

## **Surf For Affiliate Profits** By Paul Senior



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## **My Purpose**

A quick over view of what this report is designed to do for you. Too many people say that you can't use free or low cost advertising to effectively market affiliate products.

The purpose of this report is to show you the proper way to set up your promotions so you won't be a naysayer anymore. If you take the time to create the necessary funnels you can quite easily boost your affiliate earnings.

## **Marketing Funnel**

Creating a plan to market your products and more importantly a funnel effect to building your list is the key. This works quite nicely to grow your business.

You start the plan with a free or low cost item to start building the relationship with people. This report is a perfect example of an item like that. You received it for free by signing up for my list.

Now I have the chance to build a relationship with you. If you like the information that is in this report then you are much more likely to listen to other items that I present to you.

The second tier of the plan will be various affiliate products that you use and recommend. This can also include your own products. Each tier will present more expensive options right up to some of the big ticket coaching products.

By creating a definite plan of how you are going to build your business you can gradually move people through your

system. Not all will move down to the next level but that is why using free and low cost advertising to constantly fill in the top of the funnel is important.

## **Capturing email addresses**

The most important thing to do when starting your affiliate business is to capture email addresses first.

Let's look at why this is important.

If you send traffic directly to an affiliate page you will either make a sale or you won't. Making a sale is your best case but even then you have given that person to the owner of the product you sold. They will capture the email address through their sales process and you don't get it with 90% of the affiliate products out there. They can follow up with a known customer and you can't.

The only thing that happened good is that you made some money but you did not build your business.

Now if you had taken the same effort to initially capture the subscriber and get them on your list here is the difference. You can still send them to the affiliate product through your email series. They still will either buy or not but here is the key difference between the first case and capturing the email address first.

If your subscriber doesn't purchase the product you can still market that product to them at a later time or another product that may suit them better.

If they do buy you still get your commission but you now have the information that you can also market other items to the customer.

## **Setting up your sales system**

The very first thing you will need to start building your email capture system or squeeze page is a quality autoresponder. My personal recommendation is [AWeber](#).

Your autoresponder is the most important tool you can have. Using some of the free and low cost solutions will cost you money in the long run. Been there done that.

Let me explain this. Email deliverability is the key to looking at autoresponders. Here is where trying to save a few dollars can come back to bite you. I have used some of the other solutions and the deliverability can be half that of a quality autoresponder service.

This means that if you send a great email that will convert at 2% to a list of 1000 subscribers and you make \$20 a sale you would expect to make 40 sales or a total of \$800. If only half of your email gets delivered that one email could cost you \$400. Not sure about you but that one email would lose you 20 times what a good responder would cost you.

Please don't make this mistake by being penny wise and pound foolish.

## **Reason to subscribe**

Now that you have the autoresponder to send subscribers to you will need to give people a reason to give you their email address. With all the spam the average person receives most people are quite reluctant to give out their email address (especially their primary email address).

You need a product of perceived value for this. It can be a report like this, a piece of software, or an e-course.

## **Strong squeeze page**

This is the most important piece of setting up your marketing funnel is your squeeze page or lead capture page. You want as much effort in this particular page as you would put into your best sales page.

This is the key to filling your funnel and using your free or low cost advertising. As Don Corleone says in "The Godfather" make them an offer they can't refuse.

## **Building the relationship**

Now that you have captured the email through your squeeze page you need too have your autoresponder series set up to build the relationship with your subscribers.

First deliver what you promised on your lead capture page.

Create a series of 5-10 emails that supply information and a variety of soft pitches to your list. This can be as simple as adding a little signature file for an appropriate product on the topic of your email series.

## **Using the free resources effectively**

Traffic exchanges are one of the best resources when used properly to build your list of prospects. Using them properly is where most people make the mistake and part of why so many people say they just don't work.

Now, if you just throw up an affiliate page then you won't be doing this effectively. Create your marketing process and gather emails. Constant communication allows you to build the relationship process.

Traffic exchanges as a free resource have some benefits and

some drawbacks. Understanding them is the key to using them effectively.

The plus is that it just takes effort or a little bit of money to generate activity. The minus is that everyone using them is looking to get their page seen not to buy something.

If you are offering something that will help them with their business you have hit upon the key to making them that offer that they can't refuse.

The other factor that comes into play is branding. Having your page in constant rotation can be one of the biggest factors in making free and low cost advertising work for you.

The more times over time that someone sees your offer the stronger it becomes. Those that are constantly seen and use things like their name and face on their pages get better results. The effect is cumulative.

I have listed below my favorite exchanges. You can click the titles to try out these resources.

[Mystical Maze](#)  
[StartXchange](#)  
[Traffic Planets](#)  
[Max Traffic Pro](#)  
[I Love Hits](#)  
[Hit Pulse](#)  
[TS25](#)  
[Link Crews](#)

These are some of the better exchanges that I use consistently. Surfing in the better exchanges on a consistent basis is another key. Focusing on less exchanges and getting more exposure will grow your business faster.

Most people using the traffic exchanges surf with some sort

of tabbed browser like firefox. Having a constant flow of page views in the top 6-10 exchanges will make it extremely likely that the average surfer will see your offer each and every time they sit down to surf.

This constant exposure will brand you and give you more credibility over time. This doesn't happen immediately but is a long term thing. If you are looking to make an instant impact with free and low cost resources do me a favor and don't waste your time. It won't happen but it can be done with a consistent effort.

Lots of scammers sell the picture of huge money with no work and no expense. It usually takes either long term effort or a lot of money to get quick results. Anyone that tells you otherwise you should run away from as fast as possible.

### **Using Co-ops**

Another way to generate traffic and a great way to test your pages over a wide variety of exchanges is to use a co-op. By doing this you can supplement your surfing over a wide array of exchanges without wasting your time and at a very low cost. [Dr. Traffic](#) is one of the older and better traffic exchange co-ops around. It is run by Jon Olson who has been running his co-op for a long time.

This can be a great way to split test your squeeze page quickly then put your effort into the page that converts best for you.

### **Tracking your results**

It is extremely important to constantly test and track your results. Using a tracking service such as [Hits Connect](#) is the best way to improve your results.

First you need to track your results from each of the traffic

exchanges. If you use [Hits Connect](#) you can add a pixel on your thank you page and find out which exchanges are getting you signups. The traffic flow from the exchanges is important but being able to know where your actual results are coming from is extremely important in making the best use of your time, money and effort.

You also need to track the results of your emails. Knowing which emails result in your sales is extremely important.

## **Conclusion**

Free and low cost advertising can be effectively used to market affiliate products if you understand the funnel principle and the importance of building a list - FIRST. I hope you have enjoyed this report and will improve your business by taking the time to build your funnel.

Feel free to give this report away to anyone you feel may benefit from it. I'll even go a step better and show you a way to make money doing just that.

## **Make Money with this Report**

Now that you have read this short report, you should understand the importance of building your funnel. But that's not the only benefit you can get from having downloaded this product.

You can also generate ongoing affiliate commissions by giving your personalized copy of "Surf For Affiliate Profits" to other marketers!

How does this work? It's simple.

This report contains the links to some great marketing tools that will help you increase your profits. When someone uses



the links in this report to sign up for a program I have recommended, I earn ongoing commissions as a result!

Pretty cool, huh? Well, what if you could take this report and turn it into your own affiliate commission generator?

With my special rebrander program, you can do just that!

When you become a rebrander, you earn the rights to replace all of my referral links with your referral links! This means when you give this report away, and people join the recommended resources, they will be joining through your affiliate link.

The report sells the services for you, all you need to do is rebrand the links and give the PDF to as many people as possible. How's that for an easy way to get free traffic and affiliate commissions?

You can become a rebrander right now and personalize this entire product for only \$17!! And check this out:

When someone you give the report to decides they want to become a rebrander, they will pay their \$17 rebrand fee directly to your paypal account!

So by personalizing Surf For Affiliate Profits right now for a measly seventeen bucks, you can pick up loads of monthly affiliate commissions, and make \$17 over and over again each time someone you give the free report to decides to become a rebrander.

[Click here to rebrand it today.](#)

## **About the author**

Paul Senior is a 37 year old part-time internet marketer from Hertfordshire, England His hobbies include country walks, cycling and playing computer games. He also helps out in his parent's pub. This is his first ebook.