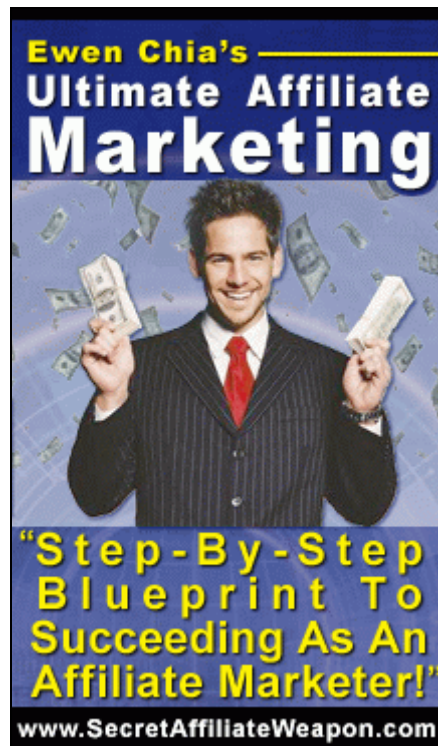


# Ultimate Affiliate Marketing



**“Step-By-Step Blueprint To  
Succeeding As An Affiliate  
Marketer!”**

**By Ewen Chia**

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## Introduction

**Dear Valued Member,**

**T**hank you for joining Secret Affiliate Weapon and for downloading your personal copy of “**Ultimate Affiliate Marketing**”...

It's my joy to create this **master training blueprint** for you. In my opinion this is easily worth \$67 or more but it's yours completely free as part of your Secret Affiliate Weapon membership.

This blueprint will help *both* beginning and experienced affiliate marketers in their affiliate marketing businesses, and, if you **apply** the many tactics taught here, it'll put *a lot of extra commissions* into YOUR pockets!

The unfortunate fact of the matter is that many affiliates, if not most, never make any *real* money...**and I don't want this to happen to you.**

You placed your trust in me when you joined Secret Affiliate Weapon. I've promised to teach you what you need to know to succeed in this business - and this training blueprint is *part* of my efforts to fulfill that promise.

In this blueprint, I'm going to teach you:

- **What affiliate marketing really is – and why it's one of the best business models around...**
- What separates those who make massive profits from those who never see a single commission...
- **What you need long-term in order to really *explode* your commissions...**
- What to do *right now* if you're a total newbie, working on a shoestring budget, with no website and no list...
- **How to stay in the game and *keep growing and profiting!***

I've made this as clear, easy to follow as possible and packed it with *as much information for you as I possibly could...*

Newbies will find a lot of great information to help them get started while more advanced marketers will find tips on how to increase their existing commissions, and *really* make this work for the long haul.

If you're ready then, let us begin...

Ewen Chia

## **Part One: Understanding The Affiliate Marketing Business**

### **Chapter 1: What Affiliate Marketing Really Is, And Why It's The Perfect Business**

If you've already some experience with affiliate marketing, you can skip this section if you wish. I'd recommend reading it anyway though, just to remind yourself why you've got it good.

Now I'd like to address the 'newbie' marketers - if you're brand new to affiliate marketing, you're going to enjoy a real eye-opening revelation here.

#### **Affiliate Marketing Is Dead Simple.**

No really, it is. Affiliate marketing is *not* always **easy** in practice, but it is dead simple in concept.

You may have seen this form of marketing referred to in other ways such as: “referral marketing” or “incentive based marketing”. So, what does all this mean?

**Here's the core definition:**

**Affiliate Marketing Is The Promotion And Advertisement Of Products By A Third-Party (The Affiliate), In Exchange For Commission-Based Compensation.**

That's my fancy way of saying it. Let's put it into even simpler terms with an example...

Pretend for a moment that you enjoy going camping. It's one of your hobbies. You've bought a lot of camping equipment, and even shop for it online.

One day you think to yourself:

“You know, I enjoy camping so much, I should create a business around it. I'd love to sell camping gear online. The only problem is I don't have enough money to start, and I don't know the first thing about creating websites.”

#### **Affiliate Marketing to the Rescue!**

Just when it seems all hope is lost, you make a life-changing discovery. Your favorite online store for camping gear has something called an 'Affiliate Program’.

You dig into the details and discover that:

- The owners want more traffic to their website, so they can make more sales.
- They are willing to let you drive this traffic to their website.
- They are willing to PAY you whenever someone you send to their website buys some camping equipment from them. They won't pay you full-price, but they will offer you a percentage (commission) based on item price.

Now all you have to do is sign-up as one of their affiliates, learn how to market their products, refer new customers, collect your commissions, and get into business online *instantly* – without the need for your own product or wasting a whole lot of time.

It's perfect.

## Why Is This The *Ultimate* Business Model?

Here are the points I want you to consider from the previous example...

1. *You're essentially 'selling' camping gear now as if it were your own.*
2. *You didn't have to buy any camping equipment or mess around with inventory storage or business licenses for making wholesale purchases.*
3. *You've no inventory to keep track of.*
4. *You'll never have to ship anything.*
5. *You'll never have to handle the credit card transactions.*
6. *You'll never have to handle refunds, returns or customer inquiries.*
7. *You don't need to set up a monster website with a shopping cart!*

Nope - you don't have to do a thing except refer traffic to the merchant's website through your personalized *affiliate link*. Then, when someone clicks on your link to go to the website, you'll receive credit for whatever action that visitor takes.

If the visitor just browses around and leaves, you'll still see a 'hit' recorded in your affiliate statistics, so you'll know you've referred some traffic. If that visitor decides to buy, say, a tent or a backpack, you just earned yourself a commission!

Do you see the beauty of this? Compared to the merchant, your overhead cost of doing business is **insanely low**.

Yes, in order to succeed, you *will* need to make some investment in advertising and in tools (like web hosting, autoresponders, etc) but your costs will never come near what the merchant pays to float his operation.

*Low start up costs and low, long-term overhead = more profits for you ☺*

## Chapter 2: Is Affiliate Marketing Right for You?

Affiliate marketing though ideal as a business model, is not for everyone. You need a certain mindset and temperament to make it work.

Here's why:

1. It takes persistence and patience to build up a full-time income with affiliate marketing.
2. You'll likely endure a great deal of uncertainty as you hone your abilities.
3. Things can and do go wrong. For example, a company you're making the bulk of your income from could suddenly go out of business, or get hit by credit card fraud (meaning some of your commissions could disappear due to chargebacks and refunds).

This isn't intended to scare you away completely, but it's important for you to know going in that you need to prepare a plan...

### **The Same Way You Would In Starting *Any* Other Type Of Business.**

My recommendations to you:

- If you already have a full or part time job, **keep it**.
- Pick just one or two programs to promote in a tightly focused niche when first starting out.
- Expect and visualize success.
- Expect and accept that you'll make some mistakes and *may* even incur some losses in the beginning. Take these experiences in stride and *learn* from them.
- Never, ever 'rest on your laurels'. Affiliate marketing is fiercely competitive. You need to keep up with the latest trends, tactics and tools.
- Study and follow the resources I give you in **Secret Affiliate Weapon**. This will provide you with a strong foundation on the fundamentals you need to know.

So if you've truly taken in the above information – and can answer '**YES**' to the following questions with confidence, then you're ready to take the plunge into

affiliate marketing!

- 1. I am patient, persistent and focused.*
- 2. I'd enjoy learning everything I can about affiliate marketing, and I understand the value of continued education.*
- 3. I understand I'm not going to get rich overnight with affiliate marketing as it's a real business, not hype.*
- 4. I believe in myself and know that I can, in fact, build a very lucrative income from affiliate marketing if I stay clear on my goals and strive towards them consistently.*
- 5. I'm ready and able to invest the necessary time and money into advertising, and into the tools I need to run a truly efficient marketing campaign!*



## **Chapter 3:**

# **How Much Money Can I Expect to Make? Potential Profits Of An Affiliate Marketer**

Here is the cold hard truth: 99% of affiliates barely make a living, while the top 1% are making an *absolute killing*.

Why is this so? Quite simply, those who succeed at affiliate marketing treat it as a real business, while those who barely get by treat it as a 'get rich quick' scheme.

### **Successful Affiliates Work Smarter And Harder. Broke Affiliates Barely Work At All.**

You see, the problem is that many honest people get led astray about this business. They're told that all they have to do is toss up an affiliate link somewhere, and the rest will take care of itself.

There's more to it than that. Much more.

So, what is it that super-affiliates know that other affiliates don't? What separates the man or woman making \$10,000 or more per month from the man or woman making a couple hundred bucks?

#### **The super affiliate:**

- Carefully selects which products to promote.
- Consistently chooses to promote products that payout higher commissions (and have a higher price tag.)
- Knows the value of building highly targeted and highly responsive opt-in lists.
- Knows how to build trusting, long-term relationships with their lists.
- Maximizes the efficiency of each individual campaign before even thinking of moving on to a new one.
- Multiplies their efforts over time to build multiple streams of affiliate income.
- Consistently seeks more ways of increasing traffic and sales, while lowering overhead and advertising costs.

### **Believe me, The Potential Is Here For You To Make Truly Massive Profits.**

At the same time, though, it's also very easy for your results to fluctuate wildly.

Therefore, you *must* make a commitment right now to take your affiliate business seriously. This is what separates the affiliates failures from the affiliate success stories.

## Chapter 4: Super Affiliates' Secret Weapons - The Right Tools For The Job

Would you try to build a house without at least some wood, a hammer and nails? Of course not. So why would you build an online business on a shaky foundation?

Now, let me preface this by saying that some affiliates *are* able to generate sales *without* a website or list of their own.

I'll explain how to do this later on in the section about **getting into profit immediately**.

Just remember that the “shoestring and a prayer” approach is not the **best** long-term strategy. If you want to make serious profits, then you'll definitely need to invest in all of the tools I'm outlining for you in this section now or in the future.

Fair enough?

### Affiliate Tool #1: Domain Name And Web Hosting

These are the two most basic tools that no affiliate should go without. Why?

First, you need to remain in control of the traffic you generate. **You need a point of contact that allows you to capture names and email addresses, distribute promotional material and work on pre-selling your prospects.**

Now, you might be thinking, “Why can't I just send people directly to the merchant's sales page?”. Well, you can, but this is almost always a bad idea.

Let's say you send a visitor directly to the merchant's site. The product is good, but the merchant's sales copy is awful. The visitor looks around and leaves.

You've just lost a potential sale. Not only that, you've likely lost that person forever. You've no way of contacting him because you don't even know who he is!

Imagine that you sent him to *your site* instead, where you've set up a landing page designed to pique his interest enough that he'll give you his name and email address.

This is much better because, now, you can contact him on a regular basis. You can make up for the merchant's lousy sales copy by promoting the product in

your own words.

Not only that, you can sell him on additional, related products for as long as he remains subscribed to your list.

I should also mention that having your own site increases your advertising options in some cases. Google Adwords, for example, instituted a policy change which prohibited affiliates from linking directly to a merchant's site.

### **Ok how much will this cost me?**

**Domain name:** You can grab a domain name for under \$10/year. I recommend Name Cheap for their prices and features: <http://www.namecheap.com>.

**Web Hosting:** Lots of options available. If you plan on hosting multiple domains, here's a money saving trick. Grab a reseller account at <http://www.myriadnetworks.com> for \$23.95/month. You'll be able to host dozens of sites this way, without shelling out extra money on multiple accounts. Just need one cheap account? Try <http://www.5dollarwebs.com>.

### **Need FREE Web Hosting?**

If you're really struggling for start-up capital, I can understand. There's nothing wrong with starting out on a free service. Just keep in mind that many of the free services make their money by displaying their own advertising on your pages.

Also, you may find limited functionality in free accounts. They usually do not offer as much storage space or bandwidth, and almost *never* allow you to install your own scripts on their server.

That said, here are some free options:

<http://free.prohosting.com>

<http://www.doteasy.com>

Nice solution. Free hosting when you register and purchase a domain name through them.

<http://www.50megs.com>

Ad banner supported version is free. You can remove their banner advertising for just \$1.99/mo

<http://www.blogger.com>

Set up a free blog and post your affiliate content there.

<http://members.freewebs.com>

Some positive reviews out there about this service. They also provide a free online page builder.

## **Affiliate Tool #2: Site Templates, HTML Editor Or Basic HTML Knowledge**

This one should be obvious. You've got to have some content on your site, and a nicely formatted page to display it.

The truth is you don't need to create a fancy website. You just need the ability to put up your text, your opt-in form and maybe a graphic here or there.

The good news is that many web hosts today include **page builder software** with your hosting account. This software allows you to create and edit HTML right in your browser, and do so *as easily as editing a Word document*.

If you'd rather have a desktop solution, you can use a free editor like NVU at <http://www.nvu.com>.

If you're looking at a better option, the top-of-the-line software for creating affiliate pages quickly and easily is Paul Smithson's Xsite Pro at <http://www.xsitepro.com>.

### **How much will this cost me?**

Anywhere between \$0-\$197. You might want to do some research on Google and download some free, as well as trial software. Play around with the programs and decide which one works best for you.

### **Need Free HTML Templates?**

<http://www.2createawebsite.com/build/templates.html>

<http://www.steves-templates.com/templates.html>

<http://www.oswd.org>

## **Affiliate Tool #3: Professional Autoresponder**

A professional autoresponder is one of the lifelines of your business. Even if you go the super cheap route on all your other tools, *do not* settle for a cheap, low-quality autoresponder.

Yes, there are free autoresponders available online, but I guarantee you they'll cause more headaches down the line (and lost profits) than you want.

I think you'll see why as you learn about the role an autoresponder plays in your business.

## The Autoresponder: What It Is And Why You Need It!

An autoresponder is simply a piece of software which automates the following functions:

- *Collecting email addresses (and/or additional information) entered into a form on a web page.*
- *Adding that information into a database.*
- *Automating the job of sending emails to subscribers in the database.*

You could call an autoresponder a glorified mailing list manager, but autoresponders do a lot more than the average list manager:

- You can send emails to new subscribers automatically
- You can email all subscribers or only a select portion of your subscriber base automatically
- You can schedule a series of emails to be sent automatically. For example, you could schedule a six week email course. Each subscriber would receive consecutive lessons, week by week, regardless of when he subscribed – meaning that you don't have to worry about synchronizing the emails.
- You can glean valuable data: how many of your subscribers open their emails, how many click on links you've provided, how many sales were made from a given mailing, etc.

Once you get your own autoresponder and see its power, you'll never want to go without one again. This is the **number one tool** for automating your lead generation efforts and for growing a base of loyal, lifetime customers.

### Free/Cheap Solutions?

<http://www.freeautobot.com>

<http://www.getresponse.com>

<http://followingup.com>

Free for the first 30 days only.

<http://www.responders.net>

### Paid Solutions:

<http://www.aweber.com>

The top notch solution for remotely hosted autoresponder service.

[Http://www.intellicontact.com](http://www.intellicontact.com)

<http://www.emailaces.com>

<http://www.autoresponseplus.com>

## **Affiliate Tool #4: Link Tracking and Testing Software**

There are two tasks every serious marketer focuses on – regardless of whether he's an affiliate or selling his own products.

That task is ***testing and tracking***.

Whenever and wherever you send out your affiliate link, you need to know how many people have clicked on it, and whether those clicks generated sales.

To really see the importance of this, let's imagine your business without the ability to test and track your marketing campaigns.

**Monday:** You send an email to your list...

**Tuesday:** You put up a Google Adwords campaign...

**Wednesday:** You submit about a dozen articles to an article directory

**Thursday:** You take a break...

**Friday:** You check your stats and find out you've sent 1,000 visitors to your merchant, and generated 10 sales.

“Great!”, you think, “This stuff really works...”

**Saturday:** You log into Google Adwords and find out 400 of those visitors came from your campaign to the tune of \$150. Ouch! \$150 for 400 clicks?

Now you're not so sure. You earned \$350 in commissions. Your total profit after costs is \$200. It's ok, but you'd like to spend less on Adwords, and generate more traffic freely.

**Sunday:** It dawns on you that you sent out that email to your list, and submitted those articles. You didn't have any kind of link tracking in place, so you have no idea which of your traffic sources actually generated the \$350 in commissions.

### **What if half your sales came from those articles you wrote?**

You see, without a way to track your links – and without a way to test which advertisements really motivate people to click your link, you're flying totally blind, and that is a very bad thing.

### **Testing and Tracking Software Choices**

The good news is you've a lot of options for a tracking solution – free or paid.

There are basic scripts and services which will let you 'code' all of your links, so that you can track them in different locations. In other words, you'll have a special link for your emails, a special link for each of your advertisements, a special link for your article bylines and so on.

There are also more expensive, high-end scripts and services that allow you to run multiple split tests really quickly. Split tests are just ways of comparing the elements within an advertisement.

**You don't need to worry about this right now.** Just grab a starter package that allows you to track your links.

**Here is a list of good tracking solutions:**

<http://ekstreme.com/phplabs/phptrak.php>

PHP Trak. Free PHP script to track links. It relies on a text file, rather than a database, to store data. May be difficult for newbies to install.

<http://www.clickaudit.com>

Totally free account.

<http://garymuller.com/freescript.html>

Free when you join his list (note, this is a script you will have to install on your own webhost).

<http://www.linkcounter.com>

Try it free for 1 week.

<http://www.adtrackz.com>

\$77 for a limited time.

<http://www.multitrackgenerator.com>

Very high end tracking *and* split testing script. Pricey at \$497.

<http://www.splittester.com>

Not a tracking script or service, but a free tool to calculate your costs and ROI.

However if you're looking instead for an '**all-in-one**' **marketing solution** that includes the web hosting, autoresponders, tracking etc. you may want to try out [Ultimate Marketing Center](#), I've been using it for years and love it.

### **Good Ideas, But Not Totally Essential...**

So far we've covered the tools most essential to your business. The following, additional tools are highly recommended, but you can get by without them if cost is an issue.

But don't worry, both of these are totally free!

#### **1. Link Cloaking:**

I've set up a free service for you over at <http://www.graburl.com>.

This service will allow you not only to *shorten* your urls, but also *cloak* them.

Why would you want to do this?

**1. Affiliate URLs tend to be long and ugly.**

This is a problem when sending your links out via email, because the longer links tend to 'break' or 'text wrap'. If your link isn't immediately clickable within the email, many potential customers won't go to the hassle of cutting and pasting the link themselves.

**2. Affiliate URLs give themselves away.**

Many people won't click on an obvious affiliate link. They don't like the idea of a third-party making money off of them. Also, there are unscrupulous affiliates and cheapskates out there who *will erase* your affiliate ID (if they can see it), and replace it with their own.

**2. Affiliate Data Management:**

Eventually you're going to have a lot of accounts online. Consequently, you'll have a lot of login ids and passwords, affiliate log-in links, web host log-in info, etc..etc..

All of this can really add up.

Nothing is more frustrating than searching through emails or piles of paper on your desk looking for your account information.

That's why I recommend you download the free version of **Access Manager** at <http://www.accessmanager.co.uk>.

This will allow you to store all of your data in one easy-to-use interface. It also speeds up common tasks by allowing you to drag, drop or copy usernames and passwords to webpages. No more typing things in ☺.



## Part Two: Getting Down to Business, Step-By-Step

### Chapter 5: Step One - Setting Up Your Secret Affiliate Weapon (SAW) Profit Link

The **Secret Affiliate Weapon** affiliate program is managed by an independent third party payment processor, **Clickbank**.

Clickbank has its own special way of forming affiliate links.

Now, in order to promote the **SAW** program, you **need to be an affiliate of Clickbank itself**.

Now I know this sounds confusing because after all, I'm showing you how to succeed as one of *my* affiliates.

*Here's what's going on:*

Every merchant who uses Clickbank to process their payments has an affiliate program **automatically** set up for them.

**So, it's Clickbank that manages the affiliate program FOR the merchant.**

This means that I am not running my own affiliate management software on my server. I let Clickbank handle the affiliate sign ups for me. Clear enough?

Also and this is very important, each Clickbank merchant is automatically placed into what's known as '**The Clickbank Marketplace**'.

The Clickbank Marketplace is a directory where customers can go to *browse* through all of the products offered by the merchants who process payments through Clickbank.

The nice thing about this whole set up is that *once you become an affiliate of Clickbank, you can automatically begin promoting any Clickbank merchant's product, not just SAW.*

I know some of you may still be confused, so I'm going to walk you through, step-by-step with some screenshots...

## How To Setup Your Own Clickbank Affiliate ID:

Clickbank can be very confusing for newbies as they don't make the affiliate sign up process clear.

In fact, if you were to visit <http://www.clickbank.com> and click on the link that says '**Promote Clickbank**' (a logical choice, wouldn't you agree?), they don't have any way for you to sign up at all!

Instead what you have to do is **sign up as a vendor**.

I know it's totally counterintuitive. Don't worry though, you **do not** have to have a product to sell, nor do you have to pay their vendor sign up fee.

Signing up is free. It's only when you start selling and go through Clickbank's product approval system that they ask you to pay up.

1. [Click on this link](#) to navigate to Clickbank's page.


2. View the screenshot below...

You should look down the left-hand navigation column. Click on the link that says **Sell Products**. I've circled this link for you in the screenshot.



3. You should now be on a page like the one in the screenshot below.

In the first quarter of the page, in that little bulleted list, is the **sign up** link that you need to click on. Again, I've circled this for you.



ClickBank®  
Affiliate powered  
e-Commerce, worldwide

### How ClickBank Works

If you have a unique product or service to sell, and it can be delivered online, ClickBank is for you. We sell thousands of the web's most popular products.

Our ordering system is fast, supports all means of payment, and has over 10,000 product vendors know that **ClickBank is the best way** to sell your products.

ClickBank also has over 100,000 affiliates who know how to find customers. We make the process of earning commissions completely fair and transparent. **sales by a factor of ten or more.**

Here's what you need to do:

- [Sign up](#) with us. (FREE)
- Agree to let us sell your products.
- Maintain a promotional web site that explains your products.
- Maintain detailed technical support pages for your products.

#### 4. Now we're finally getting somewhere...

You should be on the sign up page, which will have form fields for you to fill in your name, mailing address and additional information.

**This is also the place where you'll choose your own unique Clickbank affiliate ID.**

Once you're on the third section of the form, you should see a box like this:

**3. Select a nickname for your new account.**

The nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check.

Account nickname (5-10 letters & digits)

As the first line says, the nickname you choose will be the 'Clickbank ID' for your account.

## Some Tips On Choosing Your Nickname:

A lot of the most obvious nicknames will already be taken. In order to avoid having to re-enter information just to find an available nickname, try to choose something that uniquely identifies you or your business.

You might try:

- First Initial + Last Name + Birth year, E.g., 'kjones1968'
- Your business name. E.g. 'superfastprofit'
- Your full initials + the abbreviation 'INC', E.g., 'jmdinc'

Once you're done filling out the page, hit 'Submit'.

Clickbank will autogenerate a password for you, and this will be sent along with your nickname information in the welcome email.

## 5. How to form your SAW Profit Link properly...

It's now time to learn about *your* affiliate link (or profit link as in the SAW program) and how to use it.

All Clickbank affiliate links take a standard form. Clickbank 'hoplinks' (affiliate links) have a standard format that looks like this:

<http://YOURNICKNAME.MERCHANTNAME.HOP.CLICKBANK.NET>

Pay no mind to the UPPER CASE. It's just for emphasis.

**YOURNICKNAME** = The affiliate ID you chose when you signed up with Clickbank

**MERCHANT NAME:** This will be provided by the merchant. For **Secret Affiliate Weapon**, the merchant name is **SECRETAFF**.

So let's say that the nickname you chose was 'johnd123'

Your **Secret Affiliate Weapon** profit link would look like this:

<http://johnd123.secretaff.hop.clickbank.net>

Be sure to mind the 'dots' in the address: yournick DOT secretaff DOT hop DOT clickbank DOT net

## Inserting Your SAW Profit Link Into Web Pages and Advertisements:

You'll find it an easy task to insert your profit link a majority of the time.

Online advertising services like Google Adwords will have fields labeled like:

[Secret Affiliate Weapon](#)  
Join the fastest way to profit  
from affiliate programs today.  
[www.secretaffiliateweapon.com](#)

Ad text with any revisions you make below.

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  Max 35 characters

Destination URL:  Max 1024 characters

*(**Note:** This is just an example as Google AdWords does not allow direct advertising of an affiliate link without a landing page. We'll be covering this later.)*

Notice that the **Destination URL** is where you place your profit link. This is the actual link people will click on when they click on your advertisement.

The **Display URL** can be different from your **Destination URL**. Notice that the ad will display the address as [www.secretaffiliateweapon.com](#).

In the future, when you decide to send prospects to your *own* website first, you'd have [www.yourdomain.com](#) (for example) in both the Display and Destination fields.

Let's say you set up a special landing page at [www.yourdomain.com/saw.html](#).

In that case, the address [www.yourdomain.com/saw.html](#) would go in the **Destination URL**, and you can still keep the *display* url short and sweet with [www.yourdomain.com](#).

Now, keep in mind when you do this that you'll need to get your affiliate link in front of your visitors somehow.

This could be on your web landing page itself, or in an email you send out to subscribers.

In order to do this, you'll need to know how to make a clickable HTML link.

### **Linking to SAW with HTML**

Creating a hyperlink is very easy. All you need to do is insert the link in the proper HTML tags.

Here is the syntax:

**<a href="your link goes here">Display Text Here</a>**

Using **Saw** link this time:

**<a href="http://johnd123.secretaff.hop.clickbank.net">Secret Affiliate Weapon</a>**

Notice that between the closing caret > and the </a> we've entered some text. The text that you enter is what actually shows up on your web page, viewable to visitors.

You can input as long or as short an amount of text as you need - you could have it say "Click Here" or you could have it say "This is the greatest thing I've ever seen". Either way, that text will become an *active, clickable hyperlink* that, when clicked, will direct the visitor through your affiliate link.

And that's about all you need to know for this purpose.

## Chapter 6:

### Step Two - Immediate Promotional Strategies: How to Get Into Profit Quickly with SAW

You've got the basics down now, and I'm sure you're eager to get started with your promotions. So let's jump right in to the steps you need to take to make your first sale!

I understand that some of you are working on a tight budget. You want to know **how to promote this program even if you *don't* have a website or a list of your own.**

Even though I urge you (and quite frequently) to get those affiliate tools listed in chapter 4, I'm going to show you how to do without them in this section. We'll save the advanced techniques for the next section on long term promotional strategies.

#### First, Know Your Target Market...

Before you begin promoting any product, you need to select your target audience.

**Secret Affiliate Weapon** is targeted towards people who want to succeed as affiliate marketers and make real money online, and need a step-by-step plan for doing so. Also within this broad market, is a sub-market we're targeting. The *primary audience* for this program is newbie and intermediate affiliate marketers.

So knowing this, we need to find out where those newbie and intermediate affiliate marketers are hiding.

The good news is that they really aren't hiding at all. They're out there seeking business opportunities just like you are.

Where are they getting their information?

Most likely, they're getting it from **ezines**.

#### Ezine Advertising Is the Ideal Solution For the Beginner...

Ezine advertising holds many advantages, among them:

- *It's cost effective. You can find deals out there as low as \$10*
- *It's highly targeted. You just need to find the ezine publishers who offer advertising opportunities and cover topics relevant to affiliate marketing or*

*online business.*

- *It will allow you to test your ads cheaply and make some initial profits that you can leverage into grabbing more advertising and more affiliate tools (like web hosting).*
- *Ezine subscribers usually trust the ezine owner and, hence, tend to trust the advertisements that appear in the ezine.*

It's perfect if you're just starting out because...

## **When You Use Someone Else's List, You Don't Need Your Own.**

You don't even need web hosting. You just place your ad, along with your affiliate link, and the readers who click will go straight to the merchant's sales page!

### **Best Places to Start:**

Technically, I could recommend a couple of ezines to start advertising in. The **only problem** is that a large number of **SAW** affiliates would rush to those ezines, and all of you would be trying to advertise in the same place.

**What I recommend that you do is begin searching for relevant ezines on your own.** I know it's more work, but it will allow you to hone your decision making skills.

There are certain things you need to look for from a **cost-analysis versus return-on-investment** perspective.

These guidelines should help..

### **Look for:**

- Ezines published weekly or bi-weekly.
- Ezines published *consistently and on time.*
- Ezines backed up by an actual domain AND make sure the domain is still live. Also check to see if the owner appears to update the site regularly.
- Ezines with a subscriber base between 200-1,500. Believe it or not, smaller is sometimes better. Don't overlook a list just because it's small. If the owner has collected targeted subscribers, they should be very responsive.
- Pricing that works for your budget. You know already that you can make a minimum of \$5.98 with every new member you refer to **Secret Affiliate Weapon**. So for example, if you wanted to place an ad that costs \$20, you'll need to generate at least 4 sales to break even, and doing so is easy when you



send targeted visitors to SAW which has an average conversion rate of over 40%.

### **Your Sales Materials:**

Don't forget, I've provided some **pre-written** sales materials for you in the member's area already. I've given you solo ads and classified ads to work with, but you may need to modify them based on your target ezine's requirements.

There are different types of advertising you can buy in ezines. The traditional offering is usually:

- 1. Solo Ad**
- 2. Top sponsor ad (appears at top of email)**
- 3. Middle sponsor ad**
- 4. Bottom sponsor ad**

Sponsor ads are usually very short. They're formatted similar to small classified ads. So you'll need to work on your ad copy in order to make it compelling in as short an amount of space as possible.

Solo ads are more expensive, but usually ideal. When you purchase a solo ad, you are literally buying the opportunity to have a *full email* sent to the ezine's subscriber base, *separate* from the regular publication.

**This is often the most powerful and effective way to reach and motivate those subscribers.**

If you're ready to get busy, here's a list of resources to get you started:

<http://www.ezine-dir.com>  
<http://www.directoryofezines.com>  
<http://www.go-ezines.com>  
<http://www.ezineadauction.com>

### **Articles – A Free Strategy That Works Like Gangbusters...**

Do you like to write? Do you know someone who could help you write articles if you aren't comfortable with doing so?

I hope you can answer 'yes' to either case, because articles are one of the **top affiliate promotional strategies** available to you. Even better, articles are a *proven* method. You'll find some of the biggest names in marketing use articles as a core part of their promotional strategy.

## How It Works:

Your first task is to write an informative, useful article which relates in subject matter to the product you're promoting.

So, for instance, in order to promote **Secret Affiliate Weapon**, you'll want to create articles pertaining to the subject of affiliate marketing.

This could be something like: *"The Top 10 Mistakes Made By Beginning Affiliates"*, or *"List Building: The Secret Weapon of Super Affiliates"*. Those are just some sample title ideas to get you thinking in the right direction.

You just need to pick a relevant subject you feel comfortable writing about.

What you *don't* want to do is craft a sales pitch, or write in too obvious a way about the product itself.

## Your goal should be to inform and educate the reader.

Give him useful information so that he'll think to himself, "This person seems to know what he's talking about" - *and then*, his curiosity will compel him to seek out additional information from you.

## How the Clicks Are Generated:

Once you have an article or two written, you've got to get them out in front of an audience.

You do this by submitting your articles to **article directories**.

Article directories are basically "free content" services. Thousands of webmasters and ezine owners visit article directories in search of content they can *reprint* on their websites, and in their newsletters.

The authors of said articles allow this reprinting in exchange for a few simple courtesies:

1. The article must remain unchanged
2. The publisher must keep the author's name and byline information intact

This is where the lead generating power comes in. You see, each time someone reprints one of *your* articles, your name and byline will be there with it.

So, imagine you wrote an article about "Top Ten Newbie Affiliate Mistakes". At the very end of the article, you'll have a byline that looks like this:

*John Doe is an active affiliate marketer who loves to teach others how to make money online. Learn how YOU can make a living as an affiliate marketer when you visit [www.yourlink.com](http://www.yourlink.com).*

### **That link is your key.**

It can be the link to your own website, to one of the affiliate programs you're promoting or even to your autoresponder.

Anyone motivated and interested enough, after reading your article, will click on your link – and BINGO! You just generated instant targeted traffic *for free*.

### **The Power Of Syndication...**

This is where things get interesting. Remember when I told you that other webmasters and ezine owners visit the article directories to find reprintable content?

Well, if your article is good enough, it could get picked up and reprinted dozens or even *hundreds* of times.

Suddenly, that little link in your author's byline is all over the web. You'll reach potential customers in places you might never have thought of, or simply couldn't get access any other way.

It's a beautiful thing. **Articles are truly viral** and they don't cost you anything other than your own sweat equity.

### **But, Ewen - I Really Can't Write Very Well!**

Ok I know for some of you, writing is like pulling teeth. Or perhaps English is not your first language (it's not mine) and you're afraid no one will take you seriously if you've too many spelling and grammar mistakes in your article.

I don't want you to miss out on such a great tactic though, so we need to look at the alternatives.

- 1. Do you know someone who does write well? Can you hire or barter with this person for their services?*
- 2. Do you have some extra cash to invest? If so, you can hire a ghostwriter to create the articles for you or invest in a package of private labeled rights articles which are so popular nowadays.*
- 3. Hire English or Journalism majors from your local university. College students usually need extra cash and will write for a lot less \$\$ just to boost their portfolios.*

If you do a search in Google for the phrase “hire ghostwriter”, you'll get hundreds of results to sort through.

There are independent ghostwriters advertising their services online, and there are also 'auction style' sites like <http://www.elance.com> where freelancers bid against each other on outsourced projects.

Additional places to look:

- Publications like **Writer's Digest** or **Writer's Journal**
- Online communities or forums where writer's gather
- Classifieds in your local newspaper
- If you're based in the United States, have a look at: <http://www.craigslist.org>
  - Select your city from the list, and then scroll down to the section called “Gigs”. These are the employment classifieds, and there is a section there for freelance work.

### **Some Places To Submit Your Articles:**

<http://www.submityourarticle.com>  
<http://www.articlemarketer.com>  
<http://www.internetmarketingFAQ.com>  
<http://www.articlesfactory.com>  
<http://www.articlecity.com>  
<http://www.ezau.com>  
<http://www.goarticles.com>  
<http://www.newfreearticles.com>  
<http://www.sitepronews.com>

\*This list is by no means comprehensive. The short list above represents some of the highly trafficked directories showing in Google's Top Ten. You can find hundreds more when you run a search.

I highly recommend submitting an article to **Site Pro News** however. If your article is picked up there, you'll reach a very targeted ezine audience of thousands – and this audience includes a lot of your fellow webmasters and marketers.

### **Traffic Exchanges And List Networks...**

Another way to get **quick traffic** freely or cheaply is to use traffic exchanges and list networks.

Let's take a look at each of these...

## Traffic Exchanges:

Traffic exchanges include services like:

### Instant Buzz

<http://www.instantbuzz.com>

### Traffic Swarm

<http://www.trafficswarm.com>

### Hit Pulse

<http://www.hitpulse.com>

### Viral Visitors

<http://www.viralvisitors.com>

...and many others.

The idea behind traffic exchanges works like this: Anyone who needs traffic to their website signs up with the traffic exchange service. They enter in their URL and the URL is displayed in rotation to *other members* of the traffic exchange.

It's typically a 'closed' system – meaning that you won't generate any visitors *outside* of the traffic exchange itself – but this depends.

Some systems require you to log-in to a “start page” and start surfing across other member's web pages. Each page you view earns you credit towards increased display of your own site.

However, some traffic exchanges utilize things like **exit pop ups**. In that case anyone who comes to a site, even if they were referred outside of the exit exchange, will see that pop up.

I recommend you start with Instant Buzz and Traffic Swarm to get your feet wet:

### Instant Buzz



### Traffic Swarm



On Traffic Swarm, you'll actually see a rotating menu of short advertisements for other people's websites. You get to choose which one to click on.

Instant Buzz is another monster altogether and it's frankly the best traffic exchange there is. It's a patent pending advertising technology that really works to send traffic to your sites.

Since you'll be writing ads for use in these traffic exchanges as well, it's a good place to practice your copywriting skills. Basic membership to both Instant Buzz and Traffic Swarm is free, so you'll be able to test your offers without spending a dime.

I've to say though that the traffic generated are not always targeted, it depends on the quality of the service and your ads. However it's still a cool way of getting active in your marketing.

### **List Building Networks:**

List building networks allow you to build up your own opt-in list. These types of systems are usually based on some type of viral matrix, similar to a multi-level-marketing set up.

#### **The basic idea is:**

1. You refer someone to the service.
2. That person is placed under you in your downline.
3. That person refers someone to the service.
4. That person is now under both you and the referring member of your downline.

You are entitled to send messages to everyone in your downline, but your downline *cannot* mail 'upwards' to you. The central premise here, when it works, is that members can build up their opt-in lists quickly, in exchange for receiving limited mailings from those in their uplines.

Sound confusing? Don't worry. It's really not too complex.

However, like any matrix scheme, your success is dependent on how well you promote the program. You don't have to "get in on top", but you *do* have to build up enough list-members beneath you for the viral power to kick in.

Let's take a look at the following services:

<http://www.yourluckylist.com>

<http://www.listdotcom.com>

<http://www.listopt.com>

<http://www.virallistbuilder.com>

Similar principles at work in each, but some variations on downline structure.

### How to Start:

I'd suggest starting with Your Lucky List as it's the best list builder out there at the moment and it's also pretty straightforward...

### [Your Lucky List](#)



When you sign up, you'll receive your own promotional url that will look like this:

<http://www.yourluckylist.com/index.php?yournicknamehere>

What you need to do is *promote that url*, and get people signed up under you.

How? Well, you can use some of the methods we've covered so far, like ezine advertisements and articles.

For example, you could write an article about 'the importance of list building' or '*Top 10 Ways to Lure In More Subscribers*'. Then, put your Lucky List affiliate url in the byline.

[Your Lucky List](#) also makes it easy to promote the program with ezine ads. Your administration area contains a set of pre-written classified ads you can start using right away.

So, once you actually *have* some referrals under you, what happens?

Well, you're allowed to send mail to those referrals once per week. The system has a built in autoresponder. All you have to do is log-in to your admin area, craft your email and hit 'send'. The message will go out to everyone in your downline.



What can you send out? Pretty much anything you'd like to promote. You can use your list to promote **Secret Affiliate Weapon** or any other affiliate program.

You could also *teach* your downline how to promote Lucky List, so that they'll bring in more members to your list!

Last but not least, let's say you get your own website and your autoresponder up and running. Email your list to announce your new site. Give them the url and invite them to opt-in to your new list. You'll have a ready made source of instant subscribers.

## Lite Pay Per Click Traffic...

**Pay Per Click traffic is one of the fastest ways to send targeted traffic to any website.**

There's a couple of catches though:

1. You need some money to invest
2. It's not always easy for the beginner

**For those reasons, I recommend that beginners avoid the 'big gun' PPC networks (like Google and Overture), and get experience on the smaller networks instead.**

One very easy place to start is with Ad Voyager...

### [Ad Voyager](#)



Advoyager works just a little bit differently from most PPC's. The service is based around a network of websites participating in the Advoyager program.



Your ads will display on the relevant websites within this network – but you won't be charged anything unless someone *clicks* on one of your advertisements.

Now, the reason this differs from most PPC's is that it is purely *content-based* advertising, rather than search-based advertising.

When you venture onto other PPC networks, what you'll find is that your advertisement displays within a *search engine* – and only when someone has typed in the right keywords to trigger your advertisement.

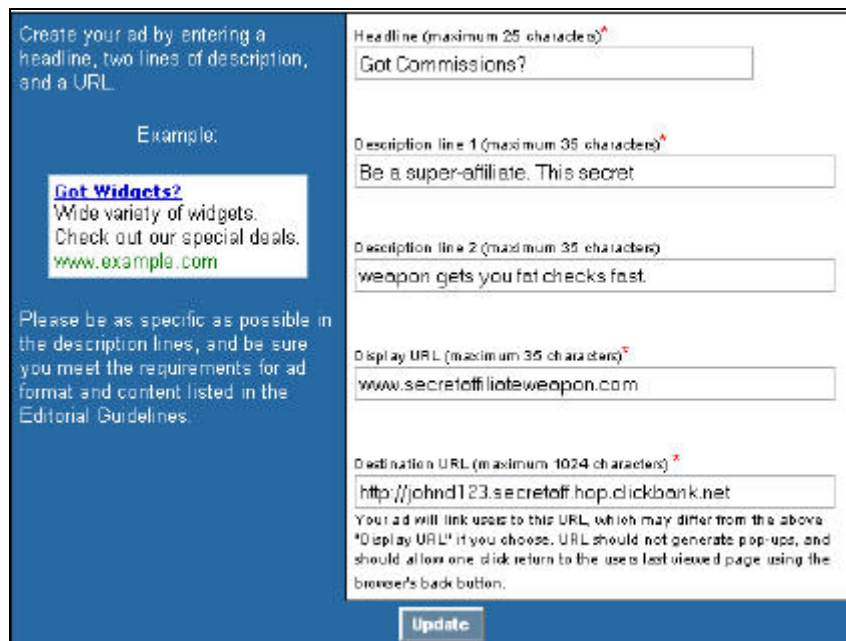
We'll get into the details of how this works in the advanced section.

Meanwhile, go ahead and create an account at Advoyager if you haven't.

When you log-in, you'll see that you have the option to run up to five ads at a time. You can run ads for the same program in all five spots (using different copy on each one), or you can ads for five separate programs.

**This is going to give you really good practice for Google Adwords.**

What you need to do is craft a 'classified' style advertisement.



The screenshot shows a web form for creating an advertisement. On the left, a blue sidebar contains instructions: 'Create your ad by entering a headline, two lines of description, and a URL.' Below this is an example ad titled 'Got Widgets?' with a description 'Wide variety of widgets. Check out our special deals.' and a URL 'www.example.com'. Further down, it says 'Please be as specific as possible in the description lines, and be sure you meet the requirements for ad format and content listed in the Editorial Guidelines.' The main form area on the right has several input fields: 'Headline (maximum 25 characters)\*' with the text 'Got Commissions?'; 'Description line 1 (maximum 35 characters)\*' with 'Be a super-affiliate. This secret'; 'Description line 2 (maximum 35 characters)' with 'weapon gets you fat checks fast.'; 'Display URL (maximum 35 characters)\*' with 'www.secretaffiliateweapon.com'; and 'Destination URL (maximum 1024 characters)\*' with 'http://johnd123.secretaffhop.clickbank.net'. A note at the bottom of the form states: 'Your ad will link users to this URL, which may differ from the above "Display URL" if you choose. URL should not generate pop-ups, and should allow one click return to the user's last viewed page using the browser's back button.' An 'Update' button is at the bottom right.

Notice the elements of the ad:

1. Attention Grabbing Headline
2. Short body copy

You've got 25 characters for the headline, and 35 characters for the body. It's pretty much identical to Google Adwords.

Once you enter in your advertisement information, just hit the 'update' button. That's it. Your ad starts running. The statistics area will tell you how many impressions you've received and how many clicks, if any.

Go ahead and experiment with Advoyager for a bit until you get the hang of things...

Then dig into the advanced section where I'll show you how to advertise on the more 'formal' PPC networks!

## **Chapter 7:**

### **Step Three - Long Term Promotional Strategies: Increasing And Maintaining Your Commissions!**

As I've said before, you need to get your own web host and autoresponder in order to take your affiliate marketing to **the next level**.

That's step one.

Also, you need to **expand your advertising methods** to include things like:

- **Pay-Per-Click Traffic**
- **Viral Reports**
- **Joint Ventures**
- **Back end offers**

**The Great Thing Is - All These Methods, With The Exception Of Pay-Per-Click Traffic, Are Essentially *FREE* Traffic Generation Tactics.**

So, let's get into the advanced tactics now. After that, we'll talk a bit more about how to run your opt-in list.

#### **Increasing Your Commissions – Sure-Fire Tactics:**

Every affiliate wants to increase their commissions. It's a common set of concerns:

- How can I get more people to buy?
- How can I squeeze more out of the leads I've already captured?

#### **Viral Reports:**

Viral reports are simply short [mini e-books](#) that you can give away freely, in the aim of getting them distributed as far and wide as possible.

The usual incentive is to make these reports *rebrandable*, so that others can place their affiliate links inside before redistributing the report.

**However, the one thing you must keep in the report is *your* URL.**

No matter how many times the report is passed around, you want readers to

know you as the original author and visit your site.

**The surest way to do this is to make sure that all of your reports are branded *graphically*.**

This means you'll need your own header and boxcover graphics for the report. If you do nothing else, at least get your header graphic into the report.

The header should include:

- *Your name*
- *Title of the Report*
- *Url of your website*

This will ensure that your name and URL remain prominent, because this header graphic is one of the first things people see when they open up the report!

### **Creating Viral Reports:**

Viral reports work *a lot* like articles – but they're longer and they have more *perceived value*. It's the same process though...

**You pick a subject that acts as a lead in to the affiliate product. Make the report truly useful and informative for the reader.**

Stuck for ideas?

- 'How To' topics are always popular
- Systems, tactics, methods and secrets work well in short reports
- Don't be afraid to compile some of your past articles into one report if they all relate to the same subject.

Once you've created your report, you need to distribute it. Here are just some ways to do so:

- 1. Send the report to your existing opt-in list.**
- 2. Offer the report to JV partners and/or relevant ezine owners.**
- 3. Submit your report to free e-book directories.**
- 4. Make the report your “bait” for new opt-in subscribers**

The key to making sure your report gets passed around is **to incentivize it with rebrand rights**.

What this means is that you allow others to re-brand the report with *their* affiliate links for the product (s) featured in the report.

Creating a rebrandable report requires some special tools.

To create re-brandable pdfs, I recommend grabbing a copy of [Viral PDF](#) - it's a one-time investment which will pay back many times over.

## Pay Per Click Traffic...

**Pay per click (PPC) traffic will become a significant part of your marketing arsenal as you progress.**

The PPCs offer so many benefits:

- Send targeted visitors to your site in 15 minutes or less
- Target only the market you want – you have control over targetting via the keywords you select.
- Test your ad copy, sales copy and offers
- Bring in fresh opt-in leads
- Run surveys to glean more information about your market's needs and wants.

### Getting Started:

When you first start out, I recommend playing with some of the smaller ppc networks like:

<http://www.kanoodle.com>

<http://www.sprinks.com>

<http://www.7search.com>

Why?

***Because it's 'cheaper' to make your mistakes with small ppc engines first.***

Whether you're a newbie or seasoned pro, you'll always have a lot of testing to do early on in your campaigns.

You've got to find the right keywords, create effective advertisements, maximize your clickthrough rate, and a whole lot more.

You can do all of this testing and learning on 2 cent keywords...or you can do it on 10 cent keywords. Which would you choose?

The fact is Google and Overture are huge. Everyone's using them. This drives the cost-per-click of keywords up. **You might find what goes for \$1 per click over at Google Adwords is just pennies per click on a smaller engine.**

***So rule #1: Do your testing on smaller engines first!***

## Using PPC As An Affiliate:

The Pay Per Click engines are most effective for affiliates when used as **lead generators**.

**Use them to drive traffic to your landing pages, so that you can collect subscribers.**

How? It's all starts with **keyword research**.

You need to know what your target market is searching for, and the words they're using to perform their searches. This marks the beginning of every solid campaign.

1. Come up with a *broad* list of terms people use to search for your product.
2. Use [keyword research tools](#) to expand that list, as well as narrow your terms.

Let's look at an example...

For **Secret Affiliate Weapon**, the really broad keywords would be ones like: “affiliates”, “affiliate marketing”, “referral marketing”, etc.

What happens when we input the phrase “affiliate marketing” into Overture's Search Suggestion Tool? We get a list of the most recent searches containing that phrase:

4103	<a href="#">affiliate marketing program</a>
2777	<a href="#">affiliate internet marketing</a>
2695	<a href="#">internet marketing affiliate program</a>
1562	<a href="#">niche affiliate marketing program</a>
1439	<a href="#">internet marketing company affiliate</a>
1170	<a href="#">affiliate internet marketing web</a>
994	<a href="#">affiliate internet marketing tip</a>
816	<a href="#">network marketing affiliate program</a>
815	<a href="#">affiliate marketing network</a>
781	<a href="#">affiliate affiliate marketing</a>
764	<a href="#">best affiliate marketing program</a>
758	<a href="#">affiliate marketing marketing</a>

Now we have some additional ideas to work with. You can see that the phrase “affiliate marketing tip” generated 994 searches for one month.

This could be a good phrase to target for **SAW**. But I’d need to test it to make sure.

***One Of The Cardinal Rules Of PPC Marketing Is That The More Keywords The Search Phrase Contains, The More Targeted It Will Be.***

The ideal is generally three to four terms per phrase.

“Affiliate marketing tip” is good because it clarifies what the searcher is *really* after - he's not after an affiliate *program*, he's after “tips”, “help”, “advice”... something he can learn from.

Depending on the exact nature of the tips he's looking for, he might be a highly targeted prospect for something like **Secret Affiliate Weapon**.

You'll notice as you do your research that, many times, you'll just need to follow your intuition. You'll see some search terms that look good on the surface – still you aren't sure if they're going to work for your product.

The only thing you can do to find out is to *test* them.

**What To Do With Your Keywords:**

Once you have your list of keywords ready, you'll run advertisements *on those keywords*.

What I mean by that is: you're going to set up a pay per click campaign where your advertisements are triggered to display whenever a searcher enters the keywords you've selected.

**In order to simplify this example, I'm going to walk you through the process with Google Adwords...**

1. In order to create a new ad, you'll be asked to enter the keywords you want that ad to appear on. You can usually just cut and paste from your list.
2. The system will analyze your keywords and give you an estimate of how much traffic (daily clicks) to expect for each of your keywords, as well as tell you how much you need to bid to get your ad placed in the number one spot.
3. Bid what you can afford.

#### 4. Create your advertisement.

That's the ***highly simplified***, four-step version of the process. Of course, it's a little trickier than that...

You see, you'll also need to specify some **keyword matching parameters**.

Keyword matching comes in three flavors:

- *Broad match*
- *Phrase match*
- *Exact match*

**Broad Match:** Broad matching means essentially, that you want your ads to appear on every possible combination of phrases containing your keywords.

So, if your keyphrase is **affiliate marketing**, you'd enter it into your keyword selection tool just like that, without any quotes or brackets around it.

#### **Broad match is not recommended!**

I urge to stay away from broad matching. Why? Because you're just as likely to get a click from someone searching **affiliate marketing** as you are from someone searching for **affiliate marketing failure** or **affiliate marketing poetry**.

#### **Broad Matches Are Very Untargeted And A Waste Of Money.**

**Phrase Match:** Phrase matching is done by putting “quotes” around your keywords. It's similar to broad match in the sense that you leave your ads open to be triggered by various permutations, like “affiliate marketing tips” or “affiliate marketing tutorial”.

#### **The catch is that with a phrase match, the *word order* is what counts.**

The search phrase must contain your terms in the exact order you specify. In other words, if someone typed in “learn marketing affiliate”, your ad would not be triggered.

#### **Exact Match: Exact matching is usually the safest bet for a beginner.**

This allows you to limit your ad displays to your *exact* keywords. You specify broad matches by using brackets, like so: **[affiliate marketing]**.

Now, in order for your ad to be displayed, the searcher will have to type in *only those terms: affiliate + marketing*.



## **A Word About Bidding:**

Your best bet is to find keywords that cost you *5 to 6 cents per click or less*.

You can probably bid more if you're running only a few ads at a time. But remember, these clicks can really add up. If you're running ads on say, 200 or more keywords and even 50% of them get a couple of clicks per day, multiply that by 5 cents per click. You can see how the costs might add up quickly.

## **You don't have to be number one:**

It is not necessary for you to outbid your competitors to grab the number one spot.

If the top spot is going for \$1.00 per click, while the top 9 spots are going for only 15 cents per click on down, go ahead and bid 15 cents or less. Don't try to outbid at \$1.01 per click. It's not worth it.

## **A lot more goes into positioning than just your bid amount.**

For example, your **click-through rate** has a huge impact on positioning.

So if you write a winning advertisement which compels more people to click, you're going to rise up in position *without* having to increase your bid!

## **Best Uses of PPC...**

### **As an affiliate, PPC is best used as a lead generation tool.**

It's also a good way to distribute your viral materials.

You can set up a PPC campaign for a product in under an hour; and you can reap the following benefits within that amount of time or less:

- **Fresh subscribers to your opt-in list**
- **Distribution of lead generation materials**
- **First exposure to merchant's sales page**
- **Pre-launch market survey**

...and much more.

Now let's look at some sample Adwords advertisements you could run:

### **Affiliate Loser?**

Win the game with my secret weapon. Free report.

<http://www.secretaffiliateweapon.com>

### **Easy Affiliate Cash**

Free six week course. Boost your commissions today.

<http://www.yourdomain/course.html>

### **Commission Challenged?**

Take a 2 minute survey and receive a free tutorial.

<http://www.yourdomain.com/survey.html>

Mix and match your techniques. Try out different incentives to get people interested in your offer.

**Free ebooks, articles and courses are always good bets.**

## **Backend Offers...**

**One of the best ways to increase your commissions is through backend offers.**

What's a backend offer?

Essentially, it's an offer you make *after* the initial sale.

For example, let's say you refer someone to **SAW** and they purchase the membership. You could then make a backend offer to that customer on any related product like:

- *Another membership site*
- *An autoresponder script*
- *An e-book on advanced affiliate marketing*

...and so on.

Now you might be wondering, 'how can I make these types of offers when I'm just the affiliate?'

Well, ***this is where your list becomes really valuable.***

You see, if you refer customers via your own opt-in list – and you make sure to place a tracking mechanism on your affiliate link – you should have no problem identifying which members of your list generated the sales.

At the very least, you should be able to identify a *subset* of subscribers who showed interest in the offer.

I know it sounds like I'm hedging on this a bit. The reason I'm wavering here is because I know that data tracking can vary depending on which tool you use, as well as the reporting practices of your merchant.

There are *some* link tracking tools out there which will track a visitor *all the way through the order process*, even on third-party sites.

This isn't the case a majority of the time though. Usually what you'll be able to track boils down to the following:

- Who opened their emails
- Who clicked on your affiliate link the email
- Who hit the order button on the merchant's site

That's usually where it stops; and, the problem is the visitor *may* have abandoned the purchase. So even if you know they clicked on the buy button, you don't know if they actually completed the sale.

### **However...**

You can work around this problem as long as your merchant provides you with enough data about your referred sales. If the merchant tells you the full name and email address for each customer you referred, then you'll be able to sort through your subscriber database and match them up.

Then, you can *selectively email* each of those subscribers-turned-customers and make them an offer.

For example, you might send out something like this:

*"Hi Dave,*

*I noticed you took my recommendation to heart, and signed up for Ewen Chia's Secret Affiliate Weapon! Congratulations on becoming a member.*

*I know that once you've had time to absorb everything in the member's area, you'll be itching to get started with your own promotions.*

*Once that happens, you're gonna need the right tools for the job. We both know what that means...time to shell out the hard-earned cash :(*

*You know, I hate that part as much as you do. So, I've been doing some research to see if I could help you save some money on at least one of the tools you'll need...."*

You see where that example is headed? It's going straight for the backed offer on a relevant product.

Some solid, related products in this example could be:

- An autoresponder script
- Reliable web hosting
- Affiliate link cloaking software, etc.

### **Making it work generally...**

The scenario I described above probably sounds a bit complicated. You need to be really comfortable using your tracking software, as well as the search and filter functions of your autoresponder.

If it's too much to pinpoint existing customers, then take a more general approach.

Go into your autoresponder account and check to see how many of your subscribers:

1. **Did not** open their emails
2. Opened their emails, but **did not** follow through by clicking on your affiliate link.

If the autoresponder your using is sophisticated enough, you should be able to schedule a new mailing to *just* those subscribers – the ones who did not take the desired action.

Make a backend offer to them and see if they bite.

## **How to Do Joint Ventures, Even As An Affiliate!**

**Another great way to increase your commissions is through joint venture marketing.**

Joint ventures are simply business partnerships. Usually two or more businesses join together to exchange resources.

For example:

- A list owner agrees to promote an ebook author's new book to his list in exchange for a percentage of sales.
- Biz X gives away master resale rights to its product to Biz Y, in exchange for advertising on Biz Y's 'thank you' page or download page.

There are literally hundreds of other combinations. Hopefully, you get the general concept from the above examples.

**Joint ventures are exchanges of resources.**

So how can you do a joint venture as an affiliate?

This is something which may seem impossible at first glance. After all, when you're just starting out, you might think you don't have much to exchange in terms of resources.

To top it off, you're aiming to have someone else help you earn affiliate commissions – so what's in it for *them*?

Let's look at two different scenarios.

**Scenario 1 – Total Newbie:**

At this stage, all you've got is your affiliate program and a burning desire to make it work. You probably don't have a list or a website.

**The quickest and easiest thing to do in this case is create a free, viral report.**

Here's the catch though: you've got to keep your affiliate link in the report, which means ruling out 'rebranding' as an incentive.

Normally allowing rebrands is the best incentive – but that's only when you've got at least *one* URL, ie, your own website, that stays hard coded in the report.

That is what makes the trade-off worthwhile to *you* in that case. What you give up in clicks through your own link, you gain back in lead generation to your website.

So the best thing to do in this case is look for *distribution partners* who do not have a vested interest in gleaning commissions from your report.

**Instead you want to find webmasters who want your report *purely* for the content value it can provide to their visitors.**

This means finding those sites in your niche that focus on ***related but not directly competitive products***.

This is a little more difficult to do in the internet marketing arena, where everyone's out to grab commissions on the same products.

It can work really well though, when you venture out into less competitive markets.

For example, maybe you've found an e-book on 'organic gardening' that you'd like to promote.

You could put together a short report on the subject, and offer it to a variety of gardening-related sites...it could be a site focused on seeds, on vegetable gardening, just on flowers, etc.

But the key is that each of those sites are targeted. They all draw visitors likely to be interested in organic gardening – *but*, those sites aren't *selling* an ebook on the subject.

And that's where you come in. You've got this great content in your report. You offer it to these webmasters, and they'll offer it to their visitors – perhaps they'll use your report as *their* lead generator to get people onto their opt-in list.

The crux of the exchange is that the webmaster gets some much needed content for free. In return, you get distribution of your report and affiliate link to a targeted audience.

## **Senario 2 - Joint Ventures for Advanced Affiliates:**

Advanced joint ventures require you to have at least some form of resource to exchange with your jv partner.

**Most often, your best leveraging tool will be your opt-in list.**

So let's say you've built a nice, responsive list of about 500 subscribers. You've made an offer on a product to them, and now it's time to hold off a bit before you pitch to them again.

Meanwhile you'd still like to generate new commissions. This means you'll need to find a pool of *fresh* prospects.

**The quickest way to do this is to set up a joint venture that gives you access to *someone else's* opt-in list.**

This could be something really simple like *swapping advertising*:

- Trade a top, middle or bottom sponsor ad, for the same.
- Swap solo advertisements.
- Agree to endorse each other's newsletters. This will get some of your partner's subscribers to opt-in to your list, and vice versus.

You could also allow potential jv partners access to your list in exchange for:

- Display of your affiliate advertisement on partner's "thank you" page.
- In exchange for distributing one of your reports *without* rebranding it.
- As part of a 'co-registration' venture – where the both of you place endorsements and opt-in capture forms on your opt-in confirmation pages. In other words, once someone opts in to your list, for example, they're given the opportunity to sign up for your partner's list as well.

There's another tactic you can use that works well when you and your JV partner both have additional products to offer...

In fact the method I'm about to describe **is perfect for putting resale rights products to good use.**

First, you need to find a potential JV partner who is an affiliate for a related, but non-competitive product. Let's say you're promoting a web hosting package, and your partner is promoting web templates.

Each partner has some type of hot resale rights product he can give away as an incentive.

The two of you agree to promote each other's affiliate links in your respective newsletters. In order to make this worthwhile, you tell your subscribers about the hot resale rights product. They can get this product *if and only if* they respond to the offer through your partner's affiliate link.

Does this make sense?

Let's recap:

1. You and your JV partner both mail your lists in order to promote each other's affiliate programs.
2. Each of you tells your list "Hey, if you'll take Joe here up on this offer and email me your sales receipt, I'll reward you with a free copy of this hot resale rights product."

Basically, you give your subscribers a gift for ordering through your partner's affiliate link – and your partner does the same for you.

There are dozens of variations you can work out with these tactics.

So don't let anyone tell you that you can't do joint ventures as an affiliate marketer - you can. **The key is in finding the right incentives for your partner and your customers.**

## Fine Tuning Your Opt-In List:

Now what you do with that traffic should also change. You no longer want to send those visitors direct to the merchant's site. Instead, you want to create what's known as a "squeeze page" or "landing page".

These pages are designed with one purpose in mind:

### To Get People To Opt-In To Your List.

The goal here is to build up your own subscriber base.

Once you've got prospects on your list, it doesn't matter if they don't buy anything on their first visit. In fact, you can pre-sell them on a product before you even allow them to see the merchant's sales page!

This is good because it allows you to build up on things like curiosity and anticipation – two states of mind which are *proven* to increase the likelihood of making a sale.

## The Lead Capture Process:

Let's take a look at the lead capture process – from landing page to mailings – and how it works.

As mentioned previously, your lead capture page should be designed to do *one* thing only, and do it well: **convince the visitor to give you their name and email address.**

### Screenshots Of Typical Lead Capture Pages...

#### Example 1:



The screenshot shows a lead capture page for a product called "Opt-In e-mail Tool & Kit". At the top, there is a 3D box graphic for the product. Below the graphic, there is a line of small text: "\*Free (BRANDABLE) Opt-In e-mail Tool&KIT Giveaway Magic's Own Opt-In Tool&Kit. Handy List Building Tips, Links and Resources that you can use to build your List. For the novice beginner or the seasoned veteran, e-mail marketing strategies, list building techniques and programs. Explode your sales by building your Own Opt-In List." followed by another line: "\*And Much Much More!". Below this, a larger text block says: "Just Enter Your Information Below and You Will Be Taken to Our Featured Product- You will Receive Your Free Bonus Gifts by Email. You May Keep These Gifts Even If You Don't Join or Purchase Our Featured Product - Just for Looking and Considering! Thank You For Your Patronage." At the bottom, there is a form with two input fields: "First Name:" and "Your E-Mail:". Below the "Your E-Mail:" field is a button that says "Give Me My Bribes!". At the very bottom, there is a small disclaimer: "Your details will be respected! Your e-mail will not be sold or rented to any third party."



### Example 2:

**Would You Like To Know How I'm Quietly Building An Empire Using Nothing More Than My FREE Instant Buzz Credits...**

"My GDI team is 4,236 members strong and growing virally every day on auto pilot!"

**Complete form for INSTANT details!**

I'll send you step-by-step instructions revealing the exact strategy I'm using and how you can duplicate it for FREE ~ within minutes!

Your individual results will vary.

Enter First Name:

Enter Last Name:

Enter E-mail Address:

[Click for FREE Details >](#)

### Example 3:

Free Report Available For A Limited Time Only!

**"Discover The Amazing *Secret* Golf Swing That *Lengthens* Your Drive And *Slashes* Your Handicap By 7-12 Strokes Almost Instantly -Guaranteed!"**

Congratulations! Inside you'll discover...

- The *secret* to the *perfect* golf swing that not even a million golfers know...
- How to slash *at least* 7 strokes off your handicap *immediately*...
- How to *instantly* correct your swing and hit *straight* and *far* without fail...
- A *super* *easy* method to hit the greens *every* single time...
- How to develop a *complete* game strategy and win big with every game...
- And much much more!

Simply enter your email address and name in the box below to download your report.

**Yes! Give Me This Secret Report Now!**

Simply enter your name and email to get instant access to the *secret* information to *transform* your golf swing like *magic*, *lengthen* your drive and slash 7-12 strokes off your handicap *fast!*

Enter Your Email:

In order to save space, I've cut out some portions off the pages. What I want you to see right now is the opt-in box at the bottom.

Once you get your own autoresponder, you'll have a piece of code to paste into your web page. This code will create an opt-in capture box similar to the one above.

The majority of the time, all you'll need to ask for is the visitor's name and email address. However, many autoresponders give you the ability to capture additional information such as last name, zip code, gender, etc..

Just stick to the standard first name/email format, and you'll be fine.

## What Happens After Someone Fills Out That Box?

Once someone fills out that little form and hits 'submit', the fun really starts ;)

1. Your visitor is redirected to another page. Typically, this will be a simple web page confirming the successful receipt of their subscription information.
2. Their information is now stored in your autoresponder's database.
3. The autoresponder will immediately send out an email to the new subscriber.\*\*

**\*A quick word about single versus double opt-in:** The example we just walked through assumes single opt-in. However, best practice guidelines today recommend that you require a **double opt-in** process for all of your subscribers.

In that case, the very first email your subscriber receives from you is a **subscription confirmation email**. Don't worry – confirmation emails are generated by your autoresponder (you don't have to write them or send out each one on your own).

The confirmation email will contain some legal verbiage asking the person if they really want to sign up to your list. There will be a link included in the email which the subscriber *must* click on in order to confirm.

**It's very important** that you tell your subscribers about the confirmation process. The best place to do this is on the first web page they get redirected to after submitting their information.

## Mailing Out to Your List:

There are two different methods of following up with your list:

1. **Sequential messaging**
2. **Broadcasting**

### Sequential Messaging:

Sequential messages are a *series* of messages sent out on a *per subscriber* basis.

A subscriber opts-in to your list, confirms their subscription, and begins receiving a series of pre-written messages that you've set up in advance. It doesn't matter how many people subscribed before him or subscribe after him.

All that matters, from your autoresponder's point of view, is that you've given it instructions to mail out this series of messages to each new subscriber.

The powerful thing about sequential messaging is that you can control the *scheduling* of those emails.

Let's say you want to entice people to your list by offering them a "Free Six Week Course On Affiliate Marketing". No problem.

You've already created the course and pre-loaded it into your autoresponder.

Next, you use your autoresponder's scheduling features to define how often each part of the course is mailed out – in this case, a new subscriber receives a part of the course every week.

The sky is the limit with this. You aren't limited to traditional formats. Want to do a quick, three-day course? Fine. Want to send out material every Sunday at noon for twelve weeks in a row? You can do that, too.

The important point to take from this is that your autoresponder allows you to ***customize your follow up process***.

You can send as many or as few messages as it takes to close the sale.

### **Broadcasting:**

Broadcasting is a feature that allows you to email all, or just a portion, of your list at once.

You can use broadcasting to:

- *Send out your official newsletter (separate from any sequential messages subscribers are receiving)*
- *Make special offers to a portion of your list (for example, send a message out to only those subscribers who have purchased something through you)*
- *Special announcements (new products, discounts, etc.)*

**Probably the most powerful feature of broadcasting is the ability to mail your subscriber base *selectively*.**

For instance, let's say you've got 100 people receiving a sequential email course from you. One day you find out that the product you're educating them on is about to go up in price.

What do you do? You don't want to screw around with the sequential messages - that will throw things off.

Instead, you can go into your autoresponder's database and *find* just those 100 subscribers still on the other mailing sequence, and you can *broadcast* a new message to them.

This is really useful when you're running multiple lists. Some marketers prefer to split their lists up – eg. - devoting one list to one product and running subscribers through the pre-sell process before transferring them over to a central ezine or newsletter.

### **Putting Your Autoresponder to Work:**

What are the most effective ways for affiliates to make use of an autoresponder? The main thing to think about is...

**Your autoresponder is a communications tool.** It's purpose is to allow you to 'talk' to your prospects, and persuade them on the value of your product.

But it's also about **building a relationship** – building trust and credibility.

### **A Pre-Sell Case Study...**

Let's see how this process works. Pretend that you're an affiliate for a great, new product called **“The Cheese-Only Diet”**... remember, I'm just making this up for illustration purposes.

Ok so you've set up a nice lead capture page like this:

***“I Lost 10 Pounds In 2 Weeks Eating Nothing But Cheese?! Miracle Diet (NOT Atkins!) That's As Easy As Pie. Will You Be One of the First On Your Block to Discover Why Cheese Isn't Just for Rats Anymore?”***

*Dear Weight Loser,*

*I know it sounds crazy, but have you heard these startling facts about cheese?*

- *It contains a secret ingredient that jumpstarts your metabolism*
- *One stinky cheese has the power to melt inches from trouble spots*
- *The fat in cheese doesn't matter....IF you know this one secret*

*And there's a whole lot more! Want to learn the SHOCKING secrets about your favorite dairy product, and how these little known facts can help YOU shed pounds like never before?*

***Grab This FREE Three Week Course:  
“From Fat to Fondue: Why Cheese Can Help You Shed Pounds Safely and Effectively – Overnight!”***

*Simply enter your name and email address below. Your first lesson will be sent instantly!*

**NAME**  
**EMAIL**  
**SUBMIT**

Ok, so your visitors read the above and decide to opt-in for the three-week course.

What happens next?

### **Your Autoresponder Course Begins...**

You've set up a series of messages (three of them, to be exact). Each one is designed to subtly pre-sell the prospect on the main product, "**The Cheese-Only Diet**" ebook.

#### **Part One – Week One**

Hi Firstname,

Did you know that all cheeses contain a secret metabolism-boosting ingredient?

It's true, but it's not what you might think! The *real* secret of cheese is that it's *full of good fat and protein, while having hardly any carbohydrates!*

When you include cheese in your diet, you lose weight. Why? Because the fat and protein help you feel full, and you wind up eating *less*.

Well, that's the first big cheese secret. Look for another secret coming your way next week!

In a hurry? Get all the secrets right away, right here:  
==> <http://www.youraffiliatelinkhere.com>

#### **Part Two -Week Two**

Hi Firstname,

Ever wonder why the French are so healthy? How can they eat so

much, yet remain slim and attractive?

Could it be that one of their secrets is *aged cheese*? You know, the smelly kinds – like Brie and Camembert?

The fact is that aged cheeses are 'ripe', pardon the pun, with good bacteria! Good bacteria means good digestion. The better your stomach is able to digest the food you eat, the better you feel...and the more weight you lose, too, because your body gets the nutrients it needs the first time.

What other secrets are hidden in cheese?  
==> <http://www.youraffiliatelinkhere.com>

### **Part Three – Week Three**

Hi Firstname,

Congratulations on making it to the final lesson! Did you know that the fat in cheese really shouldn't concern you?

Milk fats are actually good for you in moderation.

The fat you need to worry about is the fat converted from simple sugars. Simple sugars are found in sodas, candies, white breads...and even some so-called health foods!

You'll learn all of this and more in “**The Cheese-Only Diet**”. It's an easy read, but so jam-packed full of information, you'll wonder why you didn't know these secrets before.

Does it work?

You bet! I'm only on week one of the diet, and I've already lost five pounds!

==> <http://www.youraffiliatelinkhere.com>

Don't miss out. The introductory price of \$19.95 probably won't last very long.

There are a couple of elements I want you to take away from the case study above...

1. *The follow up should be informative. I kept these examples short to save space, but you can craft much longer messages than this.*

2. *Include your affiliate link and make your offer each step of the way.*
3. *Draw as much material as you can from the product itself. This doesn't mean copying it verbatim. But it's a good idea to own a copy of any product you wish to promote as an affiliate. This allows you to know the product in depth and create sales material for it in your own words.*

## **Maintaining Your Commissions...**

**Maintaining your commissions over time is mainly about focus and consistency.**

Even though you'll get a lot of your marketing efforts automated over time, you don't want to just 'set it and forget it'.

There many day-to-day tasks you must perform to stay on top of the game. These tasks aren't very time consuming, so you should make a point of performing them diligently. *It will really help your bottom line.*

### **Affiliate Maintenance Tasks:**

- Keep an eye on your advertising expenditures. You should check your accounts a couple of times a week to make sure that:

**(A)** Your ads are still running (eg. make sure your ads haven't been flagged for click fraud, slowed down or paused for some technical reason, etc.)

**(B)** Your ads are still pulling effectively. Are you getting the cheapest targeted traffic possible?

**(C)** Research and keep your eye out for new advertising opportunities.

**(D)** Evaluate your content. Has it been online for a while? Is it getting stale? Consider writing some new articles, or creating a new report. Try out a new approach to generating opt-ins or change up some of your presell material.

**(E)** Monitor your subscriber list. Check for dead or bounced emails and clean these every couple of months.

Last but not least, look out for related products and services that might complement **Secret Affiliate Weapon**. You can begin a whole new campaign for these products, *and* you can offer them to your existing customers.

Remember, you've already sold them once on this membership, so it's a good bet you can sell them on additional products within the same niche.

## In Conclusion...

You should by now have a much better idea of what's necessary to promote **Secret Affiliate Weapon** or *any* other affiliate program.

Of course, it's impossible to cover everything in one place. There are many other advanced tactics I've not outlined here. Don't worry though, once you get your feet wet and get some experience under your belt, we'll be ready to tackle those topics as well.

Now if I could leave you with just one ultimate piece of advice, it would be this:

**Run Your Business With Passion, And Market Affiliate Products As If They Were Your Own Products.**

If you can do just this, you'll be well on your way to super-affiliate status, and the income to match it ☺

To Your Affiliate Success!



Ewen Chia