

**"Secret Affiliate Weapon" Special Training Report
(For Members ONLY)**

Quick-Start Affiliate Profits

**"How To Promote ANY Affiliate Program For A
Surge Of Immediate Profits...Even If You're
Starting From Scratch!"**

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Important Information:

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to SecretAffiliateWeapon.com using YOUR partner link. Thanks.

Dear Valued Member,

Thank you for joining “**Secret Affiliate Weapon**” and reading this members’ only special report.

I’ll also be sharing **a lot more** good information and resources with you to help achieve your affiliate marketing goals as we go along.

It’s indeed an exciting time as you’ll be discovering how to become **a much better affiliate marketer** and make **more affiliate commissions** with your membership!

The **purpose** of this special report is to show you **how to promote affiliate programs quickly** no matter which level you’re at in your marketing experience.

The tips here are **short** and **sharp** so you can use them immediately. If you need more information on each of them or the different aspects of implementation, be sure to check out resources widely available by doing simple searches on Google.com.

Another important thing is, these tips are designed to help you achieve **fast results** and are totally **within your control** – hence I’ve stayed away from other strategies like search engines and press releases.

While this report is meant for the **newer** affiliate marketers, I’m sure there’re some great information here that even experienced marketers can benefit from.

I hope you’ll apply whatever you learn as it can be used to promote **any affiliate program in any niche you want**, and not just for “Secret Affiliate Weapon”.

Remember - the principles of successful affiliate promotion stays the same across any program and market.

Lets get cracking then...

To Your Affiliate Success!

Ewen Chia



Affiliate Tip #1: Your Own Opt-In List

If you're going to learn one thing from this, remember that the **fastest** way to making money with affiliate marketing is through your own list of targeted subscribers is. Period.

So if you've already started building your list, great. If not start now. This tactic is meant for you if you've a list now:

Some ways you can improve your results whenever you're promoting affiliate products to your subscribers are listed below...

Time-sensitive bonuses:

It's a good idea to provide some kind of time-sensitive bonuses to entice your list to buy through your affiliate link. It has always work and it'll continue to work.

Follow-up mailings:

Combine with the above, you should do preferably, **3 follow-up mailings on the same product** as statistics show that you'll likely get the most sales from your 2nd and 3rd mailings.

Preselling:

Another thing is, you'd want to presell, not hard sell directly through your email. The easiest ways to presell are:

1. What I call the '**Content-Pitch Technique**': that is to combine content with the pitch, or...
2. Write about how you, or someone you know have **benefited** from the product (An easy way is to use testimonials from the product copy).

It's also preferred if you do NOT use the standard solo ads provided by the affiliate merchant – especially in a crowded market like Internet Marketing.

(I'll also be revealing a **very simple** method of creating **your own unique solo ads** and posting it in the blog database, so check it out.)

The best way to do this is by writing your own **personal endorsements** and being different in your marketing.

You can use **curiosity** or **stories** to generate click throughs and let the sales letter do the selling.

Affiliate Tip #2: Other People's Lists

What do I mean?

One quick method to **leverage** on someone else's list is through ezine advertising, particularly with solo ads.

(You can also use joint ventures very effectively to suck in subscribers for your own list, but it's not appropriate unless you've your own products where you can offer commissions to list owners.)

A **solo ad** is an **independent advertisement** you can buy in ezines and they normally allow between 300-600 words for your ad copy.

This is desirable because your ad will be given the attention it needs and not cluttered with dozens of other ads in the same publication.

While **short classified ads** are available at a cheaper rate, they will not provide the same response as a solo ad, unless your placing is at the top and/or your adwriting skill is very strong.

Now an important factor to consider with ezine advertising is to ensure that the audience is **targeted** to your offer.

If you've the budget, you can invest in more than one ad in the SAME ezine. This helps to provide more visibility, recall and mindshare for you.

Affiliate Tip #3: Quick Traffic Generators

These are known as **list builders** and **traffic exchanges**.

While many marketers may frown on these methods, they will work for the short-term in producing quick targeted traffic. Plus they're mostly free to join and use.

The key is in your **ad writing skills** in getting the click through and **targeting to the correct audience**.

Unfortunately not all these programs work. I've included 3 here which I'm currently using successfully as a pro member.

- * [Your Lucky List](#)
- * [Instant Buzz](#)
- * [Traffic Swarm](#)

Now a ‘**dirty trick**’ to using these programs is simply to **leverage them against each other** in order to **maximize your results**.

For example, here’s how it works generally:

- 1. Join all the 3 programs above**
- 2. Use Instant Buzz and Traffic Swarm to promote Your Lucky List**
- 3. Use Your Lucky List to promote Traffic Swarm in turn**

(Instant Buzz cannot be promoted directly except via invitations. However you can send visitors to your own webpage and promote it there with banners and ads.)

As you can see this creates a **cycle** which leverage each of these programs to produce **exponential results** for you!



Affiliate Tip #4: Pay Per Click Marketing

You can start promoting any affiliate program in less than 15 minutes with pay-per-click advertising like **Google AdWords**.

Starting with Google AdWords is just \$5 and it's as fast as it gets.

(Be sure to also read the “**Quick-Start Guide To Google AdWords**” report in your member’s area)

To begin, you'll need to set up a free account at <http://adwords.google.com>.

Now here’s the kicker - while Google Adwords is the biggest pay-per-click search engine, it’s also the **most expensive** for keyword biddings.

When you’re just starting out, focus on other smaller but still major services to get your feet wet and get some profits for reinvestment.

Some of these are:

- * [Yahoo Search Marketing](#) (new)
- * [Kanoodle](#)
- * [7 Search](#)
- * [Miva](#) (formerly FindWhat)
- * [ePilot](#)
- * [Go Click](#)
- * [Search Feed](#)

Affiliate Tip #5: Article Marketing

This one is just something you got to get started on – because the benefits are **numerous** and **it works**.

I've made tons of affiliate sales purely from articles. In fact, one of my articles generated over 25 affiliate sales in just 3 days on autopilot. It's that easy.

The **key** to successful article writing is to provide **real information and content**.

Make sure it doesn't sound like an outright sales pitch. Any recommendations you make should be **added value** to the article. The recommendation should not be its main purpose.

Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in the resource box.

I disagree. People may read your article, but they don't always read the resource box. If you add in **relevant recommendations with good content** in the **body** of your article, the chances of you securing more sales is higher.

This is similar to the **Content-Pitch Technique** revealed earlier.

If you're interested in using articles as an affiliate promotional weapon, download this **[‘Article Marketing Toolkit’](#)** consisting of two reports I've written called “Lifetime Traffic” and “The Lazy Person's Secret Guide To Writing Articles!”.

Affiliate Tip #6: Leverage On Existing Assets

If you've got a website, make full use of it to market affiliate programs. There're **4 basic ways** to do so immediately.

First, you can promote targeted affiliate programs on **highly trafficked** and relevant pages of your website.

Check your website statistics to see which pages gets the most visitors. These are great **‘affiliate hot spots’** to make commissions from.

Second, recommend affiliate products on your **thank you pages**.

After a visitor has made a purchase from you or sign up for your list, all you've to do is add in a short recommendation of an affiliate product prominently on the thank you page.

Look, they will leave your site *anyway* so this is a good chance to get them onto your affiliate link instead of elsewhere.

Third, use your **custom error (404) pages** as affiliate marketing tools.

This is the page that shows up when visitors enter a wrong URL or extension, there's no point in wasting this space so why not use it to promote an affiliate product instead.

Fourth, you can also make extra affiliate sales just by using an **exit window** and **pop up window to promote your affiliate programs**.

I know there're pop-up killers but you'll be surprised just how *few* percent of people actually use them - I don't.

Fact is pop-ups still produce good results. Stick with one tasteful pop-up targeted to your visitors and you'll see great results. Here's a simple marketing test...

Turn off your pop up killer (if you have it installed) and visit the websites of as many marketers as you know. Most, if not all, are still using pop-ups very aggressively. Why would this be the case if they don't work?

Plus there're now many programs that offer **unblockable pop-ups** so it's easier than ever to make sales and extra money from pop-ups.



Affiliate Tip #7: Thank You Emails

Recommend affiliate products in your '**thank you emails**'.

This is a no-brainer, whether you're saying thanks for joining your ezine or for buying a product, always give your email recipients an affiliate recommendation for a targeted product you've personally found **useful**.

This is the perfect opportunity for **backend affiliate sales** plus it's completely automatic!

That's it for now and I hope this has been useful to you.

- Ewen