

"1 Week Affiliate Profit Plan"

By Ewen Chia

Note: Please do NOT distribute this report. It is only for members of Secret Affiliate Weapon.

Before You Begin:

Go to your member's area to download **full instructions** and **ready-made marketing materials** to make money from Secret Affiliate Weapon!

<http://www.SecretAffiliateWeapon.com/enter.htm>

Click on "**Mega Profits Program**" to earn **massive commissions** across **3 levels** and **5 hot-selling products** *at the same time* with **ONE** profit link!

From: Ewen Chia

Dear valued member,

This is a powerful training report which I hope you will act upon...

While this is meant to help you promote and make commissions from Secret Affiliate Weapon, these tactics work for ANY affiliate product you're affiliated with.

This is because the affiliate marketing and action-oriented principles here are proven, and if you apply them - they will bring you great results.

In fact you'll discover within this report...

The 'Secret' To Making Your First Commission From Affiliate Programs!

This report will be especially useful to the newer affiliate marketer, but experienced marketers will also find it to be a good reminder of what works.

And if you're doing this part-time with a full-time job, what you learn here will enable you to achieve maximum results with minimum effort.

The premise of this training is to help you do the following –

Launch An **ACTION PLAN And Then FOCUS On It!**

Yes, this is essentially the key to success, and it's no surprise that it applies to affiliate marketing as much as to any other area of life.

If there's one piece of advice to act upon, it is this:

Nothing Happens Without Directed Action. Nothing.

Here are two of my favorite quotes which you may also resonate well with:

"A goal is NOT the same as a desire, and this is an important distinction to make. You can have a desire you don't intend to act on. But you *can't* have a goal you don't intend to act on."

– Tom Morris

"Your future is created by what you do *today*, not tomorrow"

- Robert Kiyosaki

Makes sense? So here's what I want you to do...

Break down the things you need to do into SMALLER chunks, divide the required action into a CLEAR time period, and then create an ACTION PLAN to direct yourself to do these tasks.

This is simple, but extremely effective. By doing this little activity, you will find your efforts to be well rewarded. You will also experience these benefits:

- *Help you focus and tackle your goals without fear*
- *Laser your mind in on a clear plan*
- *Motivate you to take ACTION*
- *Keep you on track to complete your tasks*

So for your affiliate marketing business, you have to create an action plan to *drive* you to actually make a profit from affiliate programs.

No hoping, no wishing, no plain talk without action – actually DO it.

In other words, you have to ‘force’ yourself to succeed.

For example, here is what your **1 week affiliate profit plan** will look like when you’re entering a new market as an affiliate marketer:

Your 1 Week Affiliate Profit Plan:

While I write this plan from Monday-Sunday, you can of course decided any day of the week as the beginning day for your profit plan.

Monday: Find A Hot And Profitable Market

This is one of the most important factors when it comes to making money with other people’s products – you head straight for markets that are **rabid** and **already profitable**.

Doing this will readily eliminate buyer’s resistance and deposit more checks into your bank account.

Some markets which fit the above bill include:

Self-improvement, beauty, lifestyle, sports, hobbies, personal development, entertainment, money, finance & investment, business, home based business and of course, internet marketing etc.

There are three basic ways to go about doing your research:

1. Start your research simply by using keyword tools which you can download for free (see recommended resources).

2. Then use ‘qualifying keywords’ to drill down into the demand for the market you’ve targeted:

Example of qualifying keywords you can use – learn xxxx, find xxxx, buy xxxx, courses on xxxx, etc.

3. Next, confirm your results by checking on the number of Google AdWords campaigns for that particular market.

The more ads there are typically means you’re dealing with a profitable market (with all things being equal).

Recommended Resources:

[Keyword Empire](#)

[Drowser Niche Database](#)

[Good Keywords](#)

[Word Tracker](#)

Tuesday: Find An Affiliate Product In That Market

Once you’ve identified your rabid and profitable market, the next obvious thing to do is to find affiliate products you can promote within that market.

Before I get into that, let me remind you that you don’t want to find just any affiliate product, you want an affiliate program meeting these criteria:

- *Offers a quality and value-packed product*
- *Provides different affiliate promotional materials*
- *Provides some kind of affiliate marketing training*
- *Is easy for you to make the sale*
- *Pays you good commissions for your effort*
- *Allows you to earn multiple affiliate income streams at once*
- *Tracks correctly and pays on time*
- *Has a hot sales letter with a good conversion rate*

The above is not a complete list but it will be enough to make it an affiliate program you would want to be associated with.

Now, how do you actually FIND affiliate products you can promote?

Here’s a very simple tactic to use...

Search for them in Google with this keyword phrase:

YOUR NICHE MARKET affiliate program

(Replace YOUR NICHE MARKET with the market you’ve targeted on Monday.)

For instance, it could be a baseball affiliate program. You get the drill.

That’s it. The simplest way to search for affiliate programs online.

Or you can also visit affiliate directories to find suitable affiliate programs.

Recommended Resources:

[ClickBank Catalog](#)
[Pay Dot Com](#)
[AffiliatePrograms.com](#)
[AssociatePrograms.com](#)
[Rev Board](#)
[WhichAffiliate.com](#)
[Refer It](#)
[Linkshare](#)
[Commission Junction](#)

Wednesday: Study And Get To Know The Product

This is something most affiliate marketers don't do, and frankly, it impacts sales in my humble opinion.

We can never really promote something WELL enough until we know it well.

This is so because:

- 1. Having a clear understanding and/or usage of the product gives you the knowledge you need to endorse it **with authority**.*
- 2. If the product is good, it will actually **motivate** you to promote it that much better.*
- 3. Studying the product or its sales letter allows you to find '**hooks**' or marketing angles upon which you can use to base your campaigns around.*

While I understand it's not practical or even possible for the average affiliate marketer to buy every product (unless it's a joint venture review copy), you can at the very least study the sales letter and do some research on the product *prior* to promoting it.

And if you've identified a MAIN affiliate product for your market which you want to focus your promotional efforts on, then it's advisable to get it first as a customer.

Besides allowing you to experience the merchant's sales process, this also enables you to actually own and know the product you'll be promoting.

Thursday: Create Your Own Advertising Materials

While good affiliate programs will provide you existing advertising materials to use, it is always advisable to create your own ads.

There are advantages to this, such as:

- *Your own ads allow you to bring the message across in your own voice and personality*
- *Your own ads will stand out from the crowd as they are unique*

The above help **increase conversion** for you as an affiliate. Plus in rabid markets where competition is tough, it is sometimes better to have your own advertising materials apart from the standard merchant supplied materials.

There are several different ad types when creating ads for the affiliate product you will be promoting. Using any one, combination, or all of them, will help you in your promotional campaign.

Some of these ad types include:

1. **Email Advertisements:** Solo ads, strategically placed “sponsor” type ads, or signature ads.
2. **Graphical Advertisements:** Banner ads, splash ads, or half/full page ads either online or off.
3. **Text Advertisements** – Text ads for placement on websites

To write an “order pulling” advertisement there are a few basic principles you need to follow.

Your ad must grab your potential customer's attention through either a catchy headline or graphic display.

For example, something like:

“Discover The Hidden Secrets Of Affiliate Millionaires And How To Generate Your Own Wealth From Other People’s Products!” would be a pretty attention grabbing headline as apposed to something such as: “Get Free Info On How To Become A Better Affiliate And Earn More Money”.

The point is to try to tune in to your target market's emotional response mechanisms.

Meaning, every person in the world wants to make more money and become financially stable. And if at all possible, they want to do it easily, or quickly. The above headline example calls out to that.

After captivating your customer's attention, you must then capitalize on their natural *curiosity* to further their interest so they will want to find out more about the product you are promoting.

The most efficient way to do that is to make your headline description text as mysterious as possible without losing the main point, while still hitting the mark on the emotional response triggers of your target market.

Let's take the above example again...

We could change the headline somewhat if we wanted to try split testing, which isn't an awfully bad idea, but I think that it is fine just as it is.

The key “mystery” words are: **discover** and **secrets**.

By nature, the words let those who are reading it know that there is some hidden treasure of information awaiting them that can increase their profitability without too much effort on their part. Frankly, I think it's perfect just the way it is. Other “mystery” keywords you could use are: revealed, private, exclusive, etc.

Your advertisement needs to stand out from the rest of the email, web site, or plain text that you have placed it in.

For this, you should use a larger sized font if at all possible. Using the bold technique also works well when you cannot increase the font size for some reason or another.

Another super tip is to use color to separate it from the rest of the otherwise “bland” text. Again, if at all possible. Using quotation marks, italics, underlining etc. are other terrific ways to draw attention to your headlines or links.

Here are a few quick examples to further illustrate these points. Again, we are going to use the headline from above:

“Discover The Hidden Secrets Of Affiliate Millionaires And How To Generate Your Own Wealth From Other People’s Products!”

Pretty plain at this point, but let's increase the font size and add a little color:

“Discover The Hidden Secrets Of Affiliate Millionaires And HOW To Generate Your Own Wealth From Other People’s Products!”

Which one grabs your attention? Precisely! Just by changing some formatting of the ad we have managed to generate a much better eye-ball grabbing headline.

Now, what if we are talking about a plain HTML URL link though? How can we “jazz” that up? Well, in all reality, most people will again use color and font size variations just as in the example above. However, you can also see more results just from using a different font face and making the link bold. Let me show you what I mean:

[“Discover The Hidden Secrets Of Affiliate Millionaires And HOW To Generate Your Own Wealth From Other People’s Products!”](#)

That's your regular link above, here's a bolder version:

[“Discover The Hidden Secrets Of Affiliate Millionaires And HOW To Generate Your Own Wealth From Other People’s Products!”](#)

I'm sure you can see the difference already just from me making the link bold and italicized. But I also changed the font face from Arial to Verdana. A small change, but still effective, wouldn't you say?

You see, it's all a part of the human psyche in that people feel as if you are letting them listen to a private conversation between people that corrals them in. Like eavesdropping. There it is again, that one little word, **curiosity**. And if you can manage to tap into that, then you'll be that much more ahead of the game.

Recommended Resources:

[Copywriting Empire](#)
[Ad Copy Creator Pro](#)

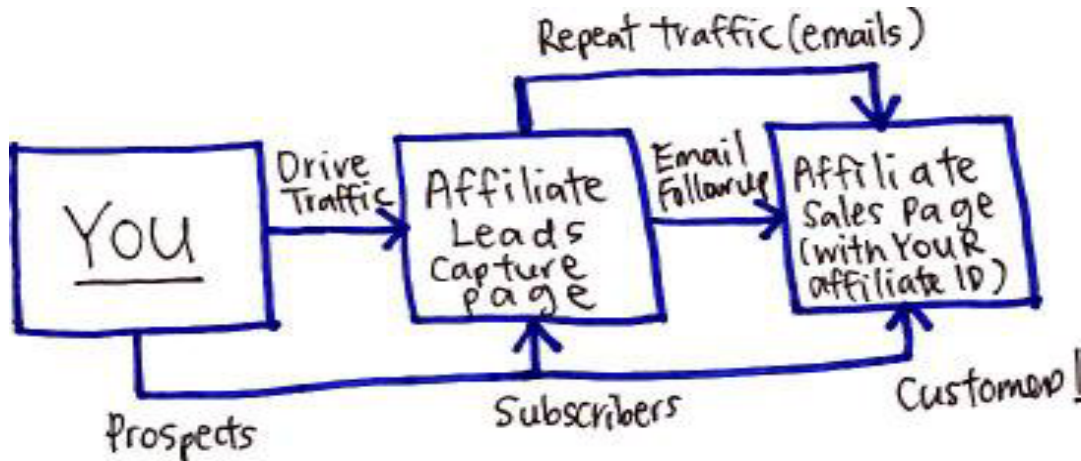
Friday: Capture Your Affiliate Leads

It's no secret that “the money's in the list” and while you're sick and tired of hearing it, this is truly one of the main ways to maximize your lifetime affiliate profits.

Sending traffic directly to the merchant's site prevents you from leveraging on your advertising campaigns.

You should send the traffic to an Affiliate Leads Capture Page first and capture the email and name of your visitors BEFORE sending them to the merchant site.

See the below diagram for a better understanding:



(Refer to your other training report [“Affiliate Money Machine”](#) for more information on this strategy.)

Important: I've created a special Affiliate Leads Capture Page to promote Secret Affiliate Weapon just for you!

Click on the below link to download it instantly:
<http://www.SecretAffiliateWeapon.com/SAWLeads.zip>

Now here's another benefit of capturing your leads as an affiliate...

Some affiliate-based products, or those that offer affiliate programs, will give you a chance to **sign up affiliates underneath you**. They are known as your 2nd tier affiliates or sub-affiliates and you make an overriding commission from *their* sales.

This is indeed a handy process for making easy profits without having to do all the promoting as you can leave that up to your sub-affiliates.

In order to attract these sub-affiliates, it's good to create an opt-in page to capture their information and entice them to join the main affiliate program.

The opt-in page is much like a basic ezine or newsletter sign up page, except in this instance you redirect them to the program's affiliate sign up page (your

‘thank you page’) after they opt-in from your lead capture page.

A way to entice them to join your recommended affiliate program is to let them know firstly exactly how much money they could earn by promoting the program, and secondly that it won't cost them anything to sign up.

Those are two of the major details you simply cannot afford to leave out.

Just creating an opt-in page isn't all you will need to do. You will also need to regularly email your sub-affiliates to keep them motivated to promote the main affiliate program – in short, you take on the role of an ‘affiliate manager’.

This may require a weekly email reminder, or sometimes, if the product is one that is time limited, a daily reminder.

In all honesty, people are all too willing to sign up for a free affiliate program, but once they do, it's as if their marketing “engine” stalls out.

They don't actively promote the product to their own list of subscribers. Thus, you miss out on otherwise easily attained profits through them. So, you have to keep at your sub-affiliates until you begin to see results.

Very much like promoting any affiliate product.

Here's a million-dollar hint: COMBINE the tactics in this section ;-)

By the way, the information here also applies if you are beginning your own affiliate program based around your own original products.

If you have a product you'd like to create an affiliate program for, create a separate page with an opt-in mechanism to ‘sell’ your affiliate program.

Recommended Resources:

[Marketing Tips Affiliate Program](#)

Saturday: Set Up Your Follow-Up Email Series

A follow-up series of emails is extremely important for both your potential customers that you will be sending your affiliate program advertisements to as well as to remind your sub-affiliates to get out there and begin promoting.

The main focus of your follow-up emails should be to continue to generate interest in the product you are promoting, and/or to get your sub-affiliates to take action. Either way, you want everyone to take the action you desire from them.

Also, keep in mind that it takes a good 7 to 10 times to present one single product offer to customers before they will take the action you desire. So it stands to reason that a good follow-up automated emailing system will accomplish this.

Here is an example sub-affiliate email template you can use:

Email #1: [Subject] Speedball Your Way To Easy Profits. . .

Hi [FirstName], I'm so excited that you have made the decision to join this insanely profitable affiliate program. Sales are jutting through the roof, and I want you to see some of those profits too.

So, the first step you will need to take [FirstName] is to log into your affiliate account located at [AffiliateLoginURL] and begin utilizing all the top notch promotional materials for you found there.

The greatest mistake you could make would be not to do anything with this program. It simply is an extremely easy way to generate money for yourself, and all of the hard work has been done for you.

Sincerely,
[YourName]

Email #2: [Subject] And The Sales Keep On Coming!

Hi [FirstName]! Today has been simply amazing! All sorts of orders have been flowing in for [ProductName] from affiliates. In fact, there were such a massive amount of orders that the servers almost crashed!
I do hope you are one of the affiliates reaping the benefits.

If you aren't seeing any commissions coming your way, then I suggest you log in to your affiliate account here [AffiliateLoginURL] and strike while the iron is HOT! It's not too late to build up your bank account [FirstName]. All you need to do is take some action and get busy promoting this highly polished jewel right away.

Sincerely,
[YourName]

Email #3: [Subject] Surprise Announcement. . .

Hi there [FirstName], [YourName] here. Because there were such a mass amount of sales flooding in for [ProductName], the affiliate owners have decided to award top affiliates with amazing cash and prizes for their continual efforts and support!

As it stands now, the top affiliates will be awarded \$[DollarAmount] for all their promotional efforts within the next [TimeFrameAmount].

You can still steal the top spot [FirstName] before this affiliate contest ends. Just log into your affiliate account here: [AffiliateLoginURL] and take the bull by the horns!

Sincerely,
[YourName]

So on and so forth. Just continue to build on your first initial emailing and get your affiliates to take action.

By sending out a pre-set follow-up system, you can effectively make affiliate profits on autopilot from your 2nd tier affiliates while freeing up your time for other projects.

Recommended Resources:

[Stuff Your Inbox With Cash](#)

Sunday: Start Advertising!

The name of any profit game is to get the right people in front of your offer.

If you don't advertise your offer – you won't make any money. No sales. No commissions. No results. Simple as that.

You should set aside **at least a day** to focus purely on advertising and generating traffic (more days each week as you progress).

Remember again, you will not make a cent in affiliate profits if you don't advertise and promote your affiliate program.

Some advertising and traffic generation methods you can use include:

1. Use of forums by way of posts and with your signature tag:

After you sign up to become a user onto any forum, you need to take some time to adjust your profile. Mainly, your signature tag. Be sure that you add a link to your site you would like to drive traffic to inside of it. Then begin participating in the forum by making valid, relevant posts.

2. Use of free or fee based email advertisement placement in responsive ezines or newsletters:

Sending out 5 to 6 line “sponsor” ads, or solo advertisements within other list owners’ newsletters is a fantastic way to receive targeted traffic, if you select the proper newsletters to advertise in. They should be in some way relative to your affiliate promotion page by way of the subject discussed. You will see the greatest results if you do it in this manner.

3. **Use of free reprint articles that showcase your lead capture page:**

Writing up your own original articles to discuss the benefits of the product you are in affiliation with is a terrific way to gain targeted traffic for absolutely zero cost. Remember to include a link to the page you would like to send visitors who read your article to within your “Resource” or “About The Author” box found at the end of any free article.

There are many other different methods of advertising and generating targeted traffic, and the ways mentioned above are only three of them.

Another method I’ve personally found to produce good results is this:

Combine your Affiliate Leads Capture Page with [Instant Buzz](#).

This simple strategy brings me a consistent stream of **10-20 subscribers daily** and it’s completely free.

Read the other training reports for the other methods, and also look out for my emails as I will teach you more as we move along.

By the way my good friend, Marlon Sanders, recommends a great tip which I agree with 100%...

The tip is to **MASTER a specific advertising method** and be very good at it. This will become your core strategy and one you can depend on for driving visitors. You can then proceed to focus on other methods.

Recommended Resources:

[Instant Buzz](#)

[Amazing Formula That Sells Products Like Crazy!](#)

[The Directory Of Ezines](#)

[My Wizard Ads](#)

[2 Bucks An Ad](#)

[Business World List](#)

[30 Minute Article Writing System](#)

[Rush Hour Web Traffic](#)

So as we come to the end of this training report, I must reiterate what I've said at the very beginning...

To see any type of progress in your attempts to promote or advertise any product, whether yours or someone else's..

You Must **Focus And Be **Committed** To Achieving
Results...And Never Give Up.**

If you want to change something bad enough, for example to make a full time income from affiliate marketing...

Then the *only* way to do it is to take the action to make that change.

Hope this training has been useful to you...

To Your Affiliate Success!

Ewen Chia
Secret Affiliate Weapon