

"Viral Affiliate Marketing: How to Suck In Unstoppable Affiliate Commissions through Articles"

By Joel Stenberg

www.AffiliateSecret.net

***You have full distribution rights to
this report. You may sell it or
redistribute it as you wish as long as
the content is not modified.***

Disclaimer

While all attempts have been made to verify the information provided in this publication, the author and publisher does not assume any responsibility for errors, omissions or contrary interpretation of this information. Therefore, this product should be used only as a general guide and not as the ultimate source of income education. Furthermore, this manual contains information only up to the printing date.

This publication is not intended for use as a source of any advice such as legal, medical, or accounting. The author wants to stress the information contained herein may be subject to varying international, federal, state and/or local laws or regulations. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations is the sole responsibility of the purchaser or reader.

The authors, advisors and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained in this manual.

Any perceived slight of specific people or organizations is purely unintentional.

Use this information at your own risk.

"Would You Finally Like to Blast through Any Obstacle Preventing You from Earning Big Affiliate Checks and Get the 'Insider Access' to The Most Powerful Action Plans that are Working for Affiliate Marketers RIGHT NOW?"

Subscribe to the "Affiliate Secret" Newsletter

And Get breakthrough strategies and action plans to take your affiliate business to a whole new level

At: www.AffiliateSecret.net/classroom

How many affiliate marketers make no money?

Too many! Don't be one of them. Join a proven step by step training system and get help from top experts, plus support from fellow students.

At: www.AffiliateSecret.net/poweraffiliate

Writing Free Articles

I talk a lot about writing free articles for promotional use as it's such a great way to generate traffic and profits.

One of my favorite ways to make money with affiliate programs is using article distribution.

This is the formula I use.

- 1) Come up with a great idea for an article for the affiliate program I'm promoting
- 2) Write a short 500 to 750 word article
- 3) Slip my affiliate link into the article
- 4) Write a compelling resource box and put a subscribe to a free course link in it.
- 5) Send it out to as many people as I can

Here is an example article that does this really well. Notice how he slips his affiliate links into the article.

Go to Google and type in

"Can YOU Really Make Money From Blogging"

Read that article over and over again and see how he writes it. It's very hard to even see that he is promoting an affiliate product in that article, but he is. It's called Autoblogger.

How To Write Articles **Quickly**

So how do you go about writing an article?

You don't need to be a great writer, in fact, it's best if you don't have any formal writing skills as you will most likely need to forget everything you have learnt.

You see, people like articles that read at a 7th grade level. Why? Well, who likes staring at a computer screen trying to figure out what certain words mean so they can understand an article they probably only have 5 minutes to read in?

I certainly don't.

What you do need is a very catchy topic/headline to your article. Just like an ad, an article headline can't be boring and must evoke an emotion, a reaction. It has to grab the reader's attention, so you must be very specific about what your article is

about.

For example....

How to mow your lawn

Is a bad example of an article heading because it's not specific and it doesn't grab the readers attention

How to mow your lawn in 15 minutes or quicker

Is a great article heading because it's very specific. In this article you are going to learn how to mow your lawn in 15 minutes or less, so anyone interested in lawn care, or they just hate mowing, (don't we all) will want to read this, because they A) have an interest and B) They know what they are going to read before they even read one sentence of your article.

So how can you come up with hundreds of ideas for your articles?

Here is an excerpt from a book called "Promote It Once And Get Paid Forever" about getting ideas for product idea's on any topic, but it will work just as well for article topics.

The Easiest Way To Come Up With Backend/Affiliate Product Ideas

I can usually come up with 150 to 200 product/web site ideas a day with this trick and I can tell you now, hardly anyone is using it. People know bits and pieces of the whole idea, but not to the extent I'm about to show you.

For instance, I was looking to create a product in the skiing field and I had the front end product idea, but I also wanted some backend product ideas, so this is what I found out.

I put a few skiing related phrases into Google looking for sites who might like to joint venture with me and sell my first product, and I found <http://www.ifyouski.com>. I then went to Alexa to find out how much traffic they were getting and I did a search on the Alexa site. You can see the results here....

http://www.alexa.com/data/details/related_links?q=&p=Det W t 40 Ml&url=http://www.ifyouski.com >

Then if you go down the page, you will see what other people who went to ifyouski.com purchased on the topic of skiing AND other information about what sites are linking back to the original site. It also showed me a list of sites that people visited after visiting <http://www.ifyouski.com>. How accurate all this info is, I don't really know but it's been useful.

All of this is extremely helpful. I now have three backend product ideas AND a list of sites to check out for potential joint ventures.

So what other ways can you come up with ideas for your articles?

Breaking news issues is a great one. If you are in an industry (like technology) that is always breaking new ground, writing articles on late breaking news really makes it look like your up to date with what's going on. You can literally become an expert on a subject by borrowing from other experts.

If you don't get newspapers to your door here are a few online resources to help you with this.

[<http://www.cnn.com>](http://www.cnn.com)

[<http://www.time.com>](http://www.time.com)

[<http://www.internet.com>](http://www.internet.com)

[<http://www.reuters.com>](http://www.reuters.com) - One of the best

[<http://www.cnet.com>](http://www.cnet.com)

[<http://www.news.com.au>](http://www.news.com.au)

I'm sure most of you have either read online discussion boards or even asked a question on one. This is a great place for ideas for articles. People obviously have a need for the topic they are talking about and they also need answers, so why not write an article about the subject and even post it

on the discussion board where you were reading.

If you are looking for a list of discussion boards and news groups, here is a list of the better known ones.

[<http://www.groups.google.com>](http://www.groups.google.com) - The best by far

[<http://www.forumone.com>](http://www.forumone.com)

[<http://www.corenews.com>](http://www.corenews.com) - Very good

[<http://www.deja.com>](http://www.deja.com)

So how can you write your article quicker than your competitors?

The best way to write any article is to plot it out in sections. Your article should be around 500 to 700 words in length.

Let's say your article is about affiliate programs. Here is how I would plot it out.

1. Introduction, what are affiliate programs (150 words)
2. How to select the right affiliate program for you (150 words)
3. How to setup your website so it collects leads (150 words)
4. How to create your own free course via autoresponder (150 words)
5. How to market your website and autoresponder (200 words)

Here is a great article on article writing it's self

Here's a simple method for tapping into an outstanding source of FREE publicity for your business.

Everyone likes to buy from an expert. Shopping for a computer? A sales person who knows computers inside and out makes us feel confident about her recommendations.

Planning to buy stocks? You likely look for a broker who has Wall Street down pat.

Here is an effective way to make yourself one of the leading experts in your industry. Write your own how-to articles.

Prospects and clients will read your articles, appreciate the good information you have to share, and look to you as an expert who can help them.

You don't have to be the next great novelist. Simply write a page of instructions that tells someone else how to do something. It can be information you learned on the job or advice you picked up in books and conversations. Customers buy because they have a problem they need solved. When you appear as a helpful expert with lots of answers, you're half-way to a sale.

Newspapers, magazines, e-zines, and industry newsletters all need a steady stream of good

informative articles. It is easier to get your articles into smaller publications that closely target your best customers. Often these smaller e-zines and newsletters draw better response than some of the big glossy national magazines.

START WITH THIS FORMULA

Articles are easy to write when you use this simple pattern. I have given this formula to classes of college freshmen. Everyone in the class is able to use it to write professional quality articles.

1. Start by pointing out a problem your reader has. I could have started this article: "Spending lots of money on advertising and still not getting the results you want?"

2. Then make your reader's problem seem worse. Point out the ways this problem can impact their business, life, and happiness. "Your ads bring in only temporary response. Without an effective and affordable way to get the word out on your business, you may be closing your doors before the year is over."

3. Next suggest one to five ways the reader can solve the problem or make the situation better. "One simple way to get lots of new prospects and customers is to write articles for trade publications in your industry." I

could go on to explain how to write an article (as I'm doing now).

4. End your article with a paragraph or two that reviews your most important points.

Wrap up with a positive spin that paints a bright picture for your reader.

"Many entrepreneurs and professionals use their articles to launch successful national careers earning healthy six figure incomes. By following these easy steps, you can become a widely-respected expert in your field and give your business a big boost."

5. Finally, include your contact info in a final paragraph at the end. Now that readers are impressed by your good ideas, they will want to contact you to pay for more information, services, or products. Many publications will allow you to include four to six lines that provide your contact information and even a plug your latest product or service. Check the end of this article for my "resource box."

Most e-zines like articles a page or two long (200 to 400 words). Magazines increasingly want articles that fill just one of their pages (900 words).

Keep your sentences and paragraphs short. Avoid sentences that require lots of commas. The idea is to write in a style that is clear and easy-to-understand for a reader

that is in a hurry. I think writing simply is also easier. How-to articles don't have to be fancy.

"BUT I DON'T LIKE TO WRITE"

A friend often reminds me that I like to write, but most people, including herself, hate to write. "Everything you type looks wrong and an hour later you haven't gotten anywhere," she says.

Many of us don't have time to write or don't feel it is one of our strengths. No problem. You can get a writer to do the work for you or hire an editor to polish the words you have written.

A fellow writer who ghost-writes books for other people confided many well-known business writers don't do their own writing. Bill Gates has several good books, but all were written for him by professional writers. He probably doesn't have time to sit down to write 200 pages.

Check with your local library for a list of writing clubs in your area. A quick look around my town turned up groups of non-fiction writers, technical writers, even a group of successful romance novelists. These are fertile sources of expert writers and editors, many who work for low prices.

Also approach English teachers, journalists,

do a search for writers on the Internet, and ask people who write articles you like. Give the writer the general idea for your article and some information to draw from. Then let them use their creativity and taste to write the article.

Kevin Nunley provides marketing advice and copy writing for businesses and organizations. Read all his money-saving marketing tips at [<http://DrNunley.com/>](http://DrNunley.com/).

There are however a few things Dr Nunley didn't touch on enough in that article. Those were:

1) Creating a compelling resource box

The resource box is your little reward for writing your article. This is where you get to tell your readers what exactly you are offering.

In your resource box, you should put the following:

- * Your full name
- * A bit about yourself
- * Your website url
- * Your subscribe link to your autoresponder
- * And a little bit about why they should take action by either visiting your site, or subscribing to your autoresponder

Remember, you usually only have 3, 4 or 5

lines to do all this, so make it brief.

2) Taking your article viral

This is really a simple step and all it involves is 2 things

- A) A little tweak in your resource box
- B) A little help from the people who publish your article

If you want people to give away your article to others, all you have to do is ask. If you want your readers to refer your article to others, tell them so in your resource box.

If you want publishers to do the same, why not ask them to give your article to their publishing friends.

You can do this by telling them that they will get your article first over anyone else, ensuring you get your article published all the time, and ensuring the publisher gets fresh never seen before content.

You could also give them access to your product (if you are selling one) for the rights to a list of their publisher friends.

How to spit and polish your article so it looks like you're a professional writer.

The number 1 reason why most articles don't

get published (behind not following posting guidelines, which I talk about next chapter) is the article is full of spelling errors .

Just because I said you don't have to worry so much about correct grammar in your article, it doesn't mean you can slack off and not proof read and spell check your work.

Even if you don't have a spell checker program on your computer, there are plenty of free web based ones.

<http://www.spellcheck.net/>
<http://www.jspell.com/jspell.html>

If you are having trouble with one or two words, why not try
<http://www.dictionary.com>.

You will also want to make sure your article flows properly and makes perfect sense. I know sometimes I write one word but mean another. Like put instead of but, etc....

You might want to print it out and read it aloud a few times, or even get a few other people to do the same.

This is also a good time to see if you've covered everything you've wanted to cover and your not leaving anything out the reader might need to know. There is nothing worse then an article that either doesn't make

sense, or leaves so much information out due to the fear of giving too much away, that it's practically blank and full of fluff no one is interested in.

Setting Up Your Own Distribution Centre For Your Articles

I've already talked about this a bit in previous sections, but I'm going to show you how to setup your website the best way possible to get all your articles read and published more readily.

What we are going to do is setup your own article directory site, just for your articles! Pretty cool huh?

It's not a hard thing to do. The hard part is filling the website with your articles.

You can get a really well coded, professional looking article directory script for free from,

ArticleDashboard.com

If you need programming help, go to Elance.com and you will find someone real cheap to help you set this script up.

"Would You Finally Like to Blast through Any Obstacle Preventing You from Earning Big Affiliate Checks and Get the 'Insider Access' to The Most Powerful Action Plans that are Working for Affiliate Marketers RIGHT NOW?"

Subscribe to the "Affiliate Secret" Newsletter

And Get breakthrough strategies and action plans to take your affiliate business to a whole new level

At: www.AffiliateSecret.net/classroom

Recommendations

Try a Proven Affiliate Marketing Training System for \$1

This Step by step system gives support from experts & fellow students. Dozens of case studies, How to articles & more. Learn affiliate marketing from those who have already done it successfully.

Get started now! Visit

www.AffiliateSecret.net/poweraffiliate