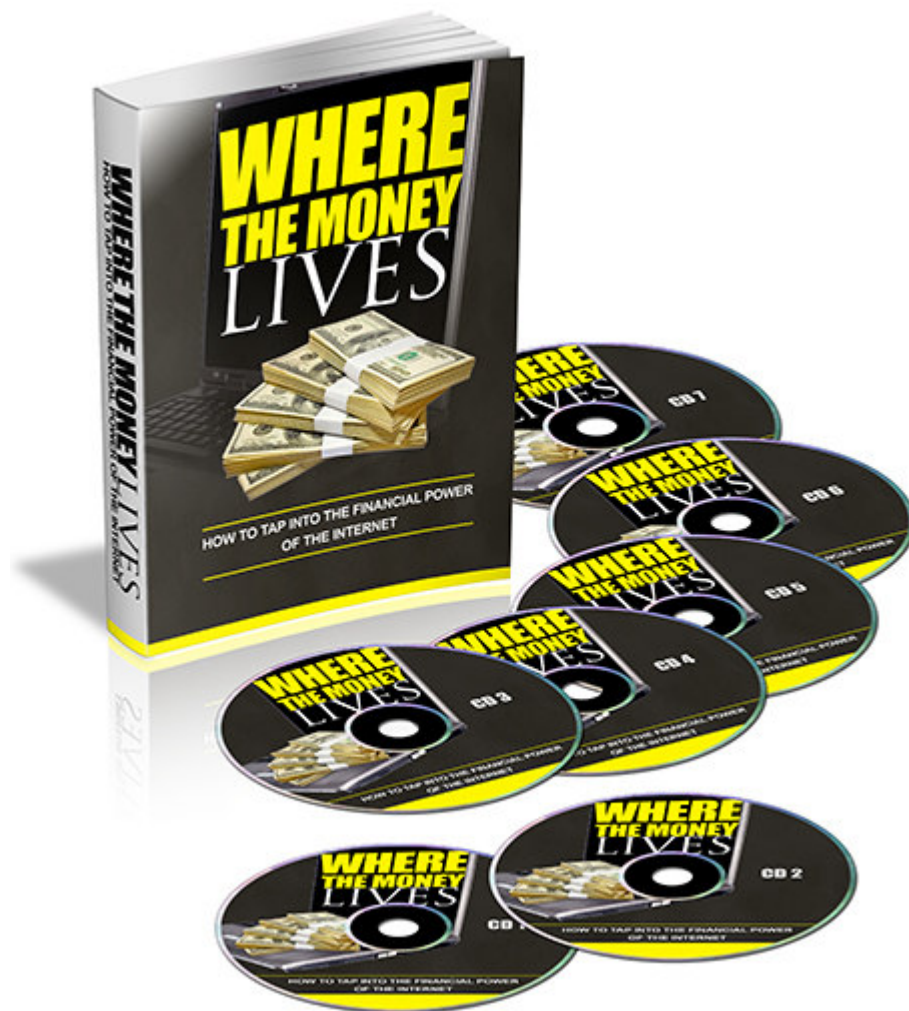


Where The Money Lives

How To Tap Into The Financial Power
Of The Internet



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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

Welcome to the affiliate business and marketing workshop. Today you're going to learn how to develop an affiliate business that generates a real income for you. We're really lucky to have Anik Signal for us; he's going to be our business professor for today. Anik is the founder of AffiliateClassroom.com and DominateSearchEngines.com. Daily, Anik teaches affiliates how to run their businesses. I'm going to be your host for the workshop, and my name is Terry Telford from TheBusinessProfessional.com. The first thing I'd like to do is thank you very much for joining us today, Anik.

Anik:

No problem, it's my pleasure.

Terry:

Thank you very much. Can you start off by giving us your background, where you come from, and a little bit of your history?

Anik:

Sure. I'm currently a college student. I'm only 21 years old. I started Internet marketing when I was 19, so it's been about two years. I was a pre-med major when I first found Internet marketing. I was studying at a completely different university, and I was studying to become a doctor. I quickly found myself getting away from that field, and I can say that since as far back as I remember, I have been a business guy. When I started looking into the business world, I realized that was where I needed to be. So, I made a drastic change over to a different university, and I joined their finance program. This is my last semester, so I'll be graduating soon and going full-time in marketing.

For three years I worked as a financial planner; I was the youngest financial planner in my entire branch for the whole company, which is the third largest firm. So, I've had some decent experience in that sense. From there I began getting very active in my Internet marketing because it was such an easy business to run with school. So, slowly I've gotten away from finance, and I don't work for that company anymore, and I'm pretty much full-time in marketing right now.

Terry:

Excellent. So, how has your offline experience helped you online?

Anik:

One of the first things that offline experience did was prove that business was what I wanted to do. Another thing that it taught me a lot about was because I was in the sales business; I was sitting down with people one-on-one, so it taught me how to speak to people and I learned what people want. This directly came into my Internet business because I realized that there is no human touch online, which could be a problem. I'm very good at getting back to people, and all of my skills of customer service and knowing how to deal with people have come from my offline experience.

Terry:

Excellent. Now that you're online, what kind of an income are you generating?

Anik:

As of this month, I finally hit the monthly income to be a six-figure earner. So, if this keeps going, I will earn six figures this year, and you're looking at someone who's technically doing this part-time; I work about two to four hours a day because I have a load of school work and I like going out with my friends. So, I don't even know what's going to happen when I go full-time, but I'm very excited about it.

Terry:

Beautiful. So how did you come up with the concept of Affiliate Classroom?

Anik:

It was pretty simple. When I started doing my own affiliate marketing, it took me a while to really find a system that works for me. I bounced around from all of the main books reading about affiliate marketing. There are about four or five main types of marketing that you could use, so I was so confused and it took me so long. Affiliate marketing, I feel, can be harder than any other form of Internet marketing, because you're a little bit limited on the traffic you can get. So, I started doing my own research because I wanted to find solutions. Basically, I came up with my own system that is working really well for me.

One thing in my system that I found other systems were lacking is a very step-by-step approach. The idea of Affiliate Classroom came when I found that there was no place for affiliates to hang out. There are a lot of good eBooks and guides, but there was no real place that

affiliate marketer could come and talk to each other about what they're doing. So, the whole idea of building a community came to me. Then, I realized that I wanted to have a unique service where we had a software system where the student can get step-by-step instruction and get completely tracked on our website so they know exactly where they are and what they're doing. That's when the idea for Affiliate Classroom came about.

Terry:

Excellent. You just mentioned that there are about five different affiliate models that you can use. Can you share those with us?

Anik:

Sure. One of the main ones that I have used is to pretty much set it up like a merchant. You just have your one-page sales letter, but it's more of a presale page. What I did was to set it up like a FAQ page. I only do that promotion for something that I've used and had a lot of success out of so it can be a personal story. It's set up as one or two pages, and at the end, the person is clicking out to the merchant's page to buy. That's one system that's worked fairly well for me. It's selective; you can't use it in every niche. I've used it in the Internet marketing niche quite well because I have personal endorsement stories.

The second kind is what Google Cash is known for, which is where you have an affiliate link, you write a quick Google ad, you set it up and it goes straight to that site. It's now changed into the third strategy that I would use which is setting up a landing page. I would have a newsletter or ezine... I'd have a quick one-page blurb that at the bottom would have the name and e-mail slot. What I would do with that one is buy traffic from places like Overture and other pay per click engines, then I would drive traffic to an opt-in, build a small list, and then market them other affiliate programs from that niche.

The fourth one is the one that I think is the best, which is the content business model. In this one, you're building a content website with hundreds of pages of articles. Each article is pre-selling some form of affiliate link. So, with this, you're really going after search engines. You want something that will get you free traffic from the search engines.

The next strategy is almost the same as the fourth one but with an added element: you build a community. So, you may add things like a forum to your content website. You can have free resources as well.

You'll be pretty actively involved in a community website, where in a content website, a lot of people might spend a month on it, have a lot of articles, have 100 or 200 pages, optimize the website, put it up to a nice degree, then never touch it again, or at least until the rankings fall or something like that. But, usually people will do number five if they are very passionate about the niche and so they don't mind being actively involved in the site everyday.

Terry:

Excellent. You mentioned that you have a system that you use for your affiliate programs. What's that system?

Anik:

I like to focus on the content sites. So, if you join Affiliate Classroom, we show you all of them but the one we offer all of the step-by-step coaching is, you go from choosing what niche, then going through a whole process of creating articles, setting up your website, site optimization, then we walk you through all of the forms of promotion such as pay per click, solo ads, ezine ads, offline marketing, forum promotions, and all of that stuff. So, out of the five I gave you, it's more of a number four.

Terry:

So, what is the USP or unique selling principle of Affiliate Classroom?

Anik:

I would have to say that it's the step-by-step module that we built. It took us about seven months to perfect it; it was a lot of work. The whole site is completely programmed. So, the USP would be that we have very unique software built into it that provides all of the step-by-step, then it tracks you. You could be running ten different affiliate programs in ten different niches all at the same time and our site management tool will track all of them and say, "You're on step 13 of this one and step 14 of this one." We tried to make it into one of those things where you don't think anymore, and you just do what it tells you to do.

Terry:

So if I have a niche that I'm looking at, for example, I have a recipe niche. I take that niche and follow the steps in Affiliate Classroom. Then if I wanted to have a niche on health food, and another one on racecars, I can use the same system on all of the sites, is that right?

Anik:

Exactly. Those three would be plugged in, so if today you wanted to work on the racecar site, you go into the site, click that niche, and it will say, "You're on step 15 of this project." Step 15 might be whatever it is and then you can just do whatever it says to do that day. The next day, you can work on the recipe site. You might not want to work on the racecar site for another week or year. But, when you do come back, you will know exactly where you were.

Terry:

Fantastic. Who is your target market?

Anik:

Our target market is definitely the beginner or intermediate affiliate. We are working for more advanced material for expert affiliates. Since our USP is step-by-step instruction, I don't go after expert affiliates that much because they already know what they're doing. Someone who doesn't know anything about affiliate marketing whatsoever, this is the place for that person.

Terry:

Okay. So, what makes you special as opposed to listening to anyone else? There is a ton of information out there about affiliate marketing. Why should someone listen to you as opposed to one of the other experts?

Anik:

One of the things is that there is an information overload. There are a lot of people that are very good, however, the reason that a lot of people take towards my program is because, once again, it's a step-by-step program. With most other people, you're purchasing an eBook or a guide. As great as they are, they don't provide you with tracking tools or management tools. Affiliate marketing is also changing every month. For example, earlier this month Google declared something that was going to be pretty hurtful for affiliates, talking about not having as many ads as you want for particular programs. That in turn created the need to create your own sites now and provide traffic to your own pages. Things like that happen on a monthly basis in Internet marketing. So, you might have purchased a guide three or four years ago and now it's out of date already.

Terry:

So instead of having an eBook and following the steps through the eBook, your site is much more interactive.

Anik:

Far more interactive and updated with new content every month.

Terry:

How do you go about choosing a specific affiliate program to join and promote?

Anik:

That's a good question; how do we pick a niche? That's something that we always talk about in the Affiliate Classroom, because we actually do niche profiling every month; we profile about 10 niches every month for affiliates to work with. One of the things I look for in a niche is the demand. I find the demand for a particular niche using a tool like AdWord Analyzer or I'll use Overture. Overture has a free search tool. You can type in the word and it will tell you how many searches were done on it in the past month.

Next thing I look for is competition. For example, I know there's a huge demand for something like dating, but if you look into the competition, there is an incredible amount of competition. I have to weigh those two with each other, so when I'm looking into an affiliate program, I'm going to make sure there isn't too much competition, but enough searches to create demand.

Third thing is commission. That's what we're all in it for: the money. So, I'm not going to go for a product or service that pays me 3% commission, unless they're going to pay me 3% on \$5,000. If so, then I have to see how easy it is to sell this \$5,000 product. My typical commission, if it's a physical product, I want at least 10%. But, if it's a digital product, I won't go for anything under 30%.

Another thing that's unique about our system, that I drill into the Affiliate Classroom students, is upselling. I don't know why affiliates don't do it, but personally I made over \$10,000 in 60 days with upselling, and I was online for about one or two hours a day. I was promoting the program and just by upselling that program...

Terry:

How did you do that?

Anik:

When I first used the program Traffic Equalizer, it worked like a charm for me. People started asking me questions about it, and I realized

that people were buying Traffic Equalizer through my affiliate link so they could ask me questions. Something clicked in my head and I created a page about my experience with Traffic Equalizer. Then, I realized that people were going to that page, it was selling like crazy, and I was making a lot of money through this affiliate product. I also realized that after people bought the product, half aren't using it, and the other half try to use it for a couple of days and then give up.

I'm getting a swarm of questions as well. Someone e-mailed me and said, "I'll pay you if you'll do this for me. I bought this software but I don't feel like learning how to use it. I'll pay you to put it up on my site." I said, "Okay, sure. Why not?" Two days later, I get another person asking me the same thing. So, the market told me that they needed this service. So, I set up a \$500 package that, for \$500, I would set up the whole thing on your site for you. Web design was included, key word selection... everything. When I first put it up, I didn't expect it to be that much of a hit, but then I realized that I was converting over 10% of the people who purchased it through the affiliate link.

That was a 1-2-3 thing for me because I did so many sites. It was such easy money. You're looking a college student who made \$10,000 working an hour a day or something like that. That was incredible.

Terry:

So it took you an hour to set up Traffic Equalizer on people's site.

Anik:

It would take me two hours maximum.

Terry:

So you got paid \$500 for two hours of work.

Anik:

Exactly.

Terry:

Beautiful.

Anik:

At this point, I'm never an affiliate for a site unless I see an upsell there. Whether it's a service upsell, or anything. Anything expensive: between \$100 and \$500. That's another thing I look for when I'm looking for a niche. The last thing I do, is I e-mail the merchant and I

see how quickly he responds. If I'm going to work to promote somebody, then he better treat me special and answer me quickly. If you're going to take three or four days to answer a simple question, it's probably not a good product or service for me to promote.

Terry:

Can I just step back and ask, what is Traffic Equalizer?

Anik:

Sure. That's one of the most popular questions I get. What you basically do with Traffic Equalizer is feed it a list of keywords. It takes those keywords and creates a directory page for you. It basically goes into a search engine, types in the keywords, and takes the first 20 results and puts them on your page for you. It's creates a directory page. The thing is, it can create about 1,000 of them in 15 minutes.

Terry:

And this is a piece of software that is sitting on my site.

Anik:

Well, you can either have it on your computer, so it creates the pages on your computer and you can upload them, or, the way I prefer it, is to use their web version of the software. I just load it up on my site and it creates the pages on my server. These pages are well keyword optimized. With TE, you're not going to go after a word like dog; you'll never get to number one with that. TE works best with keywords that are two or three words long. Maybe they only get 100 or 200 searches each in a month, but the thing is, they probably have very little competition. So, what you do is you put about 1,000 or 1,500 of those and optimize your website to those. Even if a keyword is getting 200 searches a month, now you have 1,500 of them and that can build up pretty quickly.

Terry:

You said before that you would look in a niche and find out how many clicks they had, like in Overture, and then see if that niche was something that would turn out to be profitable for you. How does that relate to, for example, you said with Traffic Equalizer, you can have a keyword with 200 clicks, how is that related to the clicks you would look at in Overture? Is it somewhat the same? Would 200 clicks on Overture determine that it's a good niche to go after?

Anik:

No, definitely not. If you have a niche with a main keyword that's only getting 200 searches a month, that's a horrible niche. Stay away from it. That's my take on it, at least. I might have a website about dogs. If you type in the word dog, you'll probably get millions of searches. You'll know that it's a very high demanded niche. If you go to a software search tracker, and type in the word dog, it's going to pump out 10,000 or 20,000 keywords that are dog related. If I have a website about dogs, you might have a keyword like Poodle potty training. Now we're getting into a keyword that's not going to have as many searches. But, at the same time, it's still related. Using TE, I might go after that keyword.

What you want to do to evaluate that niche is use the main keyword, like dog. If it has a lot of searches, you have an in demand niche. But, if your main keyword itself only has a few hundred or even a few thousand searches, then you're looking at a very low demand niche.

Terry:

Okay. So the way that you determine, with TE, is if it even has a couple of hundred, it's seen as a couple of hundred within 1,000 pages, and combined will make 20,000 clicks.

Anik:

Sure.

Terry:

Okay.

Anik:

I just want to clarify to everyone that Traffic Equalizer is a small element... I've been stamped with a Traffic Equalizer stamp, but in actuality, Affiliate Classroom has little to do with it. I do use it, but just as a warning, TE has been getting a bad reputation lately. It creates a lot of pages at the same time and search engines aren't going to like it. So, if you do plan on using Traffic Equalizer, I still use it, and it still works really well, but I never put it on my main domain name.

If I have a domain name DogHelp.com, and that was my main site, and I'm following Affiliate Classroom's directions and I'm setting up this search engine friendly website, and I want to go after the keyword dog help, then I will never add Traffic Equalizer to that site. I will create a second domain name and put TE on there. Then, I can filter

the traffic on that domain name to my other one. But, that's just to be safe. If you're not careful with the way you use it, then you will get your site banned, so you have to be quite careful.

Terry:

Okay. Can you explain that? Why is it getting a bad reputation?

Anik:

When it first came out, people were abusing it in the sense that you can create a site that is 30,000 to 50,000 pages in literally a day. If you let the software run on its own, it can create a site that is massively huge. They're all basically direct through pages. Technically, direct through pages have been around forever; they're fine and resourceful. But, the whole system and how it's created will get frowned upon by Google because they say that it can't be genuine content if it's created so quickly. So, that's why it's been getting a bad reputation. You also have to understand that actual people and companies who do that the right way/long way are going to put all of their resources together and go against the software.

Terry:

So what happens if I end up landing on one of the pages that Traffic Equalizer has generated? Am I going to see a directory?

Anik:

A typical form of the page is that you'll see promotions for their affiliate promotions on the top. If you click them, you'll probably go to a different domain name that someone will make money off of. If you scroll down a little bit, you'll see the almost the same thing that you'd see if you went to Google and typed in a keyword; you'd see ten or 15 sites related to that keyword.

Terry:

How am I making money if somebody clicks on one of those sites?

Anik:

You're not going to make any money if somebody clicks on the directory site. That's free traffic. The way you monetize off of TE pages is that on the top you have a promotion for your own product that you make a commission off of when people click it. Also, the biggest moneymaker with Traffic Equalizer is Google AdSense.

Terry:

What's that?

Anik:

Google AdSense is a program that Google offers that allows you to place their ads on your pages. If anyone clicks the ad, you're paid per click.

Terry:

So it's a reverse of Google AdWords then; you're actually paid for somebody clicking on your link and not the other way around.

Anik:

Exactly. They're going to pay you a part of whatever the company pays them.

Terry:

That makes sense. If you just signed up with an affiliate business right now, can you walk us through the steps of how you would set things up?

Anik:

Sure. First thing that I want to focus on is if I'm starting a business now in the affiliate sector, I'm going to focus on content. "Content is king," is what people say, and that's very true. Especially as search engines get more sophisticated, the more content that you have the better you're going to get ranked. The steps that I would take, first of all I have to find my niche. I'm going to use the same exact process to find that niche as we discussed earlier. Just basically looking out for those different things. After I find my niche, I'm going to do more research on the affiliates in that niche and the different programs.

Terry:

Okay. How do you do that?

Anik:

I usually go to Google, and say I want to find affiliate programs in the dog industry, I type in "dog + affiliate" and then I hit enter. What Google does is go into different websites that have the word dog and see if they also have the word affiliate on them. Then, it pumps out a big list. Then, I click on all of those links, which end up being different merchant programs that have affiliate programs. Then, I see which are offering the most commission, and see their products etc.... I choose two or three in the beginning. At that point, it's time to think of an edge for myself. I need to think about why someone would

come to my dog website instead of all of the ones that already exist. So, my next step is to think about what I'm actually doing on my site.

The next thing I'm going to do before I start is think of an upsell. Really, we're still in the planning process here. Once I have those things done, I think of how I'm going to do my website. The issue here that most people come into is, if you're building a large content website, it's not as easy as just knowing a little bit of HTML. At that point, you need a content management system, something that will automate it for you, and be search engine friendly at the same time. So, it gets kind of tricky. This is the area that we're trying to tackle next in Affiliate Classroom because this is a very tricky area. Currently, there are two solutions. I like both of them, but I'm not crazy about both of them.

One of them is SEO-Website-Builder.com. It's by a pretty well known marketer, Andy Williams, and he did an excellent job. It costs about \$150, but once you have the software, you can build as many websites as you want. It's also set up in a pretty step-by-step process that also automates it for you. All you really have to do is write the content, pop it into the software, and it pumps out websites for you. It's done pretty well, but as with any system, there are limitations. I know that everyone who tries it will find at least one thing that they wish they could do that they won't be able to do. But, it's a perfect solution for anyone who's starting.

The other one is called Site Build It, by SiteSell.com. It was created by Ken Evoy, and it's more famous; it was one of the first ones. I like that program, and at the same time, I have my reserves with it. I think that Ken is a great guy and he's always trying to improve the program. At the same time, when I used it, I thought it took too long to make a page. It does it really well; the page takes a long time but will serve the purpose for the long-term. I just got a little frustrated with it, but I think they worked the kinks out. Those are two good scripts to help getting yourself into website building.

The solution that we're working on is going to be a lot more user friendly. I think it's going to be a lot quicker also. Both of these software focus a lot of keyword density, which means if you have a specific keyword, it sees how many times you use it on your particular page. As of today, search engines are slowly moving away from that because it's easy to know how many times you typed in a keyword, so people are misusing that.

The system that we're building for Affiliate Classroom will be a lot more simplified. We're going to focus more on what Google is going after because all of the search engines are following Google. I'm still talking to the developer; we developed the initial form of the script, and I'm going to test it out personally on some of my own sites. Then, we'll talk about it more. I'm hoping to have that solution, though, because I know the biggest probably for affiliates has been how to develop a site.

Terry:

Speaking of affiliates, you have contacts with hundreds and maybe even thousands of affiliates. Can you share with us some successful affiliate stories?

Anik:

Sure. Rosalind Gardner is a huge advocate of using Google AdWords to drive traffic to sites. She has a huge share of the dating market. When I heard about that, I thought that, since she can do it, I can do it. I miserably failed; I could not handle that market because it just wasn't for me. I know that she does really well. I have a personal success story that you've probably seen over and over on the Internet because it was so amazing. When I marketed Traffic Equalizer and had the upsell... I also have a personal website in the debt industry. I also have an affiliate website in education guides. There are exams such as MCATS and GMATS here in the states; I'm not sure if they're offered internationally.

Terry:

What are they?

Anik:

They are professional exams. Once you graduate college and you want to get your graduate degree, depending on the degree, you take an exam.

Terry:

Oh, okay.

Anik:

I have one website where I promote for people who want to get their MBA and things that can help them get ready for that. That site does pretty well. I've been in touch with Chris Carpenter before, and I know that he is famous for Google Cash. He goes out and finds an affiliate program, finds it, pumps in a Google ad for it, and directs

traffic directly to the merchant. That's it; he doesn't even have a website. That's how he did it for so many years, and he made a lot of money. Now, Google changed its system; it's still working, you can still use it, and there are a lot of solutions coming out in the near future for people who don't want to create their own landing pages.

There are really successful affiliate marketers all around us. I read something the other day that was very interesting. I read a newsletter that said someone in London officially has an affiliate business that's evaluated to be worth \$960,000,000.

Terry:
Really?

Anik:
I'm still reading it and checking it out, but it said that this guy started in 1996, and it's basically just a website where you compare credit cards and other types of debt and loan types of things. What they've done is set up a place where you just compare different types of services in the financial services. And just a few months back, it was evaluated at over \$900,000,000 by a London evaluation company.

Terry:
Wow. Do you have the website address for that?

Anik:
No, I don't have it on me because I just started reading it and then I had to run out. What I'll do is, once I read it again, I'll e-mail it over to you. But, what they were basically saying is that these credit card companies pay very well. They don't pay for a sale; they pay for a lead. So, someone just has to apply for you to get paid. You could get paid anywhere between \$8 and \$30 per application. So, what these guys were doing is, say they were comparing ten credit cards, someone might apply to four or five of them. There's a good way to make money there. If they've been around since 1996, they're probably getting a whole boatload of traffic from search engines. To be honest, I have a website in that industry, and it does pretty well but nowhere near their numbers. I'm going to read more about it and send the article over to you. I thought it was very interesting.

Terry:
Yea, sounds like a good business model to follow. So, in your opinion, between your successes and your not-so-successful examples, what's the big difference that separates the two?

Anik:

One of the things that I realized was that I tried to set up sites in areas that were low demand, or there was too much competition. I learned this next thing the hard way: I tried to set up sites in areas where there is huge demand, but little competition. That's something that people need to be careful about. I got excited and thought I was a genius. I spent a lot of money and then realized why there was no competition. The niche doesn't buy.

I created my very first website, which was my own product on a website called BetterGPA.com. It's a great book; people who read it always tell me that it's a great book. The problem is targeting college students. College students, now that I understand marketing, could care less about their grades because they want to spend money on partying and beer. So, I'm trying to convince a college student to give me his money so I can show him how to get better grades. That's an example of a niche that you don't want to go to.

My book actually sells, but I had to do a lot of work to get it to sell. It's my baby; it's my first website ever so I want it to sell. But, if I were going to start something like that today, it would be shut down within a month. So, one thing to watch out for is finding a niche with high demand and no competition; don't get too excited if you find one. There is probably a very good reason that it's like that.

Another reason I found in a few of my flop projects like my dating site was a complete lack of interest in the topic. I started a mommy site for babies with baby care and stuff like that. For anybody who loves babies or is actually a mom, it's a great niche to be in. New moms spend money, and there are a lot of websites about that topic. Most of the people who run those websites are usually stay at home moms, and nice people for the most part. It's a nice niche to work in and it's easy to trade links and stuff like that. I realized that I didn't care at all about writing content for that site. With the dating site, it didn't last because I couldn't think of a good, unique edge for my site. I couldn't think of why people should visit my site instead of others like Rosalind's.

Another thing that I noticed, which isn't really one of my problems, but I've had affiliates ask me this question, is that their building sites on commissions that give four or five percent on a \$40 or \$50 product, which is nothing. You can't even pay for advertising with that because that's not enough money. The last and final one is that there is no

upsell opportunity in some markets. In some markets, it's just too hard to sell an expensive product. Although you can create a site and it can be profitable, I'm addicted to the upsell thing right now because you can easily triple or quadruple your profits just by having one upsell. So, I try to stay away from niches that don't have a good upsell.

Terry:

So you look for something that you're interested in that also has an upsell opportunity.

Anik:

Yea. I don't look for a dying interest because if I were doing that, I wouldn't have many niches. But yea, I look for something with some kind of interest. Being a 21-year-old college guy, there is very little interest in baby care, but there is some interest in credit cards and whatnot. When I'm reading articles, writing articles, getting information, and getting content on credit cards, I actually learn a lot. I kind of enjoy that market a little bit because I am a finance major and I learn about it all the time. So, look for some connection.

I have some people who write to me that say, "I don't know anything about this niche." I ask them, "Okay, you don't know anything about this niche, but are you an expert marketer?" They say, "No, this is my first site." Then I say, "That's the wrong niche to go after then." You can go after a site that you know nothing about, but not until you know exactly what you're doing. I'm getting to that point now where I get into niches that I know nothing about, but I'm at a stage now where I can pay writers and people who know about that niche to write stuff for me so I don't have to get personally involved in that niche.

So, the first few sites that you have starting your career, make sure they're about something that interests you.

Terry:

So you basically can go into a niche and develop quality content by hiring qualified writers and you don't have to know anything about it if you don't want to.

Anik:

Yea. What I'm slowly moving into for the summertime is that once my scripts for the website building are done, I'm going to be hiring some help. The whole idea is going to be that I outsource to a writer, and

once I get the information, you plug it into this site by using my script. That's it. I don't even want to know about it. I might check in on it every once in a while to make sure that it's doing okay. I have someone that I use for my search engine optimization who is great. When I create a project, I try to create a team so I have someone who writes, someone who does the web design, someone who does the search engine optimization, and they all work together while I sit and watch TV.

Terry:

That sounds good. If you were coming online now in the starting phase, would you start off promoting affiliate programs or would you start off with your own products?

Anik:

It's funny, but what helped me this year break into my six figures is that I created a combination of both of them. Affiliate programs can be promoted on their own and can do very well, but you need to give them a lot of time. People who first start out on the Internet need to see something quick or they're not going to get latched into it and think that it's fake. They need to see something decent. What I found works for the affiliates that I train and that are successful is to do a combination of both. Set up an affiliate website where you draw traffic. Set up a \$30 or \$40 affiliate product. Then also create your own upsell. So, you're still creating your own product, but the upsell can be a service; it doesn't have to be a product.

One of my recent clients that I helped set up with had a resume writing eBook. That's a pretty hot niche too; it's pretty competitive, but it exists. What we did for him is, he sells his \$30 eBook, and for \$200, he'll write your resume for you. It's doing very well. The people who buy the eBook will get an e-mail that asks, "Do you really want to write that resume yourself?" Most of the people don't, and give him the \$200 to do it for them.

Terry:

Excellent.

Anik:

So he didn't have to create a product; he does a service that he likes doing anyway. In his case, he created his own eBook, but someone who wants to do that can easily have an affiliate program with another eBook and then offer to write a resume for the people who he sells that eBook to.

Terry:

Right, okay. So, is there a relationship between the price that the people pay and the upsell price? This guy sells his eBook for \$30, and the upsell is \$200. Would it be unreasonable to think that someone would be a \$30 eBook and then a \$600 service?

Anik:

Actually, I learned a lot of this from Frank Kern... I like to call him the king of upselling. That's how he builds most of his businesses: by upselling expensive products. What I found is that you have to sell your customer over and over so they gain your trust. So I set up a little system: I realized that I first have to sell them on giving me their e-mail. So, they opt-in and they've given me the right to contact them. Then, I follow up with them and I get them to buy something between \$30 and \$50. At that point, the window is now open to move in to sell a product between \$100 and \$500. That's from experience; I see that in some niches, you can move into the \$1,000 kill right away. That's really rare, however. What most marketers do is e-mail, then \$30 to \$50 guide, then some kind of \$500 thing, then the \$2,000 or \$3,000 upsell.

I'll give you a live example; people would do this in Internet marketing all the time. You sign up for an ezine, then they sell you the \$30 eBook, then they sell you a \$500 physical package course, then every year they might have one or two live seminars or conferences that you fly to and stay, which cost anywhere between \$1,000 to \$2,000. That's the process they set up.

Terry:

Excellent. You mentioned there that when you market, you use e-mail. Have you found that with all of the spam filters in place, that it's still possible to build an affiliate business using e-mail?

Anik:

Most definitely. I'll tell you what it is: e-mail effectiveness has definitely decreased; I won't argue that. I'll give you a live example because I have been using solo ads like crazy the last couple of weeks to promote Affiliate Classroom. Almost 85% of them have been profitable. Before, I would invest \$100 and I'd get \$500 or \$600 back. That was when most of the e-mails were being delivered and when ezines weren't a dime a dozen. Now, if I invest \$100, I get \$200 or \$250 back. But, nevertheless, it was profitable.

Terry:

You're still in the positive.

Anik:

Yea, you're still making money. So, it's decreased, but it's not completely gone. I think both of us are examples because we have a huge list of questions for this interview and they were generated by sending out quick messages to our lists. So, people are getting the messages and are still responding. How you treat your list is number one. I don't like promoting products too much to my list, because I think they get annoyed. I like giving my list information and when I give them a recommendation, they know that I'm serious about it. They know that it has to be something that's seriously good because I wouldn't tell them otherwise. So, I'm going to get a huge response rate.

Terry:

How often would you mail an offer, as opposed to sending content, which is building your reputation with the person? Would you do it once or twice a month?

Anik:

It depends. I think I better clarify what I mean by an offer. I mean a mailing just to get them to buy something. Most of my content will always have an affiliate link somewhere in the article. This isn't to really try to sell something to them; it's just to give them the option. Recently, I wrote an article about writing for articles and submitting them to directories. A lot of that stuff I learned was from EzineAnnouncer.com. So, I'll provide that reference link at the end. I might do that once or twice a week, depending on how much content I write that week. But, an actual promotion piece that is strictly to get them to buy it, maybe once or twice a month.

Terry:

So how important is article writing for you? It sounds like you write a lot of articles.

Anik:

Yes. I was very lazy when I started off in Internet marketing. But, as I've grown, I realized that content writing is where it's at on the Internet. So, I am becoming more and more active in it, and it's been really good for Affiliate Classroom. I'm releasing a case study in February where I'm going to reveal, by just submitting five or six articles to directories, how many members I was able to attract. This

way, people can see how profitable it was. That way I'm allowing my own affiliate in Affiliate Classroom to go out and repeat the same process themselves.

Terry:

Beautiful.

Anik:

So I do write a lot of articles. My goal is to submit one article a day, but I haven't been very good about that. It's tough; writing an article isn't always easy. I have a lot of stuff that I can write about, but getting my thoughts together... it usually takes half hour or 45 minutes to pump out something that I would even consider submitting. Then, even with all of the submission tools, it will still take me an hour or an hour and a half to really submit one.

Terry:

That's a good point there. What do you use to submit your articles? Once you have one written, what do you do next?

Anik:

It really depends on your niche. In the Internet marketing niche, there's a website called SubmitYourArticle.com. It's a membership site where you pay \$37 a month, but what's really neat about it is that you just put your article up, hit submit, and I don't know how many places he submits it to, but it's something like thousands of publishers and hundreds of websites. That system has proven to me to be the best so far. But, he only tailors to the Internet marketing crowds, so he only takes the articles about how to make money or how to start a business.

Then, there's EzineAnnouncer.com, by Jason Potash. His product is really good too because he has all different kinds of niches in there. I don't know how he came up with that product; it must have taken him so long. It's an excellent product. I'm just familiarizing myself with it now, but I highly recommend it from what I've seen so far.

Terry:

The next thing is, as far as being an affiliate, how realistic is it to make a six-figure income just promoting affiliate programs?

Anik:

It is realistic, but it takes time. If you want to make six figures as an affiliate, become a master of search engine optimization. My personal

opinion is that you cannot make six figures if you don't know search engine optimization. I know someone out there doing Google AdWords might say, "That's not true." But, here's my issue with Google Adwords. I agree that if I spent the next three months in a dungeon testing different niches and putting up different ads, that I could probably get it to a point where I was making six figures, but all Google has to do is make one tiny little change, and there goes my entire income.

So, if you learn the basics of search engine optimization, and you do it the right way, there's a lot less chance of that happening. A lot of people will come back to me and argue the same thing and say, "What if someone makes a search engine change?" I've been doing this for two years and I've been watching search engines very closely. One of my best buddies online is one of the top 30 search engine optimizers in the world.

So, I'll tell you that if you do the basics of Google and create real content, go after a real linking strategy, and just do a genuine job, they won't change your system to really block you. Even if they make changes, if you know SEO it's so quick to change that page. So, bottom line, if you want to make six figures as an affiliate, you have to know search engine optimization.

Terry:

Okay. What about time? You said it's a time related function. What kind of time frame would we be looking at?

Anik:

If you put up a brand new site today, and you wanted to be number one for a keyword on search engines, you're looking at six months. Let's say I want to go after the keyword dog health. It's probably a pretty competitive keyword, so I might need a website that has 100 or 200 pages of content. I set that up with my linking strategy and for the next six months, I keep getting links and keep doing the search engine optimization. Six months from now, when Google does all its updates, I might find myself on the first page. At that point, I'll be seeing a lot of Google traffic.

So, my strategy is that for those six months, spend one month actively on one website. You can probably take a month or two off while it's doing all of the updates and waiting to get indexed. Then, you start working on your second one. So, in six months, if you're doing it full-time, you can pump out really good affiliate websites in competitive

niches. Then, you could find yourself making \$10,000 or more a month.

Terry:

That sounds promising.

Anik:

It sounds rosy, but it's not easy stuff. If you're willing to add your own upsells, I think that it's twice as easy at that point.

Terry:

Because you're adding added value as well.

Anik:

Yea. You might take the average value of one customer from \$10 to \$100. That's why I'm such an advocate of it because, as an affiliate, if you don't want to work as hard, then just add your own upsells.

Terry:

Excellent. You also mentioned, in the affiliate site that you're building is to use some linking strategies. What do you use as a linking strategy?

Anik:

Linking is the number one thing for search engine optimization. Linking is great itself because it brings a lot of traffic. If nothing else, everybody should be doing linking. Say I recruit 3,000 incoming links. Let's say each link sends me one guy a day. These sites... if they're getting a few hundred visitors or a thousand visitors, you can get at least one guy off of them. If you can get 3,000 to give you one guy a day that's 3,000 people a day.

Terry:

How do you do that? How do you get these links?

Anik:

There's no trick to it. You find the websites first. I do that by going into Google, typing in my niche, and they'll of course give me a bunch of sites. From that, I create a file and I just e-mail them and say, "I've seen your site and I like it. I have a website with a related niche and I thought maybe you would consider exchanging links with me."

Terry:

What do you do with their link then?

Anik:

What you usually do is create a link directory page on your own site. So, if their site is about dog potty training, then I might have a directory link that says potty training. If somebody clicks it, then that site will be there. If you e-mail 100 people, maybe you'll get five or eight. It's an ugly business; it's all about numbers when you're in the linking business.

Terry:

So it's a sales job all on its own.

Anik:

Exactly. You're always selling someone on something.

Terry:

That's true. Back on the affiliate side of things, I just recently read some statistics that suggested that only 5% of affiliates are making any real money. Why do you think that is?

Anik:

First of all, that's good news. I think that number has gone up; I think it used to be a lot lower than that. I think one reason is that people are not patient and affiliate marketing requires patience. It's so easy to sign up as an affiliate. We have millions of affiliate marketers, but they're not really affiliate marketers; they just signed up for one affiliate program.

Terry:

They're just sign-up junkies.

Anik:

Exactly. You can't have that in the merchant industry because you have to create your own product. That's another psychological benefit of having your own upsell: now you're serious because you have your own product or service. It's not just that you signed up and have a good looking link and then you're done, it's that you've actually spent time on it so you're not going to let it go so quickly. So, I think the biggest issue is that affiliate marketing isn't easy and people are lost at what to do, but I think that a lot of people who call themselves affiliate marketers aren't really affiliate marketers.

Terry:

So that kind of brings the percentage up or down depending on how you're looking at it.

Anik:

Yea, exactly. The biggest issue is that affiliate marketing requires patience and work; you have to do a lot of work. What a lot of people will do is put in a few weeks of work, make a little money and then think it's not worth it and quit. What they don't realize is they're right there. If they just kept going, and did a few more weeks of the same work, then they would set themselves up with a long-term income. They just gave up too soon.

Terry:

They're right at the edge and just didn't quite jump off.

Anik:

Exactly. They stopped just a little bit too soon.

Terry:

So how many affiliate programs should somebody be promoting at the same time?

Anik:

This is a huge question with massive amounts of debate, and I can already tell that I'm going to get e-mails from people saying, "That's not true." I will follow one thing that I learned from Ken Envoy: on a particular site, if you're making a product recommendation, always recommend about two or three different products.

Terry:

In the same line of business?

Anik:

Right. So, if I have a vitamin site and someone comes to me wanting vitamin D, I'm not going to say, "Buy from this company." I'm going to say, "Here's a review on three of them. Here are the pros and cons of all three. The one I personally recommend is number one, but it's up to you."

Terry:

So you actually have three affiliate programs for exactly the same product.

Anik:

Exactly. Now, the benefit in this is that people love to make choices and love to know that they're in control. Your conversions will shoot through the roof when people know that they're in control. When they go to that merchants' site, they chose to go to that site. It's a massive psychological difference between the thought that they were forced to go to that site because there was no other link and that they had research on a few different products and they chose to go to that specific one because that's the better product. They're already going in with the buying frame of mind.

Terry:

Do the majority of them go through your recommendation anyway?

Anik:

Yes. That's the best part: most of the will go through your recommendation.

Terry:

Do you have different price classes within the three that you're recommending or are they all pretty much the same?

Anik:

Don't make them wildly different. Or, as a strategy to sell, make the one that you're trying to push the cheaper one.

Terry:

The cheaper one?

Anik:

Depending on your product. If you're in the vitamin world, you can argue for a more expensive vitamin and say, "This is the better vitamin because it costs more," kind of thing. You might make more money. But, if you're selling someone something that's trivial, they might choose to go to the cheaper one because they can save money. I would say to stay around the same price range. Make it more of a debate about quality and stuff like that rather than the price.

Some of the sites that do the best online are sites like NewEgg.com; they're just genius ideas. When you go to the site, you can type in mp3 player, and it's going to come up with a list of all the models that you can choose from. Then, you choose your model, and all it's going to do is that it has 30 different internet stores that are offering the mp3 player and it just tells you all of the prices. It will also tell you

which has free shipping, which has a sale or special discount, and how many days it will take to ship to you for a list of 30 of them.

It ranks them in price, quality, or whatever you want to rank them in. Those sites make the most money because, once I click on it, I'm going to make my decision right there. But, I'll go back to that site every single time because they give me everything I need in one shot. So, that's where that whole idea came from. You can see it working live; these corporate companies are doing this and it's working out very well for them.

Terry:

Using the concept of your choice.

Anik:

Yea. I learned it from Ken Envoy, but I think that concept has been around a while.

Terry:

So, if I was looking at an affiliate program to promote, is it better to go after high priced items or low priced items?

Anik:

It really depends on the niche. My personal preference is to go after both. I've been drilling that the whole time; sell the low price first and the high price second. It really depends on your niche, and it depends on how much money that niche is willing to spend. I've heard from people that in the golfing niche, it's easier to sell someone an expensive product than it is to sell them a cheap product.

Terry:

Because of perceived quality, maybe.

Anik:

Yea, because of perceived quality, and because of the cliental that you're working with. Golfers are, for the most part, pretty classy. It's a huge hobby; golf people buy a lot of stuff. They also golf with their buddies. They don't want to get the cheap things. I want to pull out a \$2,000 putter because it's better than the one my buddy plays with. Even though I don't know how to golf at all, I still want to use the more expensive one. I've learned that in some of the classy niches, it's easier to sell someone something that's expensive. I think that someone has to be careful before they say something like that. You

need to test it for your own niche. I always say to offer both so if they don't want to buy the expensive one, they'll buy the cheap one.

Terry:

Yea, back to your choice formula. So, are there any promotional techniques that are different if you're promoting a high priced product as opposed to a low priced product?

Anik:

Yes. I think that if you're going to promote a high priced product, it's a little more of a process. There needs to be more trust developed. It's different. For example, if I set up a corporate site to sell someone golf clubs, then someone can come to my site and choose between my ten different golf clubs, order, then leave. That's very different than if I am selling a real estate training package, where you can buy \$40 eBooks on how to do real estate, or you can buy my \$3,000 seminar, or as an affiliate, I want you to come to someone else's \$3,000 seminar. At that point, I have to somehow convince this guy why he should go to a \$3,000 seminar instead of buying a \$40 eBook.

So, that's when we kick into the whole process that we mentioned. I'll give him an ezine first after he gives me his e-mail. Then, I'll deliver him some free informational eBooks that also do a very fine-tuned job of promoting the seminar. So, they're informational, but they have the little plugs set up throughout them. Then, I might try to say, "How about you see how my last seminar was? I'll sell you the taped version of the seminar for \$300." Then, after he buys the taped seminar, you are gaining trust because you are giving him great customer service.

Maybe when you picked up his e-mail you also got his phone number so maybe you can drop him a phone call and see if he has any questions that you can answer. It's really a game of trust building. After all of that is when you can plug him to try to buy a ticket to go to the seminar. You want to show him that you provide great service and that the \$40 eBook guy wouldn't do that.

So, selling an expensive product is more of a process. When I sold my \$500 service, the first thing I did was sell them the \$150 software, then I sold them the \$500 service.

Terry:

And that was in a very short period of time, wasn't it?

Anik:

I did it within two days of selling them the \$150 software. Actually, something that I learned from one of the biggest marketers I've ever met, Michael Masterson, was a very unique story that I share with people also. He was in an airport with one of his buddies one day, and they walked into one of the very expensive briefcase stores. Michael Masterson has an addiction to briefcases; he always likes to have the newest and nicest one on him. His buddy had a ten-year-old one that was ripping apart. So, they walk into this briefcase store, and there is only one sales guy there. He says that him and his buddy split up and went into different directions.

The question to us was, "Who should that salesman approach? The guy who already has one of the latest models? Or the guy who has a 10-year-old one." On a gut feeling, I would have approached the guy who has the crappy old briefcase because he needs a new one. I found out, however, that that's the wrong answer. The salesman actually approached Michael first, and was actually able to sell him a brand new briefcase, when the other guy walked out and didn't buy a thing. The reason for it is this: the best time to sell someone something is when he just bought something.

The psychology behind it is because it's fresh in their mind and they're pumped up about it. With that example, the guy who has a crappy briefcase doesn't care about his briefcase. Michael definitely has a thing for briefcases. All the salesman has to do is say that his is outdated already and there are new ones, and he has already hooked Michael. So, that's a great point. If you're going to try to upsell someone, try to do it within a few days of when they bought their original thing.

Terry:

So how do you do that? They buy the original \$30 eBook. Do you send them an e-mail right away that says, "Thanks for buying the eBook. Here's something else you should look at," or something like that?"

Anik:

You contact them right away definitely to say thank you. Then, it really depends on the product and on the niche, but I waited two days to purchase the service because I wanted them to have two days to fumble around with it. I wanted to get them right when they were frustrated and realized that they don't get it. Then, they get an e-mail that asks, "Do you want me to do this for you?" and for them it's like a

God send. They're like, "Yes! Thank you. I don't want to do this anymore." In the case of the resume writing, it's exactly the same thing. Wait two days. They're going to read the book, try to write one on their own, get confused, not know what they're doing, and then they're going to get an e-mail that says, "I'll do it for you."

However, in the case of a real estate seminar, it might take more than one contact. You might have to wait two days and say, "This is interesting. Check it out." That's a really light sell. Then, maybe a week later you send them another e-mail and say, "Maybe you should check this out." Maybe two weeks later, you try to really sell them and say, "I'll give you \$200 off." It really depends. The things that matter are how expensive it is and how much trust you need to develop before you can try to sell it. But, always follow up within a couple of days with at least a hint so you kind of wet their appetite about it.

Terry:

On the practical side of things, how do you transfer people from being a prospect to being a customer? You have a list of people who are interested in golf, and first of all, they're in your ezine. But then, someone buys a \$2,000 golf club from your online store. Now, that person has transferred from being a prospect to being a customer. So, you're going to follow up different with him because you're going to try to sell him a course on learning how to golf better for example. Are you still going to leave him as a prospect in your ezine? Or are you going to take him out of your ezine and put him into your customer base?

Anik:

I leave him in both. I have my free ezine where the free promotions go out to everyone. Then, I have my second ezine that's set up so whenever someone buys something, he or she is automatically put onto that list.

Terry:

That's all done with autoresponders?

Anik:

Yes. That's more of a merchant thing. That wouldn't really apply to affiliates. The problem with affiliates is that, for example, ClickBank will tell you the e-mail addresses of the people who bought through your link, so it's easy to start following up. But, most affiliate programs, especially the ones in niches that are selling physical

products, the merchants are smart and don't give you any contact information about that person. So, you have to get a little bit slick in the sense that you have to give them special deals. Tell them, "If you buy this, e-mail me your ID number, and I'll send you a free something," or, "I'll mail you \$50 back." If you sold a really expensive product and your commission was \$200, maybe I'll send them \$50. That gives them a lot of motivation to come back and let me know that they bought it. In that case, when they let me know, I'll try to sell them more stuff.

So, in some cases, as a merchant, just in case people are interested, I have a couple of sites where they go into a seven-day series. If by the end of the seventh day they haven't bought anything, I might give them a \$10 discount to try to convince them to buy. What happens, if someone has bought something in those seven days, I don't want him or her to get that e-mail. They're going to get upset if they realize that they bought it for regular price. So, in those cases, I have the system set up to take them out of the ezine and put them into a different ezine.

Terry:

Is that an automated system?

Anik:

Yea, that's an automated system. But, once again, that's for merchants; not affiliates.

Terry:

Sure. What do you use as an automated system

Anik:

It's a program called Ultimate Affiliate Manager.

Terry:

Same as me.

Anik:

I love that system. I love Stephen Covey overall; he's a great guy.

Terry:

He's very service oriented.

Anik:

He's ten times better than me. To me that sucks because I try to be the best, but I can't outdo that guy. I don't know how he does it.

Terry:

I think he's away 24 hours a day. He answers my e-mails within an hour.

Anik:

Exactly. What I love about him is that he's so eager to help. I'll ask him how to do something, and the e-mail response back to me will say, "I already did it. I logged into your system and fixed it. Don't worry about it anymore."

Terry:

He's fantastic.

Anik:

So if anyone's looking for an affiliate program... that's one for you.

Terry:

Exactly. You have recommendations from both of us.

Anik:

Right.

Terry:

Back on the affiliate side of things, if you had to pick one most important thing that an affiliate marketer has to do to be successful, what would that be?

Anik:

Search engine optimization.

Terry:

Okay, what's the second?

Anik:

Yea, because we already talking about that. This is going to sound really corny and nobody's going to like this, but patience. Most aren't patient; they just want money now. If you were to ask me what number three was, it would be to have money to spend in advertising. My business has blown up since I've bought advertising.

Terry:

Where do you go to find good places to advertise?

Anik:

It all depends on your niche. I love ezine ads; I'm a huge believer of buying solo ads and classified ads and stuff like that as well. I like pay per click, but pay per click is tricky. Before you go into that, I really recommend that you read up on it. If you're an Affiliate Classroom member, before you start your pay per click campaign, you have to read a ten-page step guide that really walks you through it before you start. Buying traffic from places such as solo ads, ezines, buying links, banners on websites... the way you do that is, if your niche was golfing, you type golfing into Google and see the first few sites that come up. You look for a link on them that says advertising, and you see their rates; see how much they charge for a banner or for a link.

The best thing that I love is that some of them have testimonials from different advertisers. You can click on their link and go to their site. I shoot the advertiser an e-mail and ask how the advertisement on this particular site worked out. I ask them if they're happy and if they're still using them. Most of the time, even if you're considered their competition, they're pretty genuine and will get back to you and tell you the truth. It's a good way to test the waters before you go out and buy a \$100 banner.

Terry:

So, if you're doing a solo ad, how do you test your solo ads to make sure that the ad is pulling the way that you want it to?

Anik:

Before you actually buy it?

Terry:

Yea, if you can actually test it before you buy it and during the process as well.

Anik:

There are two ways. One way that I do is to check up on the references of the people who bought it before. The second way to do it is, most ezines who sell solo ads will also sell a classified ad, which is a top sponsored ad. So, if I'm really shady about it and there's a really big price difference between the solo ad and the classified ad, I might try the classified ad first, or the top sponsored ad, because it's

cheaper so there's more money at risk. If it produces results, then it's hands down guaranteed that the solo ad will produce results.

Terry:

How do you test the actual copy in your ad?

Anik:

This is the one thing that has been a bit confusing because there are so many elements in the solo ad. First, how many people read it. Second, how many people click it. Third, how many people buy it in the end. So one thing that I've noticed if you're doing an ad, I have some tips. The headline, or the subject line that the merchant sends out is critical. That's what's going to get people to open the e-mail.

I like to use short, catchy, headlines and I like to put numbers in them. For example, when I promote Affiliate Classroom, if I was promoting in Rim Digest, my headline will say something like, "Ten new Rim Digest students wanted. Limited offer." That's pretty much in their face making them want to open it up. As opposed to something like, "Learn how to make money online." How many times have you seen that?

So, the subject is the main thing. Your actual ad, I used to believe that a long story type of ad worked better, but I tested it and actually a short one works a lot better. You just want them to click the link, and you want the page to do the selling. You don't want to do the selling on the actual ad. My ads are usually five or six paragraphs now. They're kind of a story; they're not really a hard sell. They're more like, "If you want to learn how I did this, this, this, and this, you should click." Or, if you were in the golf niche, you could say, "Learn how a guy named Pete improved his putting average by XYZ by using this new, revolutionary putter. Read the whole story here." I know that golf people will click that link.

In the end, testing it is really hard, especially as an affiliate. So, the only element that you have to test it is how much money you made. Then, you can use an ad tracker to see how many clicks you got. But merchants won't let you put stuff on their pages. A lot of merchants might tell you what your conversion rate is on the site. My affiliate program, if you send me 100 clicks and you get four sales, it will tell you that you're converting at four percent. So, that's how you can track different forms of ads.

Terry:

Once you've got an ad that you tested in an ezine that's working well for you, do you run a campaign of solo ads in the ezine then? Or do you just leave it at one and move on to the next ezine?

Anik:

I'm still playing at that so I don't think I'm a big source to be talking about it. My personal experience shows that you wait a few weeks and do it again and you'll have pretty much the same results. Actually, you might slowly see an increase in results. It's a known fact in marketing that someone needs to see something seven or eight times before they buy it.

Terry:

Are you running the exact same ad?

Anik:

No. I may tweak it a little bit. I'll be honest with you: I haven't seen a difference. I've tried running the same ad also, and the numbers stay the same. I usually tweak it just a little bit for testing purposes.

Terry:

The next thing that works into the e-mail talk... if you read any of a guru's information, he or she will say that having your own opt-in list is the most important thing that you have. As an affiliate, how can you build an opt-in list?

Anik:

If you have your own website, if you use the system that I'm talking about you have to have some form of website, an opt-in is pretty simple. You need an autoresponder service, and then choose a topic to focus your ezine on. We can go back to the golfing example; you can have an ezine that goes out once a week that gives golfing tips.

From the technical side of it it's very easy; it's just getting an autoresponder series, which costs anywhere between \$5 and \$20 a month, depending on what service you get. You just put a code on your page and it creates an opt-in box. Then, you just make a little promotional piece that says why someone should join your e-mail list. At that point, it's your responsibility to handle the week-to-week content.

Terry:

So then everything runs on autopilot except you writing a content piece once a week.

Anik:

Yea, exactly. Some people who don't want to do a week-to-week ezine don't want an autoresponder. I disagree. I think, what you do at that point is, sit down for a week, create five messages or 20 or 30 messages, and it's more of a course instead of a newsletter. You have them opt-in for free and what you've done is you've already put them into the autoresponder. For the next few weeks or months, they'll keep getting your e-mails, and you're not doing anything. Once they're done with your 20 or 30 week course, or even five or ten week course, then they're done. They'll still stay a member of your newsletter, so if one day you have a great product that you want to send, you can just send an e-mail to this sitting base of customers.

So, you don't have to do week-to-week publishing. Just write a few messages. You'll see some form of conversion and at least you're writing a list.

Terry:

Right. That's excellent. What's a good routine for an affiliate to follow on a daily basis? What should they be focusing on?

Anik:

That's a tough question to answer primarily because everyone is so different and the niches are different. Lately, I've been becoming a huge advocate of content. So, if you're an affiliate, I think you should focus on recruiting content. That doesn't mean that you have to write it; there are a lot of article directories online. For example, you can go to GoArticles.com, and you can pick up articles on all sorts of niches. You can also go to EzineArticles.com. If you don't want to write your own thing, you can go out and get an article from them and add it to your site.

The only thing they require is that you have to mention who wrote it and put their resource box in the article. It's still content and it's still going to help you with search engine optimization. You can still put your own banners and ads around the article. You just have to throw in the author's name and website at the bottom of the article.

I think on a daily routine, you need to be adding content to your site. Another thing that I'm a huge advocate for right now is you need to be

recruiting incoming link partners. People have told me that even better than search engine optimization is the traffic that you get from the links. One of my friends was telling me that his traffic from his links is five times as much as his traffic from search engine optimization. So, that's enough reason. That's long-term traffic; once you recruit a link, it's there. You can go on a vacation for a month and you'll still be getting traffic from it.

Terry:

Is it a link for a lot of traffic or is it a link that brings you a lot of quality traffic?

Anik:

It's quality traffic because I'm only going to ask for links of people who are in my niche. So, if I have a golfing website, I'm not going to go to a dog website and ask for a link back. First of all, that's a waste. The person that I ask would probably say, "What are you, crazy? Your link has nothing to do with me." Second of all, search engines are going to say, "What the heck is this? This makes no sense to us." And there goes your ranking. Third of all, it's a waste of time. I'm only focusing on websites related to my niche so it's very targeted and quality traffic.

Terry:

Are you going to get links with direct competitors, or people who are in your niche but not directly competing with you?

Anik:

Most of the time, competitors won't link with you. If you're looking at a corporate business, you might not get a link back from Golf.com because that is a corporate site and they aren't doing search engine optimization because they don't need to do it. They have enough traffic going to them. But, another guy like you, let's say you sell putters but he sells drivers. You're not in competition. But, if someone who is buying a putter will probably want to buy a driver. You're not directly competing. Even if you are, and you crosslink some of the products, you still might get a link from them. You probably won't get links from direct competition, though.

Terry:

Do you have a list of what the hot markets are right now?

Anik:

Yea, I do. There are a bunch of hot markets. Right now, I've seen that new moms buy a lot. That's a pretty good niche. Gardening has always been a pretty good niche. Dating... I know so many people who are doing well in the dating industry; I just couldn't do it. I'm still going to keep it as a hot niche because I know a lot of people who are making good money at it. Anything finance related: credit cards, loans. Those niches are very competitive, and you're also competing against multi-million dollar industries. Another reason that I think it's a good niche is because it pays out so well.

Real estate is an excellent niche, and it's one that I'm actually going to personally get involved in soon. I'm going to get bitten for saying this, but Internet marketing still remains a good niche. I know that there are massive amounts of competition, and I know that everyone and their grandmas have a site about Internet marketing, but if you can really do a good job, and you can come up with some kind of unique idea and pitch, it's still a profitable market.

Terry:

So, what you really need to do is, since they are good markets there is a lot of competition, so you need to develop your USP or unique selling principle to differentiate yourself and show people why you're different than anyone else in that industry.

Anik:

Definitely.

Terry:

And that's what you've done with Affiliate Classroom.

Anik:

Yea. Most definitely... that's the most important thing in anything. If you're going to be a merchant or an affiliate, you have to find your own unique edge.

Terry:

Excellent. Anik, we have a whole bunch of questions. You and I both sent out to our list asking them what they would like to know about business and about affiliates. We have a mixture of questions that are about half affiliate and half business. Before we get into that, I would just like to know, what is a day in the life of Anik Singal like?

Anik:

A day in my life. Well, besides all the college and moving around, if we focus on what the business part of my day is like, I do a massive amount of e-mails. My thing with e-mails is that I like to get to them right away because if I don't they really add up. Once they add up to a certain degree I just don't want to answer them anymore because there are too many.

Terry:

Is this something you do at the end of the day?

Anik:

No, I do it all throughout the day. This is a bad habit, and I've listened to Frank Kern talk about it. He has a strict policy where he only looks at his e-mail in the morning and in the evening. My thing is, something always comes up in the evening. One of my friends will call me up and say, "I'm going to a bar. You should come." I just say, "Screw these e-mails," and I'm gone. So, I like to handle them throughout the day. If I'm working on something serious, then I put aside the e-mail and look at it when I'm done with it.

I love writing; writing is one of my favorite things. I do most of my own content, especially in the whole Internet marketing field because it took so long to learn it, now it's neat to know stuff. I do a lot of chatting with programmer and my SCO guy, getting project updates. We have clients that we're working on so I have to get updated on those. Right now, I'm working with a programming team to build up that script I talked about for site building. I spend a lot of time with them.

I've been working on building content for Affiliate Classroom a lot lately; it seems like I'm always doing some form of interview or something to put into that site. Then, if I have time left over from all of that stuff, I love to do marketing and look for new places to advertise for my various websites. Another thing that I love doing, especially in the Internet marketing niche, is e-mailing new people. I might be in a forum, see a guy that I've never talked to before, go to his site, and shoot him an e-mail. For me that's just a networking tool. So, I'm not too good about it but I'm trying to get better and better about it.

The last thing is trying to work with affiliates. Considering that we train affiliates on how to be affiliates, I think I should work hard on

making sure that our own affiliate program is the best possible. So, I've been spending a lot of time lately working with our affiliates.

Terry:

Excellent. That's super. So, we'll open up the questions and get things going. The first question is from Amar, and he says, "How do you succeed as an affiliate with so much stiff competition? What strategy do you adopt to become number one?"

Anik:

That's a great question. He's right; most people's number one concern is how to do it because there is so much competition. One way around it is that you need an edge or something unique about yourself, like we talked about already, so that when somebody comes to your site, he'll come back. Another thing is, focus on content. On the Internet, people are looking for information, and not all of them want to spend money immediately. So, focus on providing them some of the information for free, and then tell them where they can get the rest of it. That's my form of what I call preselling.

I'm going to drill this one more time: have an upsell. You'll have much more success if you have an upsell because all of a sudden one customer is worth ten. Getting a new customer is hard, but selling more to the same one is easy. Focus on search engines as well. If you really want to dominate a niche and be a successful affiliate marketer, you can't do it without search engines on your side.

Terry:

Excellent. Next question. An anonymous person wanted to know, "What affiliate marketing methods or strategies do you have that you find to be the most effective in building long-term, passive income?"

Anik:

When I think long-term, I think he or she means that I do some work for it now, and I get paid long-term without having to do work over and over for it. So, the number one thing is search engines. The reason is that you'll spend a couple of months now, but you're going to receive payment from that for years. The next area would be to set up one of those 20 part e-mail messages that I talked about earlier. What's happening is that 20 part e-mail message might go out over the course of six months. So, during all of that time, your autoresponder is sending out e-mails for you without you even knowing about it.

Third strategy is link trading, which I talked about already. Links bring a lot of long-term traffic, so that's an excellent area. The fourth one, I'd say, is that you should focus on selling products that have a recurring income, like membership sites. If an affiliate promotes Affiliate Classroom and gets a member, on the first tier they're going to make \$10 a month on the life of that member. So, they can start making \$1,000 a month by referring 100 members. All they have to do is sell 100 people one time, instead of selling 100 people every month.

The last one that I always say is having two tier programs. I recently read a report that talked about if you're a beginner affiliate marketer, an excellent strategy for you to do is to find two tier affiliate programs, and pump those people into... you have no website, no list, no money to advertise: nothing. What I do is find a second tier affiliate program, and find people who have websites and have all of that stuff that I don't have, and I talk to them and say, "I see that you have a website on this topic. Have you heard of this guy? Your guys might like his product. I have it and I think it's great. You should try it out." That guy might think it's good and join under your link. You're then going to make second tier commissions on all of his work. So, that's a good way to set up long term income because once he's recruited under you, he's permanently your second tier for life. So, whatever business he does, you'll get paid on it.

Terry:

And you don't need anything except to contact that guy.

Anik:

Yea. Just e-mail or phone him. That's all you need.

Terry:

Beautiful. The next question is from Marcus and he wants to know, "What is the most important piece of software for affiliate marketing?"

Anik:

When I saw that, I thought about it for a while, and I'm going to have to say, if he just wants one, AdWord Analyzer. The reason for that is that I use that software five times a day minimum. Whenever I get a new niche idea, let's go back to our dog health idea. I'll type in dog health into the analyzer. It'll type out 200 or so keywords that are related, and for each keyword, it gives me the number of searches, number of websites on that keyword, the number of Google AdSense running, and the number of Overture ads running for each keyword.

So, in two seconds it built my whole website for me, because I can look at it and see that the niche has a high demand, but it only has eight Google ads so I can compete and I can buy cheap pay per click traffic. Or, I can see that it has 150 Google ads. That's extremely competitive; maybe I don't want to get involved. So, that's a quick way to check out a niche.

Terry:

Beautiful. Next question, from Dee, says, "I understand that articles will help get traffic and your name out there. What I want to know is: how do you write an article for a niche that you know little about, without sounding like a twit?"

Anik:

You have to do a lot of research. You have to read up on that material; that's a given. Don't try to write something about something that you don't know because you will quickly get called out for it. You don't want to mislead people also, because that's unethical. So, do research and write about it, or, pay someone on elance to write you one. I don't like to hire writers that are too cheap, but it can be done. In the beginning, if you're just looking for quantity versus quality, then that's fine. You may end up hiring a writer who's really good at researching or knows about that topic. They'll tell you that when you post on elance; they'll tell you if they already know a lot about the topic.

Terry:

So this is a good thing to do if you have your dog health website but you're really a cat lover. You go to elance and find yourself a dog health writer, and there is instant content.

Anik:

Exactly. Or, you spend a lot of time on dog websites and do a lot of research and learn.

Terry:

Excellent. Next question from Recka, says, "I'm a student residing in India. I am planning to start my own online business. I have no website, no business experience, and I'm totally inexperienced. I don't have a credit card and I don't know how to start this business. Please tell me how much I'm going to have to spend each month, and how am I going to go about spending it?"

Anik:

The issue here is, also, there's a lack of credit card. It is very, very difficult to run an Internet business without a credit card. You have to make payments for advertising, and that's universally the tool that everyone will accept. Some will accept checks and things like that, but it just gets so slow. If you send out a check, especially from international mailing, it's going to take a week or two to get there. It's at a snail's pace. So, if you have access to get a credit card, you should do that right away. You should get a bank account and a bank debit card or a credit card. You don't need a huge limit; you just need something.

How much can she expect to spend per month... it really depends on how much work she's willing to put in. The second tier strategy that I mentioned: she can do that, but you have to spend a few hours a day e-mailing people and haggling them to sign up to the program, and getting them to promote it. Remember, we discussed that getting people to sign up is easy, but getting them to promote is not. So, that's one strategy. If you're going to build a site, market it, get content, and get advertising, be willing to spend with at least \$300 to \$500 that first month. It will cover your web design, your content writing, and a little bit of advertising. Hopefully then you'll be making some money to reinvest back into your business.

Terry:

How do you get people to promote? You mentioned that it's easy to get people to sign up but it's difficult to get people to take action and promote. How do you kick start the people to get them to work and promote?

Anik:

I've never done that particular business model, but I'm going to guess, if I e-mailed you and said, "I have a great program here. It will work well with your list and your site." Then, you respond and say, "Okay. Let me look at it." Then, you look at it and say, "Okay. I signed up. Thanks for letting me know because it's a good program." Here's the issue: where does that fit into your business plan? When do you have a chance to promote it? You might be busy for the next two months. The trick to really get you to promote it is for me to respond and say, "Okay, great. I'm glad you liked it and signed up. Let me know if you have any questions; I'm here to help."

A week later, if I haven't seen any money in my account, I'll say, "Hey, Terry. What's going on? I just wanted to follow up and see if I

can help in any way." Most likely you'll respond and say, "No, everything's good." Likely, you might let me know, "Oh, I'm just waiting for such and such so I can start promoting it," or, you won't respond at all. Or, if you have started promoting it and I see money in my account, that's a better time to e-mail and say, "Looks like you're doing well. Awesome. Let me know if I can help you increase your response."

Terry:

So just basically constant contact.

Anik:

Yea, it's a networking game. Just get your face into that market and keep contact with everybody. But, that takes a few hours a day and you won't see immediate results. So, be patient. Kevin Bidwell's strategy is that it might take two months of working everyday, so you have to be ready to work a few hours a day and not see anything for a month or two.

Terry:

Right. Next question is from Vincent. He says, "Let's say I build a mini site for an affiliate program. Do you know how I can get at least 100 visitors a day to my website as soon as possible without paying a single cent on advertising without any article submissions?"

Anik:

Yep. You're going to do link exchanging. Or, do forum promotions. If you start participating in a forum, and if you participate in a couple of them with five or so posts a day, if it's an active forum you should be able to get 100 visitors a day. But, that on your part requires activity everyday. If you want to just get traffic that comes everyday where you don't have to do something everyday, do link exchanging.

Terry:

Excellent. Next one is from Sandra. She says, "I've been told that you need to have an autoresponder with at least seven messages to send out the messages to someone when he/she signs up for whatever business or product that you're selling. I'm new to this, and I paid for an autoresponder, but I have no idea what or how to write a series of messages. So, how do I get it on my site? I've been offered many scripts, what do I do with them? And, I'd like to know how to get started writing a newsletter." Maybe first question first.

Anik:

The answer to the first one is that you need to find some examples that have already been done. So, in your niche, you need to find someone who has written a similar course, sign up for it, and see how they do it. If there's more than one, then perfect: sign up for all of them and see how they do it. There's a lot of material that you can buy online. I know that in the Affiliate Classroom, we have a marketing library with a couple of very good books about autoresponders, what to do with them and how they work.

So, have some patients, observe, see what other people are doing, sign up for as many as you can, and read them all.

Terry:

The next part says, "I paid for a website, and it has something called CPanel. I don't even understand the instructions. It would be nice to have one website that I could go to that had a step-by-step how to do things, instead of saying what to do but not explaining how. Is there a website like that?"

Anik:

It really depends on the guy who designed it and what he gave her. Most affiliate marketers have the issue of web building. Whatever system she has could be very different and unique. She could go to a lot of websites and they all get very technical very quickly so she'll get lost very quickly. I think for someone who's not computer savvy, going into your CPanel and going into your databases is just a big no-no. Even with directions, you can screw up pretty quickly. She has the option of getting someone who is familiar with this type of coding, and paying him or her on a regular basis to keep her site updated. I know that sounds expensive, but if you go to elance or scriptlance, it's not that expensive to hire someone.

Second of all, if she is looking for a really easy builder, where she can log into a place, click some things, and it will work, I would recommend SiteSell.com which has Site Build It on there, or SEO-Website-Builder.com. We're working on our own end to come up with a solution.

Terry:

The final thing that she was looking for was to explain viral marketing in about three sentences.

Anik:

I can do it in about one. It's letting others pass around your material to other people for free promoting your website.

Terry:

She'll be ecstatic; one sentence.

Anik:

It's basically letting other people promote you for free. You have to provide them with some sort of information that makes it worth their time.

Terry:

What do you use to provide the information?

Anik:

What I found works best in viral marketing is some free PDF report. If we go to the basketball industry, if you have a report that says, "How to make a quick tweak to your shoes to add five inches to your jump shot." If you provide that for free, and if the father of a basketball player lands on that, you can be pretty sure that he's going to pass it on to the son. If he likes it, it will spread to the whole basketball team in no time. That's viral marketing.

Terry:

Next question from Thuva. She wants to know, "How do you find an uncompetitive niche in your area of passion and expertise? In my case, it's web design, and there is a lot of competition."

Anik:

You have to find something unique about you specifically. We talked about finding your edge. I'm a big believer in sub-niches. I'll give you an example of a sub-niche in web design. Web design is a massive term; it means lots of things to different people. Think of how many people are out there who build one or two page websites. My friend noticed that there was no one claiming to be an expert in doing that. He said that he was going to be the one page site guy; that's going to be his sub-niche. Now, he charges over \$500 for one design. Let me tell you, he is booked out, and he's booked out by the top guys. You can imagine how many sites top guys build every month. He's their sole guy; they go straight to him. He is booked out because he picked a sub-niche and went after it.

So, if you love web designing, that's too general. Ask yourself what you like the best about it, and become an expert in that thing.

Terry:

Beautiful. Next question is from Mary Anne. "Do you have any recommendation on how to avoid signing up for scams?"

Anik:

Yes. One of the things I always do, and I know this has been a big concern, but I find that people's classification of a scam is too loose. Most of the things I run into online aren't scams. They might be a little dishonest or exaggerated. One of the first things I do is check for a review on Google. Let's say you wanted to sign up for Affiliate Classroom, and you wanted to make sure that I'm not lying and it's not some BS service. I'd go into Google and type in Affiliate Classroom + review. Google will look for any website that has written a review for Affiliate Classroom. So, right there, you can read a review from a third party on that program.

Also, always check testimonials. It's so easy to write a testimonial and just pin a name to it? A lot of sites have testimonials will have a name and a web URL, e-mail, or something. Whatever they provide, I always go to it and check. Here's an example: I wanted to buy a service recently that sounded way too good to be true, but it had some good testimonials from a group of people who are pretty well trusted. So, I wrote to one of the testimonial persons, and he wrote back and told me, "The service is this, and this is what I do to make money off of it." And he gave me an entire strategy.

It was great and it worked out and I'm going to be getting the service very soon. He told me something that didn't work and it was actually what I planned on doing. I would have just thought that it was a scam, but it's not; I just would have used it the wrong way. So, I always say to check testimonials.

The third and most obvious one that people never do is e-mail the owner of the site. You will be shocked. If it's a scam, they won't answer you and won't bother helping you because they don't care since it's a scam. They just want your money. I always do that now. If I'm spending more than \$30 or \$40, then I won't do it until I send you an e-mail.

Terry:

Excellent. So, what do you do then, as far as, she says, "I think there are many scams on the net. Many of them are so good that people get trapped. If you end up getting into a scam, how do you get out?"

Anik:

Very simply. Always use your credit card. If you can use services like PayPal or something like that, that's great too. If you're using a credit card, getting out of a scam is so simple. I recently was suckered into a \$500 scam. I was working out a deal to buy a domain name and he was going to sell it to me. I actually lost more than \$500 on the deal, but \$500 was transacted through PayPal. He disappeared off of the face of the earth after that, and it all went to crap.

Yesterday, I called up my credit card company and I said, "Look. I made this charge but the service never came through. It's not an authorized charge anymore, take it off and recover the money." They say, "Sorry about the trouble; we'll take it off." And that's wiped out; it's the credit card's problem now. They'll provide a service like that for you because they want your service. I spend thousands of dollars through them and in one year I had one problem, so they don't care.

Terry:

Excellent. Next question is from Mike. He says, "Where can I get rights to appropriate non-Internet marketing related free bonuses to add to a presale page? I don't mind paying a bit, or doing some work to get it created. It has to be unique and extremely limited availability, as well as targeted to my markets perceived needs."

Anik:

There is a lot being asked for there. The things being asked are where do I get the rights do it, it also has to be very limited, and it has to be very targeted. All of that basically comes to say that you should get your own developed. There is a site: Nicheology.com. They have limited membership; I think it's closed right now. They give you two products a month. They're completely done products; all you have to do is set up a sales page and it's ready to go. They're for niches, not Internet marketing stuff. There are 1,500 members of the website. So, all of those guys get the same products. They have the resale rights to it also, so it's not really limited. It's limited to 1,500 pretty much. What I suggest to him is go to elance, hire a writer to create what you need, and all you have to spend is a few hundred bucks.

I recently had a guide (eBook) written for me for a niche for me. The entire process was written by a complete expert for \$400 dollars. So, I just got a complete business for \$400.

Terry:

Excellent. You can't beat that.

Anik:

No, you can't.

Terry:

Next question is from Ed. He wants to know, "If you had \$1,000 monthly marketing and advertising budget, and no Internet marketing experience, could you make \$3,000 net a month following your system?"

Anik:

Yes. Most definitely. My message to Ed is to send me an e-mail. Having that much money to invest into a business is unique to find. It's so easy to waste it; it goes in a flash. So, be careful. Use the \$1,000 to buy targeted ads, tested ads, depending on the niche you're in, I would say try solo ads, and maybe even hire a company do to some linking campaign for you. Test banner ads, test getting different links on websites; you can buy different links on websites to try. Spend a little bit of that \$1,000 to set up a website and for maintenance of the website.

If you really want to use that \$1,000 wisely, I would recommend promoting a recurring product. Affiliate Classroom is an example where, for every member you get \$10. So, every month, if you could use \$1,000 to buy yourself 20 or 30 members, it will make you \$200 every month. So, you're really buying your income. Look into different recurring types of products.

Terry:

Okay. Excellent. Next is from Tamara. She wants to know, "One of the most frustrating things for me has been marketing. I understand the affiliate concept to the T when it comes to theory. I've bought many eBooks and studied them thoroughly, but marketing still remains a mystery to me. I've tested, tested, and tested ads, and spent many thousands of dollars online, but still, my sales haven't been what they should be; they're sitting at a minimum. I know I must be doing something wrong, but I can't identify it. It seems to me if there is a secret, it must not only be on how to write efficient copy, but where

to place those ads on a limited budget. Can you please advise me on what I can do to get the most out of my marketing budget?"

Anik:

This is a problem that a lot of people walk into. As I said, it's very easy to spend \$1,000 on traffic. If I were here, I would look for more long-term strategies, instead of short-term ones. I would spend that money in helping me do some search engine optimization. I would also spend it on people writing articles for me so I could submit them in directories. Once the article is submitted, it sits there for a long time sending me traffic. I would also keep going back to doing link recruiting.

I would spend some time getting some businesses under my second tier. The second tier thing can build you an income of \$200 a month. That's not supposed to help you pay the bills; it's supposed to help you pay your marketing ads, so you can buy new marketing. Also, I wish she said a little more on how she's marketing, but I would try things like ezine advertisements, buy banners on reputable websites that you know have a lot of traffic, and things of that sort.

I would also suggest, I don't know what product or niche she has, but she may want to look into upselling. That one thing itself might turn everything into a profit. The thing with it is that she's buying traffic and she might make \$5 or \$10 each affiliate sale. She might just be breaking even because it's not a lot of money. If she has something to sell them on the backend, she's no longer breaking even; she's basically getting free leads. She pays \$10 and she makes \$10, but now she has a \$500 product to sell to them. Just that one small change in your business model can change a losing business into a profitable one.

Terry:

Excellent. Next question, from Glin. Glin says, "Well Anik, it finally happened: I'm completely broke. Fortunately, I was able to purchase your Affiliate Classroom course and Howard Morland's Free Ad Secrets before Mastercard opted out of the business. So, I have the two courses and a FirstPromotion.com ClickBank Store Front website. Now what do I do?"

Anik:

I think that she needs to go after some things that don't involve her credit card. Howard Morland's Free Ad Secrets... I don't have it but the name sounds catchy. If it's free, it's right down her alley. I would

focus on things like link recruiting, participate in some forums to get yourself some traffic, and do article submissions. You've maxed out your credit cards so do not buy ads. Do not go out and buy solo ads; don't test them and don't worry about them.

There are many avenues of getting free traffic. It just needs more work. Yea, recruiting links take longer than buying yourself traffic from pay per click, but you're in a position right now where you have to work hard and try to build traffic through free resources. All of the money that you get from those few sales can go into buying advertising.

Terry:

Perfect. Next question is from Cusuma. She wants this answered from an affiliate marketer's point of view. It says, "How does RSS work?" Maybe we should ask what is RSS and how does it work?

Anik:

RSS, I don't remember what it stands for, but it's basically a feed that goes on your website. You put a little code on your page, and everyday your server will automatically go to a specified site, pull up some articles, and then put them on your website. Now, why would you want to do this? These articles are not affiliate links, so if someone clicks them, you're not going to get any credit, so why in the world do I want to do this? The main reason is for search engines. What you're doing is putting fresh content on your website everyday, so search engines are going to rank you quicker and put you up higher. So, it's going to become money to you.

The RSS comes from a lot of different sites. Yahoo! has it's own program, CNN has one, and a lot of programs have RSS feeds that are free for you to use. It's completely legal by the way; they love it. Yahoo! loves it because if anyone clicks on that link, they go to the Yahoo! site. They're getting traffic so they don't mind you using that as much as you want.

Terry:

Excellent. That's pretty much the next question. "Where can I find RSS enabled websites that I can use to get the RSS code and convert it with RSS equalizer software?"

Anik:

I want everyone to know that I'm not a huge RSS expert yet. I'm a little behind on it. I do use RSS equalizer with my sites. The reason I

use it and then I say I know nothing about it is because it's simple, self-explanatory software that does everything for you without you having to know what it's doing. It's set up by default to pull from Yahoo! and that's what I use. That's definitely one of the top sites; I think that's the number one visited website. They're going to have all of the forms of content that you can hope for. That comes preprogrammed into the RSS equalizer. You don't really need to worry about it – just go with Yahoo!.

Terry:

Okay. So, if I did want to go with RSS equalizer, it's a piece of software that I put on my website?

Anik:

It's a piece of software that you install on your server. You set up all of the settings, and then it pops out a little code. Then, you copy and paste that code onto your website.

Terry:

Okay. Is it any different than if you went to the RSS section of Yahoo! and got their code?

Anik:

No idea. That's a great question. I have no clue and I think that when RSS equalizer came out, it wasn't so automated. Since then it's becoming a huge hit, so I think websites like Yahoo! are starting to give you ways to take their content directly. RSS equalizer also has some added benefits. It will track your pages for you and it will tell you which pages are getting the most hits. It has some cool little benefits. It also automates everything for you, so it makes it easy. If you do it from Yahoo!, they might give you instructions, and if you're not savvy enough you may screw things up. That's all a guess, though; I have to say that I'm not 100% sure on how all of that works.

Terry:

Okay, fair enough. Next question is, "What is blogging and how can a blog benefit us as affiliate marketers?"

Anik:

A blog has taken off in the last year massively. A blog is just a web journal. People keep journals, and everyday they write in their journal. It's just that, but they do it online. The reason that blogs are so nice is that it creates very clean HTML. It's very search engine

friendly HTML. Since blogs are updated frequently, search engines see very frequent changes and lots of content updates. So, you'll be shocked to see how quickly blogs go up the search engine rankings. That's how an affiliate marketer can use it: if you set up a blog and punch in some keywords to keep it updated, it's going to eventually sneak up there in the rankings and referring you traffic.

Terry:

Can you design the page that you have your blog on to put banners and things like that on or is it just your journal?

Anik:

It depends on what software you're using. A lot of people like to use Blogger.com which is a 100% free account. Let's say I set up a blog for myself, which I haven't done yet, but I will soon, it would be AnikSingal.BlogSpot.com. It's a pretty innovative system; it's pretty neat. You can do a lot with it. I'm not so sure if you can put banners and whatnot on there. In the text itself you can put ads.

But there are a lot of scripts for blogs. There are some that you can create an entire website in a blog format. At that point, you can put banners and anything you want on there.

Terry:

From a search engine's standpoint, what's the difference between having a blog and using an RSS feed?

Anik:

An issue with RSS feed is that a lot of people might be pulling the same content and there might be a lot of people with the same stuff on the Internet. Search engines frown upon repeated content. Another thing is that RSS feed is put in the middle of a page. That page might have ugly HTML coding, and it might not be search engine friendly in other means. The RSS feed might give you updated content, but the rest of the page might not be optimized. So, blogs are working well because they're very search engine friendly.

Terry:

Because the HTML is clean as well.

Anik:

Right. And they're unique content; pretty much only you have that personal content.

Terry:

The next question from the same person says, "To index faster, are there other special tricks rather than linking to my newly built website to other popular websites? Say, PR five?"

Anik:

She's referring to the PR on Google in that last part. A background of that is, every website on the Internet has a PR. Google gives it a PR. It can be zero or it can even be eight or nine.

Terry:

What's PR?

Anik:

PR stands for page rank, but it's not the ranking on the search engine. If I have a PR of three or four or five, it represents the number of people that are really linking to me. It's really like a link popularity index in a sense. It's calculated using a really complicated formula, but in essence it comes down to how many sites you're linking to, and how many are linking to you. You want to try to minimize the amount that you link to and maximize the amount that links to you.

Terry:

Okay.

Anik:

PR five is really the first number; once you hit PR five that means you have a fair amount of sites linking to you and you have a good reputation with Google. At the PR five level, Google will likely visit your site everyday just to snoop around and check what's going on. That's been debated; a lot of people have debated it with me. But, on my sites that I have a PR five, I see Google there at least every other day. I usually see them everyday.

Terry:

How do you know when Google has been there?

Anik:

My CPanel has a program that tracks Google.

Terry:

Okay.

Anik:

There are a lot of programs that will do that for you. What I teach in my Dominate Search Engines course is if you want to index quickly, you need to get at least a PR five to link to you, and that's what she's asking. "Is there any other way to get a PR five?" The reason she's probably asking is because sometimes it's not easy to get a PR five to link to you. It can be expensive or the people are just a little snooty.

Terry:

How do you find out? How do I find out if I a website that I visit if a PR zero or a PR five?

Anik:

If you go to Google and download and install their toolbar, every site you visit, there's a little green bar at the top. If you roll over the bar, it tells you exactly how much PR that site has. Each page of each site has a different PR.

Terry:

Is it more beneficial to have a homepage with a PR five than to have a second page PR five?

Anik:

No, if you have a second page with a PR of five, then your home page is probably a PR six or seven.

Terry:

Okay.

Anik:

It goes down in levels. The higher your PR of your sub-pages is, the higher your PR will be for your homepage. So, is there anything to get it faster? I'll be honest with you: not really. Linking and getting people to get people to link to you is the fastest way to have fast indexing. Lately, there has been some interesting stuff going on with blogging and pinging.

Terry:

What's pinging?

Anik:

I just started with this, so I'm definitely not the person to ask about this. But, say you have a blog, you can go to a site and hit a button and it alerts all of the servers in the world that there's been an update

done to your site. Google runs to your site immediately because of that, and wherever people ping on whatever blog they have, they put a link to their site on that blog. So, when they visit their blog, they will also visit their site. If my site is not indexed, Google will say, "Oh, this site is not indexed. Let me look around and maybe I'll index it."

Terry:

So when your blog gets found, it follows everything on your blog.

Anik:

It does that for anything; even if they go to your regular website, it follows links to other sites and stuff. That's how they're able to determine your PR because that's how they determine how many people are linking to you. So, linking is the best way but blogging and pinging is a big hit as well. It's being shown that people are getting indexed that way within three days. But, I have done very minimal research so I'm not going to keep talking about it. It sounds promising though. I'm going to be doing some work on it next month so I can talk to my Affiliate Classroom members about it, but I don't know too much yet.

Terry:

Excellent. Next question is, "If we would like to optimize a site, I believe that we must research our keywords first. For example, using Overture keywords selector tool to judge our keywords popularity. What other aspects do I have to consider to research our keywords before building a website?"

Anik:

You need to feed a number of searches to see if it's worthwhile. You need to check out your competition and see how many websites are already up and running with that keyword. Then, you need to look into something they call KEI. I forgot what that stands for, but it was created by Samantha Roy from India. She's one of the top search engine people. The index has a formula that basically takes into effect the searches and competition. Typically, they say that your KEI is between zero and one, then that's bad; don't go for it because it's too competitive. If it comes out between one and five, it's still bad but not too bad. If it's between five and ten, it's okay. Ten plus is a good keyword to go after.

There's a service at WordTracker.com that's awesome. You can type in one keyword and it will pop out hundreds for you. It will do a KEI analysis of all of them for you at the same time. Then, it will rank

them by KEI, so you can just start at the top and work your way down. It's a great tool. I forget the formula that's used for KEI, but I know if you sign up for the newsletter that I offer, it's in there. I just forgot what it is.

Terry:

Okay, super. The next one is, "I see that you own DominateSearchEngines.com and AffiliateClassroom.com. Just using these two websites as examples, what are the right keywords for both of them? When I type in Dominate Search Engines on Google, DominateSearchEngine.com is not number one. Why is that?"

Anik:

That's an excellent question. I'll be honest: I have not optimized that site. My reason for this is because it's really just a one-page site that is promoting Traffic Equalizer training program. Search engine optimization, I have made pretty clear, is a lengthy process. Search engine optimizers go after keywords like search engine optimization like you wouldn't believe. They spend their life on it. One of the funniest things that I found in researching about it is that there's some crazy number of a percentage of people who look for the keyword search engine optimizers. It's just a waste of a keyword to go after.

One of the reason that DominateSearchEngines.com is not coming up as number one is because you need to have an active linking strategy to come up as number one, and I have not done that. It is a one-page sale site and it is hard to get people to link to it. It's also very time consuming. I'd rather focus on optimizing with the other sites that I'm working on. You can go to DominateSearchEngines.com and I can show you ten case studies about my other websites that I have optimized. That particular site is not doing it because I didn't see the payoff. It would take a long time and it would only get about two searches a month.

Terry:

Right. Excellent. Next thing is, "Suppose I want to make a website just like Friendster.com and I'd like to have a high rank in the search term online friends club. Is it wise to pick OnlineFriendsClub.com as a domain name?"

Anik:

Most definitely. It's not going to make you number one on its own, but it will definitely help. It used to be that that itself might be enough to get you to number one, but nowadays there is less focus on

your domain name. It still helps. If you can get that domain name it's nice also because it's a memorable domain name. So, it's still good to have, but not good enough on its own.

Terry:

Super. Next question is from John. He says, "I'm an affiliate marketer who uses AdWords in conjunction with my affiliate marketing. I need a good reliable way to track my visitors from the first click, be it a click on the AdWords at or an e-mail link or a signature file in a forum or something, all the way through to the final click where they click to buy, whether it's on one of my sites or a vender's site. Click Analyzer is the only tool that I found that will do this for me, but I have some issues with it. So, I tried to install AdTracks but it doesn't work on Windows websites, like mine. Can you recommend any other product that will track my visitors like I'd like it to?"

Anik:

One of my biggest weaknesses because I'm lazy is tracking stuff. The best service that I have used that I liked is Click Analyzer and I don't think I have anything else for him. As a merchant, I use my affiliate program script a lot to track everything. As an affiliate, that's always a tricky area, so I don't think I can offer him much answer on that.

Terry:

Okay. That's fair. The next question is from Samuel and he wants to know, "What is the quickest, easiest way for a complete newbie to make money ASAP? Is it affiliates, niche marketing, resale rights, or what?"

Anik:

I'm going to say it's probably a combination of resale rights and affiliate marketing. You should set up a site where you're selling a low-priced product. It actually depends on what you buy resale rights to. If you buy resale rights to something that's expensive like a high-ticket item, then you use your affiliate product as a low-ticket item and you upsell them your resale rights product. Or, if the resale rights is to an eBook that's only \$30 itself, then I would have someone come to my site, sell them the resale rights product, then backend them with a series in autoresponder with different affiliate products.

The reason that I look over resale rights over affiliate marketing in this case is because resale rights let you keep 100% of the profits. So, it gives you a little bit more leverage to use your advertising. People

should also realize that resale rights are not free; they take some capital to start with.

Terry:

Right. Next question from Joey says, "How do I effectively use Google AdWords to get clicks from people willing to buy the affiliate products I promote?"

Anik:

Lately, they made that new change now that you have to have your landing page. It's pretty much impossible now to send someone directly to the merchant, unless you have the number one ad against everyone else competing with you. So, the first thing is that you have to focus on the keywords and get good keywords. If you're selling dog health vitamins, just the keyword dog is not good; it's too general. Someone searching for dog could be searching for a skirt for their dog, and they won't want a vitamin. But, a great keyword would be dog vitamin; that's very targeted.

Another key that I always use is that I put the price in the ad. It drastically decreases my click through. That's good though because it means I'm getting more qualified buyers. My advertising expense decreases but my revenue increases. I don't really like sending people directly to a merchant page, which is good because you can't really do that now anyway. You need your own page. I'll send someone to what I call a pre-qualifying page. If I'm selling dog vitamins, I might send them to a quick page that says, "If you want a vitamin that will increase your dog's yadayadayada, here's the vitamin that I recommend," and it brings them to a link. That link goes to the merchant.

So, the main three things are picking out the main, targeted, keywords. You want to make your ad as qualifying as possible which means you need to describe your product in detail; don't be general. Put the price in the ad. Take them to a pre-qualifying page where you pre-sell them and already introduce them to the product.

Terry:

So your ad pre-qualifies them, and the landing page you send them to pre-qualifies them again so they're definitely in the buying frame of mind by the time they get to the affiliate site.

Anik:

Exactly.

Terry:

Oh, that's excellent. Next question is from Garry and it says, "I guess the most pressing thing on my mind as an affiliate is how do you do a joint venture with someone when all you have is an affiliate website?"

Anik:

I love this question because this is where I got unique in my marketing when I started as an affiliate marketer. Joint venturing is one of the best ways to market. It's the quickest, it doesn't cost any money, and you can literally take benefit from someone's years worth of work in a flash. I was disappointed as an affiliate that I couldn't use it. But, there are there different ways that you can use another affiliate who might even be a competing affiliate as your joint venture partner.

Terry:

Maybe we should explain what a joint venture is first before you get into how to do it.

Anik:

Sure. A joint venture is, I'll give you an example... let's say I'm promoting AffiliateClassroom.com. I have a list of members who are interested in affiliate marketing. Someone else comes out with killer software like AdWord Analyzer, which is good for affiliates. Jeff Alderson, the creator of AdWord Analyzer came up to me and said, "I have an excellent product that I think your people would love and I think it would help them a lot. I'm proposing that you send a message to your link about it, you promote this product, and I will split the revenue with you." It doesn't even have to be money. It can be you promote my product and I promote yours.

A joint venture is just an agreement between two people of some form, which is usually two businesses or two people running businesses. If you're an affiliate, you don't have rights to distribute commission. That's what people are saying: how can I be a joint venture partner with somebody when I don't own the product? Why would they want to joint venture with me when they can just go directly to the merchant? So, here's why.

First of all, maybe they don't want to joint venture with you, but, maybe you can go to them and if it's a two tier program, do what we've been talking about: ask them to join it. You can say, "It's an awesome program. I noticed that you're selling this product. I have a website about something similar. I promote these guys. They convert

well for me. They probably do well for you too. Here's a link: go ahead and join." So, it's a sneaky way of getting them to make you money

The second way would be, this works a little bit sometimes and sometimes it doesn't work as well, but you create some kind of a viral free report as we talked about before. Something that someone might want to pass around, that has affiliate links for people to click and go out and buy. What you do is give a report to the person from the different affiliate website or the joint venture partner with full distribution rights, then you brand it with their own affiliate link. For them, it becomes a free viral marketing tool. They can send it out to as many people as they want without anything on your end, and all of the links on the site are their own affiliate links.

Terry:

And this is on a two tier system so you get paid on them as well.

Anik:

Well, it doesn't even have to be two tier, and this is why: if they're sending that out to all of their people with their affiliate link, so far you haven't made any money. But, there's one thing they cannot change, and that is the author with his or her web URL. So, in essence he's sending out all of this stuff that says that it's written by Anik Singal from AffiliateClassroom.com. It won't build massive amounts of traffic quickly, but it's just a free source of traffic.

People may or may not do that because other people will see that there's still a link to your site and you're a competitor so I don't want that. In that case, don't give it to them because there's nothing in it for you. But, some people might take it because it's free content. The third way, which comes back to why I'm such a big advocate of having an upsell, is that you create your own upsell.

Let's say a competitor and I are selling an affiliate eBook on resume writing. I set up a \$200 upsell, and I find out that I'm converting 10% of the people who buy from me. I'll approach this guy who is my "competing affiliate" and I'll say, "Look. How would you like to make \$100 extra for every ten people who buy that eBook?" Who would say no. He's going to ask me what I have in mind, and I'll say, "I'm running a very similar thing that you're doing, and I've been promoting this exactly like this. I make this much sales with this much conversion and this much money. I'll give you \$100 for every ten people you send to me. All you need to do is, when someone buys

this, send a promotion to my upsell." In essence, you became a merchant. You can use your most competitive affiliates and make them your partners.

Terry:

Excellent. Next question is from Chidee, which asks, "How do I increase traffic and sales on my website?"

Anik:

My notes on this one say, "That is two eBooks on it's own."

Terry:

Maybe just a couple of quick tips.

Anik:

Right. I think if the person listens to the conference call that we're having, I've given quite a few tips on how to increase traffic including link exchanging, search engine optimization, pay per click, ezine promotions, publishing articles, forum promotions, online marketing, and banner advertising. These are all techniques that you can use to increase traffic. If you're working on a low budget I suggest that you start with article publications, link exchanging, joint ventures in the sneaky way that I just told you guys about, and all of those things.

How to increase conversions on your website is an even bigger topic than getting traffic, I think. It all depends on the type of site you have. If you're working on pre-selling, then you have to test your pre-sell material. Do not bombard the people who come to your site with massive amounts of banners. One of the biggest mistakes that I see is an affiliate website with 50 banners because they think it will make him or her a lot of money. That's not true. Maybe give them two or three choices like we discussed. You'll increase conversions if you see yourself as more of a person who does comparison rather than a person who just says, "Buy this, buy this, and buy this."

You will see an increase in conversion if you act as more of a friend. Other than that, there are a lot of elements that go into site conversion. The color, the headlines, the design, the navigation of the site, the text you're using, and the link text that you're using all need to be tested.

Terry:

Excellent. Next question from that same person is, "How do I get involved in auctions?"

Anik:

We actually did an entire study on that this month in Affiliate Classroom. I interviewed an Ebay expert who makes a lot of money off of Ebay. The first place to get involved with auctions is Ebay, obviously. I think that Ebay has a very good tutorial. If you go there, they have a huge frequently asked questions section that has questions like, "How do I start?" "Where do I start?" "What do I do?" and "What does it cost?" I would say just take one day and spend it all reading everything, and you'll be good to go. This is another one of those questions that has multiple eBooks on it so it's a very general question.

Terry:

Yup. Excellent. Next question is from Jon and he asks, "How important are landing pages when you create content?"

Anik:

I'm not so sure what he means by landing pages. I'm assuming he's talking about the actual pages with the pre-sell on them. A landing page is the most important thing in the world. It's like asking a company how important their salesperson is. That's the most important person because that's who is going to do the selling for me. So, these landing pages are your sales people; when someone lands there, that's what's going to decide if they buy or not. So, it's very important to have a good landing page and to test your landing page.

Terry:

The next part of the question is, "Should you repurpose articles to cater to different search engines for different keywords?"

Anik:

This is an excellent question, and this gets into search engine optimization. What I found is that there are two different types of search engines. One follows the Yahoo! methodology, and one follows the Google methodology.

Terry:

Can you explain them both?

Anik:

Sure, of course. Linking is important to both of them. Yahoo! pays a lot of attention to your keyword concentration on each page. So, how many times you use a keyword in each page is going to help. I've

heard a lot of different numbers and most people say 5%. Your keyword density on a page should be about 5%.

Google, however, could care less about the keyword density on your page. They're very strong about the links. They're looking at what keywords people are using to link to you. Think about it: that's really neat. If your website is about dog health and I link to you using the words dog and health, it's like me voting for you. If I'm willing to tell my readers that your site is about dog health, Google is going to be pretty sure that it's actually about dog health. So, they really pay attention to what they call anchor text, which is the text they use to link to someone. They're also going to pay attention to your meta tags on your HTML pages. Then, they're going to see what page title you have.

The bottom line of the question is that you shouldn't have to cater. What you should do is create a page that has a 5% keyword density. It's not like that's going to hurt you on Google, so do that on a page. Then, make sure you have good meta tags, good titles, and a good linking strategy and that will take care of all of the search engines at one time.

Terry:

Okay. Excellent. Next question from Kingley says, "I'm new to affiliate marketing, and I want to know the best way to build and design an affiliate site that makes sales. How can I reach a target of \$5,000 per month promoting my affiliate program?"

Anik:

To build affiliate websites, I would say, if you don't have any HTML experience, and you don't want to deal with it, either go to Site Build It, which we discussed before, or SEO Website Builder, or you can hire someone from scriptlance if you have a budget. You can get someone to build you a website for very cheap from a place like scriptlance or elance. However, you have to be willing to maintain the site or pay someone to maintain it for you. So, your three options are Site Build It, SEO Website Builder, or hiring someone from a place like scriptlance or elance.

Terry:

Okay. How about, "How can I reach my target of \$5,000 a month promoting my affiliate program?"

Anik:

That's going to be pretty much... \$5,000 a month in one program would probably take you two or three different affiliate websites including upsells on them. I think you could do it with three that all have their own upsells that have a good marketing plan going for them.

Terry:

Excellent. The next one is from Bernard. He writes, "I'm having trouble finding an easy site builder. Which would you recommend?" Well, I think we already recommended some.

Anik:

This is obviously a problem among the industry; people are having problems building sites.

Terry:

Absolutely. You made some good recommendations there, so that's perfect. The next question is from Jimmy. "I'm going to be honest: I've signed up for an affiliate for a couple of things but I have no idea where to start. What do I do?"

Anik:

He's one of the guys who's dragging our averages down. Jimmy is the exact type of person that Affiliate Classroom was designed for. He's on information overload, doesn't know where to start, and that's what we have our step-by-step for. To give him a rough idea, he needs to pick one niche, stop signing up for several, research that one niche, find a few affiliate programs, decide on an edge for his website, find an upsell, and then just start building the website with content and information. As he's going, he can use pay per click, forums, link exchanging, search engine optimization, and ezine promotions for list building.

Terry:

Great. The next one is from John. He asks, "Is e-mail dead or dying?"

Anik:

It's very much alive. It's a little less effective, but it's still there and still profitable.

Terry:

The second part is, "Just being computer un-savvy makes me wonder if I've just missed the boat."

Anik:

Not at all. I'm not computer savvy at all. In fact, I despise my computers and they despise me. We have a very bad relationship but they make me my money. You don't need to worry about all that stuff, and it's so cheap to pay someone to do it all for you. Computer people are very inexpensive nowadays online through places like scriptlance. RSS and blogging aren't necessary, they're just new things that came out in the last year. Before them people were still making successful businesses; they're not necessary. All you need to focus on are content and marketing. That's it.

Terry:

Excellent. Next, is a question from LaVonne. She asks, "What would your advice be for the best ways to advertise affiliate products to get the best or fastest results for someone who doesn't have a website and is new to the Internet and affiliate marketing?"

Anik:

The best and quickest way to get some traffic if you don't have a website at all would be to do ezine promotions. You can write a quick promotion that goes out to everybody and the link can be an affiliate link. So, it won't matter because you can send them directly to the merchant's website. I see a lot of affiliates doing article promotions, which is a good thing. They're writing an article, and putting an affiliate link in their resource box. It's not going to be nearly as effective as doing ezine promotions. If she's looking for faster results, I would say go with ezine promotions. If she doesn't mind putting up a one or two page website for pay per click for a landing page then I recommend pay per click also.

Terry:

Okay, super. Next question is from Chong. This question is, "What are your experiences with egold, intgold, and ebullion?"

Anik:

Never used any of them, I have no experience with them. I'll research them and if anyone wants to know anything about them they can e-mail me. But, as of yet I've never used them. My main payment processor has been PayPal and 2Checkout. I have used a little bit of Storm Pay, but those are the only three that I've really worked with so far.

Terry:

Okay. Next is from James. He asks, "I've been promoting my Free Store Club affiliate site for almost two years and I've managed to get six people in my downline mainly using free advertising, FFA Classifieds, and recently Safelist Blasters. Except for \$8 a month for a classified ad on INetGiant.com to promote my Free Store Club site, I have no expenses. They are still free members, so I have no commission yet.

I cannot add anything to my site at my membership level so I cannot capture any leads and I've learned that it's required to make money online. Should I make a lead capture website with an ezine or newsletter or separate website to promote all of my businesses? I've even considered a site with my interests and hobbies and having a page that promotes my business." Let's take that one first: should I make a lead capture website with an ezine or newsletter?

Anik:

Not for all of them. This is something that needs to be tested, but yes. It does work in a lot of industries. In my experience where I make a lead capture page and I ask for someone's e-mail, working out of a limited niche, is that my conversion are the same. Let's say I'm sending 100 people directly to a sales page and I convert two percent so I made two sales. Now, let's say I'm sending them to the sign-up page, and after the sign-up page I lead them to a thank you page, which is my sales page.

So, technically people think I should see an increased conversion, but here's what happens. I see that 20% of the people will give me their e-mail, but I'll still get those two sales. The two percent as far as the sales go has not increased, but what I've done is I've gotten 20 peoples e-mail so in the long run I'll be able to make some money by providing for them in the future.

Terry:

Okay. The next part of the question is, "I'm involved in traffic exchanges, pay to click pay to read FFA, and classified sites. I'm a free member to all of it, but the free store club. I'm having trouble deciding if I should start a separate site.

Anik:

If he's really dedicated to his free store club, and he really believes in what they're doing, then I would say that he needs to build a form of trust with his list. If they're not signing up for these sources of

traffic... he's done a lot. He did classified, he did safe list blasters, and a few others, but they were all untargeted so that may be why he's not getting a good response. Traffic exchanges are a very unique way of getting traffic. They have a brain of their own, so I'm not going to spend too much time on it. But, if he's not converting from traffic exchanges, I wouldn't be surprised. Pay to click, did he mean pay per click?

Terry:

There's a difference. There are also people who get paid to click anything on an ad. I think that may be what he's talking about.

Anik:

Then again: bad form of traffic. Pay to read is a bad form of traffic. SSA is also. So, I'm seeing a bad source of traffic as a common problem there. He's not getting good traffic because he's looking for free traffic. Just like they say, "There's no such thing as a free lunch." On top of that, you get what you pay for. It's going to take some money to invest. Even if he has his own separate site, and uses the same form of traffic, he's not going to see a massive increase in conversions. It's just poor traffic, that's all.

I would ask him, before he sets up his own site, to try testing some forms of traffic like ezine ads and things of that sort. If you see some better conversions, then it's time to set up your own lead capture pages and do some actual marketing with the qualified leads.

Terry:

This is the final group of questions from Bill. He'd like to know, "Thanks for letting me ask you a question. I would like to know more about Traffic EQ. In my first venture, I have an SBI site. I've heard that the program doesn't work well with SBI. Is this true? If so, what should I do?"

Anik:

SBI is Site Build It for everyone who doesn't know. That's one of the site builders that I was talking about. Putting a Traffic Equalizer page on the SBI sites are a pain in the butt. SBI has each page go in one at a time. You have to physically do it. So, if you use Traffic Equalizer to create 1,500 pages, you're going to have to load 1,500 pages one by one. Don't even bother. It's too much of a pain. If you think of it this way, each time you make a slight update, even just changing a space on a page, I have to do it all over again.

Terry:

Physically, yes, it's possible. But practically, you shouldn't do it.

Anik:

Yes, exactly. Another thing that I want to drill home again to cover my own butt too is, do not use Traffic Equalizer on your main domain names. Just don't do it. I have yet to have anything banned, but I don't want someone to point to me and say, "You screwed me over." So, it's good; don't put it on your SBI site; create another domain name. Traffic Equalizer is like a site in a box. Just run the program and it creates its own site for you. If you need more information, you can always check out the course that I have at DominateSearchEngines.com. I would say yea, don't use it with SBI.

Terry:

Okay. The next part of the question is, "How do I go about placing links on the pages? Or, am I really missing something here? I know some of the sites that I've used on the program, and I don't see many pages on their sites. Where are they?" Do you understand that question?

Anik:

I do understand it. What he's saying, or what I think he is saying, is, for example, if you go to one of my websites that uses Traffic Equalizer, and you go to the main homepage, unless you are a Traffic Equalizer user, you will not find my other pages. It's not because I've really hidden them, it's just that you're not going to know where to click to find them. So, what he's asking is, "I know the sites that use Traffic Equalizer, but I don't find the pages." It's because, technically, I don't want you to go to that page. I want you to go from that page to my homepage. You're already at my homepage so there's no need for you to see the other pages.

But, as far as search engines are concerned, don't hide the page. Don't make it a tiny little link in the corner somewhere, or change the color of the link to the same as the background. That's when people start getting banned. I don't hide it at all; it's there. It's just not in a place that you're likely to click.

Terry:

Can you say where that is?

Anik:

Most of the time they're at the bottom. Most traffic equalizer uses are known to use the word resources. If you click the link on resources, you will, 70% of the time, get to their Traffic Equalizer page and snoop around. They also might use site map as the keyword. The bottom line, is look for it somewhere at the bottom of the site. Just click a bunch of links at the bottom and you'll find it.

Terry:

And it's one of these directory pages that pops up.

Anik:

Exactly. You'll know when you hit the Traffic Equalizer page; you'll pretty much be able to tell.

Terry:

Okay, super. Well, that ends it for the questions, Anik. Do you have anything that you'd like to add that we haven't covered for some reason? Any last words of encouragement?

Anik:

I think we've covered everything. I just want to add that it's possible. I'm 21 years old and I'm doing very well online and I love every minute of what I do. It's so possible. I know some people listening think it's hard or that it's a scam, but you just need a lot of determination, faith in yourself and in the system, and finding one thing and focusing your brain on it. One of the biggest mistakes that I made when I started was that I was doing 50 things at one time. My understanding was that if I did 50, then I'll be a millionaire in two years. I'm so glad that I learned quickly, at a young age, you need to work on one project at a time. Focus in on it 110%, and it's going to be a huge success.

People have no idea how many ideas I've had going through my mind in the past few months while working on Affiliate Classroom. I just write them down, put them aside, and say, "No. I need to focus." It's helped. I've made a tremendous increase in income since I've done that. So, focus in on one thing and do that.

Also, stop buying eBooks. Almost every new eBook that you buy on how to make money is going to throw you away from what you're doing because of all the different ideas. Unless it has to do with directly what you want to do, don't buy it. If you're an affiliate marketer, don't go out right now and purchase a book on how to

create your own product. If you really want to be an affiliate marketer, don't do it because it will throw you off.

Terry:

Excellent. That's perfect. Where should people go if they want to contact you?

Anik:

You can go to AffiliateClassroom.com and there's an e-mail at the bottom. Or, you can shoot an e-mail over to Support@AffiliateClassroom.com. Or, if you want to call me you can give us a call here at 301-591-0930.

Terry:

That's in the states?

Anik:

Yes, in the states. I live on the east coast in the states. So, I'm pretty easy to get ahold of. If you e-mail me, I'm very good at getting back to people in ten or 12 hours max.

Terry:

That's super. I just want to say thank you very much for taking all this time with us, Anik.

Anik:

No problem. My pleasure.

Terry:

It's been absolutely educational. You've been listening to Anik Singal from AffiliateClassroom.com, and myself, Terry Telford, from TheBusinessProfessional.com. Thanks very much for your time.

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