc.

Likewise, you need to find out what your prospects want to feel when they use your product... and then you need to tap into that emotion

Examples:

- The amateur chef wants to buy a gourmet cookbook so she can wow her friends at her next dinner party.
- The guy who buys insurance wants to feel safe and have peace of mind.
- The woman buying a wedding planner product is imagining her wedding day as the happiest day of her life - and she wants

the planner to make the day go smoothly, perfectly.

Tip #91: Build curiosity about the product. Think of curiosity as an itch that your prospects want to scratch. And the only way they can scratch that itch (satisfy their curiosity) is by buying your product.

Example: Joseph Sugarman (of BluBlocker Sunglasses fame) sold a lot of BluBlockers on TV in part because he got prospects curious about how those sunglasses made the world look. He did this by showing people's reactions when they put the sunglasses on. Usually someone would put on a pair of the glasses and exclaim, "oh wow!" or "that's amazing!"

Sugarman could have easily held up a pair of the sunglasses to the camera lens so that viewers would know what it was like to look from behind the glasses. But he didn't. He let prospects remain curious. And plenty of those curious prospects became buyers, just so they could satisfy that curiosity.

Likewise, you should make your prospects curious about the products. Doing this is easy if it's an information product. Just hint about what "secret" the reader will find and on what page.

Example: "You'll find out common household ingredient you can sprinkle in your garden to keep the slugs away - see page 31!"

Tip #92: Offer proof. To your prospects' ears, the sales page claims seem too good to be true. And so the prospect doesn't believe what the vendor is saying about the product. (That's common.) That means you need to offer proof in your pre-sell pitches.

Just the fact that you're offering a testimonial is proof, although many prospects will feel that you're biased. As such, you need to offer other forms of proof, such as:

- Case studies and inspirational stories from real users (perhaps even you).
- Pictures (such as before and after pictures).
- Facts (such as measurements for a weight loss product).

- Videos (showing how easy it is to install software, for example).
- Screenshots (of a Paypal account for an online marketing product, for example).

Tip #93: Handle objections up front. Your prospects also know that the product isn't perfect. And if the sales page doesn't handle the common objections, you need to in your pre-selling materials.

Example: In some niches you'll find people who think the length of the report is what should determine the price of the report. So a short report should have a small price.

What happens if you're an affiliate for a short yet expensive report? You need to raise and handle that objection; perhaps by saying something like, *"I know you're busy. And that's why you'll love this report. It's a no-fluff, no-filler, straight-to-the-point guide..."*

Quick Recap

You just learned the copywriting tricks and tips you can use quickly and easily boost your affiliate income. Next, you'll find out how to use joint ventures to put more affiliate cash in your pocket...

Using JVs to Boost Your Affiliate Income

There are two main ways you can use JVs (joint ventures) to boost your affiliate income.

First, you can do joint ventures with product owners, meaning that you'll get more perks than the average affiliate.

Secondly, you can do JVs with other marketers, bloggers and newsletter publishers in your niche to drive more traffic to your site. Read on...

Tip #94: Build relationships first, then propose JVs. Who are you more likely to do a favor for: Your best friend, or some stranger who walks up to you on the street? Naturally, you'll choose your friend over the stranger.

Likewise, your potential JV partners would rather work with friends than with strangers. And that's why you need to develop a relationship first (and propose JVs later). You can do this by meeting potential partners at offline events, participating in discussions with them on forums and blogs, and calling or emailing them to start a dialogue.

Tip #95: Swap free reports with others in your niche. If you have a free report that you use to "bribe" prospects to join your list, you can consider trading reports with another marketer in your niche. You can then use his report as an unannounced bonus for your list. Or if you have paid products, you can offer the report as a bonus to your paying customers.

Tip #96: Trade blog content. You can get backlinks and exposure to new traffic simply by trading content with other bloggers. In other words, you become a guest author on each others' blogs.

Extra Tip: If you're using search engine traffic to pull in visitors to your own site, then be sure the backlink you use on your guest article includes your keywords as the anchor text of the link (e.g., the clickable part of the link).

Tip #97: Endorse each other. Instead of trading content with JV partners, you can endorse each other in your respective newsletters and on your blogs. Indeed, this simple endorsement may even be more effective than being a guest author. And that's because of the "social proof" aspect of having a trusted third party endorse you and your site.

Tip #98: Do a live event with the product vendor. Back in Tip #31 I suggested that you interview a product creator on a live teleseminar. You don't have to limit your live events to teleseminars – you can also do online webinars as well as offline events.

And what's more, you also don't need to create an "interview style" event. Instead, you can create a "workshop style" or seminar event where you discuss a "how to" topic that's related to the product (and then you pitch the product at the end using your affiliate link).

Example: Let's say you're selling a bodybuilding product as an affiliate. You can get the product creator on a teleseminar and together you can teach one aspect of bodybuilding, such as proper nutrition. Then you pitch your guest's product at the end of the call, perhaps offering listeners a discount if they act quickly.

Extra Tip: If you offer a discount to those listening to the live call, be sure to edit that part of the call out before you distribute the recordings. Otherwise, you may have people looking to get a discount several years from now. 😊

Tip #99: Get other marketers to interview YOU. When you think of doing teleseminars, you probably mainly think of you interviewing a guest. But you should also get others interviewing you. Simply frame it as a joint venture: They interview you on one call, they interview you on another call.

The reason is simple: Generally, people automatically assume that the person who's being interviewed is the expert. As such, if you offer live interviews and get wide distribution of the recordings where you're the one being interviewed, people will see you as an expert. And that means more customers and more sales!

Tip #100: Do a JV with a brick and mortar business. When you think of JVs, you likely mainly think of things like swapping content, pre-launch promotions, trading links and similar activities with other online marketers. But don't forget that you can also do JVs with offline business owners.

Example: You can offer to do a "talk" at a local pet supply store, which you agree to heavily promote. The pet supply store owner gets the benefit of added foot traffic into his store (which increases his sales). And you get the benefit of driving people to your squeeze page or blog.

Tip #101: Create a bonus product for your vendors. Earlier in this report you learned about creating free content that you swap with other marketers, use as bonus products to "add value" to an affiliate offer and so on.

But here's another idea: Create a product that complements the vendor's product and offer it to the vendor as a bonus or even a upsell.

Example: If the vendor offers a diet book, you can create a book of recipes as a bonus product.

It's a win-win situation. The vendor is pleased because he can "over deliver" to his customers with your bonus product. And you get the benefit of using links in the product to drive traffic to your blog or squeeze page.

Quick Recap

One of the most powerful ways to drive more traffic and boost your affiliate income is to do joint ventures with other marketers in your niche – and you just discovered eight JV tips to help you do exactly that.

Now let's wrap things up...

Conclusion

Congratulations: **You just discovered 101 killer tips and tricks (plus many more extras) you can use to drive more traffic to your affiliate blog, build your list and make more money with all your affiliate offers!**

Let's quickly recap the major topics you discovered in this report:

- ✓ Choosing Your Products
- ✓ Creating a Sales Funnel
- ✓ Boosting Conversions With Pre-Selling
- ✓ Blogging Your Way to Bigger Commissions
- ✓ Beating Your Competition
- ✓ Banking Even More Affiliate Cash
- ✓ Testing and Tracking Your Campaigns
- ✓ Using Content for Maximum Impact
- ✓ Creating Communities to Build Relationships
- ✓ Finding Your Customers Offline
- ✓ Honing Your Copywriting Skills
- ✓ Using JVs to Boost Your Affiliate Income

And now I have just one tip left for you. Indeed, this is likely the most powerful, profit-pulling tip in the entire report:

Bonus Tip: Take Action! That's right, while all of these tips can quickly and easily put more money in your pocket, you won't make a dime if you don't take action.

And that's why I suggest you get started immediately.

Not next week, not next month and not even tomorrow. Today. Right now. Because the sooner you start putting these tips to work for you, the sooner you'll start enjoying more traffic, affiliate sales and cash!

Lesson #29

Mining Your List For Affiliate Commissions

Part 1 of 3

Mining Your List For Affiliate Commissions Strategy #1: "The Resource"

This is one of my very favorite ways to generate profit from my lists.

The basic idea is this: you find completely free resources that are related to the topic or theme of your list and you send out mailings to your list members informing them of the free resources.

In order to really make this work, there are three keys...

Key #1 is to find free, but USEFUL resources.

You should never provide a resource to your list just for the sake of having something free to give them.

If someone gives me a free sack of horse manure, I'm not going to appreciate that, even if it is free.

The key is to find free resources that are genuinely USEFUL to your subscribers. Something that offers legitimate benefit to them, whether it is information or software or a tool. The key is to find free, but USEFUL resources. That's key #1.

Key #2 is to find useful, but INCOMPLETE resources.

That is, these resources should be useful to the subscriber by themselves, but should be enhanced by purchasing a recommended product or service that supplements the free resource.

The classic example would be offering a free report that teaches "How To Write An Ebook" and then promoting a recommended ebook compiler software program to assemble the completed document.

The thing that makes a free resource profitable is that it is limited in what it offers. While it does provide legitimate value to the recipient, it also lacks something that could make the freebie better. Just remember that you are looking for resources that share valuable benefit to your subscribers, while at the same time they can be maximized if the subscriber decides to buy something in addition to the free resource.

Key #1 is to find free, but USEFUL resources.

Key #2 is to find useful, but INCOMPLETE resources and..

Key #3 is to find incomplete, but UPGRADABLE resources.

Incomplete, but upgradable resources. And that simply means that there is an offer attached to the freebie that can be purchased. And, of course, this purchase would be made through YOUR affiliate link, thus earning you a commission by simply giving away free resources.

Did you catch that? That's the entire premise here, and very few people understand the power here of using their list in this way to produce profits.

We have been programmed to think "sell, sell, sell" with our lists.

We have this idea in our minds that we should send offer after offer to our subscribers and let them buy from us.

And while those are things that we do from time to time, you can also earn a great deal of money by giving away free resources that lead to paid offers through your affiliate link.

You'll be surprised at how extremely appreciated and effective this can be.

In my experience, one of the easiest ways to make money from a list is not to try to sell them on some offer, but to give them something.

And that something is one of these free resources that we're talking about here.

*You give them a strategically designed freebie
and let the freebie convince them to buy something.*

Folks, I'm telling you the truth, it's still the most neglected vein of gold in your list mine here. Most folks just aren't tapping into it and they are **leaving money on the table**.

I can tell you this –

I've been using this strategy for years and it consistently pulls in several thousand dollars every single month from using it.

So, you send these resources.

Now, you may be thinking "what kind of resources?" There are just dozens of different things you can send out that offer legitimate value, are designed to point towards an offer and can earn you profit as an affiliate when users upgrade.

There are things like...

- Customized ebooks that you can brand with your affiliate link and give away to your list.
- Customized ecourses that you can load to an autoresponder and begin offering for free.
- Customized reports and ezine articles that you can publish, coded with your affiliate link to the author's site.

Note: Visit my affiliate program at [MyNAMS](#) to get started with my very own customizable ebooks, ecourses, and ezine articles.

- Trial versions to services and membership sites that you can give away and if the person decides to stay on as a permanent member, then you get a commission.

An example of this would be [Aweber](#) – the autoresponder that I personally use. They offer a free trial that you can pass on to your readers (through your affiliate link, of course).

- Software programs that are either available in a LITE version with less features that can be upgraded, or a full version that can be used for a limited number of times or days. And if they want to use it after the trial version is over, you, as the referring affiliate, get the commission.
- Digital coupons that can be redeemed for free goods are available all over, and if you send the coupons to your list and they decide to order something, you receive the commission.
- There are newsletters that have affiliate programs tied in. You send them new subscribers and they reward you with commissions if those subscribers buy something.
- Many people have affiliate program links for their blogs. You send traffic to their blog through your affiliate link and you earn commissions from sales generated.
- Some membership sites have 1-3 day free trials that you can promote as a free resource and then earn a commission if the person decides to remain a member.

There are all kinds of free resources that you can provide to your list members that genuinely do provide value and also provide the opportunity for you to profit on the "backend" as many of your subscribers make purchases for offers that are promoted in and around the free resource.

I encourage you to visit Google.com and search for these freebies that you can use. And then, start using them. There is money to be made here by giving away free stuff.

Now, real quickly, I want to talk about some tips for success in using these freebies, because there are some specific things that you can do to make the most of giving away free stuff.

We want this to be as successful as possible for you.

We want the absolute highest percentage of conversion here for you, so there are some things you can do to maximum your profit from using free resources.

Let me share 5 tips for success with these freebies...

1. USE VARIETY IN YOUR DELIVERY.

The first thing you want to do is use variety in your delivery. And what I mean by that is use two different kinds of mailings in giving away these free resources: scheduled and unscheduled.

Obviously, as you find new free resources that fit the criteria we've talked about, you'll want to pass them on to your list. Specifically, you'll want to do this when the resources are first released because they are new and unseen, and if there is a deadline that accompanies the resource you'd want to pass it on as quickly as possible.

This would be through unscheduled mailings. You don't have the resources yet, but when they become available, you'll mail them out.

The few people that use free resources like I've described generally use them in this manner.

But, there's another really good way to use them and that is through SCHEDULED mailings. When you come across free resources that don't expire and have information that is going to be relevant and useful for an extended period of time – I.E. ebooks or ecourses or reports – then you can load several of them to an autoresponder to send out automatically.

So, when someone joins your regular list, they get their standard "welcome to my list" message. And they also get, on a predetermined interval, a series of free unadvertised bonus resources. You might send them out something every 10 days or so through an [autoresponder](#). You don't have to do a thing once you've set it up. It automatically sends out your messages for each of these freebies to every member at the time you determine.

Do you see what happens here?

As more and more people join your regular list, you get more and more free resources into circulation. ***It's all on autopilot.*** You increase your list effectiveness and generate more profits on these backend commissions and you *aren't doing any extra work at all to do it.*

So, that's one tip.

2. THE KEY IS CONSISTENCY, NOT FREQUENCY.

The next tip for success is this: the key is consistency, not frequency. And what I mean by that is you should never overload your list with free resources. In other words, don't send them out a new resource every day or every few days. I would recommend a minimum time period of 10 days between free resources and possibly even 14 days. No more than 2-3 times per month. In some cases, I even limit it to once per month.

And there is a good reason for this.

- 1) First, you don't want to compromise the value of your resources by providing anything that isn't up to par. You want only the best free resources and you simply aren't going to be able to knock out really good, high quality resources every few days.
- 2) Second, even more than that, you don't want your readers so consumed with free stuff that they never buy any paid offers. If you give them too much free, they won't need any paid. So, there has to be balance here. Save your mailings for the best.

And keep track of them. See which resources are actually converting the most subscribers into customers. Continue to use those. Likewise, with the ones that aren't getting many people to actually buy, remove those from your scheduled autoresponder mailings and replace them with other free resources.

Again, you'll be able to fine-tune the process and make the absolute most money you possibly can with your free resources.

One other thing I want to mention is I don't recommend that you let your readers know these resources are an ongoing thing. I don't tell my subscribers that I plan to continue sending them free things.

Again, there are a couple of reasons: first, it broadcasts to them that more free stuff is on the way, which can lead to passive sales. Why should they buy when they may find what they need for free in the next mailing? And, secondly, it takes the

surprise element out of it. I like to surprise my subscribers with these free resources and actually use the unexpected nature of my mailings as a benefit.

3. HELP YOUR SUBSCRIBERS MAKE THE MOST OF IT.

Okay, on to tip #3 and that is to help your subscribers make the most of it. You'll want to explain to your readers how they can actually use the free resources that you are providing in order to get the most benefit from it.

For example: let's say you are providing your subscribers with a free website traffic generating service. You benefit by getting them to use the service, so how can you make certain they actually use it?

By explaining how to make the most of it. Give them a short article with 7 tips on how to use the service. Give them simple ideas on how to be successful with it.

Here's the thing: when you offer additional insights like your own personal experiences, then you have ADDED VALUE to the resource itself. You've made it more useful, right? And that makes your subscribers more likely to actually use it.

Think about this: YOU are to a great extent in control of how many people use the free resources that you provide, simply because you can HELP them use the resources.

Anytime you can provide additional insight into how to make the most of the free resources you are distributing, then you will automatically increase your results as more of your readers take you up on the free offer.

4. POINT OUT COMPELLING BENEFITS IN YOUR EMAIL AD COPY.

Tip #4 is to point out compelling benefits in your email ad copy. That is, when you send out your mailing for the free resources, whether it is a scheduled or unscheduled mailing – doesn't matter, be certain to point out the specific benefits to the reader in your message itself.

Don't just say "this is a great free resource to help you drive traffic to your website." Instead say, "the free built-in viral aspect of this tool can literally pull in thousands of extra

website visitors each month."

Don't just say "I used this and got a lot more traffic to my own site." Instead say, "Within 72 hours of using this tool for the first time, I saw my traffic increase by 528%!"

What's in it for the reader? Why should they grab the freebie? Why invest their time to even take a look?

It's all about benefits. You gotta "sell" people on freebies today. That's what will make the difference here. Many people give away free stuff at their websites, so folks aren't nearly as likely to jump as they once were.

But, results always speak for themselves. Results are the greatest weapon in your arsenal when it comes to producing profit with any kind of email marketing and specifically when using these free resources.

What are the results? When you used it, what happened? Did you learn some great strategy that helped you to increase your sales? Did you drive more traffic to your site? Did you lose weight fast? Did you learn to play guitar in 2 days?

What are the results? Point out the benefits in your email message itself.

5. CREATE GOODWILL AND LOYALTY BY USING THE "GIFT FACTOR".

Okay, let's move on. The next tip is to create goodwill and loyalty by using the "gift factor". The point here is to stress to your readers that this is an "unadvertised gift" to them simply to say "thank you" for being a loyal subscriber.

Point out that you really are trying to help them become more successful in their endeavors and you are providing this free resource to help them do that.

Listen – and I'm very serious here – ***there should always be a relationship between your subscriber and you.*** And that is a give and take relationship. You should always strive to provide genuine help and aid to your subscribers. Sure, a list is a pot of gold, but it's also a pot of real people who have real interests, real needs, real wants and real dreams.

Paul Myers said something several years ago that I thought was the most profound thing I ever heard about lists.

He said something like this: How many people read your mailings?

And his answer was simple: One person at a time.

These aren't just numbers or names in a database. We get so caught up in "*how many subscribers do you have on your list*" that we sometimes forget that those subscribers are real people on the other end of the email.

I can guarantee you this –

***If you look out for your subscribers, they'll look out for you.
If you invest in them, they'll invest in you.***

Point out that you are genuinely interested in helping them out. Give them the free resources – yes, to make you money on the backend – but, equally as important, to help them out on the front end.

So, that's strategy number 1.

To Be Continued Next Week

Lesson #30

Mining Your List For Affiliate Commissions

Part 2 of 3

Mining Your List For Affiliate Commissions ***Strategy #2: "The Password"***

This next strategy that I want to talk with you about is a variation – an extension – of the first one. It's taking the core idea of resources to another level.

I can guarantee you this: if you set this up properly, then you'll see results.

Don't let the simplicity of this strategy fool you. It is incredibly powerful, it is incredibly effective, and ultimately, it is incredibly profitable.

I call it "*the password*". It's not going to take much to explain it to you. It isn't complicated, but it is a force to be reckoned with.

If you try nothing else I've presented in this report – well, you'd be kind of crazy if you tried nothing else, but let's assume you're a bit loony – if you try nothing else in this report, then try this strategy. The "*password*".

Let me explain how it works as kind of an overview and then I'll quickly tell you how to set it up.

Here's the basic idea: you setup a password-protected "private membership area" at your website. You stock it with free ecourses, ebooks, articles, resources, etc. As little or as many as you want. And then you send out a mailing to your list providing them with a free username and password.

Now, let's talk about this for a few minutes. Let's talk about how to set it up, how to use your mailing and how to make money here.

First of all, what will you need?

You need at least ONE ecourse – now that can be YOUR own ecourse or an affiliate program ecourse that you are authorized to customize with your affiliate link and load to your own [autoresponder](#). So, you'll need this ecourse.

I offer a customizable ecourse at [MyNAMS](#), my affiliate center. (The ecourse is already written and ready for you to import into your autoresponder.)

And you'll want to add something to this ecourse. You'll want to write a short FIRST message that you'll insert into your autoresponder sequence BEFORE the actual ecourse begins. This "welcome message" will include several key elements...

1. First, you'll want to thank the person for accessing the private membership site.
2. Second, you'll want to remind them of their username and password, along with the member's login page.
3. Third, you'll want to tell them that the ecourse lessons are coming beginning tomorrow. Let them know that these lessons are a part of their free membership. That way they will expect and anticipate your messages, instead of wondering why they are receiving them.

So, that's the ecourse.

You'll also want 2 or 3 free ebooks that you can customize with your own affiliate links inside.

There are dozens of re-brandable ebooks online, so look around for some that you can code with your information so you'll earn commissions if anyone buys the offers inside.

You can also grab a rebrandable report from the MyNAMS Affiliate Toolbox.

Another resource you will want to include in this private membership area is free articles. Gather 7-10 articles – really good articles – from other publishers who give permission to reprint them. Make sure you get permission to include them in the member's area you are putting together.

There are many places to find these articles ...

- GoArticles.com
- EasyArticle.com
- EzineArticles.com

Just to name a few.

There are other things you may want to include as well, such as freeware – which is free software, free resources that you've found online and even audio interviews if you are able to get your hands on them.

NOTE: You can purchase "private label rights" articles, mini-courses and products from MyNAMS, Nicheology.com and EasyPLR.com and use those materials as well.

All total, you'd like to have 20 or so really good, completely free resources in your private membership area.

And the better "themed" all of these resources are the better. Marketing is good, affiliate marketing is better. Making money online is good, generating website traffic is better. As themed as possible. Of course, you want the theme of your private membership site to be very closely related to the topic of your list itself.

So, those are some items you need to assemble.

Visit Google.com and do some searching. You should be able to find everything you need within a few hours of searching.

Setting up your membership area comes next.

You'll want to do some very strategic things here to get the site setup so it produces the most results for you.

1. The username and password. First things first, you'll want to setup a universal username and password for your site. This

will be the username and password you send out to your list members. Don't worry about setting up multiple accounts; just setup ONE username and password combination.

Almost every hosting company in the world offers the ability to password protect portions of your website at no additional charge. It's a simple process to setup in most cases. Usually, you simply login to your website control panel and select the password protect function. Then, you select a particular folder on your site to protect and you enter the username and password. You're done.

Check your hosting company's user guide or FAQ for more details on how to set it up at your specific site ... or contact their support team.

2. The signup form. Next, you'll want to setup a signup form for the autoresponder ecourse. Now, here's where the fun begins. You setup this signup form - which, by the way, you obtain from your autoresponder company where you have the ecourse loaded. If you don't have an autoresponder, then I recommend [Aweber](#).

Anyway, you set this signup form as the entry to the private membership site. So, in order for the subscriber to access all the goodies, they have to submit their name and email address into the signup form FIRST.

That's going to kickoff the "welcome message" that we talked about earlier, along with the ecourse lessons.

Now, let me mention something important.

On your "welcome message" be certain to give them the MAIN page link to the membership site and NOT the signup form page again. After they have completed the signup form, they won't need to ever see it again.

So, if your signup page is at index.html and your main member page is at index2.html, make certain in your welcome page that you send them directly to index2.html for anytime they login in the future.

3. The navigational pages. Next, you have the navigational pages themselves. I would recommend having a separate page inside your member's area for each of the TYPES of resources you are giving away. In other words, one for ebooks, one for articles, one for resources, etc. Pick your 3 or 4 types and make pages

within the membership site for those items.

On these navigational pages, you'll want to include several things...

- Bookmark this page. You'll want a note on your main members' page that reads "bookmark this page". When members bookmark your site, they will have an easy way to get back to it anytime they want.
- Banners. You may want to include banners and buttons on the pages of your site that lead to money-generating offers, whether your own or affiliate programs you are a part of. Just as a cautionary note ... don't overload the site with these. One per page is plenty.
- Resource links. Of course, you'll want links to the free resources you are giving away. I'd recommend writing a 1 paragraph description of each of the resources as well, so the visitors can quickly access the things that are most important to them. Naturally, you'll need to upload the files that you are hosting on your own site and link to them.
- What's missing? Another thing you may want to do is put in a short form or an email address they can contact to let you know what they would like to see in the site. Let them give you suggestions on what you could include as you add more to the site. At first glance you may not realize the importance of this: but, it can be extremely profitable if you pay attention. Think about it: if your list begins to let you know that they want more traffic-generating resources, what have you learned? You've learned that they are highly interested in generating website traffic. That's valuable information to have, because it allows you to structure your promotional mailings and even your membership site to include offers for products or services related to the most requested topics. More sales are certain to follow.
- Other lists. I always try to get people onto as many different automated lists as I can. If you offer other ecourses, reports, announcement lists, etc., then I recommend you mention them throughout this private member's area so visitors can join.
- Adsense® ads. You can post Google Adsense® ads or other similar revenue-generating ads and when a member clicks on them from within your site, you'll be compensated. (This may not be possible if your entire site is password protected, but is possible if ads are posted on some areas

that are not.)

- Contact information. Always include a place for visitors to contact you, especially if they find that a link is not working. You'll want to keep all links active.

So, that's basically what it takes to setup this free private membership area at your site.

If you don't know how to do some of these things, then ask your techie to do them for you. If you don't have a techie, visit Elance.com and hire someone to do them. These are simple tasks, so it shouldn't cost more than \$50-\$100 to have someone do the setup for you.

Then, you'll want to do your mailing to your list.

After you have everything setup, then you'll want to actually send out a mailing to your existing list about this free site you have available for them.

There are three things you want to remember in putting together your mailing, if you really want to see results from it...

1. Complimentary. First, there is "complimentary". You want to stress very quickly that this private membership site is completely FREE of charge. Let them know that it's an exclusive site that you put together to reward your subscribers.
2. Curiosity. There is "complimentary" and secondly, there is "curiosity". As with many of your promotional mailings, you want to create an air of mystery, some intrigue. You want curiosity. You want the reader to become interested enough to take a closer look.
3. Clarity. "Complimentary", "curiosity" and thirdly there is "clarity". You want to be clear on your instructions. Provide them the link to the signup form - but, don't tell them it's a signup form. Provide them a link to the site, along with their username and password. Let them know when they arrive at the link a popup window will appear asking them to insert their username and password.

It's not difficult, but it is proven to produce results.

Here's a sample mailing you can modify for your own use...

Dear Paula,

Included in this mailing are your new USERNAME and PASSWORD to a private "member's only" site I just launched.

That's right, you've already got a username and password... my compliments.

It's my way of rewarding all of my subscribers by giving them something "extra" without asking for something extra!

To login, go directly to <http://www.linkhere.com>

When prompted, enter in the following information...

Username: myguest

Password: 984132

Inside the member's area you'll have immediate access to ecourses, ebooks, reports, articles, software, tools and more.

Drop by today and pay special attention to the "surprise" I mention on the "ebooks" page.

Best regards,

David Perdew

See how that does all three things?

Let me ask you a question – could YOU resist checking this out? Could YOU resist logging in to the member's area? Of course not... neither could I.

And neither can your subscribers.

Now, let's look at what you have accomplished.

So, you've taken a day out of your life to set this thing up. Let's see what you've gained here.

1. Loyalty. The first thing you've gained - and make certain you don't overlook it - is loyalty among your subscribers. When you GIVE to your list, they give you something back ... their loyalty. One of the biggest mistakes people make with their lists is always trying to extract from it instead of investing in it. I can guarantee you this, when you give to your list they'll remember it. And that alone will increase responses and results in the future.

I'll give you a quick example: when everyone is promoting the latest "sure shot" opportunity, who do you think they'll join through - someone who is always trying to make money from them ... or YOU, the guy or gal who just gave them a free membership site.

I've had MANY people over the years actually EMAIL me and ask me if I was an affiliate in a certain program because they wanted ME to be the one to earn a commission off of them. That's loyalty. And you get it by giving.

2. Greater open rate. Another way you benefit is by creating a greater open rate. An "open rate" is simply the percentage of your subscribers who actually open your email message. And, if you start providing them with free stuff like this membership from time to time, what do you think will happen? They'll start opening your emails every time they get them... because they never know what you've got to offer. I'm not talking about freebie hunters - although you will, invariably have some of those - I'm talking about people who recognize the value in your mailings, whether it's a freebie or an offer that has your seal of approval on it.
3. Automated follow-ups. And, of course, there are actual built-in ways to profit. Those autoresponder messages - that ecourse that goes out lesson after lesson - it's designed to get people to buy a product or service. So, while it DOES provide quality information and it DOES educate the subscriber, it also encourages them to buy something. And if they do, you'll be the one to earn a commission.
4. Backend commissions. What about those customized ebooks they are downloading or those customized reports or those affiliate links to free resources? You've got a ton of built-in profit generators just waiting for your visitors to bite into. They

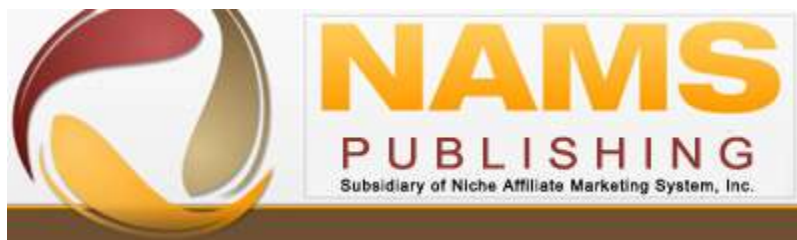
all have quality, useful free benefits... but they also all point towards something that costs. And you profit when they buy. It's a great big web. Your job is to get them there and then let the tools do the selling for you.

5. Interaction. And the last benefit I want to talk about - as if these weren't enough - is interaction. By setting up a membership site like this, particularly for your list members, you get to interact with them and they with you. In other words, you build a relationship. You get to find out what their wants and needs are ... and you help them to fill those wants and needs, both FREELY and FINANCIALLY. You give and you receive. And I assure you, over the long haul, the rewards are far greater than the investment of time.

So, there is yet another great way to get more response from your lists. It's another great way to get more of your list members to become both loyal readers, but also active customers.

So, what's next?

To Be Continued Next Week



Recommended Business Training

[MyNAMMS 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 – MyNAMMS25Report)

[Carbonite Backup System](#) – Essential Backup

[Dropbox](#) – Storage

[BoxShotKing](#)- Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[IdeaMarketers](#) – Content Marketing

[aWeber](#) – Autoresponder

[Wordpress](#) – Content Management System

[Simple Niche Domains](#) – Domain Registration

[GoTryThis](#) – Redirect and link management