

Secret Affiliate Weapon 2.0: Module 2

Profits Without Products
"How To Make Money While Other People Sweat"



Ewen Chia

Important Information:

This product is for customers of SecretAffiliateWeapon2.com only, please do not share it with others. You cannot give this away or include it as a bonus to any product or membership site. You may also not reveal the information in this report. Thank you for your cooperation.

Make Easy 70% Commissions!

If you want to share this and make easy commissions at the same time, simply promote SecretAffiliateWeapon2.com as an affiliate for whopping 70% commissions! Details can be found in ClickBank.com marketplace and in the SAW2 member's area for customers.

“Secret Affiliate Weapon 2” is a worldwide-protected publication of © Copyright Ewen Chia and
www.InternetWealth.com



ALL RIGHTS RESERVED

No part of this product may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval without expressed written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the rights to alter and update his opinions based on the new conditions.

This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author and his referrals cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

Table of Contents

Introduction	4
Selling As An Affiliate	5
Creating A Passive Affiliate Income	6
The “Missing Link” For Passive, Recurring Affiliate Income	7
What You Need Before You Create Your Site	9
Your Domain Name	9
A Web Host	11
Which Product Should You Promote?	13
Building The List That Will Feed You	21
Creating Your Own Unique Bonus	22
Why You Need An Autoresponder	25
How To Choose An Autoresponder	27
“Front End” And “Back End” Demystified	31
Your Website	32
HTML (Don't Be Scared...It's Easy)	32
Using WordPress	35
Preparing Your Product Review	37
Your Front End Bonus	39
Site Mechanics	41
Your Back End Business	49
Your Thank You Page	49
Long-Term Email Marketing	52
Creating Your Brand	53
Keep Your Emails Professional, But Personal	55
What To Promote And How To Promote	56
Marketing Services and Physical Products	59
Conclusion	65

Introduction

I've already told you that there's no single "right" business for everyone to be in. That's true offline or online.

Having said that, I'll add this...

There are some businesses that are so low risk, and so potentially profitable, that they're natural places to start your quest to create passive, residual income. Affiliate marketing is one of those.

In this module, I'll start by giving you a quick overview of what affiliate marketing is. If you're already familiar with the concept, this will be a brief, painless review. I suggest you read it.

If the concept of affiliate marketing is new to you, this will be a brief, painless introduction. Affiliate marketing is no more complicated to understand than how to use a web browser (no, it really isn't).

After that introduction, I'll show you how to set up your own affiliate marketing business.

If you'll follow my instructions, you'll find out that affiliate marketing is one of the most powerful business models ever created...and the Internet makes it shockingly easy to make a killing at.

Selling As An Affiliate

The concept behind making money as an affiliate is easy to understand. Affiliate marketing also has lots of advantages as far as anyone who wants to make money online is concerned.

Here's how the process works:

You find a product or service that some other individual or organization has already created that suits your marketplace

You then promote that product or service to people within your niche, and receive a commission for every successful product or service that you sell

As an affiliate marketer, you have no other connection with the product creator apart from the fact that you are promoting a product that he created.

Otherwise, everything else about your business is your responsibility. For example, how you choose to promote the product is entirely up to you, as long as you do not do anything that is prohibited by the rules of the particular affiliate marketing program that you have joined.

The primary beauty of marketing as an affiliate is that you do not have to produce your own product to start making money. As soon as you have found a suitable product to promote, you can start doing so immediately.

By using free promotional tactics, you can get your affiliate marketing business off the ground without spending any money.

This means that affiliate marketing is a business that anyone can get started in, even if they have no money to spend at the outset.

See? It's simple! But here's something most people neglect...

Creating A Passive Affiliate Income

Most affiliates ignore the passive income question entirely. What they end up creating is an affiliate income that requires an almost crushing amount of work to maintain.

Here's what I mean...

Over the years, affiliate marketing has been an exceptionally profitable business model for me, and it is therefore one of which I am a huge fan.

In this I am certainly not alone, because it is probably true to say that the majority of today's most successful online business people and internet entrepreneurs started out as affiliate marketers.

Indeed, many of them still make a reasonable percentage of their income from selling other people's products or services as an affiliate.

There are hundreds of thousands of people who are trying to make money as affiliate marketers (just one site, ClickBank.com, has over 100,000 registered affiliates), and the majority of people who do so are promoting products or services that pay them only one 'chunk' of commission for the initial product sale.

Anyone who is running their affiliate marketing business on this basis has to find a constant stream of new prospects in order to turn them into customers.

In addition, most affiliate marketers (especially those who are new to the business) will be pushing only one product. Once a prospect turns into a customer by making a purchase, it is necessary for the affiliate to find another prospect to replace the one that they have just "lost" because that customer is going to buy only once.

This is what the majority of affiliate marketers are doing, and while running an affiliate marketing business in this way can be an extremely good money earner, it is not always the smartest way of running an affiliate marketing business.

The alternative (a *much* smarter way of going about things) is to promote any of the wide range of products and services that will pay you a **residual, passive commission income**.

This can work in one of several ways. However, as an example of how you could make passive income by promoting other people's products, imagine that you found a membership site that collected a regular weekly or monthly subscription which you could promote as an affiliate.

In other words, this particular membership site affiliate program not only pays you a commission when the subscribers join the site, but continues to do so every time they pay their monthly membership fee.

Every time you manage to persuade a new member to become a member of this particular site, you will have to move on to try and find new prospects, but you will do so safe in the knowledge that this member will keep putting a passive income into your bank account every month for as long as they continue to subscribe.

You could have two or three good years as this type of affiliate marketer, and generate a passive income that will keep you in style for the rest of your life.

Promoting products that will continue to pay you an income month after month because there is an element of recurring billing involved, is a tremendous way of generating a passive, residual income.

However, there is a crucial element missing in both of these business models.

While the second idea of selling regular commission paying products makes more sense than selling those that do so only once, there is a simple change that could be made that would make both of these strategies more effective.

The “Missing Link” For Passive, Recurring Affiliate Income

If you want to sell products that will pay you a recurring commission as an affiliate, you need your own web pages from which to do so.

Having your own website allows you to collect email details from your site visitors, and this is *crucial* thing that every successful online business must do.

There are many times in the normal cycle of online business where you can introduce your passive income generating opportunity to your prospects and customers, and you can only do this if you have a way of contacting them directly.

The more often you can put your opportunity in front of the potential customer, the more likely it becomes that they will take action on it at some point.

It is generally believed in online marketing that most prospects need to see a product offer anywhere between seven and twenty times before they will take action on the information that you put in front of them.

The more often you can present your opportunity to your prospect, the more likely it becomes that you will generate a sale.

Every time you present your opportunity to your prospect, you move them one step closer to the point where they will take a decision on whether they like what you are offering sufficiently well to spend money on it.

Not everyone will decide to buy the product that you are recommending, but by having the ability to present to them in several different situations, you significantly increase the chances of them taking a decision that favors your business.

The concept of introducing your offer to your prospects in as many different places as possible is an extremely important one to understand.

In this module you're going to read of several types of products that you can promote, and where to find them.

While there are some marked differences between these products, the one common factor running through the whole of this section of the book is that you must have your own web pages from which you can promote and collect visitor information.

You're also going to read of the different stages in the business cycle where you should introduce your passive income opportunity to your prospect.

You have already been introduced to one source of products that you can sell as an affiliate, at ClickBank.

If you had the opportunity of watching how most ClickBank affiliates are running their businesses, you would very quickly begin to see why it is so important to have your own promotional website.

Most of these affiliates make the fatal error of sending visitors directly to the product vendor's sales letter, rather than using their own site to promote the product and collect visitor email details.

This is something that you should *never* do, because if you do so, you have given that prospect to the product vendor lock, stock and barrel. Once you have redirected them to the product vendor's sales page, they are lost to you forever.

If they buy the product that you have been recommending, you will be paid a commission (guaranteed by ClickBank) but that prospect has now become a customer of the product vendor and not *your* customer.

Indeed, you have absolutely no information about that customer (ClickBank do not disclose these details to affiliates), and so you have absolutely zero chance of ever being able to contact them to offer them additional products in the future.

Consequently, it is essential to have your own web pages through which you can channel prospects while attempting to get contact information from them.

Indeed, it goes even further than this, because there are some affiliate programs where you must have a website before you can apply.

The affiliate manager of the program in question will insist on checking the relevance of your site to their product or service before giving you approval. If you don't have a site, they will not accept your affiliate application, end of story.

What You Need Before You Create Your Site

Before you can begin to create your own web pages, you need to put a couple of things in place.

Your Domain Name

The first of these is that you must register a domain name under which you can build your website. A domain name is something like *Google.com* or *EwenChia.com*, and every individual domain name is unique.

In order to register a domain name, you need to work with an on-line registration company. Many such domain name registration companies offer the opportunity of generating passive income by recommending their products or services, so it makes sense to work with an organization that offers such an opportunity.

Once you have your domain name registered, the next thing that is necessary is to have a web hosting account - that is an account with a company that will rent you a space on their computer from which you present your website to the world.

This allows anyone with an internet connection to view your site by typing your domain name (the URL of your site) into their browser window.

The same commission opportunity applies, as there are a few web hosting companies that will also offer attractive passive income generating affiliate programs.

In both the case of domain names and web hosts, we will look at the specifics of how their affiliate programs work later in the report, but I will recommend companies that offer affiliate opportunities of the type to which I have referred.

Step one of the process of building your website is to register the domain name.

Before doing so, it is important to appreciate that whatever domain name you choose could eventually become a widely recognized representation of your business. It is essential that you pick a domain name that accurately reflects what you're going to do on that website.

For example, if by the end of this report you have made the decision that you want to promote products that are related to keeping tropical fish as your primary passive income generating business, the domain name you choose for your main website should reflect the 'tropical fish' nature of your business.

Each domain name is unique, and irrespective of which marketplace you decide to work in, there will be thousands of other marketers who are all focused in a similar direction as you.

Consequently, a large percentage of the most attractive domain names for your particular niche will almost certainly have already been taken.

It is therefore necessary to come up with a domain name that accurately reflects what you're doing from your website, but no one else has already registered. There are a few ways of doing this.

The first option is to come up with a shortlist of possible domain names by brainstorming your own ideas. If possible, make sure that your primary subject matter is at the beginning of the domain name that you're interested in registering.

Then, given that it is almost certain that your primary subject matter description will already have been grabbed as a domain name by someone else, add a suffix.

For instance, in our tropical fish example, you might start with the base term *tropical fish*, and from there create possible domain names like

- tropical fish lovers
- tropical fish world
- tropical fish news

And so on.

Most online marketers understand that the internet is still dominated by *.com* domain names, so it is always better if you can land a domain name with *.com* attached.

However, if you can think of something that uses one of the newer domain suffixes in an unusual and imaginative way, that might work too.

Del.icio.us or something like *TalkTo.me* would be examples. This is the second option worth considering if your market niche lends itself to this kind of domain name.

The third possibility is that you can follow a recommendation from the domain name registration site, because most of them will propose alternatives if the domain name you are trying to register is already taken.

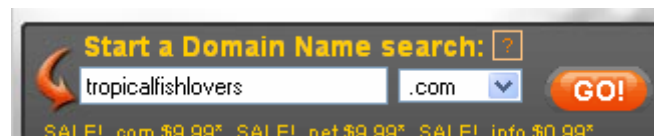
Sometimes these suggestions can be reasonable, but this should be the last choice when nothing else has worked.

There are dozens of domain name registration website, but the two that you should consider using are GoDaddy.com and DomainsNow4U.com. Both of these organizations are highly professional, and while the latter is far bigger and more widely recognized than the former, take a look at both of their websites to see what they have to offer.

Both of these companies have attractive affiliate programs allowing you to generate a passive income by promoting their products through your website.

It is not essential that you register your own domain names through a company for which you are an affiliate, but it does allow you to give potential customers a far more detailed picture of the service offered by that registry company if you are using them yourself.

Let's try the first domain name on the previous list by entering it into the search box on the homepage:



Click on the Go!' button and within a few seconds, you will know whether this particular domain name is still available:



You now have your domain name registered, and you need a web hosting account. It is possible to have your website hosted by the same company that you registered your domain with, but it is generally considered better to separate one from the other.

In this way, if there are any problems with the domain name of your choice further down the line, you prevent one company having complete control over every aspect of your site.

Consequently, it is generally considered more sensible to use one company for domain name registration and a completely different organization for web hosting.

A Web Host

There are thousands of web hosting companies out there.

However, because you're running an online business that relies on your web host to keep your site (and business) online and visible at all times, and because you need a web host who understands the requirements of running an online business, you should choose your web hosting company extremely carefully.

Do not focus only on cost as far as web hosting is concerned, as it is my experience over many years that you get exactly what you pay for with web hosting accounts as with so many other things in life.

It is always better to pay a little more for top-class professional hosting that will ensure your site is online and live at least 99% of the time, than it is to go for a cheap web hosting company whose guarantees (if any exist) are worth nothing.

For all these reasons, the web hosting company I would recommend is [HostGator](#) that is generally considered to be one of the top web hosting companies for online marketers by the people in the internet and affiliate marketing community who use them (and that is a significant number).

With your domain name registered and your web hosting account set up, the last job is to tie one to the other. This is very simple and takes only a couple of minutes.

When you sign up for your web hosting account, you will be sent a “Welcome” email, and in that mail message you will find information relating to your new web host’s *nameservers*.

It will probably look something like this:

```
-----
Nameserver Information
-----

Primary: NS32.DNSCONTROL.COM
Secondary: NS33.DNSCONTROL.COM
```

Log in to your domain name manager at the registration site with which you created your domain name, and find the domain name that you just registered.

Generally speaking, by double clicking on the domain name, you will bring up something that looks like this control dashboard from GoDaddy:

The screenshot shows a GoDaddy domain control dashboard. The 'Nameservers' tab is selected and highlighted with a red box, showing a red '2' icon. The 'Name Servers' section is also highlighted with a red box, showing two servers: NS41.DOMAINCONTROL.COM and NS42.DOMAINCONTROL.COM, with a red '1' next to them. The dashboard includes various settings like Status, Privacy, Business Registration, Domain Ownership Protection, Locked, Registered, Expires On, Auto Renew, CashParking, and Forwarding.

Setting	Value	Action
Status	Active	(Refresh Page)
Privacy	On	(Manage)
Business Registration	Off	(Add)
Domain Ownership Protection	Off	(Add)
Locked	Locked	(Change)
Registered	11/18/2008	
Expires On	11/19/2009	(Renew Now)
Auto Renew	On	(Change)
CashParking	Disabled	(Change Status)

Name Servers: (Last Update 11/18/2008)
NS41.DOMAINCONTROL.COM
NS42.DOMAINCONTROL.COM
Forwarding: (Last Update 11/22/2008)
<http://www.likeminds-intl.net/RESPONSE>

Total DNS: (Available)
ARecord @ 64.202.189.170
CNAME www @
CNAME mobilemail mobilemail-v01.prod.mes
CNAME pda mobilemail-v01.prod.mes

In this particular example, the current 'Nameservers' are shown in the larger highlighted box (1), but we want to change the nameserver information to that which has just been sent by the new web hosting company.

Consequently, you click on the icon at the top of the screen (2).

On the next screen, click on 'Custom Nameservers' (1), then input the new details that were sent to you by your web hosting company immediately below that (2), before clicking on the 'OK' button (3) to confirm the changes:

The screenshot shows a web form titled "Set Nameservers". At the top, there are three radio button options: "Parked nameservers (Park my domains here.)", "Hosting nameservers (Host my domains here.)", and "Custom nameservers (I host my domains elsewhere.)". A red box labeled "1" highlights the "Custom nameservers" option. Below these options are three input fields labeled "Nameserver 1:", "Nameserver 2:", and "Nameserver 3:". The first two fields contain the text "NS32.DNSCONTROL.COM" and "NS33.DNSCONTROL.COM" respectively. A red box labeled "2" highlights these two input fields. To the right of the "Nameserver 3:" field is a blue link that says "Add more". At the bottom right of the form is an "OK" button. A red box labeled "3" highlights the "OK" button.

Wait a few hours (usually less than 24) and the changes should be effective.

You are now ready to go building your own website.

However, we will come back to what exactly you want to do with it, and how you can build an effective webpage in less than 10 minutes, a little later in this report.

Let me quickly summarize so far. We have looked at marketing as an affiliate, and established that, irrespective of the product or service that you are promoting, you have to do it from your own web page.

I will give you an indication of the kind of webpage that you need for each different type of affiliate product promotion as we go along.

Which Product Should You Promote?

There are dozens of sites where you can find products or services that you can promote as an affiliate.

However, most online marketers tend to promote products from ClickBank, primarily because this is the number one site for digital information products.

It's been that way since *Secret Affiliate Weapon 1.0* came out, and it's still the biggest and best.

As a sales person (which is what an affiliate marketer is, in essence), promoting digital information products has quite a few advantages.

First, and perhaps most important, digital products are available to the customer for instant download as soon as their payment has been processed. In a world where everything seems to be getting quicker, and people are increasingly expectant of receiving instant gratification, the fact that people can get their product immediately is a big selling point of digital products.

Second, for the customer the whole process of buying a product through ClickBank is simple and clean. The whole deal, beginning to end, is finished in a couple of minutes, and this is an attractive feature for most customers.

However, for an affiliate marketer, one potential downside is the fact that well over 90% of the products that you can promote as an affiliate from the [ClickBank](#) site only pay commission on the initial sale.

As long as you do not send your prospects directly to the vendor's own sales letter and instead collect their email contact information yourself, then selling products that pay initial commission only is a valid tactic for building a long-term business.

This is because you can promote your passive income opportunity as many times as you like after you have collected their information by emailing details of any product or service that you want, including your passive income generating product details.

Alternatively however, there are a growing number of products offered through ClickBank that pay recurring commissions based on some kind of regular payment from the customer.

Whatever kind of product you're looking for when you search for products on the ClickBank site, you do so from their **Marketplace** page.

On that page, there is a snapshot of the most appropriate information that you need to know about the individual product concerned.

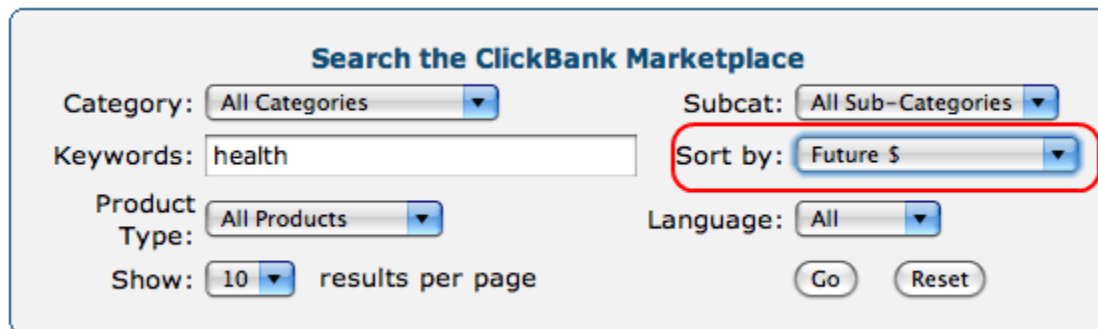
In particular, if you are looking for a product that pays a recurring residual commission income, you need to study the product information on the **Marketplace** page to ascertain exactly how you are paid for sales of any particular product.

This is how the details of the number one product in the diet and weight loss market appear on the [Marketplace](#) page, as an example:

1) [The Diet Solution Program](#). We Promi
Guarantees Increased Energy, Health An
[Http://thedietsolutionprogram.com/affili](http://thedietsolutionprogram.com/affili)
\$/sale: \$31.34 | Future \$: - | Total \$/sal
[view pitch page](#) | [create hoplink](#)

The figure to the left of \$31.34 is the amount that you will be paid per sale of this product, but the fact that the **Future \$** next to it is blank indicates that there is no element of recurring commission payable for sales of this product.

What you need to do to find products that pay recurring commissions is change the default setting that would normally allow you to search the site for the most popular products to the settings that enable you to search by **Future \$**, which actually only needs the one small (highlighted) change made from the drop-down menu:



Search the ClickBank Marketplace

Category: Subcat:

Keywords: Sort by:

Product Type: Language:

Show: results per page

This search produces more than 50 products in the health-related marketplace, so let us look at the top one:

1) [Workout Without Working Out -- Subliminal Health & Fitn](#)
Videos See [Http://www.subliminalhealthfitness.com/shf_affil](http://www.subliminalhealthfitness.com/shf_affil)
\$/sale: \$16.98 | Future \$: \$91.98 | Total \$/sale: \$108.96 |
[view pitch page](#) | [create hoplink](#)

From this, you can see that the initial commission for every sale of the product is \$16.98 and that future commissions are shown as \$91.98, giving a total payout per sale of \$108.96.

Generally speaking, the reason that there is such a big difference between the initial commission figure and the **Future \$** on a product like this, is that the figure quoted for future commissions assumes that the customer accepts the product vendor's *upsell*.

In other words, when a customer makes the initial purchase of a product that is on the sales page to which you send them, the commission that you will be paid is the first figure indicated (that is, \$16.98 in this example).

However, after the customer has made this purchase, the product vendor will recommend another product to them that is complementary to the one that they have just bought.

This might be, for example, some kind of membership site through which the customer can obtain many products that will make using the first product that they bought easier.

The main point to appreciate is that, if the customer chooses *not* to take advantage of this additional offer, you will receive no recurring commissions. Therefore, all that you are going to be paid is the upfront commission, which is the first figure shown.

Not every customer is going to take advantage of the complementary product offer, particularly if it is high-priced, and you must therefore decide whether the initial commission payment makes it worth promoting that product, as in many cases, this initial commission is all you are going to receive.

Consequently, it is important that if you want to promote a recurring commission product from ClickBank, you understand from the outset what it is you're promoting, and especially whether the recurring commission element is dependent on the customer accepting the additional offer.

You can spot this immediately from the sales page.

If the payment link mentions nothing about recurring subscriptions or membership, or highlights a "buy it now" link, then there is no recurring element attached to this initial product. That means it must therefore be something that gets offered after the prospect clicks on the initial order button:



You might be better promoting a product like this one, where it is pretty clear from the product description that your recurring commission comes from an immediate sale of a membership site product:

4) Betterlifetraining.com/membership. Coaching For: Life, 8 Day Life. Lifestyle Coaching From Playbook For Life. Axiolog
\$/sale: \$21.59 | Future \$: \$19.39 | Total \$/sale: \$40.98 |
[view pitch page](#) | [create hoplink](#)

Once again, you can confirm this by checking the pitch page payment link:



So, now you have found a product that you want to promote, how do you do so?

You already know that you have to create a webpage, but what kind of page should it be? The answer to that question is that you can use many types of web pages as a way of building your passive income business.

However, in order to do so, you must collect contact information from your prospect.

If you send that prospect directly to the product vendor's own sales page, then the prospect is lost to you forever.

If you send them to your own web page where you collect their information, then you are in a position to present your product to that prospect multiple times in the future...until he finally buys. And yes, that's almost always necessary.

As with any form of business, online or offline, there are varying degrees of commitment that a potential customer makes to the business owner.

If you're considering buying a non-essential item (in other words, this does not apply if you're buying something that you need every day like a loaf of bread or milk for your morning coffee), then the first stage of the commitment process is to

make the decision whether a particular product or service has any interest for you or not.

In online terms, you would do this by visiting a website to study whether that website offers something that you want. This is the first level of commitment that the prospect will take to your business once you have set up your website.

On the first visit, however, it is extremely unlikely that the prospect will make a firm decision to buy your product or service, although there are exceptional circumstances where this might happen.

Nevertheless, assuming that the webpage that you send your first-time visitor to is primarily designed to sell a product, the chances of them making a firm commitment at this stage are fairly slim.

However, if the copy of that page is persuasive enough, you may be able to convince them to come back again to the sale page to reconsider their decision.

In statistical terms, it is unlikely that the majority of people will do this, because they've seen what you have to offer once and have already subconsciously made the decision that they are not really interested, by clicking away from your sales page.

Even at this stage of the sales process, you should be asking for a firmer commitment from this visitor, because by doing so you move that prospect one step further through your business system.

Many businesses use the concept of a *sales funnel* to highlight exactly how this process of moving a prospect through the system works, and this is an extremely good way of illustrating why commitment is so important:



In this diagram, the grey pellets just above the broad, top mouth of the funnel are prospects who visit your website for the first time. Some of these prospects will immediately decide that your product or service has no interest to them whatsoever, while others will remain interested.

As suggested, such a visitor may come back to look at your site again, but it is far more effective if you get some degree of firm commitment at even this early stage of the process.

We will look at how you do this in specific detail a little later but in the diagram, both the red and the blue pellets represent prospects who have decided to make a degree of commitment to your business and have therefore pushed themselves into your business system.

By making this necessary commitment, they have moved themselves downwards through your sales funnel, but not all of these prospects are going to become customers.

For the sake of simplicity, you can assume that the red pellets represent prospects who ultimately decide that your offer is not convincing enough to spend money on and therefore jump back out of your funnel. On the other hand, the blue pellets are the prospects who go all the way by buying your product or service.

The important thing to understand from this diagram is the fact that the further you go down the funnel, the fewer the people who are still with you, which is why the funnel is getting progressively narrower.

The first thing you have to do is to get the grey floating prospects who are still sitting outside the top of your sales funnel to make the initial decision to jump in.

There are two possible approaches to getting them to do so:

- You can try to convince them to buy a product that you are marketing as an affiliate right from the start. This could be an affiliate product that pays a recurring commission so that you can start generating passive income immediately. Alternatively, it could be a product on which you only receive an initial commission, because as long as you set up your sales process as demonstrated in the next section (i.e. you capture the visitor details), you can still use this tactic to build a passive income.
- The other option is to offer your prospect something for free in return for their email information. This can often be a more effective way of collecting prospect information than trying to make an immediate sale, and is a tactic that I use a great deal in most of my businesses. In this scenario, you need to have something on the page that the floating grey pellet prospect feels is a free offer worth them trading his email details for by subscribing to your site. This is something we will look at in detail later.

However, let's begin by looking at how you can sell a product to your prospect and *still* collect their contact information so that you are able to market to them in future.

Building The List That Will Feed You

As you develop as an online marketer and become more involved in the business, you will undoubtedly hear from many different how important it is to build your mailing list.

There's a good reason most marketing coaches recommend this. If you can add prospect names to a mailing list, then it becomes considerably easier to turn the prospects into customers, and existing customers are the number one asset of your business.

Think of it this way. It takes a considerable amount of time and effort (and perhaps even money) to bring new prospects to any website that you want them to visit. In other words, pulling prospects to any website is an expensive business in terms of either the money or the effort that you have to expend.

However, if you manage to draw a prospect to a website that you own, you have a choice of what you want that prospect to do from your webpage.

The short-sighted approach is to offer them a product or service to buy. This is short-sighted because if the offer is of no interest to them, they will close the page almost certainly never to return. This means that you have to find another prospect, and then another. In other words, if you adopt this approach, you have to find a never-ending stream of prospects, and that entails a lot of work.

If on the other hand you collect your visitors' email information from that webpage, then you have the opportunity to market to them on a continual basis. You can send them an email message every two or three days reminding them of why they should buy the product or service that you're recommending, highlighting the advantages of doing so.

This "drip-drip" approach to marketing is far more successful than trying to make a sale the very first time a visitor comes to your webpage.

It is a fact that if you are in a position to continually promote to your prospects, they will gradually warm to you and your business (assuming that you are sending them valuable information in every email that you deliver).

This makes it considerably more likely that they will become a customer at some time in the future.

Once you have customers on a mailing list, your business moves to a higher level.

While you spent a great deal of time and effort attracting prospects, you have to spend very little time or effort marketing to existing customers. By buying from you (actually, *through* you, since you're not selling them your own product) already, they have demonstrated their willingness and ability to buy products or services

from you that match their requirements. Their original purchase has already demonstrated the kind of products or services that they want to buy. Continue promoting similar products and you will get a continual stream of new sales.

In online marketing circles, it is widely believed that every customer is worth one dollar a month to your business, and this is the reason why.

Consequently, it is absolutely essential that you do everything possible to collect contact information from every visitor that you managed to drive to a webpage.

It is important to understand that your site visitors are not just going to give you their email contact information simply because you asked for it.

With email spam becoming a massive problem for almost everyone who uses email to communicate via the Internet, people are becoming increasingly protective of their email details.

It is therefore absolutely necessary to give something away of high perceived value as a way of encouraging people to give you their email information. To put it the other way around, if you do not do so, no one is going to give you their information.

To many newcomers to online affiliate marketing, that may sound strange, and a little counterintuitive. Stick with me and you will discover that not only is giving stuff away for free highly effective, but it is often an even better tactic than trying to sell an affiliate product from a review page.

In order to make sure that this strategy is an effective one, there are two things that you must have in place before starting off.

First, you need to have something of perceived value that you can give away to your site visitors in exchange for their email contact information.

Second, you need to have a system in place that can automatically handle your mailing list building efforts, so that you can concentrate on the more important aspects of your business.

Let us look at each of these different aspects.

Creating Your Own Unique Bonus

Collecting your visitors' email information is an absolutely vital step towards creating a profitable passive income generating business.

Once you have this information, you can continually send them a stream of passive income opportunity recommendations, safe in the knowledge that at some

point in the future, it is likely that a significant proportion of your prospects will take you up on your recommendation and buy.

In order to be to do this, you have to offer anyone who visits your site a bonus free gift that has a clear perceived value.

It's reasonable to assume that when you're first starting out, you don't have such a bonus gift available, so here is a quick and simple way of creating your own unique bonus in less than an hour.

Visit EzineArticles.com and search the site for articles about whatever the primary subject of your site is. In this example, let us assume that you are focusing on the dog training market:

Web Results **1 - 10** of about **44,300** from **ezinearticles.com** for **dog training**. (0.16 seconds)

[Exploring the Career Opportunities in Dog Training](#)

powered by


17 Sep 2008 ... With the rise of **dog training** programs on television, families are ...

Dog training can be vital to pet health, and seeking a career in **dog** ...

[ezinearticles.com/?Exploring-the-Career-Opportunities-in-Dog-Training&id=](http://ezinearticles.com/?Exploring-the-Career-Opportunities-in-Dog-Training&id=1505664)

[1505664](#) - [Similar pages](#)

[Good Dog Training Tips](#)

One helpful and good **dog training** style you can apply is reward **training**. ... To learn more **dog training** tips, buy one of the best **training** manuals on the ...

ezinearticles.com/?Good-Dog-Training-Tips&id=1682600 - [Similar pages](#)

[Dog Training 102](#)

Dog Training 102. 18 Sep. 2008. EzineArticles.com. ... Martin, Rick "**Dog Training 102**."

Dog Training 102 EzineArticles.com. <http://ezinearticles.com/?> ...

ezinearticles.com/?Dog-Training-102&id=1508615 - [Similar pages](#)

At the time of writing, there are 44,300 articles on the site called up by a search for dog training related information, so it should be simple to find a selection of articles that provide information that would be of value to anyone who visits your dog training related web page.

Take a look through a few of the articles to find 10 to 15 that you believe would be worth reading for any aspiring dog trainer.

When you find an article that you like, download it by clicking on the **Ezine Publisher** link that you will see to the right of the article title:

Good Dog Training Tips

By [Juana Cruz](#) 

Article Word Count: 527 [\[View Summary\]](#) [Comments \(0\)](#)

Ads by Google

[Train Your Puppy](#)

Secrets to Stop Your Dog's
Behavioral Problems
Revealed!
www.puppyboyfriend.com

[Pet dog not eating?](#)

Give IAMS Healthy Naturals a try.
Get your RM15 coupon right here.
www.iamshelthynaturals.com.my

HERE =====>



By the EzineArticles rules, you are entitled to download and republish any articles from the site that you want to use, as long as you include the original authors' information when you republish them.

Take the articles you have downloaded and paste them into a Word document so that each article begins on a new page (with the original author's information included).

Write an introduction for your "book" that need be no more than one or two pages long. Include your website details, contact information and so on.

Give this book a snappy title like *The 20 Essential Secrets of Dog Training You Must Know*, and finally convert the whole thing into a PDF document using a free online PDF creation system like [PrimoPDF](#) or [PDF995](#).

You now have a unique bonus gift to give away to new list subscribers as a result of no more than an hour's work.

With your bonus gift created, you now need to put in place the system that will process applications when people initially subscribe to your prospect mailing list, and will send them the information that they have requested 100% on autopilot.

This automation is going to be provided by an *autoresponder* system, with your autoresponder eventually becoming the critical central core of your passive income business.

Because it is therefore so critically important to the future profitability of your business, it is essential that you choose the right autoresponder system from the beginning.

Consequently, let's consider the various types of autoresponder system that you can use, before I point you in the direction that you really *must* go in.

Why You Need An Autoresponder

According to [Wikipedia](#), an autoresponder is defined in this way:

An autoresponder is a computer program that automatically answers email sent to it.

This is an accurate description, but it doesn't go nearly far enough in describing exactly what an autoresponder system can do for you as an online marketer.

The first thing that you must have on a webpage from which you want to collect your visitor's email information is a subscription form (as mentioned previously).

If you have programming skills, you can create your own subscription form, and there are several websites that can help you do it.

However, it's far easier and quicker to use your autoresponder system to create the form for you.

This is also far more convenient, because by creating a subscription form through your autoresponder system, you can automatically link that subscription form to your autoresponder, which is exactly what you have to do.

Within whichever autoresponder system you are using, you would then have your system preloaded with 10, 20, 50 or even a 100 prewritten emails that you would set the system to send to your prospect at whatever intervals you choose.

Most marketers set their autoresponder to send emails to their prospect every two or three days, although there are other marketers (some of whom are extremely successful) who send a couple of emails every day!

It will be necessary for you to establish what works best in your particular marketplace, but as a starting point, I would suggest that you stick to sending an email every couple of days, because it is my experience that this is what works best.

Irrespective of how often you send out your emails, the basic structure of every email that you sent to prospects should always remain the same.

Every individual email must always contain valuable information or advice that your prospect can gainfully use in order to develop their business, or learn new things about the market place that they are involved in.

By including information of this nature for free, it ensures that your prospect remains interested and motivated, and that they continue to open your email messages every time you send one.

However, it is also equally important that in every email message that you send, you must always recommend a product or service.

In the early days of using your autoresponder to send email messages every couple of days, your mails should emphasize the quality and value of the product that you were initially promoting on the page from which they downloaded the original free gift.

Remembering that it can take anywhere between seven and twenty product recommendations the prospect will seriously consider buying, you should try to find at least ten features of the product that make it worthwhile investing in.

However, it is also crucial important that you do not stop there, because people do not buy because of features.

Once you have managed to create ten feature-rich outgoing messages, make absolutely certain that you turn these features into benefits, by telling the prospect exactly what they will gain by grabbing the product, or alternatively, what they will lose if they do not do so.

Do not fall into the trap of underestimating how important it is to start recommending products from the very first email message that you send to your customer.

Far too many online marketing beginners are nervous of recommending products to their prospects, on the basis that doing so will somehow annoy that prospect so that they are immediately going to unsubscribe from their mailing list.

Consequently, they send out four or five emails before ever actually including a product recommendation, and this is a fatal error. By the time the sixth or seventh email message arrives containing its first product recommendation, the prospect has already categorized you as someone who only gives away free information.

They are not even going to consider the product suggestion you are making, and the same will happen every time you send out another email recommending your product.

You have to let the prospect know from the very beginning that you are running a serious business, not a charity organization, and the only way you can do this is by recommending products from the very outset.

If this does encourage some prospects to unsubscribe from your mailing list immediately, you should view this as an advantage, rather than being a downside.

Remember our sales funnel diagram earlier?

Inside the sales funnel you had the blue pellets representing prospects who would eventually become customers, and you had the red pellets who are never going to buy anything from you.

If these red pellet prospects are never going to buy anything, then sending them emails (even though it is happening in a completely automatic, 100% hands off fashion) is a complete waste of time. The quicker you can encourage them to unsubscribe from your mailing list, the less time and effort is going to be wasted on them.

Once you have your automatic outgoing email series in place, then every week or two, you should 'blast out' out a one-off newsletter that will enable you to supply your list member with completely up-to-date information, product news and so on.

This also represents your opportunity to personalize the service that you are providing to this customer by inviting them to respond to items in the newsletter, including proactive surveys and so on.

Never underestimate the extent to which building an online business is all about building relationships with prospects and customers.

As you will read later, marketing by direct email is the ultimate in relationship marketing, and you must therefore do everything you can to build a good relationship with your prospects and customers from the outset.

Because the majority of the emails that you are going to send are sent entirely automatically, it is a little more difficult to portray the "real you" to your prospects in these email messages.

However, your weekly or biweekly newsletter is your opportunity to let your list members get to know and like you, as well as keeping them bang up to date with developments in your industry and with all of the latest product news.

Everything that you have read so far about autoresponder systems applies to every autoresponder system on the market.

However, not only is it critically important that you have an autoresponder system in place to run your business for you, it is even more crucial that you choose the right autoresponder system, because as you are about to discover, the wrong autoresponder system could be a recipe for disaster.

How To Choose An Autoresponder

The initial autoresponder choice that you will be presented with is between two options.

The first option is to buy autoresponder software that allows you to run an autoresponder from your own web hosting account or from your desktop.

The advantage of this is that it is cheap to buy the software. There are several programs like [this one](#) that are available for less than \$100. Once you have bought the software, that is the extent of your investment. After that, there will be nothing else to pay for your autoresponder system.

However, as far as advantages of doing things this way are concerned, this pretty much completes the picture!

Running your own autoresponder system from your web hosting account or desktop can have many problems. The problems can become so system critical that in reality, the only people who should consider using such a system are people who run their own web servers.

You will not fall into this category when you first launch your online marketing efforts, so by trying to take the cheap autoresponder route, you will be storing up immense potential problems for the future (and that assumes no problems at the beginning, which is an unknown).

As one simple example, many web hosting companies only allow customers who have a shared web hosting account to send so many outgoing emails a day.

This is done to prevent any customer using their web servers to blast out millions of spam email messages every day, and this makes perfect sense from their point of view, because it is essential for them to protect their own IP addresses.

If they do not do so and someone uses their services to run a large-scale spam campaign, it is likely that their IP addresses will be blacklisted, and that is very bad for their business.

Consequently, you may find that you go to the expense of buying a software program, install it on your own web hosting account only to find that you are limited to 100 outgoing emails every day (or however many your particular web allows you to send).

In short, unless you own your own web server, buying software that will run an autoresponder system from your own web account or desktop is likely to be a complete waste of money.

The alternative option is to subscribe to an online, web based autoresponder system where everything related to your autoresponder is handled by an independent, specialized third-party company.

While your business is still relatively small, this is by far and away the most practical and effective way of implementing an autoresponder system.

However, even in this situation there are additional considerations to take into account.

Nowadays, it is no secret that anyone who has an email inbox (and that probably covers just about anyone who has online access) has a huge spam email problem. It is almost impossible to find the genuine, meaningful incoming emails in among the never-ending torrent of junk.

For this reason, most serious online marketers who still do a lot of marketing and communication through email will have some kind of filtering system set up on their email inbox.

The problem with such filters is that they are, in theory, a wonderful idea, but they are not particularly smart in practice.

Once you have any kind of incoming email filtering system in place, some perfectly valid and possibly extremely valuable incoming email messages will get filtered out along with the trash.

However, this represents only the tip of the iceberg. Because Internet Service Providers (ISPs, or the copies that host websites like yours) are aware that their customers do not welcome a ton of junk email every day, most of them have their own systems in place that are designed to help by filtering out junk mail on their customer's behalf.

The filtering system that you voluntarily attach to your inbox is probably efficient, but the filtering system that your ISP applies is far less selective. Indeed, the filtering systems applied by some Internet Service Providers are so brutal that they will throw out dozens of harmless emails every day.

The major problem with this is that when they do so, you will have no inkling of the fact. In other words, you will have no notification that your ISP has chosen to trash a big chunk of your incoming emails, and as a consequence, you will never know that those email messages were even sent.

The question of *deliverability* (the ability of your chosen autoresponder provider to get your outgoing email messages into intended recipients' inboxes) becomes critically important.

There are dozens of web-based autoresponder system providers on the net, but a lot of them do not have a good record when it comes to the question of deliverability.

For example, in a recent test of a brand new web-based autoresponder system that was launched at great expense and with great fanfare, the results were nothing less than a shocking. Remembering that this is a brand new service and that they are therefore utilizing all the very latest technology in an effort to make

sure that outgoing email messages arrive where they were intended to go, this particular system achieved deliverability rates of less than 40%.

This could have a devastating effect on the profitability of your business.

Most web-based autoresponder systems operate what is known as a *double opt-in* system. When someone visits your website and decides that the free bonus gift you are offering has a high enough perceived value to convince them to 'trade' their email details for that gift, they will add their name and email address to your subscription form and hit the **Subscribe** button.

As you are using a web-based autoresponder system, the email details will be sent to that system rather than to your own personal email account. When that happens, what the double opt-in system does is ask them to reconfirm that they really want to receive the information which they have apparently requested.

This is done to protect both you and the autoresponder system company from false or even malicious spam complaints, so the first thing the new subscriber will receive is an email asking them to click on a link in the mail message to confirm their request.

Imagine that 100 visitors come to your site, and they all decide to subscribe to your list because the free bonus gift is so valuable.

As the autoresponder system you are using achieves a deliverability rate of less than 40%, fewer than 40 of the people who wanted to subscribe to your list and make a commitment to your business will get their confirmation email.

The rest are prevented from subscribing to your list by the simple fact that the confirmation email never arrives.

Not only have you lost 60% of your potential business through no fault of your own, but it is quite likely that you also upset a great number of people who wanted the information that (as they see it) you never bothered to send them.

It is unlikely that these people are likely to be willing to buy a product or service from you in the future, so choosing the right autoresponder company is absolutely critical. You can do everything else to create your own passive income business correctly, but if your autoresponder system does not match up, your business is pretty well doomed from the start.

Given the vital role that your autoresponder is going to play in ensuring that your business is a long-term success, there is no sense in experimenting with an autoresponder system that might not work.

By the time you discover that it is not working (and that is not always an easy thing to do), it may be too late. There are cheaper autoresponder systems on the market (indeed, there are some autoresponder systems that offer a basic account

completely free), but you should follow the lead of 90%+ of the Internet and the affiliate marketing community and choose an excellent service. I strongly recommend [GetResponse](#).

There is no secret about the reason for the enduring popularity of both of these companies. They both consistently achieve deliverability rates in excess of 95%, which represents industry-leading levels.

In addition, using either of these companies also allows you to track what is happening with your outgoing emails, so that you can see, for example, how many of the emails that you send out are actually opened, and what action people take when they open your mail.

By doing so, you are placing the future profitability of your passive income generating business in the hands of the people who run these companies, and that is comforting knowledge to have.

But before we move on to the nuts and bolts of building your website, let me clear up something that tends to confuse a lot of new marketers...

“Front End” And “Back End” Demystified

When you are involved in online marketing, you often hear of marketers referring to the *front end* and the *back end* of their business.

As there are opportunities to collect prospect information in both situations, it is important to understand the difference.

The front end of your business is the part of the business development cycle that leads your prospect from the very first initial point of contact to a situation where they make a genuine commitment to your business, most commonly by buying the product or service you are promoting.

Once the prospect has bought your product, you have the opportunity of promoting to them on the so-called back end by showing them an additional product offer immediately after they have completed their purchase, following that up by sending them emails on product suggestions and recommendations, and so on.

Typically, the affiliate product you're promoting is a front end offer, and you'll use your autoresponder to promote that product to prospects who don't buy the first time you ask them to.

Then the product creator will attempt to sell those buyers additional products on the back end. If you've captured their email addresses as well, as you should be doing, you can promote additional products on the back end as well.

Okay, now on to the nuts and bolts of setting this system up.

Your Website

With your domain name registered and a web hosting account set up, you are ready to build your site, so let's look at various different ways of building your first website.

HTML (Don't Be Scared...It's Easy)

HTML stands for 'Hypertext markup language', which essentially means that it is a language for creating a website.

HTML looks something like this:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html><head>

<meta http-equiv="Content-Language" content="en-us">
<title>TurboDashBoard.com</title><meta name="keywords" content="ABC.com ">
<meta name="description" content="ABC.com ">
<link rel="shortcut icon" href="http://www.abc.com/icon.ico">
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<style>
    BODY
    {
        font-family: Verdana;
        font-size: 14px;
    }
    TD
    {
        font-size: 14px;
    }
}
```

You can also use Flash to build a website, but HTML is still the simplest and most popular.

In order to create a website using HTML, you have various choices available.

The first option is to create the HTML webpage from scratch, which is not nearly as difficult as it might sound, because there are plenty of online resources where free information about creating a website in HTML can be found. Try looking [here](#) and [here](#) if you need this kind of guidance.

The primary advantage of building a website from scratch in this way is that your webpage will be exactly the way that you want it to be, and the underlying code will be 'clean and tidy'. While this last point may not sound like it is particularly

important, if the underlying code is not the way it should be, it can lead to problems.

For example, one of the best sources of free traffic for your site is going to be the major search engines, but for those search engines to index and then rank your site, your HTML must be 'search engine friendly'.

Untidy or messy coding is very rarely search engine friendly, so if you really want to do the job properly, you would start coding your page from scratch.

If you're going to do it this way, it is most common to write HTML pages using a text editor. You can use the standard Windows Notepad program, you will probably find that it is far easier to do a much better job using [Textpad](#), which can be downloaded.

An alternative method of building an HTML website is to start with a free template which you can then modify to suit your own purposes. There are many websites offering free templates, with over 2000 templates available from [this one source](#).

Once you have found and downloaded a suitable template, you will need to edit it to your own specifications and requirements. Once again, you can do this using a text editor like Textpad, but many people find it easier to use an HTML editor, particularly one that offers WYSIWYG editing facilities.

This stands for *what you see is what you get*, meaning that you can edit the template visually, rather than by modifying the HTML code.

Let us work through an example of how you would use a template and a WYSIWYG editor to modify it

The first thing you need to do is download and install [Kompozer](#), which is a free HTML editing software program.

Install the program once you have downloaded it.

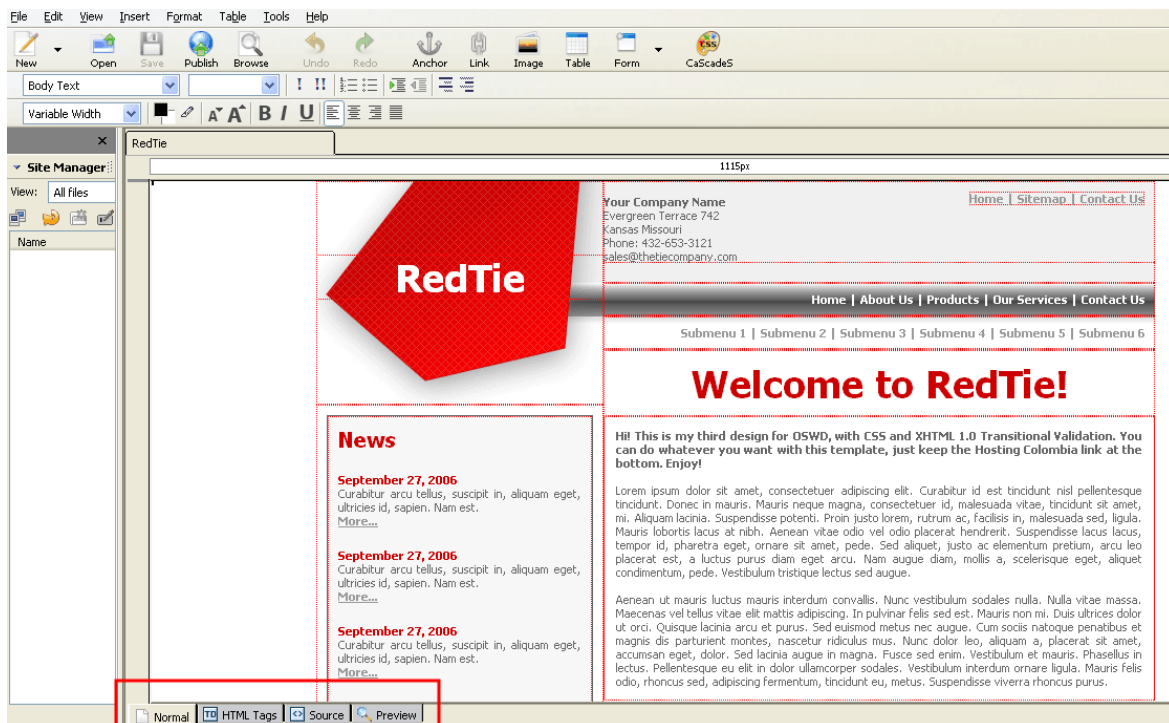
Next, find a suitable template. I'll use this one that is currently featured on the OSWD homepage as an example:

Latest Designs



Download the template, unzip the file (if you do not have a program to do this, [look here](#)). Open the template folder and right-click on the **index** HTML page and then choose **Open With->Kompozer**.

By default, the page should open in the **Normal** view (see the tab in the bottom left-hand corner of this screen shot):



From here, you simply make any changes you want by editing what you see.

For example, if you wanted to change the address at the top of the screen, you would simply type over the address with your own, and save the changes.

Using a WYSIWYG editor really is as simple as this, meaning that you can have your HTML webpage ready for publication in an hour or less.

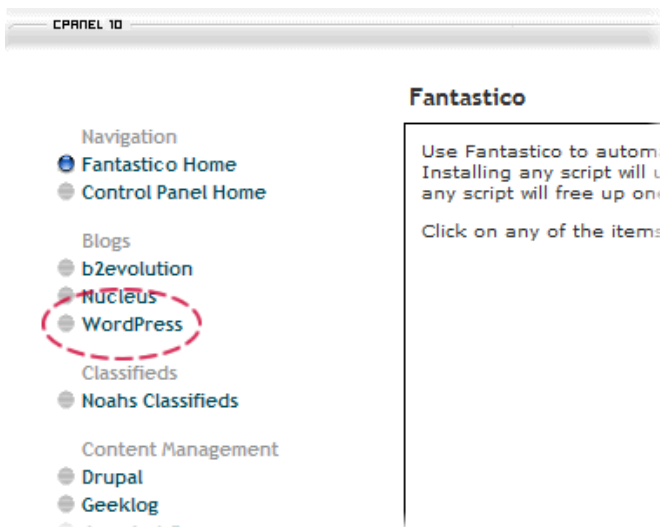
Using WordPress

Although it was originally designed to be a blogging platform, WordPress is now widely recognized to be a full-blown *content management system* (CMS). This means that it offers an alternative method of creating and managing a website quickly and easily.

If you are using the recommended hosting company, HostGator, this installation is the work of about five minutes, so log in to your account and use **cpanel** to find **Fantastico** or **Fantastico DeLuxe**. Then you can follow along with what I've outlined below.

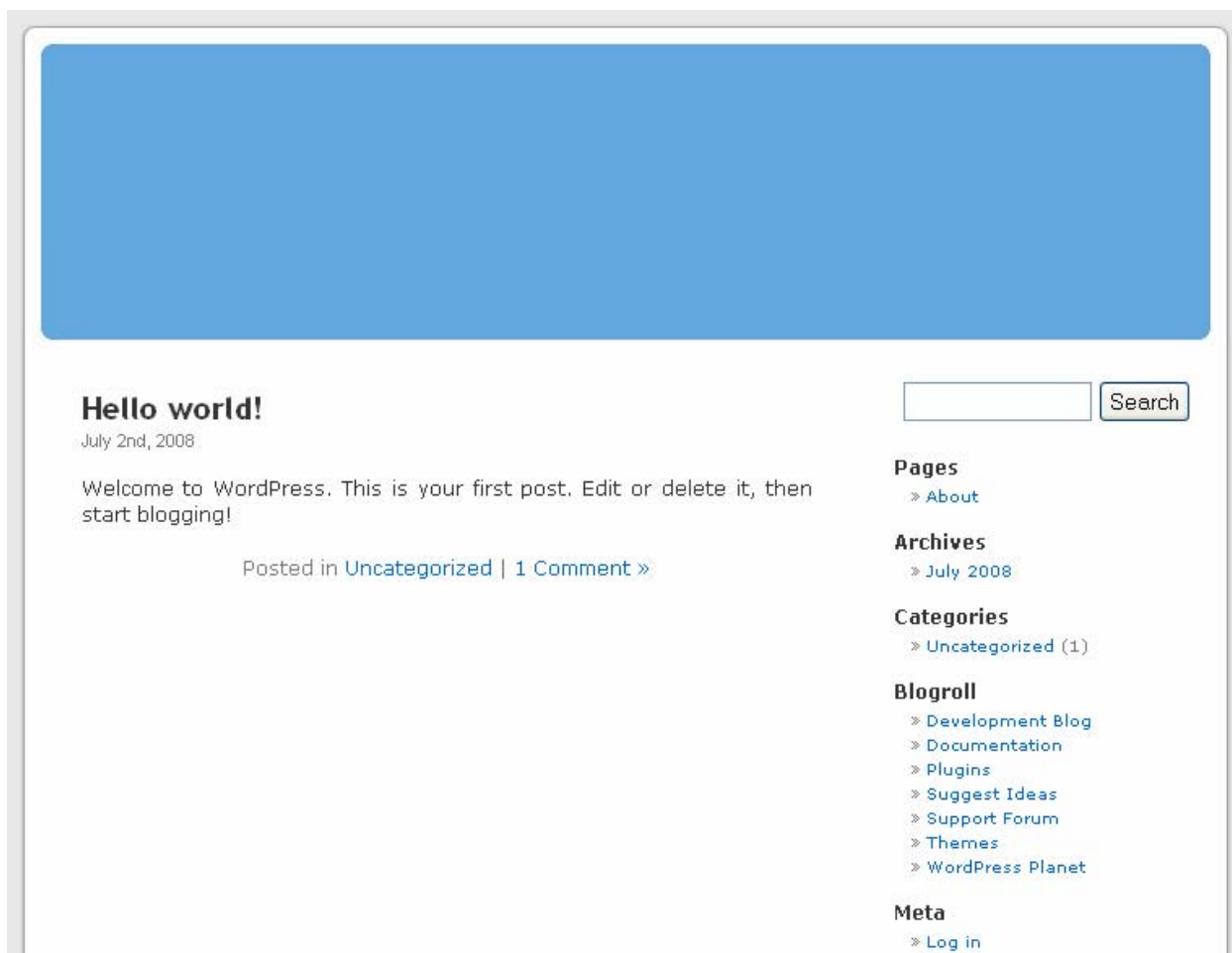


[Video of WP install]



After you click Fantastico or Fantastico DeLuxe, you'll have several options for things to install. They're typically listed on the left side of the page, like you see to the left.

Find WordPress in that list and click it to follow the installation instructions. It takes about five minutes to set up, and it's painless. Within a few minutes, you'll have a site like this:



There is nothing wrong with this. It's very functional but very plain. There is also a lot of information on the page that is not necessary.

All that stuff down the right hand side is nothing more than a distraction, and you do not want distractions from the main marketing message on the page, so it has to go!

There are two things that you need to do. First, find a theme or a template to change the look of your site to one that is more in tune with whatever you are promoting. Fortunately, there are plenty of sites where you can download great free themes that are completely ready to go, straight out of the box.

For example, if you had a site that is Japan related, this theme that can be downloaded completely [free here](#) would work well:



Take a look at these other sites to see what themes they have to offer that fit the concept of your site:

- <http://topwpthemes.com/>
- <http://www.wptmp.com/>
- <http://www.freewpthemes.net/>
- <http://www.wpthemes360.com/>

Download the theme that you want to use, and upload it to your site following the instructions to be found on the main [Wordpress site here](#).

Finally, log-in to your Wordpress site (using “wp-admin” to enter the main Wordpress **Dashboard** control area), and remove all of the ‘noise’ that is cluttering up your page.

Do not be tempted to add other money making stuff to the page such as paid advertising materials. The sole focus should be on the one objective of that page, and nothing else.

Other than that, your page is now ready to go.

Preparing Your Product Review

The most effective kind of page for promoting affiliate products to a prospect who has not yet made any kind of commitment to your business, is through a product review page.

This is where you review the product in question in as objective a way as possible, before finally recommending that it is something worth buying.

It is going to be far easier, and you will be able to provide far more information about the product, if you actually own it. In order to do so, you could buy it yourself or you might ask the product vendor for a review copy.

If you were to do so, you would explain that you are creating your own product review page, and that by doing so you are going to make sales for the product vendor and build their business into the bargain.

Sometimes this approach works, but unless you are reasonably well known as an affiliate marketer already and have a track record to back up your claim that you are going to generate sales, the chances are that the vendor is not going to give you a free copy of their product.

Consequently, assuming that you do not want to invest your money in the product and that the creator is unwilling to give you a review copy, you should create your product review from the information on the sales page.

Also, run a standard Google search to see what other information you can discover about the product on other people's websites and blogs.

Create your product review using the following section headings to guide you:

- What does it do?
- Who is it for?
- Initial impression...
- Bad points...
- Good points...
- Summary
- Ratings

Produce product ratings based on individual characteristics of the product such as value for money, ease of use and quality of information, with a final rating that is an average of the three. Give the product a score out of 10, aiming for a final overall rating of somewhere between 8.5 and 9.5.

By including a couple of bad points in your review and not giving it a 10/10 rating, you bring a degree of objectivity to the review that makes it appear more honest and convincing.

In your summary, you should always include a 'call to action' where you tell your visitor that the product is worth investing their money in, that they should do so and how they go about it.

Here is something extremely important. The reason you are sending the visitor to your own webpage rather than directly to the product vendor's sales letter is that you must capture the visitor's email information.

If you do that, they become your prospect *before* they become the prospect (or customer) of the product vendor.

You must therefore include a mailing list signup form on your review page. Offer your site visitor a valuable free gift for signing up for your mailing list too.

You could do this by using the EzineArticles method highlighted earlier. Alternatively, check out three or four appropriate ClickBank products that your visitor might be interested in, write a review of each, and offer that additional report as a bonus that you send to them free.

The second attempt comes about because at the end of your product review, you include another free offer. This one is for a different free bonus gift that you will send to anyone who buys the product through your link.

Your Front End Bonus

This tactic works best if the bonus gift is something that cannot be obtained anywhere else, perhaps something that you have created that is perfectly matched and complementary to the product that you are reviewing.

For instance, if you are promoting a fitness membership site, how about producing your own fitness video by visiting a local gym and recording a couple of workout classes?

The point is, if you can give something away that will convince anyone who has already made the decision to buy to do so through your link, then not only do you land the commission from the sale but you also collect the individual's email details.

To do this, you tell them that in order to get the free bonus gift for buying through your link, they must send you proof of purchase by email.

Voilà, you have their email address!

Over the past couple of years, I have been fortunate enough to be one of the top affiliates for a market leading passive income generation affiliate program called [Plug-in Profits](#).

Even now this is a program that I am actively promoting, and I do an awful lot of this promotion by giving things away for free on both the front end and the back end of my business!

Over the next few chapters, I am going to expose my own secret Plug-in Profits promotional tactics, so that you have a real insider's viewpoint of how giving away free bonuses can accelerate the growth of your passive income generating business.

Site Mechanics

So far, we have established that you need to have a bonus free gift that you can give away to secure the first level of commitment from your site visitors to your business.

You are also aware that an autoresponder system is absolutely essential.

And you know you need a free gift to offer on the front end (your bonus) to entice people to buy the affiliate product you're promoting.

Now let's hook it all together and set up the actual pages that'll get all of that done.

I am going to let you into a few of my own, personal "inner sanctum" secrets by showing you some my own web pages where I collect this information, and by explaining exactly why these particular pages work so well.

This is what you will see when you open the homepage of my **Instant Marketing Secrets** web site:

Are you ready to generate unlimited cash online from your home?

"Download This Amazing FREE Report Which Reveals How Anyone Can Rake In Real Money Online Automatically...In As Little As 7 Days From Scratch!"

You'll Discover *Exactly* How To Make Big Money On The Internet With Simple Little Websites That Suck In Money Like Crazy!

[Click Here To Download Your FREE Report Now \(\\$197 Value - Yours Absolutely FREE!\)](#)

From: Ewen Chia

Date: Tuesday, November 25, 2008

This page is written exactly like a sales page for a \$100 product, but is actually focused on nothing more than giving away a free report from the highlighted blue link.

From this screenshot, there are several important factors to notice.

First, everything in the screenshot is exactly what you see when you first open the website in your browser window. In other words, the *action link* at the bottom is something that you cannot avoid seeing immediately.

Because this is a page that is giving away a free report, you will understand that what I am doing here is collecting email information from site visitors.

Consequently, there has to be a mailing list subscription form somewhere on the page, in this case, at the very bottom of the page. But by clicking on the blue link at the top of the page, the visitor is immediately taken to the signup form at the bottom.

Note that in the main (red) headline, there is great emphasis on how simple this system is to work with and how quickly you can start making money from it.

It is extremely important to give your visitor information about a major benefit in the headline, because their first question is always going to be **“What’s in it for me?”** This question must be answered as soon as the visitor lands on your homepage.

Finally, you should always give the free bonus gift that you’re offering a specific monetary value.

Although no digital ebook or special report has a clearly defined financial value, you have to make sure that your visitor understands that the report you are offering is worth having.

Adding a monetary value (and obviously, the higher this number is, the more valuable it appears) ensures that your visitor understands that this is something they should grab their copy of.

My own testing has consistently proved that adding a monetary value is an essential element of encouraging people to take advantage of your offer, so you must do it.

This subscription form is at the bottom of the page:

☐ **Yes Ewen! Give Me Instant Access To These Amazing Free Reports NOW!**

I understand I'll receive **instant access** to download my **"7 Days To Freedom"** report PLUS 3 additional money-making reports with 100% master resale rights worth \$297!

Also because I'm acting *immediately*, I'll also receive a last-minute **special gift** of a **no-cost lifetime subscription to "Instant Marketing Secrets"**, one of the **BEST** marketing newsletters on the internet valued at \$397.00!

I further understand that everything here is **100% free** for the **next 72 hours** only so I'm **signing up now!**

First Name:

Email Address:

Yes! I Want To Sign Up For Free Now!

Powered by [GetResponse email software!](#)

You will receive all your reports in a matter of seconds.
*Your information will never be sold or shared with anyone.
I respect your privacy and hate SPAM with a passion.

The form is tied to my autoresponder account, so as soon as anyone completes the details and hits the sign-up button, they will receive their confirmation email from my autoresponder system within minutes.

If you were to add 100 or 200 people to your mailing list every day, you could not do this manually, so response speed (extremely important in a world where people's attention spans are getting shorter) is another huge advantage of having an autoresponder.

Note that I have included a checkbox at the top of the signup form and that I have *personalized* the script next to the checkbox to make it appear as if the visitor is responding directly to me. This is a proven tactic for making the whole experience

appear less automated and more personal, which is important because people like to deal with people.

For the same reason, I include a picture on all of my websites so that visitors can form a clear impression in their mind of who they are dealing with.

Let's look at another lead capture page that gets a massive **average optin conversion of 75%** although it's plain looking and almost ugly:

ATTENTION: *In Less Than 60 Seconds You Will Discover...*

"How To Automatically Generate \$1,000's Online Every Single Month With This Secret Passive Income System...Even If You're A Complete Beginner!"



**IMPORTANT: Fill In Your Name & Email Below Now To
Discover This Secret System While It's Still Available!**

First Name:

Email Address:

[Click Here Now For Instant Access!](#)

Use an email address you check regularly so you can receive all information.
Your details will be strictly protected and safe. It will never be sold or shared.



I'll See You On The Inside...

Ewen Chia

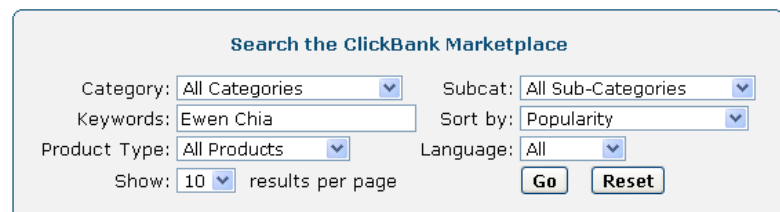
In this case, this is the total of information on the product homepage. Unlike the previous example, there is no long copy sales letter to convince the visitor to sign up for the free information being offered.

On the other hand, the headline once again directly and quickly answers the question that every visitor on this page is asking. They immediately know what is in it for them when they request my information.

This is the way almost every site that I create works.

Even when the homepage is actually selling a product, there is *always* a way of collecting the visitor's name and email address information.

For example, if you run a search on my name from ClickBank, you will note that the number one product is my [Autopilot Profits](#) system (at least it was at the time of writing):



1) [Ewen Chias Autopilot Profits!](#) Turnkey Money Machine Pays 75% Commissions Instantly - 40% Conversion!
\$/sale: \$28.35 | Future \$: - | Total \$/sale: \$28.35 | %/sale: 75.0% | %refd: 59.0% | grav: 46.48
[view pitch page](#) | [create hoplink](#)

Visit the sales page, and what is the first thing that you see?

Ewen Chia's

Autopilot ProfitsTM



A Ewen Chia Website
www.EwenChia.com

www.AutopilotProfits.com

"Printing 24/7 Profits For You...Automatically!"

WAIT! BEFORE YOU CONTINUE...



Download Your FREE Report Worth \$47 Now Before It's Gone Forever:
"The BIG System To Making REAL MONEY On The Internet...And How To Finally Succeed On The Internet!"

Fill In Your First Name And Email For Instant Download:
First Name:
Email:
Address:

YES! Let Me Download This Report Now!

It is another mailing list signup form!

Even though this is a sales page for a moneymaking product, the first thing that the visitor is going to see is the list subscription form at the very top of the page.

Even on my "personal view on affiliate marketing" web pages like my personal homepage at EwenChia.com, there is a mailing list signup form:

Welcome To Ewen Chia's Official Website:

Below..

Discover These Internet Marketing Secrets, Tips And Resources You Can Use To Make Real Money Online With!

Turn Up Your Speakers And Listen To Your Personal Message From Ewen Now!



Secrets To Making Money Online? Download This FREE Ebook Worth \$47.00 Now...

"How To Make Your First \$1,000 Online In Just 30 Days!"



Simply Fill In Your First Name And Real Email Address Below Now For Free Instant Download - While It's Still Available!

If you were to scroll to the very bottom of this page, you would find a direct link to my Plug-in Profits affiliate page:

Featured Top-Notch Internet Marketing Resources!



➔ Show Me How To Launch 6 *Automated* Affiliate Income Streams In Just 24 Hours!

It is vital that you present as many opportunities as possible to your visitor to make a commitment to your business on every web page that you have.

The more times you ask your visitor to make this commitment, the more chance there is that they will do so.

Whether the commitment that you ask them for is to join your mailing list or to take a look at your affiliate product page (or both, as in this case) is not the main point.

What you try to do is drag the visitor into your sales funnel. Consequently, any way that you do this is a valid tactic for starting the process of generating a long-term residual income from your business.

By following these tactics, I have managed to build a mailing list of over 600,000 members. Every time I send a product recommendation to these list members, I can guarantee that it will make thousands of dollars.

However, because the whole thing now runs on autopilot controlled by my autoresponder, the income that is generated is entirely passive. I created the initial email series for each of my products some time ago, and it is these emails that do 98% of my cash generation.

We will look at exactly how you ensure that your autoresponder becomes such an effective passive income generator a little later in the course.

Your Back End Business

Now that you know that the key to generating a passive income from the front end of your business is centered upon mailing list building, you need to consider various ways of continuing the process on the back end of your business.

You'll make most of your money on the back end, not the front end. This shocks most beginning marketers.

By realizing that you can generate passive income on the back end as well as the front end, it opens up many more opportunities. As an example, it is possible to promote an affiliate product on the front end that is only going to pay you an initial commission for the sale.

However, because collecting email information is an integral part of your sales process, you then have the opportunity of generating passive income from your autoresponder mail series.

So let's talk about a few different spots where your back end can start generating passive income for you.

Your Thank You Page

The first opportunity is to add an advertising banner for your passive income generating product (such as Plug-in Profits) to your *Thank You* page.

This could either be a Thank You page that is sent to the prospect after he signed up for your mailing list, or a Thank You page that you show to a new customer who has just bought the product that you are selling (although this is obviously not the case if the initial sale is for an affiliate product).

For example, when someone signs up for your mailing list, rather than sending them an email with the download information for their free bonus product, you could set your autoresponder to automatically transfer them to a webpage that contains the download link.

On that page, you feature the download link, but you can also include additional advertising for other passive income generating products with active hyperlinks to the sales pages for those products.

In this situation, it is often highly effective to make this download or Thank You page a full-blown product sales letter.

The effectiveness of this can be further enhanced by making the offer a one-time offer (OTO) where the visitor gets some super discounted offer that they will see only once.

When this happens, you will often see the marketer behind the OTO mention at the top of the page that the download link is at the very bottom.

Consequently, the visitor must scroll down the page to find their download link, and it is the hope of the marketer that something the visitor sees while scrolling down will grab their attention:

Please continue below to the members area
and view this Exclusive **One Time - Members Only Offer**

1 You Can Access The Members Area
At The Bottom Of This Page

Don't forget to check out the members only special one time offer below. You won't want to miss it!



IMPORTANT, Before You Continue...

2 (You're only going to see this page once (ever),
so please read every word very carefully.
It's *that* important.)

In this example, the highlighted area at the top (1) tells the visitor that the download link can be found at the bottom of page. However, the most important information is that highlighted below the red banner headline (2) which makes it clear that this is an offer that will be presented only once.

It is also common to include a second OTO that the visitor is presented with if they close the initial OTO page. When this happens, it usually presents the same product as was shown on the first page but at a cheaper price.

This is because it is possible that the only thing that prevented the visitor making a purchase from the first OTO page was price, and reducing the price is therefore likely to land a few extra sales.

Showing a couple of OTO pages in this way is fine, but I would not recommend showing more than two pages, because my experience is that showing three, four or even five OTO pages is going to irritate your visitor.

Think about how you can also use OTO pages to sell an affiliate product.

One simple method is to provide new subscribers with a “one-time” bonus if they buy a recommended affiliate product through your link.

As it’s urgent, they often buy. This is one way I supercharge my own affiliate sales!

Alternatively, you can present a standard thank you page with additional advertising or promotional materials featured.

For example, this is my thank you page for InternetWealth.com:



In this example, I feature banner advertising for the Plugin Profits system directly below the primary ‘Thank You’ statement (2).

This is presented to the customer who has just purchased the Internet Wealth system as soon as their browser redirects them to the ‘Thank You’ (download) page after they have completed their purchase.

Although I have not done so here, it is possible to include additional banner style marketing materials on the additional products page that the purchaser visits by clicking the link above (1). Alternatively, when my new customer visits the **Resources** link (3), this is what they will find halfway down the page:

[Ideas For Determining Your Target Markets Needs](#)
[Ideas For Creating Your Brand](#)

[Will Video 2.0](#)
[How Video Can Enhance A Website](#)



More Useful Resources:

Advertising & Marketing

[Website promotion tool](#)

Affiliate Marketing

[Super Affiliate Inner Circle Club](#)

Article Marketing

[Article submission service](#)

Long-Term Email Marketing

Making offers immediately after people buy is great, but you'll probably make even more money in the long term through your back end email marketing efforts.

I have already given you an indication of the power of autoresponders, but it is important to appreciate what a significant role they can play in building your passive income business.

As always, there is initial work involved, but once you have created sufficient outgoing email messages for your customer to receive promotional emails twice a week for the next couple of years, your business is running itself on autopilot.

You did the work at the beginning, but after that, it is not necessary to do anything else if you choose not to do so.

However, marketing by email is all about building relationships. You have to make your prospect or customer understand that you are someone to whom they should be listening.

You must therefore establish your credibility and make that individual respect your knowledge and like you as a person as well as welcoming the information that you share with them.

It is all about ensuring that if your prospect or customer is going to receive 20 or 30 marketing emails every day, yours is the one that gets opened every time.

There are many aspects to ensuring that you handle your mailing list in such a way that over the years, more and more of your list members will decide to do business (or more business) with you so that your passive income is always increasing.

The first thing you need to do with the very first email that you send to your prospect is to make them like and respect you. You do this in several ways.

The first element is to turn yourself into a *brand*...

Creating Your Brand

If you look back at the screenshots of my websites shown over the previous pages, you should note that everything is stamped with the *Ewen Chia* or *EC* brand (and often both).

This is no accident. Most of my mailing list members and a significant proportion of people who visit my websites know me and what I do.

When I ask people to do business with me, they are likely to do so because they are already comfortable with the person to whom they are giving their business.

Hand in hand with becoming a recognized brand, you need to become an authority figure in your market.

This is why including valuable free information in every email message is so important, as it is this information that establishes that you are a master of your subject.

Because of this, it becomes natural for people to turn to you for advice in matters relating to the subject matter in which you are an acknowledged expert. This makes it considerably more likely that they will accept the product recommendations you make to them in your email messages.

I have been teaching the concept of becoming a recognized brand and an authority in your marketplace for a long time, and I know that many people might think, "Sure, this is okay for you, but it won't work for me."

Let me tell you, if it can work for me, it can work for almost anyone else just as easily.

You have already seen how every one of my web businesses is clearly branded and focused. By having a network of individual business websites all of which are complementary to and supportive of one another, it becomes easy to be both a brand name and an authority.

Simply implementing the idea of creating your own brand and becoming a recognized expert can double or triple the number of mailing list members who will do business with you on a regular basis.

Remember that every time they do so, that business is coming from an email that you wrote months or perhaps even years ago, and it is therefore a superb method of generating an income completely passively.

Here is an idea that you might want to adopt as the first step towards turning yourself into a recognized online marketing 'brand'.

Try to register a domain name in your own name, so if you are “John Smith,” then see if JohnSmith.com is available.

If not (and I suspect that the .com version of the domain name will have been taken a long time ago), look to register a *YourName.me* domain (e.g., *JohnSmith.me* might be available, so you need to check GoDaddy.com, as they handle all .me names) or you might try a .us, a .ws or even a .cc name.

Alternatively, instead of running a business under your real given name, you could adopt a trading style by using a business name, or try using a pen name as the style under which you trade.

As long as you use this style consistently and do not attempt to use it in any fraudulent or malicious way, this is a valid way of trading in most legal jurisdictions. However, you must check that these rules apply where you are.

You must also ensure that you set up accounts at places like ClickBank from where you will be receiving commission checks in a name that matches the one attached to your bank account, otherwise you are not going to be able to cash those checks.

Trading under a different name or style does not have to be difficult, and it does open up the possibility of registering a domain name that perfectly matches your trading style.

Once you have your branding domain name registered and a website built, then you should ensure that every aspect of your business focuses on perpetuating your brand.

For example, all of your emails must have a signature file that points to your branding website, and everything on that website should also emphasize the brand name. Even better, create a logo and make sure that this is attached to everything you do.

The fact is, if you can successfully make your brand famous, you will find that creating a passive income becomes even easier.

In fact, if you can get to the point where your brand and your expertise is widely recognized, people in your market will begin to actively seek you out to do business with you. This is a complete reversal of the way it is in the earlier days when you have to chase every prospect and a very welcome change too!

Another important aspect of creating your own brand is that it is very effective for making sure that your mailing list members open your email messages.

Before the title of every email message, you should always include your name. This means that the recipient immediately recognizes that the email has come from you, and they will probably have a fairly good idea of what it is about as well.

If your branding efforts have been successful and you have managed to establish yourself as a niche authority, just this one simple tactic can dramatically increase the number of email messages that get opened.

This inevitably leads to more responsive mailing list members, and that ultimately translates into increasing the number of sales that generate the passive income which will be pouring into your affiliate account every day.

Keep Your Emails Professional, But Personal

Make sure that the title of every email message highlights a major benefit of the information that they can find in that email. Avoid the mistake of titling your outgoing email messages in a salesy, hype-laden manner.

If you use a title like *You are NOT Going To Believe What's INSIDE!*, then you can be confident that they will never know, because it is unlikely they will ever open it.

Avoid using words like “free” or “money” in your email titles, because these words will get picked up by spam filters so that the chances of your mail actually getting through to the intended recipient are significantly reduced.

There is one other extremely important factor that you must never forget. Despite the fact that you might have 1,000 or even 100,000 names on your mailing list, every one of those names represents a human being and they are not just words on a piece of paper or a computer spreadsheet.

You must always remember that you're dealing with individuals who have exactly the same needs and desires as the next person.

As long as you can satisfy those needs and desires, you will generate an extremely good passive income by mailing information and product recommendations to your list members.

However, the moment you start treating them as nothing more than a name on a spreadsheet, you are going to find your list subscribers beginning to unsubscribe in droves.

When you write emails, try to do so in a chatty and friendly way. Imagine that you are talking to a good friend across the table in a coffee shop and try to write your email in the way that you would present the same information to that friend over coffee.

Let the people who are on your lists see into your life in the same way that you would a friend.

Too many online marketers make the mistake of becoming a completely one-dimensional character as far as their list members are concerned.

Every outgoing mail they send is made up of 10% valuable free content, and 90% promotion, promotion, promotion.

That might have worked a few years ago, but there are just too many online marketers doing exactly the same for it to be an effective tactic nowadays. It is far more effective if 75-80% of your mail is content related to your subject or to your life in general.

If something funny or bizarre happens to you, tell your list members about it, irrespective of the fact that it has nothing to do with your business. If there is something that you want to rant about, do it, because all of these variations from the norm make it clear to subscribers that you are a real human being who lives a three-dimensional life.

You make it clear that you are not 100% focused on promoting and selling.

If on the other hand every outgoing email is 100% focused on business, it will probably only be a matter of weeks before your subscribers stop reading your emails. Make sure that every email you send to your subscribers tells them about you as well as giving them information about your mutual business interests, and you will avoid this happening.

Master this and every outgoing email will have the necessary personal touch that builds rapport and relationships, a factor that you should never underestimate the importance of.

What To Promote And How To Promote

The final thing to consider when you are creating your first outgoing email series is the products that you should be promoting in those email messages.

There are guidelines that you should follow, especially in the beginning when you are trying to find the most effective way of *really* communicating with your subscribers through the relatively impersonal medium that is email.

First, while someone is still on your prospect mailing list, you should make sure that you keep pushing the initial product that you were promoting when this person first signed up for your list, at least for a reasonable period of time.

Although the exact number of emails you should send to them recommending the same product would depend on the product and your market niche, I would recommend that you focus on different benefits of the product as a reason why your list member should buy it (i.e. tell them the benefit, and then highlight what they will gain from it or lose from not having it) in at least 6-10 outgoing email messages.

With every mail, you are hopefully bringing a successful sale ever closer (remember, members have to be presented to at least seven times).

Secondly, it shows a degree of continuity and consistency which is extremely important because many people (especially people who considering spending money online for the first time) will be very nervous about doing business online.

If they can see that you are consistent and reliable, that you do not keep changing your mind in every email message, it starts to build a positive image of the way you do business.

It is for this reason that I would suggest that over the course of a year's outgoing email messages, you should recommend no more than three or four products in your outgoing email series.

As an example, find four products that match the profile of your prospect list members, create 10 benefit-laden emails about each of those products, and send out an email twice a week.

Start with your first product and send all 10 mail messages before moving on to the second product. Run the full series for that product, move on to the third, do the same again and then finally push the fourth and final product.

After all that, go back to the beginning and start again, because it is likely that your prospect will have some vague recollection that they have seen this product somewhere before, and consequently, their prior (albeit vague) knowledge makes the job of convincing them to buy the product this time around considerably easier.

For this strategy to work, it is essential that you choose affiliate products that have a good shelf-life. In other words, there are some products that never go out of fashion, whereas if you choose to promote a product that is (as an example) demonstrating the latest techniques for making money using Google AdSense, it is pretty much a given that the product will be superseded by something else within the next couple of months.

The second thing to note when you're considering which products to promote is to be careful to avoid the temptation to jump on every product bandwagon that rolls into town.

There is nothing more guaranteed to kill a prospect's respect for you than for them to realize that you are pushing exactly the same product as everyone else because it is the latest release from some well-known guru. This only serves to achieve two negative purposes.

First, it somehow makes it look like you have just abdicated your expert status and handed it over to this apparent guru. You are after all merely doing their bidding.

Second, and perhaps more damagingly, it will look to most of your subscribers as if all you are doing is trying to rake in a commission without giving any thought to their individual requirements.

This is even more true if you use a 'standard' promotional email produced by the guru, rather than an email that you have written yourself.

It is essential that you know exactly what your prospects and customers want, and they do not need the latest "big thing" simply because it is the latest big thing.

So, what do they need? Don't know? How about asking them?

Why not use the first email message you send them to ask for feedback, questions, their individual guidance as to what they want from you and so on?

Follow it up with regular short questionnaires (offer them one of your existing products as a bonus for replying). In this way, you ensure that the information and products you are sending them are exactly what they want and need.

This achieves two objectives. You get the information that you want and you get a far clearer idea of who the most responsive of your list members are, because anyone who actually responds is a responsive individual.

You know who the people are that will continue to open your email messages as long as the information is of high quality and relevant. This also gives you a pretty clear indication of who the people are that are most likely to buy from your product recommendations in the future.

Marketing Services and Physical Products

When we set up your website by registering a domain name and creating a web hosting account, the reason I used the companies I did was because they offered affiliate programs that you can promote from your website.

I'm going to take a look at these affiliate programs now.

The two companies I suggested you should look at to register your domain name were GoDaddy.com and DomainsNow4U.com. Both of these companies offer an affiliate program where you can feature their advertising on your website and get paid for any successful sales.

In both cases, as long as you can set up a traffic generation system that sends a continuous stream of visitors to your site, you will generate a passive income by carrying this advertising.

However, the ways that the two companies pay you are very different.

In the case of GoDaddy.com, you need to apply for their affiliate program through Commission Junction, which is a major affiliate program network site that you will 'meet' again later.

Once GoDaddy have accepted your application, you will be paid between 1-20% or from \$30 to \$105 for every sale generated, with the specific amount depending on the product that is sold.

DomainsNow4U do things slightly differently. They have their [own affiliate webpage](#) where you sign up for their domain name registration affiliate program. Once you have done so, you can actually feature a domain name search box on your site which is powered by DomainsNow4U:



The company operates what they call a Transparent Affiliate Program, meaning that you feature the domain name search box on your site, but you have no need to mention the fact that it is powered by another company.

In addition, you can quote whatever prices you like for domain name registration and the company will charge the customer those prices. They then deduct their normal domain name registration fee and the balance is paid to you.

For domain name registration, this is probably the better option, especially as most of the services that GoDaddy pay you a reasonable commission for are web hosting service related packages.

On the other hand, if you are looking to promote web hosting services, there is another option which is considerably more attractive in passive income terms.

Remember that I recommended [HostGator](#) as a great hosting company? Well, the reason that I did so is that they actually pay you for business you refer to them...



Start Earning Incredible Commissions Today!

Make up to \$125 per sale!

1-5 a month	——	\$50	per sign up
6-10 a month	——	\$75	per sign up
11-20 a month	——	\$100	per sign up
21+ a month	——	\$125	per sign up

Example:
If you send us 21 sign-ups in any month you will get
\$125 x 21 = \$2,625

Sign Up Today!

How it works...

- 1** [Sign up](#) for an affiliate account.
- 2** Select your banner / get HTML code.
- 3** Place code in your site and start earning!

It's a great affiliate program because it includes a feature that many others don't. HostGator will pay you more when you refer more people to them in a any given month.

You'll get \$50 for each of the first five referrals, \$75 each for the next five, and so on, all the way up to \$125 per referral for any referrals over 20 in a given month!

They'll give you attractive animated banners to use on your site to send them visitors.



The easiest way of promoting HostGator is to feature their advertising on your site. Alternatively, you could create a hosting service review page which should be considerably easier as you are already using the services of the company yourself!

Everyone who is running an online business must have a website, and HostGator is one of the most internet business friendly hosting companies, so use your review page to promote them as such.

You can generate a residual income as an affiliate selling expired domain names from BizMint.com. You will also probably learn a great deal about domain names (and maybe make some money selling them yourself) into the bargain.

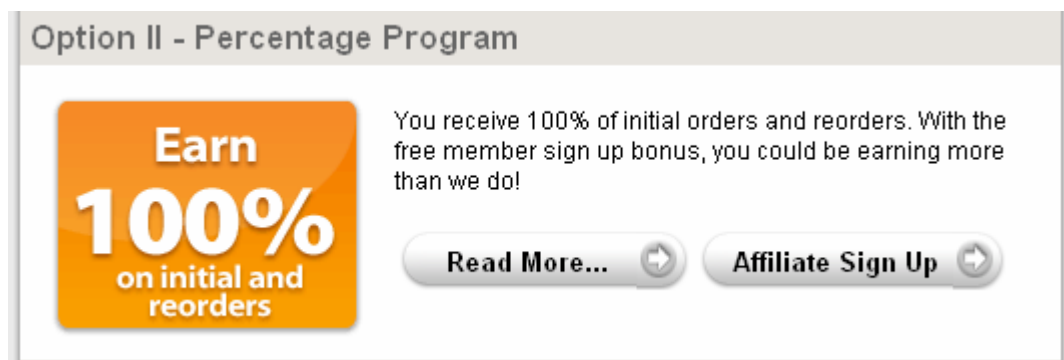
Earlier in this report, we were using the free Word Tracker keyword research tool. [Word Tracker has an affiliate program](#) that pays 15%.

Another tool that we were looking at earlier, the GetResponse autoresponder, can also be promoted to generate a passive income through the [Implix affiliate program](#).

Another area of online services where there are quite a few residual income generating commission arrangements is online dating.

In general, most of these affiliate programs will pay an initial commission when someone first joins the site, and then a percentage of any renewals that are paid in the future.

Even one of the best known online dating names [FriendFinder](#) offer several affiliate options, amongst which is the option to receive commission of 100% in certain circumstances!



Other online dating sites offering similar residual opportunities are [MegaFriends](#), [NewFriends4U](#) and [Senior Friend Finder](#).

You can promote tangible physical products, services and memberships through non-digital affiliate network sites like [Share Results](#), [Click2Sell](#) and [MaxBounty](#).

Another thing to consider promoting would be consumable products, the kind of things that a customer buys once, uses it and then has to buy again to replenish their original stock.

If you run a complementary web site, you can find many such products on the major physical product network sites such as those mentioned in the previous paragraph and [Commission Junction](#), [Link Share](#) and [Share A Sale](#).

For example, there is a huge selection of affiliate programs for health related, weight control and diet products featured by Commission Junction:

<input type="checkbox"/>	Lepigen.se » View Links	\$201.12	\$148.21	<div><div></div></div>	Sale: kr200.00 SEK
<input type="checkbox"/>	WebVitamins » View Links » View Products	\$69.90	\$60.53	<div><div></div></div>	Sale: 12.00% USD Performance Incentive
<input type="checkbox"/>	Protandim » View Links	\$61.22	\$32.73	<div><div></div></div>	Sale: 20.00% USD
<input type="checkbox"/>	 Swanson Health Products » View Links » View Products	\$50.57	\$99.78	<div><div></div></div>	Sale: 8.00% USD Performance Incentive
<input type="checkbox"/>	LifeExtension.com » View Links » View Products	\$49.24	\$38.15	<div><div></div></div>	Sale: 8.00% USD Performance Incentive
<input type="checkbox"/>	Institute For Vibrant Living » View Links » View Products	\$47.78	\$91.00	<div><div></div></div>	Sale: 12.00% USD Performance Incentive
<input type="checkbox"/>	Purity Products » View Links » View Products	\$45.88	\$21.68	<div><div></div></div>	Sale: 12.00% USD Lead: \$12.00 USD Performance Incentive

If you carry advertising for any of these companies on your site and a visitor makes a purchase, the chances are that they will continue to do so as long as they continue to need or want the products.

As a consequence, you continue to get paid a commission every time they do so. All you need to do is apply to the individual affiliate program concerned, and once you have been approved, you add appropriate advertising materials to your site.

However, you *must* have a relevant webpage established before you can apply, so make sure that the page you send them to is appropriate to the product for which you want to become an affiliate.

You could for example use this kind of tangible product advertising on your site:

WEIGHT LOSS ESSENTIALS

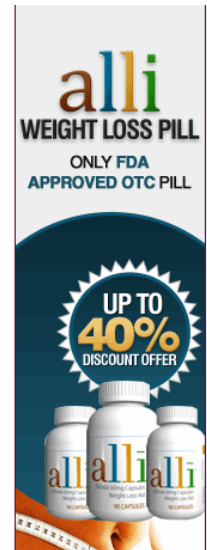
Essential weight loss product information and reviews

Friday, August 22, 2008

Diet to lose weight

Are you overweight? Maybe you're just dying to shed a few pounds. In this image-based world we all share now days, a little extra weight can equal a heavy emotional burden. Fortunately, it doesn't have to be a struggle. You can drop those extra pounds, no matter how severe, and get on with your life. Do you diet to lose weight, or possible just exercise on a daily basis? Both are a good start. However, the key is doing them together to reach maximum results. Across America many people of all shapes and sizes exercise and diet to lose weight.

The process of losing weight can be a frustrating one. Not everyone has the time to hit the gym five days a week. We all have to work for a living, and then find some kind of balance for our families and our health. If you are currently on a diet to lose weight, what is your goal? Are you able to exercise at home or even a little at work? Many people think that's funny, but in reality, you may be able to



There are residual income paying affiliate programs in the field of alternative medicine ([Hypnosis Network](#), [India Herbs](#)), health and beauty ([MarketHealth](#)) and natural health products ([Native Remedies](#) and [Herbal Biz](#)). They all offer terrific opportunities to generate a passive income, and if any of these products interests you, take a look at the affiliate program on offer.

There are plenty of residual income affiliate programs in the online gaming world as well. Take a look at the following sites if this is an area of interest:

- [Europartners](#)
- [Earn United](#)
- [Casino Affiliate Program](#)
- [Wagershare](#)
- [Red Hot Revenue](#)

There are even some online shopping sites that offer residual income generating affiliate programs.

These tend to be specialty sites that sell consumable products so that you receive a commission every time a customer buys. A couple of examples are [World Famous Gift Baskets](#) and [Products From New Zealand](#).

Are you thinking of building a website where your visitors might be interested in self-improvement, motivation and getting ahead? If so, then including advertising from [The Goals Guy](#) website could be a perfect match for what you are doing.

As you have probably gathered, there is no shortage of passive income generating affiliate programs on the net.

Despite the fact that many affiliate marketers seem to believe that the world begins and ends with selling digital products from network sites like ClickBank, nothing could be further from the truth.

There are thousands of companies out there that are actively looking for affiliates, and a good number of them are manufacturing and selling consumables.

If you advertise such products on your site and send targeted visitors, you will land sales and regular commission checks as a consequence.

Conclusion

Now you know what affiliate marketing is, and you know why it's a fantastic way to build passive income.

You also know how to set up your own affiliate marketing business. I showed you:

- How to choose which products to promote (remember, recurring billing products at ClickBank are a great choice)
- How to build your website, including your product review page
- How to build your mailing list, which is what will give you most of your passive income in the long run
- How to create a bonus to offer folks as an enticement to join your email list
- How to build the back end part of your business

Can affiliate marketing be more complicated than that?

Sure, but it doesn't have to be.

As with any business, there's no guarantee you'll strike it rich with affiliate marketing. But the basics of the business have never changed. All you have to do is find a product that people want, put that offer in front of qualified prospects, and capture their contact information so you can sell them again over time.

You don't need a beautiful website.

You don't have to be the world's foremost expert on a topic.

You don't even have to know much about marketing.

All you need is a solid offer. That can be a digital product or a physical one.

In the next module, I'll show you a different way to generate passive income on the Internet.

It has some of the same advantages as affiliate marketing, but the income potential can be even bigger...