

How to Make Money with Affiliates Alert

By Charlie Page

[Directory of Ezines](#)

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How It All Happened

A few months ago I wrote a little blurb in one of my ezines, the DOE Insider. The article was called *Why Are People So Mad?* It examined the attitudes that were happening at the time, bringing some light to the way people speak badly of each other online (especially in forums) and made the case that things are good.

I've included the entire article at the end of this report in case you want to read it.

Part of the article dealt with what I consider to be the **most surefire** way to make money online today, namely to become a Clickbank affiliate and sell Clickbank products. It's fast, clean and easy. All you do is **find great products, promote them, and cash the checks.**

Isn't this what the Internet is supposed to be about, the ability to make money easily?

Another part of the article outlined a **formula** I've used for some time, which goes like this ...

If you get nothing else from this article, at least you'll have seen something real because this works almost every time.

1. Become a ClickBank affiliate. It's free.
2. Find a hot selling product on the ClickBank marketplace.
3. Use a free tool like Good Keywords (or your brain) and create a list of keywords that describe the product. Good Keywords is free [here](#)
4. Create a Google AdWords campaign for a low cost keyword using your affiliate link.
5. Watch as you make some sales.
6. Repeat with other keywords and Overture too.

The total time to do this once is (realistically) about 4 hours. Doing the second and subsequent keywords is about 10 minutes. The money cost is about \$75. Most people can afford to do this.

A much better use of your \$75 than some eBook or even a membership to the Directory of Ezines if you have to make some money right now.

I wrote the article, published the ezine, and went about my day. Then something happened.

The something that happened is that I received **more email in favor of that article** than any other article I had written in the past three years.

Fast forward to last week, when I discovered **a free tool that finds great Clickbank products**, and you have the basis of this report.

Our goal here is to show you **the step by step method** I use (I used it this morning) to find great Clickbank products, promote them cheaply, and rake in some easy profits.

You won't get rich doing this, but you will get started. And you might just earn a car payment in the process. I think that's a good thing.

Here's How It Works

The main challenge with my little idea is **finding good products to promote**. Now an inventive programmer has solved that problem, and made his software available **free**.

While you can get a paid version, **the free version functions very well indeed**. I used the free version for a day until I could see that it was the real thing, then I bought the paid version. The paid version allows you to do more, like finding new products and seeing more product histories.

The product is called **Affiliates Alert** and you can get it free [here](#).

What I like about Affiliates Alert is that you can **quickly and easily see where a product rates in the Clickbank marketplace**. This is key for me because I want to avoid spending a lot of time and money on promoting a top placed product. Promoting a number 1 product means that I'm competing with top affiliates who are probably better at this than I am.

With Affiliates Alert, I can identify **three types of products** that can help me make money, and avoid losing money as well.

1. **New Killer Product** – This is the new **product that will become hot**. If you get in front of this by promoting early, your return on investment skyrockets. How would you like to have been the first to promote Rosalind Gardner's book or the immensely popular Turn Words Into Traffic? I know I would.
2. **Dying Product** – This is vital because **you don't want to spend hard-earned money on a product in decline**. A sure formula for failure is to promote a product that the market has rejected.
3. **Underexposed Product** – This is where the money is at! When you find a product that has been a proven performer, but hasn't 'broken through' and created momentum, **you have a winner**. Not all products you think fit this category will do as well as you hope, but this is where I would put a full 80% of my marketing budget.

I like to promote products that have the potential to break out of the pack and become a top seller while I'm promoting. That means I need to get in early, but not too early.

This was hard to do **before Affiliates Alert because it took hours** of looking at web sites, seeing where they stood in the marketplace, and trying to figure out what their track record had been.

The good folks at Affiliates Alert have an excellent explanation of how to choose the right product on their site [here](#).

Step 1 – Open Affiliates Alert

Once you download and install Affiliates Alert, you'll see a screen like this.



After you open the software, you have several choices. One of the things I like about the product is that **it lets you be in control of what you search for.**

One way to use Affiliates Alert is to find out where your product stands now, if you create a product. I was happy to see that [Directory of Ezines](#) is in fourth place in the Clickbank marketplace in our niche of Marketing & Ads – Ezines.

Since the Affiliates Alert site does such a great job of telling you all that the software will do, I'll limit myself here to a specific example. You can reach the Affiliates Alert website [here](#).

What I wanted to accomplish today was to **find a new product that looked like it would become a hot seller** (so I could get in front of the promotion curve) or a product that looked as though it is being under-promoted. This would leave room for some quick and easy promotion, and hopefully some fast sales.

If you promote a number 1 product, you compete with the world. If you promote a product that can't rise above number 30 or so, the product may not have enough value to warrant your promotion efforts. Of course, there are exceptions to every rule.

I also wanted a product in the **business to business category** since that's where my experience lies and what my ezines are about.

After inputting my criteria, I was given the following results.

Affiliates Alert
By Maayan Marzan
PROFESSIONAL EDITION

Find Killer Products

Main Category: ALL
Sub Category:
Rank on top: ALL
Newer than: 1 Weeks
Affiliate Earn: > 0%
Contain the words:
All of the words (AND)
☒ Look also in the description
Clickbank nickname:
Report Reset

Rank	Product	Earn	View	User Rank
Business to Business /				
79	Adword Secrets Revealed	60%	info & stat website	Rank It
Business to Business / Education				
42	Success Is In Your Mind	25%	info & stat website	Rank It
45	Ask The Business Doctor	50%	info & stat website	Rank It
Business to Business / New Products				
34	Adword Secrets Revealed	60%	info & stat website	Rank It
79	How To Handle Unreliable People	50%	info & stat website	Rank It
84	Success Is In Your Mind	25%	info & stat website	Rank It
88	Afta SourceBook	25%	info & stat website	Rank It
96	Ask The Business Doctor	50%	info & stat website	Rank It
102	Niche Marketing For Real Estate	25%	info & stat website	Rank It
Business to Business / Promotion				
38	Adword Secrets Revealed	60%	info & stat website	Rank It
73	Niche Marketing For Real Estate	25%	info & stat website	Rank It
Business to Business / Reports				
20	How To Handle Unreliable People	50%	info & stat website	Rank It
22	Afta SourceBook	25%	info & stat website	Rank It

Edition: PROFESSIONAL | Data: REAL-TIME | Expiration: 85 Days

Step 2 – Search By Your Criteria

If you look carefully at the first four categories, you'll see the product that interested me, [Adwords Secrets Revealed](#).


I chose this product based on four criteria, in addition to my previous criteria of business to business and a new product.

1. I like Adwords and have promoted Adwords products successfully. The Adwords program is very effective when done correctly, and is a "hot" topic right now. People need this information.
2. The book is in multiple categories which means it may become popular sooner.
3. I read the book this morning and liked it. I felt it was a good value.

- I think this book will benefit my readers, especially as it expands on a topic I've written about. We give the Jonathan Mizel and Perry Marshall bonus as a gift with a Directory of Ezines Lifetime membership. This books compliments that product.

What I really liked about Adwords Secrets Revealed was the **very specific** example he gave of how he took an ad that was a real dog and turned it into a profit producer. I looked at my AdWords and saw several places where I'll be using his techniques. You can get the book [here](#). To be fair, it is my affiliate link.

A closer look revealed that the product is currently ranked 34 in the business to business category. That's good because it is in the top 40 after only being on Clickbank a short time. **Going to their website** confirmed that this is indeed a new product, with a heavy emphasis on data relevant to 2004.

**Affiliates Alert**
By Maayan Marzan
PROFESSIONAL EDITION

Find Killer Products
Main Category
ALL
Sub Category
Rank on top
ALL
Newer than
1 Weeks
Affiliate Earn
> 0%
Contain the words
All of the words (AND)
☒ Look also in the description
Clickbank nickname
Report Reset

[Back](#)
Adword Secrets Revealed
Statistics & Information

View Website	
Description	Discover the hidden secrets of Google Adwords. Pay less, raise your ad to the top of the list, and triple your traffic!
Affiliates Margin	60%
Clickbank Nickname	asecrets

Category	Last Rank	More Inforamtion
Business to Business /	79	Ranking History
Business to Business / New Products	34	Ranking History
Business to Business / Promotion	38	Ranking History

[Why is the ranking history important? What can I learn from it?](#)

Ranking History in Category Business to Business / New Products	
Date	Rank
1/2/2004	34

Edition: PROFESSIONAL | Data: REAL-TIME | Expiration: 85 Days

What I find excellent about this is that **the entire process took me about 20 minutes**. I bought the book, downloaded it (it's a 60 page PDF) and read it in about an hour. The book is well written, with lots of graphics to support the points being made. I found it to be worth the price just for the example he gave about turning a losing ad into a winning ad.

Recap

Let's take a moment to recap the process of finding a promoting products with Clickbank and Affiliates Alert. You can do this without Affiliates Alert, of course, but why would you when it's free?

Remember, this is my process. **Feel free to modify it to suit your way of working.** I'm being fairly detailed here, which is why I outline seven steps.

First – Determine the **type of product** you want to promote. You can use the headings in the Clickbank Marketplace to help guide you. My market is primarily business to business, which generally includes anyone who markets online. The type of product you choose may depend on where you are going to market. If you publish your own ezine, you'll market there. If you do Pay Per Click or ezine advertising, you can market to anyone.

Second – Find **the right product** to market. I look for products that are rated in the top 40 in the Clickbank Marketplace. If you use Affiliates Alert this will be quick and easy.

Third – Consider the **product's history**. Has it been a top seller and now is not selling well? Is it new and on the way up? Is it so popular that everyone is marketing it?

Fourth – After you have chosen a product, **visit the website**. Does the site sell you? Is it easy to understand what the product does and why one would want to own it? Is the ordering process easy to complete?

Fifth – If you are serious about promoting and can afford to do so, **consider buying the product** and give it a good review when you do your advertising.

Sixth – Contact the site owner if you have questions or suggestions. You will be amazed at how receptive site owners are to people who are going to promote their product.

Seventh – Test the effectiveness of the web site copy. **Run some affordable ezine ads, or Google AdWords ads**, to see if the product converts as well as you hope. If it does, expand your marketing to more ezines, more keywords, and more resources.

Remember that your marketing will make sales happen. When your marketing 'kicks in', the product you are promoting will rise in the rankings and others will begin to promote it too. That's why the timing is so vital. And it is **the ability to manage this timing that is the strength of Affiliates Alert.**

Summing It Up

Allow me to finish by encouraging you to [get your free copy of Affiliates Alert](#) and try this process for yourself. Finding the right products to promote can be a time consuming, confusing, and frustrating process at best. After all, every web site owner knows how to make their product sound like you can't live without it, right?

Now you can cut through the confusion and let the numbers speak for themselves ... free!

My advice is to learn how to use the Clickbank marketplace to your own advantage. With over 10,000 products to choose from, and the ability to get paid every two weeks, it's the smartest move you can make online.

Want to Know More?

If you enjoyed this report and would like to see more of them, be sure to get a free subscription to the DOE Insider. The Insider is dedicated to Internet marketing with a focus on ezine marketing. You can subscribe to the DOE Insider on our web site at [Directory of Ezines](#).

While you are there be sure to look at our membership offer too. Over the years, nothing has proven to be more effective than ezine advertising. We offer great prices, excellent support (like this report) and over 900 ezines that sell ads, will run your articles, want to do Joint Ventures and more.

We've been online since 1998 and want your business. The first ezine directory on the planet is still the best ... [Directory of Ezines](#).

The Article That Started it All

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Why Are People So Mad?
(c) 2003 Charlie Page

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It's been an odd couple of weeks. Maybe it's a full moon or the upcoming Autumn Equinox or something else, but everyone seems to be just a bit ticked off.

The evidence for this is overwhelming. Candidly, I've not seen anything like this years. Consider these four (I'll limit it to four to save time) examples.

1. If you haven't heard the news there was a major meltdown between some well-known Internet marketers that made the war stories on CNN seem almost tame. One 'guru' literally asked his mailing list to stop doing business with another person and was willing to pay them to stop their membership.
2. A famous Internet marketer who was going to leave the marketing business instead opened a new thing and got roundly trashed in ezines, on forums, and more.
3. One guy went so far to air his grievances that he actually recorded some pretty funny (and quite harsh) messages using the new audio technology and posted them to his websites for all to hear.
4. Another well-known marketer sent a message to his list giving the top ten things that tick him off. These literally were his words.

Here's what strikes me as REALLY odd about all of these situations. In three of the four cases I cited, the person doing the complaining has claimed to be making well in excess of \$100,000 a year online.

Maybe it's just me, but it seems like ANYONE who makes that kind of money online should spend their time COUNTING THEIR BLESSINGS, not throwing stones at others.

C'mon kids, the glass IS half full!

Don't get me wrong, we deal with our share of frustrations in our businesses, too. No need to list them here but suffice it to say that there are heartaches to being in any business.

But the TRUTH is that the Internet, and being able to do business via the Internet, is the best thing to have ever happened to my business life. My health has been such that I simply could not work in a job, but, thanks in part to the Internet, I found a way to support my family and send my kids to college. I even bought the Directory of Ezines.

In my book that's pretty darn cool!

While I'm no Dale Carnegie or Dr. Norman Vincent Peale, I CAN tell you this.

THINGS ARE GOOD.

And they're only going to get better.

At no other time in the history of civilization have we been able to communicate with loved ones literally across the globe so quickly and easily. Email makes that possible. Soon, webcams will make seeing them realistic as well.

At no other time in the history of civilization has it been possible to get good, solid information on your health and curing your ailments. People are living longer. People are living better. Not everyone, but we ARE improving.

At no other time in the history of civilization has it been easier for a man or woman to start their own business. Whether your goal is to earn a million or earn enough to pay a late bill, you CAN do it with no more than an Internet connection.

Want proof? Here's the most sure way I know to begin earning today.

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The Most Sure Way I Know to Make a Buck Today

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Now please understand that I'm flawed like everyone else. Thank God I'm forgiven 'cause I sure ain't perfect.

And the last thing I want to do is be guilty of what I'm writing about today. So, in that spirit, here's my surefire way to make a quick buck online.

If you get nothing else from this article, at least you'll have seen something real because this works almost every time.

1. Become a ClickBank affiliate. It's free.
2. Find a hot selling product on the ClickBank marketplace.
3. Use a free tool like Good Keywords (or your brain) and create a list of keywords that describe the product. Good Keywords is free at <http://www.goodkeywords.com/>
4. Create a Google AdWords campaign for a low cost keyword using your affiliate link.
5. Watch as you make some sales.
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The total time to do this once is (realistically) about 4 hours. Doing the second and subsequent keywords is about 10 minutes. The money cost is about \$75. Most people can afford to do this.

A much better use of your \$75 than some eBook or even a membership to the Directory of Ezines if you just have to make some money right now.

Friends, the glass is more half full (bad grammar I know) now than ever before. We have SO MUCH to be thankful for.

So why ARE people so mad?

Perhaps it's the hype we see online. We all know in our heart that there is no huge success to be had in 30 days. Sure, you can make some sales, but you're not going to build a business. That takes time. Yet the gurus make it sound SO good! I think this leads to frustration.

Perhaps it's the endless offers we get in our email. It's fairly frustrating to get a zillion pieces of garbage when all you want is to see if you made any sales and all you have is 15 minutes to spare.

Perhaps it's the need we all have to feel defensive because we worry someone will rip us off. The Internet has take the concept of over-promising and under-delivering to a new level. Some copywriters actually consider it an art form. Sad. And then there's the pull in the pit of your gut every time you give your credit card number out over the Net.

No matter what the reason, I think there is a cure. While I don't claim to have infinite knowledge of such matters, I do know that the cure begins with being grateful for what we have.

Sure, it's okay to want more, but not if the wanting makes you forget the blessings of today.

So, here's my advice to you and me. Then a word of advice to the gurus.

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My Advice to You and Me

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My advice to you and me is simple. Pull out a sheet of paper, grab something to write with, and make a list of what you are thankful for today.

Forget yesterday. Yesterday is a memory. Tomorrow is a dream that may never come. But you OWN today. You own right now.

And right now you can choose to be happy. You can choose to be thankful. You can choose to be grateful.

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My Advice to The Gurus

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I have no illusions that any guru will read this or be changed by it. But if I could line them up in a room for five minutes, here's what I would say as a reader, customer, and sometimes follower of their advice.

Be grateful for your success. Understand that the person you are speaking to in your ezine and on your website might just be on the edge. They might have just spent their last \$50 on some product that let them down and they might need some encouragement.

Pay life back ... encourage them instead of acting smug.

Or how about this? How about taking that \$200,000, \$500,000 or Million you say you make and giving something back to the people who put you where you are?

How about sending a free product to that big old honkin' list of yours that will help them pay their

rent this month?

How about writing an article that tells them how you *really* make your money instead of teasing them with the promise of gain if they only buy the product you're currently hyping?

Do that, gurus, and then let's talk.