

\$100k Affiliate

Going from start to “Super Affiliate”



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Definition: “affiliate marketing”

¹[af·fil·i·ate] [mar·ket·ing]

Noun, \ə-ˈfi-lē-āt\ \ˈmār-kə-tīŋ\

Affiliate Marketing, sometimes referred to as “Performance Marketing”, is an online marketing model where the ‘Affiliate’ drives sales of another businesses products or services.

In return for his/her efforts, the ‘Affiliate’ is paid a percentage of each sale that they have originated.

A Bold Claim

What you have before you is, simply put, the most complete, up-to-date, and effective guide to successful Affiliate Marketing – and to becoming a Super Affiliate – that money can buy.

I understand that’s a very bold statement; the internet is full of them. Most, of course, are exaggerated, even extremely so.

The Real Deal

This guide, however, is different. It’s the Real Deal, based entirely and exclusively on real-world experience and actual success. It’s written by a guy (me) who has been in ‘the biz’ since it’s inception, published by a company (“\$100k Publishing”, my company) that has been doing this profitably for almost a decade.

Nothing here is theory, hearsay, or second-hand knowledge. Nor is it stuff that “seems like it should work” – which, unfortunately, is the basis of so many make-money guides out there.

This is a Blueprint. Follow it to become a “Super Affiliate”.

Becoming A Super Affiliate

“Super Affiliate” is a term used to refer to affiliate marketers who have achieved very substantial success.

While there’s no specific milestone after which you become “Super”, for the purpose of this guide we consider that threshold to be \$100,000.

If you’re earning at least \$100k/yr., we’ll grant you the official status of “Super Affiliate”.

If you read this guide – *and I mean really read it* – and put it into practice *like you mean it*, you WILL earn at least \$100,000, pass go, and achieve “Super” status.

It may not be “easy” – you should expect to put in a lot of work. But it really is that simple.

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LEGAL

(Stuff we have to say)

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Sincerely,

Paul Counts

and the "\$100k Blueprint" team

We put a lot of time, effort, heart, and soul into this in order to help you succeed by showing you how to copy our successful business models. We hope you take advantage of it, but please don't abuse it.

We believe in Karma, and know good things will happen to you if you apply yourself, follow our plans, and do right.

Besides, we don't want you getting hit by a bus.

READ THIS FIRST!

FACT: Most affiliate marketers fail. Heck, most online marketers, affiliate or otherwise, fail.

Whether you've tried and failed in the past, had some moderate success, or are just starting out: If you don't want to fail, take the time to read through this entire guide, then follow it to the letter.

IF YOU FOLLOW THIS GUIDE, YOU WILL SUCCEED.

IF YOU DON'T, CHANCES ARE ABOUT A ZILLION TO ONE YOU'LL FAIL.

Think you're 'different' or 'special'? You probably are. But the above still applies.

We've had the benefit of teaching HUNDREDS of internet marketers; even better than that, we've had the benefit of watching THOUSANDS of internet marketers via our private forum – for YEARS.

Without exception, the ones that followed directions and applied themselves succeeded. Those that didn't failed.

How To Proceed

This guide is divided into sections.

After this first section, we'll do an overview of affiliate marketing, and then an overview of our specific hundred K affiliate blueprint.

From there the next four sections go over choosing your niche or topic, what you need to know about content and keywords, creating your website, and finally getting traffic to that website.

After that we'll go over how to manage your new online business to keep it running smoothly and effectively, and then how to grow it into a sustainable, long-term six-figure business.

The last main section talks about outsourcing, how and where to have other people do the work so that you can free up your time to focus on the creative aspects and enjoy being a super affiliate.

CRUCIAL

“\$100k Affiliate” was written with the intention of producing a guide that virtually ANYONE can use to develop a 6-figure business.

This means we’ve had to take into account varying levels of experience, from very little to a lot.

The main sections spell out the ‘what’ and ‘how’, and apply regardless of where you’re at.

Beginner

If you are new to affiliate marketing, or this is your first foray into building an online business, I can’t stress this strongly enough: *begin at the beginning- from the cover page forward - and read the entire guide up to the “Experienced Marketers” section.*

Then follow the “Action Plan” to build your business.

If you do it this way, the likelihood of your success will be 1000 times higher.

In fact, here’s my guarantee: if you start from the beginning, read the guide from the beginning to the “Experienced Marketers” section, then follow it to a T, you absolutely will achieve super affiliate status, the result of which will be your own six-figure affiliate marketing business.

If you take me up on this, and I sincerely hope you do, and you don’t achieve the results I’m guaranteeing you, please let me know: hit me up on the forum (it’s included with your purchase) and we’ll try to help you succeed, or we’ll refund every penny of your purchase.

Experienced

If you are an experienced online marketer, my advice is similar: read this guide from cover to cover.

Regardless of your experience, if you were where you wanted to be, you wouldn't have bought this guide. The difference between moderate success and achieving your goals may be as seemingly insignificant as a slightly different focus in choosing your niche, or how you go about your keyword research.

"Almost" can mean the difference between success and failure.

Why You Will Succeed

Our methods work.

Not only that, but they've been tested and refined, over and over, for years now. We also have the added benefit of having worked with hundreds of marketers at every stage and every experience level.

The result is what you have in front of you: a time tested and proven plan that, if followed to the letter, will give reliably repeatable results, namely a successful, sustainable, long-term profitable business.

Bottom Line: If you do what we do, you'll get what we get. Follow this guide, and you will succeed. Period.

The “\$100k Affiliate” Blueprint

As you’ll see, there are many ‘flavors’ of affiliate marketing: different approaches, different platforms, most of which can rightfully be termed “affiliate marketing”.

You probably have your own notion of what affiliate marketing looks like, what comes to mind when you think about the business of affiliate marketing – product review sites, Amazon affiliate links placed on a blog or within articles, promoting affiliate products to a mailing list, etc.

This guide touches on most of these, and provides tested & proven ‘best practices’ to insure the greatest success across various different efforts.

But it is not intended to be an almanac of disparate affiliate marketing tactics.

“\$100k Affiliate” is intended to be a Blueprint – a precise step-by-step plan for implementing a specific affiliate marketing business model.

In this section you’ll get an overview of the particular business model implemented in the Blueprint.

Later, the section entitled “Action Plan” provides the specific step-by-step, do-this-then –do-that guide that you’ll use to implement the Blueprint.

The sections in between will give you the understanding necessary to do each step in the blueprint.

How To Build A 6-Figure Business

We have built more sites, and generated more revenue over the past 8 years using this Blueprint than everything else we do combined.

Overview

- 1) Choose Your Niche / Topic
- 2) Develop Your Keyword List



- 3) Create Your Content
- 4) Build Your Website
- 5) Monetize Your Website
- 6) Drive Traffic
- 7) Optimize & Improve
- 8) Expand

Conceptually, the “\$100k Affiliate” Blueprint is simple & straightforward: Choose your topic, determine which keywords & phrases are used to search in that topic, write articles optimized for those keywords, build the site using the content you created, add links to related affiliate products, then get the attention of people interested in the topic.

Visitors show up to browse the content, and some percentage click through and buy from your affiliate links, thereby generating your profits.

The Blueprint breaks this down into a series of digestible and doable steps, building one on top of the next, until you have your business up, running, and generating revenues.

The sections in this guide go over each of these areas in detail so that you’ll understand what their roles are, the various choices & options for each, and how & why each is done the way it’s done.

And therein lays the ‘secret’.

None of these steps is terribly complex or mystical; in fact, most have many ways to accomplish them, even many ‘right’ ways. But the difference between just ‘doing’ them, and doing them in a way that gets the results we’re after, while often subtle, are absolutely the difference between success & failure.

There are many ways to choose a niche, build a site, and drive traffic, but only a few will that result in strong, continuous conversions – the sales that produce your profits.

What the Blueprint is, in essence, is the end-result of a LOT of testing, trial & error, and collective wisdom & experience, distilled down to a formula – and saving you the time, expense, and frustration of having to figure it all out on your own. You get to ‘leapfrog’ that whole process, and go right to what works.



These next sections will delve into the particulars of each step. Read them carefully; then when you get to the “Action Plan”, you’ll be able to implement each step correctly, putting all the pieces together successfully.

From that you’ll have the start of your successful Affiliate Marketing business.

After that, we’ll focus on growing & expanding what you’ve built – which will take you into the realm of “Super Affiliate”, and your Affiliate Marketing business will blossom into your own personal online empire!

Choosing Your Niche/ Topic

Your niche or topic is the basis of your website – it's what your site will be about, it's "Reason For Being".

Choose the 'wrong' niche, and the best you can hope for is a constant struggle; more likely you'll simply fail.

Choosing the 'right' niche won't, by itself, insure success, but it is the single biggest determining factor, and what drives all subsequent steps.

If there's anything 'hard' about picking your niche, it's having to choose from so many excellent potential opportunities.

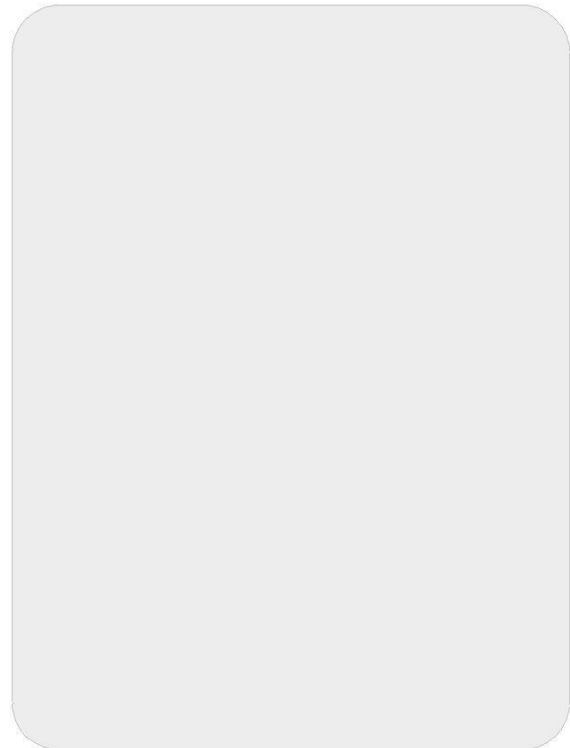
Once you know how to come up with and qualify niche ideas, the real fun begins – because as you'll see, there are a near-infinite number of

good, lucrative niche site ideas waiting to be exploited. Your biggest problem will be deciding which to pursue!

That said, I often hear from people who are just starting out that choosing a niche is difficult or frustrating – even mindboggling.

The four most common "complaints" I hear are:

- 1) Not knowing where to begin;
- 2) Not being able to come up with good ideas;
- 3) Not knowing if an idea will be profitable;
- 4) Not knowing if an idea is achievable.



RFB: Your “Reason For Being”

One of the most important aspects of choosing your niche or topic is your RFB – your “Reason For Being”.

RFB is the reason your website exists, the justification for visitors to go there. Without a good, clear RFB, you’re sunk before you even begin.

RFB answers the question “why would someone take the time & effort to visit your site”, shapes the approach you take, and dictates your content.

Suppose I have a passion for animals, and decide I want to create a site in the ‘pets’ niche. After brainstorming, looking around online, thinking about my own experiences, etc., I decide to create a site about keeping pets for apartment dwellers.

Having lived in big cities and being a pet lover, I know there are unique challenges and restrictions for pet lovers in the city. Large or very active dogs, for instance, don’t typically do well living in an apartment. If it’s a walk-up, that poses additional challenges. Even tropical fish can pose problems – very large aquariums are immensely heavy and require firm, strong flooring underneath.

If I were to simply build a site without consideration of my RFB, it would end up being a hodge-podge of marginally-related articles, with little cohesion or connectedness.

Looking at this example, however, I can come up with a clear, strong RFB: addressing the specific challenges facing apartment dwellers who want to have a pet or pets.

Now, instead of assembling a hodge-podge of articles, I can map out a strategy that will dictate my content:

Dog breeds that adapt well to apartment living

Desensitizing your dog to noise & activity

Treadmills: exercising your dog when you can’t take him out

Etc, etc...



Your RFB provides the reason for someone to visit your site. The clearer and more specific your RFB, the better off you'll be.

An easier, obvious example is a review site. A site reviewing coffee makers would have as it's reason for being, comparing different coffee makers in order to make a purchase decision.

Improving the RFB, we might instead build a review site around a narrower, more specific choice, for example "Home Espresso Makers".

While there may be less people looking, it will be considerably easier to get and convert visitors looking to find out about and purchase a "Home Espresso Maker" than just a generic "Coffer Maker".

Taking that a step further still, "Home Espresso Makers For Price-Conscious Shoppers" is a clear, direct, and specific RFB. Someone looking for a low-priced home espresso maker will literally light up if they find a site devoted to "Home Espresso Makers For Price-Conscious Shoppers".

Examples of strong RFB's include:

Review & comparison sites

'How To' and tutorial sites

'Top X' and 'best of' sites

Unique solutions (i.e. 'home remedies', or our example above, etc)

Expertise sites

Unmet needs

'Better mousetraps'

Whatever niche or topic you decide on, make sure you frame it with a clear, specific RFB.

Passion & Knowledge

Knowledge and interest are crucial characteristics for success.

If you don't know what you're talking about, it's nearly impossible to build an effective niche site. You simply won't be able to keep your site viable if you don't have knowledge of the topic that your site is built around.

Fortunately, you don't necessarily need to be an expert already – as you'll see, it's relatively easy to become competent – even expert – in any but the most technical topics.

What you will need, if you don't have the knowledge or familiarity already, is the willingness to learn.

That's where interest comes in.

There's a lot of money to be made in affiliate commissions on sales of miter saws. And the fact is, if you have a website on miter saws you'll learn quite a bit about them in a very short amount of time, certainly enough to know more than someone looking to buy one.

But can you honestly see yourself maintaining enough interest in miter saws to keep at it for the long haul? Probably not.

This is why we choose only niches that we find interesting on some level. It doesn't need to be a burning passion, but it does need to be a topic that will sustain your interest.

And common misconception that you have to base your affiliate site on something that you are already expert or at least very knowledgeable about.

As long as the topic is one that will sustain your interest, you do not need to already be an expert. As mentioned, developing enough expertise is actually fairly simple if you're willing to apply yourself.

Instant Expert

<< DIAGRAM >>

So, how do you select a niche? This is a subject that's kind of tough to outsource, because it's all about *you*. But pick a subject that you can **imagine yourself** having an interest in over time, and it'll be easier for you to separate good content from worthless content, answer questions from people who visit the site (or at least find answers), create content and intelligently edit hired writers, and stick with it if things don't go your way initially.

Where To Begin: Brainstorming

We begin by 'brainstorming' – creating a list of potential niche candidates.

What makes a viable 'candidate'? Here are the characteristics we're looking for:

Not too big, and not too small – we'll go over how to determine this.

Availability of affiliate products and/or services.

A topic you are either already familiar with, or is interesting enough to you that you're willing to learn about it.

We'll go over each of these, but first we'll take a look at how – and where – to get ideas to begin with.

The best way to start our list is to write down topics we already have some familiarity with, interest in, expertise in, etc.

As an example, my list would include:

- Camping
- Scuba Diving
- Playing Guitar
- Model Building
- Computer Graphics
- Writing
- Dogs
- Salt Water Aquariums



- Star Trek & The Twilight Zone
- Paintball

If you're having trouble starting, try asking yourself these questions:

- What hobbies, interests, or sports do I like to pursue?
- What am I expert or very knowledgeable about?
- What jobs have I had that I was good at, or had a real interest in?
- What issues or ideas am I passionate about?

Uncovering What's Already "Hot"

A well-known internet marketer, John Reese, when talking about brainstorming products to sell, used to say "go where the money already is". By that he meant "see what sells well already, then look for an angle or competitive advantage".

That notion is based around the idea that it's easier to sell things that you know people are already clamoring to buy, rather than first trying to figure out what people will buy.

Based on this idea, we can tap into some resources to see "what's hot", then use that as the basis for our topical website.

Article Directories

Article directories are collections of user-submitted articles intended for webmasters to use as content on their websites. In return for 'free' content, the webmaster must include the 'author bio' and link back to the author's site. This gives the writer exposure, traffic, and backlinks in exchange for their articles.

With some of the larger article directories housing millions of articles, and receiving thousands of visitors daily, and the ability to sort by number of views, they act like 'popularity contests' for subjects and niche topics. Browsing by topic, we can get a good sense of what topics, ideas, etc., are already popular. Niches that have a high number of articles are a good sign that other

webmasters have seen promise in the niche. And since these niches have already been categorized, it makes it easy to browse around and find strong niche site ideas.

Large article directories like Ezine Articles (<http://www.ezinearticles.com/>) and Go Articles (<http://goarticles.com/>) are great places to do this type of market research.

Visit Online Marketplaces

Sites like eBay, Shopping.com, and Amazon are all places where you can find top selling physical products, and like an article directory, everything is smoothly categorized so that it's easy to find related products. Remember to look for categories with products that are at a high enough price point to deliver you a good commission, have handy accessories at lower prices, and are well-liked enough to be an easy sell.

Check Affiliate Marketplaces

Affiliate marketplaces contain categorized listings of a lot of digital & physical products, which in-depth statistics that make it easy for you to make an informed decision.

In essence, you can literally 'cheat' by seeing not just what's hot and where money is being spent, but see the actual products & categories that are being sold successfully through affiliate marketing.

Watch The Media

Spend a little time in your local bookstore and browse through their collection of magazines. Look at the advertisements for magazines that you're interested in. After all, affiliate marketing has a similar business model as a print magazine – great content supported by advertising. The same idea applies to TV shows and other websites. Find out what's being sold to people you want to target. If there's advertising, there's a chance for you.

Brainstorming Resources

There is an astonishing array of websites, tools, and apps available online to help you brainstorm, stimulate ideas, and research niche topics.

Fortunately, we've already assembled many of the best of them for you in our \$100k Resources blog at <http://100kResources.com>

If you click on the "Idea Generators" tab, you can start to explore the resources under 'Market Research' and 'Idea Generators'.

There is enough there to keep your mind buzzing for 100 years!

There's not a secret niche boiling over with money. Almost any topic or niche can be profitable.

Keyword Research For Niche Hunting

A classic problem with keyword research, and niche research, is this: when everyone is using the same tools, everyone is working off the same results. This problem gets even tougher when everyone is also using the same techniques, and the same ideas about how to do keyword research.

With most keyword research tools, words are connected semantically by language. In other words, they're not connected by meaning and there is no nuance.

A search for a term such as "lose weight," will start to illustrate the problem. Google's keyword tool shows us plenty of terms that are connected linguistically. But even doing a basic search on the term shows us keywords, phrases, entire niches and ideas that are not revealed: excessive weight, obesity, diabetes, eating disorders, foods not to eat, etc. etc.

How do we get around that? Google's keyword tool gives us some options to begin. We can select a particular keyword. That's returned, and then have it search further on that term, as well as some other types of iterations. We used to call this "deep digging".



But that still leaves the vast majority of terms, phrases, and ideas hidden and undiscovered. And truly, that's where the gold is.

I can't suggest strongly enough that you spend some time on the resources blog, and play around with some of the keyword and niche idea generators, etc. And I'll tell you from plenty of experience, it takes playing around with some of these tools and applications, pairing them together, using the results from one as the input for another, etc. before you really start to become adept at finding the things that others don't.

And one more time, finding the things that others don't mean to getting the gold. To illustrate this idea one more time - it's that important - try this:

Consider a search for vocational training, career training, professional development, or thousands of other niche & keyword terms & phrases. Here's what you won't find:

- Products related to those niches that don't use those words
- People and personalities related to the niche or words
- Slang terms used within those industries and areas of interest
- Titles of courses, books or products that are prominent within these niches were areas.

One more easy to visualize example: "classical music". You won't find much in the way of:

- Composers
- Classical music ensembles or groups
- Famous classical music arrangers or musicians
- Names of songs or sheet music
- Instruments used for or associated with the genre

I hate the term "thinking outside the box". It's one of those phrases that has been overused to the point of deafness.

But the truth is "thinking outside the box" is how we get the gold.

Physical Products

Generally, if it's related to something you can buy from Amazon.com, it's a decent topic for a blog. Look around that website – if you've ever bought something from Amazon, they're probably begging you to buy more of it. Ask yourself if that might make an interesting niche.

Normally, you'd need to dig very deeply into the site to find things that are very specific and then drill down to something more profitable – but I've got a (semi) automated way of dealing with that when it comes. So, just look around for high-level ideas.

Don't pick things that sell at a very low price point – you don't want to throw yourself into hard work for a tiny 4% commission on a 2 dollar pen. Remember the Amazon's commission only goes up to 8.5%, but the commission rate increases with the more products you sell. It's easier to get that higher commission rate once you've got 4-5 sites chipping in. Look for stuff that costs at least a hundred dollars. YES, people buy expensive stuff off Amazon all the time!

Look for accessories: smaller items people might buy in a bundle along with that more expensive product. For example, if someone buys cookware, they're likely to pick up a book of recipes to go along with it.

Make sure there's a market with this product. The idea is that you want to promote a product that has competing products. That way you can build trust by comparing them to each other.

Don't pick obscure items that don't have any reviews. I try to look for products that have at least 4-5 reviews that I can quote from and point too. This also helps the buyer feel comfortable in their purchase (remember, you don't get paid unless they order).

Once you've done that, take a look at Amazon's bestsellers for different categories. Keep an eye on those products and products those buyers also bought. Grab a pen and pencil, or open

a file in Notepad. Spend a little time and write down the things that stick out to you. They don't need to all be related, just do some careful research and cast a net.

There are lots of “no duh” physical products out there that people buy all the time from stores. Embroidery machines, lawnmowers, bread machines, microwaves, strollers... just use your head.

Digital Products

Now, direct your browser to 43Things (<http://www.43things.com>).

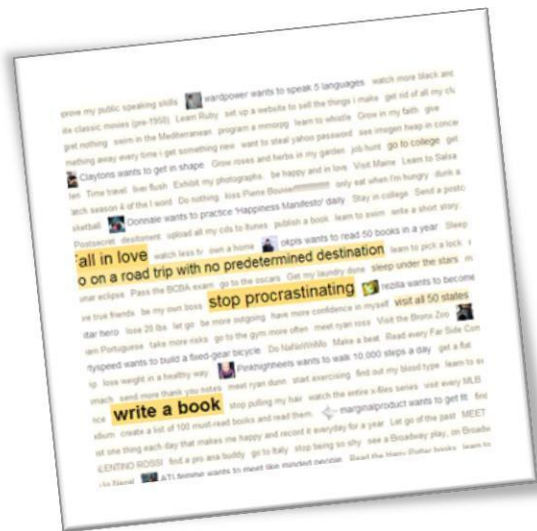
This is a dynamite website for researching what Internet users are interested in. It's a site where people list... things they want to do! Some of these are impractical and silly for our purposes, but ask yourself if a person would pay to get help turning those dreams into reality.

If you look around long enough, you're going to see most of these wants revolve around

“Love, Health, and Wealth”. It's a concept so important that I'm putting fancy quotations around it. If you're looking for quick results or you're skeptical about this program, I'd suggest putting your first site in one of those three categories. Everybody wants to be better at love and being loved. Think of niches like sex, dating, reuniting with ex-husbands and wives, relating well with your family. Everybody wants to feel better about their health. Weight loss, self help, healthy diets, motivation. And everybody wants more money. Forex, internet marketing - and they'll pay for it,

too!

Next, go check out the Clickbank Marketplace (<http://www.clickbank.com>) and browse through the categories, look at the offers, and take notes of stuff that hooks you and draws your attention. Search the site for links that meet the categories that you've already made notes on. This is a great resource – not only is it a chance to make commissioned sales, it's also a great way to add original material to your blog.



These advertisers are your partners in crime. They'll give you email copy for your subscribers. They'll give you cool ad banners and graphics. They'll write you articles! At least the good ones will.

Don't mindlessly chase after the gravity rating. It's that schoolyard mindset that keeps people broke and never making sales. Did you know that 90% of people who open Clickbank accounts NEVER GET A CHECK?

Do this instead and you'll stay out of that sorry majority. As you look around Clickbank, takes notes on the stats under each offer.

First, think about profit potential. Look at the commission percentage and the price. How much are you going to get paid for selling this thing? Are there upsells? Is there a membership? (Can you say recurring income?) And look at the sales page.


You need to SCREEN digital products (and a potential niche) like you're screening employees. You're building someone's mailing list, you're getting people to buy their stuff without them having to lift a finger, so it better deliver.

How many good products are there? Do they look like professionals put time and effort into making them, or were they broke people who made an ugly page? Just because it's listed in Clickbank doesn't mean it's not a wasteland.

Is there a range of products in this niche? If you're going to just promote digital products with say, a review site... you want products at a range of price points. That way if you choose to build a mailing list, you can hit them with something cheap to reel them in and then offer more expensive stuff as you establish

trust. Also, you don't always know the income

range of people visiting your site, so you want something for everyone.



NOTE: Sometimes offering just one product is best. If you're promoting a remedy for a sickness, people just want one thing that WORKS. Use your judgment.

I try to look for stuff between 7 and 50 gravity if I'm promoting a Clickbank product – that means it's got a little traffic coming in, and it's not oversaturated with high dollar guys who are spending thousands of dollars on campaigns and drowning me out. Take notes on this stuff because when you're ready, you can plug these products into my keyword research system and get a lot of strong, targeted keywords from people who can be helped by the kind of products we're promoting.

Desperate Buyers

Think about things in life that cause serious PAIN. Think of the thing that made you the most terrified during your life – was it dealing with grief? A wart, a sore, surviving without having enough money? Stress is a big motivator when it comes to buying, and you can exploit that stress and offer a helpful solution. Everyone has their own thought process when it comes to stuff like this, but I tend to think of illnesses. Cold sores, toothaches, yeast infections, gout. Stuff that's either annoying or physically painful but can be helped if you buy a product.

Take one good look at MarketHeath (<http://www.markethealth.com/>)– most people are familiar with Amazon, but MarketHealth offers awesome commissions on high dollar products that people are desperate to buy – this is a great alternative if you're passionate about health and fitness and helping people solve really depressing problems.

Finally, point your browser to affiliate networks like NeverBlue (<http://www.neverblue.com>) and Clickbooth (<http://www.clickbooth.com>).

These are two of the web's biggest CPA networks. Instead of getting paid for sales, you'll get paid when people fill out an offer or give a company some personal information. Generally, you get paid a little less, but in higher volume as people usually don't mind giving up their address for a free sample of a product you've sold them on.

The guys who run CPA networks are pretty hard-nosed and don't like newbies and time-wasters. If you can *talk* about IM well enough to do a phone interview and sound like you know what you're talking about, you've got a good chance of being accepted though.

You can even take the list you've made from 43Things and distilled even further through Clickbank and look for products that are tied to those words on Amazon.

I'm probably devoting too much time too this one: think of an interesting topic! It's not that hard! And don't putz around asking "will it make money? Are you sure? Gosh I'm such a fraidy cat!" or looking for some "secret niche" that will earn you zillions without competition. You put one foot in front of the other and work. That's how good things happen.

Evaluating Demand & Competition

Before we can settle on a particular niche or topic and start building our empire, we have to make sure it's a viable niche – that there is money to be made, and that competition won't prevent us from doing so.

In other words, we have to assess demand and competition.

Entire company's, careers, and publications have been built on these functions, and we'll delve into some deeper exercises and considerations in the "Experienced Marketers" sections, but for our initial primary purpose of niche selection, it's pretty simple & straightforward.

Advertising

one of the quickest, surest, most straightforward means for assessing the viability of a niche is to see if money is being spent advertising in that niche.

How do we do that? Very simply: do a few searches on that topic or niche category. If you see advertisements on the right and on top, you know right off the bat that there is money to be made in this niche. This doesn't mean that you'll make money in this niche, we still have to assess competition. But a high number of advertisers tells us right away that companies are spending money to sell products or services because there is more money to be made.

Don't limit yourself to just one search, try different searches, variations, etc. If you see very few or no advertisers, it doesn't mean there aren't opportunities; more than a few times we've found topics that had few or no advertisers, and made a lot of money as early entrants into a niche. For this blueprint however, we're looking only for niches that we can validate.

In addition to playing searches, there are some tools which will tell you if companies are spending money to make money in a particular niche or topic.

Spyfu.com (<http://www.spyfu.com/>) is a terrific competitive intelligence tool. Typing your keyword or topic and see how many people are advertising, how much they're paying, etc.

KeywordSpy Pro (<http://www.keywordspypro.com/>) is another tool that will do this for you.

Keyword Research

Keyword research can tell us not only if there is money to be made, but give us the necessary intelligence about competition to see if we can make money there.

Once again, entire websites, publications, and careers are built entirely on the discipline of keyword research.



For that reason, it might be smart to hire a professional keyword researcher. It can be a little boring and time consuming and fraught with chances to mess things up – all things you don't want. If you're determined to learn this skill for yourself, check out the webinar from AdSense Flippers here - <http://www.youtube.com/watch?v=2Vq9sWg7HNo> – it goes into quite a bit of visual detail. Remember that if you learn how to do this yourself, you can very easily sell your skills for a bit of quick cash.

So what do you need for good keyword research? You need to be strong and you need to be thorough. Personally, I don't like leaving any potential keywords on the table.

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

This is Google Keyword Tool, and it's more or less Keywords Central online. Get yourself an account if you don't have one already. It's free. Now, let's say we've picked a niche... and we want to promote a physical product like a sewing machine. Finding out which ones to target is as easy as typing.

I'd like to advise you not to spend too much time on Google's keyword tool, as some of the information there can be deceptive. Remember that it's targeted for AdWords advertisers, not SEO-based marketers. The Competition bar shows the competition for paid advertisers for a given keyword – which is fine if you're planning to monetize with AdSense, but isn't too useful otherwise.

Download and boot up a copy of Market Samurai (<http://www.marketsamurai.com>), an awesome and invaluable tool for researching profitable keywords. It costs about \$100 dollars, but we've got a 30 day free trial to work with, and when you're ready to buy, there are lots of sites that will give you a rebate for the product if you buy through them.

Anyway, go through the sign-up process, install the software, and let's start a new project. We won't need to start a new one for every keyword, although we might want to split them into categories, depending on how many keywords you've picked out.

Hopefully, by the time the trial is over, we've made enough money that we're very comfortable with buying the software. Take a few seconds and log into AdWords using your browser, since Market Samurai likes to throw one of those annoying CAPTCHA boxes at you and then balk altogether if you aren't logged in.

Check off the Google Keyword Tool checkbox and check "Include Additional" from the dropdown menu if it's not there already - it's going to give you a bigger list of keywords to choose from. Make sure you've got a minimum keywords list of 2 (don't worry, you will probably never ever rank for a one keyword term).

Anyway, check the "Generate Keywords" button here.

There are a few options in the Keyword Research screen I want to draw your attention to:



Positive Keywords will exclude any keywords that DON'T include the word listed here.

Negative keywords will exclude any keywords that DO include the word listed here.

Generally words like "free" or "cheap" or "hacked" are all worth adding to your negative keywords. They ain't interested in buying anything.

Now, let's move on to keyword analysis. Set the match type to Exact and the Period to Monthly. Change the filters from Golden Rule to None.

The resulting screen is pretty complicated, especially if you're new to the software. But there are three basic questions you should ask – and all the information on this screen is geared towards answering one of them.

Are People Interested In This Topic?

I don't stress out about SEOT, it's a number based on 42% of total searches (ie, the number of hits they think you'd get as the #1 result), and that's an extremely optimistic number that usually overestimates the initial traffic and the click through rate.

Instead, take a look at your total number of searches. As far as the number of total searches you want, I try to get *at least* 1,200 per month for each keyword. You can get ranked for a keyword this size even if you don't have any resources. Remember, you can get ranked for a smaller keyword and then target tougher keywords from there.

Get a Phrase to Broad of at least 15%. This makes sure that people are looking specifically for the keyword we're targeting instead of only part of it.

You should also take a quick glance at your trends line for targeted keywords. This only needs a quick glance. Some keywords are seasonal, and some niches are seasonal. Check out the results for the keyword "get ex-boyfriend" - they tend to drop off a little bit during the middle of the year and peak in the early months.

Is There Commercial Intent?

Use the SEOC rating – for the purposes of sorting. As you look at these keywords, ask yourself:

Do you know exactly what this person wants to read when they type this into a search engine? Are they looking to buy something or just learn about a topic?

Can we connect them to a product that will make us money?

Is there a good number of searches?

How Much Competition Is There?

But it's not the be-all end all. Really, no matter what your keyword is, you have ten competing pages – the ones on the first page of Google. You can get a good view of this by loading up the Market Samurai competition module.

[illegible]

Glance at the Page Rank (but don't stress out about it). If the average on the page is somewhere around 3.5, we can jump on the top ten with only a bit of effort.

BLP stands for Backlinked Pages. If this is a cloud of red, you're going to need a lot of patience to crack this nut.

Choosing Your Niche/ Topic 32

Finally, take a look at all those boxes on the right – basically they will tell us whether the site owner has optimized his or her page for these keywords. If you see a lot of green, you can assume you're either dealing with a juggernaut who doesn't need the juice, or an amateur who doesn't know how to squeeze it.

Outsourcing It



<http://www.myonlinebusinessjourney.com/keyword-research/>



<http://fiverr.com/beyondwebpros/do-indepth-keyword-research-and-provide-high-traffic-low-competition-keywords-on-a-given-niche>

Choosing What To Promote

In order to make money as an affiliate, you need affiliate offers to promote, and visitors to purchase.

Choosing what to promote obviously depends on the niche or topic of your site, but for any given niche – and website – there will be offers that are better than others.

All things considered, more is better than less: all other things being equal, you want to promote products that pay out the highest commission.

But “all other things” are rarely equal. When choosing products to promote, you want to consider the following, roughly in order:

❖ **Product quality & value** – whenever practical and appropriate, purchase products that you intend to promote. Some companies will provide free or lower-cost ‘review’ products for affiliates. Note: the more established you are, the more leverage you have and the more willing vendors will be to provide products.

Where it’s not feasible to actually see/use a product yourself, look for legitimate customer reviews, such as on Amazon or shopping sites. This will give you a sense of buyer’s satisfaction overall, and by extension, quality and value.

❖ **How well it fits with your site’s ‘reason for being’.**

❖ **Conversion likelihood** – a product that solves a pressing need will probably convert at a higher rate than a product that provides a lesser benefit.

❖ **Affiliate Tools** – does the merchant provide any sales tools / aids such as graphics, product descriptions, etc.

❖ **Commission / Payout.**

❖ **Cookie duration.** A cookie is a snippet of information, stored on a computer that identifies that computer during the current and subsequent visits to a web site. Each cookie is coded to identify that computer during the current and subsequent visits to the merchant’s web site – it’s how a merchant or affiliate network knows to credit you with commission on a sale.

Cookies have a duration – they could last for a single session (expiring if a sale isn't made on the initial click-through), or 24 hours, or 90 days, or a year, or just never expire. Knowing the duration is crucial; given the option, you want to promote products that have at least a 30-90 day cookie.

❖ **One-time vs. recurring commissions.** While most affiliate products are one-off purchases, there are many that have some recurring component, such as monthly fees or subscription.

In addition, many products that require or use 'consumables' pay you for those as well, providing the base product was purchased through your affiliate link.

❖ **Affiliate network or vendor.** The larger affiliate networks are very reliable, however smaller/newer networks can and do go out of business, as do the occasional direct vendor or merchant. There are few things worse in this business than earning commissions and then not getting paid.

Other Considerations

Another consideration to take into account is commission rate plans. Amazon, for instance, has a 'sliding scale' that ups your commission percentage as you reach higher sales volumes.

As such, it may make sense to promote additional Amazon products rather than products from disparate vendors in order to reach the higher commission level.

Other issues to consider include how often you get paid, what the payout 'threshold' is, and how you get paid i.e. via Paypal, check, direct deposit, etc.

Terms Of Service

Whenever you join an affiliate network or sign up to a direct affiliate program, be sure to read the Terms of Service, or "TOS".

You'll want to make sure there aren't any restrictions that may interfere or cause problems down the road. For instance, some merchants prohibit affiliates from using their brand name with paid traffic sources such as Google's Adwords.

Another concern would be exclusivity; some affiliate programs won't let you promote competing products on the same website.

Creating Your Website

Your website is your place of business; it's where visitors-customers-show up, your office and storefront.

Wordpress

There are many options today for creating a website, but for this Blueprint, we're focusing on one: Wordpress.

There are many reasons for this, but the most significant is it that it's the easiest, and most manageable means of putting up a website that you own and control.

Note: this may be a bit confusing if you're new, but there are actually two Wordpress implementations. Wordpress.com is a platform managed by the company on which you can build a free word press blog. Separate and apart, there is the Wordpress software that gets installed on your own hosting account.

We are going to be using the Wordpress software on our own web hosting account. If you're not familiar with what this is or how to do it, have no fear: it's relatively simple and straightforward - and we have over 50 video tutorials covering every aspect of it, available to you free on our forum.

Other Platforms

There are various free platforms that can be used to launch a website such as tumbler, blogger, Squidoo, and many others.

These platforms have two things going for them: first, they are free. Second, some of them have significant "pre-existing" traffic, and even ranking authority.



As we'll discuss in the section *Growing Your Business And Becoming A "Super Affiliate"*, you WILL want to take advantage of the visibility & reach offered by some of the alternate platforms.

One aspect of being a Super Affiliate is taking advantage of opportunities to grow and improve your business through leverage.

With the investment already made – or soon to be made – in building our website, we will at some point want to leverage that investment as far as possible. This may include re-using content, 'cross-linking', and other opportunities.

Separately, we will also want to leverage our business by extending it to "non-website platforms".

Specifically, I'm referring to article directories, document sharing sites, and the like.

Having chosen our niche, developed our content, etc., we absolutely will want to use some of these "non-website platforms" to broaden and extend our "surface area" – the number of places someone encounters our affiliate links.

But that will come later.

Setting Up Your Site

Setting up your site consists of registering a domain name, getting a hosting account, and installing & configuring WordPress.

I'm not going to spend a lot of time on the technicalities of setup – most hosting accounts provide "one-button" Wordpress installation via a script such as Fantastico – and again, we have over 50 video tutorials covering every aspect of this that are available to you for free on our forum.

What we will touch on is your hosting account, your domain name, your Wordpress theme, and Wordpress "plug-ins".

There is a maxim in Internet marketing that says “*own everything that impacts your sales funnel*”. It was actually borrowed from the offline business world.

The idea is a simple one: don’t leave critical parts of your business vulnerable to things outside your control.

It’s not unheard of, for instance, for a free hosting provider to close down a website due to some real or even perceived violation in their terms of service.

When that happens, you are almost always stuck with a complete loss.

And even if you have backups, you have no way to transfer the traffic that thinks your website is on that free platform over to another destination.

Trust me when I say, the Internet is rife with stories like this. Some of the greatest wisdom comes down to just lack of Folly: the absence of avoidable mistakes.

Hosting

If you don’t already have a hosting account, I can recommend host gator without reservation.

This link will give you a discount: <http://www.Hostgator.com>

Anything other than the lowest-end “Hatchling” plan will work just fine (that plan has some limitations that you just don’t want to be saddled with down the road).

Domain Name

your domain name is important-very important. It’s effectively the name of your business and your website.

That said, we don’t want to complicate or overthink it. Much has changed in the online world regarding domain names.

Google used to give tremendous weight to the domain name when it came to deciding where to rank a website. As you might imagine, this resulted in people choosing domain names almost exclusively for its ranking benefits. This resulted in Google reducing the amount of weight a domain name carries, with the added significant side effect that if Google determines you are using your domain name largely for its ranking value, they will actually penalize you.



Sounds pretty dumb, huh? For better or worse, this is the world we live in.

So how do you go about choosing your domain name? Simple: your first objective should be something memorable, ideally something memorable that includes a word or phrase describing the actual topic.

We wanted to be as short as possible, and we want it to end in .com, which unfortunately eliminates many possibilities because virtually all short descriptive .com domain names are already taken.

Be creative.

Remember that shorter is better, we don't need to have every word of our niche in the name, and memorable is best.

Avoid hyphens, and don't use more than 3 words.

If our niche is pets for apartment dwellers, for instance, a name like "PetsIn3B.com" would be more desirable than trying to do something like "PetsForApartmentDwellers.com"

Theme

Your theme is your Wordpress 'skin' and defines it's look & feel.

Don't gloss over selecting your theme. Most people look for themes like they're shopping for arts and crafts. Things need the right colors, they need to have big flashy images, they need to look "fancy"... but you can snap out of that mindset. Here are the things you should ACTUALLY be looking for when you are hunting down themes.

1. Is it easy to read? Not just for you, but for people that are looking to buy your products.

Don't write this off with "well, they'll fix their font size" – they won't. Make sure the color combinations aren't too "artistic" and abrasive, make sure there's some intelligent line spacing.

2. Where are they going to look? The point of the site isn't to have someone visit and go "how attractive" – it's for them to buy. There's nothing wrong with a nice looking site, but your first priority should be to get a theme that's simple enough to put emphasis on the things that are important – that's your products, your opt-ins, and your advertisements.

That means you don't need a bunch of cool "widgets" to make your site "interactive". Just make sure they can easily find important things.

All that said, there are some awesome themes out there. Wordpress themes are in abundance and can be found on various website directories like:

<http://www.wordpress.org/extend/themes>

<http://www.wordpressthemesbase.com/>

<http://www.fresheezy.com>

<http://www.woothemes.com/free>

Each of these directories offers various themes that you can choose from to find a suitable look and feel for your blog. You can also use the Revolution themes you've probably seen around the web (<http://www.wordpress-themes.co/revolution-wordpress-themes>). They're old, but still look professional and get the job done.

If you've got money to throw around and want to pay for a Wordpress theme, check out:

<http://www.templatemonster.com>

<http://www.woothemes.com>

A lot of very talented people are making extremely attractive themes for a relatively low price, so if you need that extra visual flair to stand out, these sites are a good starting point. As you search for a theme for your blog,

you can install as many as you'd like to, switching and manipulating them until you find the theme that works best for your needs.

For Experienced Wordpress'ers

If you're really looking for a way to customize your blog without needing to become a great CSS/PHP/HTML/WTF coder, a great product to use is Stylizer



(<http://www.skybound.ca>). I highly recommend it, nothing on the market is quite as fast and easy as using Stylizer to edit your blog's design. This amazing product allows you to make live preview edits to the CSS of your page, instantly seeing what results your changes would make, which means you can say goodbye forever to the clunky trial and error that plagues even the most experienced CSS designer.

And if you know you want **something** in your design to change but aren't quite sure what, check out Adobe Kuler (<http://kuler.adobe.com>) – this is an excellent resource for finding color schemes even if you aren't "color savvy".

Plugins

Now, let's talk about plugins. A plugin is an "addon" to your site that increases its functionality. If you've got plugins, your blog has a bit of a more user friendly environment. Without using any plugins, your site is close to sunk before you're even out of the gate. Every site is different, and using plugins is a big help to making you're your site fits your needs.

Many people look at plugins the way a starving man looks at a buffet, thinking 'more is better'.

Instead, you want to keep it simple and get a couple of plugins that'll keep people moving on the funnel. Don't worry about making your site "more interactive" or whatever. Just make sure they find your site, read it, send it to others, subscribe to it, and buy.

But let's start talking about the must haves.

Yoast SEO (This makes it nice and easy to adjust meta information – this is what visitors will see when they search for you on Google.)

<http://yoast.com/wordpress/seo/>

W3 Total Cache (Page loading is important! This helps.)

<http://wordpress.org/extend/plugins/w3-total-cache>

Redirection (Fight off 404 Errors and loose ends.)

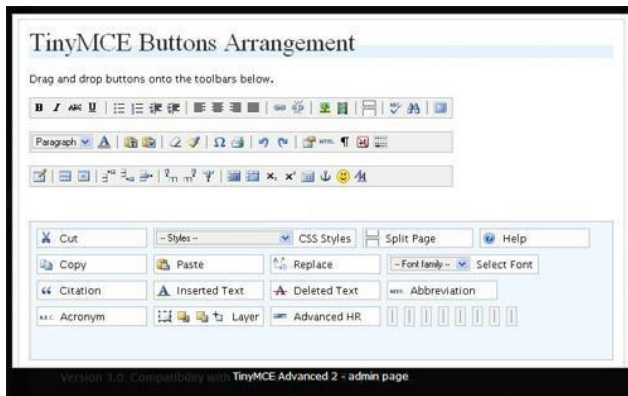
NOTE: Speaking of must haves – remember to include a Privacy Policy and Affiliate Disclosure. Check the site you're

TinyMCE Advanced (Lots more options for formatting your blog post, right at your fingertips.)

<http://wordpress.org/extend/plugins/tinymce-advanced/>

ShareThis (This plugin lets people “like” your content on whatever social network they use, and send it to friends.)

<http://wordpress.org/extend/plugins/share-this/>



Google XML SiteMaps

<http://www.arnebrachhold.de/>

Also be sure to check out WP Touch, and Google Analytics for Wordpress. You can locate *all* the available free plugins by selecting "Add New" at the top of your dashboard plugin page and running a search in the page

that appears after you've selected it:



For even more plugins available, you can go directly to the Wordpress site at: <http://wordpress.org/extend/plugins/>

Outsourcing It

I really recommend you do this yourself, but if you insist on getting help or aren't tech savvy...

\$100k Affiliate



wordpress_seo
rated 100%

24 hrs
EXPRESS DELIVERY

100%
GIG RATING ✓

2 orders
IN QUEUE

2
LEVEL

http://fiverr.com/wordpress_seo/install-wordpress-and-your-theme-necessary-plugins-plus-backlinks-bonus

Content & Keywords

There's no way around this fact, so I'll just say it: in order to succeed, you must have good content.

That does not mean you have to be a great writer, or even that you have to do the writing yourself.

And before anyone packs up and leaves, let me further qualify and explain what I've just said.

First and most importantly, the Internet runs on content. Nobody goes to a site that doesn't have good content or provides the information they're looking for, at least not for very long.

The entire foundation of your affiliate marketing business is a topical website to which people with interest in that topic can go, and get something out of it.

In other words, your website must be one for which a visitor can say "I got something out of it and it was worth visiting". Without that, you will not succeed.

Content Focus

Content of course is made up of words and phrases. It's these words and phrases that will drive traffic to our website: the search engines will figure out which words and phrases are relevant for our site, and then rank us according to how we stack up next to other sites using those words and phrases.

For a long time this led webmasters to focus much of their energy on optimizing their sites specifically for the keywords that would drive traffic. It also set up that conflict of interest where keyword optimization rather than content quality was what brought visitors to the site.

The search engines have undergone profound change; while not perfect, the changes have gone a long way towards reversing this trend and correcting the in balance.

Not everyone has caught up with the changes, and there are still legions of webmasters attempting to game the search engines through optimization efforts that used to work but no longer do.

That's great news for us; less competition.

In order to succeed today, the most important consideration is 'Content Focus' - by which we mean NOT 'Keyword Focus'. Your content MUST focus on the topic you are writing about.

Content optimization efforts should be applied to being descriptive & informative, using variations, synonyms, alternative phrases, alternative meanings, etc., and NOT focused on specific keywords.

It's taken long enough, but for the most part search engines are starting to understand content and relevancy, and so don't need to be force-fed keywords.

Whether we create our own content or outsource it, here are the MUSTS:

- All website content MUST be 100% original, and 100% grammatically correct;
- NO 'spun' content;
- NO 'scraped' or copied content

To summarize, we want our articles to be based on topics within our niche, rather than based on specific keyword phrases.

Optimizing Your Content

In earlier versions of the course, this was a big section. It isn't any longer. Why? Because "content optimization" no longer works. We used to optimize our content in order to manipulate Google for rankings. This no longer works.

What does work, and what everything – and I really mean EVERYTHING – should revolve around, is optimizing for visitors.

Optimizing For Visitors

One of the most significant 'fall-outs' from Google's "Panda" updates is that almost the entire ranking 'landscape' has changed, beginning with content. And it isn't just about an article or page; 'low-quality' content anywhere on your site can hurt your ranking efforts everywhere.

If we want to manipulate Google for rankings with our content, there is a new, "cutting-edge" tactic: well-written, focused content.

This doesn't mean we don't include our primary keyword phrase in the title of our article, for instance. We do. But that's because this would occur naturally in well-written, focused content.

And that really is the key to "content optimization". Include appropriate keywords where it would be appropriate to include them: in the title of an article talking about the subject of that keyword. Anything beyond that, and the determining factor must be "appropriateness". It's appropriate to use a target keyword in the title when the contents revolves around that keyword.

This means that your content, what visitors actually read and react to once they arrive on your site, must be worthwhile. It doesn't need to be the best on the planet, or Pulitzer prize-winning material. It doesn't even need to be great or extraordinary. But it does need to be good and worthwhile.

Fortunately, there are many ways to accomplish this. Of the hundreds of marketers I've worked with directly, and the thousands who have been on our private forum, I have yet to

Profiling

There is a concept in marketing called "profiling".

The idea is a simple one: create a 'profile' of the ideal customer/visitor/consumer. If the profile is accurate enough, you can use it to help fashion your marketing, your products, really everything, and to 'test' your efforts against.

For example, we developed a site a while back around the topic "Nursing School Programs". We created a mental profile of the target visitor: female, 18-25 years of age, high school graduate, etc.

We could then target that person when designing the site, developing content, promoting offers, etc.

If our profiling was valid – and it was – we would see very high conversions on the site. We did.

The more you understand your target market, the better off you'll be, not just for creating content, but for everything.

meet a single one who could not fulfill this requirement, either using some of the methods below, or by outsourcing.

There are three basic things we need to cover here.

1. How to create content that converts visitors to buyers. I know too many people with amazing sites that look great and are “well-written” and make no money. There are “emotional buttons” we need to push to move people through the sales funnel.
2. How to format for SEO effectiveness. This is NOT the big deal it used to be.
3. How to organize your content wisely, so that people and search engines can find similar material.

Demographics

Understanding the demographics of your target market is hugely valuable, on numerous fronts. But how do you find demographics when you don't yet have any visitors?

Fortunately, it's quite easy.

There are online resources that can give you fantastically valuable demographic information based on websites: you input a website, they tell you everything there is to know about it's visitors.

Simply search Google using your niche topic(s), then use the top-ranking sites to 'feed in' to these resources!

Being the top-ranked sites, this is EXACTLY the information you want, and the people you should be targeting & profiling.

- ❖ **Quantcast** – <http://www.quantcast.com/>
- ❖ **Alexa** – <http://www.alexa.com/>
- ❖ **Google (DoubleClick) Ad Planner** – <https://www.google.com/adplanner/>
(you'll need a Google account for this one)
- ❖ **Compete** - <https://www.compete.com/>
- ❖ **SimilarWeb** - <http://www.similarweb.com/>

The EROTIC Method

You'll want 10-15 articles in advance and "drip" them over the course of a month. This way you can work on promoting your site without having to go back and write more.

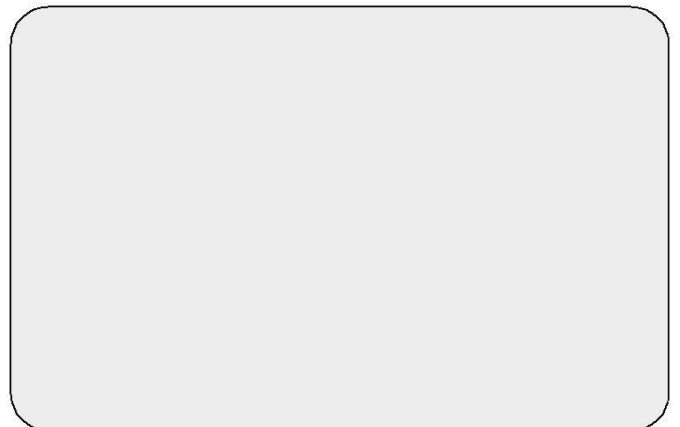
I promise that I'm not just being titillating. EROTIC stands for:

- Engage
- Rapport
- Open-Up
- Titillate
- Indicate Value
- Call-to-Action

I think if people put the same energy into writing content that they did into their relationships, there'd be a lot better stuff on the web, and a lot more wealthy affiliates. If you're writing a review site, you need to speak the language of selling. That means you need to seduce your customers and get them in the right mood - the buying mood.

In the same way that we build romantic relationships by introducing ourselves to strangers, standing out and being interesting, showing them how cool we are while showing genuine interest in their needs and desires, being useful without being clingy or desperate, and closing the deal with confidence, we can close a business deal without even meeting our customers by using the methods listed below.

I want you to always put yourself in your visitor's shoes – that's an exercise you should do often - and ask what information they need to know in order to make a decision. They're going on a journey, from arriving at your site looking for information, or to solve a problem, etc., to building trust in you, to seeing a product can be of use, a solution for them,



etc. This is going to be a little different for each article and niche, but this formula works well no matter what you write.

Engage

You know who never gets any action at the singles bar? The guy or gal who sits in the corner and stares listlessly into space. If you aren't engaging the opposite sex, and letting them know who you are, then you might as well wear a "nothing interesting here, move along" shirt.

In the online world, our headlines work the same way.

It doesn't matter what your article is like unless you can grab a little attention. People are skeptical, and there's a lot of garbage out there. Picture that after EVERY sentence, the person reading is going to stop, hover over the X button, and ask themselves "should I keep reading this"?

Engage them with a provocative title, an interesting sentence, or a compelling question. Generally, people have an interest in:

- Dangers they should avoid.
- Products they should buy.
- Numbered lists.
- Ways to save time and money.
- Negativity. Things that are bad, things that suck, people that are bad or in bad situations.
- Extended metaphors. Why something is like something else.

Rapport

There's nothing worse than going out with someone who only talks about themselves. People want to be around people that care about their problems and want them to succeed. In real life, we can show our interest by looking someone in the eye, smiling warmly, and listening well.

Here, you create rapport with the reader by introducing a problem they're having and explaining how your product can fix it.

Describe what the problem is, then discuss how it feels to have the problem physically, then emotionally, then introduce your solution, then talk about how it feels to get rid of the problem. There are a few ways to do this – you can tell an interesting story about yourself or the kind of person that would need this product...

It was around my third pair of ripped jeans that I decided to see if the “Little Extra” 450’s were the right jeans for me. It’s always been tough for me to squeeze into designer jeans no matter what my weight was because of the way my hips were built. I’d have to either wear something way too tight or go up a size and look bigger than I was. But when my best friend suggested I try Little Extra’s, it gave me a little hope. How did it go?

Or you can talk about the company that made the product, and the problem they’re trying to solve.

The women’s jeans market used to be SO homogenous – if you weren’t thin, you weren’t in! Women didn’t have much of a choice but to struggle their way into pants that didn’t quite fit the way they should. Luckily, things have changed, and there’s a big market for jeans for women with curvier figures. But do Little Extra’s get the job done – and more importantly, do they do it in style?

Finally, you can make the story about the reader.

It’s the worst thing that can happen to any child. When your child cries and cajoles you every time you drop them off at school, it can put a dent in your workday and give you feelings of guilt no responsible parent should have to cope with. But the STRESS SAFE SYSTEM promises to improve your child’s disposition and the quality of your life. Does it really live up to its promises?

Anyway, if it’s appropriate, you can close the paragraph with a question you’ll answer in the rest of the article. Basically, this opening paragraph isn’t just a chance to talk about a product, it’s a chance to show the person reading that you care about them and want to help.

Open Up

Relationships aren’t just about smiling, introducing yourself, and making Googly eyes. And they aren’t just about whispers and passion, either. The vast majority of a good first date is pretty mundane – learning about a person and finding out whether they fit into your life. As you open up to them, they’ll open up to you.

Spend 2-3 paragraphs giving a solution to the reader, and rewarding them for making that click. Don't just throw together three bland paragraphs - try and organize them in a way that is coherent and tells a story. There are three basic ways to do this:

1. What are the most dramatic problems facing people who use this product? If it's snowboarding supplies, it's probably being cold and getting wet. Talk about the most urgent problems and then slowly go to more aesthetic things.
2. What's the most unique feature of this product? If everybody wants to know about something right off the bat, don't deny them.
3. Go "outside in"... start talking about the design, cosmetic features, and exterior of the product. Then discuss the details on the inside that make it work.

Titillate

Sexy writing and sexy interactions in real life have something in common, and that's that they're devious. Plenty of people have "nice" dates, but if you aren't getting your hooks in and being seductive WHILE you're having your "normal" date, they just won't find you interesting.

Be colorful and inject your own personality into your writing. In most niches, you aren't uncovering brand new information as much as you are packaging it in a way new customers can identify. You don't need to get in the way of the information, but you do need to be interesting.

You can also start sprinkling in your credentials, and the credentials of your sources, or your personal story. As you write, it's important to sound like you know what you're talking about, and have a deep appreciation for the subject your site is about. Intelligent asides are a way of reminding people that you're a real person that's opinionated and experienced.

■ This Samsung phone has a Super AMOLED screen, but those screens are mostly marketing hype.

■ If you've read my other reviews you know I don't like the girth of their jackets.

■ Panasonic's bread machines don't come with a cooking window, but that's actually a good thing, because they mess with the flow of heat and ruin every loaf.

Indicate Value

You don't just want to talk about your life and be funny – you need to make your customers want to be with you. So as you write, sprinkle these seductive authority boosters in: they'll take your articles from wimpy to wow.

If you got a list of bulletpoints from an Amazon page, you need to translate “sales speak” and “patented features” into plain English. Explain why a feature is so special. People don't care about what a product does, they care about what it does for them. Let's say you're reviewing a stroller with waterproof material. Which shows you how valuable the stroller is?

■ A single bullet point that says “Waterproof Exterior”

■ It's terrible to have to deal with mold on the inside of your stroller – it smells bad and it draws attention. Luckily, the Gracie Babybus 2 is water resistant so you can carry your baby around in peace.

Instead of relaying a list of features, start talking about benefits, and get them imagining this product in their everyday life!

You also increase your value by frankly discussing the flaws of your product.

This is crucial to a longer review – point out the good and bad of your product. Think of it as a way to show you're “not like other guys”. If you're promoting an Amazon product that has a common complaint about it, point it out. Then reframe it by asking yourself how to solve that problem.

The Horizon Fitness stroller is very lightweight – that makes it tough for parents looking carrying their baby over rough surfaces, so it's best for people who are going to be carrying two things at once or need maneuverability.

Don't use the price of an item as a negative. First of all, prices come and go all the time, and you don't have the time to update it every 3 months. Second, it's about value, not cost.

If you can, give some examples of people who have made this solution work. If you're reviewing an Amazon product, it shouldn't be hard to find someone who has gotten through the flaws of your product.

Call To Action

Finally, you need to summarize your article in a couple of sentences and explain the effect of applying the steps in the article. If you asked any “questions” to open your review, answer them. Be as specific as you can about WHO this product is designed for and will help the most. When you’ve done this stuff well, you’ll really show off the value of your information and yourself.

Longer, more in depth reviews just convert better. They give more information, build more trust, and demonstrate the kind of value we need to move people down the funnel.

Once you’ve shown off the value of your product and yourself, you have to seal the deal. There are so many people who blow it at the end of the night because they’re afraid of rejection. They settle for a kiss on the cheek or a handshake and they go home unsatisfied.

Awful.

In the dating world, this means no play. In the online world, it means no work – and it’s tough to tell which is worse. Once you’ve seduced someone and satisfied their needs, you need to close the deal and tell them what you want them to do!

Link them to your website, newsletter, eCourse – whatever it is that moves them further down the sales funnel. Then tell them what to do, whether it’s leave a comment, sign up for a mailing list, go to Amazon and buy a product – whatever!

Just like in our romantic relationships, everybody isn’t going to be “the one” – if Halle Berry doesn’t have a 100% conversion rate, you shouldn’t expect to either! But it’s easy to forget the rejections when every yes rings in your bank account.

Outsourcing It

I have never, ever been satisfied with a Fiverr article. Even remotely.

If you’re looking for help with a project, go with Articlez (www.articlez.com) or NeedAnArticle (www.needanarticle.com) – I prefer NAA since

you can be a little more detailed in what you want them to write, and they turn around a little faster than Articlez, and there's a lower monthly charge.

Anyway, even the best content is pointless if you can't actually get the people to your site! So let's start talking about how to format our articles to give ourselves the easiest road to the top of the search engines.

Formatting Your Articles

The formatting of your articles have a big potential impact on your ranking. There are some great Wordpress plugins that will walk you through the process of posting, but even if you were to use them, you should know how to do it yourself, and understand what's involved.

Keyword Density

Time for a little straight talk on keyword density. Keyword density has been completely oversaturated, and search engines are going to rely on it less and less as time passes. If you take a look at what Google is looking for from search results, it's content that really engages the reader... that takes a lot of skill.

Know what doesn't take skill? Pasting the phrase "left handed golf clubs" over & over throughout your article. Use keywords enough for search engines to gauge the topic, but not more than that.

A good rule-of-thumb: words & phrases that are core to what an article is about should appear in the article, but you shouldn't have more than 2-4 occurrences of an exact word or phrase.

Try to use it once in the first 50-100 words, again in the last paragraph, and 1-2 times per 500 words when appropriate. Otherwise, use synonyms, alternate words & phrases, etc.

"Long tail keywords" – keywords consisting of 3 or more discrete words – are golden.

Check out <http://www.live-keyword-analysis.com/> or the keyword density checker for Wordpress. <http://wordpress.org/extend/plugins/seo-tool-keyword-density-checker/>

Page Title

This is the most important single element of your article. Use your titles intelligently – use a unique title for each page, and put your keyword at the front of your title, then describe your page in a concise way.

Header Tags

Headers give search engines a good idea of what's most important on a page, and they make it easier for real people to mentally organize your content. Most competently written themes will automatically put your page title in H1.

You should also use 'sub-headings' liberally to organize your content; do this using H2 tagged subheadings.

Images

You want to have one or two in every article – they really bring your website to life and give it an air of professionalism. More to the point, they are critical to the search engines. You can name your file name and alt tag using the keyword, just remember that it does count towards your overall keyword density. Most people don't think about images or how easy they are to get.

Maybe the simplest thing to do is grab some free images off the web. Sites like Morguefile and sXc.hu are brimming with free commercial images. It also won't hurt you to visit a big site like Flickr and find creative commons images – sites like Cracked.com use citations and credits for all of their images, and it doesn't hurt their professionalism a bit.

Second, you can open up a paint program or image editor and type some text in... play around with fonts, text size, and italics to give it a stylized look. A look at amazing graphical resources like <http://www.brusheezy.com> and <http://www.dafont.com> should give you enough dazzling backgrounds to keep you occupied for a long time.

Finally, there are so many free generators for infographics and statistics that your head will swim. If your site can make use of statistics (health, weight loss, money management) then this is really worth throwing a look at. Gliffy.com is my favorite one, but visual.ly, wordle.com, and Google's Public Data Explorer are all useful.

Interlinking

It sounds simple right? Look for opportunities to link to similar stuff in their pages. But it's easier said than done because nobody wants to go back and forth through their old content looking for ways to link more recent material. Plugins like LinkWithin and YARPP are good ways to take care of your interlinking.

That's It!

Look, On-Page SEO can be important, but most people pretend it's going to help a new site get exposure and make money – and in most cases this is far from the truth.

Let's take a look at the structure of your site.

Organizing Your Website

Now that you've organized your content and organized your on-page SEO, let's talk about organizing the layout of your site so that Google can send you relevant traffic.

The SILO infrastructure is a folder based set up that helps your visitors find relevant content. During the recent updates, Google adjusted their ranking criteria. They look a lot more at a site's overall organization and authority than just how well optimized a page is.

That's why, as we build our page, we're going to let people and search engines know that the content on our site is interrelated.

If you're in the pet niche, you might want to build a site with sub categories for dog training, dog collars, dog food, et cetera. Afterwards, put 5-10 articles inside each category.

This isn't as complicated as everyone makes it sound. I'll leave it there.

By now, you've got good content, well-formatted pages, and a logical, helpful layout. The problem is, none of that makes any money. All of that effort is at the proverbial bottom of the sales funnel. In order to build the top half of the funnel – incoming traffic - you need strong backlinking and promotion. You should spend as much energy promoting your site as you are writing the main content for it!

Read this quote from the Bing Webmaster Blog:



"The reasons for poor ranking are nearly as myriad as the number of sites on the Web. Your site may be competing against some very well established, well designed sites in your industry niche. Your competitors may have published a ton of useful, expert content, or have implemented a blog or forum where all of your industry's customers go for information, thus earning them tons of valuable visitors and backlinks. And frankly, it could be that those competing sites have seriously invested in search engine optimization (SEO) efforts when you have not. If your page ranking is not where you want it to be, your site may be due for a serious examination, one that looks for problems to solve and uses optimization techniques that are meaningful to both human visitors and search engine bots alike."

The Present Future Of Keyword Research

My how times have changed! It used to be that keyword research was 'Ground Zero', the foundation for all Internet marketing. We even used to say – and mean it! – that "our keyword research is the 'fuel' that powers our success."

That was because the Internet, and all user behavior, revolved around words and phrases. It's how we navigated, using words and phrases to search, how Google and other search engines organized, categorized, and ranked everything, and how everything was linked together.

But much has changed.

The Internet has evolved from a task-oriented network linked by words, to a social web connected through words, pictures, and relationships.

Even more significantly, keyword focus and optimization is increasingly used by Google as a negative ranking signal. It can hurt your rankings, or worse.

On top of that, Google no longer provides all the keyword information that we've grown accustomed to, making it significantly harder to do some things we used to take for granted, like seeing all of the keywords that drove traffic to our site.

Setting Up Your Promotions

Once you have your content and your site starts to take shape, you'll need to set up your promotions – how you promote, and what a visitor has to do in order to purchase what you promote.

What you do will depend in part of your website's "Reason For Being".

If you are specifically reviewing the products you are promoting, it becomes a simple matter of including your affiliate link in your reviews.

For everything else, you'll want to decide whether to include links within your content, have separate ads, or both.

Whether you're using an affiliate network or direct merchant program, you'll get your links and 'creatives' – images/ads – from them.

As a general rule-of-thumb, graphic ads should be placed in your sidebars, and text links within your content.

TRAFFIC

In some respects, traffic is all that matters. After all, without visitors, you have no one to convert into revenue. On the other hand, traffic in-and-of-itself isn't the answer to anything - one million visitors in the 8-to-18 age group won't do anything for your site about homeowner insurance.

Perhaps the most common woe among internet marketers is "not enough traffic". Many of us consider "traffic" to be the 'missing link' to our success: if we had enough traffic, everything else would somehow work itself out.

It even overshadows our keyword research objectives: if we could only find that 'golden' keyword - the one with huge search volume and little competition - or at least somehow hit that Top Spot for one of those high-volume keywords, we'd have so much traffic coming to our site, everything else would somehow work itself out.

We're as guilty as anyone in pandering to this idea - prior versions of this course focused on "traffic".

So, what's the problem?

The problem is that "traffic" isn't the answer to anything, and a flood of it won't make your website or business successful.

On the other hand, "buyers" can, and will.

By "buyers" I don't necessarily mean "people who buy things". I mean "visitors who are qualified conversion candidates". Said another way, "buyers" are: "visitors who are interested in the topic of your site, and can be motivated to buy from you, provide their email address, or click an ad".

"Ok, I get it.." you reply. "But aren't we 'splitting hairs' here? I mean, of course we want people who are going to BUY something, or whatever else you said... but it's still 'traffic', or at least 'qualified traffic', right? There, that's it - "qualified traffic" is what we want!"

Yes, "qualified traffic" is another way to say it. But what we find is that the pursuit of "qualified traffic" often ends up simply being the pursuit of "traffic" with a little bit of "qualified" thrown in.

Having said all that, we're going to work on "traffic generation", not "buyer generation". But keeping that goal of "qualified buyer traffic" in mind will help us realize that traffic just for the



sake of traffic is wasted effort.

Another consideration is that many of the 'non-paid' methods for going after 'buyers' exclusively requires a great deal of effort and isn't scalable.

Back at Headquarters (that would be Analogy Marketing World Headquarters, otherwise known as... 'the office'), we've been working more and more with paid traffic. Free traffic is nice, but it will not scale beyond a certain point, and typically has a required "time-to-volume" ratio.

When we have more money than time, buying traffic becomes the ONLY way to go.

If we had to distill "\$100k Affiliate" into 2 'parts' or objectives, it would be (1) building a strong, quality affiliate marketing site, and (2) getting qualified visitors to the site.

Traffic, Promotion, and the Social Web

Today, we simply must take the Social Web into account if we intend on building a long-term, sustainable internet marketing business.

And it is in traffic & promotion where it has the greatest impact.

People are 'social animals', always have been. But it's only recently that the Internet has evolved to the point that it's begun to reflect this. That evolution continues, and at a frightening pace. In fact, I'll make a prediction:

From both a user perspective, and a markets perspective, a "Social Web" will be a much more accurate description than anything else within the next 3-5 years.

What's more, within that same period, from a marketers perspective, virtually EVERYTHING will have changed: how we market, what we market, how we build sites, what we build, and how users behave.

Finally, this: every tactic & strategy that works today will at the least have to evolve significantly over the next few years, or they will not work.

In other words, if you don't 'stay current', you will have nothing, and nothing to fall back on.

Ranking Your Site

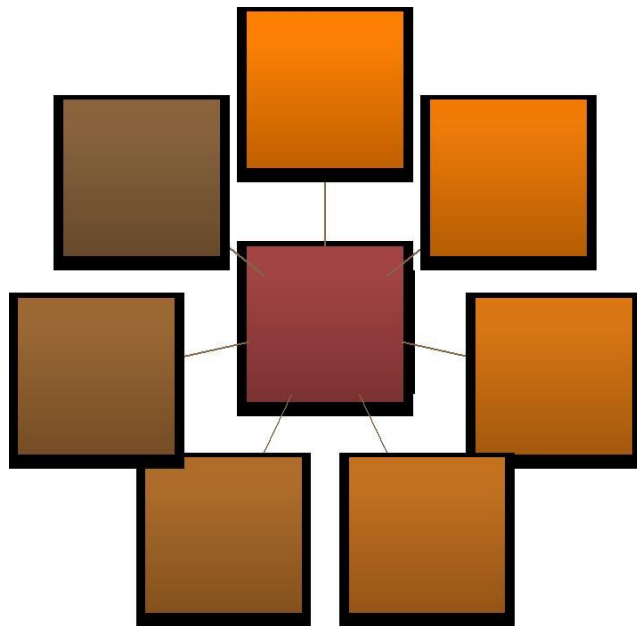
Our traffic will come primarily through two avenues: search engine ranking, and referral traffic.

Search engine ranking is a function of two considerations: the quality and relevance of our website content, and external links from other sites pointing to ours.

The sections on content and organizing your website will have covered the first function; what follows are the mechanics of getting those external links pointing to our site.

The Backlinking Solution

This isn't going to be the longest section of the book, even though it might have the most impact on the profitability of your site. I don't want to overwhelm you and explain every method of free traffic in the world or explain to you how SEO works. I want to clue you in to the stuff that's working right now for getting niche sized websites running and ranked, give you a simple plan for backlinking without breaking your back, and put you to work.



competition.

With recent Google updates, everybody is fretting about SEO and ranking.

Fortunately, you don't have to worry about any of that. What follows is tried, tested, and works.

What this section will come down to is links. Now what kind of links do you need? Search engines want diversity and volume, and it's very, very tough to do both at once. So where should you start?

You can start by asking your

Getting Inside Your Niche

High PR backlinks are the fastest and most efficient way to get your site ranking. And sure, you can pay a lot of money for these links, but many of the most permanent, high quality links you can get are curated by real people.

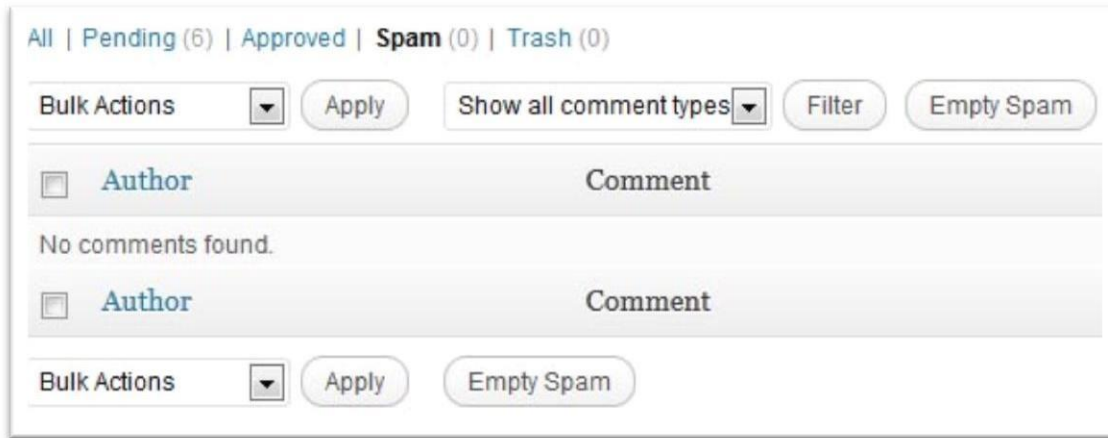
One of the best things about online business is that everything is transparent. Stuff that would be considered corporate espionage in the real world are five minutes and a couple of clicks online. Scout out your competitors to find their most valuable links, and follow in their footsteps.

Pull up your copy of Market Samurai and click the top link in the “SEO Competition”, then select “PR Analysis”. Look for the backlinks that are PR3 and up and copy them down. Then repeat the process on the other front page sites.

You can also head to the Promotion tab and type in your main keyword. When you’re done, you can harvest the High PR links for that keyword as well as related keywords. You should have a pretty strong list of links when you’re done. Some of them will be paid for links on dummy websites, but many of them will be places you can comment and leave your own link.

When you’re writing blog comments it is important to remember these basic rules:

1. First, make sure that the article is relevant to your niche.
2. Offer an actual opinion that encourages the webmaster to approve your comment and respond to it.
3. Make it clear that you actually read the comment. Refer to specific details in the article.
4. Use correct grammar and punctuation.
5. It doesn’t hurt to Email the webmaster when you’re done, especially if it’s a High PR backlink. I mean, once *your* website is off the ground, you don’t plan on babysitting it all day, right? Some people automate their posts and updates.



Webmasters usually love comments, but there's so much spam out there that it's tough to stand out.

These links are valuable, and it's worth taking the time to do this yourself. That said... this one had a longish turnaround time, but it works as advertised! Be patient!

Outsourcing It



<http://fiverr.com/jessyica/leave-20-unique-comments-and-links-on-high-page-rank-blogs-that-are-related-in-topic-to-your-blogs-theme-for-the-best-seo>

EDU and GOV links

I wouldn't be shocked if Google reduced the power of these links in the future – they're too powerful and too easy. Just remember that adding your link on a page packed with them has less value.

Now, before you start toying with Google, go to your preferences and disable Google Instant, and increase your number of results per page so you're spending more time getting links than you are clicking through pages.

site:.edu inurl:blog "your niche/keyword" "post a comment"-"comments closed"-"you must be logged in"

That will find some .edu blogs that don't require registration. You can do the same thing with .gov blogs, just type this:

site:.gov inurl:blog "your niche/keyword" "post a comment"-"comments closed"-"you must be logged in"

Or you can pair them up like this –

"your niche/keyword" "post a comment" site:gov – "you must be logged in" -
"comment closed" site:edu – "you must be logged in" -"comment closed"

You're not always going to get edu and gov blogs aimed right at your niche, so be flexible. You can also look for outdated blogs (from say 2007-2008) that are set to autoapprove.

If for some reason you can't use Market Samurai, SEO Quake is a free plugin for Firefox that'll do this work nicely.

Outsourcing It



<http://fiverr.com/larry4seo/manually-build-1-x-pr-4-gov-and-2-x-pr-3-edu-backlinks-with-low-obt-through-blog-commenting-the-pr-is-actually-from-url-not-domain>

RSS Links

RSS Links are a strong way to interlink your content and get a stable foundation of links, syndicate your content to sites you haven't even heard of, and drive traffic to yourself. Remember that we don't want our link profile to consist of 100% high PR links or links with our anchor text.

So, your feed address is usually going to be something like yoursite.com/feed.

Paste it into the feed submitter at Marketing Blog online. _

<http://marketingblogonline.com/feedbacklinks/>. Then hop over to BulkPing.(
<http://www.bulkping.com>) to submit your feed to a bunch of directories at once and then

forget about it. Looking for something more powerful?

Outsourcing It

There are a LOT of people on Fiverr selling this service because it's easy if you've bought the software. Remember that quantity isn't always quality.



<http://fiverr.com/bobby323/submit-your-rss-feed-to-over-175-sites-and-directories>

Directories

Are these the most powerful links on the planet? Of course not. And there's a lot of crap to wade through. But one of the advantages of using them is that they're a steady, free source of traffic. You can manually look for niche specific directory sites by using a little bit of Google-Fu.

intitle:"submit * url" "your niche"

intitle:"submit * site" "your niche"

intitle:"submit * page" "your niche"

The idea here is that we want to manually catch all the directories that say "submit A site", "submit YOUR site", and all of that. Remember that some of these places are going to have manual review, so try and put up a few pages before you submit.

You can also save time by using a directory submitter. Just remember not to blast all these links at once, and don't waste time with directories that want a link back. _

<http://directorysubmitter.imwishlist.com/>

Outsourcing It

Remember that you want these submissions drip fed.



<http://fiverr.com/davidshaw801/do-500-web-directory-submissions-for-your-website-nice-bonuses>

Social Bookmarking

Social bookmarking sites are so great because they bring together the best features of old fashioned directories and the newfangled social network. Sites like Reddit, StumbleUpon, Flickr and Jumtags are all useful, but you can get the ball rolling by bookmarking these sites manually.

Registering for all of these sites manually is a tiring process – spend 5 dollars on a site like Fiverr and get someone to fill out all those pesky forms for you.

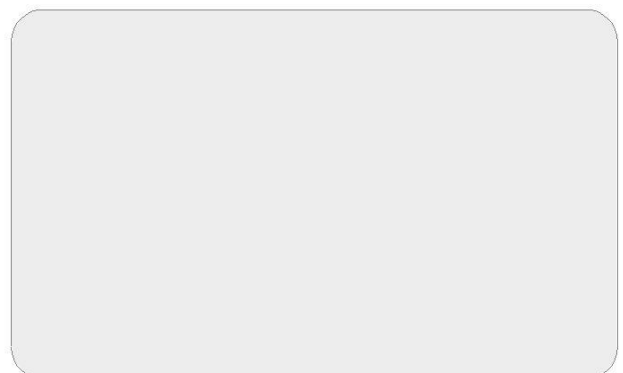
Once you're done, consider signing up for OnlyWire (<http://www.onlywire.com>) – it'll automatically post your backlink everytime you make a new post. On a budget? No sweat, you can do this manually.

And you can maximize your results by using Bookmarking Demon (<http://www.bookmarkingdemon.com>)... This is an automated solution that posts to hundreds of social bookmark sites, and it's SO MUCH EASIER than posting these by hand. The software costs a few dollars though, so you might be better off hiring someone on Fiverr to do this for you if you're on a tight budget.

Outsourcing It



<http://fiverr.com/messageinbox/provide-200-social-bookmarking-links>

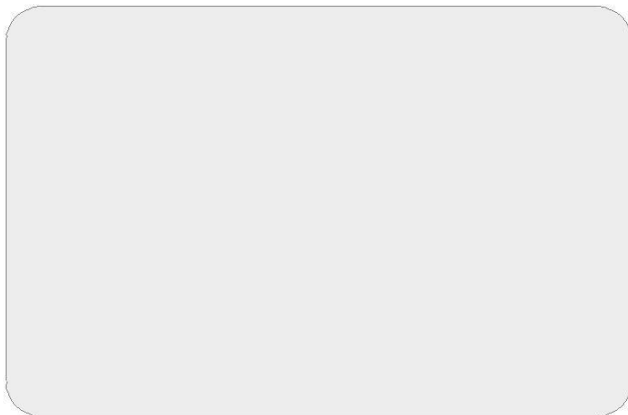




<http://fiverr.com/iennod/bookmark-your-multiple-urls-to-200-social-bookmarking-sites-in-4-hours>

Press Releases

Here's the thing about press releases – there are a lot of these sites out there, and you'll very much get what you pay for. But if you're willing to dish out, you can get linked from authority sites and get a flood of traffic to your site... try not to abuse this, and don't spend time on it



unless you can think up something that's actually newsworthy about your site.

You don't need to worry about "formatting" your press release for SEO – don't write for the backlink. Just make one that has a good angle a real person might want to read, be direct and to the point, and include your content information. 300-700 words in length.

- Give some free lessons
- Make a holiday themed announcement
- Talk about a business partnership
- Make a prediction about your industry
- Talk about a poll or study of your customers

One of the problems is that press releases are news – you’re going to have to post new releases on a regular basis. Check out BigNews.biz, newsreleaser.com, I-Newswire.com, and PRBuzz.com for more options at every price range.

Outsourcing It



http://www.99centarticles.com/warrior/press_release_package.php

Article Marketing

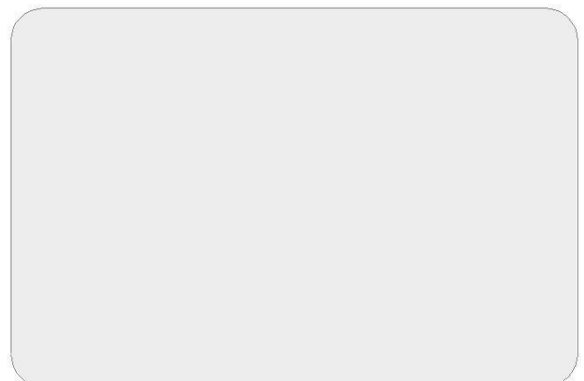
You seriously do NOT need to buy an expensive piece of software or spend all day submitting to a thousand different sites when you’re first starting out.

The goal of article marketing isn’t just to get a sweet, sweet backlink from GoArticles – it’s to get your articles reprinted and spread across the internet on sites in your niche. Think about it – there aren’t that many paying customers who are going to search for information through EZine Articles. Webmasters, on the other hand...

Generally, affiliate marketers write really short 400 word articles that don’t have a lot of beef to them in the hope that they’ll get a bunch of EZA backlinks and boost their SEO power. I suggest you do the exact opposite. Create some articles that are between 700-1000 words, so that a webmaster who is looking for articles to add to their site is drawn to your quality.

Don’t post your articles until they’re already indexed on your site.

Head over to EZineArticles, GoArticles, and ArticlesBase and manually submit your stuff there. This can be a real pain in the butt – and a great excuse to pop in somewhere like Fiverr or ODesk and get someone else to do the submissions for you.



The problem with this is that it adds up if you have written a lot of stuff. Personally, I still do this myself.

Now, what if your niche is a really dry, terrible niche that you can't imagine writing a bunch of articles about? After all, you may have decided to write about sewing machines, and it doesn't matter how EROTIC your content is, you're going to run into some serious problems getting eyeballs for your review of Singer's newest embroidery machine.

Well, remember that nothing is stopping you from writing in a niche that you care about and linking to your site in the resource box. You'd think that would hurt your chances of being syndicated, but it really doesn't – in fact plenty of webmasters are thrilled to not have to link to a site in their niche, and article scrapers like WP Robot certainly don't care about your anchor link.

It's all about finding a balance between finding a topic with a lot of material out there to research and links that are close to your niche.

Outsourcing It

You've got a lot of options here.



A Fiverr profile card for the user 'virtualgirl2010'. It features a cartoon avatar of a girl with blonde hair. The card displays 'rated 100%' with a small flag icon, '3 days' for estimated delivery, '100%' for gig rating with a green checkmark, and '6 orders' in queue. A gold 'TOP RATED SELLER' badge is in the top right corner.

<http://fiverr.com/virtualgirl2010/submit-your-article-to-20-high-pr-article-sites-manually-please-see-list>



A Fiverr profile card for the user 'fiverrfanatic'. It features a photo of a woman with dark hair. The card displays 'rated 99%' with a small flag icon, '3 days' for estimated delivery, '100%' for gig rating with a green checkmark, and '0 orders' in queue. A gold 'TOP RATED SELLER' badge is in the top right corner.

<http://fiverr.com/fiverrfanatic/submit-your-article-to-top-10-article-directories>

What We Avoid

I was going to call this section “stuff to avoid”, but there’s always someone out there making money with a method you aren’t using.

Putting Content On Web 2.0 Hubs

Plenty of otherwise smart people swear by the power of sites like Squidoo and HubPages. While many article directories have really low quality control, these sites have manual review, and Google likes them a whole lot more.

But there are issues. More and more marketers are using Squidoo and HubPages for backlinking and monetization, but the low quality means Google is tightening up on their effectiveness, which means Squidoo wants better, more original content.

But here’s the thing: the backlink from Squidoo isn’t worth as much as your original content!

It’s important to make sure that your content belongs to you – that it goes to your site and sends people to your sales funnel. Even if you write the coolest and most compelling stuff in the world and 50% of your Squidoo visitors click through to your site (an astronomical CTR), that means 50% of potential customers didn’t go through the funnel. Way inefficient.

That said, if you’re just getting started and you don’t have two nickels to rub together, you might need Web 2.0 places more than they need you. I’m going to talk about that, and a modified version of the link wheel format, in the next section.

The “Link Wheel” Format

Your goal isn’t to get someone to start at an EZA website and have them click to a Wiki and go to a Squidoo lens from there and a YouTube video from there. You want them to read something, like it, and go to your main website so they can buy a product sometimes down the line. Linking from “spoke to spoke” is basically a way to pass juice from Squidoo to Go

Articles – there’s no technological magic that multiplies the relevance of each link on its way to your site. Finally, the “wheel” pattern isn’t natural. It’s easy to track and suss out. Don’t do it.

Forum Profile Links

There was once a time that you could rule the SEO world with profile links. But this strategy is cooked nowadays. Don’t waste your time logging onto forums or making Scrapebox blasts. It



won't hurt your site, and there's nothing wrong with using them as part of a pyramid that leads to your site, but there are much better things you could be doing with your time. Build relationships and quality backlinks, not spammy profiles.

If You're Broke...

The affiliate landscape is a much less pleasant place than it was a couple of years ago, and it's more difficult (although not impossible) to get traffic to your site. Obviously, you want to use the extra time to make the most out of your content – that means syndicating it around the web.

And you've probably heard how wonderful this idea is – turn your article into a PDF, turn your PDF into a podcast, turn your podcast into a slideshow, turn your slideshow into a YouTube video, and the gates of traffic will open up to you!

Theoretically, a great idea. In reality, it's very, very time intensive.

Be careful and don't get sucked into doing stuff that's too time intensive. Don't spend a lot of time making videos or carefully editing audio recordings. Instead, focus on things that don't take up a lot of time.

Web 2.0s

Squidoo, Blogger, HubPages, the like. Your goal shouldn't be to link all of these sites into each other. There's nothing wrong with doing it once or twice in cases where it's actually relevant, but the link circle idea is a no-go. It's too easy to suss out. Instead, send pings and backlinks to the Web 2.0 sites and create a little pyramid.

Content Syndication

It's not very hard to take your article and turn it into a PDF and a slideshow. 5 minutes of extra work, and then you can take this stuff and put it on docstoc, scribd, slideshare. (Like I said, I'm not a big fan of manually submitting to every site under the sun because it takes too much time). Remember to add tags to your stuff and comment on your submission. All of these aren't going to be do-follow links, and that's fine.



Document sharing sites are NOT world-beaters though, so if you're pressed for time you should put your priorities somewhere else.

Forum Posting

Everyone tells you to do this, but it's easier said than done depending on your niche. Forum administrators are very sensitive about marketers coming up and spamming their board with links. Look around for high traffic forums in your niche though, and if you see a couple of other people with signatures, go for it. The trick here is to be consistent. If you're on a high-traffic forum, you want to post 5-10 times a day and start an interesting thread every other day or so. Don't be a "promoter", just hang out and visit.

Additional Traffic Sources

(Included from "Traffic \$100k Blueprint")

Youtube & Video Marketing

Summary

What: Traffic from individual videos, comes from video sharing sites, syndicated (other) publishers, and search engine ranking of your videos.

Why: A powerful medium that is more engaging than text.

How: Creating or outsourcing videos, submitting to video sharing sites, and video distribution services.

Pro's: Excellent medium for those not inclined to read articles, easy to generate interest, enthusiasm, and Call To Action; plenty of tools available to create videos, and to re-purpose other content into video.

Con's: More involved in terms of production, more cumbersome for longer, in-depth content and messages.

It is said that some 50% of Internet bandwidth is consumed by video, much of that originating with YouTube. While bandwidth is not the same as users or traffic, it does help to put in perspective how widespread and prevalent video has become.

It's hard to imagine that YouTube is only six years old, and it's been only five years since Google acquired them; today there are over 100 million video clips viewed daily, with over 50,000 new videos uploaded each day.

One reason for the rise in popularity of video is, well, it's video. As a culture we have become comfortable with video as the dominant medium for news, information, and entertainment. As



broadband or high-speed Internet access becomes more widespread, the expectations and use of video will only rise further.

As with article marketing, driving traffic with video has three components: content, the actual video; syndication or distribution; and click through to our target.

Unlike article marketing, video isn't necessarily all about quality, but rather about getting and holding attention. Depending on what our objective is, an effective video might be informational, or it might be entertaining, controversial or shocking, etc.

Another point where video differs from article marketing is how people find them. Very few people go to an article directory to find an article; they find them when they show up in a search engine search. Videos are found this way, but in addition there are millions of queries right at the video sharing site.

In fact, we can think of video sharing sites, Youtube in particular, as a 'search engines for video'. As such, we want to treat our videos this way and optimize them for these searches: including the keywords & phrases we're targeting within the video title and description, and making intelligent use of tags.

There are two 'parts' to video marketing: creating the videos, and distributing them.

Once again, using our E-I-A-C formula can help determine the most effective means for implementing video marketing, particularly "E"valuating our end goal (generating interest in gaining more information, announcing the availability or benefits of a product or service, etc.), and "A"quiring that traffic (providing a link an offer, to our website, etc).

The Video

In order to produce 'effective' videos, we want to be clear as to what we want the 'effect' to be. While the end result is always going to be following a link, what we're trying to accomplish will determine what type of video we want to create. For example, an 'informational' video will do better as a bulleted slide show than a fast-paced montage, while if our end-goal is pre-selling or pitching an affiliate product, it might be just the opposite.

There are two easy-to-produce types of videos that should cover most needs: 'article' videos, and 'experience' videos. You can think of 'article' videos just like an article; you want to convey specific information. In fact, you can 're-purpose' your articles this way simply by either

summarizing each paragraph or creating a bullet list, importing that into Powerpoint to create a slide-show, and narrating over it by reading the article as you go through the slides.

'Experience' videos can be produced with equal ease using Animoto (<http://www.animoto.com>). You simply gather some representative images, create some additional images by creating text slides in a program like Paint, putting them in a 'story-line' order in Animoto, selecting one of their music tracks, and voila! - you have a slick, 'experience' video that is fun to watch.

As with article marketing, the more videos you have to distribute and syndicate, the more traffic you can attract. Note that you can “re-purpose” your podcasts as videos by creating a simple slideshow to combine with the audio. (Similarly, you can “re-purpose” your videos as podcasts simply by using just the audio and distributing it as a podcast).

Distribution

There are a number of applications and websites that can help you distribute and syndicate your videos. Tubemogul (<http://www.tubemogul.com/>) is a free service that not only distributes your videos to multiple video sharing sites, but provides good analytics information, helping you learn how your videos are performing, which perform best, etc.

As with article marketing, you will benefit by 'spinning' your videos so that they aren't identical. Fortunately, you don't have to 'spin' the entire video. One easy method is to create your videos in two parts, an brief “intro”, and a main “body”. The “intro” can simply be 5-15 seconds of introduction. This allows you to create multiple “intros” to combine with one main “body”, thereby giving you essentially unique videos for each distribution. You'll also want to vary the descriptions.

Having multiple accounts on the various video sharing sites – particularly on Youtube – will further spread your reach, however you may garner more traffic by having one 'main' account or profile, and having an array of videos on that same account. This is where 'Channels' can help boost your traffic.

Since the benefits of video come from people watching it, you want to distribute them not just to syndication, but wherever you can embed them on your own properties. Embed your

videos on your own websites, blogs, Facebook pages, Web 2.0 sites, etc. When you embed these videos, you have the additional opportunities to expand their descriptions, keywords, and tags. You can also use applications like LinkedTube (<http://www.linkedtube.com/>) and Viewbix (<http://www.viewbix.com/>) to embed links, including affiliate links, right onto these embedded videos.

Channels

Youtube, and many of the other video-sharing sites allow you to create 'Channels'. These are essentially your 'website' on that site, where all your videos reside together. The benefits are that you have all your videos there; someone watching one can see the others you have, plus you can have people subscribe to your channel. This not only lets you communicate with them, but notifies them when you upload a new video.

Tags

As with Web 2.0 sites and blogs, videos use 'tags' rather than 'keywords'. These are simply keyword descriptions to help categorize your videos. You always want to insure you have your main keywords/phrases input as 'tags'.

You should also look up the most popular / most viewed videos in the categories & niches you are targeting, and copy their tags. These essentially tell you what tags to use to get the most visibility, and can help get your videos to show up in the “related videos” list for other videos.

Click here for the listing of video sharing sites, tools, and resources: [Video Sharing Sites](#)

Web 2.0

Summary

What: Traffic from Web 2.0 platforms such as Squidoo and Hubpages, and search engine ranking of your Web 2.0 sites.

Why: Quick & easy site 'assembly', benefit and advantages of Authority domains.



How: Assembling sites from pre-fab modules plus original content, linking to similar sites, using tags.

Pro's: Easy to build self-contained, polished sites, benefits of Authority domain for quicker & easier ranking, ability to leverage Authority domain URL for chosen keywords.

Con's: You don't own the platform/site, subject to site and/or account bans, limitations on links, commercial applications, etc.

Though it is used very loosely now, the term "Web 2.0" generally refers to websites and platforms comprised of "user generated content". Examples are social media and social bookmarking sites such as Digg, Reddit, MySpace, Twitter, and Facebook, as well as platforms such as Squidoo and Hubpages.

This section will deal with Web 2.0 platforms; a subsequent section, "Social Media", will go over traffic from social media sites.

You can use Web 2.0 platforms as a traffic generator, a target to send traffic to, or both. As a source of traffic to funnel to a different target site, you can best take advantage of them by making them 'mini-authority' sites: adding quality content and linking them to other related sites on the same platform. For instance, a Web 2.0 site designed around "Better Diets" can garner traffic by becoming an 'authority' in the diet niche, and linking to other diet, health,



nutrition, etc. sites within the same domain. In fact, some Web 2.0 platforms allow you to add your site to 'groups', 'linkwheels', or other internal communities of related sites

As an end-goal “C” onversion target, these sites are best leveraged by getting them ranked for keywords relevant to their topic.

Many of these Web 2.0 platforms have strong domain authority; we can take advantage of this by leveraging their domain authority to rank for keywords and phrases more quickly and easily then we can with a brand-new site or domain. This is especially effective for specific keywords, since most of these platforms will append or include our 'title' as part of the URL. This means I can create a site such as:

<http://www.squidoo.com/BetterDiet> or

<http://www.hubpages.com/hub/BetterDiet>

and receive the domain authority ranking benefits for my chosen keyword, in this case “Better Diet”.

As with a 'regular' website, strong Web 2.0 sites require strong content. But in addition to the content, most of these platforms make extensive use of 'tags'. These are essentially related keywords and phrases that help to define what the page is about. One key to effective Web 2.0 sites is to load them up with appropriate tags. We do this with keyword research, finding the highest search volume keywords that are relevant to our site.

Click here for the listing of [Web 2.0 Sites](#)

Social Media Marketing

Summary

What: Largest, fastest-growing destinations, Social Media sites and applications are becoming the dominant means of communications for certain population segments and purposes.

Why: Essential for connecting to younger generations; often the primary 'place' where many people spend the majority of their time online.

How: Creating Facebook Pages, Linkedin and other profiles, interacting via Twitter.

Pro's: Huge amount of traffic, often the primary and/or only avenue for communications to some segments.

Con's: Less tolerant of 'traditional' marketing, promotion, and commercial purposes; requires learning new apps and platforms.



Facebook, Twitter, Linkedin, and the like have revolutionized how people communicate and interact. With more than 600 million users – nearly 1 out of 10 people on the entire planet, and still growing - more traffic flows through Facebook than any other website. And depending on your generation and location, you may be spending more time communicating through social media than any other means.

One key to social media marketing is to understand that it differs from more traditional communications methods. There is a stronger bias against overt advertising, promotion, and marketing. For example, few people are going keep 'following' you on Twitter if your tweets begin to feel like nothing more than advertisements or come-on's. In that regard, it helps to think of these channels similar to the 'early days' of email and cell phone messaging: you must generate interest or provide something of value, and couch your messages in such a way that it doesn't feel like 'selling'.

Facebook

The main avenue for funneling traffic from Facebook are Facebook Pages ("fan pages"), and Facebook Groups. While there are a number of differences between the two, one significant

difference when it come to traffic generation is that Pages are you 'presenting' to users, while Groups allow for interaction between Group members.

The key to creating effective Facebook pages, and to a lesser extent Groups, is to treat them



like the professional 'face' to your product, offer, target site, etc. You want to create a professional appearance, define and describe whatever that end-goal “C”onversion target is, and include a strong Call To Action that will promote a click-through.

When you set up a Page, you'll have the option of allowing people to 'write' on your 'wall' – essentially commenting on your Page. This can help create positive social interaction and give your Page a more dynamic feel, but it carries risks. If you open it up to comments, you must actively monitor each Page. Not only might someone post less-than-positive comments, but there are people and apps that may spam your page.

You can enhance your Page by including your videos, your Twitter feed, etc.

Similar to an opt-in or squeeze page, you can significantly boost the effectiveness of your Page with a give-away, however you don't necessarily want to distract from your “C”onversion goal. If your objective is to drive traffic to a site, a give-away is going to lower your conversions.

The popularity of your Page is based on the number of “Likes” you get; as such, you want to encourage readers to click the “Like” button. You can further leverage this by promoting your page and “Likes” elsewhere, such as your Web 2.0 properties.

Twitter

The Twitter microblogging service provides another good Social Media platform for generating traffic. The keys to using Twitter effectively are getting followers in the appropriate topic or niche, sending



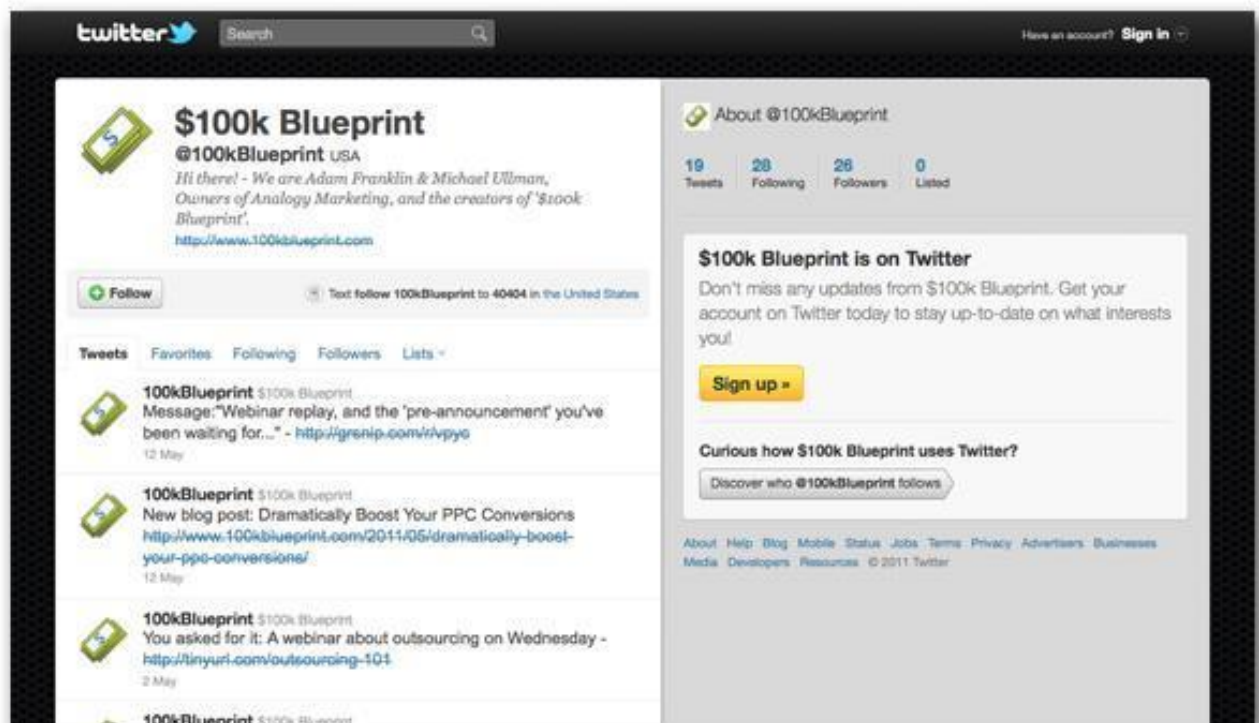
tweets of value with a Call To Action, and setting up your bio page properly.

There are a number of applications available to automate the process of creating accounts, finding, following, and un-following users, but you can do this manually as well.

You want to create an account for each niche or topic you are targeting. Set up your bio page with pictures, and a brief intro and Call To Action for your target site. Now you can begin to find users and groups relevant to your niche or topic using Twitter's search function.

Following people or groups will get you followers in return; every few days, you want to un-follow those who haven't begun following you in order to have more room.

Do not 'over-tweet' – the quickest & easiest way to lose followers is to blast out too many tweets, especially obvious marketing or come-on tweets. Make sure you always have a reason to send a tweet. This might be a re-tweet of something you found interesting, some worthwhile feature or benefit related to your “C”onversion goal, etc. And while you want to avoid most types of automated tweets, there are various worthwhile plugins and apps that will send out tweets when you add new content to a blog, Web 2.0 site, submit a new article, etc.



A good way to generate interest is to ask questions. Remember that not only do you want to get click-throughs, but retain enough interest so that your tweets are looked at, and you aren't un-followed.

Twitter is also ideal as a 'feeder' for generating interest in other traffic-generation efforts. For instance, you can call attention and funnel traffic to your blogs, videos, articles, etc. If you do this in a circumspect fashion, it can be extremely effective. For instance, rather than tweet about your new blog promoting a dieting offer with "Want to lose weight fast? Check out my new 'Better Weight Loss Diet blog! <http://www.BetterWeightLossDiet.com>", you might try something like "Do you know why some diet plans work better for women than they do for men? <http://www.BetterWeightLossDiet.com>?"

In some respects, your tweets should follow the same guidelines as for article marketing: it's all about the 'headline'. You can also re-purpose your content by tweeting the headlines of your articles, posts, etc.

Maintain consistency without over-tweeting. Do not send more than 15-20 tweets per day. The most effective times for your Call To Actions are early morning, and late afternoon.

Myspace / Other User Communities

It can be easy to forget that Facebook was not the first Social Media online communities – far from it. In fact, these communities pre-date the internet, and were one of the driving 'forces' behind online connectivity!

There are many Social Media user communities besides Facebook that have millions of users. One of the biggest is Myspace. Before there was Facebook, there was Myspace. The best way to use Myspace – or any of the other online communities – is to treat it like a Facebook Fan Page. Include quality content, images, etc., along with strong Calls To Action for your links.

Nostalgia Note: Long before there was such thing as the "internet", people were connecting in online communities – via dial-up modem exclusively. Back then there was no such thing as 'broadband', and in the real momentous events occurred when a new, faster modem was devised! Once upon a time, "9600 Baud" - bits per second – was 'fast'. Then along came the new 'high speed' standard: 14,400 Baud. And

for those who could afford it (and had landline phone service that could handle it), the online world 'rocketed' forward. And just a few short years later – a blistering pace of innovation at the time – 56k modems became the standard. This was truly 'high speed' – except it couldn't handle video, audio, or almost anything else 'real time'.

Back in the earliest modem days, the main online applications were BBS's, or "Bulletin Board Systems".

With these, you could have your modem dial into a common computer running 'BBS' software.

Though rarely able to handle more than 4 to 16 users simultaneously, you could 'interact' via posts, similar to today's forums. There were even 'big' services, such as CompuServe and The Source that actually could connect thousands of people together – providing you also paid the hourly service fees...

Check the 'Resources' section for a listing of Social Media user communities

StumbleUpon

StumbleUpon is a different sort of Social Media site, more along the lines of "crowd sourcing" than social networking. The basic premise is that sites are submitted to SU by surfers; they also view sites by clicking the SU button, which then send them to a site. The surfer votes the site 'thumbs up' or 'thumbs down', causing two things to happen behind the scenes: the more you vote on sites SU shows you, the more it refines it's 'understanding'

of what you like, hence the more 'good' sites it's likely to show you. Secondly, the more a site is voted up by surfers, the 'stronger' it's weighting and more it will be shown to others.

I should mention - "Stumbling" can be thoroughly addictive! There are some amazing sites, pages, etc., on the web. If you take the time to fill out your profile with your interests, and spend some time

Stumbling – viewing & voting on what you see – you very quickly start to get sent some truly amazing, outstanding web pages! You can very easily find yourself Stumbling for hours... ok, you've been warned!





As a traffic source, SU works best for sites & pages that have good visual appeal, since a surfer can quickly vote down a site, or simply 're-Stumble'. By adding an SU 'button' to your web pages, you can encourage SU votes. The more votes a page gets, the more SU will present that page to other users. If a page gets enough votes, it will be featured on their "Buzz" page, which can generate an avalanche of traffic.

Make sure to set up a SU "blog" which is really your profile, and include your link. You can also add reviews of other sites, images, etc.

Additional Traffic Sources

Forums

Forums can be an excellent source for very targeted traffic. Not only will the forum itself be a qualifier – people on a particular forum have qualified themselves to whatever the topic of the forum is, but visitors will further qualify themselves by clicking through on your link.

Most forums allow some type of "signature", a one or more line description, saying, phrase, etc. that is automatically appended to all your posts on the forum. Your "E"valuation step will help you decide what to use for your signature. Since you can usually have some description rather than a 'raw' website URL, you can 'design' this to give you either the widest interest, or the most tightly qualified.

As an example, if my "E"valuation end-goal is to promote a particular product, I can create a signature that extolls a specific feature or benefit of that product, such as a signature that says **"Finally ready for a diet that works? Come check out www.better-diet.com"**



The key to attracting forum traffic is two-fold: first, you must be visible. That means getting involved in a lot of conversations or threads. Comment or participate often, and initiate threads. Secondly, you must generate some credibility and standing. Avoid commenting just to have your signature present; if you can't say something intelligent and add value to the conversation, don't do it. Equally importantly, make the effort to be seen as helpful and informed. When you're a frequent, helpful, and positive contributor, people will click on your link. And in that vain, make sure you read and follow the forum rules. They vary from forum to forum, and there's nothing more undesirably than someone who clearly isn't adhering to the forums etiquette and just spamming posts.

Recognize also that many forums attract people from all over the world, which means different time zones. As such, there may be many forum members who aren't online at the same time you are. If you're able to, poke around at different times of the day.

Forums are like any other community; the more active, courteous, and helpful you are, the more welcome you will be. The more you contribute, the more visibility you'll have, hence more traffic as a result. You can re-use or re-purpose content you are using elsewhere and turn it into forum posts. In particular, if you're creating blog posts, articles, Web 2.0 entries, etc., that are on-topic, especially if you've made the effort to make them stand-outs (lists, controversy, "how-to's", etc.), you can often summarize or distill them down into forum posts.

Keep in mind that while direct-topic forums are obviously ideal venues for very qualified traffic, it can be worthwhile to think 'outside the box' and consider 'secondary' forums – topics that may not be primarily relevant, but will be populated by people who are likely to be interested. Using our www.better-diet.com example, forums on weight-loss are obvious

primary targets, while we may also be able to get strong, qualified traffic from forums on topics such as fashion, relationships, weddings, health, exercise, etc.

Check the “Resources” section for the listing of Forums

Free Reports / Giveaways

Think of free reports as combination of article marketing and forum marketing.

Everyone likes to get something for free. By creating a relevant, topical report, and offering it for free on a forum, you take advantage of this while targeting very qualified prospects.

Many forums have areas specifically for this type of offer or give-away, however you can also boost your basic forum marketing via signature link by offering your free report.

A free report or giveaway can be created a number of ways: you can write it, find an existing relevant report with distribution rights (public domain government reports work well here), or you can simply take a number of related article directory articles and combine them into a cohesive report i.e. “Best of...”.

Alternately, writing a report can be as simple as doing a list: top 10 tips, top 10 strategies, 10 links to online resources, etc.

Document Sharing Sites

Document sharing sites are somewhat similar to article directories, but tend to be repositories of bigger documents in general, and include a lot of technical documents, PDF's, slide shows, etc., as well as forms, spreadsheets, and the like. They differ from article directories in that the documents shared aren't necessarily there to be used as content, but rather for their original purpose of directly sharing the documents with those who are interested in them or want to use them directly.



As such, there generally isn't a syndication opportunity, but rather a 'direct traffic' opportunity. What may come as a surprise is just how many people view these documents.

One big benefit to these sites is that as long as you adhere to their terms, most documents are published or made available immediately, and in most cases with whatever links are in the document left intact.

This means that we can route traffic to our website, or direct-link to an offer (remember that we don't ever want to literally 'direct-link', but rather use a re-direct).

Another big advantage is that you can use public domain content, PLR (Private Label Rights), and spun content on these sites. Of course you'll want to make sure the content is something people will want, and provide a reason to click your links. This can easily be accomplished by having additional, similar content on your site, and including a "click here for more..." call to action link. You can also find public domain, PLR, and similar content that is relevant to whatever offer you are promoting, and include that call to action, i.e. "since you're interested in such-and-such, you really owe it to your self to check out so-and-so..."

Note: While the purpose in this section is for generating traffic, many of these sites can also provide strong backlink opportunities.

The key to leveraging document sharing sites, as with article directories, is the title, and content. Interesting, relevant, and/or 'useful' documents see the most traffic.

Check the "Resources" section for the listing of document sharing sites

Press Releases

Press releases are essentially advertisements dressed up as news stories, and as such allow you to 'sculpt' your 'pitch' to a great extent.

As with article marketing, the headline is the key to getting them read and syndicated or distributed. And while similar in some respects to article marketing, press releases should be

focused on announcements and newsworthiness, rather than the 'informational' focus for article marketing.

The key to using press releases for generating traffic is in understanding what they are used for. A press release is 'picked up' by general news and topical sites. An editor or webmaster looks to press releases to provide content, and as such will be more likely to do so if it feels interesting, new, and/or relevant.

You don't necessarily have to have a 'new' announcement to send out a press release. You can generate 'news' simply through positioning:

“Acme's Better Diet Addresses Dieting Dilemma”

“Acme's Better Diet Working Where Other Diets Fail”

“Dieters Finding Acme's Better Diet Provides Fast, Safe Results”

None of those headlines are 'news', but all are 'news-worthy' reasons to issue a press release.

Check the 'Resources' section for listings of free press release distribution sites, and press release writing guidelines.

Podcasting



Podcasting is simply syndicating audio recordings. Generally, podcasts are like blog entries done as audio recordings.

The big benefits are that you can re-purpose almost any content as a podcast, giving you a whole new range of syndication possibilities, and that it is a much more 'intimate' experience than reading content online. Many people subscribe to podcasts based on subject interest, or when they

come across someone who's podcast they enjoyed, and will sometimes download them for later listening, often offline via their mp3 player.

Browsing through the podcast sites can help you come up with ideas for content, titles, etc. It can be very helpful to note which podcasts are getting the most downloads, are most popular, etc.

Because of the nature of podcasting, you don't always have the opportunity to have a clickable link with which to funnel that traffic, so it is important to clearly state your target URL within the recording, both at the beginning and end. For the most part though, your traffic opportunity will be within the podcast description wherever your podcast is available for listening or downloading.

Note that you can “re-purpose” your videos as podcasts simply by using just the audio and distributing it as a podcast. Similarly, you can “re-purpose” your podcasts as videos by creating a simple slideshow to combine with the audio.

Check the Resources section for a list of Podcasting sites

Classified Ads / Craigslist

Classified ads provide 'under-the-radar' opportunities for generating qualified traffic. Sites such as Craigslist, USFreeads, and Yahoo Classifieds have millions of viewers.

In order to get traffic from classified ads, you generally have to offer something. This can be a free report, coupon or discount, etc. These sites have also become stricter in their policing, which means you generally have to route this traffic to a website or page, rather than directly to an affiliate offer.

For Craigslist, in addition to the basic classifieds, an often overlooked traffic source is their “Discussion Forums”. Unlike the classifieds which are segmented by geography, the forums are 'site-wide', meaning for each forum topic, you can opt for a specific area, or all. The key to their forums is creating “Handles” - individual forum user accounts – and waiting the 7 day period, after which you can post live (clickable) URL's.

As with the rest of Craigslist, there is a lot of self-policing in addition to their own monitoring. This means you must be careful not to create posts or ads that are overtly commercial, or they'll be deleted and possibly get your account banned.

Check the 'Resources' section for the list of Classified Ads

RSS Feeds

RSS, or “Really Simple Syndication”, is a way to publish 'highlights' of your content, usually a headline, summary or beginning of text, and a link back to the original article. Users can view these RSS 'summaries' and click-through on the items of interest. They can also 'subscribe' to an RSS feed. Once subscribed, their RSS reader will automatically receive new updates as they are published.



Visitors can read or subscribe to an RSS feed at it's source – your website or blog for instance – or they can search via RSS aggregators. These are essentially search engines for RSS feeds.

Traffic from RSS feeds comes largely through syndication. As a handy, easy-to-use content source, there are thousands and thousands of Web 2.0 sites and blogs that 'publish' RSS feeds – essentially 're-publishing' a feed as content for their site or blog.

In order to see this traffic, we have to get our RSS feeds 'picked up'. To do this, we want to get our feeds to appear in as many places as possible. Fortunately, there are a number of apps for automated RSS feed submissions that make the job a lot easier.

We can further expand this syndication by increasing the number of feeds, which we can do by combining individual feeds together into new feeds. As an example, you can take the RSS feeds from your blog, Youtube video, and article directory article, and combine them into a single, new feed, then submit that feed to the RSS aggregators and syndicators.

Yahoo Pipes takes that concept a step further by allowing you to create 'mashups', combining other data, web pages, images, etc., with your RSS feeds: <http://pipes.yahoo.com/>

Email Marketing

E-mail marketing can be a source of extremely qualified traffic, however it has one big caveat: you have to have already gotten your visitor for them to be at the page where they sign up for e-mails. Most of the methods and strategies in this course are for generating 'fresh' traffic; email marketing is for generating 'repeat' traffic. In other words, unless your "C"onversion goal is to get somebody on to your e-mail list, you already have them when they're on your opt in page.



That said, e-mail provides the opportunity to continue interacting with your visitors, and the avenue to get repeat visitors.

If that "C"onversion goal is an email list, then you want to make sure you have a good 'squeeze page' – the landing page you send traffic to where the visitor signs up for your list – and that you offer a strong

incentive for signing up.

While the most common incentive is a free report of some kind, you might find it more valuable to offer something with continuity, that is, spread out over time. Common types of continuity incentives are 'mini-courses', which can be as simple as taking that free report and dividing it up into sections.



Depending on what your niche and end-goal is, you can find or create that opt-in incentive a number of ways. Public domain government reports are often perceived as valuable freebies and are free to use; review reports, tips of any sort, lists of resources, case studies and/or success stories where appropriate, etc. If you're at a complete loss, you can create a report quickly and easily by grabbing a number of relevant articles from article directories, combining them into some coherent order, and packaging that as your freebie.

You can then use an auto-responder to then automatically send out report sections, 'mini-course' segments, etc. By pre-loading an auto-responder series, you automate the process of ongoing communication with that visitor.

Make sure you take advantage of those 'visitor contact' opportunities by including a Call To Action (CTA) in every email. While your end-goal conversion might be a product sale, you don't necessarily want the CTA in every email to be a product pitch, as that will lead to excess un-subscribes. But since studies have shown that on average it takes multiple messages to close that type of sale, you do want to include some "soft" sales pitch. This can be as simple as listing additional features or benefits in each email.

People with a particular interest often know other people with similar interests. You can take advantage of this and solicit new sign-ups just by asking i.e. "Know anyone who might also be interested in xxxxxxxx?" or simply "Please feel free to forward this email if you know someone who might be interested".

The key to success in conversions with email marketing is to insure your emails are opened, and in order to keep them opening your emails, they must find them worthwhile. Avoid any "pitch-only" messages; always include something of value – advice, tips, links to resources, etc., and if appropriate, 'set up' the next open with a positive or anticipatory mention of what's to come.

Remember also that people are bombarded more and more every day with emails, so you need to make sure yours stand out. Experiment with headlines. While it is usually helpful to have some mention of what the email is – after all, you already know their interest is there since they signed up in the first place – you may find that, depending on the niche, 'getting through the clutter' requires louder, more creative subject lines.

In addition to funneling traffic to your opt-in or 'squeeze' page, there are numerous 'traffic exchange' and 'ad swap' groups that can help build your list. Traffic exchanges are essentially cooperative lists where you accumulate 'points' by viewing other peoples stuff, then use your points to have them view your stuff. An obvious 'problem' with this approach is that it incentivizes people to blast through as many views as possible, as quickly as possible, making it very difficult to get any real qualified traffic. However, if you can present something bold enough to stand out, and attach some worthwhile offer, freebie, etc., this can be a good source for list-building.

Ad swaps work in a somewhat similar fashion – you send out an email promotion for someone in return for having them send out yours. In addition swap groups, you can approach anyone with a relevant list and suggest an ad swap or mutual promotion.

Lastly, keep in mind that email marketing is relationship marketing. As opposed to a single-action visit, you have the opportunity to maintain ongoing interaction; in order to do that, you want to build a relationship with the list. You do this by providing useful/worthwhile emails, being respectful, and not overwhelming them with too-frequent emails.

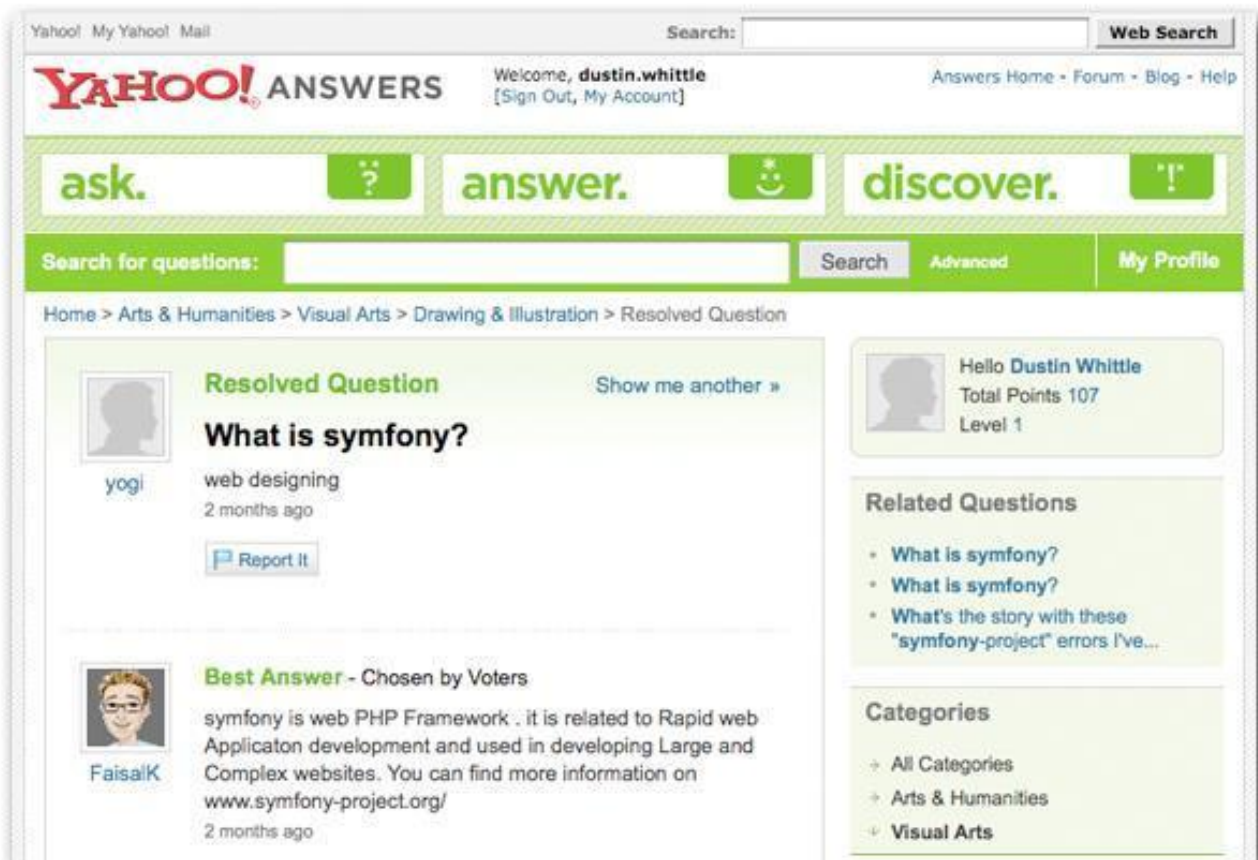
Yahoo Answers / Answer Sites

Yahoo Answers and similar sites like AnswerBag and Amazon's Answerville provide opportunities to answer users questions, and if done properly, include a link or directly suggest a website. These can be powerful opportunities for very qualified traffic, both because each 'Question & Answer' is usually very narrow in scope, and because it provides you with an 'expert authority' positioning.

Unfortunately, there have been numerous internet marketing products based on methods for gaming Yahoo Answers, most frequently automating a process of creating multiple accounts, answering a zillion questions, then manipulating your answer into the 'top answer' position.

These strategies are usually unsuccessful, and a good way to get your Yahoo Answers account banned. And as a rule, we don't advocate these sorts of 'Black Hat' methods and tactics.

If you're willing to 'do it right' however, you can build your 'rank' and standing on these sites, achieve legitimate 'authority' status, and drive very high-quality traffic.



Click here for a list of 'Answers' sites: <<LINK>>

Kindle Publishing / Ebook publishing

There's no better way to establish yourself as an expert than to be published, and it's always easier to drive traffic when you're an expert. Not only can you take advantage and cite your own published works, but by itself publishing can drive significant amounts of traffic.

Publishing can also attract traffic that you won't get through more 'traditional' traffic generation means.

Fortunately, it's become quite easy to self-publish. Publishing consists of two steps: creating your distributable work, then getting it distributed.

For general ebooks, this means producing a PDF. There are many applications that will generate a PDF from most any document, spreadsheet, slideshow, etc. Sun's OpenOffice is a Microsoft Office-like free application that can open and/or create MS Office documents, and output distributable PDF documents.

A relatively new entry into the self-publishing world, Amazon's CreateSpace will allow you to publish both on-demand hard-copy books, and electronic Kindle versions. With the very-rapidly-growing popularity of the Kindle, CreateSpace acts as both a publishing and distribution platform, and provides easy access to Kindle users and Amazon book buyers: <https://www.createspace.com/>

You can create books for publication by using public domain material, collating articles from article directories, collating and/or re-writing PLR material, or simply combing your blog posts or web pages into a 'book'.

The key to getting your published books viewed, and hence getting traffic from them, are the title and cover. In both the Amazon marketplace and other ebook distribution platforms, you need to attract attention and 'hook' a surfer very quickly. Use very bold titles – controversial, over-the-top, strange or unusual, etc. It less important to describe what the book is about in the title, than it is to attract attention and get someone to investigate further. Where they are shown – such as the Amazon marketplace – the cover is equally important. Use very bold images – colorful, loud, unusual, etc. Turn images upside-down, paste the title text at a sharp angle, etc., anything that isn't misleading or distasteful to attract attention.

Within the book, you want strong, clear Calls To Action: in the very beginning, even the cover if appropriate, on the first page, at the end, and throughout the book. After all, the whole purpose is to get that reader to follow-through to your target site.

You can further leverage your publishing efforts by “re-purposing” the same content into multiple formats: read aloud and saved as an audio file for distribution as a podcast, distributed to document sharing sites, etc. Similarly, you can take those other files and “re-purpose” them by publishing them in this format.

News / Reporter Lists

A hybrid combination of "crowd sourcing", social media, and networking, these sites and e-mail lists connect reporters and editors with experts, authorities, and anyone else who has a product, perspective, experience, or point of view.

The premise is based on the idea that there is a constant stream of reporters, editors, publishers, etc. looking for people that can help provide information or experience for a particular story or publication.

The largest and most well-known of these is "HARO", which stands for "Help A Reporter". By subscribing to their e-mail list, you get a twice daily e-mail with anywhere from a handful to a few dozen requests. Requests run the gamut from "looking for someone who had experience with such and such while growing up", "looking for business owners with success stories in the import export industry", and about a zillion different things in between.

These are in essence potential opportunities for free press, exposure, etc.

HARO: <http://www.helpareporter.com>

PitchRate: <http://www.pitchrate.com>

Reporter Connection: <http://www.reporterconnection.com/>

Google Places



Google Places is Google's free listing of a business. It appears near the top of the search page along with a map. The listing links to your Google Places page, where you can add additional information, images, videos, etc.

If you don't have an office or storefront, but work from home or you are a mobile business, you can specify a “service area” when you sign up.

You don't have to be a retail or walk-in business to take advantage of Google Places; in fact, “non-walk-in” businesses are ideal as there isn't likely to be a lot of other listings.

Tutorial Sites

Similar to Free Reports / Giveaways, tutorials are simply guides, “how to” articles, and 'explanation' articles. If your end-goal conversion is a product offer, you can write a simple “How to use product xxxx”, or “How I use product xxxx”. You can also write simple list tutorials or 'tips lists' on the niche or topic of your product, for instance “Tips for buying xxxx” or “10 ways to do xxxxx better”, etc.

You can re-purpose those written tutorials and turn them into video tutorials simply by creating bullet slides and narrating over them. This gives you the additional benefit of having videos that you can distribute and syndicate.

Tutorials can be very powerful traffic generators, as anyone searching for and looking at your tutorial is a very targeted prospect, and since they are expecting information rather than a sales pitch, they are much more receptive to your Call to Action link.

Tutorial sites are also an excellent source of backlinks.

Check the 'Resources' section for the list of Tutorial Sites

Software / EXE's



Millions and millions of people download free programs every day. These aren't just software applications.

Articles, audio files, videos, and HTML pages can all be converted into .exe programs. Once converted into the proper format, they can be uploaded to hundreds of file-sharing and software download sites.

PadCreator (<http://padcreator.com/>) is a free program that will create the necessary PAD file, and has a built-in function that will distribute to hundreds of shareware sites.

Webinars / Presentations

Webinars are an excellent way to get very targeted traffic, while giving you the opportunity get across a lot of information. Depending on what your target “C” onversion goal is, you can do webinars that offer introductions to a subject, information, resources, tips, expertise, case studies, etc.

There are 4 'parts' to doing a webinar: finding an audience, creating the presentation, having the webinar application, and having a “C” onversion target to send attendees to afterwards.

Finding an audience can be as easy as searching for or subscribing to email lists in the appropriate topic or niche. Contact the list owner and offer to do a webinar for their subscribers. Providing you can create a worthwhile presentation, many list owners will welcome the opportunity to do something different and valuable like a webinar.

If the list owner is new to webinars or doesn't already have access to a webinar app, you can get a 30-day free account with Go To Meeting (<http://www.gotomeeting.com/fec/>). This is a simple-to-use webinar service that makes it very easy to do. In addition to doing all the connectivity, Go To Meeting will let you record the webinar so that it can be offered as a replay for people who couldn't attend, and gives you a valuable recording that you can use elsewhere.



The actual presentation will depend on what you are trying to accomplish, but should shy away from any kind of 'hard sell' or extended sales pitch. An easy way to structure a webinar or presentation is to create an outline:

- Introduction – who you are;
- Background – how you ended up doing or being involved in what you do;
- Information – this could be a description of your product or service, it's features & benefits, what problems it solves, etc., a primer on the topic itself, your experience and expertise, etc.;
- Examples – how this product/service/information is being used, a case study, 'success story', etc.
- Offer & Call To Action – what you have to offer; having an “attendees only” special offer, giveaway or freebie, discount, etc., can be very helpful;
- Wrap-up – summarizing what you went over, and a final Call To Action.

Similar to a webinar, a presentation would be a live or recorded event, but instead of doing it online, you would do it in person. Beyond a 'traditional' presentation, you can extend this idea – many localities offer an extraordinary range of 'adult education' classes, presentations, etc., through the local library, school district, Chamber of Commerce, etc.

Word Of Mouth / Offline Sources

NOTE: The "Off-Line Marketing Blueprint" is a separate and specific strategy not directly related to this listing.

Though this is the final traffic source listing in this section, it is by no means the smallest or least significant. An age old maxim in business says "word-of-mouth is the best advertising"; for our purposes, we can change it up and say "word of mouth is the best converting traffic".



Word-of-mouth is essentially social proof plus personal recommendation. After all, when somebody suggests or recommends a site, it carries more weight than a search result, review, or link at the bottom of an article.

Traffic volume through direct word-of-mouth is obviously going to be a very limited amount, however there are many ways we can scale this up.

Professional organizations and clubs, associations like the Chamber of Commerce, and social networking – the “live” kind lol! - are all ways that we can reach larger numbers of people. There are also plenty of traditional advertising avenues that are free. Local “Pennysaver” publications, community bulletin boards such as libraries, supermarkets, bus and train stations, etc. while these won't carry the weight that being in person does, they can still be significant sources of qualified traffic.

(There is a very lucrative “online/off-line” hybrid business model that revolves around this type of advertising to drive traffic to affiliate and CPA offers. Among its tactics are hiring high school or college kids to distribute printed flyers at malls, on windshields in parking lots, on bulletin boards, etc.)

At the very least, where it is appropriate, include your URL on business cards, invoices and the like, stationary or letterhead, signage, etc.

Your Step By Step Action Plan

By now, you should have a good sense of each of the steps involved in the blueprint. If you don't, if you skipped directly to this section, or if there are areas you don't feel you have a handle on, go back and read them through again. This is the time to do that, not once you started implementing.

Now you get to put into action all of the things you read through.

The preparation section lists out those sections as individual steps.

Begin by going through and doing each one. Take your time, this isn't a race. The more time and care you put into this upfront, the last time you'll need to go back and fix or retrofit.

Remember, you are building the foundation of your business here.

Once you've completed those steps under preparation, you have in essence your affiliate marketing business: a well constructed website, in a viable, profitable niche.

The only remaining function is traffic generation; getting qualified visitors to your site. If you've read through the material, and done the steps reasonably well, from this point forward you can expect to be generating revenue as traffic to your site develops.

The 14 day action plan outlined below is what will get that traffic flowing to your site.

Between High PR links, niche links, articles, social bookmarking, RSS – you're looking at a lot of links from a lot of different places. It can be easy to get paralyzed with the amount of options you have for backlinking. That's why I'm hoping you stick to this plan. It's a little different from the typical "instant results" plan, but my goal is to make sure your rankings stick for an extended period.

Remember to mix up the anchor text – you've got three keywords to promote, but you can't neglect natural sounding anchor text when you're starting out. About every 5th backlink you make should point to either your unmasked domain (<http://www.mysite.com>) or to something generic ("click here" or "this").

Don't panic if you miss a day, or two days even. There's nothing wrong with taking a day off from this. It's like going on a diet, if you overstress yourself you'll break down and quit altogether. Just be consistent as you can.

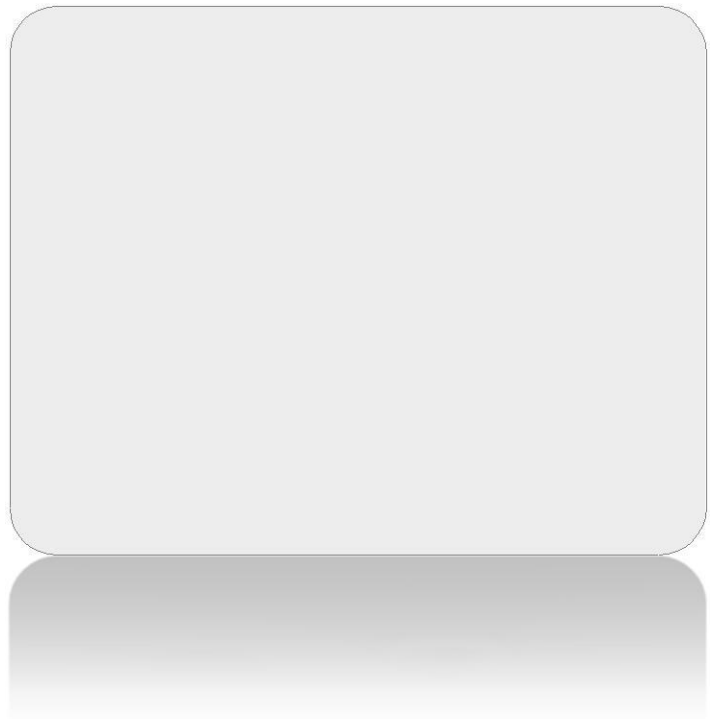
Don't link like a robot. You don't have to do the same thing in an organized pattern each day.

Don't be discouraged. You can have problems, especially if you're using a new domain. Just take encouragement from small bumps in your ranking and plow ahead.

Don't get caught up in whether you've heard of some of this stuff before. The real question you should be asking is: "have you DONE it?" Chances are you haven't!

Finally, don't work too hard. This shouldn't be a tough process – you want to emulate slow, natural looking link building, especially if you're just starting off. I need to stress this: affiliate marketing is NOT about killing yourself building links. Get your first site rolling, pace yourself, then get the others going - eventually, you want to spend a little time on many sites that are all turning a profit for you.

So get rid of your inner perfectionist – the extra effort needed to turn your B+ work into A+ work is better spent getting another project off the ground!



Preparation

Research and select a niche.

Fire up Market Samurai and find 3 related keywords that fill requirements with low competition. If you already used your trial, hire a keyword researcher.



Write about 15 pages of content. 12 of them will be between 400-600 words, 3 of them will be “feature articles” at least 700-1000 words long. We want about 10 posts for our own site and 5 to post elsewhere.

Be EROTIC. Ask yourself whether a real person will be engaged with what you’ve written.

Find, create, or purchase stock images to go along with your articles.

Buy a domain name and hosting.

Day One

- ✓ Install Wordpress. If you don’t know how to do this, visit the forum and go through the video tutorials.
- ✓ Delete the dummy posts, clean everything out.
- ✓ Adjust your permalinks to the `/%categories%//%postname%/` silo structure.
- ✓ Install plugins. Get –
- ✓ Install important pages:
 - Privacy Policy
 - Affiliate Disclosure
 - About Page
- ✓ Put some real world contact information here if you can
- ✓ Post your picture or an average(!) looking stock photograph
- ✓ Install a theme
- ✓ <http://www.readythemes.com/affiliate-review-theme/>
- ✓ Socrates (<http://www.socratestheme.com>)
- ✓ WooThemes (<http://www.woothemes.com>)

Post your first two pieces of content to your website. Make one a high quality “feature post”. Use the Wordpress post scheduler and set up new posts every 3-4 days.

Feed your RSS into a syndicator.

Head to Fiverr and get a set of social bookmarking accounts for OnlyWire. You should also look for an “edu link pyramid” and “press release submission” if you have a few dollars for outsourcing.

Day Two

- ✓ Social Bookmarking. Post Two A Day, to websites of your choice. Make sure they allow links from your niche.
- ✓ EDU/GOV backlinks. Seek out 3-4 a day.

Day Three

- ✓ Start submitting your site to directories. Do one directory submission per day.
- ✓ If you're on a budget, start a Squidoo lens today. Post one link back to your main site, and one link to an unrelated page in your niche.
- ✓ If you're buying gigs, start RSS submissions, EDU pyramids, social bookmarking, and (if relevant) press release submissions.

Day Four

- ✓ Today, we're going to do article submission. Head to EZA/GoArticles/ArticleBase and send in the first feature article. EZA is going to take a little while to approve you. No rush.
- ✓ On a budget? Head to Blogger.com and make a 300-400 word blog post. You can rephrase article one. Link to your website and an authority website in the niche.

- ✓ Start commenting on blogs in your niche. Knock down 3-4 of these per day, it doesn't take a lot of time. Now your daily routine is:
 - 5 blog comments
 - 3-4 EDU/GOV links
 - 5-10 forums posts (if possible and applicable)
 - 2-3 social bookmarking links
 - Feeling antsy? Pick up the pace of your articles, or syndicate.
- ✓ Are you outsourcing your links? Get submission gigs for 100 Angela and Paul.

Day Seven

- ✓ Your second big article should be posted today.
- ✓ Go to Wordpress.com and make your first blog post over there. You can rephrase article two. Link to yourself with your main keyword, and link to another site in the niche.
- ✓ Start commenting on blogs in your niche. Knock down 3-4 of these per day, it doesn't take a lot of time. Now your daily routine is:
 - 5 blog comments
 - 3-4 EDU/GOV links
 - 5-10 forums posts (if possible and applicable)
 - 2-3 social bookmarking links
 - EZine/Go Articles/ArticleBase submissions two times a week (reposting stuff that's already written and indexed on your site)
 - New Web 2.0 articles two times a week. We started with Squidoo, then we moved to Blogger. Three days from now, we'll go to Wordpress, HubPages, Weebly. If one of these sites doesn't want our stuff, forget about them. When we get to the end of the line, rotate! There's nothing

wrong with rephrasing or paraphrasing content that's already on your site if you need to.

Day Eight

- ✓ Relax a little bit. Check your search engine ranking and keep tabs on it every week or so. Watch for improvement!

Day Ten

- ✓ Go into your site and start adding your affiliate links. Better safe than sorry, right?
- ✓ Start syndicating your posted content. PDFs, slideshows, whatever you can do in a timely manner.
- ✓ If you're bookmarking manually, start bookmarking your already existing web 2.0 properties.

Day Fourteen

- ✓ Are you outsourcing? Look for services that provide "manual blog commenting" in "niche sites". By now you should have some pretty decent ranking and can start ramping up your efforts.
- ✓ Power article submission. Drip feed from Article Marketing Robot and rotate your anchor text. You've got two backlinks – send one to your main page, send another to an internal page, and rotate the anchor text for each. Chances are you'll see a certain keyword that needs more juice or less juice, feel free to emphasize it, but don't



neglect basic anchor text like “click here” and <http://www.yoursite.com>. You don’t need to spin your articles, just syndicate them.

Beyond

- ✓ Start repeating stuff you’ve done earlier.
- ✓ Are you outsourcing? Find gigs offering Twitter/Facebook/Google+ plugs. Make sure these vendors are serving real people!

By now your site should have a steady, flow of income and a decent search engine ranking. Start going hands off – automate your content and SEO for the site or sell it altogether and start fresh with a new site.

Managing Your Business

As someone who has run a successful online business for almost a decade, has been training marketers for years, I have a pretty good sense of what it takes to succeed. And from the vantage point of getting to watch hundreds of individual efforts play out in our private IM forum, I've been able to see "the Good, the Bad, and the Ugly".

Unfortunately, there's far more "Bad" and "Ugly" than there is "Good". I'm referring to business efforts, of course, not people!

Watching our forum over the past few years, I've come to many conclusions regarding success and failure, but undoubtedly the most consistent, telling characteristic that differentiates the 'winners' from the 'losers' is this:

Treating the business as a business, versus treating it as a hobby.

Invariably, those who succeed treat their business like a business, and though that itself won't insure success, treating your business like a hobby will almost certainly insure failure.

What's the difference? A hobby is something we do in our spare time, when we feel like it. The moment it becomes tedious, boring – in other words, not fun – we bail and move onto something else.

Great for a hobby – after all, we have hobbies for personal satisfaction & enjoyment. Hobbies should be fun.

But a business requires a consistent and meaningful effort, discipline and persistence.

The "Step-By-Step Action Plan" will provide you with the meaningful effort and consistency in building your website, getting visitors, and generating revenue, at least in the beginning.

Accounting Vs. Bookkeeping

Beyond that, it's imperative – and in most places, the law – that you maintain at least basic accounting for your business. This is one of those unfortunate facts of life: if you run a business, you must keep books.



In my experience, that's one of the last considerations for most people. I frequently encounter the attitude "I'll worry about that if I actually start making money".

Of course, by then the task has grown, making it even less attractive!

Do yourself a favor – you'll thank me for it one day: get your foundation in place right from the get-go. At the very least – and this is often enough to make the rest a piece of cake – set up some basic accounting to keep track of any money flowing in or out.

Fortunately, it doesn't have to be terribly painful, time-consuming, or expensive.

For most small businesses, what's really needed is "bookkeeping" rather than full-fledged "accounting".

Bookkeeping is the process of the record-keeping of all financial transactions of the company. Bookkeepers record the sales, expenses, and cash/bank transactions of the company.

Bookkeeping means keeping basic financial records, tracking and providing information used by a business.

Accounting is the process of producing financial statements for a business like Income Statement and Balance Sheet. Accounting functions prepares a record of the financial affairs of the company.

Spreadsheet

You can handle all bookkeeping functions using basic spreadsheet functions. Programs like Microsoft Excel have numerous templates that can provide you with the basic functions necessary.

While this is a good solution for those very familiar & comfortable with spreadsheets, it can be a real time-suck otherwise.

Wave

There are many free bookkeeping solutions available, as downloadable apps, and cloud-based.

Since I often work from my laptop, I lean on cloud-based apps often – providing they are "up to snuff".

\$100k Affiliate



Wave is a terrific FREE cloud-based app that will handle your basic bookkeeping requirements quickly, easily, and safely:

<<EDIT – INSERT AFTER PRE-SALE>>

Growing Your Business And Becoming A “Super Affiliate”

<<EDIT – INSERT AFTER PRE-SALE>>

Outsourcing Everything: How & Where

Why do so many aspiring internet marketers fall flat on their faces again and again?

It's a rough note to start on. But it's important that you're well informed, so that you can avoid the pitfalls I'm about to discuss.

There's one school of thought that says the market is flooded with crap - useless, outdated junk peddled by wannabes and rich, heartless masterminds set on squeezing every dollar from their customers.

There's another school of thought that says there's a mindset problem – that most people don't have the mental and emotional training needed to make it as a businessperson.

Both camps are wrong.

Let's assume the best possible conditions on both sides. Smart customers being guided by savvy, caring gurus who know all about affiliate marketing and are eager to teach all of this to each of their students:

Writing	Media Design	Promotion	Customer Relationships	Research
<ul style="list-style-type: none">• Copywriting• Articles (Main Site)• Articles (Directories)• Press Releases	<ul style="list-style-type: none">• Videos• Graphics• Website Design• Wordpress	<ul style="list-style-type: none">• Backlinking• Blog Commenting• Content Marketing	<ul style="list-style-type: none">• Social Media• Mailing List• Making Free Stuff• Getting Testimonials	<ul style="list-style-type: none">• Competition• Keywords• Your Products• Fixing Bugs (Inevitable!)• The Affiliate Marketing Industry

The money's all yours if you can do ALL that? What you're looking at here is more like a sick practical joke than a credible marketing plan.

The Art Of Delegation

One of the problems with the internet marketing industry is that teaching is a linear action. In Chapter One, you might learn about writing content. In Chapter Two, you might learn about SEO. If you break the many, many tasks that go into affiliate marketing down in this kind of way, it seems pretty simple, right?

The problem is that the actual process of affiliate marketing usually isn't step by step like in a book or instructional video. You're doing a lot of things at once, over a long period of time, and if you fall behind you can lose quite a lot emotionally and financially.

If you want to be one of the handful of people who actually make it in an affiliate marketplace that's getting more and more competitive, you can't rely on being a one person operation. That's tough no matter how



dedicated you are, and even tougher if you've got a day job, classes, or a child.

Remember that even Superman had the Justice League!

Imagine the tasks you have to complete as a marketer as a set of papers on your desk. If you're doing them by yourself, it's a big pile that's going to leave you irritated by the end. And if something happens to you – you get sick, or you're bad at one of the tasks, or life gets in the way – then those tasks don't go anywhere. That's called a **single point of failure**, and it can be disastrous!

Now, let's add a single full-time outsourcer to the equation.

Suddenly, you've got more options. You can outsource all the things you aren't good at, or things that require equipment you don't have. You're still hiring that outsourcer and evaluating their work, but you've drastically reduced your workload and added an extra point of failure.

Now, imagine that you're paying a small amount of money to ten different people who are all working on a different aspect of your business. Not full-time, mind you – just a gig or two when the need arises. Now you've got a lot of smaller points of failure. But unlike the first couple examples, one or two screwups isn't going to derail your business. And perhaps more importantly, you've got the best people you can find, working on tasks that they *specialize* in. In the internet economy, chances are that these specialists are doing well enough at their individual job that they are making a full time living at it!

But that isn't the full picture either. Obviously, getting the time and talent of other people doesn't come without a price - unless, perhaps, you're



opening a family business – and who wants to share all your profit with the *family* anyway? Most people think of outsourcing as something that you can only do once you're already financially independent and have some money to throw around. A "Stage Two" aspect of your business.

This was an immutable fact of internet business... until about ten years ago. The internet makes hiring help a lot easier.

You might be thinking that with the economy as bad as it is, you don't have enough money to hire help. But the fact is that with the economy as bad as it is, you can't afford **not** to. It's a "buyer's market" out there, and when the economy is in bad shape, it means you can get services and help at rock bottom prices.

Leveraging is the most critical skill an entrepreneur can have, and it can deliver exponentially more powerful results than just working really hard yourself. If you live in the first world and have any income at all, you owe it to yourself to hire as much help as possible. Even the price of a pizza or two is enough to get some really valuable stuff done for your business.

It's important to delegate. Take all the knowledge you've taken from books, videos, and ecourses and be the brain of your business, and put as much as you can into letting others execute the details.

Now that said, I don't want you to think of outsourcing in a negative way, or think of it as exploiting someone else's work. You aren't closing down a factory and laying off a thousand steel workers. You're hiring people (some of whom will be based in the US) that you probably couldn't afford to pay under any other circumstances!

And you're going to take your earnings and spend them on local products and services (not to mention giving the government a share). It's really a win-win.

Best of all, outsourcing doesn't always mean that you're getting a human to do the job. There are heaps of services and pieces of software that take the place of any kind of manual labor – they aren't always as useful as a real person, but they do save time.

Now, let's jump right into the world of outsourcing and talk about what you can get done and, just as importantly, where to look, and how to evaluate talent.

Writing

Good content is obvious central to your affiliate site because it pops up in so many different places. In the online world, the written word generates leads, entertains them, and lets them know that you're the best person to give them whatever they need.

Good articles generate backlinks and buzz in any niche, but you're not always looking to enlighten a general audience. Sometimes you want to reach a more specific set of people – that's where it's smart to outsource tasks like press releases. It takes both connections and an intimate knowledge of what “triggers” editorial gatekeepers to get wide distribution for a press release, and a smart PR team can do both.

Even if you're on a tight budget, getting help writing and distributing press releases gets you in touch with someone who knows how to grab eyeballs and where to put your material.

Best of all, pros in this industry are really experienced at getting attention even from “unlikely” niches. Before you decide to write off press releases because your niche is “unsexy” or “flooded” – remember that coverage in the media is always about having an interesting angle.

Media Design

A great looking web presence depends on a combination of technical skill and artistic wizardry – if you don’t have both, it’s tough to make an impression with your site. Most people already use the help of others when it comes to designing their site – using pre-made templates available online.

But there are lots of times when you need something more personal. Buttons, banners, and eCovers (for special reports) are all small, inexpensive ways to show your value, convey trust, and scoop up the sale.

You shouldn’t limit your outsourcing ideas to 2D graphics. Videos are incredibly good for your site – partially because people who watch videos stay on your site longer, and partially because Google is determined to meet the demand of people who are looking more and more for quality video.

The demand for watchable content is really, really outstripping the supply.

SEO

Getting a helping hand with SEO is a complete no-brainer. Whether people start their day typing your product directly into a search engine or look on social media and “Web 2.0” sites for a little inspiration, it’s *essential* for your website to be at or near the top. Great content can go a long way towards

getting you there, but a dedicated SEO specialist can really help you stir the pot and get more visibility.

Best of all, SEO is a universal language – a lot of the work of backlinking can be done even without an amazing command of English, which opens you up to the services of a lot of amazing talent from the Philippines and India.

SEO covers such a wide range of activities, it almost seems unfair to give it one section. But everything is inside this category, all of it plays a role if you want to make noise in SEO:

- Blog entries
- Wiki posts
- Podcasting
- Social Bookmarking
- RSS Distribution
- Directories
- Article Distribution
- And More!

Where To Go, What To Know

Those are a lot of tasks – where should you start when you're looking for help? Here are a few of my favorite sources.



Fiverr

Fiverr is full of people who need some cash right now and are willing to do a task for you. Plenty of people turn their noses up at Fiverr and say “how can you get anything for value for that little money”?

Well, that’s a foolish way to think. The web is full of people who need the bucks, and in business, **everything is worth what the seller can sell it for.**

So if you need a quick infusion of money, or you’re a pretty girl who is afraid of computers, or you don’t have the skills to promote your product, your service is worth five bucks.

There aren’t a lot of better places to go for cheap services than Fiverr, especially for the simple SEO gigs that I’ve recommend here.

So, here are some things to know about Fiverr:

- ✓ Don’t fall in love with reviews and thumbs up. Again, everybody asks for feedback, and plenty of people give positive feedback

when they aren’t being that critical about the service. You need to actually talk to people and use common sense. If they’ve got a lot of orders in the queue and the gig requires a lot of manual work, you might need to be patient or skip them altogether.

- ✓ Don’t be afraid of new gigs. Most people are slow to buy offers because they don’t want to “take risks” on someone who isn’t proven, but the fact is that by the time they **are** proven, they’re charging more money and juggling more customers. Someone new is going to work really hard to build a reputation, and you know they have the time to do a good job.



- ✓ Buy the right thing. There are lots of people who will “teach” you or “show you how” or “give you a list” of places to go and things to do. Tune this stuff out, it’s mostly people selling you ebooks that they may or may not have written themselves. Maybe it’s useful, maybe it isn’t – you aren’t going to find out from a Fiverr description though. Personally, I like to look for the word “manual” in my gigs so that I’m working with someone who is going to do the work by hand.
- ✓ Bigger numbers aren’t automatically better. I stay away from gigs offering a gazillion of anything, because I assume it’s not going to be as high in quality.
- ✓ Don’t get writing from Fiverr. Writing is credibility, credibility is sales, and sales money. This is one area where you can expect to get what you pay for. I strongly recommend that you hire a writer from a forum or go somewhere like needanarticle or articlez.

Forum Posting

There are lots of worthwhile places to go for services – places like WarriorForum and WickedFire and BacklinksForum are basically like their own little economies, but I got my start in WarriorForum so we’re going to focus there. I’ve found lots of really skilled hires, many of whom became eventual partners along the way.

There really isn’t a lot of absolute crap on WF, but the difference between a service working and a service working well can be pretty great. Your main advantage in working on places like this is the high skill level of the workers – you’re more likely to get pros who deal with a lot of orders and have already made a name for themselves here.

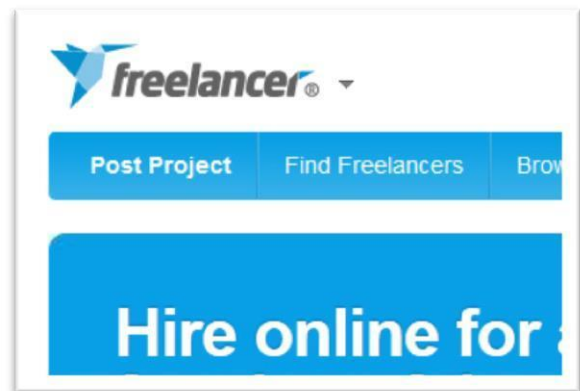


Read their copy very carefully, spend a good amount of time comparing prices, and don't confuse quality graphics (or even quality copy) with a quality product. Look at the results delivered and be discriminating. There are way too many bought testimonials from suspiciously new members in places like these.

Finally, I don't have a problem buying newer gigs on Fiverr because it's a big marketplace doing small dollar amounts, which means service providers need to stand out from the start.

I'm a little more hesitant to jump on new threads in WarriorForum. There's such a massive userbase that it's a bit

more susceptible to fly by night operations that aren't exactly scams, but don't deliver high quality for the money.



Freelancer, oDesk, and the rest

There are a couple of reasons why I like freelancer.com.

First of all, there's a very large pool of people that you can choose from, and they're quick to jump on jobs. The time between your posting project and the time that bids fill up your screen is very short - on average you will have a handful of good offers within an hour of making a job post.

You can pick from a list of candidates that you personally interviewed, you can decide how you will pay them, and you don't have to pay until you're fully satisfied with the job done. Funds usually held in escrow while you

wait. You're also free to cancel projects that you don't feel are working well for you.

Second, they're rock bottom when it comes to price – very inexpensive. If you live in the first world and you have a job, you can afford to hire from here. Third, it's very easy to see other gigs that people are assigning and hiring for, so that you can take inspiration and copy behind them.

One of the most useful things about Freelancer is the milestone system. If you ever have a large task that you need to break up and a lot of smaller tasks you can set milestones, paying to your freelancers along the way. This protects you from stress and uncompleted job AND protects them from the hassle of waiting a long time for a payment.

I'm a big fan of Freelancer.com and it's where I do the vast majority of my hiring, but the fact is, your SCREENING PROCESS is much more important than the site you use, or the country you hire from.

Take your time in the hiring process. SCREEN, SCREEN, and SCREEN some more. I know your instinct is to just grab somebody that seems pretty good and get things rolling as soon as possible, but it causes MASSIVE headaches in the long run, especially in a service based business where the people you hire aren't delivering and you've got to deal with the massive refund rate.

Your Job Listing

One of the biggest problems I've seen on most outsourcing websites is that clients are not very clear about what they want. A clear set of instructions that are concise will lower mistakes and increase speed on your projects. It's



also serious benefit to the bidder, because they'll have a better idea of what you need.

You need to be firm. You need to be demanding, and you need to come off as about 20% more serious about business than you are in real life. Your goal is to scare off the people that are unserious. Here's a sample.

*****Important – Please Read The Entire Post Before Applying ****

I'm looking for manual, drip-fed social bookmarking.

You will target a list of 30 sites per page (Digg, Stumbleupon, Etc).

I have a lot of orders, so a fast turnaround is important. Communication is important too, will need to communicate via the PMB regularly. Must be willing to discuss and share methods.

I don't do personal payments, and I don't clear payments until work is verified. I usually order test packages before hiring to verify quality. Please use the word green in your sentence so I know you read it through and understood it.

You don't need a codeword, but if you insist on it, don't put your codeword IN ALL CAPS or offset it with quotes, there's no need to draw attention to it. Either they can read or they can't.

Remember though, the communication skills you need depend greatly on the task at hand. There's a school of thought that tells marketers to stick with hiring people from the Philippines, because they have great English skills, are thrilled with getting a paycheck while they're in school, and aren't ambitious enough to steal your business plan. It's one of those things that sounds really impressive at first and is a load of crap when you think about it.

Even for something like making graphics or link building, you need good communication skills in order to understand what needs to be done, but you don't have to be a language snob because there's not as much customer interaction. I've worked with really cool people from Russia, India, and all the other "bad neighborhoods" online.

What To Screen For...

As I get more and more busy with my IM work, availability tends to become less and less important to me. I'm always busy, which means I don't have time to look over everyone's shoulder. But when you're starting out, you absolutely should have access to the people you're working with.

Take everyone who didn't fill out your application properly and bin them. It doesn't matter if they have the greatest feedback in the world. One of the problems with feedback is, you're trusting that the people giving the feedback know what the hell they're talking about (and most people don't).

Even in the best case scenario, the freelancer is breathing down their neck offering quid-pro quo feedback before even evaluating the service.

Ask plenty of questions – you want to know what software they're using, how long it takes, what their turnaround time is, how much volume they handle. You're going to ask this for two reasons. First, you want to weed out the people who get really evasive and talk about their "trade secrets". Second, you want to monitor their results.

I never had any luck with getting "work samples" until I have a bunch of feedback from other providers. You've got to think about it from the provider's perspective – there are a lot of people out there trying to get "free samples" of everything under the sun. It's kind of rude to ask



someone who has been on the site for 3 years to spend time making free work for you, as if your 40 dollars is breathtakingly important.

Just hire them for a very small job and look at the results. It's so worth it to spend a hundred dollars up front on evaluation before getting into a relationship with anyone.

You need to be very articulate about what you need done. Especially if you're communicating with someone from the third world – idioms aren't going to go over well, and you can't count on them to "get the gist" of what you're saying – chances are, they'll mess it up and you'll get mad at them.

Ask them to rephrase what you said in their own words before they start, especially if their English isn't that good. I want you to give yourself a lot of time to evaluate before hiring someone, but I also want you to treat your time as valuable.

Usually, a freelancer will PM you and ask for positive feedback and money the moment they finish a job. Don't be in a hurry to do this. Check out their work first and verify it. If it's a big job like backlinking, pick a few links out at random, or run them through a backlink checker. There's a good free one on the Scrapebox website.

If your work with a freelancer isn't working to expectations, don't hesitate to get your deposit back, or cancel the order on Fiverr. Kicking them off your team doesn't mean the guy is a con artist - maybe they're having a bad day... or a bad series of days. It's much worse in the long run to let yourself get lead on, than is to start fresh.

Finally, when you start working with these guys, be sociable and respectful. First of all, that's how you should always conduct yourself in business.



Second of all, almost *any* freelance specialist knows their craft better than you. Just because their English sucks doesn't mean they're dumb. Third, those guys do a lot of volume. Your order, whatever the dollar amount, isn't worth their dignity or yours.