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Blogging For Affiliate Marketers

1) Getting Started...

Welcome to Blogging For Affiliate Marketers. In this publication you'll learn why to Blog, what to Blog about, and how to use Blogging to boost your Affiliate income. This is not going to be some huge all-encompassing tome full of fluff and filler – for one thing, the “Type A” Affiliate marketer wouldn't sit still long enough to read it, preferring instead to be working at making money.

To that end, this report will NOT teach you how to set up a Blog. If you're not sure how to go about setting up a free blog quickly and easily, click on this link and download my free guide to setting up a Blog:

[The Quick-Start Guide to Becoming a Super Blogger!](#)

For those just starting out at affiliate marketing, let me point out that it's a long-term venture unless you have a fair dollar already to invest. If that's the case, use the bulk of it to buy all the Pay-Per-Click traffic you can from Google and similar services, and consider other avenues like Blogging as support for those activities.

For most people just starting out, however, the goal is to add to your current income and quite possibly build a long-term, secure income to augment or replace your full-time income, or possibly to aid you in your retirement. Another huge group of affiliate marketers are the students hoping to graduate college debt-free, and maybe even have sufficient affiliate income to be self-employed right from Graduation Day.

Or perhaps, like Teri & I, you're already involved in Internet marketing and Niche marketing, and want to monetize your websites, e-zines and

blog more fully. No matter what your reasons, a Blog can be a powerful ally in your quest – and one of the least expensive!

To get started, make sure you have the proper tools to build your affiliate business. At a minimum, you need to be constantly building your opt-in mailing lists and posting to your blog. The optimum set of tools is your opt-in lists, your blog and your web site or mini-sites. Let's get the lists and site out of the way first, shall we?

For Your List-Building:

First, set up free accounts at the best online list-building resources. These don't cost anything to join, but if you can afford to upgrade at them, do so – you'll get more leads added to your list and will be able to e-mail them more frequently. But if cash is tight right now, set up a free account & upgrade when income permits.

Here are a few to get into – remember, the number of prospects you can send your offers to is critical, so be sure to join all of these, and any others you come across that look interesting. These are NOT safelists – these are legitimate list-builders, most using a matrix system similar to your affiliate programs.

- [Your Lucky List](#)
- [The List Machine](#)
- [123 List Builder](#)
- [List Dot Com](#)
- [Opportunity Dot Com](#)

Start with those five, because you don't need a web site, blog or anything else, other than an e-mail address, to use them. Familiarize yourself with how each one works, read through the postings at their forums, etc.

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Quick Note: If this sounds like too much time or too much trouble, stop reading now, put this away, and go spend some quality time with your loved ones or friends. Affiliate marketing takes time and effort, and the amount you invest of each will directly affect your earnings – if you're not prepared to put in your time in the trenches, you won't win the war – so don't even bother wasting your time with affiliate marketing. The 'Net is littered with sob stories from those who say affiliate marketing is a sham, sure that they're right because they failed at it through not enough time & dedication. Don't kid yourself – if you're not disciplined enough to stick with it and do what's required on a regular basis, you'll only waste your time and money in a futile attempt.

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Still with us? Good! Now, there are two more free powerful list-builders, but participation in these requires you to have a web site to add their code to. Join them now and add them to your site, or just make note of your codes and add them when you start your site.

- [ListInferno](#)

- [OptIn Storm](#)

So why all this focus on opt-in lists, especially in a blogging report? Because your mailing list will always be your most powerful tool, and it and your blog enjoy a symbiotic relationship – that is, each supports and expands the other. Getting a prospect to your blog isn't that hard – and you may get them through to your affiliate offer. But then what?

There are two flaws in that model, even though it's the most common one online. First, any direct marketing association will give you the figures – something like **70% of all sales happen after the 6th or 7th contact**. So even though you got the person through to the landing page, they're not likely ready to buy yet. But how do you reach them again? You don't even know who they are! And secondly, even if they do buy, how do you let them know about your next offer? Assuming they trusted your recommendation enough to make that initial purchase, they're amongst your hottest prospects for future sales – but how do you reach them?

That's why you need to get these people onto your lists, having gotten their permission to send them your e-zine or e-course. Some sources will tell you that e-mail marketing is dead, that it doesn't work any more. Maybe it's not

working for them, but Teri & I make our living though it so obviously we'd beg to differ!

What they probably mean is that the anti-spam laws prevent them from buying massive lists and sending them dozens of unsolicited offers, or that they have too much trouble getting their mailings through the spam filters at all the big ISP's these days. Once again, it's the duo of your list and your Blog that come to the rescue. If you're discussing a niche site or offer, you're fine with your list – you can talk about cooking all day long without setting off the filters and having your e-mail stopped dead in cyberspace.

But if you're trying to have a serious discussion about Internet marketing or Affiliate marketing, you're treading thin ice with e-zines – if the recipient hasn't white-listed your e-zine address, there's not a lot of chance it'll get through. Studies have shown that as much as 60% of your mailing may never reach your intended recipients inbox.

Your blog to the rescue! Take everything you wanted to say in your e-zine and turn it into a posting to your blog. Then send out your e-mail saying something like:

"I want to talk to you about an important issue today – please [Click Here](#) to read it on our blog!"

Or

"I just posted some information you'll want to see right away - [Click Here](#) to see it now!"

Either way it'll still get your message across to a lot more people than messing with the spam filters. Plus, many people would rather read a longer message on a web site than in an e-mail.

And your blog will help build your lists, too. Be sure you have a link to your subscription pages on each page of your blog. Log into the list-building services you signed up for above, grab a couple of the suggested e-mails they provide to get new members, and use them as blog posts as well as mailouts.

They're an excellent way to keep in touch with your lists and post to your blog when you have nothing else to send right then. Keeping in regular touch

with your readers is an important part of your online credibility – over time they'll come to feel they know you, and that's the first step toward earning their trust. Similarly, you can't always be sending pitches, or they'll unsubscribe faster than you can get new subscribers. If you word it correctly, they'll see these messages as you pointing out free resources to help them build their own business – something truly valuable to most people trying to do any form of business online.

The next issue is your web site. **Before you ask, yes you do need a site if you want to do really well in affiliate marketing.** You need to a) capture the contact info & get permission to e-mail them, and b) pre-sell them on the item or resource you're directing them to. (Pre-selling is simply getting the prospect into a frame of mind where they're ready to buy. It's not meant to sell the product – that's what the company's site is for. To find out more about this process, talk to the experts – see [the SiteSell web site](#).)

Each program you participate in should have either a landing page of its own on your site, or even a site dedicated just to that one program. Which one depends on you and on the program – if there's a lot to say about it, give it a few pages. If it's a very simple offer, like one product, just dedicate a single page to it. Decide how much to put in to it based on what you feel it needs, and whether you think the return will be high enough.

You will need to set up an **Autoresponder** or two for each – at least one to send the e-zine from and possibly one with a pre-written series of e-mails on the topic. For example, if you're selling or recommending cookbooks, you might load 50 recipes into it and offer people free recipes to join your list. Each week the Autoresponder sends them the next recipe on the day you set, and your list keeps building while all you do is send traffic to the page.

And that's a targeted niche list – powerful because you already know they're interested in cooking, and you're sending them all this free stuff they love! Sure, some will join and just collect the freebies, but if one or two in a hundred end up buying from you you're on your way! We do that with everything from Health & Fitness tips to crochet patterns on our niche sites, so we know that it works that way...

Don't panic, though – your sites and autoresponders don't need to represent a major investment. We host a bunch of our niche sites at the

[Ultimate Marketing Center](#), and highly recommend them. For under \$20 a month you can host up to 5 separate sites in one account, and you get unlimited pro autoresponders as well. You even get your own affiliate program, in case you want to sell anything online along with your affiliate marketing.

OK – So now you've gotten set up with the free list-building services, gotten your codes from the ListInferno and OptIn Storm sites and added them to your pages, set up your hosting and autoresponders at UMC, and began your blog at Blogger... (Remember, if you need the info on how to set up the blog, it's available free at [this site](#).)

In the next section, we'll take a look at putting the whole system together to create your affiliate marketing juggernaut!

2) Putting it all in Motion

Let's recap – your opt-in lists are to keep in touch with those who've expressed interest, build trust with them, and send them back time and again to your pre-sell pages on your web site(s). Your web site is there to get more opt-ins and pre-sell your prospects before shipping them off through your affiliate links. Sounds pretty good right there, doesn't it? So what do you need a blog for?

Your blog is mostly to promote your site(s) and drive that many more people to your site and to your opt-in lists. And it's to get your message out there when e-mail just won't cut it. In other words, it's both part of the engine itself and the body-filler that fills in the cracks to keep your operation smooth.

So here's how it starts... Put together a home page for your site, informing your visitors what your site's about and a bit about yourself – remember, people do business with people, not with web sites. Put Google AdSense ads down the right hand side, under the opt-in autoresponder form (pick that up from the appropriate section in your UMC account). Then put another sign-up form at the bottom of the page, in the center of the page. Let them know you'll give them a bonus for signing up, and then redirect them into your site.

Make the bonus something they'll appreciate. If your visitors are into affiliate marketing, give them a copy of this report. If they're web site owners but not affiliate marketers, give them a copy of the Super-Bloggers report you picked up earlier in this report – it even comes with a page to give it away from. If your market isn't people working online, but say, homeowners or golfers, do a search at Google for "golf + free report" or 'homeowners + free report' (without the quotes, though).

If some show up in your niche, download them and see which one would be the best to give away. Make sure there aren't too many links for a site that directly competes with yours, if possible. If you can't find one, consider writing a 5 – 10 page report on the subject, put your links to your site in it, and give them that. You can see a similar setup, though not exact, at the [Affiliate Marketing Special Report](#) web site. Once they've submitted

the form, they're taken to [this site](#) where they can access the information they want.

If you built the site to promote just one affiliate program, then the page they land on next is your pre-sell page for that program. Be sure to put your autoresponder form on that page as well, for those who find the page through a search engine or other link instead of coming in the front door.

On the other hand, if you're promoting 2, 3 or 4 related programs, make this a page of general information on the subject these programs relate to. Don't try to lump a bunch of unrelated affiliate programs together, make the site specific to one niche, say Fitness or Recipes. Remember, your UMC hosting account allows you up to 5 domains, so it's only \$9 for a domain name standing between you and a second site.

Link from that page to the specific pre-sell pages for each program the site promotes, and to any articles on the subject you can write or find to add to the site. Remember to add your AR code and AdSense code to each of the article pages too. Don't worry that people will use a link and leave – if they're interested in what you're showing them they'll stay & keep reading – if not they'll leave whether you provide the link or not. May as well monetize your exit traffic too, right?

As soon as you've gotten to that point, it's time to start blogging – big time! First, do a posting telling the world you've opened your new site, and provide a link to the home page. Next, before you do anything else, go to these two sites and list your new blog:

- <http://www.pingomatic.com>
- <http://www.pingoat.com>

Each of those will 'Ping' a number of directories, or let them know your blog is there so they can index it in their directories. Not only will this get your blog found, but many of them will also follow the link and find your new site. Search engines like MSN and Yahoo! will do the same – and within days you'll be in their engines. Your ranking may not be great, depending on how many sites cover the same topic, what all they find on your site, etc. But at least your home page will be in there, and eventually they'll spider the rest of the pages linked to from that landing page.

One interesting note – even though Google owns Blogger, it seems they won't index your site through the link from your blog. For Google, use their new Google Sitemaps feature – full info on how to do that is on our site here: [Google Sitemaps Info](#) (Gee – look at that – the page has a subscription form at top right and a ListInferno box at the bottom... Are you surprised?)

OK – so now your homepage is listed in the engines – or about to be. Go back to the list builders you signed up with and send out your first e-mail. Make it a nice, friendly note that lets them know your new site is up, and that they can pick up your free gift there. Your lists there will still be small – but even if it's just a total of 100 people between them all, that's still your first hundred people who know about your site.

Now go back to your blog and post an article about how neat it was sending out your e-mails through the free services, be nice to your visitors & give them the links to those sites so they can do the same. Of course, you'll use the affiliate links you picked up at each of the sites, so that those people, and anyone they refer, end up on your list of recipients too. Once again, go to Pingoat & Pingomatic & send a ping letting them know you've posted again. Get in the habit of doing this every time you post anything to your blog.

Take a look at your blog now. You'll see the post you just made on your blog home page, now placed above your first post. But look around the page and you'll see links to two other pages, one for each post you made. These are permanent pages that the engines will find through that link, spider & follow the links from. Already you're starting to build a web of links to your new site and to your list builders...

All of this blogging and pinging has probably taken you a couple of hours this time, but it'll get to the point where you can do it as fast as you send an e-mail. But for today, that's enough. You still have to do your regular daily stuff, so go on about it and ignore the desire to just keep publishing.

Starting the next day, every day add a post about another page in your site and then ping the two services again. Start with any article or information pages you've added, not your presell pages. People will find those through the links from each of your content pages, so for now push

the articles. The search engines will like those better, because they're not the same copy other affiliates are using. And that will bring you more traffic from the engines – targeted, free traffic. There's nothing better!

Unless you upgraded to paid status at the list-builders, they'll only let you e-mail your downline once a week – so you'll have 7 or 8 posts to your blog before you can send out to them again. This time, point them toward your best or most recent post on your blog. To point them to the most recent, just send them to the home page (<http://yourblogname.blogspot.com>).

If you feel another post there is more powerful, either give them the URL for the static page that article is on, or say "Follow this link to my blog, then scroll down til you see..." There's no need to send them to your site this time – each post has links to it. For best results, though, add your URL to your signature on that and any e-mail you send. Use something like:

All the best,

Your name here.
Your e-mail address.
Your homepage URL
Your Blog URL

Suddenly, over the past 8 days, you've shown them your website and your busy blog – in their minds, you've just shot ahead of most affiliate marketers, since you seem well established and credible.

Continuing posting and pinging once a day until you've linked to every page in your site, then try a few posts directly to your affiliate links. On those days, write or hunt down some additional articles about the subject you're covering and add them to your site. Update your Google Sitemap & submit that to Google, then start blogging about the new pages.

Use your growing lists, both at the list-builders & at your own UMC autoresponders, to keep people going to your site, your blog, and occasionally directly to your affiliate links, especially if they have some special promotion running for a short time. When those promos are on, use

your lists and your blog to drive traffic directly to your affiliate links – unless you're doing this full-time, it's not worth building pages for promos that only last a few weeks or a month. It can become a major waste of time constantly having to check your site for expired links and removing the pages, removing the links to those pages, etc.

Once you've gotten to this point, and can honestly say you've followed each step and done each part as it's listed, you're ahead of at least 90% of the affiliates online. By this point your first cheque should be in from Google for your AdSense ads, or at least your balance building there (they only pay when the total reaches \$100 or more), and you should be seeing some traffic to your affiliate links – maybe even some sales and/or signups under you.

Don't expect to suddenly see a rush of cash to your bank account. As I told you on the first page, affiliate marketing is a long-term venture. But by now you should be starting to see the pieces falling into place, and see enough encouraging signs to give you hope and sustain you through the slower periods.

In the final part of this report, I'll show you a couple of advanced steps to keep it all running smoothly and continue to build your empire non-stop.

3) Advanced Tactics...

OK – if you’ve done everything to this point, then chances are you’ve become more serious about affiliate marketing now that you’re seeing some returns. Your affiliate business is growing, and you’re ready to take it to the next level.

Take a look at the affiliate programs you’re promoting. Do they fit into one niche or are they scattered about on different topics? If they run the gamut of differing niches, pick out which one or two are producing the best returns – usually you’ll be seeing better results with some than with others.

Zero in on those niches, and see what other affiliate products are available that would be a compliment to the one that’s working best for you. What should you look for? Two types of affiliate programs work out best long-term – those that pay on multiple levels or tiers, where you make money on your sales and on the sales of those under you, and affiliate programs that pay a residual commission.

For example, our [Niche Marketing Magic](#) site has a members-only affiliate program that pays 35% -and continues to pay you for as long as your referral remains a member. So if you sign up 10 people this month and 8 of them renew next month, you make the commission on them that month too, even though you haven’t had to do anything. So if that month’s efforts produce another 10 sales you’d be paid for 18 members, and so on. These are called residual commissions, and can really add up over time.

Remember I said it was ‘members-only’? This is another major consideration – if an affiliate program is open to just anyone, you can end up with a lot of competition – for example, SFI boasts over 6 million affiliates! With a members-only affiliate program, that number is vastly reduced because most affiliates are ‘playing’ at it and won’t spend the money to get into the better affiliate programs.

So once you’ve found your members-only residual affiliate program, you know it’s worth spending the money to join the site – after all, you’re already making money in that niche and have a list or lists of hot prospects interested in that specific area who’ve already given their permission for you to e-mail them. What more could you want?

Spend the nine bucks to get a domain name for that offer, one that's got your best keyword(s) in it but doesn't infringe on the trademarks or copyrights of the site you're promoting. Put together a pre-sell page for it like you did for your first site, and do the whole blogging & e-mail process for it too.

Make sure you put a link on the page to your existing site, and one to it from your main site – this cross-linking becomes important for search engine rankings as your sites grow. Do a Google sitemap for this site too, and submit it to Google. Keep blogging and pinging for both sites.

If you have programs from different niches, the process is the same – with one major difference. Consider setting up a new blog in each niche you're participating in. Your Blogger control panel has a button to set up more blogs, and you treat each one just like the first – targeted keyword-rich posts specific to that niche, each with links to pages in the appropriate site. Think of each niche as it's own profit center, and follow the same steps for each.

As it all grows for you, keep each component feeding the other – use your blog to drive traffic to your site & your signup pages, use your site to build your lists and traffic to your blog, and use your e-zines to send traffic back to your sites and blog. Occasionally, put an article on your blog, then copy the first paragraph into your e-zine with a link that says – 'Read the rest HERE'. Put an article on your site, repeat the first paragraph or two as a blog post, and again add a link to the full article on your site.

Learn HTML along the way, or grab a great, inexpensive HTML editor like **123 WysiWyg** – for a free 15-Day trial, see the info about it at <http://www.marketmy.com/best-html-editor.htm>. By being able to edit the HTML yourself, you can whip new offers onto your site, change the template and appearance of your blog, etc. Plus, 123 has the same user interface as Microsoft Word, so there's no steep learning curve – and you can see what the page will look like as you build it.

If you take a look on our Blog at <http://champigny.blogspot.com>, you'll see I've modified the template for the right column – now every page on our blog automatically has links to our signup pages, all our web sites, and our Google AdSense ads. When you edit a posting it affects that page. When

you edit your template, it affects every page in your blog, even those you posted months or years ago. By adding a link to your new site there, the search engines will find it even if they're only respidering a page you wrote a few months ago.

If you're in this for the long run, avoid the programs that post hundreds of pages to your site with the click of a button, or auto-post to your blog every x number of minutes. While any tool that automates tasks is enticing, the search engines consider this to be spamming the engines, and as soon as they recognize the 'footprint' that shows them you're using one of these programs, your site will be dropped and banned from their engines, and you'll find your earnings nose-diving like a bad politician's popularity rating.

And remember, when you're stuck for what to blog about today, visit the affiliate's resource pages and find some suggestions there, or go to google & search for 'article directory + your niche keyword' (without the quotes). For example, 'article directory + fitness'. Many directories let you use their articles on your blog as long as you include the resource box at the bottom. Sure, it gives a link to the author's site, but it's a small price to pay to get pre-written copy. Just be sure to put a blurb and link to your site above and below the article in your posting.

If cash is starting to come in well, then go to eLance.com and hire a writer to write private-label articles for you on your subject – you should be able to get 20 or 30 for about \$250, and you get to claim copyright & authorship to them. Use them on your site, in your e-zine and on your blog, all linked together – then put your resource box & link on the bottom & submit them to the same directories you were getting posts from earlier, and any other directories you can find to take them. Remember, every article is another potential link back to your site, and the best articles can show up on dozens or hundreds of sites – all with your link embedded!

Over time, create or purchase some resell rights e-books or software, and add those pages into your site. Not only does it add more keyword-related fodder for the search engines to index, but you get 100% of the profits from these, not just the affiliate's share. And since you're already doing the same procedure with affiliate offers, adding them into your site, blogging about them, etc, is a snap – they even come with existing salespages to sell them from! Naturally, I recommend you join our [Niche](#)

Marketing Magic membership site, both for the **35% residual-commission affiliate program** *AND* because you get 31 tools & resources to help your online marketing efforts *PLUS* 36 e-books you can sell online and ***keep all the profits!!!*** And by staying a member, you get 3 new products every month, all with master resell rights, all with ready-made salespages for you. Yet by referring just 3 new members, it's like you get it all for free as long as they remain members – your affiliate commissions would equal more than your membership is costing you!

Check it out now - **[Niche Marketing Magic](#)**.

To your blogging, affiliate & over-all success...

Doug Champigny.

Doug & Teri Champigny Online:

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Websites:

<http://www.niche-marketing-magic.com> <== **NEW!**

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