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## **Introduction**

Affiliate marketing is truly one of the most lucrative methods of earning a full time income online. Whether you have experience with online marketing or you are brand new to the world of Internet business, you can easily set up a finely tuned system that generates automated commission payments, while being paid to build and grow your own online business.

It doesn't matter if you have ever tried to make money in this industry before only to have failed miserably. If you take action by implementing these proven strategies, there is no way you can fail.

When it comes to affiliate marketing, one thing is clear and that thing has never (nor ever will) change; there is room for everyone, however the industry is highly competitive and in many cases, it's a race to the finish.

From the moment that hot product launches, affiliates are scouring the Internet to set up websites that will funnel traffic into their websites, tagging each visitor with their affiliate link.

First in, first out, and the more prepared you are to

tackle each campaign as it hits the ground, the greater the market share you will be able to claim as your own.

You need to be sharp, clever and on your feet, ready to pounce on the opportunity to set up affiliate based campaigns that will convert like crazy and suck in customers quickly and easily.

By the time you finish reading this e-book, you will be able to implement a concrete plan that will get you into earning money quickly and easily.

These techniques have worked for a long time, and they work consistently to earn money from affiliate marketing if followed.

If you are already familiar with affiliate marketing, this e-book will give you new techniques to add to your marketing arsenal so that you can increase your affiliate earnings and expand on the methods that you use in order to be successful.

Affiliate marketing, one of the only ways that you can make a full time income being paid to LEARN as you consistently generate income from multiple passive campaigns running on complete autopilot.

Let's get started!

## **The Truth About Affiliate Marketing**

When it comes to being a successful affiliate marketer, you need to think outside the box and be willing and prepared to explore new opportunities and implement a handful of proven strategies into each and every one of your campaigns.

Savvy affiliates know that in order to leverage their time and resources and to maximize their income, they need to build an entire system that will funnel in visitors, capture their information into a mailing list, and pre-sell them on some of the higher ticket items.

It's not just about re-routing potential customers to the merchants website.

Successful affiliate marketers maximize the value of every visitor so that they are able to grow massive mailing lists of targeted leads, essentially building their own online business in the process.

Each visitor to your site is a potential lifetime customer, so that when the time comes for you to create your own product, you will have access to a pre-established, built-in customer base.

And that's the secret behind every high paid affiliate. They don't just focus on building a merchant's customer base, and the initial commission they receive from all of the products and services they sell isn't their primary objective.

Instead, they focus on generating instant income from these commission-based sales while essentially being paid to grow their own business.

Imagine the possibilities of earning an income online from selling other people's products while maximizing the value of each customer you send to a merchant's website by adding them to your own personal mailing list.

Think of just how incredibly easy it would be to send out a short broadcast promoting third party products to a mailing list that you have spent time building relationships with.

And finally, consider how profitable it will be for you to finally build your own product line, by being able to instantly jump-start the launch of your info products by simply emailing the same customer base that you have developed as an affiliate marketer.

Yet as lucrative (and obvious) as this system should be, thousands of affiliate marketers are overlooking this critical factor when developing affiliate campaigns online. They fail to look out for the long term, the bigger picture, and simply go after the one time commission fee.

They don't spend the time setting up squeeze pages, review sites, or building relationships with a following base, so that when they do decide to leave the affiliate marketing industry, they are essentially forced to start over from scratch, building their own customer base and trying to penetrate markets that they could have already developed a reputation with during their previous affiliate marketing campaigns.

If you truly want to make the most money possible from your affiliate marketing efforts, you need to develop a solid business plan that will look out for your future objective, as well as your current financial situation.

You want to design a strategy that will offer the opportunity for instant profits, while eventually leveraging the resources and information you gain access to, to build your own online business in the future.

As an affiliate marketer, your only job is to generate

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targeted traffic to landing pages, information pages, squeeze pages and review pages and pre-selling potential prospects.

**Everything else you do needs to benefit your online business in the long run,** from list building campaigns, developing an online brand of your own, and building credibility in your market.

In truth, being a successful affiliate requires being flexible and in seeing the bigger picture.

You need to balance the time and effort you spend on generating sales for third party merchant's and developers with retaining this traffic so that you can eventually use the work you've put into your campaigns, as a way of launching your own future products.

If you are able to successfully do that, then you'll find yourself holding an incredible asset; an unstoppable cash machine, that focuses on ongoing success, in building up a strong business platform and in securing and solidifying your place within every niche market you're involved in.

**Think long term, and you'll set yourself up for life.**

In the next chapter, I am going to dissect some of the

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easiest strategies for evaluating the profitability of niche markets and choosing winning products.

## Niche Research 101

Niche marketing is simply advertising to specific audiences of people within smaller markets, rather than the larger mainstream industries.

That doesn't mean that "niche markets" are always small ones. In fact, some of the most popular markets online such as weight loss/fitness, health and beauty, dating and even pets are all considered niche markets.

The reason it's so important to focus on multiple niche markets is an obvious one; having all your eggs in one basket could be devastating to an affiliate marketer should one of your niches no longer be sustainable.

Imagine spending months creating squeeze pages, info products, and campaigns focusing on the Xbox 360 'ring of death' problem that so many gamers experienced when purchasing older X-box's. One day, Microsoft releases a free patch that prevents this problem from occurring.

Instantly, all of your websites focusing on promoting an ebook that was written to help gamers solve the problem are no longer needed, and your campaigns are no longer able to generate commissions since no one is

purchasing these products anymore.

As an affiliate marketer, you need to focus on multiple niche markets and spread your efforts across various niches, so that you are never left scrambling to rebuild your campaigns and keep the commission payouts pouring in.

For those who are unable to devote a lot of time to the management of multiple websites and mailing lists, choose a handful of markets and spend your time exclusively on building and growing those, but never (I repeat, never) choose a single market.

When it comes to choosing the best niche markets, it's all about existing competition, existing demand, and long-term profitability (whether the niche is considered evergreen).

First, head on over to <http://www.ClickBank.com> and browse through the marketplace.

**There are currently over 25,000 digital products within the Clickbank marketplace covering over 10 categories and 60 sub categories.**

ClickBank handles all of the payment processing for both the merchant and for the affiliates promoting various products.

You will receive your payment every two weeks through Clickbank via postal mail, or once you have successfully received payments via ClickBank for three consecutive months, you can opt to receive your commissions via direct deposit.

Once inside of Clickbank's marketplace, enter in keywords or keyword phrases that describe the niche that you are interested in.



The image shows a search interface titled "Search the ClickBank Marketplace". It contains several input fields and dropdown menus. A red arrow points to the "Subcat:" dropdown menu, which is currently set to "All Sub-Categories". Another red arrow points to the "Product Type:" dropdown menu, which is currently set to "All Products". The "Keywords:" field contains the placeholder text "enter in keywords". The "Sort by:" dropdown is set to "Popularity". The "Language:" dropdown is set to "All". The "Show:" field is set to "10" and followed by the text "results per page". There are two buttons at the bottom: a green "Go" button and a grey "Reset" button.

If you aren't sure what topic to begin with, browse through the most recent products that were added to the ClickBank marketplace, or sort through existing categories and groups by leaving the search box empty and viewing all recent listings.

ClickBank is organized by main categories as well as sub categories that will help you chisel down into a niche to pull out potential affiliate products to

promote.

Spend time exploring the different markets that you are interested in, until you have compiled a list of at least 20 potential topics and products.

#### Review Product Stats



Search the ClickBank Marketplace

Category:  Subcat:

Keywords:  Sort by:

Product Type:  Language:

Show:  results per page

**1) Earth4Energy - Diy Solar And Wind Power - Earn 100% Per Sale!** [www.earth4energy.com/affiliates/](http://www.earth4energy.com/affiliates/) - We Pay 100% Ongoing Commission. Thats A Bonus Of \$11.30 For Every Earth4Energy Sale You Make! Killer Sales Page That Will Convert Your Traffic Into Easy Sales. More Information At: [www.earth4energy.com/affiliates/](http://www.earth4energy.com/affiliates/).

**\$/sale: \$32.31 | Future \$: - | Total \$/sale: \$32.31 | %/sale: 75.0% | %refd: 86.0% | grav: 494.61**  
[view pitch page](#) | [create HopLink](#)

**2) Maverick Money Makers - Get Paid For Life!** Rated The Best Online Coaching Club For Making Money! 24/7 Phone Support, Video Tutorials, Audio Lessons, Turnkey Products, Quick Money Blueprints, And Much More! Affiliates Have Already Made \$1,320,955.10 In 2009! Highest Recurring Payout On The Web!

**\$/sale: \$36.81 | Future \$: \$91.65 | Total \$/sale: \$124.86 | %/sale: 50.0% | %refd: 84.0% | grav: 460.68**  
[view pitch page](#) | [create HopLink](#)

**3) Forex MegaDroid Robot.** Automatic, 100% Hands-Free Forex Robot Uses Rcpta Technology And Breaks All Records. Amazing Conversion Rate Due To Great Reviews And Marketing/Product Originality. Last Robot We Launched Achieved 31% Conversion Rate! Very Low Refunds, Very High Payout!

**\$/sale: \$52.15 | Future \$: - | Total \$/sale: \$52.15 | %/sale: 60.0% | %refd: 86.0% | grav: 253.01**  
[view pitch page](#) | [create HopLink](#)

**You can also sort products by popularity, gravity and the overall commission percentage (earnings) offered by the product developer.**

When choosing products that you could promote from ClickBanks' marketplace, you need to spend a bit of

time browsing through the listings and then taking it one step further by directing visiting the merchants website.

You want to read over their sales page, make sure that it is well written, hasn't just been thrown together - after all, you will be putting in the time and effort into promoting this website therefore you need to ensure that the salescopy is well crafted and would compel YOU to buy the product.

You can only do so much yourself, and your job essentially ends when you have pre-sold the visitor and directed them to the merchants site, so you need to be absolutely certain that the sales page was written to convert.

You also want to look for website 'leaks', this is when a ClickBank merchant features alternative payment options on their website, apart from ClickBank itself.

If they do, and you send a potential buyer to their site and they end up purchasing through Paypal or 2Checkout (for example), you will not receive the credit or commission for that sale.

If the vendor offers the ability to sign up for a newsletter on the site, you should subscribe and review the type of information that is being sent out. You will also want to make sure that your affiliate link is properly being tracked and credited so that your

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efforts are not wasted.

The objective is to locate a niche that has at least 25 products already selling within it.

A niche that contains less than that many products might not be big enough and having a large variety will help you make more money by being able to review and evaluate only the best products to promote to your mailing list.

To find niche products, you will have to do a bit more digging via affiliate marketplaces like ClickBank.

You will notice that with Clickbank, each product listing features specific information regarding its current stats.

*Here is what these symbols and statistics mean:*

**\$/sale:** The amount of money you earn for each sale.

**Future \$:** Average rebill revenue.

**Total \$/sale:** Average total \$ per sale, including all rebills.

**%/sale:** The percentage of the product sale price that the sale represents.



**%/refd:** Fraction of publisher's total sales that are referred by affiliates.

**grav:** The measure of how many affiliates are promoting the product.

For each affiliate paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

The Gravity indicator will tell you how well a product is selling. So a gravity score of 100 means a product is potentially selling better than one with a gravity score of 20.

Undoubtably, the easiest way to find niche products is to choose a very wide scope market.

Instead of focusing on smaller niches, focus on larger markets, where there are likely going to be many products to choose from and where the groundwork has already been done by other marketers.

Replicate their system, improve the process and swipe their customers, it's as simple as that.

Using Notepad or another text editor, start compiling

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listings of products that you have found that you believe would be hot sellers.

Take a close look at the affiliate payout that is being offered. You want to focus on commission offers that are at least \$20.00. Anything less than that might cost you more time than it's worth.

You also want to be sure that you will be paid on a timely basis. If you are promoting products from the Clickbank marketplace, ClickBank will handle your payments, so you can rest assured that you will receive them on a scheduled basis.

However, if the merchant is running their own in-house affiliate program, read the fine print and determine exactly when you will be paid, whether there are any earning minimum requirements, and whether they pay via check or Paypal.

If you are focused on niche markets that are popular enough (and you should be), then you should have no shortage of material to choose from, so be careful to analyze every product, review it yourself, and select ones that you feel deserve your attention and promotional efforts.

**You need to place a strong focus on three critical**

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**elements when researching any potential market:**

- 1: Whether there are desperate buyers in the market. (do people NEED this product?)
- 2: The size of the market (how many buyers are currently purchasing products or services within this niche)
- 3: Existing competition within the market.

When it comes to choosing products within your niche markets, there are three things to consider as well:

- 1: Quality Of The Available Products**
- 2: Saturation of The Existing Products**
- 3: Commission Percentage for Each Product**

Using ClickBank's marketplace, try to locate at least 20 products offering a commission of 50% or higher. This is a great starting point for deciding what markets you are going to focus on, as well as the actual products you are going to promote.

**Don't overthink this step!** At this stage, your only objective is to compile a listing of potential niche

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topics and products so that you have the groundwork in place for developing your campaigns.

Regardless of how carefully you analyze and research niche markets and products, not every affiliate campaign you set up is likely going to be a successful one.

Even those of us who have been involved in affiliate marketing for years still end up with a handful of campaigns that are complete duds. It's unavoidable and you can't let that deter you from exploring markets and spending the time and effort developing multiple campaigns.

If you stick with evergreen markets and high quality products, you are far more likely to tap into a profitable niche market quickly, while weeding out unproductive campaigns.

Affiliate marketing requires consistent effort in fine tuning your campaigns, and tweaking your results.

It takes time to get it right, however once you've developed a strong system and begin funneling in targeted traffic, it will become easier to spot surefire winners and minimize the number of failed campaigns.

Here are some other places that feature affiliate programs and high quality products spanning hundreds of niche markets:

<http://www.PayDotCom.com>

With PayDotCom.com you can receive daily affiliate commission payments directly into your Paypal account.

At this time, only those who are able to create a Paypal account are able to participate as either a merchant or affiliate within this affiliate marketplace.

<http://www.CJ.com>

Commission Junction works a bit differently than Clickbank does in terms of allowing their merchants to manually approve or select affiliates.

<http://www.LinkShare.com>

Link Share is an ever-growing affiliate marketplace and with it comes a great variety of lucrative and high paying affiliate opportunities.

<http://www.ShareASale.com>

ShareASale, like ClickBank and PayDotCom handle all

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payments on behalf of the merchants and while ShareASale enables merchants to manually approve affiliates like CJ.com does, from my own personal experience approval has been very quick and in most cases not required at all.

If you are interested in evaluating the popularity of existing products within the Clickbank marketplace, you should take advantage of the free resources available at:

<http://www.CBEngine.com>

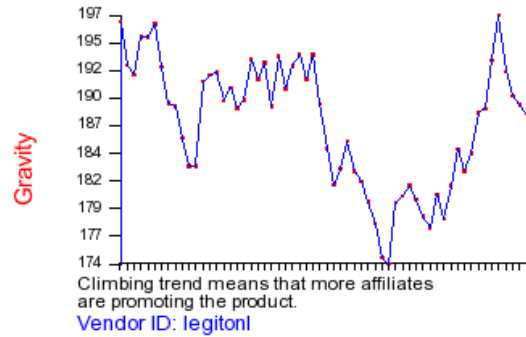
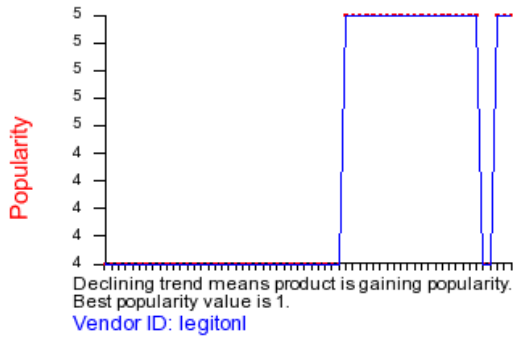
<http://www.CBTrends.com>

Both of these free resources offer up a goldmine of information for affiliates considering what products to promote within the CB Marketplace, so take some time to run a product through their systems to gain additional information relating to the payouts, traffic and current affiliate competition promoting the site.

By browsing the different graphs that will appear after each search within network sites like CBEngine.com, you are able to easily analyze the different aspects of each product including overall popularity, how well the product has done in the past in terms of conversion

rates as well as how many affiliates are currently promoting the product.

ClickBank Category: **Business To Business**



All you need to do is enter in the vendors ID (which you can find from within the ClickBank marketplace), and the CB Trends search engine will load relevant data associated with that product.

This information can include popularity breakdown, gravity, and earnings per sale, percent per dale, referrals and commission earnings that show over a period of time.

CB Engine also offers a free search utility, very much the same as CB Trends. However, CB Engine requires a membership (\$39.95 one time fee for a years access to graphics, stats and history tracking).

If you would like to preview the members area, CB Engine provides a free 15 day trial, available on their website.

You should also subscribe to websites including [www.IMNewsWatch.com](http://www.IMNewsWatch.com) and [www.JVNotifyPro.com](http://www.JVNotifyPro.com) if you want to stay on top of the latest product releases, so you can plan out your campaigns before the product is released to the public.

Now that you have a potential swipe file of products to promote and niche markets to focus on, the next step prior to creating your actual affiliate websites is to create yet another swipe file, this time consisting of targeted keywords used by those searching for the same kind of products you are going to promote.

Keyword research is a vital component in being able to create highly targeted affiliate campaigns, but with my simple 'fast forward' strategy, you can compile relevant keywords in less than ten minutes for each niche market you are involved in.

Let's take a closer look.



## Quick Keyword Research

When it comes to building your affiliate campaigns, you NEED to know exactly how to evaluate keywords.

The reason for this is simply because in order to generate targeted traffic to your squeeze pages, review sites, blogs and other affiliate based campaigns, you need to know exactly what people are entering in the search engines when looking for products like the ones you are promoting.

For example, if you create a review website based on the 'Acne' niche, you will want to use both product titles, (such as Acne Free in 3 Days, a popular Clickbank product), as well as general keyword strings that those who are looking for these specific products are likely going to enter in search engines like [www.Google.com](http://www.Google.com)

The more accurate and targeted your keywords are, the easier it will be to generate consistent traffic to your websites, that you can in turn, funnel through your mailing list and off to the merchant's website, tagged with your affiliate link.

Conducting keyword research doesn't have to be a difficult or time consuming process, in fact, within 10

minutes you can generate a listing of potential keywords for every niche market you are involved in.

To start, there are a handful of free online tools and resources that make it exceptionally easy to evaluate potential keywords, prior to creating your affiliate pages, websites or campaigns.

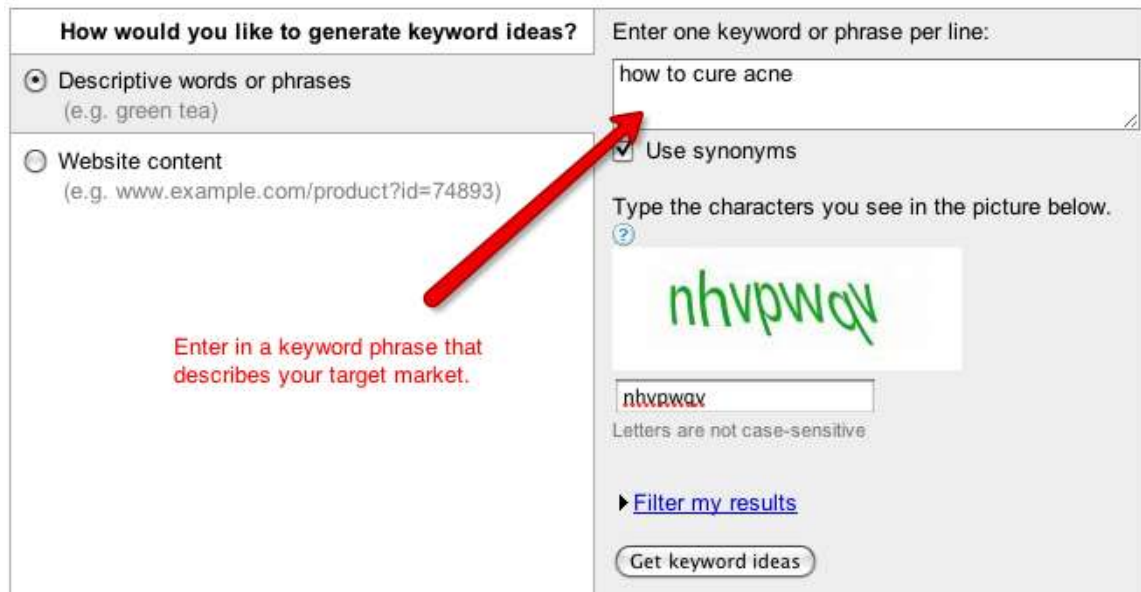
Here are the ones I personally use:

- Adwords Google Keyword Tool  
<https://adwords.google.com/select/KeywordToolExternal>
- Nichebot Classic  
<http://www.nichebotclassic.com>
- Trend Watching  
<http://www.trendwatching.com/trends/>
- Google Trends  
<http://www.google.com/trends>
- Ebay Pulse  
<http://pulse.ebay.com>

I use the Google keyword tool, which is absolutely free to use:

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

I enter a **seed keyword** (keyword phrase that accurately describes your market) for the niche, and I look for phrases with at least 300 searches per month. Ideally I want to find at least 20 keyword phrases with a good number of searches and limited competition.



**How would you like to generate keyword ideas?**

☒ Descriptive words or phrases  
(e.g. green tea)

☐ Website content  
(e.g. www.example.com/product?id=74893)

Enter in a keyword phrase that describes your target market.

Enter one keyword or phrase per line:

how to cure acne

☒ Use synonyms

Type the characters you see in the picture below.

nhvpwqy

nhvpwqy









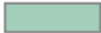







Letters are not case-sensitive

[Filter my results](#)

[Get keyword ideas](#)

The Adwords Google Keyword suggestion tool allows you to enter in a keyword or phrase from a possible niche that you are considering so that you can evaluate existing competition, active keywords based on popularity and overall use.

## Affiliate Marketing Profits

how to cure pimples		880	1,900
how to treat acne		9,900	9,900
how to clear acne		8,100	6,600
how to prevent acne		5,400	4,400
acne pimples		9,900	8,100
acne home remedy		14,800	12,100
clear acne		74,000	40,500
acne treatments		110,000	110,000
how to get rid of pimples		27,100	12,100
getting rid of acne		8,100	8,100
pimple cure		2,900	3,600
pimple treatment		6,600	12,100
cure pimples		4,400	6,600
cure acne		90,500	74,000
acne scars		201,000	135,000
acne remedies		74,000	60,500



Next, I take those keyword phrases and run them through Google's main search engine, [www.Google.com](http://www.Google.com) wrapping my keyword string in quotations, because I want to see who is targeting the exact phrase.

These results will ensure that only competitors using the same keywords within their websites and via search engine optimization are featured within the search results (quotations will pull up websites that feature the ENTIRE keyword phrase/string, rather than individual keywords)

Google "how to get rid of acne" Search Advanced Search Preferences

Search: ☒ the web ☐ pages from Canada

Web Results 1 - 10 of about 290,000 for "how to get rid of acne". (0.25 seconds)

**How To Get Rid Of Acne**  
Canada.Proactiv.com Revolutionary Acne Skincare System. Only \$19.95 & 2 Free Bonuses

**Top 5 Acne Cures Exposed**  
www.AcneTreatmentGuide.org Acne Treatment That Actually Works? Learn Truth About Acne Treatments

**Top 5 Acne Treatments**  
www.AcneTreatmentsReview.net Best Acne Treatments Revealed Get Clear Skin in 7 Days!

**How to Get Rid of Acne - wikiHow**  
wikiHow article about **How to Get Rid of Acne**. ... **How to Get Rid of Acne** · Acne is a broad term covering blemishes, pimples, blackheads, and whiteheads. ...  
www.wikihow.com/Get-Rid-of-Acne - 62k - [Cached](#) - [Similar pages](#)

**How to Get Rid of Acne Without Using Medication - wikiHow**  
wikiHow article about **How to Get Rid of Acne Without Using Medication**.  
www.wikihow.com/Get-Rid-of-Acne-Without-Using-Medication - 44k - [Cached](#) - [Similar pages](#)

**Sponsored Links**

**Got Pimples?**  
Stop Experimenting. Get Real Lasting Results without Chemicals!  
acne-naturalcure.com

**Get Rid Of Acne**  
Stop Waste Money On Acne Products, Learn How to Cure Your Acne Forever  
Reviews-It.com/AcneNoMore

**Acne Causes & Cures**  
Find Info on Acne. Causes, Symptoms & Cures.  
SamsShoppingSite.info

**Have Clear Skin in 3 Days**  
Feel better with a clear complexion

I am searching for keyword phrases that produce fewer than 150,000 results.

Ideally I would like to see at least 8-10 potential keyword phrases with 300+ searches per month but with fewer than 50,000 results that I can use within my marketing material.

This would give me the best possible chance of ranking well for those phrases. Enter in different keyword phrases, wrapped in quotations, until you find 10-12 phrases with less than 150,000 results.

Google "remove acne permanently" Search Advanced Search Preferences

Search: ☒ the web ☐ pages from Canada

Web Results 1 - 10 of about 1,530 for "remove acne permanently".

You shouldn't be afraid to target some of the high-competition phrases as well, because you can still get traffic to those pages, however you should focus primarily on targeting the keyword phrases that have a bit less competition.

Sometimes this process takes a bit of time, especially if you have a lot of different keyword phrases to evaluate, however it's a VERY important part of the process, if you want to generate organic traffic from the major search engines like [www.Google.com](http://www.Google.com) as well as be able to funnel in traffic from alternative traffic sources such as via article marketing.

Another strategy is to enter in the actual product titles from your product swipe file, to determine keyword phrases that currently target each product. You can then use these in your website's actual text, any articles you create, product reviews you develop and in your actual website's title and meta tags.

For example, in my acne swipe file I've identified a handful of potential products to promote including [www.AcneFreeIn3Days.com](http://www.AcneFreeIn3Days.com)

By entering in this URL, product name and even author's name into the Google keyword search utility, I can generate targeted keyword phrases that are likely to

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bring in traffic from potential buyers searching for information on this specific product.

Compile your list of keywords for each niche and product that you are planning to promote.

Do NOT overlook the importance of keyword research because you will use it throughout every affiliate campaign you create.

For example, with the acne market, I am interested in promoting a product found within the ClickBank marketplace called "Acne Free In 3 Days" as shown below:



Search the ClickBank Marketplace

Category: All Categories	Subcat: All Sub-Categories
Keywords: Acne	Sort by: High Gravity
Product Type: All Products	Language: All
Show: 10 results per page	<input type="button" value="Go"/> <input type="button" value="Reset"/>

**1) Acne Free In 3 Days.** All Natural Cure For Stopping Acne In 3 Days! Newly Increased Commissions. Affiliates Receive \$21.50 Per Sale! New Affiliate Resource/Training Site: [Http://www.universalmarketingmedia.com/affiliatetrainingsite.html](http://www.universalmarketingmedia.com/affiliatetrainingsite.html).  
\$ /sale: \$21.13 | Future \$: - | Total \$ /sale: \$21.13 | % /sale: 60.0% | %refd: 90.0% | grav: 84.14  
[view pitch page](#) | [create HopLink](#)

For each product sold, as an affiliate I'll receive \$21.13 in commission sales.

**Example: Acne Free In 3 Days Product Keywords:**

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acne free in 3 days pdf	
acne free in 3 days book	
acne free in 3 days ebook	
buy acne free in 3 days	
acne free in 3 days scam	
acne free in 3 days by chris gibson	
chris gibson acne free in 3 days	
acne free in 3 days review	
acne free in 3 days chris	
acne free in 3 days com	
acne free in 3 days secret	
acne free in 3 days steps	
acne free in 3 days works	
be acne free in 3 days	
acne free in 3 days free	
acne free in 3 days work	
read acne free in 3 days	
acne free in 3 days rapidshare	
gibson acne free in 3 days	
acne free in 3 days download	

Take the time to go through the list and compile yet another keyword swipe file based on relevant keywords that directly target the product.

As you can see from the list above, the author's name "Chris Gibson" is included within one of the



search terms, which would attract potential buyers who are actively searching for this specific product written by the author.

Repeat this process for every niche and every product that you are interested in promoting until you have a swipe file of targeted keywords to use in your affiliate marketing campaigns.

You should spend no more than 10-15 minutes on each niche, evaluating and compiling these keywords.

## **Tools Of The Trade: Setting Up Shop**

You've done the legwork associated with choosing your niche markets, evaluating potential products and in creating keyword based swipe files that can be used throughout your affiliate campaigns.

The next step is to begin setting the wheels in motion, by creating your entire affiliate cash machine.

**This is where the fun begins!**

With affiliate marketing, there are multiple strategies that you can use to begin generating targeted traffic to your websites and subsequently, ringing in commissions for every sale made as a result of your promotional efforts.

To begin, you need to register a handful of domain names, focusing on each niche market you are going to be involved in.

The reason it's so important that you register these domain names, is that by having your own website network, you are in complete control over what content and information is displayed on your websites, and can draw in targeted traffic faster and easier than by

simply using remotely hosted websites.

While maximizing your outreach by using free resources such as Ezine Articles, Squidoo and Hubpages is also an effective method of generating targeted traffic quickly, the first step is to develop your own websites, focusing on pre-selling visitors on the products you are promoting.

You can choose any domain registrar you wish, my personal choice is <http://www.NameCheap.com> who offers domains at least than \$9.00 (use coupon code: Interface for an additional discount).

When it comes to choosing a domain name, you need to focus on implementing keywords that really target your market.

For example, if I was setting up an affiliate based site on the 'Weight Loss' Niche, I would choose a domain name that incorporates important keywords such as:

[www.WeightLossProductReviews.com](http://www.WeightLossProductReviews.com) or  
[www.WeightLossTruth.com](http://www.WeightLossTruth.com) etc.

You will also need a hosting account to house the

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websites that you create, and to save time and money, I suggest creating a hosting account at <http://www.HostGator.com>

Their reseller account option will enable you to add as many domain names and websites as you wish to only one hosting account, which will make it easier to manage when you begin building your affiliate network.

Finally, you will want to subscribe to an autoresponder service so that you can create mailing lists of potential leads and customers.

Remember, you can't always be guaranteed that each time a visitor lands on your website they are going to click through to the merchant's website and purchase the product, however if you capture their information and add their name and email address to your mailing list, you are able to consistently contact and communicate with future broadcasts and promotional offers.

This will not only minimize your work load in terms of consistently generating targeted traffic to your websites, but it will ultimately increase your overall income dramatically, as you are able to funnel in instant traffic just by sending out an email campaign to your list of subscribers.

When it comes to choosing an autoresponder provider, there are many options available. I personally use both [www.GetResponse.com](http://www.GetResponse.com) and [www.Aweber.com](http://www.Aweber.com) for all of my mailing list management, since they are both cost effective and offer extended features typically unavailable with other autoresponder services.

## Creating Your Affiliate Cash Machine

Apart from a domain name, hosting account and an autoresponder account, your start up costs are quite limited, and just by using free resources online, you can develop your entire affiliate network of optimized websites, promoting individual products and niche markets.

One of the easiest ways of creating your first affiliate based website is in focusing on a review-style platform, where you are able to create detailed product reviews that ultimately, help your visitors choose products, while you receive a commission each time one of your website visitors clicks on your link and purchases the product from the merchant.

With review based websites, your workload is instantly minimized, because not only are you able to funnel in targeted traffic quickly and easily (and at no cost), but the actual work involved in converting that traffic into customers is even easier, because those visiting your website are **ALREADY on the verge of buying the product!**

Why else would someone search out reviews on specific

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products, unless they were interested in purchasing them?

In fact, by focusing on review style affiliate marketing, you will actually need LESS traffic than any other method, because the traffic you do receive will be highly targeted and already pre-sold.

They are simply looking for that last minute reassurance that their decision to purchase the product is a good choice.

And it gets even easier.

With your keyword swipe file that you created for each product that you intend on promoting, you can create keyword rich reviews that incorporate relevant keywords and phrases into your reviews and overall website, attracting instant organic traffic from the search engines.

To start, the fastest, cheapest and easiest method of creating review style affiliate websites is by utilizing the power of Wordpress as the platform for your entire website.

Not only will Wordpress make it exceptionally easy

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to optimize your website, but you can categorize reviews, allow visitors to leave feedback and integrate free plugins that will further enhance your website and its overall functionality.

Best of all, you can avoid having to hire a costly designer and instead, choose to use a free template from the hundreds of template directories online.

To begin, download a free copy of Wordpress, from <http://www.Wordpress.org>

With Fantastico, you are able to install Wordpress blogs with just a few clicks of your mouse. You can find this utility from within your hosting's administration panel (contact your hosting provider for help, if needed).

If you choose to install Wordpress yourself, there is a step by step guide available on their website that will show you exactly how to set it all up within a few minutes.

Optimizing your review site is extremely easy using the built in functionality of Wordpress, along with a handful of plugins that will further enhance your

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website.

To begin, you will want to log into your Wordpress admin panel, and give your website a title. Make sure that you integrate your primary keywords into the head title. In my 'Weight loss' niche, I would use the following:

**"Weight Loss Product Reviews".**

If your website is specifically about one product, you should include the product title within your website title, such as:

**"Weight Loss In 24 Hours Review"**

Or

**"Slim Down Guide Reviewed"**

After you have assigned a title to your website, you will want to change the permalink settings, so that your blog posts and pages use SEO friendly URL's.

**/%postname%/:**

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To include the category, you change it to:

**`/category%/postname%/`**.

Doing this will instantly change your website URL's into dynamic, search engine friendly ones, and will also include the titles of each of your posts and pages, while ensuring that they are properly formatted.

You can find the permalink settings under the main "Settings" navigation menu from within your WP admin panel:

The next step is to ensure that your blog is included within search engines like Google, but also blog based communities such as Technorati. In order to do this, click on the Privacy tab and click the link that indicates your blog will be visible to everyone, including search engines.

Click "Save Changes" to complete this step.

Under the "Settings" menu, click on "General" and make sure that you tick the box next to "Anyone Can Register".

Here are the plugins you should upload to your blog

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(into the WP-Plugins directory) to further optimize your overall website, in terms of search engine optimization, user navigation and ping notification.

**All In One SEO Package:**

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

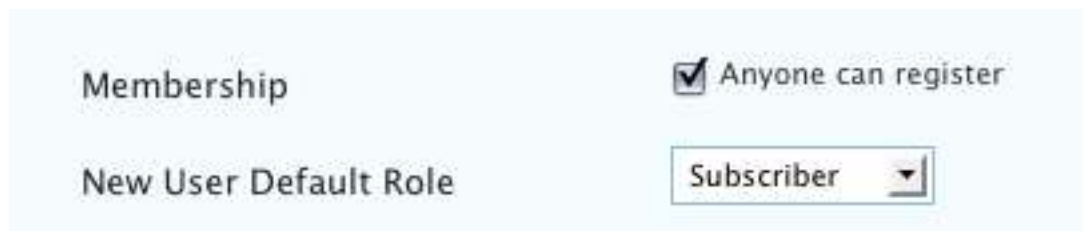
**WP Super Cache:**

<http://wordpress.org/extend/plugins/wp-super-cache/>

**SiteMap Generator:**

<http://www.dagondesign.com/articles/sitemap-generator-plugin-for-wordpress/>

Make sure to activate each plugin after you've uploaded it.



When it comes to optimizing your review posts for the search engines, you want to make sure to include your keywords within the headline and title tag of each review page you create.

Your headline should instantly capture your visitor's attention while incorporating keywords that will drive in fresh traffic from organic searches.

For example, if you created a page offering a review on "Weight Loss Slim Down Strategy", you should include the full name of the product within your page's headline as well as within the article content itself.

By including product names within your content, you will be able to rank specifically for that product, and when it comes to targeting desperate buyers who are looking for information on these products, this is exactly what you want!

One of the easiest ways to create a fully functional review site is by grabbing a copy of [www.WPReviewSite.com](http://www.WPReviewSite.com), a Wordpress based script that will instantly create a feature laden review style website that can be easily customized.

WPReviewSite.com offers an incredible number of options including allowing your visitors to leave their own reviews, rate your reviews, or browse through a number of reviews covering multiple categories (a fantastic feature if you plan on creating a review based website that focuses on more than one product).

It's by far the easiest strategy for creating review websites without a lot of manual work involved.

Regardless how you decide to structure your review website, there are a handful of critical elements that you need to implement into each of your reviews:

To begin, your reviews need to speak directly to your target audience. You want to address their concerns, and reassure them that the products they are considering purchasing are high quality, informative and useful.

When writing your review, you need to ensure that you are including accurate information; after all, you want people to trust your recommendations and return to your review websites each time they are considering purchasing a product.

In order to produce the most detailed, thorough reviews possible, you should consider personally reviewing each product that you intend on promoting.

If you don't have the time to personally review every product that you plan on promoting, take the

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time to research existing testimonials and feedback by searching for the product title in [www.Google.com](http://www.Google.com)

When it comes to writing reviews, there are several different styles that you can use, including a comparison review or direct review.

With the comparison format, you are directly **comparing one product against** another product, highlighting the pro's and con's of each product and giving your overall recommendation based on a list of features and benefits.

This style works exceptionally well at offering a more personal feel to each review you create, and offers detailed information to the reader, helping them make a decision.

Better yet, by presenting multiple products, you will increase your chances at generating a commission from those who are considering various products in each niche.

You need to make sure that you offer a detailed overview of each product and that you provide as

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much information as possible when comparing multiple products. Focus on showcasing the benefits of each product, giving your reader multiple options to choose from.

With direct recommendations, you are promoting specific products, with no comparison of other related products.

These reviews need to include a feature list including what the product is about, whether you have had personal success with the product, as well as a listing of benefits such as what the product can do for the potential customer, and why they should purchase it.

You will want to make sure that your review site contains at least 10 detailed reviews, unless you are creating individual review landing pages showcasing specific products.

Remember, the more genuine your reviews appear to be, the easier it will be to convert readers into active buyers, so take your time when crafting your reviews so that they sound as if a friend is personally recommending products and services,

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rather than coming across as a promotional advertisement.

Make sure that you cloak your affiliate links within your reviews so that your link is hidden. You can use the services of [www.Tinyurl.com](http://www.Tinyurl.com) to do this, or by using a snippet of javascript, you can set up your own redirection system.

**Here's how to do it:**

Create a folder on your website called "recommends" or any other name you like such as "reviews", etc.

This will become part of your new affiliate link so choose carefully.

Next, create a sub directory (another folder within the /recommends one) and call it the name of the product that you are promoting:

Example: <http://www.YourSite.com/Recommends/Widgets>

Now, open a text editor and copy and paste the following code changing the ClickBank link with your own one (remember, you can generate your new affiliate hop link from within the marketplace)



```
<?php  
header('Location:http://YourClickbankID.widgets.hop.  
clickbank.net/?tid=trackthis');  
?>
```

When someone clicks on that link, the text page you created will instantly redirect them to the landing page of the product developers site, giving you full credit should they purchase the product!

Make sure to add an opt-in box using your autoresponder service as the free plugin available at <http://www.CodeBanter.com> to capture your visitor's information and adding them to your mailing list for future follow-up. This is important so do NOT overlook it!

You should also get into the habit early on, of split testing all of your affiliate campaigns, so that you can consistently tweak each webpage, review and squeeze page for maximum performance.

I highly recommend the A/B split testing software available at: <http://www.splittesting.com/> as well as the free services available at <http://www.Google.com/analytics>

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When it comes to setting up squeeze pages, you want to be able to offer your visitors with something of value, in exchange for joining your list.

I suggest purchasing high quality private label content, such as reports or ebooks that you can give away and are focused on your niche market.

Always do your best to make sure that the giveaway product you offer closely ties into your main niche, so that you can easily convert that traffic into confirmed subscribers.

Setting up a squeeze page is incredibly easy, and you can once again use Wordpress as the platform for your website.

I personally use the Affiliate Theme package available at <http://www.affiliatetheme.net/> to construct my squeeze and landing pages.

Not only does it come bundled with a series of templates, but it's exceptionally easy to customize regardless of your niche. From weight loss, dating reviews to ring tones, there are a number of pre-

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created themes available that serve as both a review style template, and a squeeze page.

You can take it for a test drive at:

<http://www.affiliatetheme.net/test-drive/>

With affiliate marketing, it's all about short-cuts, and any time you can use an existing tool or resource to minimize your workload, the better.

You want to make sure that you pre-create your autoresponder messages so that those subscribing to your list receive your welcome email instantly, while receiving additional follow up emails as they move through your sequence.

*Hello [FIRSTNAME],*

*Thank you for confirming your request to subscribe to my newsletter. You can download your free copy of "YOUR PRODUCT NAME" at the link below:*

<http://www.Your-Website.com/Product.zip>

*I will be contacting you in the future with important updates, and special offers that I believe you'll enjoy.*

*Your Name*

Next, create a second autoresponder message that is set to be delivered 2-3 days later. This time, your message should feature FREE information (no selling), which will start the process of building a relationship with your subscriber base.

You want these people to stay subscribed to your list because they find value in it. Make sure to create separate autoresponder sequences for each niche market that you are involved in, and add the opt-in box to every blog, website and review portal page you create.

Outside of creating review style websites and squeeze pages, you should also consider setting up Squidoo Lens, remotely hosted blogs and HubPages as feeder sites, that will help you instantly generate targeted traffic from the search engines, into your website's network.

**Here is a quick-start strategy to help you get started:**

Step 1: Create 3 squidoo lens at <http://www.Squidoo.com> that incorporate your primary keyword phrases, both within the body content and the actual website URL. Place links

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back to your main website, review site or squeeze page.

When creating a Squidoo lens at <http://www.Squidoo.com> choose keywords as it will become part of your URL.

Squidoo allows you to set up as many lens pages as you like, so reserving keywords on future launches is a good idea whenever you hear about an upcoming launch.

**Step 2:** Create a blogger website at <http://www.blogger.com> that feature your primary keywords and also links back to your review site.

**Step 3:** Create a Wordpress (hosted version) blog at <http://www.Wordpress.com> following the same format.

Make sure all of your external landing pages and blogs link back to your main website.

With your temporary blogs like Blogger.com and Wordpress.com, you can begin to generate traffic almost instantly by pinging your blog once you have created a couple of posts. I suggest making sure that you have at least three posts written before pinging it.

**Step 4:** Create a Hubpages account at

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<http://www.HubPages.com> that provides a brief review on a particular product, with a link to your detailed review website.

**Note:** HubPages only allows two outbound links, and if you aren't careful to post relevant content (rather than one long advertisement) your hubpage can be removed without notice.

## Quick Start Traffic Generation

Apart from Squidoo Lens, Hub Pages, Wordpress and Blogger, there are dozens of other active communities that enable you to get the word out about your websites, and essentially start promoting instantly.

The following social bookmarking sites will instantly help you generate targeted traffic while beefing up your position within the search engines:

<http://www.HumSurfer.com>

<http://www.JumpTags.com>

<http://www.Mister-Wong.com>

<http://www.ClipMarks.com>

<http://www.LinksMarker.com>

<http://www.LifeLogger.com>

<http://www.Bloggingzoom.com>

<http://www.Tagos.com>

<http://www.Pixel2Life.com>

<http://www.Tagza.com>

<http://www.Marktd.com>

<http://www.Digalist.com>

There are also exceptionally popular social communities that will help you spread the word and generate traffic to your new affiliate based pages including:

<http://www.Digg.com>

<http://www.StumbleUpon.com>

<http://www.Del.icio.us>

<http://www.Waggit.it>

### **WikiDot**

This is a great way to get your sites ranking in the search engines quickly is by creating an account at

<http://www.Wikidot.com>

### **Weebly**

Create free websites and blogs, switch designs instantly, and features a drag and drop interface, Weebly helps you rank higher in search engines especially Google.

<http://www.Weebly.com>



A great way of generating traffic to your websites and blogs is by creating articles and submitting them into ezine directories like [www.EzineArticles.com](http://www.EzineArticles.com)

Here is a list of popular article directories that you will want to submit your content to:

<http://www.GoArticles.com>

<http://www.Amazines.com>

<http://www.Isnare.com>

<http://www.ArticleDashboard.com>

<http://www.Articles-Hub.com>

<http://www.ArticleTrader.com>

<http://www.ArticleAlley.com>

<http://www.ArticleSphere.com>

Be sure to include a link back to your website within your resource box, and update your profile at each article directory to include your website URL and your name. You can also feature an author's photo, if you would like to better establish a brand online.

You can always choose to save time by hiring an Article submission service to automatically submit your articles for you.

One popular resource is available at:

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<http://www.SubmitYourArticle.com>

You can outsource your articles if you don't have the time or ability to write quality articles yourself. There are many places you can find people to write articles for you for as little as \$2 each, but I would stick to mostly paying \$4-\$5 each.

You can find affordable freelance writers within the popular marketplaces, including:

<http://www.elance.com>

<http://www.guru.com>

Another surefire tactic is to create short articles and content docs (such as quizzes, polls, etc), linking back to your main website, and submitting them into the following websites:

<http://www.Quizilla.com>

When creating your Quizilla account, use your product name or website title as your username. Then click on "Make A Creation" to set up your account, add your article with anchor text (using your primary keywords) that will link back to your landing page, blog or website.

<http://www.Tumblr.com>

This is a popular method that affiliates use to generate a quick backlink and beef up traffic. Tumblr is really easy to set up and even easier to use. Create a tumblelog within minutes by clicking on the "Sign Up" tab.

<http://www.WetPaint.com>

Wet Paint features free wiki based websites that allow you to start your own social website instantly. Very good site for backlinks and ranking.

<http://www.LiveJournal.com>

Another free blog platform that will allow you to customize it from top to bottom including free themes and modules.

Directories are also a fantastic resource for quickly generating backlinks to your website.

**Here are the ones that worked best for me:**

<http://www.webolink.com/>

<http://www.webde.biz>

<http://www.zunchdirectory.com>

<http://www.aldir.com>

<http://www.fxe.in>

<http://www.placeyourlinks.com/>

<http://www.pickedsites.info>

<http://www.neonlinks.com/>

<http://www.bizgarden.com/>

<http://generalbook.info>

I have also used Press Releases time and time again over the years whenever I had created a new website that required an instant adrenaline shot.

**The services I have used with great success are:**

<http://www.PRWEB.com>

<http://www.WebWire.com>

There are dozens of free methods that will help you begin to generate targeted traffic to your affiliate based websites.

All you need to do is consistently take action by building affiliate based websites (review sites, landing pages, squeeze pages, etc) around each niche market and specific product that you intend to promote, and then spending an hour a day generating traffic to these websites using the free resources featured within this chapter.

## **Final Words: Closing Thoughts**

We've covered the basics of getting started in affiliate marketing. You now know how to evaluate products, create keyword swipe files, set up review based websites and promote your affiliate pages throughout the different markets.

The next step is to formulate an action plan that will enable you to continue expanding your outreach, covering additional markets and quality products.

The quantity of your affiliate-based websites is just as important as the quality, so remember that the more time and effort you dedicate to setting up your initial affiliate network, the more chances you will be successful.

Be particular about the products that you promote, after all, you are associating yourself and your reputation to every product that you recommend.

Keep on top of upcoming product launches, and be prepared to set up blogs and websites attracting that initial rush of traffic when the product fully launches to the public.

The more you keep a pulse on the markets that you are involved in, the easier it will be to claim your share of the market with each launch.

And finally, have fun with your affiliate marketing endeavors!

Quite honestly, it's one of the most enjoyable industry's to be a part of because not only can you test out an abundance of different markets, but with this experience, you can equip yourself with the skills and knowledge you need in order to create your own product line, develop your own business and reach your overall objective; financial freedom.

Stay focused and on track.

To your success,