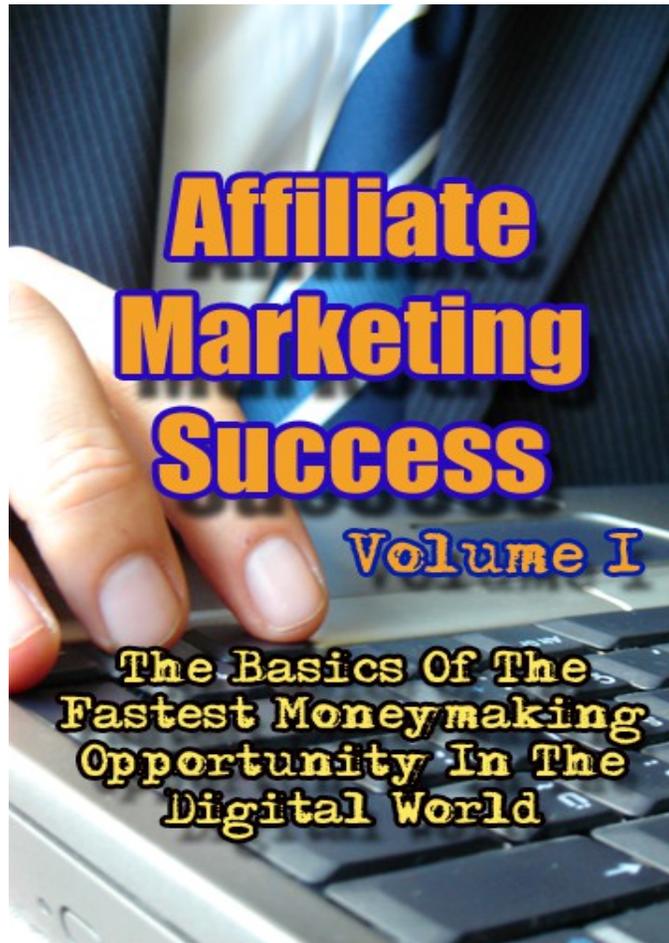
A close-up photograph of a person's hands in a dark suit and blue tie typing on a laptop keyboard. The background is slightly blurred, focusing on the hands and the keys.

Affiliate Marketing Success

Volume I

**The Basics Of The
Fastest Moneymaking
Opportunity In The
Digital World**



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Introduction

Back To

Basics



Warmest Welcome

Welcome to the wonderful world of affiliate marketing.

You heard it right, affiliate marketing is the quickest and easiest way to earn a fortune on the World Wide Web. But please bear in mind that quickest doesn't mean overnight and easiest doesn't mean that you don't have to exert any effort.

Rather, affiliate marketing presents a fantastic opportunity that boasts of the following things:

- Minimum to zero financial investment to start out with this earning stream;
- A variety of programs to choose from;
- Unlimited number of programs to join;
- Extravagant commission schemes ranging from 20% to 90% of the selling price;
- Get paid as you produce results. You're not handcuffed by time, you can work at your own pace;
- No limit as to how much you can earn.

Because of these amazing benefits, millions of online users have tried their hands at affiliate marketing.

I will not sugarcoat the facts.

A great number of them fail. The majority of them can't even earn a single buck from their efforts.

Why?

It's not because affiliate marketing as a system is flawed.

It's because tried and tested strategies were not implemented in their campaigns - if ever those who failed were aware of them.

And this is what this eBook is all about.

You're currently reading the first of two comprehensive volumes that aim to become the ULTIMATE resources for online affiliates all over the world.

In succeeding chapters, you will be introduced to some amazing concepts, that will in turn introduce some magical techniques that, when practiced, will almost always guarantee success for your affiliate marketing campaigns.

This is the knowledge that not many are aware of.

And by simply knowing them, you will have an advantage. What more when you implement them for your online business?

The Real First Step In Affiliate Marketing

Contrary to popular belief, affiliate marketing success does not start with the application of a particular strategy.

No.

Affiliate marketing success starts with the right attitude.

A nice analogy would be a boxer who is scheduled for a prize fight. He can learn all the tricks of the trade with his trainer. He can train for hours upon hours on end to build his stamina and endurance. He can eat the right diet to build his power.

But if he does not possess the right mentality - the mentality to WIN - then his chances of victory will be slim.

His confidence inside the squared circle will be shattered. His punches may connect, but his self-doubt will lessen their impact. His moves will be tentative. And when push comes to shove, he won't have enough to muster his second wind.

The boxer will lose the fight... because he never believed he could win.

The same goes for an affiliate marketer.

If an affiliate does not possess the right mentality, he will never achieve success in this field.

And what is this mentality?

I call it the mindset to succeed. It's quite simple really.

Ever wanted something so bad that you spent many countless nights thinking about it? You may have even told yourself the line, "someday, it will be mine."

After a few weeks, months, or even years... do you remember how that particular thing you've always wanted came into your possession? It was a dream come true. You willed it to happen. This is the power of positive thinking.

And this is what I want you to realize...

It all begins by wanting it!

You have to WANT to become successful. You must desire it so badly and will it to happen. Consciously and subconsciously, you will be able to take every step necessary to make your dream come true. This is positive thinking at work.

Of course, it's not enough to merely want something to happen, you have to do things to make it happen. I'm telling you right now, this is the easy part. Once you have the will to win, everything else will follow suit. The spirit is already there. You are already willing to try everything that is needed to succeed.

All you need is knowledge on the best tactics to implement. And this is what this eBook is all about.

Chapter One

The Starting Point



What Is Affiliate Marketing?

Affiliate marketing is a great earning opportunity that can be conducted through the avenues of the Internet. It involves an affiliate program, where a merchant seeks the help of people to help sell his/her products.

The people who will help the merchant sell are called affiliates.

For every sale that the affiliate manages to refer, he/she will earn a stated commission.

The more sales the affiliate manages to refer, the more profit he/she will gain.

Do take a look at the illustration below to see affiliate marketing in action.

Are Affiliates Tasked To Sell The Merchant's Products?

Actually, "selling" is not the correct term for the affiliate's job. The affiliate is tasked to "pre-sell." Pre-selling is very much different from actual selling.

Actual selling requires you to garner leads, convert them into sales, process payments, deliver orders, entertain refund requests,

provide post-sales support and technical services, and the like. As an affiliate, you are not bound to these responsibilities.

Pre-selling only demands that you refer people to the affiliate merchant's sales page. The affiliate merchant would then take care of the rest.

So, What Is Pre-Selling In A Nutshell?

If we are to define pre-selling, we can say that it is the process of conditioning your prospects' minds to buy something and leading them to the mechanism that will convince them to make a purchase.

From the definition above, you'd know that an affiliate's task is NOT to convince the prospects to buy. No, no, no. The affiliate's job is merely to lead people to the affiliate merchant's sales page. Better yet, the affiliate can also condition the prospects' minds to make a purchase so that the sales page will have an easier time converting them into sales.

I'm going to break down pre-selling into three important components:

1. Finding prospects;
2. Gaining prospects; and
3. Conditioning prospects

All the secrets of affiliate marketing success will revolve around those three components, so I pray that you memorize them, dear friend.

Again, for emphasis...

Your job as an affiliate is to PRE-SELL the affiliate merchant's products. If you're able to master the components of pre-selling, then I am fully confident that you will make it big in this field.

Cool! Where Can I Find Affiliate Programs?

There are thousands upon thousands of affiliate programs on the World Wide Web. Each niche, no matter how big or small, has merchants that are employing affiliate systems to increase their direct sales. With information at your finger tips courtesy of this thing we call the Internet, finding these affiliate programs is easy.

It's finding the niche or the market that you want to focus on that might provide a little challenge.

What Do You Mean By Finding A Market?

There are many fields that you can concentrate on.

You like dogs? Maybe you can consider the broader subject of pets, or a more specific breed like Chihuahua. Better yet, concentrate on a more particular branch, like dog health or dog care.

Your choice of market will depend on a variety of factors:

- How well do you know the said market? Passion will bring you a lot of benefits, so you might as well choose a market that you are passionate about from the very beginning.
- How interested are you in the said market? Knowledge is an ongoing commitment. You have to update yourself **CONSTANTLY** so as not to get left behind with the latest trends and tactics in your particular industry. Might as well choose a market that you are interested in to make the constant search for knowledge more enjoyable and fulfilling.
- What is the outlook for the said market? Naturally, you wouldn't want to focus on a dying market where the products you are trying to pre-sell have saturated the digital shelves. You want a **HUNGRY** market, one which will be able to sustain profitability for a long, long time to come. This brings us to the basics of economic success...

- How big is the demand in the said market? This is the first component of economic success: that demand should be high.
- What is the size of the competition in the said market? This is the second component of economic success: that supply should be low.

Low Supply + High Demand = Profitable Market

This is the ONE FORMULA you should remember when choosing a market. It's the basic rule of economic success. It's the secret of many high profit businesses throughout the ages.

You see, high yielding enterprises are not born overnight, and neither are they born out of whim.

They are products of meticulous study and consistent hard work.

And it all begins from selecting the perfect market for their ventures.

There are many online tools that you can use to determine the variables at play with the formula above.

To determine demand, simply go to www.nichebot.com . Type in a subject you have in mind. You will then be taken to a page where a number of keywords and key phrases are suggested, together with the number of times they have been searched for in the search engines.

You will want to choose subjects with high numbers of searches.

My personal determinant is at least 1,000,000 searches per month. This will assure me that there are a substantial number of people very much interested in the said subject.

Now, finding a sub-topic that commands many searches is not enough. You need to determine how many websites are catering to them, since you'll be operating on the Internet.

Run a search of the sub-topic at www.google.com . Look at the number of web pages that appear, as indicated on the top area of the results page.

If the subject commands 1,000,000 searches per month and there are 2,000,000 websites catering to them, then the supply outweighs the demand and the chances of succeeding as an affiliate in such a field will be slimmer.

But if the subject commands 1,000,000 searches per month and there are only 2,000 websites catering to them, then you have for yourself a goldmine!

This is how you find a fertile market on the World Wide Web.

Great! When Can I Start?

You can start as soon as possible! You can even start right now, while reading these pages.

As they say, experience is the best teacher, and what better way to learn than to immediately apply what you have read.

Chapter Two

Choosing The Right Program



You can't expect a great gastronomic experience if you're in the wrong restaurant, right? In the same light, you can't expect a rewarding affiliate marketing experience if you're enrolled under the wrong program.

It's one of the primary rules of the game: always choose the right - if not the best - affiliate program out there.

Of course, that's easier said than done.

With tens of thousands of affiliate programs in existence today, scrutinizing each and every one of them can be quite a chore.

Warning Signs Of A Disaster Waiting To Happen

Nonetheless, there are clear cut signs of a bad affiliate program. Let's take a look at them:

- Offering a product that is of inferior quality. This product may fill a need somewhere, but because of its poor quality, refund requests will pour in. You may be able to refer some sales, but the refunds will take away your commissions. Worse, you might lose credibility amongst your prospects for leading them to a bad product.

- Offering a product that is difficult to sell. This is self-explanatory. You won't be able to realize your commissions if the product you're tasked to pre-sell is a "hard sell."
- The affiliate program has a history of failing to pay its affiliates. Nothing is more frustrating than working for something, but being deprived of the rewards for some reason or another.
- The affiliate program has a dubious history in its dealing with its clients and partners.
- The affiliate program is struggling when it comes to its finances.
- The affiliate program is being operated by a person or persons who are quite hesitant to introduce themselves.

If these signs are present, do take heed.

Remember, there are a lot of other choices out there... options which will prove to be better for your interests.

Characteristics Of The Right Affiliate Program

So, we already know what to avoid.

Now it's time to discuss what to look for in an affiliate program.

- A hot-selling product. Personally, this is my number one concern. I will not be able to earn as an affiliate if I cannot pre-sell any products, right? Hence, I always look for programs offering products that have a proven value in a particular market, or at the very least, products which offer a lot of promise.
- Gratuitous commission scheme. This is secondary only to the factor above. The minimum commission rate for me is 50%. Anything lower may take more consideration. This shouldn't be a problem though, as most affiliate programs offer 50% commission per sale these days.
- A program that is well known for its credibility. Who would want to associate themselves with flash-in-the-pan, fly-by-

night establishments, right? You want to be a winner? Stick with a winner! You will need to rely on recommendations and your own exercise of due diligence to find such an affiliate program.

- A program that has an excellent post-sales service. In affiliate marketing, refund requests are your enemies. You may be led to believe that you have bagged a sale, but if a refund is requested later on, you won't get any commission. A program that has excellent post-sales support will be able to minimize such requests, and consequently, will be able to protect your interests.

Commission Rate Vs. Salability

A lot of potential affiliates are in a state of quandary when it comes to the choice of joining an affiliate program that offers a high commission rate per sale for a slow-selling product and a lower commission rate for a high-selling product.

The answer, of course, is to choose the latter.

A product may be selling for \$100, and the program offers you 80% commission, or \$80 per sale. But if that product is not sellable, you'll never be able to see some earnings.

Another product may be selling for \$50, and the program offers you 50% commission, or \$25 per sale. The product is a proven seller. You will earn more with this system than the previous one.

In choosing an affiliate program to join, always choose one which has highly sellable products because you'll never be wrong with such.

There Is No Limit As To How Many Affiliate Programs You Can Join

Since affiliate programs are regarded as supplementary earning opportunities, you are not bound by exclusivity.

You are not limited to just one affiliate program.

You can join as many as you like. There is absolutely no limit as to how many affiliate programs you enroll with.

But here's the deal...

Yes, you can join hundreds of affiliate programs, if you wish, but will you be able to concentrate on all of them? Each campaign for a particular offering of a particular program requires your time and effort. Will you be able to handle hundreds of demands just as easily?

There is no bar as to how many affiliate programs you can join.

The only restriction is one of efficiency. You can be more productive, you see, if you'd concentrate on two or three programs throughout your affiliate marketing career.

Chapter Three

The Tools Of The Trade



Affiliate marketing doesn't demand much when it comes to financial investments. In fact, you can make good without spending a single cent. It has been done before, countless times at that!

But this doesn't mean that that is the best way to do things.

Yes, you can earn as an affiliate without spending anything. But you can most certainly earn more if you'd spare some cash to buy essential tools that will make you more competitive as an affiliate merchant's partner.

The Importance Of Having Your Own Website

Having your own website is like having your own headquarters in cyberspace. You have all the freedom to utilize your virtual house and lot anyway you wish.

As an affiliate marketer, you can use your website to host all of your affiliate links.

Now, why is this important?

Because as an affiliate, you will be given an affiliate link per product. Your prospects SHOULD click on your specific affiliate link so that any purchases they make will be credited under your account.

Affiliate links are what tells the affiliate system which commission goes to whom.

Since you will be dealing with hundreds of products, you will have an equal amount of affiliate links. This can be quite tricky. If you're going to promote them individually, each affiliate link will require its own campaign.

But...

If you have your own website, you can have one main campaign to lead your prospects to your headquarters where all your affiliate links can be found. Everything will be centralized. Everything will be easier.

Can You Earn As An Affiliate Even Without A Website?

The answer is: yes, you can!

There are many other tools and tactics you can use to earn as an affiliate even without the benefit of a website. The process, however, will be a little more complicated and may produce lesser results, but you can still earn.

Let's take a look at some alternatives...

- Write articles, submit them to the many article directories on the World Wide Web, and use a particular affiliate link in your corresponding resource box.
- Create blogs from free blogging services like www.blogger.com and www.wordpress.com . Blogs are simplified content management systems, and in a way, they can serve as your website.
- Take advantage of free web hosting services on the Internet, but do bear in mind that doing so will populate your web pages with intrusive advertisements that may turn off your visitors.

- Use pay-per-click (PPC) advertising to lead people to click on your affiliate link. This will cost you some money, however.
- Buy advertising space on popular websites to display your affiliate links. This will also cost you some cash.
- Buy eZine ads to display and even pre-sell your affiliate links. This will likewise require some financial investment.

Some of the means enumerated above may sound confusing right now, but we only mentioned them to prove the fact that an affiliate can still earn through affiliate marketing even without the benefit of a website. Do not worry. We will be discussing these ways, plus others, in succeeding chapters.

Again, though you can earn as an affiliate without having your own website, I'd seriously recommend against doing so. Building and maintaining your own website will not cost much, anyway, and the rewards you will gain are immeasurable, as you will soon find out. Many of the essential tactics in affiliate marketing are centered around your own website.

Important Considerations In Building Your Own Website

When you have decided to build your own website, you will need two things:

1. a domain name; and
2. a subscription to a web hosting service

Your domain name is your address on the World Wide Web. The URL turboHQ.com has “turbohq” as its domain name. When choosing a domain name for your affiliate marketing campaign, please bear in mind the following guidelines:

- The domain name should be relevant to the field you are engaged in.
- The domain name should be easy to remember.
- The domain name should be catchy.

- As much as possible, choose the extension “.com” or if it is not available anymore, choose “.org,” “.info,” or “.net.” These are the acknowledged extensions that people never forget about.

You will also need a web hosting service. The best one I can recommend is [turboWWW](#), which boasts of everything you could ever want with a partner for your online business. Check it out for yourself and see what it’s about.

Basically, you should be looking for 3 things from the web hosting service you are considering. These are:

1. Storage space - or how many files you can store in your account. Do not settle for anything less than 50MB.
2. Bandwidth limit - or how much data transfer can be accommodated by the web hosting service. Do not settle for anything less than 15GB per month.
3. Excellent technical support - your website is your business partner. You would want it to be live all the time. In the event that it’s down, the web hosting service should provide IMMEDIATE assistance to bring it back up, as your business relies on it.

You Will Also Need An Autoresponder Service

One thing that is of utmost importance, which we will discuss in detail in a latter chapter (yes, it will take an entire chapter to tackle this essential tactic for your affiliate marketing success,) is email marketing.

Basically, much of your success will depend on how big and how responsive your mailing list will be.

What’s that? “Mailing list?” you ask?

Indeed, you will have to build a mailing list to convert casual onlookers into leads. Your sales will come from your leads, after all.

And what makes email marketing possible is a subscription to an autoresponder service.

I kid you not when I say that an autoresponder service is one of the most critical investments you will make in your journey towards the Promised Land of affiliate marketing triumph. So it is important that you choose a fantastic autoresponder service to give you solid ground to stand on.

I recommend [TurboResponders](#), which is one of the most affordable autoresponder services available on the market today.

Grab a subscription right now, if you wish, as later on, you will discover how absolutely vital it will be for your affiliate marketing campaigns.

These Are Just The Basics

There are more tools that will elevate your affiliate marketing adventure to the next level, but we will deal with them as we tackle their corresponding strategies.

For now, it is important that you cover these basic tools as they are the foundation of your success in this field.

Chapter Four

All About

Affiliate Links



So, we now know that affiliate programs will pay us stated commissions per sale we manage to refer to the system.

Now, here's the question: how will the system know that you are the one who referred the sale?

Surely, it's more than mere pronouncements. "Hey, that sale came from me" is not likely to cut it, more so when other people make a similar claim. There should be a definitive, fail-proof way to determine the origin of a sale, right?

Enter Affiliate Links

Hence, affiliate programs work like this: every affiliate is assigned an affiliate link per product he wishes to promote. This affiliate link is exclusive to a particular affiliate, meaning, no one else has the same link.

Whenever the affiliate tries to pre-sell an affiliate merchant's product, he will have to use the affiliate link that was assigned to him.

If people click on his affiliate link, then the system will know that any sale that results therefrom should be attributed to the said affiliate.

Nowadays, every active affiliate marketing campaign revolves around an affiliate link germane to a particular affiliate. This affiliate link is the affiliate's bread and butter.

The name of the game is this...

“People should CLICK on MY affiliate link and no one else's.”

This is the competitive mindset, and it will bring you far in this field.

The Problem With Affiliate Links

Because of the sheer popularity of affiliate marketing, the number of affiliates on the World Wide Web has grown by leaps and bounds.

And so has the number of affiliate links that has populated the digital world.

As such, a great number of people - who can potentially become your prospects - have become “blind” to them. By “blind,” I mean a developed indifference whenever they encounter an affiliate link.

“Ohhhh, he's just trying to sell me something,” or “hmmmm, it's the same ol' package being offered by someone new” are the thoughts nurtured by people who have become “blind” to the said links.

This shouldn't be the case, really.

Personally, when I see two offers - one a direct link from the merchant and the other, an affiliate link for an affiliate - I choose the latter.

Why?

It's because both offers are being sold for the same price. I might as well pay for something that will help someone else - the affiliate - than give it all away to the merchant.

Nothing wrong there.

No harm in doing such.

But some people do feel otherwise. They find it quite intrusive for someone to try to pre-sell something using an affiliate link. Perhaps it's because of the vested interest associated with such an act.

We have to live with this fact. We have to accept it as a challenge so that we can come up with a solution.

Hiding Affiliate Links

A quick fix to this problem is to conceal your affiliate links.

You can do this easily with services like www.tinyurl.com . Not only will you be able to assign another URL for your affiliate links, you'll also be able to make them shorter.

The way it goes is that the service will give you your own URL. Whenever people go to that URL, they will be redirected to the corresponding original link, i.e. your affiliate link.

If you want to automate this process, you can take advantage of the [Turbo Redirector](#), an amazing software that makes it easy for you to create URLs and redirect your visitors to the right websites.

This process will not only help you defeat the problem of affiliate link "blindness," it will also help you avoid another big problem in affiliate marketing - affiliate link theft.

Affiliate link theft is quite common in this industry. It's because with your affiliate links, your affiliate designation is often given. This makes it easy for abusive folks to steal your income.

But if your affiliate links remain hidden, there will be nothing to steal.

Promote Your Affiliate Links!

Remember, affiliate marketing is all about gaining maximum exposure for your affiliate links. You have to get them out there for the world to see. You have to tell the world to click on them to increase your chances of bagging some sales and earn amazing commissions.

This can be accomplished through some tried and tested tactics that will bring visitors to your website.

Yes - your website.

Though you can earn as an affiliate without the benefit of having your own website, this guide will assume that you will invest enough to have your own. Why? Because it'll make things easier for you.

Read on, dear friend, and discover the tactics that will ensure success for your affiliate marketing career.

Chapter Five

Website Models You Can Copy



We have previously discussed the importance of having your own website as an affiliate. Though such is not really a prerequisite, it will make it easier for you to succeed in this field.

In this chapter, we are going to discuss why.

You see, having your own website means that you'll also have a central headquarters where you can lead all your prospects to. No need to advertise each affiliate link separately. You can just place ALL of your affiliate links on one website. One website means one URL to promote.

There will be less confusion.

There will be less effort needed.

Your prospects will have an easier time visiting you in cyberspace.

But in what manner should you display your affiliate links on your website? There should be a particular model to follow; otherwise, your general design will be flawed. If you just throw each and every affiliate link you have on your web pages, your visitors will just get confused.

There must be logic in your design philosophy.

There must be an internal story that must be told.

There are quite a number of affiliate website models you can follow. We will be tackling three of the most efficient ones that you can copy for your own campaigns.

Affiliate Website Model No. 1: The Review Repository

What better way to convince people to buy something than favorable recommendations from an objective - or a seemingly objective - consumer?

“Hey, did you know that Burger King has the best patties in the world?”

How many burgers do you think such a line will sell? A lot, I reckon, especially if it comes from someone who is not related to the Burger King establishment.

If your website is designed as a review center for products related to the field you're engaged in, you can spotlight the products you want to promote. After your favorable recommendation, you can hyperlink the products with your affiliate links. Once your visitors have finished reading your glowing review, chances are, they'll be in the right frame of mind to buy, buy, buy whatever it is you wrote about.

Having a website devoted to reviews is quite easy to pull off. All you need is an excellent content management system that will make the publication of entries easy. If you wish, you can try a blog for this, hosted on your own server under your own domain name. Simply download the movable-type blog from www.wordpress.com and you're good to go.

Affiliate Website Model No. 2: The Virtual Mall

You're most probably familiar with online malls like www.amazon.com and www.buy.com , right?

You can pattern your website as such, offering instead your affiliate products. Rather than leading people to a payment processor, you will be leading them to the affiliate merchant's sales page where they can read more about each product. This will be accomplished by hyperlinking your affiliate links to the displays.

Go to a [cyber mall](#) I developed some years back.

This website has proven to be successful for my campaigns. All I did was lead people to this one central website and it took care of the rest.

I advise my affiliates to come up with a similar model for their enterprises.

In fact, subscribers of my [TurboMembership](#) get free templates and web hosting service patterned after a cyber mall, which they can customize to their liking.

Affiliate Website Model No. 3: The Content Site

Nowadays, whenever people mention the term “content site,” Pay Per Click (PPC) programs and Google AdSense immediately come to mind. It's the most common association after all. Webmasters create content sites to earn from PPC programs.

But PPC programs aren't the only earning avenues for content sites.

Content sites can also be used to promote affiliate links.

Content sites are the best websites to appear prominently in search engine results. Keywords are a natural fit in content pages. They won't appear forced. Instead, they will appear as organic parts of the web pages themselves.

This gives content sites the advantage of proper keyword utilization, which is always good for search engine optimization.

Aside from this, content sites are ripe with information, and information is the fuel that powers the Internet. People are always on the lookout for information. And if your website has what they need, they will seek you out.

If you want to learn how to create content-rich pages easily, do refer to the [Niche Site Manual](#), a comprehensive guide on building websites around information-specific niches.

Basically, the three website models we have described above are the most potent set-ups that can work wonders for your affiliate marketing campaigns. Try out whatever catches your fancy and you're sure to reap some rewards.

Chapter Six

Making It Your Own



Alright, there's one more thing we have to discuss before proceeding to tactics that will generate a great volume of traffic for your web pages, which will in turn increase the exposure of your affiliate links.

You see, as an affiliate, you'll be competing with A LOT of people.

Let's say an affiliate program has 10,000 affiliates. This means that you will have 9,999 competitors who will try to pre-sell the same products to the same market. Market saturation is imminent; there is no mistake about that assumption. So it becomes a race - the first one who convinces people to buy the affiliate merchant's products has the highest chance of succeeding in the field.

But how can you compete with that many competitors?

It's not as if you're selling a different product and you're providing variety in the market.

No.

You're selling the very same product other people will be selling.

So how can you succeed?

By making the product your OWN, of course.

The Unique Selling Proposition (USP)

I always tell my affiliates to “put their own twists into things.”

This is a reiteration of the principle of the unique selling proposition, or USP for brevity. The USP isn't a complicated concept at all. It's in fact very simple.

The USP states that you should be able to personalize an offer to make it better than the rest. Hence, you may be selling the same product to the same market, but if you can add something that will make your offer better, you'd naturally stand out amongst your competitors. People will notice you more, and they will buy from you instead of buying from others.

In short... the USP is tantamount to putting your own twist into things.

Take for example an affiliate program offering an eBook on wedding speeches. There are 1,000 affiliates promoting it, with you being one of them. The eBook sells for \$50, and commission is pegged at 50%, or \$25 per sale.

Now, how can you successfully make people click on your affiliate link instead of other people's links?

Add something that will make your offer more valuable.

There are countless, countless ways by which you can accomplish this. The limit is really your imagination. Let those creative juices flow and see for yourself how far this tactic can take you.

Bonuses Will Make People Take Notice

One of the most popular USP applications is the act of adding bonuses to the offer. If you have other products that you would like

to give away to people who order through your affiliate link, then announce it immediately.

This will add to the value of your offer. When compared with the bare offers of other affiliates, yours will truly shine.

People will order from you.

People will thank you for putting together a wonderful package.

And people will trust you enough to order from you again.

There are many sources for the bonuses you can include. Let's take a look at some of them:

- Products which you have created yourself. Want some ideas? Do refer to the [Information Product Creation Manual](#) for some fantastic ideas. You can also refer to Jimmy D. Brown and Ryan Deiss' fantastic series, [Products In The Rough Volumes I and II](#).
- Products which you have caused the creation of. These are products you have asked a freelancer to create, and all the rights of which were transferred to you upon completion of the transaction. Want to protect your interests when it comes to your dealings with freelancers? Do refer to the [Outsourcing Survival Kit](#), the first eBook on the matter of digital contracting of tasks for a fee.
- Products which you acquired with their master resale rights or private label rights. Knowing the different kinds of rights is a must in doing online business. Arm yourself with the right knowledge by reading [All Rights Explained](#), the definitive tome for such a subject.
- Joint ventures. Others may already have fantastic products which will perfectly complement your offer. You can enter into a partnership with them. How? Do refer to [JV Broker 101](#) for a comprehensive discussion on the matter.

Offering Discounts To Win Their Attention

Okay, so let's say you're in a mall, and you're looking for some new clothes to wear. One shop's offering a nice pair of pants for \$100. Another shop is offering the same pair at a highly discounted rate of \$90.

What shop will you choose?

You'd naturally buy from the one which is offering a big discount, right?

The same goes in affiliate marketing.

If you can offer the products you are pre-selling at a lower price, then you'd be able to win over more prospects.

Wait. I know what you're thinking...

“But they're not my products. I don't set the price. How can I offer discounts?”

Indeed, the price for the products you will pre-sell are more or less fixed by the affiliate merchant, but this doesn't mean that you cannot offer discounts for them.

Where will the discounts come from?

From your prospective commissions, of course.

Suppose an eBook is being sold for \$50, with the commission rate pegged at 50%, or \$25 per sale. You can offer the same for \$40, and take away the \$10 from the commission that will eventually be counted in your account.

Quite a number of affiliate merchants recognize this tactic, and they are willing to enter into a special arrangement with you.

If not, you can always offer a cash rebate to the people who order through your link. You can promise them a certain percentage of the money back once you receive your commission from the affiliate merchant.

Yet another derivative of this tactic is offering discounts for future purchases. By that time, you will have received your commissions, which will answer the discounts you have offered.

Yes, this technique will cut down on your profit.

But with the competitive nature of this field, it is an essential sacrifice. One step backwards, two steps forward, so they say. The rewards you will gain will make such a sacrifice very much worth it.

Be Creative, Be Different

What we have enumerated above are just some of the more popular and potent USP implementations today. They are tried and tested tactics that are being employed by the top affiliates of today.

But you are not limited to them only.

You can come up with a USP of your own.

You can emphasize the word “Unique” in Unique Selling Proposition.

You can add your OWN personal touch on your offers to make them totally different and totally special. Then, you’d be able to capture the interest of the members of your market, and such is the start of a fruitful affiliate marketing campaign for you.

Chapter Seven

The Grind

For It All!



The Grinding Machine: Techniques That Will Give Your Affiliate Campaigns The Widest Exposure Possible

So, you have enrolled in a wonderful affiliate program that holds a lot of promise. You have created a website that houses a powerful system to ensure the highest conversion rate possible. What is left to be done?

Well, your efforts will all be for naught if you're not able to generate a lot of traffic to your website.

Think of it this way, if you are operating a brick and mortar retail shop and no one gets to visit your store, will you be able to bag some sales?

The same applies for a digital enterprise.

You need visitors.

Lots of visitors!

The more visitors you are able to generate for your website, the more sales you can win. And the more sales you can win, the higher your commission rate will be.

So I want you to always remember this fact, as it is very true in any type of online endeavor: you need visitors. Lots of visitors. Lots and lots of visitors.

Now, how are you going to get visitors for your website?

There are many tried and tested strategies that totally produce astounding results. Not many websites are getting the visitors they need because not many webmasters know about these strategies. A lot of web publishers are still stuck on false conventions, such as:

- The “build it and they will come” philosophy. They are under the impression that people will find their websites for as long as their pages are live.
- The “borrowed content is alright” philosophy. They are under the impression that the most important thing is to actually have content on their web pages. It doesn’t matter if such content is duplicated as it is hosted by another website.
- The “leave it as it is” philosophy. They are under the impression that a website, by itself, will prosper as time goes by.

These are all fatal ways of thinking, and they will not serve your online enterprise.

The fact is this: your job does not end after your website goes live. You will have to continue working to ensure that it will be self-sufficient. This is the foundation of automation, one which you should aim for from the very beginning.

There are many tactics you can employ to guarantee a continuous flow of traffic for your website. We will discuss the more potent ones in this chapter.

Search Engine Marketing

Time and time again, you may have heard people say that 80% of the traffic that you are able to generate for your website will come from the search engines. There are no truer words than this.

Whenever Internet users try to search for information on any matter that catches their fancy, they refer to the search engines. They type in their queries and wait for a list of websites that cater to such subjects. If your website is on that results list - nay - if your website is in the upper portion of the first page of that results list, then you'll have better chances of winning the visit of the Internet user who is looking for information.

And this will be true for everyone who types in the same query.

So the importance of placing favorably and prominently in search engine results is quite apparent. Internet marketing is a race for the search engine traffic, and getting a great position is the key to victory.

How can you do this?

There are a variety of things you can implement.

1. Before building your website, choose the right keywords. These keywords should be terms that are related to your business. For example, your business is involved with dog grooming. You would need to know all the popular terms related to the subject of "dog grooming."

There's a simple reason for choosing the right keywords. Keywords are what the online users will type in to search for websites catering to the subject of your business. Integrating the correct keywords throughout your web pages will alert the search engine spiders whenever there is a relevant query on the matter.

To choose the right keywords, simply use the tools on the following websites:

<http://www.inventory.overture.com>

<http://www.nichebot.com>

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

The tools found therein will give you some suggestions of popular keywords related to the subject of your online business. Simply type in such a subject, click on the submit button, and their respective engines will take care of the rest.

Make a list of the keywords that appear. Incidentally, you'll also be given statistics that will tell you how many searches have been made for each keyword or keyphrase. This will help you determine which among them are the most popular ones.

I would like to recommend [Roger Mayne's Traffic For Words](#) , which is an excellent eBook that will greatly help you find those profit-pulling keywords for your business' website.

2. Integrate the keywords into your website. You could do this in two ways.
 - a. First is by using the keywords in the content of your web pages. Usually, a keyword density level of 4 to 7 percent, which would mean a mention of the keyword at least 4 to 7 times per 100 words of content, would be enough to make the search engine spiders take note of your web pages. Try to dedicate one page per subtopic of your main subject, and include only one keyword or keyphrase per page so that your content will maintain its structural integrity and the search engine spiders won't get confused once they scan it.

As much as possible, include the keywords in the title of your content. Also, try to divide your content into three parts, with each part introduced by a header tag, which is in the form of <h1>, <h2>, and so on. Each header should also contain the keywords. This will give more emphasis on your keywords once the search engine spiders come knocking.

- b. Second is by using the keywords in your meta tags. Meta tags are not as difficult as they seem. Though they are crouched in HTML language, you don't have to learn HTML at all. Meta tags only serve as identifiers for the search engine spiders. They don't have any effects on the visual framework of your website.

Below, you can find the essential meta tags that should be included in your site.

```
<META NAME="Author" CONTENT="your name here">
```

This tag will inform the search engines about the authorship of your website. It is excellent for branding purposes.

```
<META NAME="Subject" CONTENT="the subject of your site">
```

Use one of the keywords that describe your site. As with our running example, if your business is about dog grooming, put "dog grooming" in the field under CONTENT. This will help the search engines categorize your site.

```
<META NAME="Description" CONTENT="description of your site">
```

This will also help the search engines categorize your site. Do not describe your site in more than 25 words or 255 characters.

```
<META NAME="Keywords" CONTENT="your keywords here">
```

Always use this tag. You may enter multiple keywords separated by a comma. You could enter key phrases too. Basically, the spiders will read this tag whenever a search is performed that includes any of the keywords you have provided.

```
<META NAME="Revisit-after" CONTENT="14 days"
```

This tag tells the spiders when to visit your site again. Enter a period when you want your site rechecked by the spiders for updated content.

```
<META NAME="Rating" CONTENT="General"
```

This will tell the spiders if your site is for general viewing or for a limited audience. If your site has adult material, enter "Adult." Otherwise, leave it as "General."

```
<META NAME="Robots" CONTENT="All"
```

Basically, this tag commands those spiders to index your site and the links contained therein. You could set the field to other variables, but I suggest that you keep it as "All" to maximize indexing.

3. Use your keywords in your ALT tags. ALT tags refer to the text that appears whenever the mouse cursor passes through an image. It is an often neglected tactic, but it has paid off well for a lot of webmasters.
4. Use your keywords on the title of the web page. Notice that whenever your browser opens a website, a title appears in the window. Having your web page's title include your keywords will result in a boost of your search engine ranking.

5. Invest on high quality, original content. Let's face it: content is indeed king on the World Wide Web. With premium quality and unique content, you'll be able to control that throne. People surf the Web for information. This is why the Internet has been labeled as the information superhighway. High quality content will provide some of these users with the information they need, and they will seek you out to get it. Unique content would mean that such information can only be found on your website; hence, allowing you to corner that part of the market once the existence of your website is made known to them.

6. In choosing a domain name, make sure that your primary keywords are included in it. This will result in a boost of your page rank. It may be a slight boost compared to the other tactics, but a boost nonetheless. Additionally, your domain name would be easier to remember if your main keywords are included in your domain name.

These are tweaks you could do on your website itself. Again, they are designed to make your web pages more attractive for the search engine spiders.

Dominating the search engines game has been thoroughly discussed in the first volume of this work. The eBook [Search Engines Revealed](#) can likewise be a companion volume for the first edition of this guide, as it teaches the reader the many, many ways by which search engines can be used to your advantage.

Article Marketing

What we have discussed above are concerned with things you can implement on your web pages themselves. Hence, they have been grouped under a category called “on page search engine optimization,” or “on page SEO.”

There are, however, more things you can do once your website goes live, things outside the confines of your own web pages.

These things are concerned with link building. Such is based on the fact that the more web pages that link to your website, the higher your page rank will be. And the higher your page rank is, the better position you will have in the search engine results.

One of the best ways to get one-way links to your website is through the strategy called article marketing.

Article marketing is about the writing of articles relevant to the subject of your online business and the submission thereof to the many article directories on the World Wide Web.

Check out the websites www.ezinearticles.com , www.isnare.com and www.goarticles.com . See all the articles there? They are all submissions from thousands upon thousands of webmasters.

Each article submitted is allowed a resource box. This resource box can contain a few lines introducing you as the author, as well as your business, and more importantly, a link to your website.

Why is article marketing a significant tactic to learn?

- Article directories figure prominently well in SERPs. Hence, having your link displayed in the articles you submit would mean that your link would be exposed to the millions of visitors that visit the said article directories.
- Article directories have high PR. Having an article published, with an inbound link to your website, would give the latter a boost in its own PR.
- If the article you submit is of excellent quality, it would have a good chance of getting picked up by eZine editors and other webmasters. This means more inbound links for you, and this would mean more visitors.

- There are so many article directories on the World Wide Web. Suppose you submit the same exact article to a hundred of them - that would mean a hundred inbound links guaranteed. But what if you submit ten or twenty articles? Again, traffic is a numbers game.
- Articles are low-cost investments, and for most, they actually require zero costs. This is an excellent option, considering that one article submitted to just one article directory would be generating traffic to your website for many years to come.

Article marketing is quite easy. Simply follow the guidelines below:

1. Pick a topic relevant to the subject of your website. As with our running example, if your website is dedicated to dog grooming, dog grooming tips or dog grooming items are good topics to discuss.
2. Research on your chosen topic. Try to discover something novel about it that hasn't been discussed to death in other channels.
3. Write an article that shares the information you have pinpointed. The length should be between 350 to 1,400 words. Anything less would be too short to successfully convey what you want to convey. Anything more would be too long to sustain your readers' attention.
4. If you are not that confident about your writing prowess, or if you simply don't have the time to write an article, you could hire a freelancer to do the job for you. The usual rates range from \$2 to \$30 per article. Price should only be a secondary consideration next to quality, however. Writing is one of those services where you get what you pay for most of the time. Good places to look for freelancers are

www.rentacoder.com

www.scriptlance.com

www.elance.com

Don't proceed with this option blindly, however. There are many risks to consider. I would suggest the [Outsourcing Survival Kit](#), a comprehensive tome, which is the first of its kind, dealing with all manners of digital outsourcing, as well as the steps you should take to protect the interests of your business.

5. Include a resource box at the end of your article. Your resource box should contain a concise introduction of yourself and your business, as well as a link to your website.

Then, it would be time to submit your article to the many, many, many articles directories on the World Wide Web.

Forum Marketing

There are a lot of online communities on the Internet. There are actually forums for every niche of every market.

If you manage to infiltrate these forums, you'd only be reaping more benefits for your business and your website.

- Membership in a forum would afford you a signature box where you could place a link to your website. Your signature box would appear in every post you make. If you make a hundred posts in a hundred different threads, for example, you'd have a hundred different pages providing inbound links to your website!
- Forums are excellent venues where you could build relationships with potential clients. Being dedicated to the subject of your business, you're sure to mingle with people who are most likely very interested in what you have to offer. By befriending these people, you could secure for yourself

some faithful customers, or, at the very least, regular visitors for your website.

- Forums would provide for you a channel where you could interact with your target market. You could help them out with their concerns, answer any questions that might be bothering them, or make recommendations whenever it's appropriate. In so doing, you'd be branding yourself as an expert in the field. Once your credibility has been established and your worth to the online community has been proven, you could suggest the use of your products or the information contained on your website. This could win you some highly targeted visitors.

There are a lot of forums on the World Wide Web. There's sure to be one devoted to the market you're eyeing. You could use the resources below to find the forum catering to the market you have in mind.

www.theforumzone.com

<http://www.directories-directory.info>

<http://www.thelocalforum.co.uk/directory>

Press Releases

Press releases work the same way as articles. The difference is that press releases are distributed in entirely different venues and they are crafted for an entirely different purpose.

Press releases are news items. They should be effective, and they should concentrate on the 5 Ws of newsworthy pieces:

- Who?
- What?
- Where?
- When?

- Why?

Press releases should be “short, but sweet.” They shouldn’t be laden with flowery words, nor should they ever try to sell a product. They should be more of announcements worthy of the news. Here are some examples you could capitalize on:

- Are you launching a business? Write a press release detailing the aspects of your new enterprise.
- Are you launching a new product? Write the benefits it could introduce to the world without hyping it up.
- Are you introducing a beneficial offer, like a fire sale or discounts for a limited period of time? Write a press release about the details of such an offer without inviting your readers to take advantage of it.

Press releases should be 350-700 words on the average, though some press release services allow up to 1,500 words, if the news calls for such a length.

The guidelines in writing for a web audience should likewise be observed. Refer to the earlier portion of this chapter regarding Article Marketing for some tips on how to proceed with this.

It goes without saying, of course, that you should include a link to your website. The goal, after all, is to generate traffic for your site, and press releases can do this very effectively.

There are many distribution companies who could carry your press release. Choosing the right one would be beneficial for your ultimate aim. A lot of newsletters, both online and offline, search distribution companies for newsworthy items to fill their pages. If your press release is picked up by several of these entities, you would be able to expose your website to a lot of people.

A friend of mine who is a copywriter decided to try out press releases earlier this year. In less than three hours, he was swamped

with more orders than he could handle. This is how efficient a strategy a press release could be!

The most popular press release distribution service is www.prweb.com . Many people rave over the efficacy of their system, and considering the fame the said service has acquired throughout the years, it has become the number one online destination for many editors of web and print publications the world over.

Email Marketing

Remember in an earlier chapter, when you were told the importance of investing on an excellent autoresponder service?

It's because of this significant strategy.

You see, relying on new visitors alone would be disastrous for your online business.

There will come a time when you will have exhausted every means of inviting new users to visit your website and you'll be caught in a dead end. You must have a system set up that will compel previous visitors to visit your web pages again. This would give you the surely sustainable traffic that you will need.

It is an established fact that only 2 out of 279 visitors, on the average, will decide to make a purchase. What should you do with the other 277?

If you allow them to walk away, then chances are, you will lose them forever. So the solution is very simple... as much as possible, don't let them walk away!

How are you supposed to do this?

Veteran Internet marketers use a follow-up system to capture the contact details of their visitors so that they can somehow convince

them to visit their websites again at a future time. A follow-up system captures the email addresses of visitors and collects them in a subscription for a mailing list.

The heart of every follow-up system is an excellent autoresponder service. An autoresponder service will allow you to prepare your messages beforehand and deliver them according to the schedule you set. Additionally, an autoresponder service will also allow you to personalize your messages, well, automatically. Your recipients would be referred to by their given names, and in certain occasions, the autoresponder will even greet them on their birthdays. These, added to the fact that an autoresponder service will take care of the subscriptions on auto-pilot, makes it an essential investment for every online business.

But not all autoresponders are built alike. Some are simply better than others. I would like to recommend [TurboResponders](#) service, which has been garnering raving reviews since its inception. Simply, they don't come any better than TurboResponders; plus, you'll be able to take advantage of its benefits at a price that won't be a burden to your budget.

Once you have set up your autoresponder to handle your mailing list, you will just have to come up with interesting offers to encourage your visitors to sign up for it. This can be done in a variety of exciting ways.

- You could offer free gifts to entice your visitors to subscribe to your list.
- You could offer to deliver a newsletter containing information about the subject they're interested in.
- You could conduct a contest, with their subscriptions as their raffle entries.
- You could offer access to other meatier portions of your website in exchange for their subscription.

- You could offer them discounts on your products if they join your mailing list.

There are, of course, more ways to bait your visitors into signing up to your mailing list. By employing a little creativity, you're sure to come up with innovative ways to lure visitors into your follow-up system.

Once they have subscribed to your mailing list, you could start sending them mails with offers of your products. You could even inform them of updates to your website so that they will decide to check it out.

Emails aren't the only means to convey your business message to the leads you have captured.

Real Simple Syndication (RSS) is slowly becoming the universal standard for message transmission over the Internet. RSS is an excellent option for the following reasons:

- Your messages will be delivered straight to the recipient's desktop, eliminating the possibility of your messages being filtered out as spam.
- Your messages will be delivered in real time, meaning, your recipient will receive them as soon as you send them out.
- Your messages can be displayed on all the websites you maintain.
- RSS feeds can be generated from your blog entries.
- There are a lot of novel applications being developed for RSS. You could even send your message through audio, and the file size is amazingly kept to a minimum, thanks to RSS 2.0 technology.

To start delivering RSS feeds, all you need is an RSS feed generator. These are widely available for free all over the Internet. Your

recipients would need an RSS feed reader. If they don't have one, they'll be prompted to download a copy, also for free.

RSS is a new technology that has yet to be exploited. Studies show that by 2010, 82% of online correspondence will be delivered via RSS. This is a very encouraging sign, one reason why you should act on this as early as today.

You can also refer to [David Vallieres' Advanced Email Marketing System](#) for some fresh insights on how to maintain your follow-up system.

Conclusion

Endings And Beginnings



And so ends the first of a two-volume work.

It's quite difficult to incorporate everything there is about affiliate marketing in one tome; that's why we have to do it in two. Hopefully, this volume has succeeded in what it has set out to do: to teach you the basics of affiliate marketing success.

As the title of this conclusive chapter says, this is an ending as well as a beginning.

It's very much like graduating from college. You will have to say goodbye to a great chapter of your life. You will have to say farewell to some cherished friends. You will have to bid adieux to some treasured memories. But you will also have to muster enough courage to face some new challenges in the world outside of the four corners of the classroom.

And such challenges can bring about a sense of anticipation... a sense of excitement for the things - and the rewards - that await.

If this volume can be summarized in one word, it's this: traffic.

Traffic is the most essential factor you should be concerned about as an affiliate marketer.

In the [Turbo Money Machine](#), I have likened traffic to the fuel of a car.

A car will never run without fuel.

An online business will never realize its potential without traffic.

The system of gaining profit from the World Wide Web begins with traffic. How to generate visitors for your website should always be one of the primary concerns of every online businessman. This is a matter that should not be left to chance. As we can see from the discussions in this volume, traffic generation is not about luck.

Traffic generation is a science - and a pretty straightforward one at that.

You now have the knowledge on how to generate a gargantuan amount of traffic for your website.

What remains to be done, of course, is to practice what you have learned here as well as what you have learned from the previous volume.

Remember, knowledge read will remain theories until they are implemented.

Knowledge plus practice, on the other hand... well, that's one of my seven personal secrets to online success.

But that remains a story for another day.

In the second volume of this series, we will discover more fascinating things about affiliate marketing. Among them are the following:

- New traffic-generating strategies that have been developed in the past 2 years that are quickly taking the Internet by storm. Such avenues have been collectively dubbed as Web 2.0, the embodiment of what many people call as the future of cyberspace. Getting to know these tactics will give you a distinct advantage over your competitors.

- The basics of an efficient viral marketing campaign. Viral marketing is the online equivalent of word-of-mouth advertising. It can increase exposure for your website at an amazingly exponential rate.
- How to format your offer to be able to catch and maintain the attention of your prospects and condition their minds to make a purchase.
- How to establish great relationships with your prospects so that they will learn how to trust you and whatever it is you're offering.
- How to build your brand in cyberspace.
- How to graduate from an affiliate into a joint venture partner.
- And a whole lot more!

Affiliate marketing is a continuous passion. The only way to sustain success in this field is by sustaining your drive.

And a great part of that is by updating your knowledge on how things work.

To your success, dear friend, and see you in the next volume.

John Delavera & {--your-full-name--}