

Affiliate Sales Domination



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

with David Perdeu

Volume 6 of 6

Affiliate Sales Domination
52 Lesson E-course with Added Bonuses
Part 6
Lessons 46-52

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 #46

List Building Blocks

In this week's lesson we're going to explore five foundational ways to build your list.

List building is all about these building blocks.

Thus, the idea of "*List Building Blocks*".

There are many, many different ways (somewhere around 50 gazillion if you're keeping score ☺) to build your list. The question always comes back to the same thing...

→ Where should I focus my efforts in attracting new subscribers?

By using the five simple methods outlined here you'll be able to sift through all of the options and focus on things that have proven to be effective list building strategies for years.

They continue to work.

And I suspect they always will.

All you need to do is apply them.

Let's get started...

List Building Blocks #1: How to Get New Subscribers With SEO Articles

Your articles serve many purposes, such as establishing you as an expert, pre-selling products and even helping to build relationships with your prospects. But you can also use them to drive traffic to your site when you optimize them for the search engines.

Here's the **3S Strategy** for creating and distributing optimized articles:

S - Search

S - Sprinkle

S - Share

Read on for the details...

Step #1: Search

Your first step is to search for the keywords your market is already using to find information in your niche. You do this by using a keyword tool (such as [Google's free keyword tool](#), [WordTracker.com](#) or even [Market Samurai](#)).

All you have to do is enter in a broad niche-relevant search term like "homeschooling," "organic gardening" or "golf." The tool will then offer you suggestions for related search terms which you can use to expand your list of keywords. In most cases, you'll generate a list of hundreds if not thousands of possible keywords.

What you're searching for are longtail keywords – these are phrases that are typically four or more words long. The key is that they have very little competition in the search engines, which means you can rank well for them.

Tip: Many keyword tools check the competition for you. For example, WordTracker offers a KEI (keyword effectiveness index) value, which looks at the number of searches against how many other websites are indexed for that keyword. The higher the KEI value, the better chance you have of ranking well. Look for words that have a KEI value of at least 100 – but the higher the better.

Step #2: Sprinkle

Once you've compiled a list of longtail keywords, your next step is to create content around these keywords. You can optimize each article for two keyword phrases if you like, but generally it's easier to optimize for just one.

The key is to not stuff your article with your keywords, otherwise the search engines may rank it lower (rather than higher). As such, include your keyword in the title of your article as well as about two to three times for every 100 words of content.

Example: Let's say your keyword is "hydroponic vegetable gardening indoors." Your article might look like this:

Title: "Tips and Tricks for Hydroponic Vegetable Gardening Indoors"

Intro: include keyword at least once.

Hydroponic Vegetable Gardening Indoors Tip #1: explain tip and include keyword once more.

Hydroponic Vegetable Gardening Indoors Tip #2: explain tip and include keyword once more.

Hydroponic Vegetable Gardening Indoors Tip #3: explain tip and include keyword once more.

In short, summarize article and include keyword once more.

Step #3: Share

Once your article is complete, it's time to share it by distributing it as widely as possible. You do this by:

- ➔ Posting the article on your blog.
- ➔ Offering it as a guest post on your JV partner's blog (or newsletter).
- ➔ Create a Squidoo.com or HubPages.com page around it.
- ➔ Post it on social networking sites like your MySpace.com blog or Facebook.com page.
- ➔ Submit it to article directories such as EzineArticles.com, IdeaMarketers.com, GoArticles.com and Buzzle.com.

That's it! You too can get your articles to pull in search engine traffic for you when you use the **Search**, **Sprinkle** and **Share** system.

Your next step is easy – take action by searching for your keywords!

List Building Blocks #2: How to Get New Subscribers With Joint Ventures

When you think of JV (joint venture) partners, you usually think of partners endorsing each other's products for a commission. However, you can also use joint ventures to get new subscribers.

Here are five list-building JV ideas...

1. Endorse each other.

Here's the most straightforward way to use JVs to build your list. Simply endorse your partner's newsletter in your newsletter or on your blog, and your partner does the same for you.

You may post each other's squeeze page links:

- In your newsletters.
- On your blogs.
- On your product thank you pages.
- On your subscription confirmation pages.
- In your autoresponder series.
- On postcards that you send out with physical shipments.

2. Trade bonus products or subscriber freebies.

Another way to use JVs to build your list is to create a unique and exclusive product for your partner that he or she can use as a bonus product or as a free gift for subscribers. Naturally, your free product should include links to your newsletter squeeze page.

Tip: To encourage your partner to distribute the report or other product, change the links in the report to your partner's affiliate links. That way he or she gets a chance to earn a backend income while you get to build your list!

3. Swap blog posts or newsletter articles.

You can build your list simply by trading content. Just agree to be a guest author on each other's respective blogs or in your newsletters. At the end of your article, create a call to action to drive readers to your newsletter sign-up page.

Example: "To discover ten more ways to get ready for bikini season, visit [your link] - be sure to pick up your free weight loss guide!"

4. Do a newsletter co-op.

You can do this one with one or more JV partners. On your newsletter sign up page, give your new subscribers a chance to join your partner's newsletter as well. Likewise, your partners give their subscribers the option to co-register for your newsletter with just one click.

Tip: You'll get more subscriptions if people can subscribe simply by checking a checkbox at the same time that they're subscribing for the main newsletter. Alternatively, you can swap newsletter endorsements on your confirmation pages or even in your welcoming emails.

5. Create a product together.

Finally, you can create a product with one or more of your JV partners. This can be a free or paid product, it doesn't matter - your goal is to include your links in the product as a means of driving traffic to your squeeze page.

Examples:

- You can write an ebook or report together.
- You can do a teleseminar together - not only will you be able to sell or give away access to the live call, you'll also have the recordings to sell or give away.

- You can create a video together (works best if you live near each other or if you can meet in a hotel room at a niche event).
- You can put on a niche event together, such as a weekend workshop. Here again you'll have the recordings to sell or give away.

In summary: Joint ventures are some of the best ways to build your list. And that's because having an influential third party endorse you and your newsletter is a powerful form of social proof.

You can get started using JVs to build your list using the five strategies you just discovered!

List Building Blocks #3: How to Get New Subscribers With Viral Reports

If you're a content marketer, then you already know how to write reports, ebooks, articles and blog posts. But do you know how to turn ordinary content into viral content? That's what you're about to discover...

Generally, a viral report is one that sweeps across your niche because readers share it with one another.

In order to be "share worthy," your report needs to have most of the following characteristics:

Unique content.

Your report may include:

- Unusual or even controversial ideas or information. If your report includes something that no one else is talking about, people will share it.
- Entertaining/engaging content. If your writing style is as exciting as burnt toast, then get a ghostwriter to write it for you. Even if you share unusual content, it won't be share-worthy if it's boring to read.

Tip: You can liven up your writing by including humor (where applicable), stories, analogies, metaphors and colorful language.

For example, instead of saying, "he left the party quickly," you might say, "he left quicker than a cat exiting a hot oven."

See the difference? The second line is simply more colorful and fun to read because it creates a strong visual impression.

- Extraordinarily useful content. Tip: Give away what others are charging big bucks for. Go to Clickbank.com to find out the top sellers in your niche.
- Funny content. This doesn't work in every niche, but it's effective if you can pull it off. Think of your email – I bet most of your email forwards are jokes.

In other words, ordinary content doesn't cut it.

Tip: If you want an idea of what kind of content to create, just look at the types of content that arrives in your email every day, forwarded from friends. Think about the content you share with others.

For example, if someone is giving away a report that most others charge for, you're going to tell your friends.

Or if someone has a report that's highly controversial – such as one that seems truthful but goes against what the niche experts are saying – you can bet people are going to pass it around.

Or if someone creates a report that crosses over from controversial to even a tiny bit offensive, people on BOTH sides of the issue will share it. Just look to politics as an example of taking a hot button issue and creating content that offends certain parties.

Easy to access.

If you want a report to go viral, don't put a lot of hoops and obstacles between you and your audience. Ideally, it should be freely available (no subscription required), with the goal of the report being to get people on your list.

Alternatively, you can offer your report to anyone who gives you a valid email address. This works best if you're paying affiliates per lead (or if you're paying commissions on a backend offer).

Which brings us to our next point...

There's an incentive to share it.

Content that has the above characteristics (e.g., it's funny or controversial) naturally get passed around the niche. However, you can give people an incentive to share it by allowing readers to change the links in the report to their affiliate links before sharing it.

Tip: Use ViralPDF.com to create rebrandable reports. That way anyone who shares your report has an opportunity to make money on the backend via affiliate commissions.

Summary: What's Next?

You just discovered what kind of content you need to create in order to turn regular content into viral content. But now that you have your viral report, what do you do with it? Answer: distribute it as widely as possible. This includes:

- Blogging about it.
- Giving it to your affiliates and JV partners to share.
- Telling your list about it.
- Creating and posting a YouTube video about it.
- Telling your social media networks about it.
- Including it in your forum signature files.

The more people who see your report initially, the more likely it is your report will "go viral" in a big way!

List Building Blocks #4: How to Get New Subscribers With PPC Ads

If you've read this far, then you already know about some of the other effective ways to get new subscribers, such as by writing viral reports or doing joint ventures. But these take time – at least a few weeks to get off the ground. If you're anxious to build your list faster, then pay per click (PPC) marketing is your solution.

If you do a search online, you'll run into numerous PPC search engines. However, the top service is [Google AdWords](#). You may also consider using [Yahoo! Search Marketing](#) and [MSN adCenter](#).

Here's how to use PPC marketing to build your list...

Step #1: Create a landing page.

Your landing page is your sales page for your newsletter. This is where you tell visitors why they should join your newsletter list. Since it's a sales letter, it should include the regular parts of a sales letter such as:

- **Headline.**

Example: "Free Reports Shows You How to Improve Your Golf Swing in Three Easy Steps!"

- **Bulleled list of benefit statements.**

Example: "Use this surprisingly simple tweak to add 25 yards to your drive - it's easy!"

- **Proof, such as screenshots, pictures, videos and/or testimonials.**
- **A call to action.**

Example: "Enter your first name and email address in the form below now and click to submit to discover how to improve your game!"

Typically, you encourage subscriptions by offering a bonus, such as a free:

- Niche ebook or report.
- Video.
- Audio product.
- Access to a teleseminar or webinar.
- Tools, software or other valuable resources.

Step #2: Choose your campaign keywords.

Next, you need to choose your keywords and how much you'll "bid" on these keywords.

Tip: Generally, the higher you bid (and the better your ad performs), the higher your ad appears in the search engine results. When someone clicks on your ad, you pay an amount that's equal to or less than your bid amount.

The key in choosing keywords is to choose specific, targeted keywords that give you an idea of what the searcher wants.

Example: The keyword "golf" is too general. Instead, you might choose more specific search phrases like "step by step golf swing," "proper way to swing a golf club" and "improve golf swing"

Step #3: Craft a PPC ad.

Next, you need to craft your PPC ad, which consists of a short headline and two short lines of copy. The goal of your ad is to get people to click on the ad, so you should put forth a benefit and, where applicable, arouse curiosity.

Here's an example:

[Golf Swing Secrets](#)

Free report shows you how
to swing like the pros!

www.domainname.com

Tip: Create at least three or four different ads that you can rotate and test.

Once you've finished this first three steps, then you can create an account at the PPC service of your choice and start your first campaign. Finally...

Step #4: Check your results.

To get the best results, you need to track and test your campaigns. That means you track your keywords, track your different PPC ads as well as tracking variations of your landing page. In other words, you want to find out how to boost your visitor to subscriber conversion rate so that you can build your list more quickly.

Tip: If you're using AdWords, look for a link in your account to Google's free tracking and testing tools.

Summary

Your next step is to action. Indeed, I suggest you get started right now. You could have your campaign up and pulling in new subscribers to your list by later today!

List Building Blocks #5: How to Get New Subscribers With Affiliates

As you work on getting new subscribers, remember that there are two types of lists you should build:

- 1. A prospect list.** These are the folks who voluntarily subscribe to your free newsletter list.
- 2. A customer list.** This is your proven list of buyers, which tends to convert considerably better than your prospect list.

When you use affiliates to get new subscribers, you get to build both types of lists.

Now, there are multiple ways to use affiliates to build your lists, including:

- **Pay per lead.** This is where you offer your affiliates 25 cents, 50 cents, a dollar or more for each person they send to your page who joins your list.

- **Viral report with backend sales.** This is where you create a viral report (perhaps something controversial) where you sell something on the backend. Affiliates use their affiliate links to send visitors to download your report, and they make commissions whenever someone takes advantage of your backend offer.
- **Sell a product.** This is where your affiliates use their affiliate's links to direct visitors to a sales page. When someone buys the product, the affiliate gets a commission and you get to add someone to your customer list.

You may also build a prospect list by including your newsletter subscription form on the sales page or via an exit pop up that appears to those who don't buy the product.

This last method is one of the most popular ways to build a list, so let's look at the steps in detail...

Step #1: Create an attractive affiliate offer.

If you're selling a digital product (such as a downloadable ebook, video or even access to a membership site), then you should offer at least 50% commissions. However, if you're primarily interested in list building, then you may consider offering up to 100% commissions (especially if your product is priced low). That way, you get the list and your affiliates get the front-end profits.

Step #2: Recruit affiliates.

The passive way to get affiliates is by joining Clickbank.com and adding your product to the marketplace. While you should take that step, that's not the only step you should take to get affiliates. You should also:

- Tell your list and your other visitors about your affiliate program.
- Encourage your customers to join your affiliate program.
- Look for partners by listing your opportunity in the JV forum at www.warriorforum.com.

- List your affiliate program in affiliate directories.
- Ask your existing JV partners to promote.
- Contact your social media network to look for affiliates.
- Join a JV list in your niche (such as www.jvnotifypro.com).
- Seek out new partners, give them access to your product and ask them to promote.

Tip: You can find potential affiliates by going to Clickbank.com and seeing who's selling products in your niche. Each of these sellers is a potential affiliate. You can also run a search in Google for the names of the top products in your niche, which will help you uncover some of the top affiliates. Contact these affiliates and ask them to promote your product.

- You may also hire a JV broker or affiliate manager, which is someone who finds and recruits affiliates for you. Ask on niche forums for recommendations. Choose people who are well-connected (i.e., they know all the other marketers in the niche) and have a history with successful brokering/managing.

Summary

Building your list with the help of affiliates is a fast and powerful way to get new subscribers. Even a marketer with a small audience in your niche can send you a few dozen prospects.

The largest marketers – your super affiliates – may send you hundreds or even thousands of prospects and customers.

All you need is a good product, a good affiliate offer (commission rate) and the ability to contact and recruit your niche superstars. Today is a good day to start!

Lesson #47

31 Step Guide To Rebrandable Reports

You can make money simply by giving away free stuff.

Go ahead, read that previous sentence again and let it really sink in.

Think about the potential. Because what we're talking about is making money – without doing any high-pressure sales. And we're talking about getting lots of traffic – and building a list – almost passively.

How?

By creating short, viral, rebrandable reports.

Here's how it works...

You create a short (free) report on a topic that your niche wants to read about. Then you put two types of links in this report:

1. Links leading to a paid product – either your own product, or an affiliate product. These links give you a passive backend income every time someone clicks and buys.
2. Links leading to your mailing list subscription page. This is how you build your list using this report.

Now here's what makes this strategy so brilliant...

In order to get your report to take on a life of its own and go viral, you make it rebrandable – that is, you allow others to change some or all of the links in the report to their own links.

In other words, you give people an incentive to pass your report around. And if you wrote a good report, your report will spread across your niche like a prairie fire.

And that's exactly what you'll learn how to do inside this report.

From choosing a niche to getting massive exposure for your free report, you'll discover the 5 C's of making money with free, rebrandable reports:

- 1. CHOOSE a Niche** – How to find your hungry market!
- 2. CREATE Your Rebrandable Report** – How to "feed" this market with the content they want!
- 3. CAPITALIZE on the Traffic** – How to use your free report to build a responsive mailing list!
- 4. CONTACT Partners** – How to find people to pass around your report!
- 5. CIRCULATE the Report** – How to sweep your report across your niche like a prairie fire!

In short, you'll discover exactly how to make money by giving away a free report!

Let's get to it...

Choose a Niche

In these first four steps you'll find out how to choose a hungry niche, find out what this niche wants and then select a paid product that you'll promote inside your free rebrandable report.

Here's how...

Step 1: Uncover Possible Markets

Some beginning marketers start out by finding (or creating) a product to sell, and then they go in search of people to sell it to. But that's a hard and often unprofitable way to go about it.

Instead, you need to *start with a hungry market* – and then give them what they want.

Now, if you're not even sure of type of niche you want to start in, then you'll need to brainstorm possible niches.

Here's how to draw up a big list of possible niches:

- 1. Observe and brainstorm.** First, just start paying attention to the news, to what your friends are talking about and to the topics you see on TV, in newspapers and magazines. Write them all down. Brainstorm as many as you can.

Example: You see an ad in the paper for remote controlled airplanes – that's a niche. Or you see a story about "green" eco-friendly vacations. That's a niche. Or maybe you hear people talking about restoring old Camaros. That's a niche too.

Once you've brainstormed as many niches as possible, then you can move on to the next step...

- 2. Use keyword tools.** You can use WordTracker.com or a free keyword tool like [Google's external keyword tool](#) (or your favorite keyword tool). Then plug in extremely broad searches, like: *how to, secrets, book, tips, articles* (that's five separate searches). Doing so will uncover niches you never even knew existed.

Use these two steps to compile as many niches as possible.

In tomorrow's lesson you'll find out how to whittle this list down to the best and most profitable niche.

Step 2: Tap Into Hungry Niches

Once you have a list of possible markets, you can't just pick the one you like, cross your fingers and hope it works out for you.

Instead, you need to make sure the niche is profitable.

That is, you need to research to find out if customers are actively purchasing products and services in the niche – and if so, WHAT are they buying?

That last part – about finding out what they're buying – is important. That's because the easiest way to make money is to simply give them what they're already buying... no guesswork required!

Fortunately, you can find out if a niche is profitable and find out what they're buying at the same time. Here's how...

→ **Search marketplaces.** Go to online marketplaces like Amazon.com and Clickbank.com, run a search for your niche keywords (like "rose gardening") and see if there are any popular products. If so, you may have a popular niche.

Look for niches that generally have lots of similar products. That generally means it's a popular niche, because there are a lot of buyers.

→ **Run a search.** Next, go to Google and plug those same keywords into a search. You're looking for two things:

1. Evidence that advertisers spend money in this niche. That means you're looking for sponsored ads. If there are zero or only a few ads, be cautious. If you see lots of sponsored ads, rejoice – that's because marketers don't spend money on advertising if they don't have buyers making it worthwhile.

2. Evidence that there is plenty of competition. If you type your keywords into Google and see evidence that lots of people are fighting for the top spot – and that there are lots of marketers competing in the niche – consider it a good thing. Lots of marketers usually means it's a profitable niche. Plus, all these "competitors" are people who'll potentially help you launch your free report.

You can also run more specific searches such as your keywords alongside the word "blog" and "forum" to see if you can find places where your potential market congregates online. If so, this is a good sign – it just means it's easy for you to reach your market.

Finally, go back to your favorite keyword tool (like WordTracker.com or Google's keyword tool) and plug in your keywords. Be sure to look at variations of your keywords.

Example: "losing weight" and "weight loss" are part of the same overall market. So too are words like "house train a puppy," "housebreak a puppy" and "potty train a puppy."

Look for "buying" keywords and very specific keywords to get a sense of what people want in specific niches.

Example: "buy potty training guide."

This will help you decide later on what kind of report to write and what kind of product to promote.

Finally, take note of the total number of searches for some of your top keywords for each niche on your list. Then move on to the next step...

→ **Look offline.** Just as advertisers spending lots of money online is a good sign, so too is it a good sign to see them spending money offline. Look for things like:

- Telephone yellow pages ads.
- Classified and other newspaper ads.
- Ads in magazines.

Also, look for niches that have:

- Offline events like trade shows and seminars.
- Offline stores and shops where the niche congregates.

Again, these are all signs that the niche members are eager and willing to spend money.

Now, look at your original list of possible markets. Cross off those that didn't show evidence that there's a market buying products (e.g., hardly any competition in Google, hardly any products on Clickbank.com, etc).

Focus on those markets where there are plenty of products and plenty of marketers selling them.

If you don't see one market emerging as a clear leader, then simply choose the one you like best from among the top contenders. Then move on to the next step.

Step 3: Get a Product to Sell (Option 1: Promote an Affiliate Product)

As mentioned in the introduction, you can promote a product in your free rebrandable report.

One way to do it is to create and sell your own product, which we'll talk about next.

For now, we'll talk about finding an affiliate product.

Tip: Since you're creating a rebrandable report, you'll want to allow others to change the affiliate links in the report to their affiliate links. That way they have an incentive to pass the report around. You'll still get a benefit, because you can point some of the links in the report to your mailing list sign-up page.

However, here's something to consider: Whenever possible, look for two-tier affiliate programs. That way, anyone who wants to rebrand the report with their own affiliate links would first sign up for the affiliate program under you --and that means you'd make money when someone buys anything from the report.

Do note that you shouldn't choose an affiliate product just based on it being a two-tier program. However, if all else is equal, then you'll want to factor it into your final decision about which product to promote.

As you already discovered, your goal is to sell what people are already buying. And that means you should look for best-selling affiliate products.

Fortunately, that's easy to do when you visit Clickbank.com. Simply enter your keywords in the marketplace catalog, and the best selling products will show up at the top of the search. These best-selling products are the best ones to promote, since you know your niche is already actively buying them.

Tip: Likewise, you can do the same thing on Amazon.com. Just enter a search for your broad keywords, and choose from among the top handful of products. These are your bestsellers.

Chances are, you'll have a few good top-selling products to choose from. Let these factors help you make your decision:

- **Is it a quality product?** In order to determine this, you need to order it and use it. Don't recommend anything you wouldn't recommend to your best friend.
- **Good customer service?** When you order the product, contact customer service to see if you get a professional response in an acceptable time frame.
- **Good commission rate?** If you're selling digital products, look for at least a 50% commission rate.
- **Good conversion rate and low refund rate?** Ask the vendor for his or her statistics.
- **Does the vendor and product have good reputations?** Finally, run a Google search for both the product name and the vendor's name. Be cautious of any products or vendors where you see an established pattern of complaints and negative reviews.

Have you decided on an affiliate product?

Then you can skip ahead to Tip 5. Otherwise, if you're considering creating your own product, read on...

Step 4: Get a Product to Sell (Option 2: Create Your Own)

If you decide to create your own product to sell, your first step is to do market research. Specifically, use the steps outlined in the previous days to uncover the best-selling products.

The reason is simple: You'll want to create a product on a similar topic.

So if you're selling to the "lose weight" crowd and the product bestsellers are all about helping new moms lose their baby weight, then you'll want to create a similar product.

But here's the catch...

You can't just create a "me too" product. You need to create one that's BETTER than the competing products. To do that, you'll need to incorporate the strengths of the competing products while improving on its weaknesses.

Example: Maybe the "weight loss for moms" books in your niche are loved by customers because they share a variety of fat-burning workout ideas. But maybe these same products get lukewarm reviews when it comes to diet, because they don't provide any low-calorie recipes.

The solution?

Your book will *not only* incorporate fat-burning workouts, you'll also provide a bonus low-calorie recipe book and menu plans.

So, how do you determine these strengths and weaknesses? In two easy steps:

- 1. You need to read the use the product yourself.** This way, you can see first hand the strengths and weaknesses of a particular product, plus you can compare the top products to one another.
- 2. Find out what actual customers think of this book.** If the book is on Amazon, read the reviews. Otherwise, seek out reviews using Google, by entering the name of the product alongside the search term "reviews." You can also seek out reviews on niche forums, by asking members what they think (good and bad) about a particular product.

Tip: Keep in mind that some reviews will come from affiliates or even the creator's associates, so take all reviews with a grain of salt.

Once you've followed the above steps, you'll know how to create a product that's similar to the best-selling products in your niche – except your product will be better!

Tip: Please note that in the coming lessons we'll talk about creating your rebrandable report. You can use these same tips

and strategies to create your paid product (whether you intend to create it yourself or outsource it).

Create Your Rebrandable Report

You've selected (or created) the paid product you're going to create inside your rebrandable report. Now it's time to create this free report...

Step 5: Decide On a Topic for Your Free Report

If you did your research, then you already know what people in your niche want – which is what you're going to sell to them. But you're also going to give some of what they want for free via this free rebrandable report.

In other words, you give them the same thing that they can find in the paid product – but in smaller and/or complimentary doses. In other words, the free report is an appetizer that whets their appetite for the paid product.

As such, when it comes to choosing a topic for your free report, you need to consider these factors:

Factor 1: Create a free report that compliments the main product.

That is, you want readers who're interested in your free report to also be interested in your paid product – and to do that, the report and paid product must be closely related.

Your free report should naturally lead your prospect to purchase the paid product.

Which brings us to the next point...

Factor 2: Create a free report that is useful but incomplete.

Your report should solve the reader's problem. But it should not solve these problems completely.

That way, your reader must purchase the paid product in order to get the complete solution.

Now, let me give you a few ideas of "free report" topics and how they lead the reader to purchase the paid product...

➤ **Idea 1: Tell people what to do... but not how to do it.**

This one works well for selling books, ebooks and other information products. This is where you share an overview of a process, but readers need to purchase the product to get the details.

Example: A free rebrandable report about how to write a great sales letter might have steps such as "write an attention-getting headline." However, while that step tells someone what to do, it doesn't tell them HOW to do it - so they need to order the copywriting book to learn more.

➤ **Idea 2: Create a useful but incomplete "tips" report.**

Another way to create an "overview" report is to share a handful of tips.

Example: Let's say you're selling a weight loss book. Your free report can be something like "27 Ways to Cut 100 Calories from Your Diet." Then your report points to the paid book for the complete diet and exercise guide.

➤ **Idea 3: Share "Part 1" of a process.**

Yet another way to make your report useful but incomplete is to provide complete instructions for part of a "how to" process. Readers then need to purchase the product to get detailed instructions for the rest of the process.

Example: Maybe you want to promote a book about how to do paint and bodywork on classic cars. Your free report might explain how to safely strip the paint from the car. But then the reader needs to purchase the paid product to learn the tools and techniques needed to actually apply the new paint.

➤ **Idea 4: Pitch a product that's required to complete a process.**

This one works particular well for using your free report to sell physical products or even services. Here you share "how to" information, with your free report recommending specific products to complete the necessary steps.

Example: Your free report teaches people how to set up a blog. Part of the process requires them to get a domain name and hosting. You use your affiliate links to recommend your favorite domain registrar and host.

Once you've decided on a "useful but incomplete" topic for your free report, move on to the next step...

Step 6: Outline the Report

Now that you know your topic, it's time to outline your report.

You need to do this step whether you plan to write the report yourself (makes writing go quicker) or outsource it (so your freelancer knows what to do).

Here's how:

Step 1: Decide on a length.

Generally a free report is about 2500 to 5000 words. Base the length of your report on your topic and how much you need to cover.

Example: If you have 5 main topics, and you think each topic can be covered in 500 words, then figure your report will be close to 3000 words by the time you include the introduction and conclusion.

Step 2: Create the outline.

Here's what your report's outline should include...

- **Opening pages:** After the title page (but before the table of contents), you should include a link to your mailing list sign-up page, along with a reason why they should click. For example, "To learn more dog training tips, click here."
- **Introduction:** This is where you tell your readers what the report is about. You should build their anticipation for the report by telling them what benefits they'll get from reading the report.

Example: "By the time you finish this report, you'll know how to create your own attention-getting, cash-pulling headlines!"

- **Body:** This is where you get into the meat of the report. If it's a "how to" report, then list the steps in your outline. If it's a "tips" report, then list all of the tips you intend to share.

Example: Your outline for a "tips" report about easy ways to cut calories might look like this:

Tip 1: Skip the butter.

Tip 2: Switch to diet drinks.

Tip 3: Have the cake - but just a sliver.

(And so on - list all your tips in your outline.)

If you're writing a "how to" report, then the outline for the body of your report would simply be in "step 1, step 2" format.

Example: Here's a partial outline for training a dog to do a trick:

Step 1: Gather together your dog's favorite reward.

Step 2: Find a quiet place to train.

Step 3: Put your dog in the sit position.

(And so on - list all your steps in the outline.)

Note: You'll want to drop your product link into the body of the article at least once. Be sure to note in your outline where you intend to do it.

You'll also want to drop your mailing list sign-up page link at least once into the body.

Example: In Step 3 of the above example, you might say something like this: "If your dog doesn't yet know how to sit, download this free report - "Teaching Your Dog to Sit in 15 Minutes from Now" - by clicking here."

- **Conclusion:** This is where you summarize the main points of the report and then provide a call to action. In this case, your call to action should be to get the reader to click on your product link.

Example: "You just discovered how to strip the paint from your classic Cadillac. Your next step is to discover the tools and strategies you need to repaint it without any bubbling, cracking or grazing. You can discover these little-known painting secrets by clicking here now!"

Once you have your outline, you can either outsource the actual writing to a competent freelancer (Step 7), or skip to Step 8 to find out how to create it yourself.

Step 7: Writing the Report (Option 1: Find a Freelancer)

If you want to hire someone to write the report for you, you'll need to cast your net wide to find the right person for the job. Here's where to find a ghostwriter:

- On freelancing board such as Elance.com.
- Placing or responding to ads in your area on Craigslist.org.
- Placing or responding to local classified ads.
- Hanging flyers in the English department at your local college or advertising in their newspaper.

- By searching business forums such as the WarriorForum.com's "Warrior for Hire" and "Warrior Special Offer" section.
- Asking your colleagues for recommendations.
- Running a Google search for "ghostwriter."

Don't shop around based on price alone. You'll need to do your due diligence to make sure this person produces quality work. Here's how:

- Check the freelancer's portfolio to see if he or she provides good work.
- Contact the freelancer's references to see if they still stand by their testimonials.
- Look at the freelancer's elance.com or other feedback (where applicable).
- Run a search for the freelancer's name, usernames and websites to see if you uncover any patterns of complaints. Also, check that the person has been in business for several months – you don't want a "fly by night" freelancer who's likely to disappear.
- Ideally, hire the freelancer for a small project (maybe a couple articles) just to see if he or she produces quality work for you, on time. It's also a good way to see if you work together well.

Once you've done your due diligence and selected a person to hire, then create a brief that details exactly what you want your report to look like, the payment details and expected delivery date. Be sure to include the outline of your report (because your freelancer isn't a mind reader).

If you'd rather write the report yourself, read on. Otherwise, you can skip directly to Step 10, where you'll learn how to make the report more attractive.

To be continued next week

Lesson #48

The 31-Step Guide To Rebrandable Reports, Part 2

Continued from last week...

Step 8: Writing the Report (Option 2: Doing It Yourself)

A few days ago you created a detailed outline of your report, including the introduction, body and conclusion for your report. And that means that actually writing the report is easy – all you have to do is follow your outline. Next we'll talk about how to research and write it.

However, for many people it's the "taking action" part that proves tricky. Sitting down to write a report can seem daunting.

You start with a blank page and you're supposed to fill it with thousands of words. Your mind can easily shut down and turn a potentially good day into an unproductive waste.

Here then are tips to keep you on track...

→ Create a to do list with "bite size" tasks.

Instead of creating a list that has overwhelming tasks like "write the rebrandable report," break it up into easy-to-do pieces.

That way, taking action means taking a tiny step. And once you've taken one step, it's a lot easier to take another... and another... and another, until the task is complete.

Example:

Write introduction.
Research step 1.
Write step 1.
Research step 2.
Write step 2.

... And so on, breaking all your big tasks into smaller steps and tasks.

→ Think of your topics as articles.

This one is a cool hint: If you haven't already done so, go back to your outline and specify about how many words you want each section, step or tip to be. When you do this, you can then look at your report as creating a series of smaller articles – and that makes it easier to do.

Example: You may have five main topics that are 400 words each. All you have to do is think of these five main topics or steps as 400-word articles. This new perspective will allow you to write faster. Try it and see.

→ Cut out distractions.

This includes shutting down all unnecessary browser windows (including email), shutting off your phone and finding a quiet, uninterrupted place to work.

→ Set a timer or alarm for 20 minutes and work continuously during this time.

You may even set a goal, such as writing one section ("article") during the allotted time. When the timer goes off, you can stretch and relax for two minutes. Then reset the timer and work continuously again.

Now that you know how to get focused and be productive, let's crank out that report...

Day 9: Research and Write the Report

Your next steps are to first research and then write the report. Here's how...

Research the Report

If you're an expert on your topic, you can begin writing off your outline. If not, you'll need to research each topic in your outline first before you can write about it. Here are a few tips:

- **Attack the topic from multiple angles online.** Run multiple searches to uncover as much information as possible about the topic.

Example: If you're researching the topic of housebreaking, then you'll want to run searches for: housebreaking, house training, potty training, paper training, crate training, kennel training, etc.

- **Research if offline, too.** Don't forget to look in offline, sources too. This includes everything from fiction books to references books to niche publications like magazines.
- **Use multiple sources.** Don't depend on one or two sources for info. Read as many sources as possible to get a good overview of the topic (though you should find and read at least six different sources).
- **Choose reliable sources.** Be sure to only choose reliable sources, such as authority sites, information from known experts, and other credible sources.

Example #1: The official AKC is a better source of dog information than "Joe's Dog Site."

Example #2: CNN is a better source of statistics than some unknown person's blog.

Write the Report

Once you know everything you can about the topic (by reading at least six different sources for each topic in your outline) close all research windows and sources. That's because you want to write about the topic in your own words.

Here are additional tips:

- Provide tips and examples – just like this report! 😊

- Break up long paragraphs into lists – just like this list!
- Engage the reader by offering analogies, metaphors, stories and descriptions that bring in his or her senses. This is much better than providing dry, textbook style text.

Example: Instead of giving dry step-by-step instructions about housetraining a puppy, you can share an entertaining story about how your first puppy used to sneak behind the couch to do his business. Then you can explain what you did wrong – and how to do housetraining right.

The added "story element" will make the instructions not only much more entertaining to the reader, but memorable as well.

- Don't jam the report full of links.

In the section on outlining (step 6), I mentioned that you should drop links once in the beginning, once or twice in the body of the report and then once at the end. Don't drop any more links than this, or you'll devalue the report in your reader's eyes. Plus, a reader who has too many choices won't click on any link at all (because none seem all that important).

Bottom line: The fewer links you put in your report, the more important each link becomes – and that increases your conversion rate.

Tip: NEVER put a direct affiliate link into your report. That's because affiliate products disappear, they move to different platforms, the vendor retires or any other number of reasons. When this happens, you'll have thousands of free reports floating around in cyber space and on people's hard drives with dead links.

The solution?

Create redirect links through your own domain.

So instead of the link looking like this:
www.vendorsdomain.com/affiliatelink, it looks like
this: www.yourdomain.com.

Not only is it a neater, shorter link, but it disguises the link (which is helpful because some people don't like clicking on affiliate links). Plus, if the product ever disappears, you just need to redirect your domain link to a similar affiliate product. End result: No lost sales!

- Consider using OpenOffice.org to create your document. That way, you can use the same software to convert it to a PDF file (see Step 11).

Once you've written your report (or your freelancer has), move on to the next step...

Step 10: Make Your Report Pretty

Whether you wrote it yourself or hired someone else to do it, your next step is to make your report more attractive and easier to read.

You can do it in two easy steps:

Step 1: Proofread the report.

Set your report aside for a few days. When you're looking at it with "fresh" eyes, then use the spell check and proofread it for errors.

Better yet, have someone else proofread it (such as a friend or family member).

For best results, hire a professional proofreader (by going to elance.com or similar).

Step 2: Design the interior.

This is also a step you may want to outsource. Look on a freelancing site (like Elance.com) for an "interior ebook designer." This is someone who creates the interior design, chooses the font, formats the product correctly, and even adds relevant graphics.

If you plan to do this yourself, then it's helpful if you know how to use your word processor to create design templates. Alternatively, you can search online for templates for your processor, such as "Microsoft Word design templates." That way you can create an attractive interior.

If you need graphics for the inside of your book, go to [Big Stock Photo](#) There you can get quality photos for a nice price.

Step 11: Convert Your Document to a PDF File

Your next step is to turn your document into a PDF file, so that it's accessible to people who use both Macs and PCs.

As mentioned previously, if you use www.OpenOffice.org to create your document, you can also use this same software to convert the text file into a .pdf file. Here are a few other options:

- Use the free PDFPrinter.com.
- See if your word processor has a built-in "print to PDF" feature.
- Try [Adobe Acrobat](#) (this is professional software).

All of these tools do the same thing, so just choose the one that suits you best and move on to the next step.

Step 12: Make Your PDF Rebrandable

Once you've converted your word processing document to a PDF file, your next step is to make the PDF file rebrandable.

This is where you package your PDF file up with a software tool that allows others to change specific links and even text inside your free report.

This may include:

- Letting people change the product links in the report to their affiliate links. If you've joined a two-tier affiliate program, be sure they sign up through your affiliate link.

- Letting people change some text in the beginning of the report to their own text.

Example: You can create a small block of text in the beginning that says something like, "This report is brought to you by _____." (And then people rebranding the report add their name and link in the blank spot.)

- Letting people change the email subscription links to their links. This isn't recommended. Even if you let others change the links to their affiliate links, you should leave your "squeeze page" links intact so that you can build a list.

So how do you allow others to change your links and text? Simple: Use ViralPDF.com.

Capitalize on the Traffic

I've mentioned a few times over these lessons that there are two ways for you to benefit from spreading this free report around.

1. First, you get a passive backend income from the product links in the report.
2. And secondly, you drop links to your squeeze page in the report, so that readers will go to your website and join your mailing list.

In the following steps you'll learn how to do this, including what tools you need to set this up and how to create a landing page. (And on Step 31, you'll learn yet another way this report can put money in your pocket!)

Step 13: Get an Autoresponder

Before you can start building a mailing list, you need a mailing list manager with a built-in autoresponder. If you look around at your options, you'll find:

- Free and paid scripts that you install on your website. You control your mailing entirely from your own website.
- Free and paid third-party services. These businesses host and manage your mailing list on their servers.

The only option you should even consider is a paid third-party service such as [Aweber](#) or [Feedblitz](#).

That's because all the other options have big problems with deliverability – which means that even building a big list won't make you money if your emails don't get to your intended recipients.

However, reliable services like Aweber and GetResponse have a team in place to work with all the major ISPs to get your emails off the "blacklists" – and that means your emails will get through.

Tip: Both Aweber and GetResponse have in-depth text and video instructions on their sites, so it's easy to set up an autoresponder.

No matter what tool you choose, be sure to choose a "double opt in" (AKA confirmed opt in) mailing list. Doing so helps you eliminate false spam complaints, and in some cases it results in a more responsive list since each subscribers confirms his or her desire to be on your list.

Step 14: Give Prospects a Reason to Join Your List

People don't just give out their email addresses to anyone who asks. Instead, you need to give your prospects something they want.

If you offer a solution to their problem in exchange for their email address, you'll see a much higher conversion rate.

In other words, you need to offer a freebie.

Now, there are any number of freebies you could offer, including another free report, software, tools, videos, audios or similar.

However, I suggest you offer a free multi-part ecourse, where you deliver 7-12 short lessons by email. That way, you "train" your prospects to open and read your emails.

So what should you offer in your ecourse? Just as your rebrandable free report should compliment and be closely related to the paid report, your free ecourse

should compliment and be closely related to both the free report and the paid product.

In other words, your free ecourse should offer another partial solution to your prospect's problem.

Example #1:

- The paid product is a dieting ebook.
- Your rebrandable free report offers 27 dieting tips.
- Your free ecourse offers seven low-calorie meal plans (one delivered in each of seven emails).

Example #1:

- The paid product is a copywriting home study course.
- Your free rebrandable report is about writing great headlines.
- Your free ecourse offers a seven-step "quick start" guide to writing sales letters (profile the target market, write out the features and benefits of the product, write a headline, write an opener, create bullet points, offer proof, create a strong call to action).

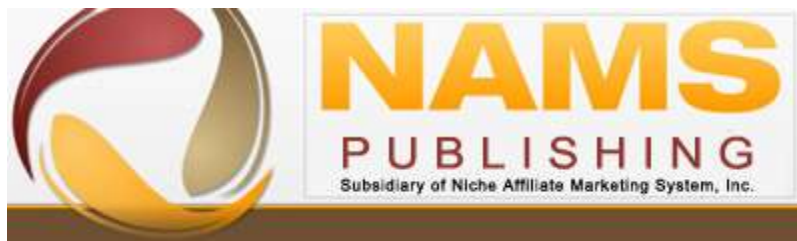
And once again, your ecourse should be useful but incomplete – that way you can pitch a paid product to solve your prospect's problems.

Tip: See the lessons on creating the free rebrandable report for tips on creating this ecourse. Everything works the same way, from selecting the topic to actually creating the content.

Once you've created the ecourse, load it up into your autoresponder and set the first lesson to go out immediately, and each subsequent message to go out 2-3 days apart.

Then go to the next step...

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 #49

The 31-Step Guide To Rebrandable Reports, Part 3

Continued from last week...

Step 15: Craft Your Landing Page

You can't just put up a page that says "free newsletter" and expect to build a big list.

Instead, you need to persuade your prospects to get your free ecourse with the same sales tactics you'd use to sell them a paid product. No kidding.

Here's how...

→ Create an Attention-Getting Headline

The headline at the top of your squeeze page (AKA email subscription page) should tell your prospects the biggest benefits they'll get if they read on and join your mailing list.

Here are a few examples of bland headlines followed by better (attention-getting) headlines that offer better benefits:

Bland Example #1: Free Copywriting Newsletter

Better Headline #1: Free: Discover the Secrets of Writing Cash-Pulling Sales Letters!

Bland Example #2: Get the Free "Whiter Teeth" Newsletter

Better Headline #2: Who Else Wants to Discover How to Get Whiter Teeth and a More Attractive Smile - for Free?

→ Hook Prospects With Your Opener

Next, you can create a one or two sentence opener that further elaborates on the promise you made in your headline.

Example: "If you've ever been too embarrassed to smile because your teeth are yellow, then you'll be glad you landed on this page. That's because you're about to discover..."

→ Offer a List of Benefits

Next, you need to create a bulleted list of benefits – these are reasons why your prospects should join your list. Ideally, you should create at least one benefit statement for each email you send. So if you have a seven-part email, create seven benefit statements.

Basically, you create these bullet points in the same way you create headlines, by offering a benefit and, where applicable, arousing curiosity.

Example: "You'll find out what ingredient you have in your kitchen cupboard right now can make your teeth shiny white – and no, it's not baking soda!"

→ Show Proof

If you have photo evidence, screenshots, videos or even testimonials to prove your claims, be sure to put them on your squeeze page.

→ Create a Call to Action

Finally, you need to create a call to action where you tell people exactly what you want them to do – and why. The "why" part is accomplished by reminding them of the benefits and/or giving them a sense of urgency.

Example: "To discover the secrets of getting whiter teeth and a more attractive smile, just enter your first name and email address in the form below and click on "submit" – you'll get your first lesson delivered by email instantly!"

Finally, copy and paste the code to create your autoresponder subscription form in the place you want it to appear on your page – and you're done!

Tip: Again, just follow the text or video instructions provided by [Feedblitz](#) or [Aweber](#) – both clearly explain how to create this snippet of code and where to put it on your site.

If you'd rather not deal with creating a web page, then go to [elance.com](#) and find someone to create the web page for you. Just give them the sales copy and the piece of code, and they can create your page and upload it to your site.

Contact Partners

A little later (starting on Step 21) you'll learn how to distribute your report on your own. But the first thing you want to do is "launch" your report – and to do that, you'll need the help of a few marketing partners.

Here's how to find and contact them...

Step 16: Find Partners to Share Your Free Report

The first thing you'll want to do is find other marketers in your niche who have "platforms" – such as popular blogs, forums and/or newsletters – who'd be willing to share your reports with their visitors, subscribers and customers.

Here are seven ways to uncover hundreds if not thousands of potential partners:

- 1. Search Clickbank for popular products in your niche.** Most of these marketers also have prospect lists and customer lists.
- 2. Plug your keywords into Google.** The people who own the websites on the first couple pages – as well as those advertising – are potential partners. Be sure to enter a variety of related keywords (such as "housebreaking" and "house training") to find as many partners as possible.
- 3. Visit busy niche forums** to see which well-respected members have their own blogs and lists.

Tip: If you don't already know about the forums in your niche, search for your broad niche keywords (like "marketing" or "gardening" alongside words like forum, discussion board and similar.

- 4. Seek out blogs by entering your keywords in Google alongside the word "blog"** (e.g., "houstraining blog" or "copywriting blog"). Also check out the "blogroll links" on each of these blogs, as you'll uncover more potential partners.
- 5. Go to [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com) and similar social media sites** to find the marketers in your niche with a lot of followers. These marketers are potential partners.
- 6. Look for prolific writers in article directories like [EzineArticles.com](https://ezinearticles.com).** These people already know the value of using good content to draw in traffic, so they may be open to sharing your report.
- 7. Contact your existing affiliate or JV list.** If you've done any joint ventures (JVs) in the past or if you already have a list of affiliates, be sure to contact these people and ask them to giveaway your free rebrandable report.

Before you actually contact these potential partners, read Day 17's lesson...

Step 17: Pitch Your Offer

Before you actually contact any potential partners, you need to consider how you'll pitch your offer. Because even though you're offering something to your partners that will benefit them, you still need to "sell" them on the idea.

Below you'll find a brief email template that you can use to approach partners. Remember, however, that it's easier to get people to say yes if they know your or at least recognize you. As such, you should seek to build relationships first whenever possible.

Here's that email template:

Subject: [First Name], it's [Your Name]

Alternative subject: [First Name] - here's a freebie for your subscribers (and easy commissions for you)

Dear [First Name],

Hi, it's [Your Name] here from [Your Site]. I'm writing to offer you a way to make \$xx.xx commissions over and over again - simply by giving away a free report to your subscribers.

Your subscribers, customers and visitors will love this content, because it [explain how it benefits the potential partner's subscribers].

And you'll love giving this report away, because you can rebrand it with your affiliate links and make \$XX.xx every time one of your visitors buys something from the report. It's an easy way to please your subscribers AND make money - simply by giving away valuable content!

To download the report, read it and rebrand it with your own links, just go to:

[download link - this page should also include more info about how and when you're launching the report - preferably you should get partners on a mailing list so you can remind all partners to release it on the same day]

If you have any questions, let me know!

[Sign off with your name]

P.S. I'm launching the report on [Date], so you get to be one of the first people to share this report - that means you stand to make the most commissions.

Step 18: Preparing to Go Viral (Part 1 – Scheduling)

Just a bit earlier I mentioned that you should "launch" your free rebrandable report.

That's important. That's because the more eyeballs you get on your report up front, the faster the viral effect kicks in so that your report can sweep your niche.

Example: Just imagine if you had five partners, all with an average list size of 5000, promoting your free report on launch day. That means you'd put your report in front of (potentially) 25,000 prospects – and several of them would pass your report on.

Now let's say instead that you had several dozen partners all promoting your product on the same day – and you could put your report in front of 250,000 or more prospects.

In this case, your report would take on a life of its own much more quickly – not only because you got it in front of more people, but also because of the social proof. When you have dozens of people recommending the same report – and people start talking about it on forums and social networks – it's more likely to "go viral" faster.

So here's what you need to do:

- Pick a launch date that's at least several weeks away.
- Get your partners on a separate mailing list so that you can email reminders to them. You can use [Aweber](#) or [Feedblitz](#) for this as well.
- Ask your partners to help build anticipation for the free report launch by telling their subscribers about it before the launch date. (Schedule below.)

You should decide on what date you're going to launch. Be sure to contact all partners at least 3-4 weeks before this date. Then send them reminders:

- Two weeks before the launch date. (Tell them to send out a "teaser" to their list.)
- One week before the launch date. (Tell them to send out another "teaser" to their list.)
- Four days before the launch date. (Tell them to send out a teaser 24-48 hours before the launch).
- Night before the launch. (Remind your partners to email their lists, tell their networks and blog about your report – remind them of the exact time they can tell their prospects about the free report.)

Tip: In addition to creating your launch schedule, you should also take a few minutes to create an overall marketing plan, such as how you're going to promote the report after the launch date. Your plan should include many of the techniques we'll talk about later in this course, including blogging about it, using forum marketing and more.

Next I'll give you the specific emails that you can pass on to your partners to help them build anticipation for the launch.

Step 19: Preparing to Go Viral (Part 2: Sample Emails)

Now that you've approached your partners, chosen a launch date and created a "launch schedule," you need to give your partners the tools they need to build anticipation and whet their prospect's appetite.

Naturally, you should send these same anticipation-building emails to your own lists.

Here then are the two teaser emails and the launch day email templates you can give to your partners. Be sure to tweak these to fit your needs before passing them along to your partners.

Teaser #1:

Note: This first teaser does not need to be a separate email. Instead, just include the below snippet in the "P.S." or introduction of a regular newsletter. Indeed, you can and should send these embedded teasers in multiple newsletters in the weeks leading up to the launch.

P.S. I almost forgot - in a few days you'll get an email from me that's going to change the way you look at [niche topic]. There's nothing to buy. Just read and discover the secrets of [benefit] - for free.

Stay tuned - you won't want to miss this!

Teaser #2:

Note: Send this one out in a separate email two days before the launch date.

Subject: [First Name], what are you doing Tuesday?
Alternative subject: An important reminder for [First Name]

Dear [First Name],

If you've been looking for a quick and easy way to [get specific benefit], look no further than your inbox. Because in about 48 hours you're going to get free access to a report that will change the way you think about [niche topic].

Inside this amazing report, you'll:

- Discover how to [benefit 1].
- Find out a little-known way to [get benefit 2].
- And learn what [niche group] experts know about [niche topic].

Look for it to hit your inbox at [time] on [day] - that's less than 48 hours from now.

See you then...

[Sign off]

P.S. You'll kick yourself if you miss the email.

Launch Day Email Template:

Subject: Get your copy of [name of free report] here...

Dear [First Name],

For weeks now I've been telling you about an amazing little report that will help you [insert major niche benefit here].

Good news – it's ready to download! Get your copy here:

[Direct download link]

I think you'll be as blown away when you read it – it certainly knocked my socks off!

[Sign off]

P.S. Check out the tip on page XX – I've never seen that one anywhere else!

Post Launch Email Template:

Note: Send this reminder in a regular newsletter within two days after launch.

P.S. Did you pick up your free [name of report] yet? If not, download it now at:

[link]

... And turn to page XX to find out a little known secret about [niche topic]. You'll love it!

Step 20: Get Your Report in Front of "Buzzers"

Seth Godin calls them sneezers. I call them "buzzers," because they create a huge buzz about your free report.

Who are these people? They're not really marketers. That is, they don't recommend products for money. Rather, they review and talk about niche products purely because of their interest in the niche.

They generally don't have mailing lists. But they do have platforms and audiences – sometimes their audiences just include people on a forum, but other times these buzzers have large social networks and popular blogs. And because they are so well-respected inside of the niche communities, you'll want to get your free report in their hands before the launch day so they'll start buzzing about it.

Here's how to recognize these people...

- They're long-established and well-respected members of niche communities, such as the most popular forums in your niche.
- They may run popular blogs.
- They may have a lot of followers on Twitter and other social networks.
- They're not necessarily marketers or affiliates. (Which is one reason why their recommendations hold so much weight in niche communities.)
- They're usually regarded as niche experts.
- They have a strong desire to be "first" in a niche. They love being the first to review or talk about a new niche product.
- If they're on a forum, they probably have thousands of posts and have been on the forum for at least two years.

Just lurk on any forum for a few days, and you'll quickly establish who the most respected members of the forum are (and, in particular, which ones are buzzers who talk about niche products).

Once you've identified them, you can approach them. Now, you're not going to approach them like a JV partner, as that will turn them off. Instead, approach them like a trusted advisor. Ask them for their feedback about a report. And, when applicable, use their feedback to improve your report.

Tip: Sometimes a forum PM - private message feature - is the best way to get a hold of them. You may also "befriend" them on Twitter or Facebook and contact them there.

About three or four weeks before the launch date you may contact these buzzers using the sample email below.

Sample PM or email:

Subject: Can I ask a favor, [First Name]?

Hi [First Name],

You're a well-respected member of this forum and clearly a [niche topic] expert, so I really value your opinion.

Could you do me a favor and let me know your feedback on my new report? It's a quick 10 minute read, so it won't take long.

Here's the link:

[Provide download link]

I appreciate if you can provide your honest feedback. And let me know if there's anything I can do for you.

Thanks!

[Your name]

P.S. Please don't share the link with anyone since I'm not yet ready to release the report. I'm sure your feedback will help me improve it. ☺

Circulate the Report

Getting multiple partners to help you launch the report on a specific day is a good way to kick start the viral effect. But you can't just sit back, relax and let your partners do all the work.

You need to do everything you can to get as many eyeballs on your report both on the launch day and every day thereafter.

Here's how...

Step 21: Encourage Readers to Pass It Around

Right now you've focused on getting marketing partners to pass your report around. But some of your best "cheerleaders" are the actual prospects reading the free report. And that's why you need to encourage your readers to pass it along.

One way to do this is to include a note inside the free report that simply says something like: "Do you know someone else who'd like to [get benefit]? You can help them by giving them this report – they'll thank you for it!"

TIP: You can also include this note in any other advertising you do, such as alongside a blog post, in your emails to your prospects, etc.

You may also encourage your readers to pass it along – and let them know they can make money doing so. Again, you can include a note in the actual report as well as a link to more information alongside your other advertising.

Example: You can make money simply by giving this report away to your friends! Click here to find out how.

Note: The link where your readers then land should explain to them about how rebranding works and how they can make money with the report. Be sure to let them know it will only take them a few minutes to create their own rebranded report – and all they have to do to make money is join a certain affiliate program. No website required!

To be continued next week

Lesson #50

The 31-Step Guide To Rebrandable Reports, Part 4

Continued from last week...

Step 22: Tell Your List About It

Just as your marketing partners are spending two weeks building anticipation for the launch day, you should be doing the same thing with your own lists of customers or prospects. You can use the scheduling and emails from Step 18 and 19 to build anticipation.

Note: For best results, start building your own mailing list before you launch the free report. You can do this by sending prospects to the squeeze page and mailing list that you created on Steps 13-15. Use the marketing strategies you'll learn over the next several days to build this list.

Again, yes – you can do this even BEFORE you launch the free report. That way you'll have a "captive audience" on launch day. ☺

Step 23: Blog About It

If you already have a blog, then you should be treating your blog readers the same way you treat your mailing list subscribers. That is, you should build anticipation for the report before you launch it. You can use the "teaser emails" from Day 19 to create your blog posts.

If you don't already have a blog set up, you should create one ASAP. Here's how:

1. If you don't have a domain name, get one at SimpleNicheDomains.com

2. If you don't yet have hosting, get it at HostGator.com.
3. Log into SimpleNicheDomains to change your domain name servers (DNS) to point to HostGator's servers. HostGator will send you an email letting you know your domain name servers. You can watch a video tutorial or read more about how to actually change your DNS at SimpleNicheDomain [here](#).
4. Log into your control web hosting control panel (at www.yourdomain.com/cpanel). Scroll down and look for "Fantastico deLuxe. Click on it.
5. Follow the links and simple instructions to install a WordPress (WP) blog on your site. Be sure to keep your WP login information in a safe place.
6. Log into your WP blog and start blogging! Ideally, you should populate your blog with at least six blog posts, just so your blog looks busy (which will help you get repeat visitors).

If you need help either blogging or customizing your blog, just go to [WP's official site](#) to read the documentation.

Step 24: Become a Guest Blogger

One reason you should have your own blog is because it makes it easier to do "content swaps" with other bloggers.

That is, you can propose that you post guest articles on each other's blogs.

Now, you already know how to find potential partners – just refer back to Step #16. The surest route, of course, is to search for niche keywords followed by the word "blog." You can also search for some of the popular platforms, including "WordPress," "TypePad" or "Blogger."

Example: "copywriting blog" or "dog blog."

Once you've found potential partners, send them a variation of this email:

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

Dear [FirstName],

Hi, it's [your name] here from [your blog]. I'm writing to make a proposal that benefits both of us - specifically, let's swap blog articles.

Since you're the [niche topic] expert, I'd be thrilled if you'd consider sharing your [specific topic] expertise with my blog readers. You'll benefit by:

- Getting a backlink on my blog (Page Rank X, so lots of link juice).
- Getting plenty of click throughs from targeted readers - this blog gets XXX unique daily visitors, so you can expect plenty of traffic.
- Further establishing yourself as a niche expert.

Plus, since we're swapping content, you'll also enjoy the benefit of getting a free, high-quality and exclusive article your readers will love.

You can read it here:
[provide link to your article].

Please let me know if you have any questions or if you'd like to discuss this further. If not, you can just send me your article as soon as its ready and I'll post it immediately on my blog.

Thanks!

[Sign off]

P.S. I look forward to seeing your article - I'm sure my readers will love it!

Alternative P.S. My readers loved your recent article on [topic] - they couldn't stop talking about it. See what I mean here:
[link to discussion on your blog where your readers mention this person's article].

Step 25: Tweet About It

Do you "tweet" on Twitter or post to your wall on Facebook?

Are you a member of any other social networking sites, such as Facebook.com, LinkedIn.com, Ning.com groups or other niche networking sites?

If so, be sure to tell your social networks about your new report!

Tip: If you haven't joined any of these sites yet, do so soon. Not only can you meet new prospects on these sites, you can also meet potential JV partners!

Here's a sample tweet:

Free report shows you how to [insert benefit here] - download it here [link] and then retweet!

Step 26: Advertise Your Report on Forums

If you've done a good job of finding the "buzzers" (sneezers) in your market, then most of the niche forums are probably already buzzing about your free report. If not, you need to get folks talking by dropping links to your report on these forums.

Now, there are multiple way to advertise your report on these forums, including:

- Ask the forum owner to share the report. In other words, ask him or her to become a launch partner.
- Purchase advertising on the forum.
- Post an ad about the free report. (Only do this on forums with "free ebook" sections or specific ad sections - otherwise you're spamming.)
- Become a member and drop a link to the report in your signature file.

Let's talk about the last one for a moment...

You can't just join a forum today, blast a bunch of messages and hope that people will click on your signature files.

Forums don't work that way.

They're communities, which means they're about relationship building.

As such, the best way to get people to click on your signature link is to become a valued member of the community. That means participating on the forum by answering questions, asking your own questions when applicable and generally getting to know the other members.

Tip: Building relationships on forums isn't much different than offline. Think about it - when you're meeting someone for the first time offline, you don't dominate the conversation and then start pitching something. Instead, there's give and take. And your relationship grows slowly over several weeks.

Same thing here. Don't try to build relationships in one day. It takes time to build trust. But once people start liking and trusting you, they'll click on your signature file more often.

Please note that different forums have different rules for signature files, so be sure to read the rules before putting up a signature file.

Secondly, your forum signature is basically an advertisement. As such, you need to give people a reason to click on your link to download your report. You might write something like this:

"Are you tired of [bad thing/problem]? Good news: Now you can discover how to [get benefit]! Click here to download this shocking report for free!"

Example: "Are you tired of spending thousands of dollars searching for reliable freelancers? Good news: Now you can discover how to find the Net's best and most reliable freelancers at the best prices! Click here to download this shocking report for free!"

Step 27: Upload a YouTube Video

Another way to extend your reach into your niche market is by creating and distributing a video.

Tip: The following section refers to creating a video that you use to promote your free report. However, you can also create and distribute a "video version" of your free report. That means it contains the same content as your free report, plus the same product pitches.

Now, in order to use your video to promote your report, the report and video of course need to be closely related. And one of the best ways to get someone to download your free report after viewing your video is to make the report the natural next step.

That is, the report should include tips or steps in a process that naturally come after whatever was shared in the video.

Let me explain...

Let's say your free rebrandable report is about how to groom a sheepdog. The report focuses on the actual clipping of the dog. You can create a video that talks about the first step of this process – bathing the dog.

Example: Your free rebrandable report is about lifting weights and eating properly to gain muscle. The free video can demonstrate actual bodybuilding exercises.

Now, there are a couple ways you can create your video. One way is to use a digital recorder and create a video that demonstrates something and/or shows you talking. You probably already have a digital camera or web cam that can do this type of video for you – just be sure to provide good lighting.

The second way to create a video is to create a "slide show" type video. In this case, you don't even need a camera. All you need is a microphone to narrate and software like [Camtasia Studio](#) to create and edit the video.

Regardless of which option you choose, keep these points in mind:

- **Keep it short** – about five minutes or less.

- **Make it entertaining.** Not only should you provide good content, but keep the visual portion of the video moving along so the viewer doesn't get bored.
- **Create a first, middle or last frame that's eye-catching.** That's because you can choose one of those frames as your thumbnail picture on YouTube.
- **Choose your keywords carefully so that your niche finds you.** You may want to use keywords similar to videos already on YouTube – that way your video will show up alongside those videos.
- **Upload and share on YouTube.** Instead of just posting the video and hoping people find it, you can tell your list about it, blog about it and use other means of getting eyeballs to the video.

Bonus: Check out the [MyNAMS Live Training Webinar](#) from Michelle Schoen and Lon Naylor and learn the Camtasia Secrets.

Step 28: Drive Traffic Using Content Marketing

We've already talked about some forms of content marketing, such as YouTube and blogging. Here's another: Creating and distributing articles on popular article directories.

The key to this strategy is to optimize your articles for specific keywords that your niche is already using in the search engines. That way, they'll find your article the next time they search.

Here's how...

Step 1: Find relevant keywords.

Use a keyword tool like WordTracker to find "longtail keywords." These are keywords that tend to be 3-5 words long that may not get a lot of traffic, but there also aren't a lot of competitors for these words. That means it's easy to rank well in the search engines for them.

Example: "dog training" is an extremely competitive word, simply because so many people search for it every day. A

longtail example is "free hunting dog training guide" or "German Shepherd dog training Michigan."

Tip: If you use WordTracker, look for words with a KEI (keyword effectiveness index) value of 100 and up. You can also plug the keywords into Google to see how much competition there is for any given word.

Select a keyword that's related to the topic of your free report. And then prepare to write an article on this keyword topic...

Step 2: Write your article.

To optimize your article, use your keywords once in the title and two to three times for every 100 words of content there after.

Tip: Remember, the people actually reading your article are humans, not search engine bots. So be sure to create articles that hold their attention, too. See Day #9's lessons for tips on engaging your reader.

Step 3: Create a compelling byline.

The byline or author's bio is where authors put their "about me" information. However, since your goal is to get people to download your free report, you'll put an advertisement here instead.

You can use the forum signature file template from Step 26 as the template for your byline.

Here's another template:

```
-----  
"FREE report: Learn how a [ordinary person] [did an  
extraordinary thing] - and how you can too!"  
-----
```

Example: Learn how a former steelworker went from losing his job to making \$14,872 a month - and how you can too!"

Step 4: Distribute

Now you're ready to distribute your article on the article directories. Here are five of the best ones:

- EzineArticles.com (if you upload to just one, make it this one).
- GoArticles.com
- Buzzle.com
- ArticleAlley.com
- Isnare.com

Tip: If you have multiple articles on the same topic, you can create a Squidoo.com or HubPages.com page.

Step 29: Distribute Offline

Don't limit your promotional activities to online venues – you can promote offline, too.

For example:

- Put your free report on a CD and distribute at trade shows, local seminars, workshops and other niche events.
- Offer to speak at a local organization and distribute the CD after your talk.

Example: If you're in the bird-watching niche, then offer to give a talk to the local bird-watching organization.

- Recruit offline partners to distribute your CD.

Example: Rebrand the CD and ask a local gym owner to share it with his customers.

- Hang or hand out flyers in high-traffic areas, especially where your niche is likely to hang out.

Example: Ask local veterinarians if you can hang a flyer about dog training in their waiting area.

Read on for another offline method (which also works online)...

Step 30: Distribute Press Releases

You can write and distribute press release both to offline traditional media (like your local newspaper, as well as a national or foreign outlet). You can also distribute your press releases to online outlets (such as blogs and other sites) that publish them.

The best way to get into the local paper is to submit your release directly to the proper editor. And the best way to ensure this editor considers your press release is to do these things:

- **Format it properly.** Don't use fancy fonts or other distractions. Make it easy to read using proper press release formatting.
- **Send it to the right person – and spell his or her name right.** A quick call to the newspaper front office will make sure you get the details right.
- **Follow instructions.** Some editors accept email, fax or mailed releases. Some only accept them in a certain format (such as by mail). Be sure to follow the editor's preferences, or your release will go straight to the trash... unread.
- **Create a release that's likely to get published.** Read several back issues to get a feel for what type of press releases they print. Then model your release after these successes.
- **Write a news story, NOT an ad.** Releases aren't self-promotional, except in a subtle way (e.g., your website is mentioned in the last paragraph of the story). If your release looks like an ad, it will get trashed. Again, look at actual published releases in your local paper to get a feel for what the editor likes to publish.

You can also distribute your release online to a wider audience using a distribution service such as:

- PRWeb.com (one of the most respected and widely used services).
- PressRelease.com
- PressAbout.com

Step 31: Sell Rebranding Rights

So far, we've talked about how to get your marketing partners to distribute the report for you.

The incentive you offer is that they can change the product links in the free report to their affiliate links. (While leaving your mailing list links intact so you can build your list.)

If this is for your product, or if you're promoting a product with a two-tier affiliate program, no problem – you make money either way. But if you've created this free report around someone else's single-tier affiliate program, you lose the potential for making any affiliate sales if you let others change the links.

Here's a solution: Sell the rebranding rights to others.

This is just like selling the resell rights to the product, except that you're also giving people the right to change the affiliate links in the report to their links. You can charge a nominal fee for rights, such as \$10 (and then you can sell these rights to hundreds of people).

Here's how it benefits you:

- You get to make some money up front selling these rebranding rights.
- Your mailing list links stay intact, so you can still build a list.
- The report still gets wide distribution, since you still encourage everyone to give the report away freely (but only those with rebranding rights get to change the links).

To do this, just set up a download page that's ONLY accessible to those who purchase the rebranding rights. There you provide the rebranding tools (such as [ViralPDF](#)) so that buyers can rebrand the selected text and links.

So how do you advertise these rebranding rights?

If you email people directly – especially those who don't know you – they'll likely see your email as spam since it's a commercial offer. As such, it's better to advertise and let the buyers come to you.

Here are places to do exactly that:

- The WarriorForum.com. (Hint: Place your ad in the "Classified" section. If you're offering rebranding rights for a price that's lower than the general public gets, then you can place your ad in the "Warrior Special Offers" section.)
- The DigitalPoint.com forums.
- The SitePoint.com marketplace.
- eBay.com.
- Craigslist.org.

You can also use free advertising methods to attract buyers, such as:

- Blogging about it.
- Setting up an affiliate program through Clickbank.com and recruiting affiliates to sell it.
- Telling your list about it.
- Telling your social networks about the offer.
- Posting the offer on your Squidoo.com or HubPages.com pages.
- Using article marketing to drive buyers.
- Advertising it in your forum signatures.
- Setting up an AdWords pay per click campaign.
- Trading links or ads with joint venture partners.

Now let's wrap things up...

Conclusion

There you have it – a complete 31-step guide to making money by creating and sharing your own free rebrandable report!

Let's quickly recap what you learned over these 31 lessons:

- 1. CHOOSE a Niche** – here you learned how to find a market that's able and willing to spend money to solve their problems!
- 2. CREATE Your Rebrandable Report** – You found out how to "feed" this hungry market by creating a free report with the content they desperately want and need!
- 3. CAPITALIZE on the Traffic** – You discovered how to entice those who read your free report to join your mailing list!
- 4. CONTACT Partners** – You learned how to find and contact promotional partners to help distribute your report.
- 5. CIRCULATE the Report** – Finally, you discovered how to sweep your report across your niche like a prairie fire!

In short, you now know everything you need to know about making money simply by giving away a free report!

Now that you know how to do it, **it's time to put this plan into action.** I know you're tempted to put this report away and think about it for awhile. But don't do it.

It's much better if you start taking action today while it's fresh in your mind.

As such, I strongly encourage you to return to Step #1's, re-read it and take action on it – today. Right now. **Because the sooner you take action on these lessons, the sooner you too can make money simply by giving away something for free!**

Lesson #51

Thirty-Five Best Blogging Practices For Affiliates

7 Ways to Write Great Blog Headlines

Writing great blog headlines can be difficult, which is why many bloggers simply don't bother to do it. However, if you're willing to learn how to get better at it, you'll be surprised by how much a good headline can improve your results.

So what's the secret to writing good headlines?

It's a combination of things.

But most importantly, it involves thinking like a copywriter. This means that you must understand your audience, think like them, and then make a conscious effort to persuade them using every strategy available to copywriters.

Below, you'll learn 7 ways you can use to write great blog headlines:

1. Make a Big Promise

Your blog post may provide very large benefits to your readers.

Example: It might tell them how to use a new Internet marketing technique that is not explained well elsewhere.

However, if you do not communicate this information to your viewers, then they won't see the benefit and won't bother to read your entry.

Example: As an example, consider using a headline like:
"Do _____ 3 Times Faster."

For all readers, this is a simple and tangible benefit and if this is something they want, then there's a good chance they'll read the entry.

2. Arouse Curiosity

Another strategy you can use to improve your headlines is to arouse curiosity.

By doing so, you will make it difficult for the reader to leave without having first satisfied that curiosity by at least skimming your entry.

Again, using our Internet marketing example, you might say something like this:

Example: "Find Out How The World's Strangest Marketing"

3. Use Trigger Words

If you've ever read a guide on copywriting, you've probably noticed that the term "trigger word" is thrown around quite frequently.

If you're not familiar with the term, it refers to any word or phrase that triggers a psychological response on the reader's part.

These are very useful, as they can compel people to take action and make decisions when an alternate choice of words would not.

The following is a short list of some "trigger words" that you may want to use in your blog headlines:

- free
- news
- introducing
- new
- announcing
- explosive
- proven
- shocking

4. Get Specific

Blog readers need a story that they can visualize if you want them to be compelled.

If visitors cannot visualize the story that your headline suggests, then they won't bother to read further.

One way in which you can make it easier for them to visualize your story is to *be more specific*. As an example, compare the following two claims:

Example #1:

"Make as much as \$200 with this strategy in your first week"

"Make as much as \$197.83 with this strategy in your first week."

Example #2:

"Lose 20 pounds in one month"

"Lose as much as 19 pounds in one month."

In each case, the second option provides a higher degree of detail than first and signals to the reader that the blogger is communicating the exact story, rather than embellishing or being vague.

5. Speak Directly to Your Target Market

While it's true that the people you target have other interests, it's NOT true that you know what they are. All you know about the people who visit your blog is that they have an interest in your niche.

This is precisely why it is vital to target these interests specifically, rather than a person with generic interests.

This is something you should keep in mind when writing headlines.

Example: If you have a weight loss blog, then your headline should not work equally as well on a gardening blog.

That is—it should not appeal to general "human interests," but instead, the interests of those who want to lose weight.

6. Draw Inspiration from Successful Bloggers and Tweeters

One of the best ways to learn how to write better headlines is to copy the style and approach of those who are successful at it.

One way in which you can do this is to watch the Digg.com front page each day. If a headline makes it there, then it has received hundreds or thousands of votes, indicating that the technique was successful.

Another place you can draw inspiration from is Twitter.com. Since tweets are limited to 140 characters, you can think of them as you would an unusually long

blog headline. As you did with Digg, look for frequent re-tweets and analyze what it is that makes them unusually salient.

7. Test, Track... Test, Track!

In addition to employing good headline strategies, you must also test them.

Otherwise, you will have no means of determining whether a strategy was successful or not. The best way to do this is to monitor your traffic statistics to see whether a certain headline technique increased the clicks to the post and amount of time the average visitor spent on your blog post.

Note: You see, it is NOT enough just to test and track your click rates. It is relatively easy to deceive your visitors and make them click to a specific blog post; but what matters is how relevant is the headline to the content of the post.

So, as much as you keep track of your "most popular posts" also be sure to track the readership level of these popular blog posts.

Of course, for SEO (Search Engine Optimization) purposes, you will NOT want to alter the headlines of blog entries after you have already posted them. Instead, you will want to look at the results for many different headlines and blog posts and then see if you can determine which techniques are consistently yielding better results.

Conclusion

Writing good blog headlines is an essential part of retaining blog visitors and encouraging them to read more.

There are many ways in which you can do this, but I have listed some of the best strategies above. In addition to writing good headlines, it is also important that you test your results and make modifications accordingly.

7 Ways to Get Great Ideas for Blog Posts

You might wonder how some bloggers manage to stay inspired and to find new topics effortlessly while others (like you) struggle to find new ideas.

However, the truth of the matter is that many of those prolific bloggers didn't start off that way.

Just like you, those prolific bloggers had periods of time when they couldn't come up with great ideas and when they no idea where to look for inspiration.

The difference between you and them is that they figured out how to overcome this problem.

If you want to overcome this problem, all you have to do is find reliable sources of great ideas and then tap them periodically to make sure you don't run out of material.

Below, you'll learn 7 useful strategies you can employ to get great blog post ideas:

1. Ask Your Readers

Not surprisingly, your readers know what they want to read about more than anyone else. This is precisely why any attempt to generate new blog topics should begin with a frank discussion between you and your blog readers.

If you use WordPress or a blogging platform that permits it, consider using a plugin to conduct two different polls.

- The first poll should ask what direction readers would like your blog to move towards in the long run.
- And the second should ask which topic they would like you to discuss in an upcoming feature piece. You might consider creating a new poll for the second question on a monthly basis.

In addition to soliciting readers' advice through polls, you may also want to explicitly ask them to tell you what you should write about through comments or in an email. This will give them greater freedom to explain what they would like to see on your blog.

Finally, if you do not already own a blog, you should start by soliciting this type of advice on relevant niche forums or through your email list. Explain what you plan to do and then ask what people would like to read about.

2. Listen to Your Readers

In many situations, you don't even need to solicit your readers' advice! There's a very good chance that simply paying attention to the comments section of your blog will yield all of the information you need.

Example: Was there a rigorous debate in the comments section over one of your previous topics? Or was there a blog entry that was accompanied by a flurry of questions that you never addressed explicitly?

Have you started to realize a new blog post opportunity?

These are all things you may want to come back to in the future by creating a second blog post on the topic.

3. Lurk on Forums

Lurking on forums can be a great way to generate blog entry ideas. If you don't already visit forums regularly, you can find some in your niche at the following URL: <http://www.big-boards.com> or by searching like "[your keyword] forum" at Google.

Example: "golf forums" or "internet marketing forum".

When you're on the forums, look specifically for hot topics.

For instance, if a thread has received hundreds of replies and has remained at the top of the forum for a sustained period of time, then there's a good chance that it will prove popular on your blog, too.

Also, if a post proves to be controversial and draws a lively debate between forum members, it may also be something you should consider importing to your blog.

4. Read Newspapers and Magazines

When reading online media, it's all too easy to jump around without getting an in-depth overview of a topic.

Sitting down to read a magazine or newspaper can often be a better way to get a more detailed, detached perspective of current events and hot topics.

So, grab a few magazines and newspapers of choice and take notes as you read through them.

Look for topics that have the potential to be funny, exciting, useful, or controversial. And then use them to stimulate discussion on your blog.

5. Check Out Article Directories

As an Internet marketer, you've probably submitted many articles to directories. What you might not realize, however, is that these directories can be a goldmine for ideas when you need them most.

Next time you're struggling to come up with an idea for your blog entry, visit EzineArticles.com, locate the category that best describes your niche, and begin browsing. Look for headlines and topics that catch your eye and then consider posting on the idea if it looks promising.

6. Use Keyword Tools

One way to understand your blog readers better is to find out what they look for on the Internet. You can do this by using the Google AdWords Keyword Tool: <https://adwords.google.com/select/KeywordToolExternal>.

Using this tool, you can simply enter a word or phrase, such as "golf equipment" and the tool will return a massive list of related keywords, including such things as "golf umbrella" and "new golf clubs."

Here, you've tens and maybe hundreds of keywords that you can easily turn into ideas!

You can also sort these results by the search volume they received, which will allow you to isolate the most popular keywords.

7. Continue an Interesting Conversation

Sometimes you won't even need to come up with a fresh idea by yourself!

Here is how:

Next time you encounter a hot conversation on another blog or in a forum, continue it on your own blog. Mention briefly where you found the conversation, give an overview of the arguments on each side, and then support one or the other.

Since blog readers in your niche are likely to have strong feelings about such topics, you can expect a strong response.

Conclusion

Coming up with new blog entry ideas can be difficult. However, it doesn't need to be impossible.

All you have to do is create a list of places where you can reliably find good new ideas and then tap them as needed.

Using the 7 strategies I've shared with you above, you may find that it is much easier to recover from your next spell of writers block.

7 Ways to Get More Comments at Your Blog

Comments are the lifeblood of any truly successful blog. They keep the discussion going well after the blog entry has ended. And they signal to new visitors that other people find the blog interesting and worthwhile.

If you want to ensure that your blog becomes successful, retains visitors, and encourages visitors to stay longer and to become more active, then you should do whatever you can to try to draw more comments.

Below, I will discuss 7 different strategies you can do get a lot more comments at your blog.

1. Repost or Reference Comments

One great way to draw in readers and to encourage them to comment more frequently is to reward them when they do it.

Example: If someone makes a particularly insightful remark about your post, then it may make sense to comment on it explicitly.

You can do this by quoting part or all of the comment, mentioning the poster by name, and then saying something complimentary or funny about his or her post.

Tip: Remember to check you type the commenter's name correctly. If you've international blog readers, you'll easily type their names wrong - and that can only make an impact in the opposite direction.

If you do this in a way that makes people feel involved and recognized for their effort, then they're more likely to contribute in the future. Others, seeing this, will also contribute.

2. Hold Contests

Another good way to encourage readers to become commenters is to hold regular contests.

In these contests, the entry fee will simply be making one or more comments. And the prize can be a number of different things, including merchandise from your niche or store; or the opportunity to make a one-time guest blog.

As far as picking winners goes, this is up to you. You could either select them yourself by picking the "best comment" or you could randomly select a comment using <http://www.random.org>.

The first method is entirely subjective; however, the second method may lead you to select someone who only put in a nominal effort, perhaps by writing "good post," which could anger other participants.

Tip: If you make a random selection, in order to optimally take advantage of this opportunity, you may also want to screencast the selection process and post it on your blog at a pre-determined date and time.

Feel free to make real-time voice-over while you're screencasting and add excitement to the video.

This could draw a lot of interest from participants and give your blog a healthy traffic spike.

3. Be Controversial

Another good way to encourage readers to comment is to occasionally post something highly controversial, but not ethically objectionable.

Example: You might cite a famous Internet marketer who has claimed that creating an email list is a waste of time; and that you should instead always send traffic directly to your salespage.

When it comes down to it, you don't even have to take a side. You can simply introduce the controversy and then let commenters jump it and flesh out the debate.

This can be an excellent way to draw readers in and prompt them to get involved.

With all of this said, I cannot stress enough that you should not post controversial topics that could be construed as morally or ethically objectionable material. This is more likely to turn off readers, rather than get them involved.

4. Create a Poll

Polls have many virtues. One virtue is that they allow you to capture information about your visitors that you might otherwise not be able to get. Another virtue is that they prompt involvement on the part of those who feel that their preferences were not well-represented in the poll.

I want you to use polls for the second (and lesser-known) virtue. That is — create a poll that is incomplete — and then allow commenters to chime in by arguing that you should include additional categories and explaining why that is the case.

Tip: Alternatively, you'll offer a complete list of choices but rather explicitly ask them to comment why they chose it. People will start a discussion on why X is better than Y or the vice-versa.

This should stimulate some interesting comments, which could lead to a discussion between blog readers.

5. Give Readers Less Time to Comment

As with many things in life, it's all too easy to put off blog commenting and tell ourselves that we will do it tomorrow instead. And, not surprisingly, this is something that many would-be commenters do.

They decide to put comments off until later, but when they go to do them at another time, they find a new blog post and lose interest in placing the original comment.

One way to get around this is to put a cap on the amount of replies you allow or the amount of time people have to post replies.

When they see this cap and realize the implications, they will be prompted to post now, rather than later. While it may seem counterintuitive at first, it can work quite well in practice to bring in additional comments.

6. Show the Carrot

Instead of threatening to prevent people from commenting, you may want to consider giving them a positive incentive to comment.

For instance, you could put some lower bound on the number of comments you must receive before you will create another post.

Example: You might say that you will only post after you have received at least 30 comments from readers.

With this said, it is important that you follow the response to this policy over time. Make sure that readers aren't simply posting "good work" or "nice post," but instead are actively participating. Otherwise, this system will not work and you may need to switch to something else.

Note: I can't stress enough the importance of the "carrot" principle in place for this strategy:

You need to show people what's next.

Tease them about the next blog post and make it clear that you'll post this new exclusive post right after you reach a certain amount of comments.

7. Make a Typo

Similar to tip #4, which involved creating a poll that purposely excluded certain categories of response, you may want to consider drawing comments by intentionally making a mistake.

You can do this by occasionally making a typo, which will incite those who cannot accept typos to comment.

Of course, with this strategy, it is critical that you do NOT go over-board. Frequently making typos on your blog will make you look unprofessional and will hurt your chances of long run success.

Conclusion

If you want to have a successful blog, then you need to convert readers to commenters.

Fortunately, if you want to do this, all you have to do is use one or more of the seven strategies I've provided above.

In a matter of weeks, you should see significant improvements in your reader involvement, commenting, retention.

7 Ways to Make Money from Your Blog

Initially, finding high-quality content for your blog and then getting people to see that content is the most important thing you can do with your time.

However, as your blog evolves and your readership grows, you have to put some time into monetizing the blog correctly. Otherwise, the entire enterprise will be for naught.

Below, I will explain 7 ways in which you can monetize your blog, so that it goes from being a drain on your financial resources to an asset.

1. Use Google AdSense

For starters, you should consider putting up Google AdSense ads. The advantage to this approach is that it is simple.

Tip: If you're using Blogger.com, the Google AdSense is already built in. After all, it is one of the Google services. However, there are many plug-ins and themes for WordPress and other platforms, which only needs you to insert your Google AdSense code.

All you have to do is create an AdSense account, generate some lines of code, and then place those lines of code in your website. From there, the script will generate ads that are contextually-matched to your site; and will generate revenue whenever they are clicked.

This means that you don't need to talk to advertisers; and you don't need to draw up a contract. All you have to decide on is what type of ads to use. You will have a choice between a half dozen types, including banners, image ads, and text ads of various shapes and sizes.

It's important to note that there are also downsides of using Google AdSense. For instance, you will probably earn less on banner ads and you will also have less control over what ads are displayed on your site.

Tip: Having said that, Google AdSense allows you to block some kinds of ads, keywords or domains from showing up on your blog.

2. Sell Advertising Space

In general, this won't work well for low traffic sites. However, if your blog receives a lot of traffic and you can back this up with documentation, such as traffic records, then selling advertising space may be a lucrative option.

When it comes to selling ad space, you will have a few different options.

You can choose between text ads, banner ads, and image ads. You can also choose whether you want advertisers to pay per click or to pay per view.

If you decide to go this route, you can use the following sources to find ad space buyers:

- <http://www.webmaster-talk.com/buy-and-sell-advertising-space/>
- <http://www.sitepoint.com>
- <http://www.warriorforum.com>

3. Seek Out Sponsorship Opportunities

In addition to (or as an alternative to) selling ad space on your site, you might consider seeking out sponsors.

The sponsors could agree to provide a free prize for your contest in exchange for being mentioned on your blog in the days leading up to the contest.

Alternatively, you could have long term sponsors for the blog, who make a monthly donation in exchange for your promoting their products periodically and for including a banner on your site that references them as a sponsor.

4. Sell Your Own Products/Services

Another way to generate revenue through your blog is to create your own products or to sell existing products.

If you don't already have products, you might consider creating an ebook, a short report, or video or audio content. If you don't feel comfortable creating these products yourself, then you can hire a freelancer at <http://nams.ws/elance-affdom> or <http://www.guru.com> to create the product for you.

Once the product is ready, you can sell it on your blog by accepting payments via PayPal.com or ClickBank.com. You might want to start by introducing your product through a blog entry; however, at a later point, you may want to relegate it to a permanent position on your blog, such as in a top banner or in the sidebar.

5. Promote Affiliate Products/Services

An alternative to actually creating products to sell or selling existing products that you own is to promote products as an affiliate.

Regardless of what niche you are in, you should be able to find affiliate programs to join with lucrative and timely payments. In fact, even if you have your own products to sell, it may still be a better idea to sell affiliate products.

For starters, you should visit ClickBank.com, which has a wide variety of different electronic affiliate products. Among these, you can look for ones that have high "gravity" scores, as well as high commission percentages.

If you want to promote services and physical products, you have additional options, including the following:

- <http://www.cj.com>
- <http://www.linkshare.com>
- <https://affiliate-program.amazon.com>

6. Post Paid Reviews

Another way in which you can monetize your blog is to join a "pay per post" program. These will allow you to post positive reviews about products in exchange for monetary compensation.

At first, you might think this is unethical to pretend a product is good in order to get money in exchange. But, in fact, you don't need to do this at all.

Instead, what you can do is focus on products that you have already used and would recommend to your blog readers. You can then recommend it as you would, but you'll now receive compensation for doing so.

You can find sites that facilitate pay-per-post exchanges at the following URLs:

- <http://www.payperpost.com>
- <http://www.loudlaunch.com>
- <http://www.reviewme.com>
- <http://www.smorty.com>
- <http://www.blogsvetise.com>

7. Offer Freemium Content

The term "freemium" refers to a business model where the basic content or service is free, but the advanced features require visitors to pay.

This approach can be successfully extended to blogs in the following way:

- First, let your usual posts and content make up the "free" part.
- Next, add some "premium" content, such as a exclusive posts, graphic design items, cheatsheets, coupons, reports, or WordPress themes. Anything that your readers want so badly can be premium.
- Only allow paid subscribers to access your premium section.

From there, you should make attempts to promote your paid section to your free members, so that more and more of them move into that group over time.

Additionally, consider making entry fee very low (perhaps \$5/month), so that visitors don't need to think very hard about the decision.

Conclusion

No blog can experience true success if it isn't monetized correctly.

It doesn't matter how much traffic you're getting and how good your content is, this will always be the case. Without monetization, you won't have profits and without profits, there will be no reason to maintain the blog.

7 Ways to Improve Your Blog Design

Design plays an important role in determining how your visitors will view you and your blog. A sloppy, poorly-organized blog will convey to your visitors that you're either an amateur or that your blog is very low-budget.

Either way, this is a bad signal to send to visitors who are seeing your blog for the first time.

For these reasons and others, it is important that you work to improve the design of your blog.

Below, I will consider 7 tips you can use to improve your blog design.

1. Choose Your Theme Wisely

If you use WordPress or another popular blogging platform, then you will have access to hundreds or possibly thousands of different blog templates. Instead of picking any old theme, spend some time to find one that matches your niche and looks clean and professional.

If you want a free template for WordPress or another popular blogging platform, you can simply scour Google results for "free WordPress themes." On the other hand, if you want to browse higher-quality, paid themes, you should look at <http://www.themeforest.net>, where you will find themes for as little as \$10.

2. Customize Your Theme

Now that you have selected a WordPress theme, it is time to customize it and put it to work for you. If you're using WordPress or another popular blogging platform, you will be able to make the majority of these changes through the administrative panel.

This might include things like re-arranging your sidebar or adding widgets that track traffic statistics.

In addition to this, you can make other changes. For instance, you can limit the amount of posts that will be displayed on your home page; or alter how the comments will appear on your blog.

3. Customize the Icons

Many blog themes will come with a set of their own icons. However, it's still possible that you can still improve the situation by finding better or less-used icons, so that they stand out more.

The following two blog posts list free, downloadable icons for bloggers:

- <http://www.problogdesign.com/resources/30-best-free-icon-sets-for-bloggers/>
- <http://www.dezinerfolio.com/2007/09/25/top-50-supercool-free-icon-sets/>

Note: If you're not comfortable coding in CSS or PHP, you may want to omit this step, as it will be quite difficult; and may only provide small design gains.

4. Be Social

If you make it hard for people to promote you, then fewer will do it. And if you make it easy for people to promote you, then more people will promote you.

This is precisely why it is important to incorporate social media into your blog. If you make it very easy for people to take content on your blog and refer to it in tweets and on Facebook, then people will do it more frequently.

For this reason, you should be thought when placing your social media icons on your blog.

Note: Here you can find tons of social media icons and icon sets:

- <http://webdesignledger.com/freebies/the-best-social-media-icons-all-in-one-place>
- <http://www.komodomedia.com/blog/2009/06/social-network-icon-pack/>
- <http://www.blogperfume.com/social-media-icons-pack-in-3-sizes-for-download/>

Make sure it is easy for people to access them immediately after reading a post, so that they can quickly tweet about you or reference your post on Facebook.

5. Keep Your Sidebar Tidy

Many bloggers mistakenly fill their sidebars with all sorts of junk, including widgets, tag clouds, and other items.

What they do not realize is that the sidebar is the gateway to extra income, repeat visits, and increased pageviews. Thus, if it is poorly constructed, then there is profit to be had in improving it.

Extra: For a brief overview of how you might design your sidebar optimally, check out the following blog post:
<http://woorkup.com/2010/02/07/anatomy-of-the-perfect-sidebar/>.

6. Use a Blog Post Image

This may depend on your theme, but in general, using an image to accompany your blog posts is an excellent way to improve the visual appearance of your blog. For starters, you can use free stock photographs drawn from places like the following one: <http://www.freeimages.co.uk>.

Just remember to make sure that the photographs are legal to use and will match well with your posts.

If you find that this process is getting tiresome over time, consider only doing it for important blog posts. In fact, this could even act as a means of signaling when a post is important.

If your blog eventually becomes very profitable, you may even consider hiring a freelancer to create graphics, charts, or cartoons that accompany your entries and are exclusively for your blog.

7. Take Advantage of Your Footer

In the past, the "footer" portion of blogs was often underused or left entirely unused. Today, things are changing rapidly in this area. It is common to find a number of different items in the footer now, including a "latest posts" section or a "popular posts" section.

Additionally, people have begun using footers to add contact forms, so that visitors easily send emails or submit feedback. It has also become common to add your subscription form to this area – so that anyone can subscribe to your email list from any page of your blog.

So, next time you logon to your administrative panel, consider re-vamping your footer (via widgets) to take advantage of this otherwise wasted space.

Conclusion

Blog design is often overlooked as a secondary consideration.

In reality, however, it plays an important role in determining who stays on your blog, what they do when they're on your blog, and who and how many people they refer to your blog.

If you take time to make even small design improvements, you will reap benefits for the remainder of the blog's life.

Lesson #52

Ten Takeaways For Your Business

If you've been the least bit successful online for a few years, you'll realize that...

Many of these important lessons aren't shared anywhere else!

You see, when you buy a marketing product, you learn about things like traffic generation, product creation, copywriting and all the other technical pieces you need to make money online. But if you've ever followed the advice in these manuals and you couldn't seem to make a go of it, you probably realized something was missing.

So what was missing?

These ten lessons. What I'd like to do is give you ten takeaways to help you with the next ten years of your own business. These ten lessons really will make a difference if you'll just put them into practice.

Indeed, if you create a solid marketing plan and then follow these ten tips, you'll start seeing success.

In some cases these lessons may be breakthrough you needed to get to the next level. In other cases, they might just be the bridge that finally links together two crucial pieces of the marketing puzzle so it finally makes sense.

In all cases, you can use these tips to grow your business *easier* and *faster* than you ever thought possible.

So without further introduction, let's get to these ten crucial lessons...

Lesson #1: Salesmanship is the Hare, Content is the Tortoise – And We Know Who Wins in the End

There's an old story about the tortoise and the hare who challenged each other to a foot race.

At the starting line, the hare took off quick like a bullet. He looked back to see the tortoise moving along slow and steady, but way behind the hare. So the hare napped. Meanwhile, the tortoise slowly and steadily made his way to the finish line to win the race.

You can take away a great business lesson from this fable:

Slow and steady wins the race.

And since salesmanship is the hare and content is the tortoise, you know where to focus your efforts.

I've seen a lot of slick marketers come and go in this business in my ten years as a full-timer, but those who were in this business then and still are here now all share one thing in common:

Great content.

Think about it...

Example #1: You can sell anything with good marketing – once. A great sales letter can sell a mediocre ebook, a misleading report or even a downright ghastly video. But as soon as the customers discover the quality of the content, they're out the door for good.

Some will refund, some won't, but none of them will ever buy from the marketer again.

Example #2: You've probably also seen people use poor content – even "scraped content" – to pull in traffic from the search engines. Problem is, this content is written solely for the search engines, without any regard whatsoever for the end user.

So while the site might pull in traffic, it's NOT going to garner any repeat visitors.

Both of the above points are examples of short-term thinking.

But this sort of business model always leaves the marketer scrambling for new customers, trying to repair his reputation and chasing rather than attracting customers.

It's exhausting – no wonder people who do this tend to eventually give up! Listen, making money doesn't have to be that hard.

Instead of relying solely on great salesmanship to make money, why not focus on a combination of great salesmanship AND great content? That way your marketing and sales copy bring the customer into the door – and your great content keeps them coming back again and again.

Which brings us to the next point...

Lesson #2: The Easiest Way to Grow Your Business is to Keep Customers Happy

I can't put it any more plain than this:

If you didn't have any customers, your business would cease to exist.

And that means one of the keys to building and growing a successful business is to grow your list of satisfied customers.

Indeed, when you have satisfied customers, your business grows because of the three R's. Let me explain...

Repeats: Satisfied customers become repeat customers – and they usually make repeat purchases with escalating frequency and price points.

Example: The customer who's satisfied with his \$10 purchase will go on to buy your \$50, \$100, \$500 items... and so on. As long as he's satisfied – and as long as your products keep meeting his needs – he'll keep buying.

Referrals: Unhappy customers tell their friends to steer clear of you and your business. Fortunately, happy customers also tell their friends about your products or services.

Sometimes satisfied customers become active affiliates who promote your products via traditional means. These are folks who are marketers as well as customers.

At other times, your satisfied customers simply become raving fans on forums, blogs, social networks and elsewhere.

Example: Other members of a forum might ask who has the best product in your niche, and your raving fans will always answer those threads by naming you, naming your products and even linking to your sales pages.

Now that's powerful!

Residuals: Finally, happy customers don't just buy your products – they trust you enough to join your membership sites and other continuity programs. They'll join your highest priced programs – maybe even personal coaching – and become "followers" who're part of your inner circle.

It all seems pretty simple, right? But here's the thing...

Satisfying your customers isn't just about putting out quality products and over-delivering on expectations.

They're important, yes. But they're NOT the only factors.

You also need to give your customers a good buying experience. In other words, you need to provide great customer service.

You see, you can have the best products in the world, but you may only have a handful of happy customers if your customer service stinks.

Example #1: Maybe a customer purchases one of your items but is unable to download it. And when he emails you about it, you don't get back to him for a week or two. Probably by this time he's so frustrated that he's requested a refund.

Example #2: Or maybe you offer software but no support. Maybe you don't even provide adequate installation and customization

instructions. Even if your software is better than the competitors' software, your customers are going to drift away and find someone who's willing and able to show them how to make their purchase work.

Bottom line: Provide great products and a great buying experience, and your customers will repay you tenfold through repeats, referrals and residuals.

Lesson #3: You Need Only One Source of Traffic to Get All the Visitors You'll Ever Need – Partner Traffic

When you first start thinking about how to get targeted, high quality traffic to your site, you're faced with a lot of options.

These options include affiliate and joint venture (JV) marketing, pay per click (PPC) marketing, search engine optimization (SEO), ezine articles, blog posting, video distribution, placing classified ads, blogrolling, distributing press releases... and everything else.

However, you really only need to use one source: Partner traffic (i.e., traffic from your affiliates and joint venture partners).

There are two reasons for this.

1) First, if you put a good affiliate program in place, you don't need to use any of the other traffic-generating tactics. That's because your affiliates will do them for you!

Your good affiliates and JV partners will:

- Blog about your products.
- Tell their lists about your products.
- Write and submit articles to article directories.
- Purchase banner ads, ezine ads, PPC ads and classified ads.
- Market your products offline.
- Drop links to your products on forums and social media sites.
- Create short reports to sell your product.

- Mention your product on their own thank you and download pages.

And so on.

The point is, if you have a good team of affiliates, you don't even need to touch those other marketing methods.

2) Now, there's a second reason why partner traffic is such valuable traffic. Namely, because it's just another form of word of mouth traffic – which is extremely powerful and returns high conversion numbers.

Let me explain...

Example: Let's suppose Paul the Prospect is thinking about buying your product. He doesn't have a clue who you are. So if he merely stumbles on your sales page through one of your own articles or blog posts, he may not be wholly convinced to buy your product.

Now let's suppose that Paul the Prospect is on Mark the Marketer's list – and he has been for many months, maybe even a year. As such, Paul trusts Mark implicitly. When Mark recommends something that Paul needs, Paul doesn't even bother to read the whole sales page – he buys it mainly on the basis of that trusted recommendation.

You can see where I'm going with this. If Mark recommends YOUR product to his list, you'll get an amazingly high conversion rate – simply because a trustworthy source is recommending your product to a list with which he's built a relationship over the years.

That's powerful.

Bottom line: Focus on finding and recruiting affiliate and joint venture partners. Not only can you get a great deal of traffic from these partners, it also tends to be high-converting.

Lesson #4: The Fortune is NOT in the List – The Fortune is in How You Utilize the List

You've heard the marketer's mantra a million times: "The money is in the list."

Listen, that's NOT *entirely* true.

If it was true, then anyone could build up a big list and soon retire to a private island. But it doesn't work that way.

People still believe it, however. You'll see beginning marketers focusing on building up big lists quickly – a few thousand in a just a week, tens of thousands in a few months, 100,000 strong in a year. They start having visions of a \$1 per subscriber per month rolling in.

When the money doesn't materialize, they're baffled. Worse yet, sometimes new marketers are shocked to discover that their conversion rate is at or near zero. You can see how frustrating this is to folks who believe that all you have to do is build a list and watch the money roll in.

Now, a list can be profitable. But in order to see those profits come in, you need to do two things...

1. Build a Targeted, Responsive List

If you're selling dog collars, then you should be building a list of people who want to buy dog collars.

Building a list of cat owners, people who like rose gardening or people who want to learn how to cook French food aren't good candidates for your list. Your subscribers need to all be interested in what you're selling. Period.

Secondly, your subscribers must WANT to be on your list. If you offer a freebie (like an ebook) in exchange for an email, your subscribers better know they're going to get a newsletter from you. If they join a contest, they better know their registration puts them on your list. And so on.

Point is, use whatever means you want to get them on your list – but make sure they're equally as excited to read your newsletter as they are to get your freebie.

2. Build Relationships With Your Subscribers

As mentioned, the first step in building a responsive list is to make sure you're only attracting targeted subscribers who want to join your list.

The second step is to build relationships with your subscribers. As they begin to know, like and trust you, they'll start buying more and more from you.

Here's how to build those good relationships:

a) Communicate Regularly: Think about your personal relationships – how often do you talk to your best friends? Chances are, the people you know, like and trust the most are also the ones you talk to regularly.

And likewise, the best way to build up a relationship with your subscribers is to communicate regularly. If you're only sending them emails once per month, they're going to forget about you in between emails – and they may even forget your name and report your emails as spam.

But send out emails regularly – about once a week – keeps your name in front of subscribers and gives you a chance to share quality content and offers.

Which brings us to our next point...

b) Create Quality Content: Your subscribers signed up to your list to get solutions. And in many cases, that means they want information.

If you can solve their problems (by providing quality content), you'll earn their trust. And that makes it much easier for you to sell your offers.

c) Choose Solid Offers: The second way to provide solutions to your prospects' problems is by recommending products that solve their problems.

However, just as you need to provide quality content, you also need to recommend quality products – honestly. To do otherwise means risking your reputation as an honest marketer.

Here are a couple guidelines:

- If you wouldn't recommend it to your best friend or your mother, don't recommend it to your list.
- Review the product honestly, flaws and all. Indeed, revealing a flaw creates trust between you and the prospects, and this trust spurs sales.

Lesson #5: There is No Better Income Generator for the Long Haul Than a Subscription Program

Over the years I've sold everything from \$10 reports to coaching programs with price tags starting at \$497. And here's what I've learned:

The key to long-term profits is to start a subscription site (AKA continuity program).

Now, I'm not talking about a hidden continuity (forced continuity) program where marketers trick their customers into getting rebilled month after month. Instead, I'm talking about a completely transparent program. And in some cases, you use the rebilling as a benefit to the customer.

Example: Do you have an automatic subscription to a newspaper or magazine? It would be a hassle if you had to log into the provider's site every month and renew (and pay for) that subscription manually. That's just one reason why it's actually a benefit for customers to get rebilled automatically.

And there are plenty of benefits and reasons why marketers like continuity programs, too. Here are five of those reason and benefits:

- ✓ **You get an effortless, residual income stream.** Because your customers are rebilled automatically (usually monthly, but sometimes weekly), you don't have to spend as much time thinking up new backend offers to sell to your customers. And once you've built up your

membership numbers, you have a fairly predictable and reliable monthly income coming in... effortlessly!

- ✓ **You can create a "set it and forget it" membership site.** You don't have to chain yourself to your computer just because you're running a membership site. If you run a fixed-term membership (FTM), you can create the content ahead of time, load it up into an autoresponder... and then spend more times doing the things you enjoy.
- ✓ **There are plenty of backend income opportunities.** Every week – and certainly every month – you're sending out new emails and content to your subscribers. And that means you have plenty of chances to sell extra products and services to your existing customers.

Think about it. If you were running a traditional business where you sold products in order to build customer lists, then you'd need to constantly sell backend products in order to sustain your income. But when you have a membership site, you're bringing in your main income passively through membership – and all the backend products contribute are just "gravy" as far as your income is concerned!

- ✓ **You position yourself as an expert in your niche.** When you create a membership site and regularly produce quality content and solutions for your customers, they'll start to see you as the expert in your niche. And that means it's even easier for you to sell additional products and services on the backend.
- ✓ **Low barriers to entry.** Starting a membership website several years ago was more tricky, simple because most of the payment processors didn't have recurring billing. Plus, most people wanted to use automation tools such as membership scripts – and there were very few on the market.

Today it's much easier. Indeed, you can be up and running in a matter of hours, simply by using PayPal or Clickbank plus an autoresponder.

Bottom line: Go ahead and stock your product funnel with everything from inexpensive reports to high-ticket home study courses – but don't forget about continuity programs!

Lesson #6: Creativity in Your Marketing Can Make You a Fortune With Minimal Work

Good information, a solid reputation and a dash of creativity go a long, long way together.

Let me explain...

Plenty of marketers put out a product, sell the product to their customers and then think up a new product to sell to these customers. They "rinse and repeat" this process over and over.

I tell you what – it's exhausting to come up with new products all the time.

So here's a tip: You don't need to start from scratch every time you create a new product.

Instead, I suggest you consider one of my favorite strategies – repurposing content.

If you want to learn how to Repurpose content, you must watch the master, Jimmy D. Brown, at work. In his own words below, he describes how he took one product he built over a period of time and squeezed thousands of dollars out of it.

Here's a great testament to to show you why this is such an powerful and profitable strategy...

Jimmy D. Brown speaking now:

These are the steps I followed when I built the List Profit System...

1. I originally wrote the List Profit System as List And Traffic lessons and earned well over \$20,000 in List And Traffic fees for it. (This is where many marketers would stop.)
2. Sometime later I sold the "product" at ListProfitSystem.com and made quite a bit of additional money.
3. Next, I offered resale rights to this product for \$97 and sold quite a few of those licenses.
4. Finally, months later I sold 250 PLR licenses to this same product.
5. Sometime in mid to late 2010 I converted the content into a 4-week eclass that sells for \$497 to get another stream of income from it.

Now consider this – I made tens of thousands of dollar selling the same information over and over.

The only difference is that I reformatted and repackaged it.

Indeed, just a few hours work tended to result in thousands of dollars.

Plus think about this – if you have a niche product (like a golfing ebook), you can convert it into an autoresponder course, a membership site or even use it as the basis of personal coaching offer. Then you can repackage the content and sell the resell rights to marketers.

In other words, you can profit from two niches – golf and Internet marketing – with the same product!

Lesson #7: It's Better to Master One Thing Than to Dabble With Many Things

If I was just starting out with online marketing – and I needed to drive traffic to my sites – I'd focus on partner traffic (as mentioned earlier).

The truth is, however, you can be successful with most any proven traffic generation strategy – provided you stick master it and stick with it long enough to see results.

You see, a big problem I've noticed is that many new marketers tend to spread themselves too thin. They become a "Jack of All Trades" but a master of none. They put up a few blog posts, write a few articles to submit to EzineArticles.com, gather together a handful of affiliates, optimize for a couple keywords... and so on.

Because they're attempting too many traffic tactics at the same time, they end up doing a mediocre to poor job of generating traffic with any single strategy.

Many times, they skip from one thing to the next before they even see results. (And then they assume none of the strategies work.)

Point is, if you do a lot of things poorly or even "so so", you'll spend more time and see less results than if you do one thing very well.

So pick a business model and pick a traffic strategy – and then focus 100% of your efforts on mastering it and getting results.

Lesson #8: Anyone Who Doesn't Outsource Doesn't Recognize the Value of Outsourcing

One of the fastest ways to grow your business is to clone yourself. Since that's not possible yet, the alternative option is to hire freelancers to do some of your work.

Indeed, I've come to believe that anyone who's not outsourcing is simply missing the boat.

Here's why...

1. Your time is better spent focusing on other tasks.

Most of the tasks you'd ever consider outsourcing are "low value" tasks. That means you get a very low return on your investment of time. And in most cases, it makes better financial sense to outsource the low-value tasks so that you can focus on the high-value tasks.

Let me give you an example...

Example: I can hire a freelancer to setup a blog for me for \$20 - or I can spend an hour doing it myself. Because my time is much more valuable to me than a mere \$20 per hour, the choice is clear - outsource!

Then my time is free to do things like build relationships with my joint venture partners, brainstorm new product ideas or work on my business plan (all of which are high-value tasks and/or they can't easily be outsourced).

Let me elaborate on that point...

2. The investment is returned many times over.

You have a million and one little tasks to do in your business, from creating products to designing your site to marketing your sites. If, as mentioned above, you focus on the high-value tasks and outsource the rest, you'll see your investment returned many times over.

Let's continue with the above example.

Consider this...

Example #1: If I pay a guy \$20 to set up my blog and then use that hour to write a small report that I sell over and over again for \$20 - potentially making tens of thousands of dollars - which was the better use of my time? The clear answer is to use my expertise to write the report.

Here's another example...

Example #2: Let's say you pay a ghostwriter \$500 to create a really good 25 page manual. If you sell it for just \$27, then you only need just 19 sales for it to pay for itself. From the

20th sale on is pure profit - and get to profit for the life of the product.

You can even repackage and reformat the content (as mentioned in Lesson #6) to keep profiting for years to come! For example, if you sell just five \$100 licenses, you get your money back almost instantly. And you still own rights to the product so you can profit from it as long as you're still breathing. It's a no-brainer.

Let me give you another example...

Example #3: Let's say you outsource some of your advertising - maybe someone is going to set up and manage a pay per click campaign for you. If this outsourced traffic generation tactic costs you \$1 per visitor and you make \$1.25 per visitor, then you're making a profit.

Even if you spend \$10,000, you'll bring in \$12,500. That means you'll pocket \$2500 for every 10,000 visitors they send you - and that's just on the front end. These customers get added to your customer list, so you can send backend offers to make hundreds more per customer!

Again, it's a no brainer.

3. Outsourcing removes barriers.

If you ask the average Internet marketer (who is failing, by the way) what is keeping them from success, they'll usually know immediately what stands in their way. They might be technophobes... or they hate to write... or they can't stand dealing with pre-sale questions.

When you outsource, all these barriers fall to the side of the road - that's because all you have to do is outsource whatever is holding you back.

- Don't know how to setup a list? Outsource it.
- Can't figure out script installations? Outsource it.
- Don't know how to write SEO articles that really work? Outsource it.
- Don't know how to land good affiliates? Outsource it.
- Can't design a website to save your life? Outsource it.

You don't have to let lack of knowledge, tedious tasks or even fear stand in your way any longer – just outsource the tasks that you don't want to do! In these cases, it just makes sense to hand the job over to a professional who can do it faster and better than you.

4. It's an investment.

Those who are most reluctant to outsource think of it as an expense. It's not – it's an investment. And if you outsource your low-value tasks, you'll make your money back many times over.

Plus think of this...

If you opened a brick and mortar store you'd have a minimum of the following expenses:

- Property lease or rent.
- Utilities with deposits.
- Office supplies and other materials.
- Inventory.
- Marketing literature such as signage and business cards, advertising, etc.
- Insurance.

These expenses would easily cost thousands, if not tens of thousands of dollars. And yet you'd risk if.

So why not spend a few hundred bucks and invest in your Internet business?

Lesson #9: The Greatest Education You'll Ever Receive is the One Obtained by Observing Others

You can learn a lot from studying a book or another information product. But you can learn a whole lot more by studying what master marketers are doing.

Case in point...

I got started in this business by watching other master marketers. I studied their sales letters, subscribed to their newsletters, analyzed their emails, and devoured their affiliate training materials.

See, I wasn't just learning by reading their products.

I'm much more interested in what others are doing than what they are saying. I was learning by watching them and learning their every move. And then I modeled – NOT copied – my own efforts after theirs.

So here's what I'd suggest you do: Spend a little less time with your nose in a manual and more time just watching what successful marketers around the web are going.

Example: Instead of reading yet another book about product launches, become an affiliate AND a customer for an upcoming launch. That way you can watch the process unfold from both sides of the counter.

No matter what you're observing, you should ask yourself questions like this:

- What works and what doesn't?
- What gets great feedback and what causes others to complain?
- What are other people doing well and what are they doing poorly?
- What creates a viral affect?
- What makes successful sales letters so persuasive?
- Why do people buy this product?
- Why do people respond so eagerly to this approach?
- Why is this product selling like ice cream in July... while a similar product is failing?
- Why is one blog a "must visit" blog, while another blog on the same topic is not worth visiting at all?

And so on.

Just keep observing and asking yourself these questions – and once you've reverse-engineered a successful product and marketing process, model it in your own niche.

Lesson #10: By Contributing to the Success of Others You'll Find That Your Own Success is Enlarged

You've heard these sayings before:

- You reap what you sow.
- If you help someone get what they want, you'll get what you want too.
- What you send out comes back to you tenfold.

These aren't just motivational catch phrases – they're truths to live by. Because whether you're helping a customer successfully solve his problems or you're helping a joint venture partner make money, your own success is enlarged.

Let me give you a few examples...

- ☑ **Your product helps a customer solve his problems.** This goes back to Lesson #2 – if you create good content that solves problems, you'll have happy customers. And happy customers reward you with repeat business, referrals and residual income.
- ☑ **You go the extra mile to help a customer personally.** Customer service isn't limited to only those tasks that put a direct profit in your pocket. For example, you don't just answer pre-sale inquiries and ignore the rest. Instead, you help your customer... no matter what they're asking.

Example: Maybe you just created an audio interview. And maybe one of your customers is hearing-impaired. If you go the extra mile to create a transcript of that audio, you can bet your customer will remember it (and order from you again). You just created a satisfied, lifelong customer.

But that's not all. By helping that one person, you just created a new format for your product – and that means you now have an upsell offer to pitch to your customers.

- ☑ **You create a product with an expert in your niche.** Even if you do most of the work and it seems your partner has benefited the most, you still reap great rewards. That's because your name is now linked to that expert. So even if you're new to the niche, you've already established yourself as an expert, too – just due to your association with the other person.

So not only do you have a product (which puts a profit in your pocket), you now have a new reputation that you can directly use to attract new customers and profits.

- ☑ **You promote someone else's product.** If you promote another marketer's product with an affiliate link, then obviously you benefit too. But what benefits could you possibly get from promoting a product without an affiliate link?

For starters, your savvy customers will be impressed that you're not seeking financial compensation – and that means they're more likely to trust you from now on. That trust leads directly to more sales.

Secondly, if you're recommending a good product, then your reputation for honesty grows. And again, this leads to more sales.

Finally, the other marketer may just surprise you. He may decide to promote YOUR product without an affiliate link. And in the end, your small gesture may turn into a massively profitable move that endeared you to both your customers and the other marketer.

Conclusion

Congratulations – you now know my ten business-changing truths, many of which took me several years to uncover.

Indeed, there are many other lessons I've learned that I could share as well.

Maybe when I've been online 20 years I'll share 20 truths. ☺ But when I reflect back on the last ten years, these are the ten lessons that stick out in my mind the most.

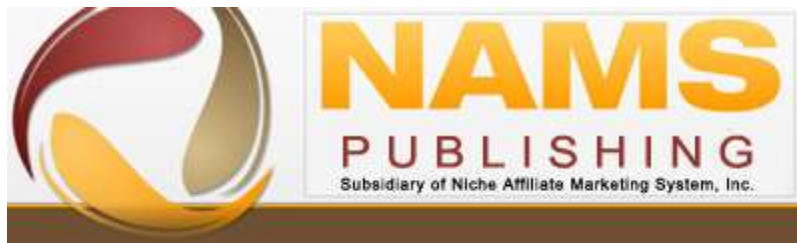
Let's quickly recapped some of these lessons:

- ✓ Salesmanship is the hare, but content is the tortoise – and you know which one wins!
- ✓ Happy customers reward you with repeat business, referrals and residual income.
- ✓ Subscription programs are great long-term income generators.
- ✓ The fortune isn't in the list – it's in how you use the list.
- ✓ Outsourcing is a great investment that helps you grow your business more quickly.

Plus five other lessons that you can put to use immediately to grow your business!

Like anything, just knowing these lessons isn't going to put a profit in your pocket.

That's why I encourage you to really take them to heart and start applying them today. **And then in ten years you can look back and see this day as the day that changed everything!** ☺



Recommended Business Training

[MyNAMS Premium Membership](#) – Business training for any experience level

[Free Affiliate Training](#) – Learn to be an affiliate

[6 Steps to Implementing Big Ideas](#) – Get started now

[Niche Affiliate Marketing System Workshop](#) – The #1 business building workshop

[IncomeCPR](#) – Online marketing strategy

[Internet Success System](#) – Online business training from a master

[Word Press Security](#) – Protect your business

[Nicheology](#) – Awesome monthly products and training

Recommended Infrastructure Tools

[Hostgator](#) – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMS25Report)

[Carbonite Backup System](#) – Essential Backup

[Dropbox](#) – Storage

[BoxShotKing](#)- Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[IdeaMarketers](#) – Content Marketing

[aWeber](#) – Autoresponder

[Wordpress](#) – Content Management System

[Simple Niche Domains](#) – Domain Registration

[GoTryThis](#) – Redirect and link management