

AFFILIATE EMPIRE



BUILD YOUR OWN
PROFIT GENERATING
AFFILIATE EMPIRE

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Contents

1. Introduction
2. Why choose affiliate marketing?
3. Keep the future in mind
4. Choosing where to start
5. Getting accepted into affiliate networks
6. What should I promote?
7. How should I promote the offer?
8. How to take things to the next level
9. Final Thoughts



Introduction

Welcome to this guide - I'm going to take you through everything to do with affiliate marketing so by the end you'll be able to confidently get out there and start promoting products like a pro!

We're going to cover everything right from why you should be concentrating on affiliate marketing as a business (it's awesome), right through to how to get accepted to affiliate networks (important!), how to pick an offer and how to get traffic to it.

We'll also discuss how most people coming online nowadays are being pulled from pillar to post and are losing their focus, getting discouraged and quitting. There is a simple solution to that problem for anyone brave enough to follow it - I'll reveal all in that chapter!

Finally we'll discuss how to take things to the next level and really build up an 'empire' as promoting one offer can make you a lot of money, but it is not good to have all your eggs in one basket just in case that basket catches fire!

Remember though that nobody really makes money online with the push of a button, behind every lazy person making money online is a trail of hard work, blood, sweat and tears. To get to the point where you earn passive income from your websites requires some good hard work!

Don't let this guide sit collecting digital dust after you've finished reading it - you HAVE to take action if you want to get anywhere...

"A journey of a thousand miles begins with a single step."

Lao-tzu

Also - keep the outcome in mind - what are you working for? How will your life change if you can make enough money to leave your job? Fixing what you are working for firmly in your mind will help you get over the hurdles you will run into along the way (and there are always hurdles!).

Now let's get stuck in.



Why Choose Affiliate Marketing?

Have you ever thought about your ultimate business? The one that you'd happily wake up in the morning and jump out of bed just to work on?

Well for most people then affiliate marketing offers them the ultimate business. Imagine not needing a product, not needing to look after customers, not needing to worry about taking money in and getting chargebacks, no merchant account hassle, no big setup time, yet an almost unlimited earning potential - that is what affiliate marketing on the internet offers.

As you are promoting other peoples products then you don't have to worry about anything but getting them targeted traffic and letting them do all the heavy lifting. Oh sure you still have to work within the guidelines of the affiliate networks (and advertising regulations etc!), but you have far fewer restrictions and responsibilities than a product owner.

You can be in a multitude of niches and keep the ones that make you the most money, rather than being committed to your product and trying to make that as profitable as possible, you can just find the best converting offers and use them!

Plus in the ultimate business you would be able to step away from it without it coming crashing down around you - imagine what would happen to most small businesses if the sole employee went on holiday for a month...

Even as a product owner then you'd be hard pushed to take that amount of time off without having people drafted in to look after things, but if you have a network of websites up and running driving traffic to your offers then you can step out for as long as you like and as long as the traffic to those sites is not dependent on your being there, then your websites will carry on nicely churning away making you money.

Sound good?

This is the dream that most people have when they first start trying to make money online, and believe me it is possible, most never reach that stage as they don't put the effort in, but having websites that make you money and bring in traffic without you needing to constantly monitor them is relatively easy with a bit of hard work up front.

Now I know some people will be screaming at you saying that the big money is in being an infoproduct owner and having affiliates promote it for you. Sure if you have a product and you have 20 good affiliates making sales for you all day long then that is good and can probably make you a lot of money.



But that is not the ultimate business as you need to be there for all the problems that customers have, refund requests, download problems, people trying to get it for free by bypassing your payment processor... Plus you will have to spend a long time creating a product and researching the best market to get into, then you need a copywriter for the salesletter and you need someone to process payments etc etc.

You can see which one is easier! ;)

Make money from affiliate marketing first, that will show you the markets that have potential and the products that customer love, then you will have a) a much better understanding of the kind of products you should create, and b) money to reinvest into getting it all setup for you!

Now let's look at the future to make sure you don't shoot yourself in the foot!



Keep the Future in Mind

There are so many different strategies to make money with affiliate marketing that it is hard to know where to start, and you will be continually pounded with new strategies every day. There are two things you need to watch out for though, assets and reputation:

Assets

You need to think about your future business - you want to build a growing business with assets, not a sleazy short-term business that cannot last. Think about the techniques where you go into forums to pretend to be someone you are not and get people to click through your affiliate link - is that building a long term asset?

Long-term sellable assets are products, websites and domain names, brands are also assets but just make sure that brand is not you, because if the brand relies on you and your name you can't really sell it!

Short-term techniques are ok at first to start learning the ropes, but you need to switch to building up a website/blog as soon as you can so that the links and traffic you build up can start to earn you some love from the search engines and get you free traffic which grows over time.

You can sell those websites for some good cash if they are making money! If you create products then again you can sell them if you need to or if you retire/get bored etc. A brand helps you to get more recognition and hopefully more business while you own it, and then it will drive the price up for your products and site when you sell them.

Reputation

There are eyes everywhere - and people are very vocal online, watch out that you keep a good reputation in your niche and just in general. If you email a bad customer to give them a piece of your mind then it could end up on forums and all sorts, destroying both your chances of getting customers from there, and JV partners to help you sell any products you create.

Bad news travels fast, so if you do anything like that, or even promote bad products, give bad information etc then people will find out about it and it will come back to haunt you sooner or later.

But having a good reputation can open all sorts of doors! Good news also travels, maybe not as fast and far (that's the way of the world), but it does travel. Imagine if you have a website in a certain niche and someone likes what they see so much they post about it in a forum - free traffic! Or you give such good customer service to someone that they go and post about it on



their blog or in a forum - free traffic again! Meanwhile you could gain a powerful JV partner or just a loyal customer.

You never know what is round the corner on the internet, or what the person emailing you can do to help or hinder you, so treat everyone like gold and you should always come out on top!

Also - every time you do something to promote an affiliate program stop and think, "If I sat down with the product owner and told them what I was doing would they be ok with it?" - that will stop you from promoting in ways that might get you into trouble or again ruin your reputation (like spamming craigslist repeatedly which seems to be popular with people teaching CPA methods).

One more thing...

Don't forget to treat this like a business, it doesn't feel like it to most people, so they mess around and don't treat it seriously. You need to make sure you both commit the time to this that you would a 'real' business, and that you keep everything legal and get ready to submit accounts etc as you need to etc.



Choosing Where to Start

Ok so you are eager to get going I know, you want something to get your teeth into and you have no idea where to start, well the easiest way I know of to get started is to join Clickbank.com and start to promote their products.

Why Clickbank? Well they are easy to join, no approval process, you just enter your details and confirm your email and you can be up and running. Plus they have a lot of products in different niches so you can start to test out different promotion methods and find niches you like working in.

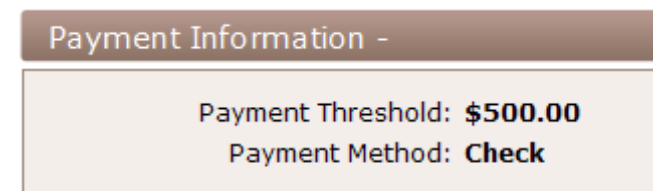
Finally they are easy to use, you just grab a link and promote that and all commissions get paid straight into your account as soon as someone buys, you can see as soon as you go in how much you have or haven't made. Oh and the products are all digital so you can get as much as 75% commission on the products!

So to start with then head over to Clickbank.com and sign up, you'll find a 'sign up' link at the top of their homepage that takes you to the form you need to fill out. Make sure your 'affiliate nickname' is something sensible as it will be visible both to product owners and the public when they click through your link (it appears at the top of the page and the bottom of the payment page), take it from someone who used a silly nickname at first that it just doesn't look professional!

You'll need to confirm your email address, but after that is done then that's it, log into your account and you'll find 4 tabs at the top to navigate by:



Select account settings and look towards the bottom of the page, you'll see it asks you what your payment threshold is, how much you want to accumulate before they pay you, and the payment method, you can see below what mine is set at:





Now at first you will have to be paid by check, until you have received about 3 checks then you can't change that option, after that you should be able to select direct deposit to have it go straight into your bank account. I still like receiving checks in the mail so I keep it on that!

Please note that when you first open your account you have to get 3 people with unique credit cards to purchase through your link before they will pay anything out to you.

This is to stop people signing up just to buy things through their own affiliate links and effectively get a discount on everything they buy from people who use Clickbank to process payments. If you see this on the 'Reporting' tab:

\$63.59	CDR
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That CDR stands for Customer Distribution Requirements and means you need more unique transactions.

To check if you have made any commissions (which you'll do a lot at first! I check once in the morning and once at night now) then just login to the account, with your brand new account you'll see something like this:

Weekly Sales Snapshot

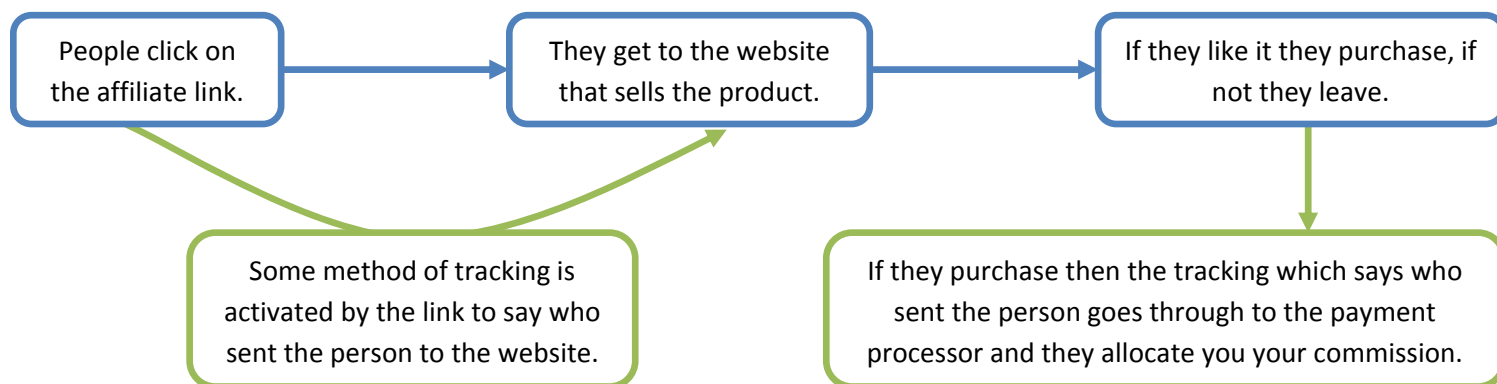
Week Ending	Gross Sales
2009-05-27 (current week)	\$0.00
2009-05-20	\$0.00
2009-05-13	\$0.00
2009-05-06	\$0.00
2009-04-29	\$0.00

Daily Sales Snapshot

Wed May 20	\$0.00	
Tue May 19	\$0.00	
Mon May 18	\$0.00	
Sun May 17	\$0.00	
Sat May 16	\$0.00	
Fri May 15	\$0.00	
Thu May 14	\$0.00	
Wed May 13	\$0.00	
Tue May 12	\$0.00	
Mon May 11	\$0.00	
Sun May 10	\$0.00	
Sat May 09	\$0.00	
Fri May 08	\$0.00	
Thu May 07	\$0.00	
Wed May 06	\$0.00	

That is where your commissions will show, grey and green bars will come across representing how much you have earned compared to other days and the amount will show up on the left of the bar. At the end of the week the top part will update to give you a weekly total.

Now you need an affiliate link to get people to clickthrough so you can make a commission, the basic affiliate marketing process works something like this:



The person following the link is only aware of the blue parts, the green parts are more or less hidden (the tracking can sometimes be seen and manipulated, but that is only really when selling to other online marketers who know what to look out for!).

So to get your link first you need to go to the Clickbank Marketplace to find a product. To get to the marketplace look at the top of the Clickbank site and you'll find a grey link for it.

[Home](#) | [Sign Up](#) | [Marketplace](#) | [Blog](#) | [Log In](#)

Then you'll get to a search form, now this has a strange search feature, so it is easiest just to use one word to search or you'll get inaccurate results as it treats two words as two separate searches for information (so dog training means you'll get dog products and products containing the word 'training').

Or you can just select one of the categories and click 'go' and it'll show you all the ones in that category (good for getting ideas of what to promote if you are struggling). Let's look at the top 3 search results for 'business to business' which are current at the time of writing:

1) New Day Trading Robot. Watch The Video. Enuff Said...**

\$/sale: \$94.50 | Future \$: - | Total \$/sale: \$94.50 | %/sale: 75.0% | %refd: 74.0% | grav: 146.60
[view pitch page](#) | [create HopLink](#)

2) Registry Easy - #1 Converting Registry Cleaner & System Optimizer.

Stunning Conversions With Extremely Low Refund Rate. Dedicated Affiliate Support. Extraordinary Customer Service. Any Kind Of Conversion Tracking & Multiple Landing Pages. Talk To Us!
[Http://www.cheesesoft.com/affiliates/registry-easy/](http://www.cheesesoft.com/affiliates/registry-easy/).
 \$/sale: \$31.00 | Future \$: - | Total \$/sale: \$31.00 | %/sale: 75.0% | %refd: 77.0% | grav: 186.65
[view pitch page](#) | [create HopLink](#)

3) Affilorama :: The #1 Affiliate Marketing Training Portal. Affilorama Offers Written And Video Lessons, Tools, Tips And Support Allowing Complete Beginners To Build Up A Successful Affiliate Marketing Business From Scratch. Visit AffiloBlueprint www.affilorama.com/affiliates For Resources And Details.

\$/sale: \$85.99 | Future \$: \$49.87 | Total \$/sale: \$133.90 | %/sale: 50.0% | %refd: 86.0% | grav: 117.39
[view pitch page](#) | [create HopLink](#)



Now before we get into how to choose an offer, let's finish how to get your link, do you see where it says 'create HopLink' under each product? Click that and up pops a box, put in your affiliate nickname and click create and it will spit out a link for you to use.

The link will look odd due to the new 'HopLink Shield' that Clickbank use which encrypts peoples links, but you don't need to worry about that, if you use that link and somebody clicks it then it will redirect the person to the appropriate site as well as passing the information on that you are the affiliate for it.

Now let me quickly touch on how to get into different affiliate networks - then we'll move onto picking a niche and product.



Getting Accepted into Affiliate Networks

Now not all affiliate networks are as easy to get into as Clickbank, I'm going to discuss two different options you have to help you get accepted, and what to do to reverse their decision if you don't get in.

For a huge list of affiliate networks you can join then head over here:

<http://www.associateprograms.com/articles/228/1/Affiliate-networks-list/>

But here are some of the top ones you will want to try and get into:

<http://www.cj.com>

<http://www.shareasale.com>

<http://www.clickbank.com>

<http://www.linkshare.com>

<http://www.paydotcom.com>

<http://www.pepperjam.com>

Ok so the main thing that trips people up on their affiliate network applications is when they are asked how they are going to promote the programs and what the URL of their website is... Now it is not absolutely crucial to have a website, you can say you promote using purely PPC and you'll buy a domain name that suits the products you find in their network to use for that.

That has worked for me in the past, or you can build a dummy website, buy a large pack of PLR articles (say 100), go and grab a professional free Wordpress theme (type 'free Wordpress theme' into Google and you'll have a load of options) then install the theme and load up all the articles and make sure it looks professional.

Voila! You now have a 100 page blog you can submit on the form! Heck you might even make money from that site from traffic the search engines send your way!

If you get rejected from a network either move on and find another (you only need one or two to get started, after you are making money with a few then you really will have websites to show other networks) or you can email or phone them and talk to them about why your application was rejected - often that is enough to get the decision reversed.

I have done it with a fitness site that rejected my application even though I had a fully functioning fitness blog with content on it, I emailed the affiliate manager after being rejected and said I was disappointed as I was hoping to promote their products on my blog (note - be professional, no moaning!) and within 30 minutes they'd approved me and I was away!



What Should I Promote?

So now you should have access to a few different affiliate networks and a variety of offers to choose from - but which should you choose? Well this section and the next tend to blend together, you need to think about how you are going to promote an offer and what you have experience in before you choose something.

One important thing that will help you decide is how well the offer/product is selling currently, pretty much every affiliate network has a way to show how well each product is selling, in Commission Junction you'll get something like this:

<u>3 Month EPC (GBP)</u>	<u>7 Day EPC (GBP)</u>	<u>Network Earnings</u>	<u>Sale</u>	<u>Lead</u>	<u>Click</u>
£68.73	£64.65	<div><div></div></div>	Sale: 8.00% USD		

The 3 month EPC is the average earnings for affiliates per 100 clicks on their affiliate link, the next is the same but for the last 7 days. The network earnings is just a representation of how many sales have been made for this site recently compared to others in the network, then on the right it says how much they agree to pay you for bringing them a sale (sometimes is per lead or click hence the headings at the top of the other columns).

This means you can quickly compare programs and see which are generating the highest commissions (EPC) and which are selling lots and lots of their products (network earnings). You can then decide which ones are best and whether the site or niche is worth exploring (if all the sites in a niche have low stats then it might not be a great niche to go into).

The same can be seen at Clickbank but they have slightly more transparent figures, below is an example of the figures below a product in the marketplace:

\$/sale: \$94.14 | Future \$: - | Total \$/sale: \$94.14 | %/sale: 75.0% | %refd: 75.0% | grav: 150.81
[view pitch page](#) | [create HopLink](#)

- **\$/sale** - is the amount per sale that you would make
- **Future \$** - lets you know any future commissions you can get if the product bills them on a recurring basis
- **Total \$/sale** - totals the immediate and future commissions to give you an idea of what the average sale can get you in commissions
- **%/sale** - the percentage of every sale you make that you get as commission
- **%refd** - the percentage of the total sales for this product that affiliates have made
- **Grav** - this is the important one, the basic idea of this is that it represent the amount of affiliates that have made a sale of this product in the last 30 days.



The gravity is more involved than that and makes allowances for the time that has elapsed since an affiliate last made a sale etc, but just thinking of it as the amount of affiliates successfully selling the product is enough for what we need.

So in Clickbank you need to look at the amount that you make per sale, and the gravity, if the gravity is over 30 then you know that the product is selling well so when you drive quality traffic to it then it should convert and make you some money. The products with a lower gravity are either new or they might not have a good salesletter or offer to actually convert visitors to sales.

Don't forget that the products with extremely high gravities may look like the best ones to go for - but they will also be the ones with the highest competition due to all those other affiliates out there trying to make sales too.

Now you need to choose the niche you want to work in.

A niche is just a subset of a market, so in the pet market you might go for dogs and then dog training for instance. But how do you choose which one you want to enter?

Step 1: Well first you need to think about the kind of niches that you have experience in, things are a lot easier when you actually know something about the subject and the people you are trying to connect with. Writing articles, planning content, choosing the best offers, all of that will be much easier in a niche you at least have some experience in.

Yet you can't follow a niche blindly just because you like it or have experience in it, you also need to check out the offers to see if people in that niche are buying and there are things you can make a commission on.

So if you find a niche you are comfortable with based on your experiences and it looks like it will make money then perfect, check that against the next steps to verify it and maybe move forward with that. If you can't find one that way, then move onto plan B, find all the best niches based on what stuff is selling like hot cakes, then make a list of them and choose the one you think you would be most comfortable researching and writing about, then move onto the next step.

Step 2: Now you have to take things a step further and make sure you can contact the people in that niche, the affiliates selling lots of products in that niche might be big forum or website owners which already get a ton of traffic, if you can't find a way to get a foothold in that niche then you'll never start to make sales and be able to crank things up.



The first thing you need to look for are the number of articles being submitted in that kind of category at EzineArticles.com. That is the biggest article directory and you can get both traffic and links from there when you need it, but you can also get content ideas.

The internet is driven by content so you are going to need to be in a niche where you can write lots about it, a great indicator of this is how many articles other people are submitting to EZA. This also gives you a great source of ideas for your content, if someone wrote an article on 'The Top 5 Ways to Groom Your Dog' then you can write an article on the 'The Top Tips For Perfect Grooming' or something like that, you can use their work to jump start your own (no blatant copying though).

You will soon see when you start digging how many articles are being submitted, and how popular those articles are (it tells you at the bottom of each article how many views they have had). That gives you a great indication of how easy it will be for you to submit articles and get traffic. Pay close attention to the 'Most popular' articles list near the bottom when you are looking into the articles, that shows the most popular articles in that category and you can then scroll down and see how many views they have received, if they are only receiving a few thousand views to get to the top of that list then there might not be that much traffic on offer.

Don't forget to check all the categories you could submit to, there might be one obvious category - but think of all the others you could submit articles to that are related to your niche, you might find a great category that gets a load of views!

Now check for large forums in that niche, you can use <http://www.big-boards.com> to help you with that, that is a directory of forums and message boards and it usually tells you how many posts and members a forum has so you can compare the size to other niches. Or you can just use Google and type in something related to your niche plus 'forum' to see what comes up.

Check to see how active they are and when the last post was etc, see if you can use that forum later to help you get some traffic to the products you want to promote.

Then you want to check out the volume of searches in your niche per month, that will help you to make sure that enough people are searching for information and products in your niche to make it worth your while.

So the two keyword tools I would recommend are:

<http://freekeywords.wordtracker.com/>

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



The top one is the free version of the Wordtracker keyword research site, that gives you data that is believed to be collected from all the really small search engines, which is then multiplied up to give you an idea of what the searches on the big search engines would be.

It doesn't sound very accurate but a lot of SEO gurus swear by Wordtracker so I guess their system must work!

Then the second one is the Google Keyword Tool which pulls data straight from Google. For free then Wordtracker limits itself to 100 results, in the paid version you can get a lot more (of course you can just vary the keyword you are using to dig deeper and get more from the free tool). The Google tool is totally free but limits itself to 200 results.

So to use these just type in a keyword that you think people would use in a search in your niche (like 'dog training' for the dog training niche, or 'scuba' for scuba diving) and look at the results that come up (if you are using the Google tool and you are not in the US then make sure you select at the top that you want results either from US searchers or worldwide searches).

There are no magic numbers, but if you have a few that you are trying to choose between then you can get a great idea of which have the best search volumes in your list and therefore the biggest potential. I'd say a good number is 100,000 searches a month for the main keywords, then a lot of smaller keywords that you can target with articles etc that maybe only get a few hundreds searches a month.

One key thing to note - the Wordtracker results are searches per DAY and the Google ones are searches per MONTH! Try to choose which tool you like best and stick to just the one so your figures don't get messed up.

Ok so you understand what to look for now to make sure you choose an offer that is actually selling well and a niche that is big enough for you to work with - now you need to choose how to proceed. I said to keep the future in mind so make sure the niche you are going to enter has enough scope to create a website about, you don't want something that will be tricky to expand on if you start making money with it.

I like to choose moderately popular products so you balance moderate conversions with moderate competition from other affiliates, then I like to have multiple products or sites I can promote in that niche so I can test out different offers and find which ones convert best for the traffic I am sending. You never know what your target prospects are going to really 'connect' with so if you just put up one offer and leave it up as you are making money off it then you could be leaving lots of money on the table!



Once you have a niche you are happy with and some offers in mind (or multiple niches if you want to test things out even more and find which ones bring in the most cash) then you are ready to start testing things out, so let's move onto how to promote those offers.

Oh and don't forget to grab your affiliate links for the offers you have chosen!



How Should I Promote the Offer?

There are a huge range of different promotional methods that you can use, which ones you start on are up to you. I'd recommend staying away from PPC first as you need to make sure you can make sales from free traffic before you commit any money to promotion.

Sometimes offers are confusing as others may be selling the products well according to the stats on the affiliate networks, but they may have a certain level of trust with their prospects (like a forum owner) that you might not be able to duplicate. So you find you can't sell it that well at all and you get frustrated as you think you are doing something wrong. That is why we start small as a 'testing' phase - if you can start making some money from these offers you know you can then expand things and start to build up your affiliate empire.

I want to take a minute to talk about all the 'magic bullets' that you get offered on a daily basis from other marketers. It is very rare that the products live up to their hype and you will find that you just waste your money on them. You can't afford to lose your focus - the people who do the 'boring' and old fashioned techniques day in day out tend to win in the long run as these are the tried and tested methods that have worked for years and years!

Plus all the new techniques that are being banded around tend to be short term, especially when they sell how to do it so that technique suddenly gets flooded with other people doing it and all the tools and sites that they tell you to use catch on to what you are doing!

When you get distracted then you stop doing what you need to do to get results, and when you keep trying new ideas and strategies and finding that they don't work then it can sap your morale.

I'd say this is one of the biggest reasons that people fail to make money online, so unsubscribe from people's email lists if you have to, or develop the iron willpower to avoid the glitzy promises and salesletters every time something new is being released. You can buy new techniques once you have mastered the old ones!

Note: Most of these promotion methods require you to direct people to a website, now with PPC you will really need one, but with the other methods if you don't want to set up anything until you know you can make some money using these methods, then you can just use a free Wordpress.com or Blogger.com blog to direct people to and have your affiliate links on there, you could even use squidoo as a landing page if you want!

Ok onto the top promotion methods:



PPC

I know I know, I just told you to avoid this, but I had to at least talk about it so you know what it is for the future. PPC or Pay Per Click advertising gives you the ability to put an advert alongside the natural search results and literally pay per click, you only pay Google when someone clicks your advert and goes through to your website.

It sounds simple, but it is not, there is a science to it and you have to worry about quality scores, click through rates, historical account performance, keyword groupings, all sorts!

But once you have an offer and niche that you know convert, and once you have studied how to use PPC effectively (buy a solid training course and not just the latest 'trick') then it can be a great way to tap into a huge amount of traffic and possibly make a lot more money.

One of the most underused aspects of PPC that you can try to take advantage of is using the placement targeting option - this means you are targeting specific sites to put your ads on rather than placing them alongside the search results. This can result in much lower costs per click and it also allows you to tap into the hard work that a website has done to get the right audience to visit the site.

But again, do not venture into the PPC world unprepared.

Article Marketing

Some people rave about article marketing, others hate it, I know a lot of top experts who swear by it, the people who hate it are either too lazy to use it or aren't using it right!

Article marketing allows you to leverage the power and traffic of the large article directories to get people to your site quickly and cheaply, in fact often it can be cheaper than PPC! A good article can be outsourced for around \$10, now in highly competitive markets where people are paying 2,3, even \$5 a click then all you need to do is get a few clicks to your site to make it worth your while. Another added advantage is that the article stays there possibly drawing traffic for years, while that \$10 on PPC would stop dead after the money ran out (yes I do have article still pulling in thousands of views a month even though I don't touch them!).

There are basically two techniques to article marketing (and we'll concentrate on EzineArticles.com for these as the other directories just aren't that important), you either try to get ranked in the search engines or try to leech off other people's traffic, let's look at each in turn:



Leeching

This is a highly effective method to get some quick traffic to your article, and if successful then it can grab you a load of traffic even though you never appear in the search engines for any terms. The idea is that you leech off the traffic from the articles that are in the search engines.

To do this takes a totally different approach, you need an interesting title that grabs people's attention and demands a click from them, also an intriguing introduction paragraph is needed again to grab people's attention.

What you are trying to do is appear in the 'recently approved articles' list on the front page of EzineArticles.com and the 'Other recent articles' list that appears at the bottom of each article in the same category as the one you submitted to.

If you get this right you can grab hundreds of views and clicks (depending on the quality of your title etc and the traffic to the articles in that category). The trick is to make sure your article gets submitted and approved just before the weekend. You will need to time this right based on how long your articles usually take to get approved, but if you can do it then as they don't approve any new articles over the weekend you'll be in those recent article lists all weekend and grabbing free views and clicks!

If you have a paid account with EZA this is a lot easier as they often approve your article in hours rather than the days it takes non-paid accounts.

With your article and attention grabbing title in those lists then you not only benefit from any homepage traffic they get as you are on the front page, but more importantly then any article in your category which is ranked in the search engines and is getting traffic can drive you traffic as they finish reading that article and come to the list of recent articles with yours in it! So you get to profit off their hard work to get ranked in the search engines!

Just make sure you write an interesting and engaging article and have a great bio box (we'll cover that later) and you can get some good traffic. Now onto the harder option.

Getting ranked in the search engines

Even with the leeching method then an article you submit will quickly fall into the directory black hole and be buried by all the new articles, never to be seen by human eyes again!

Unless your leeching article manages to get enough views to appear on the 'Most viewed' list in that category of course which would keep it at the bottom of every article indefinitely, but I would be surprised if it did unless you did some other promotion of it to get the views up (Yahoo answers, social bookmarking etc).

So the only way to get long term traffic to and from your article is to have it rank in the search engines for a term that people use to look for information or products in your niche, this means you need to do a bit of SEO (search engine optimisation).

The first and most important thing to do is to search for a good keyword to target, this is the key to getting this right. Don't forget you are going for consistent long term traffic with the minimum amount of effort possible, so don't be disappointed we are only targeting terms with very few searches a month!

I use the Google Keyword Tool for this - so head over to <https://adwords.google.com/select/KeywordToolExternal>

And make sure you have US results or 'All countries and territories' set near the top so you see what the majority of people are searching for, then type in your keyword, select 'Exact' from the drop down match type box (see picture) and then click on the 'Global Monthly Search Volume' column header to sort it by that column:

Results are tailored to the languages and countries you choose below:

English
Chinese (simplified)
Chinese (traditional)
Danish
Dutch
Finnish

All Countries and Territories

United Kingdom
Australia
Austria
Belgium

Select the US or all countries here.

How would you like to generate keyword ideas?

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

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

Enter one keyword or phrase per line:

rose gardening

☒ Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Type keyword here

Choose columns to be displayed

Show/hide columns

Click here to sort by this column

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
[roses gardening]	<div></div>	480	210	Exact
[roses garden]	<div></div>	1,600	1,000	Broad
				Phrase
				Exact
				Negative

Select 'exact' here

You should now have a list in descending order of monthly searches, you are looking for terms with roughly 300 - 1000 searches per month, that will give you between 10 and 30+ searches a day which you can try and get to click through your article. You can sometimes go higher, the important thing is how much competition there is, and going for the lower search volumes usually means there is less competition.



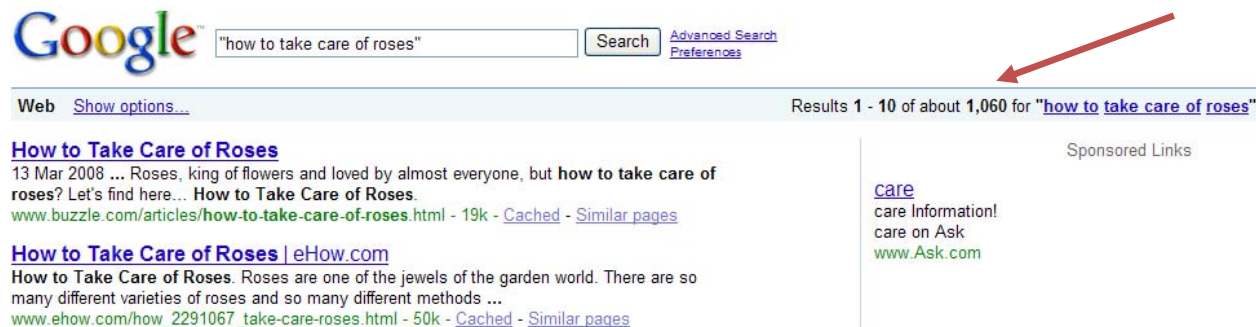
If you can't find anything with low enough search volume then that usually means you aren't using a keyword that is targeted enough, so maybe if you struggled with the term 'gardening' then use 'rose gardening' as long as that is still relevant to your offer/product, the more words you add to the keyword phrase then the more targeted you get and the less searches there will be.

Ok so grab a term, I had to change from 'rose gardening' to 'rose care' to get some good search volume, so I chose 'how to take care of roses' which has 390 global monthly searches (that just means average search volume per month, rather than the other column which refers to just the last month and might be affected by news items etc).

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?
Keywords related to term(s) entered - sort by relevance ?			
[how to take care of roses]	<div><div></div></div>	720	390

Now we take that and to search for the competition you enter it into Google.com with speech marks around it, this finds the pages that have that exact term in them, they are your direct competition as anyone who doesn't have that exact term on their page is probably not targeting it.

Then you check how many results show up, you can see mine has 1,060 results:



Google "how to take care of roses" Search [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 1,060 for "how to take care of roses"

How to Take Care of Roses
 13 Mar 2008 ... Roses, king of flowers and loved by almost everyone, but **how to take care of roses?** Let's find here... **How to Take Care of Roses.**
www.buzzie.com/articles/how-to-take-care-of-roses.html - 19k - [Cached](#) - [Similar pages](#)

How to Take Care of Roses | eHow.com
How to Take Care of Roses. Roses are one of the jewels of the garden world. There are so many different varieties of roses and so many different methods ...
www.ewh.com/how_2291067_take-care-roses.html - 50k - [Cached](#) - [Similar pages](#)

Sponsored Links

[care](#)
 care Information!
 care on Ask
www.Ask.com

That is a great number, ideally you want less than 10,000 results, although EzineArticles is powerful and you can rank with even up to 20,000 results in some niches.

So you have your keyword, now you need to write an article for that keyword, first off choose an article title that includes that keyword and precious little else, you don't want to dilute the density of the title, we want Google to see that keyword in the title and know our page is relevant to that search term. But don't forget it also needs to be readable as real people will have to decide whether to click it or not!

For my search term that is fine, but other keywords phrases you may need a word or two just to help them make sense, if they need them then add them, don't be afraid to add a few words.



So my title would just be 'How to Take Care of Roses'.

Then write an article with a keyword density of about 1 - 2%, this means for every 100 words you would have that keyword phrase in the article 1 - 2 times. Now some people swear by higher percentages and it can work well, but the article has to be readable and not seem to be stuffed with keywords, if it looks odd it will get rejected and you'll have to rewrite parts of it.

So don't go above 2% if it looks awful, mine is quite a long keyword phrase so I will probably stick to 1% with it, I'll write a 400 word article, get the phrase in at the beginning, the end, and once or twice in the middle.

Just add the phrase in naturally, and again if you have a strange phrase and need to add a word or two into the middle of it to get it to make sense then do it.

Once your article is complete then add a bio box to it, submit it, and then if it is approved you need to build a few links to it, social bookmarking is probably the easiest way, and try to make sure you get some with the anchor text (the text in blue on the link) the same as the keyword phrase you are targeting (WLMarketing.com can do 30 social bookmarks for \$4).

If you do all that then hopefully you will get onto the front page and/or the first position for that keyword. It is not guaranteed, some will stick, some won't. Some that do stick will have less traffic than you thought and some will have considerably more, the keyword tools are sometimes misleading.

But the idea is to get lots out there and have some stick, if you find you are at #5 and still getting some healthy traffic then consider getting more links to the article so you can try and get it up to #1, but otherwise just ignore the ones that don't make it and move on and create a new one.

Writing a good bio box

Alright, this is the most important part of your article, I don't care if you are ranking for a term with 1000 searches a day - if you have a crappy bio box then you won't get people through to your site!

Lots of people like to introduce themselves in their bio box and give their site link - WRONG! The bio box is not a friendly chat, give them a reason to click through. Either more information on the topic you covered in your article, or ideally a free report or something free if they click through - get them to click!

Make it enticing and exciting, write and rewrite it if you have to until you get something that is short and punchy, exciting and gives them a great reason to click through, then TELL THEM to



click through your link and present the link. A call to action where you tell them what to do ("click this link and go grab your free report") is a great way to increase the click through rate.

If you can spend some time on this and come up with something you are happy with then getting 30 - 40% of people who read your article to clickthrough to your site is not unreasonable.

Forum marketing

This can be powerful if done right, but it requires patience and dedication. Most forums allow you to put a link in your signature to your own website (double-check before you waste any time in the forum). So what you want to do is to go in for an hour a day and just talk to people in there, answer questions with good information, post good questions, point them to good sites (that you don't own) and in return the text and link in your signature is visible under every post you make.

If you come across as a friendly and knowledgeable person then people are going to trust your link and site more and you should get people clicking through and seeing what you have to offer.

Now most forums do not allow you to just stick an affiliate link in your signature, so what you'd have to do is create a blog or website, put a page on there which gives a bit of information about the site or product you are trying to redirect them to with your affiliate link at the bottom. Now you can link to that from your signature and that should work (double-check the rules again - some forums are tougher than others).

Of course don't forget the forum signature is much like an article bio box, you need to give people a good reason to click through. This links into what you said about the offer and product on the page you are directing them to, so why should they visit your site and more importantly why should they visit the site you are an affiliate for? Do they have the biggest range of products in that niche? The best prices? A new method for something?

You could even have something as simple as 'I found a great place to buy [products] from, click here to learn more...' It is simple and doesn't look like advertising so you won't get unwanted attention from moderators (if you put something too hypey and spammy they won't be happy!). Or, 'I found some of the cheapest [products] around - click here to learn where I found them' - of course don't just say that, actually check and make sure they are some of the cheapest!

Forum marketing is all about reputation and trust, so make sure what you say about the site you want to direct people to is true, and it is a good quality site with good quality products.



Otherwise someone who buys through your link may come back to the forum and moan about you promoting crap products!

Social marketing

This is a touchy subject, technically unless you are using their paid advertising services then you are not supposed to use places like Myspace and Facebook to advertise, but if you still want to try it then here is how to do it.

Most people think that all you do is build up a great big list of friends on these networks and then send them messages to get them to go through offers, or plaster your profile with link to stuff - that is the wrong way to do it!

The power in these networks lie in the groups, there you can find groups of people who are not only interested in the topic of the group, but are interested enough to actually put their hand up and take the time to sign up to a group on it. This means they are interested in getting more information on it and finding out how other people are getting on in that niche.

Now again, think long term, you are not there to go in, drop a few spam messages saying 'Hey this is awesome check out this link' then get blocked and move on - how anybody thinks that will make any money is beyond me! You need to provide value and interact first!

So join the group and start to interact with them all, share your experiences, share good sites you have found that are not yours. Then in time you will have gained trust and be part of the group. Now whenever you write an interesting article on the subject that you submit to the directories then you can go to the group and post a link to it and tell them you just wrote up 10 reasons not to feed your cat chocolate or something which they can check out.

This means you are not spamming them, you are giving them good information, but you also have a pool of eager people ready to visit any article you want to send them to! And of course with your new super bio boxes then you can expect some of those visiting to go to your site and check out what you have to offer!

This works even better if you have your own blog as you can get links and traffic from this technique as well as the chance for anybody else in that group who has a site or blog to tell their readers about it and maybe link to it too!

The same goes for Twitter, every time you publish a really good article (not every single article!) you can head over there and tweet about it and get some instant traffic to it!



Video marketing

Video is taking over the internet and the smart marketers are finding all sorts of ways to incorporate it into their daily marketing plans.

The key to video marketing is to brand your videos with your url, make sure that your url is in the description for the video, and preferably to give people an incentive for visiting your site that you mention in the video.

Too many people rely on just having a url showing on the bottom of the video - but unless you give people a good reason to visit the site and actually tell people in the video to click through and visit your site then most people are lazy and won't bother!

Now let's look at taking things to the next level.



How to Take Things to the Next Level

Building your own site

Once you start to make some money from those promotion methods then you can think about taking things to the next level by creating your own website/blog. Take the offers and niches that you have found to be profitable and build sites around them where you provide good free content and also advertise products and services to the people that visit.

The main advantage of creating your own site is that you can start to get some free traffic from Google - if you start to put all the content you have been submitting to other sites onto your own blog then your site will start to grow and catch the attention of Google.

You won't start to get massive traffic unless you start to do some SEO to your site, and that is a whole new guide, but by building up backlinks (from all your marketing efforts where you link back to your site to get people to visit your articles and go to your opt-in page and your product recommendation pages etc) and adding in content then you might be surprised by how much free traffic you can get for all the small phrases that naturally appear in your content.

However once you get to the level where you are considering building a good site then I recommend you start to look into basic SEO (search engine optimisation) straight away so that you can start to build your site the right way from the start and work towards getting ranked for some juicy keyword phrases that will pull you in some insane free traffic every day!

You are then building up an asset and building a following of loyal readers (with a blog then people can subscribe and get notified whenever you make a new post). Not to mention the fact that having a blog or website gives your product recommendations more credibility than just sending people straight to offers from a squidoo lens etc!

Building a list

Once you have your own site then you will also want to start building a list, this can be one of the most profitable things that you do! Lots of people are intimidated by building a list, they don't know what to send people or how to make them click through their affiliate link.

I must admit that I struggled with this for a time, but you are constantly creating content for your site and posting that to directories and your own site right? Well often all you need to do is tell your list about that new article you posted, or that video you just made, that can be one of the easiest ways to get started.



Most of us are quite happy to sell to people in an article or on a video, but when it comes to an email then we start thinking about being accused of spam and we lock up, directing them to the articles on your site and then selling to them there gets past that.

Heck I even know people who make a nice chunk of change just having AdSense on the pages they send people to from their emails! The more times you can put offers in front of people then the more chances you have to get people to take the actions you want them to.

Don't forget in emails and on your site that the products you try to get people to buy through your affiliate link should be presented in the manner of a friendly recommendation, don't just say 'For a great dog training course click here' - that is impersonal and not likely to get many clicks, but if you say 'If you are having trouble training your dog then I really recommend this great course I found that can help you out - click here to find out more' then people are more likely not only to click, but to visit the other site eager to see what the product has to offer.

Also don't forget that people like to spend money and buy products, so don't be scared to promote higher-priced products to your list either, that means you can take your commissions to a whole new level!

Expanding your empire

There are basically two ways that you can expand your empire, either get more traffic to your existing site, or even better - build new sites in new niches. Once you have a site chugging along nicely and making some good cash then you can start to think about a new one, this will give you an exciting new challenge so you don't get bored, as well as making sure you don't keep all your eggs in one basket in case the other site gets hacked or dropped from Google for some reason! That would be a disaster!

Imagine having 10 sites all grabbing tons of free traffic from Google and pulling in 2k a month each...



Final Thoughts

Affiliate marketing does not have to be complex, the plan that I have outlined here can be used to build a business that makes \$1,000 a month or \$100,000 a month, it just depends how many sites you want, how big you make them, and how good you get at bringing in traffic to the site.

Keep your site fresh, update it at least once a week - and make sure you don't get lazy with marketing it, fresh links and visitors are the lifeblood of a website and the more people you get the more money you can make!

Also make sure you test! Simply changing the offer you are promoting across the site (using banners etc) could double your income if it converts to clicks and/or sales better than the one you currently have. Don't fall into the trap of constantly trying to increase your traffic and not testing, a simple test might increase your revenue by 25% with a new banner or offer or a new bonus you offer people to buy through your link etc, to get that kind of increase with just more traffic means you'd need 25% more traffic every day which is a lot of work!

So that's it - get out there and start to learn the ropes, as you go along you'll inevitably make mistakes, hey we all have, but things will get easier, things you struggle with today will be second nature soon, and then you can enjoy the real internet lifestyle that all those people trying to sell you the 'magic bullets' are promising you!

Good luck!