

Super Affiliate Marketing

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If your sick of promoting affiliate programs and not earning any serious money, you really need to read this book. I am going to show you how to become a super affiliate on a budget without even a web site of your own. I will then show you how to double your income instantly with your own viral marketing machine.

Please read the entire book before you go off and start promoting any affiliate programs. Every section will in some way show you the many tactics the super affiliates are using over and over again. Also make sure your connected to the Internet when you read this book as there are many links to important web sites that you will need to visit.

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This section is just a little added bonus I thought would help you in some way to understand a few tactics that are very important. There is a lot more to talk about on each of these subjects however this is just a quick guide.

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[Case Study: Turning An Offline Business Online – This Is A Must Read](#)

[Does Your WebSite Require People To Leave Your Site To Make An Affiliate Sale?](#)

[Tracking Your Way To Success](#)

[How Request's Can Boost Your Online Business](#)

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Super Affiliate Marketing

Introduction

Hello,

This book could very well be the start of a new and prosperous career for you as a super affiliate.

In this book, I'm going to show you how to earn a **full time automated income** with affiliate programs, without a web site or a product of your own. I'm then going to show you how you can double your new found affiliate income instantly with the power of viral marketing.

Also throughout this book you will find other tactics I use daily when I'm running my online business. There are over 30 affiliate and Internet marketing secrets in this book that I'm sharing with you.

Do you want to know what the secret to affiliate marketing really is? Here it is....

The Best Way To Make Money With Affiliate Programs Is To Not Directly Promote Affiliate Programs.

I'm sure this book will be everything you expected and more. I've put countless years into my affiliate education and this book has been in progress for over 6 months. I'm estatic to be able to offer you this and I hope you gain what you need out of it. Remember this quote always, "What would you do tomorrow if you knew you could not fail".

To your success and may your clicks come often,

Best Regards

Shane Pearce
Master Internet Marketing

Super Affiliate Marketing

What Are Affiliate Programs Why 95% Of All Affiliates Fail

What Are Affiliate Programs

Affiliate programs are a great way to get started marketing online. In essence affiliate programs or associate programs are revenue sharing arrangements where companies (merchants) pay webmasters commission for sending them customers.

You are paid a commission if the person buys a product or service, (Pay Per Sale – Most Popular Option), clicks on an affiliate link (Pay Per Click – Less popular due to fraud) or simply fills out a form (Pay Per Lead – Also Very Popular)

Basically affiliate programs are programs that enable you to sell other peoples products for a percentage of the sale. They are also a very hot topic at the moment. To see a comprehensive list of affiliate programs you can join, visit AssociatePrograms.com. You can virtually sell anything online now thanks to affiliate programs.

For some people, affiliate programs offer a lifestyle they never thought could have been possible. Not having to create a product of their own is sometimes a god send. Not every one has the time or the money to create their own product.

Don't get me wrong, having you're own product or service is a great thing, but it's also time consuming and often frustrating.

Why 95% Of All Affiliates Fail

Budding affiliates fail for so many reasons it's hard to count. But what I have done is listed the main reason why 95% of all failed affiliates failed. I hope that made sense :)

1. *They Simply Do Nothing To Promote The Affiliate Program*

This is the most common mistake I see happening. People simply sign up for the affiliate program and they either think the money is magically going to roll in, or they simply didn't take the responsibility of being an affiliate as seriously as they should have.

Because most affiliate programs are free to join, people don't really take it as seriously as say someone who pays \$1000 for resell rights to a certain product would. You need to treat your affiliate network like a serious business or you will never earn serious profits.

That's why a lot of affiliate managers only let the person who buys their product join their affiliate program. This I think makes it fair for the people who are willing to spend some money on their business. No matter how hard you try, you will have to open your wallet sooner or later.

2. They Get Incorrect Information From So Called Experts Or Read Outdated Material.

Two big myths, free classified ad style advertising works and placing paid advertising for their program will reap huge profits. All incorrect. Let me explain

FFA posts and free classified ads used to work. You could once rely on these to bring in a fair bit of money. Now days though, I feel the work you have to put into them is too much trouble for the results you get. You would be lucky to even get a response from this sort of advertising. That also goes for putting affiliate banner links up and expecting that to work.

The biggest secret for all affiliates is to create a 1 page site that's focused on one product and theme.

1 product + 1 web site = big profits. If you don't remember anything else in this book, remember that.

The next unsuccessful strategy affiliates use, usually comes as a surprise to most people. What most affiliate program managers tell you is that promoting their affiliate program directly with paid advertising is the best way to earn profits.

What this basically does is increase the "brand" value of their affiliate program. IE, it makes them more well known, yet you're still "un known". The reason that this is one of the biggest killers of affiliates is because, there could be over 5000 other affiliates promoting the same program. What you want to do is stand out of the pack by getting the person's email address so you can continually advertise (while offering good content) so they become familiar with you. You have to give these people a reason to buy from you, not the other 4999 affiliates promoting the same product.

Don't expect the affiliate program manager to do this for you. If you really want to create a successful business you must collect people's email addresses, which we will show you how to in this book.

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The Main Super Affiliate Goal

The main goal of any successful affiliate is to capture as many Opt-In email addresses as possible. Don't get this confused with Spam. Opt-In email is where the person gives you their address in good faith, usually when you give them something in return. The most common would be an online newsletter or ezine, where people usually subscribe from your web site. Free online courses are another way to generate Opt-In email addresses.

Collecting Opt-In email addresses allows you to keep in contact with prospects and customers quickly and cheaply, whenever you want.

Frank Garon is the king of affiliate Opt-In mailing. Last year he generated \$130,000 in profits alone without a product of his own. How? He generated a large Opt-In list overtime and gave them everything they needed to succeed online. He also became a trusted friend and offered free no strings attached consultation. What more could you ask from the man? He runs his ezine daily, which is always full of great articles and resources, and he helps any one that needs help.

There are so many affiliates out their doing the same thing over and over again, it's great to see someone taking his affiliate business seriously and thinking outside the box. I honestly think this is the best way to build a successful affiliate business. I highly recommend you join his free ezine list at InternetCashPlanet.com and read everything he has to say.

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How To Select The Affiliate Program That Will Make You The Most Money

People will always tell you to only promote affiliate programs that you know something about or have a passion about, but I think that's totally full of it.

I know a lot about Cricket (That's a sport us Aussies play) but I'm not going to promote an affiliate program selling cricket gear because it would be impossible to find a large enough market, and the last affiliate program I saw for Cricket gear was offering 15% of every sale.

There is no way I'm going to go ahead and pour time into something that's going to pay me virtually nothing in return. The only reason I would promote an affiliate program is for the money, not for a warm fuzzy feeling in my stomach.

Now that I've said my little bit, I have to retract it somewhat and add that I never promote a product I've have not used OR in rare circumstances I will promote products that are well known and I've heard good things about.

Since we are looking to create quicker affiliate profits than usual, look for a program that will pay 40% to 50% of every sale to you. The only exception to this would be if your promoting residual income affiliate programs. Residual income affiliate programs pay you per month on what you sell. For instance, say you start promoting a web hosting company and you sell 10 hosting packages for \$25.95 a month, and for every sale you get \$10.00. Then as long as they stayed signed up for the web hosting, you get paid \$10 every month without doing any extra work.

I love these kind of programs, but your not going to want to use these as the first affiliate program you promote. Why? Because it will be very hard to break even on the first sale. To find a listing of all known residual income affiliate programs, visit LifeTimeCommissions.com.

Again if you're looking for a directory of affiliate programs to promote, I highly recommend you visit AssociatePrograms.com which is run by a very smart man called Allan Gardyne. I highly recommend you

join his free newsletter which I believe is better than most paid newsletters.

If you're wondering what affiliate programs I recommend, that's a hard question. However, I promote a lot of Internet marketing affiliate programs solely because the people who run these programs have usually been affiliates themselves and know how they would like to be treated.

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Are You Different?

I don't know about you, but I've always thought I was different to my peers. This is an amusing story that will probably strike a cord with most people who read this book.

When the kids at my school were playing at lunch time, like kids do, I was setting up shop just outside the main oval. The canteen at school never really sold much in the sweet variety, so I use to bring mine to school from the local store as they were much cheaper and had more variety.

I use to come to school with a bag full of lollies and let me tell you, I was one popular kid. Kids were always asking me for lollies all day and it was getting very annoying, so I had to do something quick.

I got sick of giving my hard earned pocket money lollies out for free, so I decided to set up my own little black market lollies trade. I use to buy all sorts of different lollies you could not get from school and I then raised the price 500%. I purchased lollies for 10 cents and sold them for over 50 cents. The market was so big, I had to actually double my supply. In one day I could make \$20 just by selling lollies I brought for \$5.

Of course, I had certain "high roller" clients that I would give cheaper prices to, which was only fair, as they brought in most of my business. I also had a few people that you gave free lollies too, just to keep the peace.

Eventually more people started doing what I was doing and I had a little competition on my hands.

I stopped selling lollies after a few months as the demand was getting to hectic and the local store had called my mother.

I knew I had a passion in life, but I didn't realise what it was until I was in grade 10 and I quit school to pursue a career in direct mail. Marketing was and is my life, I love it. I read everything I can get my hands on and I have a collection of books that resemble a bookstore. Of course back then I wasn't sure if I wanted to do anything seriously with marketing, but I knew I didn't want to work for anyone but myself.

Everyday I stop and think about what I would be doing if I didn't find out about the joys of working from home, and I never would have if it was not for my father who taught me there is more to life then working 9 till 5 everyday.

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Generating Thousands Without A Web Site Or A Product Of Your Own

Quick Intro – Read This First

This is a quick guide on how you can earn a full time income with affiliate programs without even a web site. This is so simple, it's stupid, yet so many affiliates keep failing.

The biggest reason why I failed when I first started online was because I complicated things. I tried to create huge web sites filled with content, and it just didn't work because I lost my motivation.

With this guide, all you have to do is create a free autoresponder series, then advertise it directly with ezines and other simple methods that I will show you.

Step 1. Select 3 Affiliate Programs

To make this work and not be a one hit wonder, you will need to select **THREE** affiliate programs to join. The criteria to select this programs is a little different then going out and selecting the affiliate program with the biggest commission, even though this does play a role.

Of course, all the affiliate programs you promote will have to be on the one subject. For instance, say your first affiliate program is an ebook on Mini Sites, then your second affiliate program you sell could be a members only site based on Mini Sites and your third affiliate program could be a service where someone creates a network of Mini Sites for your customers.

I will talk more about this later, and how the pricing is crucial.

The first affiliate program you promote will want to be one which pays a larger then normal commission on the first sale. Do not accept anything less then 40% commission for your first affiliate program. The reason for this is because we want to make a profit on the first affiliate program and by selling any product that does not make you at least \$20 per sale you will not profit straight away. The main aim of this is to really

build up your Opt-in Mailing list.

If you break even, don't be discouraged. Breaking even is an amazing result, and if you have built your list up, then you will be profiting for years to come.

So for your first affiliate program, choose a product that sells for around \$40 to \$50 and where you still get at least 40% of the total profits.

Your second affiliate program you join will be in the category of what we call "Residual Income".

This is an affiliate program that pays you every month someone stays signed up for their product or service. For example, if you were to promote a web hosting company, and they charged \$25 a month, you would get around \$10 a month for as long as that person stays signed up for web hosting. Terry Dean believes this is the closest way to earning a secure pay check every month.

These are great programs to promote because all they require is a little hard work up front and you're set for months, even years. That's why I recommend promoting this type of program once you have a large list of names to email to.

Of course you will still be promoting your free course to other people, but this is a way to make back end sales from your current list. Don't think if you've advertised to these people once, that's all they are good for. I will talk more about this later in the book

You can find a large list of Residual Income affiliate programs at LifeTimeCommissions.com which is run by Allan Gardyne. You will hearing a lot about that name in this book.

I highly recommend you look at Terry Deans NetbreakThroughs and his affiliate program. It would have to be one of the best members site's I have ever seen.

Now your third affiliate program will also be a program that you will promote to your current subscriber list. This program should pay you a large lump sum of money. This type of program will have a lower conversion rate, but you should be making \$80 to \$150 commission per sale.

I am currently promoting [Internet Marketing Bootcamp](http://InternetMarketingBootcamp) which is paying me just over \$119.10 per sale.

If you would like to find a directory of affiliate programs, visit AssociatePrograms.com or MakeMoneyNow.com

Step 2. Create A Free Report Series

I'm going to keep this step very simple and to the point, but remember, this step is vital to your affiliate success. I will go as far as saying that if you create a responsive Opt-In list, 75% of your work is done for

you already. That goes for anything you're doing online.

This free report will be promoting the first affiliate program you chose from step 1. It should be priced around \$40 or \$50 and pay you around \$20 to \$25 per sale.

Creating your free report is easy. Either find 5 articles on your subject that you're allowed to use, or create 5 articles yourself. They don't have to be long, only around 500 words. Then send them out to your prospects over 5 days using your autoresponder. Make sure these reports are full of useful information, not just blatant advertising. You do however get a chance to advertise to them directly later.

How I create autoresponder series is by writing 5 to 10 articles on the topic the affiliate program I'm promoting is on. For instance, if I were writing a report on search engine ranking, I would create the following articles.

1. The Tools Of The Search Engine Specialist
2. Meta Data, Yes Or No?
3. How Mini Sites Can Generate Thousands In Extra Visitors
4. Getting Listed In Yahoo! The Easy Way
5. Creating Keywords Relevant To Your Site
6. Search Engine Ranking On A Budget
7. The Biggest Search Engine Myths

And so on..

Everyone can write, I don't care what you say. Keeping it simple is the best way to go. Don't get daunted by the task ahead of you otherwise you will delay doing anything at all.

Another tip I have for writing articles is to jot down points, and use those points to build your article. For instance, when writing "*How Mini Sites Can Generate Thousands In Extra Visitors*", I would jot down points like this.

- * Choosing A Domain Name
- * Finding Cheap Web Hosting
- * Using Keywords Throughout The Web Site
- * Submitting To Search Engines
- * Tracking Hits
- * Doing This All Over Again

I would then write 100 to 200 words per point and voila!, there's your first article/report for you to use.

Now when sending out your free report with your autoresponder, it should be set up something like this.

When the person signs up, they get part 1, then for the next 4 days they get parts 2, 3, 4 and 5. In these messages, you will get a chance to advertise to them in the first and last sections of your message. Here's an example of an autoresponder message I sent out.

Hi *[[firstname]]*,

I would like to thank you for requesting our free report "How To Become A Super Affiliate And A Digital Information Millionaire On A Budget".

My name is Shane Pearce, and I recently quit my job and I'm now working from home as both a Super Affiliate And A Digital Information Marketer. In this free report, I am going to show you how you aswell can work from home selling your own and other people's products, for amazing profits.

Not only that, I'm going to show you how you can do it ON A BUDGET with the power of Mini Sites.

And I will show you exactly what product I'm selling as my own, but did not create. It really is a great business to be in.

This course is written in plain english, and is very easy to read, however, if you have any questions or comments, then please feel free to contact me at

webmaster@masterinternetmarketing.com

http://www.masterinternetmarketing.com

P.S, *[[firstname]]*, for a very limited time only I'm offering to everyone who buys Master Reprint Rights to Killer Mini Sites from my site, www.masterinternetmarketing.com a special bonus of SIX MONTHS worth of email consultation FREE.

That's right, ask me any question's anytime. How valuable is that to you?

Not only will you get your own product/business to market online, I will help you do it in the process.

Part 1, Becoming A Super Affiliate On A Budget With Mini Affiliate Sites

Earning a good income from Affiliate Programs is not as hard as everyone make's it out to be.

The figure's are that 95% of all affiliates never earn enough to warrant a check. And of those 5% only 1 to 2% earn enough to live off their commissions.

That's not good news for the "average" Joe Affiliate is it.

But I'm telling you now, it does not have to be that hard. All you need is a simple formula that work's over and over again. It really is that simple.

The hard part is doing it all on a very tight budget, which I will show you how right now.

(I recommend grabbing a pen and paper and writing down any good points)

******** Unsuccessful Affiliate Strategies ********

Here are a few thing's that kill any chance Affiliate's have of earning any decent commissions.

1. They Simply Do Nothing To Promote The Affiliate Program

This is the most common mistake I see happening. People simply sign up for the Affiliate Program and they either think the money is magically going to roll in, or they simply didn't take the responsibility of being an Affiliate as seriously as they should have. Because most Affiliate Programs are free to join, people don't really take it as seriously as say someone who pay's \$1000 for resell rights to a certain product. You need to treat your Affiliate Network like a serious business or you will never earn serious profits.

That's why I only let people who buy my course join my Affiliate Program. This I think makes it fair for the people who are willing to spend some money on their business.

No matter how hard you try, you will have to open your wallet sooner or later.

2. They Get Incorrect Information From So Called Experts Or Read Outdated Material.

Two big myths, free classified ad style advertising works and placing paid advertising for their program will reap huge profits. All incorrect. Let me explain

FFA posts and free classified ad's use to work. You could once rely on these to bring in a fair bit of money. Now days though, I feel the work you have to put into them is too much trouble for the results you get. You would be lucky to even a response from this sort of advertising. That also goes for putting Affiliate banner links up and expecting that too work.

The biggest secret for all Affiliates is to create a 1 page site that's focused on one product and theme.

1 product + 1 Web Site = Big Profits. If you don't remember anything else in this course, remember that.

The 5 Step's To Becoming A Super Affiliate On A Budget

******** Step 1 ********

1. Create A 1 Page Free Report Web Site With A Simple Subscribe Form

Before we get into creating your Mini Affiliate Site we need to select an Affiliate Program to promote. If you already have one you want to promote, move on, if not read on :)

When selecting your first Affiliate Program for your Mini Affiliate Site, I suggest you go for a product with a rather large price tag, so you can make profit's from day one. Of course the big money come's from you backend, which we will talk about later.

I always suggest you promote a product you have used and trust before anything else.

Don't just promote an Affiliate Program because of the commissions, as that's a sure fire way to fail.

If you're looking for a directory of Affiliate Programs to join instantly, I suggest you look at Allan Gardyne's AssociatePrograms.com.

Setting up a web site now has never been easier. A few year's ago, domain names sold for \$35 for 1 year, and webhosting was about the same for 1 month. Now it's so very inexpensive.

You can purchase domains names for \$13.50 at 000domains.com and even cheaper at godaddy.com.

The last time I checked they were selling dot com, net, org names for only \$8.95.

As I speak, there's a new hosting company that specialises in hosting Mini Sites. They are www.bizminisites.com and for only \$9.95 you get 3 months of quality web hosting.

If you would like an example of a very effective Mini Site have a look at the following sites.

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

<http://www.track-your-ads.com/>

<http://www.hot-date-finder.com/>

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

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

You can find alot of really good web site templates at www.freesitetemplates.com.

That's it for Part 1 today. You will get the second, third and fourth parts in a few days.

If you can't wait until then, you can always visit our site <http://www.masterinternetmarketing.com> and get all the information you need.

Best Regards

***Shane Pearce
webmaster@masterinternetmarketing.com
<http://www.masterinternetmarketing.com>***

As you can see, I've got my web site address and special offers throughout the report. But I was telling people to go to my website. Since you don't have a web site, you would put a little advertisement for your affiliate program at the start and at the end of your reports.

Also, you can put your affiliate links throughout the report as long as its in context, not blatant plugging of your affiliate program. Trust me, this does not work.

If your prospect hasn't purchased from you after your free reports have been sent out, don't worry. The next part is where you will get most of your sales. Considering there are so many other affiliates promoting the same or similar product you are, you have to make them want to buy from you.

How do you do this? Easy, you over deliver. You give them more then what they expected, and you distance yourself from being a no name affiliate and turn yourself into a trusted friend.

I like to do this by giving away something else if they purchase from the affiliate program I'm promoting. For instance, I give away consultation free, where I help them with any problems they might have.

Here's an example of a report I used to get people in the buying mode. Mind you this is for a product I was selling, yet you will still get the idea. I purchased this book from KillerMiniSites.com and purchased the resell rights for \$249.95.

Hi Firstname,

I have a secret for you that will hopefully make you very excited.

As you know, Killer Mini Sites is selling from my web site for \$22.70, \$79.95 and \$249.95. If you're confused about the different options, let me explain.

For \$22.70, you get a copy of the book Killer Mini Sites and you can resell the book to your web site

visitors for \$24.95. But remember, this option is full of my Affiliate Links, where I'm earning money from your hard work.

For \$79.95 you get a fully branded copy of Killer Mini Sites that you can sell for \$24.95 with your Affiliate Links that will earn you residual income constantly.

For \$249.95 you get a fully branded copy of Killer Mini Sites that you can sell for \$24.95, you also get to sell the customization rights for \$79.95 and the big profit puller is you can sell the MASTER RIGHTS for a massive \$249.95 per sale.

But, here's the best bit. I'm offering, for a very limited time only, the MASTER RIGHTS to Killer Mini Sites for ONLY \$150. I'm slashing \$100 dollars off the price and I'm throwing in FREE Consultation with me via email any time you need help.

That's right, you get your own Internet Publishing Business complete with website sales letter and branding utilities, and FREE consultation that I sell elsewhere for \$147.00.

To be honest, I don't know what you're waiting for, this offer will not be around for long.

You can purchase the MASTER RIGHTS Today by clicking the link below. Remember, this link is for the \$150 MASTER RIGHT option.

<http://www.clickbank.net/sell.cgi?sdpearce/4/MR>

I can tell you now, the book is selling like hot cakes and if you purchase today, I will give you my secret tactic that makes 1 in every 45 people purchase this product.

I will also show you how to get unlimited email leads for you to advertise to constantly without spamming.

If this is not a big enough motivator to purchase today, I don't know what is.

If you would like more information about the book, which in itself is amazing, visit my web site at

<http://www.masterinternetmarketing.com>

or email me at

masteri@masterinternetmarketing.com – This is my home account, you email will get priority status.

To your success and may your clicks come often

Shane Pearce
<http://www.masterinternetmarketing.com>

P.S, If you don't order today, please email me and tell me whats stopping you so I can sweeten the deal. If you're looking for resell rights, and learning how to make yourself different from the other people selling the same product, please read the section on ["Boosting Your Income With Reprint Rights"](#)

This got an amazing response. It was sent 2 days after the free course was over. The pull here was that I will give them \$100 off the price of the product, plus still give them free consultation for 6 months.

The options are limitless.

Of course this would not be the end of your contact with them. If the prospect still hasn't purchased the first affiliate program you're promoting that's OK. Don't go breathing down their necks telling them to purchase from you or else. The lifetime value of a prospect is a lot more then just a one off sale.

That's why for this very reason, you selected three affiliate programs to promote. Instead of trying to get the prospect to buy the one product over and over again, offer them something fresh. With this in mind, I recommend offering them a residual income affiliate program, like a membership site.

Create another report and start all over again. An Opt-in list is a continues funnel of money.

Of course, when people purchase from you, they should be taken off the prospect list, and added to your customer list. This list is your most important asset. It's 10 times as important then your prospects list because these people showed they were willing to buy from you.

Some affiliate programs don't allow you to see the email addresses of people who buy from you, so that's why when you're giving away your special offer in conjunction with your affiliate program, you ask them to send you an email when they have purchased, then you will give them what ever bonus you were offering.

(Remember, when your prospect buys something from you, they become a customer, so do not forget to take them off your prospects list.) With these people, you will want to give them other special deals not available to your prospect list. The first email sent to them should be thanking them for their purchase, and letting them know how they can receive their free bonus and how they can contact you at anytime.

The second email sent to them should be sent a few days later giving them another free bonus they were not expecting. I love it when people do this for me, and I suggest you do this for your customers, because that's what they are, they are your customers.

The third email you send them should be sent out about 7 days after they purchase from you. This email should offer them a backend product, for instance your residual income affiliate program. If you can, see if you can talk to the affiliate program manager and get a special discount rate on the product, or maybe the

first month for \$1, just for your customers. I doubt any affiliate program manager would reject a sure fire way to make even more money.

In the mid to long term, this will build a nice on going lifelong income for you.

About 7 days after your third email was sent, send them another discount product, but make sure this product is in the high commission range. This is where you will make most of big incomes from.

You will earn a decent income with smaller sized commissions, but when you start selling larger priced affiliate programs when you already have a list of contacts, it becomes a very large automated income.

The information business is truly the best business to be in. I get excited when I'm writing books and thinking about the possibilities. It's great meeting new people and making new friendships.

Make sure you keep in contact with your customer base and offer them free reports and other special offers every month or two. Just make sure you don't over do it.

There are not too many autoresponders that can handle this sort of work load for a cheap price, however, I have found one that will do this and more. It's called BambooBizOnline.com, and you can get it for \$2.99 for 14 days. Then after that it's only \$34.95 per month. They give you unlimited autoresponders and other great options. You wont find anything else like it. If you're after a residual income affiliate program to promote, I recommend these people.

While I have not used these people yet, Hotresponders.com also offers unlimited autoresponders for \$19.95 a month. Frank Kern, the person behind the site is a reliable guy, and I'm sure I will be testing it out soon, yet I still can't recommend them as I have not used them before

Considering you have no web hosting bills like nearly everyone else on line, you can afford to pay a little bit more for your autoresponder.

Now how many businesses do you know of that can run on a \$34.95 investment only every month?

If you really want to keep generating income constantly, you could produce free reports every month, and advertise them to your current list, while still advertising your first affiliate program report. Imagine having an around the clock sales machine sending out free reports to thousands, while promoting your affiliate program's and building a name for yourself.

Step 3. Advertise Your First Affiliate Program Via Your Free Report

This is the easier step, yet the step most people have trouble with. Creating an excellent free report is ALOT harder then advertising your free report. It's just a matter of coming up with a list of good ezines and discussion boards to advertise on. Signature files are a surprise add on here, but they really do work. I will

discuss this more further down.

Plus you will need to generate a list of ezine publishers so you can send them articles to use for their ezine.

I've talked about most of these type's of advertising throughout the book, so I will be brief in this section.

While all these ways will produce you a nice flow of subscribers, you really can't beat Co-registration for price, effectiveness, speed and ease of use. It's not unheard of to generate hundreds of new subscribers everyday using Co-registration, and it's true, they won't be as responsive as people from a web site promoting your free report, but you didn't have a web site to start with.

But I've already talk about Co-reg's in another chapter of this book, so I will not go into it here.

Ezine advertising would have to be my favorite option, as it's quick and easy. The only hard part is writing the ad copy for your ads, and finding ezine's to advertise in.

Over time I've come up with a nice list of ezine's to advertise in that work best for the subject I'm promoting. I highly recommend you join Terry Dean's [Netbreakthrough's](#) Site if you're selling products on topics close to Internet marketing. Every week he lists ezine's he's advertised in and how the results turned out. He also shows you other ways of advertising that work and don't work.

Apart from that, there are two ezine directories that I use constantly, they are [TopEzineAds.com](#) and [LifeStylesPub.com](#). There is a cost to use these, but they will be your lifeline until you generate a list of ezines yourself.

The whole aim of this advertising campaign is to generate leads for your free report, so you really want to advertise anywhere you think people might be interested in your report. Since your not going for a direct sale straight off the bat, this somewhat allows you to be a little less worried about how targeted your audience is.

If you're running low on money, I recommend classified advertising. It's so inexpensive that I advertise Internet marketing products in humour ezines and still pull a good response rate for the amount of money I put in.

You can get classified ads for around \$2 per ad, which is extremely cheap. I highly recommend [Partneon.com](#) and [Twodollarads.com](#) for any classified advertising you're going to do. Of course if you search through ezine directories you will find a lot of other places to advertise cheaply.

Writing classified ads has turned into somewhat of an art form. There are literally hundreds of books on the subject of writing successful classified ads, yet most over complicate it too much.

So what makes a good classified ad? A good classified ad consists of the following,

1) An attention grabbing headline

FREE REPORT
SECRETS REVEALED
HOW TO

2) A promise

Become A Millionaire Overnight
Earn \$1200 In Two Weeks

FREE REPORT: Secrets Of The Super Affiliates Revealed
How To Become A Super Affiliate On A Tight Budget

3) A call to action

For More Information

Be Quick Or You Will Miss Out

FREE REPORT: Secrets Of The Super Affiliates Revealed How To Become A Super Affiliate On A Tight Budget For More Information, Send A Blank Email To Your@autoresponderhere.com

Once you've found a few good ezine's, keep advertising with them. After you think you've got the most out of their classified ad section, start using sponsorship ads.

While this will be quite a steep climb in costs compared to classified ads, the results will be quite dramatically different. Top sponsorship ads can cost anywhere between \$15 to \$300 dollars depending on where you're advertising.

I recommend using top sponsorship ads if you don't want to spend a lot extra on purchasing a solo ad. However if you can purchase a solo ad for an extra \$50 or so, I would definitely go for the solo ad. Sponsorship ads also give you an idea of how well their ezine pulls and whether or not it's worth the time and money to buy a solo ad.

Don't get carried away with figures when you purchase a solo ad. When I first started out, I advertised a product directly via my solo ad. The ad went out to 12,000 people and going on the figures of 1% buying my product, I thought this Internet Marketing thing wasn't that hard.

I did my research, I was told this ezine was good, which it is, and I went for it. The commission I was going to receive for every sale was \$20. So 120 were suppose to buy, time \$20 per sale came to \$2400.

How much money did I actually make from this ad? \$20!. That's right, I only made \$20. Why?

- A) Because I advertised the affiliate program directly
- B) I did not know the affiliate program had been advertised about 10 times before
- C) I didn't even have a way to capture email addresses

It was a total flop and I was very put off from trying again.

That lasted about 4 hours! That night I was re-reading the information that got me into this mess to start with. I followed exactly what the affiliate program manager said to do, and it didn't work. Luckily for me, at that time I stopped listening to affiliate managers and started thinking for myself.

Have a look around any ezines you've joined, and try and remember if you read any of the ads. If so, which one's and why? Did you sign up for what they were offering? If no, Why? This is the best way to find ezine ads that work. If you read the ad and signed up for what they were offering, other people would have as well. Well, you would hope so.

Another method of free advertising I like to use is discussion board posting.

Discussion board posting is free and very effective, especially if the message board is inside a members only site where you pay to join. NetBreakThroughs.com and InstantVisitors.com are great boards to post on as they have a mix of newbie marketers and experienced marketers. So if you're looking to make a name for yourself, this is the best way to go.

The idea here is not to spam the message board, but to actually add some content. Only answer questions you know a lot about. Don't try and be an expert on a topic you're not. I'm not an expert at copywriting, so I very rarely give people expert advice on this. I help people with basic questions, but no more unless I really know what I'm talking about. This is the best way to ruin your reputation before you're even lucky enough to create one.

Here's a sample posting which I think is the perfect

*Posted by Elizabeth Sinclair on Sat, Oct 27, 2001, 4:11 pm, in response to Ebook Covers....
Recommendations, please!, posted by Julie Jordan Scott on Sat, Oct 27, 2001, 3:24 pm*

I have several free ebook cover templates at <http://www.onlinewebcreations.com> All you need to do is add your own text. Otherwise, you can check out my Ebook gallery to see the custom ebook covers I have created.

*Thanks,
Elizabeth*

The reason this is a good post is simply put is because it answers the person's question while still

advertising their web site, with out it looking like a blatant plug. The answer told the person exactly what she wanted to know.

Here's the post it was in response to.

Ebook Covers....Recommendations, please!

Posted by Julie Jordan Scott on Sat, Oct 27, 2001, 3:24 pm

Happy Weekend One and All!

I am looking for an Ebook Cover Designer. I know that many folks here are ebook authors or are ebook cover designers.

I am in the market for some covers and am looking for recommendations.

Please share any positive recommendations, or email me with cautions.

Thanks a bunch, everyone, all of a sudden I am on warped speed here in Bakersfield.....

With Purpose and Passion,

JULIE JORDAN SCOTT

(That was taken from [Anthony Blakes](#) message board, which is highly recommended.)

I must admit, I don't use the following advertising method as much as I should because it can really boost traffic over time.

Signature files are little blurps of text either after a post in a message board or at the bottom of your email. The most notable use of a signature file would have to be [Hotmail.com](#). Hotmail originally relied on it's own customers to promote their service as each email message they sent contained a direct link to Hotmail's sign-up website.

This viral marketing strategy generated hundreds of thousands, very possibly millions of new users for their free service.

The idea of signature files is to make them as short and as compelling as possible. Let's say I just finished writing a post to a message board and I was just talking about affiliate programs.

This is what I write after my message board post to advertise my website.

"Discover How To Generate Thousands Without A Web Site Or A Product Of Your Own"

And I would link that to my sales page. A good idea is to also use a separate tracking system to track how many hits your message board postings are receiving. I talk about this more in "Tracking Your Way To Success"

If you were answering a question on creating a well written sales letter, you could use your signature file to promote an affiliate program like InstantSalesLetters.com. It's that simple.

Super Affiliate Marketing

Doubling Your Current Affiliate Income Instantly With Your Viral Marketing Machine

Quick Intro – Read This First

Answer me this question. If you could work really hard for a short period of time every year, then sit back and do very little, would you do it? You would be crazy to say no, and with this method I will show you how you can put your affiliate income on auto pilot.

Creating your own viral marketing ebook is the best way to get people to promote your affiliate programs all over the Internet. The way it works is simple. You create an ebook which you sell from your web site for no less then \$17 and no more then \$27, and you give the people who buy this book the right to resell it for that exact price.

While you won't make a fortune on selling the ebook, you will be making most of your money on the back end sales through the affiliate programs you promote in your book. People will be selling your ebook for you, therefore giving you very highly targeted exposure to your affiliate links.

You might think giving away the ebook for free will get more people to read it quicker, but honestly, how many free ebooks have you really read?. I very rarely read them, even though I have a whole hard drive full. I read books that I've paid good money for. I'm not going to buy a book for \$17 dollars and leave it on my computer, that's a waste of money.

This is the best way to automate your affiliate income. You're basically recruiting thousands of people and giving them the right to promote your affiliate links in your book. The readers are happy because they then get a product to sell to their customers.

This is also going to be a fairly quick guide as there are numerous other products out there that show you how to create your own product and sales letter. This guide is just that, a guide on how you can generate life long incomes with affiliate programs.

Step 1. Generate A Product Idea And Create A Sales Generating Web Site

The first step is done for you. You will be creating an ebook. While writing an ebook can take you a fairly long time, it is really worth the trouble in the long run. However, there are shortcut's to everything, and creating your own product is no exception.

If you know anything about Yanik Silver, you would know he created an ebook that was 70% other people's words. All he did was ask quite a few marketing experts to send him over autoresponder messages they have used in the past, and how well they worked.

The part he played was he compiled it all together and added extra bits of content on the subject of creating winning autoresponders. He then gave everyone who purchased the book the right to sell it for \$17. He is now earning a life time income from the affiliate programs he promoted in the book, and all he did was put in a little hard work to start with.

Of course he's gone on to become a very respected name in the Internet Marketing field, and when ever he releases a new product, I'm sure to be there.

If you're already promoting a certain topic of affiliate programs, IE, Internet Marketing, MLM, Health, stick to that topic. It will be hard to write a product from scratch that you know nothing about.

If you're just starting out, write down a list of hobbies you have and find out if there are any affiliate programs based around this idea. Go to affiliate directories like AssociatePrograms.com, Associate-It.com, MakeMoneyNow.com and search for affiliate programs on your topic.

Do research on your topic, then when you think you've done enough research, do some more until you are completely happy with the information you know.

Other ways to come up with product idea's is to visit message boards on the topic your thinking about creating a book on. I'm a member of Terry Dean's Internet Marketing Netbreakthroughs.com site, and it's message board is a wealth of information. People ask all sorts of questions that should be written down and answered in a product of some sort.

I'm in no way saying you should choose Internet marketing as your topic, the market is already saturated with these type of product's. Unless your an expert in a certain area, I would steer clear of Internet marketing.

You can also use services like WordTracker.com that show you the top 500 searches on all major search engines. You can then find what's popular and create a product around that subject. This way your market has already been researched.

I also like to use domain names for idea's. What do I mean by that? Let me explain. I was recently talking to

a friend of mine, Phil Wiley of MiniSiteProfits.com, and I suggested to him that using services like Valuenic.com (Valuenic is a service that gives you the option to buy preregistered domain names at a very competitive price) to come up with idea's for products is not a bad idea at all.

I looked around the site for no more then 10 minutes and I came up with about 10 new idea's for products. I then emailed Phil back and told him a few idea's I had, one of which was a domain name called Birddroppings.com.

Phil, not knowing I wasn't joking said "I would love to see you build a money making website around bird droppings". To his shock I did, and it took me less then 4 hours. I advertised it very lightly in a few auto ezines and health ezines, and to my surprise I made a few sales in only 3 days.

Just little things like that can help you come up with a million idea's everyday. Use your imagination to some degree and think outside the norm.

When creating your sales letter, I urge you to read as much as possible on the subject. Again, If you join [Terry Dean's members](http://TerryDean.com) site you will learn how to write compelling sales letters that sell. His members site teaches you everything you need to know to become a successful Internet Marketer.

Yanik Silver also offers a product called InstantSalesLetters.com which creates template sales letters for you that have been proven to be effective. However, I do recommend that you try and learn how to write sales letters yourself. Only use this as a guide to helping you craft your sales letter.

The best way I believe to write sales letters is to look at others that have worked well. I somewhat designed my sales letter on Wes Blaylock's, EbookPaper.com website. Wes has had amazing success with his product and with his sales letter.

There are too many factors that make a successful sales letter for me to write down here, but here's an article from Terry Dean on creating a winning sales letter.

5 Insider Secrets to Writing Million Dollar Sales Letters

One of the most important skills you could ever learn is how to write million dollar sales letters. The difference between a killer sales letter and a mediocre one is often the difference between a successful site that earns thousands of dollars weekly and one that can't break even.

It doesn't matter if you drive tens of thousands of people to your site every day if you can't convince them to buy from you once they are there. Your site will never be profitable if it isn't full of benefit driven client centered ad copy.

The good news is that anyone can fill their site with good ad copy. If you don't want to write it yourself, you can find numerous good ad writers who are willing to do it for around \$1,000 to

\$15,000 per sales letter. If that cost is too much for you to bear, I have even better news for you.

Anyone can learn how to write million dollar ad copy. Don't start letting your mind come up with all of the reasons why that may be true for other people but not for you. Let me rephrase that sentence. YOU can write million dollar ad copy.

The best copywriters in the world did not have the best writing skills when they started out. Many of them, in fact, don't even have high school diplomas. Just because you have never even written a free report doesn't mean you can't write a killer sales letter. As a matter of fact, I am going to give you the best insider secrets available in the world to help you write the best ad copy you possibly could.

There are thousands of resources online that will teach you how to write better ads. Below are just a few of the books or manuals that will help you learn how to write good ad copy:

**Advertising Magic by Brian Keith Voiles
Maximum Profit Copywriting Clinic by Bob Serling
Magic Words that Bring You Riches by Ted Nicholas
Cash Copy by Jeffrey Lant**

These types of books and manuals will teach you the ins and outs of the inner workings of good ad copy. They will teach you the important pieces you need such as creating great headlines, listing benefits, finding testimonials, and using a P.S. Any of these courses will improve your sales letter writing ability.

What I want to give you today through this article is a turn-key plan that you can use for FREE to start writing killer ads. Follow my simple 5 step system below and you will start writing killer sales letters within the next few months.

I know you may want to have a quicker way of doing things, but anything that is worth doing is worth doing good. Going to college and getting the skills it takes to do a job takes a minimum of 2 to 4 years and often quite a bit longer. If you follow my techniques below, you will become a killer sales letter writer within 2 to 6 months and have the skills to be an entrepreneur for the rest of your life.

Don't quit after 6 months though. Keep doing these techniques for years and you will keep those creative juices flowing and building in you for the rest of your life.

So, without further ado, here are the 5 Insider Secrets to Writing Million Dollar Sales Letters.

1. Spend one to two hours a day copying by hand some of the greatest sales letters of all time.

The easiest way I could ever tell you to become a good ad writer guaranteed is to copy and study good ads until they become a part of you. Study each paragraph. Look and contemplate why they said this or that.

Figure out what they were trying to do in each paragraph. Go out and pick up some of the sales letters by the best ad writers of all time, such as Ted Nicholas, Gary Halbert, Jay Abraham, Brian Keith Voiles, and others. You could also go around the Internet and print out the ads for top selling products and services you know of online.

Then, pick out an ad that you admire greatly that you know produces tons of sales for it's owner. Start copying it by hand. Write the entire sales letter out in your own hand writing. Write it out 5 to 30 times over the next week or month.

I told you this would take some time, but it will be worth it. Once you have written this sales letter over and over again, you will begin to almost memorize the way the writer worded different things. Next time you sit down to write a letter, their wording and even part of the mentality that they sat down to write with will have become a part of you.

After you have copied the first sales letter so many times that you are actually sick of the thing, it is time to go onto the next letter. Pick out another sales letter you admire and copy it by hand. Copy it 5 to 30 times until you begin to know it by heart as well.

Keep doing this with more and more of the winning sales letters and you will find some interesting things happening when you go to write a sales letter. You will sit down and some of their phrasing and ways of doing things will come to your mind. Once you have copied dozens of these sales letters you will find that it is becoming much easier to just sit down and begin flowing right into a million dollar sales piece.

By doing your assigned homework you will begin to learn how to write the headlines, benefits, and the P.S. You will actually start doing the things that Ad Writing courses teach you how to do naturally.

As you continue doing this for the next year you will find yourself getting better and better at writing ads every single month. By following this one technique, anyone reading this report can make a decision to start writing better ads next week.

Even if you are only writing ads for your own business, doesn't it stand to reason that you owe it to yourself to write the most profitable ads possible. Isn't it worth the time you have to dedicate to it?

2. Create a Swipe File.

You should also collect all of the good sales letters you find and create a notebook out of them.

Then, when you are sitting down to write a sales letter, you can thumb through your notebook of sales letters to generate ideas for your project.

Many copywriters call this their swipe file. They use it as an idea generator for their headlines, body copy, bullets, etc. If they are stuck on creating a good guarantee, they can look through other guarantees people have used. If they are trying to think of how to do a P.S., they can look through other ones. They can get their letter writing going through taking ideas from other winning sales materials.

Never Use Ideas Word For Word From Your Swipe File. This would be plagiarism. Use it to generate general ideas. You don't want to copy their sentences word for word. You want to flip through some different sales letters until an idea forms in your head about what to write for your project.

This swipe file will help you keep on track and produce winning sales materials every time and it costs you nothing to create. Just collect or print out winning sales letters you find and put them in a notebook or series of notebooks you keep handy when writing your letters.

Remember the cardinal rule when using your swipe file. **NEVER** copy the ideas word for word!

3. Always research your client's customers until you know them like your own best friend.

Many times you will see reports on how to write killer sales materials that cover many of the basics, but they forget the most important part. The major key to writing million dollar sales letters is to know your customers like you do your own best friend.

You need to know what their needs and desires are. You need to know what fears they are experiencing. You need to know what their Hot Buttons are. What is it that they respond to? What is it that would offend them?

If you don't know your prospects, then you can never write an effective sales letter to them. I don't care if you are best writer in the world. If you don't know them, you won't be able to make sales to them.

Good copywriters take polls of the customers. They look at sales letters their customers have already responded to. They go out and ask questions of their potential customers. They do everything they possibly can to know who their biggest potential prospect is.

If you can't tell me everything about your potential prospects, then you aren't ready to start writing yet. You should know their general age, their hot button, their dreams, their fears, and everything that relates somehow to your product.

The key to a good sales letter is being able to describe the benefits of your product to this individual

prospect or customer. It needs to be personalized to them individually.

4. Relax.

Learn how to relax. If you are in a rush to do your sales letter, it will be obvious to the readers. Be willing to take your time and do an extremely good job. Let things stew inside your brain between each of the important elements.

After you research your prospects and get to know them, take some time to relax. Think on them and their desires for a while. Take some time to relax after you write your headlines and choose the best one for your letter. Think about how to create that flow throughout your letter, starting with your headline.

Take some time to relax after you write your rough draft. Sit it down and come back to it the next day. Then, you will be refreshed and ready to edit it. After you have done your editing, put it away again for a little while. Come back to it refreshed and read over it again. See if there is anything else you would like to change about it.

Don't rush through the writing process. Learn how to let your mind go to work by working on it, then relaxing a bit. Go back to work and then let your mind stew over it again. Keep this process throughout the entire letter.

5. Test and Edit.

There is only one way you can ever determine if a sales letter will be successful or not. It has to be put to the test. It has to be sent out to some of the potential prospects.

Send it out and find out if it makes a profit or not. If it is winning letter right up front, great! If not, then it is back to the drawing board. Whether it makes money or not, you will still need to test it.

For example, you should take the letter that made money and try a different headline for it. Compare the results to the original. Test a different price. Test the offer worded slightly different. Keep the sales letter that is producing the best results after each test. This is the control that you will determine your results from.

Winning marketers are always testing their materials to find out which one is producing the best results. The killer sales materials that you see being used year after year and decade after decade became that way through this type of testing. Rarely is the first letter written the absolute best letter it could ever be. You need to keep improving it through testing until you have the letter that consistently out-pulls everything else.

As you can see, copywriting isn't all about being born with huge amounts of writing talents. It is

about making a decision to become the best. It is about deciding to do the work you need to succeed in your business. Good copywriters are never lazy, and anyone can be a good copywriter. What about you?

Not only are you going to need to write, you're also going to need to be able to design an ebook cover and a web site template. As always, there are way's around this, and the way I'm going to show you will cost you nothing.

You can get free web site templates perfect for sales letters at FreeSiteTemplates.com. This is a great free source of very useful templates. All you have to do is change the text with your own. I recommend looking under the "Speed Demon" section if you're after fast loading sales letter templates.

If you don't want to pay people to design your ebook cover you can do it yourself with very little knowledge of graphic art. You will need ebook templates which can be downloaded in the bonus section of this book. All these covers need is your text added to it.

I use Compact Draw to add text to my ebook covers, which can be downloaded from <http://www.compactdraw.com/download.htm>

You can download it and use it free for the first 30 days and you should be able to create your first ebook cover before you have to buy to keep using it. I've purchased this product and I believe it's the best graphic editor around. It's easy to use and for the price (only \$45) it's very powerful.

If you want someone to create your ebook cover and logos for you, I highly recommend

KillerCovers.com

and

GotLogos.com

You will of course need to accept credit cards, but that's never been easier. Clickbank.com allows you to take credit card orders instantly. The only up front cost to you is a one off \$49.95 setup fee. For the kind of product your offering, you don't need anything else but [Clickbank](http://Clickbank.com).

There is a book on how to use [Clickbank](http://Clickbank.com) effectively in the bonus section. This shows you every detail you will need to start working with [Clickbank](http://Clickbank.com).

Step 2. Creating Your Viral Marketing Product

I must admit, it's not easy creating an ebook of some quality, but if you're determined to become a successful affiliate, then you really must.

The main tip I have for writing a book, apart from using other people's material is to write "How To" articles. Have a look at the introduction to this book, here are some of the chapters.

"A Story From Lisa Irby Of AffiliateBlunders.Com"

Lisa Irby kindly sent this rather amazing story to me, and I put that as one whole chapter. What you could do is interview someone in the know on the subject your book is on. For instance, if your book is about finding a date, you could interview the creator of web sites like OneAndOnly.com and Match.com.

"How To Select The Affiliate Program That Will Make You The Most Money"

"Creating The Ultimate Mini Affiliate Site"

"Increasing Your Opt-In Mailing List While Profiting Instantly – This Is Where The Money Is!"

"How Free Mp3 Distribution Will Blast Your Site To Thousands Every Day For Nothing"

These were all just 500 – 1000 word articles on one subject. Trying to write a whole book without breaking it into separate parts is practically impossible as it feels like you're getting no where quick.

You really need to have a structured outline for your book, otherwise you will be constantly correcting yourself and going over things you've already said. It took me two weeks to come up with a structure that I like for this book alone.

Most people would not tell you this, but with my topics, I've added an affiliate link into just about every section of this book. I find it easier to write about a subject when I actually have an affiliate program in mind that I want to promote. While some people will not agree with my method, I find it works for me. I already have a broad topic in mind, but then I find an affiliate program based on that topic and narrow it down into a chapter of a book.

Another idea, which I have not used myself as much as I should to this extent, is to interview experts in your field. The best way to do this is to either,

A) Prepare a list of questions you want answered and compile them into an email and send it to the person you want to answer these questions for you.

Make sure before you do this, that you contact them by phone, or at least by fax. I doubt you will receive a very friendly answer if you just bombard them with questions before you get to talk to them first.

B) Fax them the questions instead of emailing. This will receive a better response, but make sure you contact them first.

Or

C) Contact them by fax and setup a time to do a telephone interview. Attach the questions your going to ask to the fax, so they can have some idea of what they will say. Tell them you will do the recording yourself and will either pay them for their time or give them master rights to your book and audio product.

You then not only have information for your book, you also have an audio product as well. Remember, most people won't give you an interview without something in return for their time, so you will more than likely have to pay a consultation fee.

I use a mini disc recorder that I purchased from Dse.com.au to tape all interviews with. I did an interview with a well known sports personality in Australia, and I was using a tape recorder and microphone and the quality was so bad, we had to re tape the interview at another time. I can't possibly begin to tell you how horrified he was, yet I somehow saved face.

Considering you might have to pay to get an interview with the person you want, I highly recommend you get yourself a mini disc recorder. You can purchase mini disc players for around \$400 Australian, which is around \$200 US. The quality they produce is amazing, a lot better then anything else I've used.

Putting your text into an ebook is not a hard experience. Currently, the best tool to create ebooks with is called EbookPaper. Why? Because it allows you to let other people change information in your book. They can only change information that you say they can change, so there are no security worries there.

Why is this a good thing? It gives the buyer more incentive to sell your book if they can change your affiliate links to there own. Of course you might no want this, but it's a good option to have later on done the track.

What I recommend you do when your compiling your ebook is to put a subscribe form somewhere in your book. This subscribe form could be for an ezine you run, or even just a free report series. This way, not only do you get other people selling your book, with your affiliate links in it, you also get new subscribers daily. So you not only build up a nice income of affiliate commissions, you also build up an additional Opt-In list.

I recommend you look at Ebooksnbytes.com for extra information on book publishing.

Step 3. Advertise Your Viral Marketing Product

You will have to do a fair bit of groundwork here. You will be trying to contact and talk to as many people as possible. I guess you could liken it to a politician after votes. You will have to try and shake more hands and kiss more babies then your competitors.

The people you want to be contacting are the people with the largest audience. Ezine publishers. They are in my mind, the holy grail of advertising online. If you can talk to and offer your best products to as many ezine publishers as possible, your going to do well.

Here's the situation. You have a book and you want to sell it to as many people as possible, as quickly as

possible. Right? OK, well here's how to do it.

Before you start joint venturing with ezine publishers and web site owner's, you need to test how well your product and sales letter sell. There is no use asking other people to sell your product unless you can.

The best way to get quick results is ezine advertising. This is the easiest way to find out if your product will sell.

I recommend buying a solo ad in an ezine of your topic and testing the response rate. If your selling something to do with Internet marketing or affiliate programs, I recommend advertising with EzineHits.com and NetIncomeSite. I've advertised with both of these and have had great success.

The people who run these sites make it a pleasure to do business with them, and their ad rates are amazing for the response you get.

So what happens if you place a few ads and they fail? First off, if you tracked your ad campaign and found out you didn't get that many click throughs from your ad, you can safely say your ad was the problem.

If you received a lot of visitors to your site and no sales then you can safely say your sales letter is either not selling or the product your offering is not one anyone wants to read. I highly doubt it will be the second one, so I would look at your sales letter carefully. As the now famous Australian direct marketer Peter Sun Says,

"99% of success or failure in your business will depend on your ability to sell your product or service."

Another scenario is if you received a lot of visitors, a few sales and whole lot of Opt-In subscribers from your pop up box. These prospects have gone through your whole autoresponder series yet they've failed to buy your product. If this happens, I strongly suggest you get someone to read your book, sales letter and autoresponder series.

If you constantly fail, get help! Ask someone to help. There are many people who will be willing to help you, but that comes at a hefty fee. You could be looking at over \$500 an hour for that sort of help. For \$19.95 a month, Terry Dean will help you constantly with his new Netbreakthroughs.com members area. I know I keep telling you to join, but you will thank me when you do.

If your ad campaign did well and you made a profit or even broke even, well done!. It's now time to take it up a level.

You will now want to contact as many people with an audience as possible. When I'm trying to find a list of people I want to contact with my offer I usually just look through ezine directories.

You can find thousands of potential joint venture partners at these ezine directories.

Topezineads.com
Lifestylespub.com
DiySearch.com
Palm.net
<http://www.meer.net/johnl/e-zine-list/>

These people have an audience that are looking for information, so this is the best place to start.

Another good idea is finding out what your competitors web sites are. This can be easily done by just putting the search term you're looking for into a search engine like Google.com. Once you've found out who your competitors are, you can then find out which sites link to your competitors site. Most of these people will be affiliates, so this gives you a great chance to contact people who are already making sales for other people.

To do this, simply go to www.av.com (Altavista.com) and put the following.

Link://http://www.yourcompetitorsurlhere.com

For example, here is what I would put if I was looking for affiliates of Terry Dean's Netbreakthroughs.com members site.

Link://http://www.netbreakthroughs.com

This will return you a list of sites that link somewhere to Netbreakthroughs.com. By doing this I found out what web sites were promoting his product, and how they were promoting his product.

You will then want to collect these people's general information and fax numbers so you can contact them with your offer.

Before you contact these people, make sure you have some promotional material ready for them to use. For example, most affiliate programs you join give you banners to use to promote their affiliate program.

What I suggest you do is create a few articles they can use for their sites and for use in their Opt-In lists. Also, create a few solo ads, top sponsorship ads and classified ad copy for them to use in their ezine, and other people's ezines. These people are very very busy, so if you can make it so simple for them to promote your product, they will more than likely do so.

Now you're ready to contact these people. Of course there will be people who you want to get on board more than others. These are the people with the biggest and most responsive audience, so for them you should do something a little different.

These people will be the backbone of your business, so you really need to get their attention, but before I get into this, let me show you how you should be contacting the other people on your joint venture list.

Using email to contact these people will get you a very limited response. I've had very poor rates by using email. I like to fax people my joint venture letter. Some people I know won't have fax numbers, and some openly say on their web site that they prefer email.

The letter you should send, should be short and to the point. You will want to offer them a review copy of your book, so they can see what you're offering. Then if they want to promote your book, they can then buy resell rights to the book. Not giving these people a copy to read and making them buy the book first is not the smartest idea. Treat these people like gold and they will return that favor ten-fold.

Super Affiliate Marketing

Writing Articles That Get Published

Being an affiliate is a hard enough job at the best of times, but have you ever tried to get your article published in a large ezine publication? It can be a nightmare sometimes. It's even harder if you try and work your affiliate link into the article.

Articles are a great way to get free exposure for your web site and your affiliate program. Hopefully your web sites goal will be to get Opt-In email addresses and you have some sort of free report system working.

However, I have been testing an idea for quite awhile now that I think really works and I guarantee you that you will get your article published 100% more then you do now. This works especially well if you're running an Opt-In mailing list which I recommend you do.

Ezine publishers receive hundreds of articles for publishing a week, so why should they publish yours? You might think you have the best article ever written, and you might, but ezine publishers have to make money too you know. My idea not only will increase your chances of getting published but you will also be helping ezine publishers make more money, which in the long run they will remember and will be more receptive to your articles in the future.

Here's the idea.

When you write your article, try and work an affiliate link into it. Make sure it's in context and not just a blatant advertisement as that's why most ezine publishers refuse to publish affiliate members articles.

As I was saying, write your article and in that article put a link to an affiliate program you're promoting in context in your article. It helps when doing this that you can say that you honestly use that product or service. I guarantee you a personal endorsement in your article will double the sales you would get with out an endorsement.

The twist here is that the affiliate link you put in will be changed by the ezine publisher. You will be letting the ezine publisher change your affiliate link in your article so they can earn commissions from your article

and therefore increasing the chances of getting your article published. This has never failed for me and I'm sure it won't fail for you.

So how do you make money from this? Well if you have your own autoresponder free report series set up, you can use that in your article by line. You would make more sales from this than from commissions from the article. Your goal in any affiliate exercise is to get as many Opt-In email addresses as possible and as cheaply and quickly as possible.

Make sure your article by line is something that catches the readers attention. Heres a by line I used when promoting an article on Mini Sites. You can see I use a tracker to show how many people click on my link.

Shane Pearce has been helping people succeed online for over three years and has dedicated his life to Internet Marketing. Visit his web site to find out how you can create mini sites that sell like crazy. Go to Master Internet Marketing at http://www.netbreakthroughs.com/tracker/c.cgi/sdpearce_article

However, if you wanted to promote your free autoresponder report series I would use something like this,

Shane Pearce has been helping people succeed online for over three years and has dedicated his life to Internet Marketing. Find out how to earn a full time automated income with affiliate programs on a budget by sending a blank email to your @autoresponderhere.com

(I have many variations of this by line)

This is the most effective way to use your article. Going for the one off sale is ridiculous and risky to your online business.

Super Affiliate Marketing

Advertising Your Affiliate Program On A Budget

Here's a fool proof way to advertise your affiliate program on a budget that I've used many times before to build not only a large Opt-In mailing list but also a very large automated income.

Advertising in Ezines.

Ezines are a constant source of potential prospects. Of course when you're advertising, we won't be directly advertising your affiliate program. You will be advertising the free report you have created via your autoresponder. Advertising your affiliate program directly in my opinion is a waste of your time and money. You will never make any money online unless you start capturing Opt-In email addresses so you can constantly advertise to these people over and over while still giving them useful content.

If you want to learn how to create your free autoresponder report series, click [HERE](#).

Now lets get down to the fun part, advertising your free report via ezines. If you're on a really tight budget, I suggest you start off with classified advertising. This is the cheapest form of advertising in ezines you can possibly get, except for free articles submission.

Classified ads are usually 4 or 5 line ads that come clustered together with other people's classified ads. There no where near as effective as solo ads or top sponsorship ads, but can be highly effective if you know what you're doing.

The most important aspect of advertising with classified ads is getting the readers attention. Very few people read this sort of advertising with any conviction, so you really need a heading that stands out from the rest.

How do you do this? Easy!

There are a few powerful words and phrases that make most people stop and read. Of course there's no use advertising Basketball gear to people looking to make money online. No powerful words or phrases will

save you if you don't advertise to the correct market.

Using word's like *FREE REPORT* and *SECRETS REVEALED* always gets peoples attention. Then however you need to promise them something of value like, "Discover How To Stop Smoking In Less Than 7 Days".

Here's a classified ad I used to promote my free course.

FREE REPORT: Increase Your Web Site Traffic By 2700% Find Out How To Advertise ANY Product Or Service Online For PENNIES. Budget Marketing Is The Wave Of The Future! Send A Blank Email to masterim@postmasteronline.com

This got an amazing response because it told the readers exactly what they were going to learn. People want specifics not generalisations. Which heading do you think would work best?

MAKE MONEY ONLINE INSTANTLY

Or

MAKE \$2156 ONLINE INSTANTLY

I know I would keep reading the second heading before OR if I even read the first heading. I want to know exactly how much and when I will be making this money. I'm sure you're thinking the same too.

Finding cheap classified advertising is not hard at all. Here are a few resources you can use to find ezines to advertise in.

Topezineads.com

Lifestylespub.com

DiySearch.com

Palm.net

<http://www.meer.net/johnl/e-zine-list/>

If you're looking specifically for classified advertising, you can't go past Partenon.com and Twodollarads.com.

You can advertise to thousands of people for \$2 per ad, with a minimum buy of \$10. This is a great way to test your ad copy before you start buying more expensive solo and top sponsorship ads.

If you want great bang for your buck, I suggest you start using solo ads. solo ads are great and for the exposure you get, they are surprisingly cheap. You can advertise to 15,000 people for around \$100 – \$150 per ad. That's only \$10 per 1000 readers, which is extremely cheap and if you chose your ezine correctly, it's extremely targeted.

I find that solo ads pull the best out of any advertising I do. However solo ads cost anywhere between \$30 to \$3000 dollars per ad. I have had great results with many Internet Marketing type solo ads. One rule however is to never place an ad in an ezine that you have not read yourself. By that I mean you physically open the email and read what they have to say. The chances are that if you don't read the ezine, most others don't either.

Smaller ezines (1,000 to 15,000 subscribers) always pull a lot better than large ezines (15000+ subscribers) and cost a lot less. I've advertised in an ezine with 50,000 subscribers and it didn't produce as many sales as an ezine with only 3,000 subscribers.

Always look for ezines that produce their own fresh content to advertise in. People who publish the same article as other ezines don't tend to be as widely read. Other things to look out for when advertising in ezines are,

1) How often is it published – Daily – Weekly – Monthly. Daily ezines usually have a lower response than weekly publications.

2) How many ads are published – How many solo ads a week are sent out and how many ads in the newsletter are allowed. Publishers that give away free classified ads for joining in my experience have a very low readership.

If you don't have the money for solo ads but want to get more exposure than classified ads, I recommend top sponsorship ads. These ads are the first advertisement you find in the ezine and are usually placed above the feature article.

Since top sponsorship ads are the closest thing to solo ads, they are a great way to test your ad copy before you spend money on solo ads.

Another method I've used with some success is what's called safe list mailing. This is very much like buying solo ads in ezines but with a twist. Most safe list mailing companies have thousands of Opt-In email addresses in many categories like Business Opps or Sports and so on.

There's a service called UltimateMailer.com which I have fallen in love with. Depending on what option you choose, you can mail out your ad to specific categories from 1 to 5 times a week.

These lists will not pull as well as solo ads, but the price is an absolute bargain. Again the best method to use here is to get the readers to sign up for your free autoresponder report as the people in these lists are not as receptive as "ezines" as such.

It's also a very good way to test your solo ad copy.

Super Affiliate Marketing

Creating Unlimited Leads For Your Affiliate Program

I don't know about you, but I would rather have a web site visitor that I could contact when ever I wanted, rather than a visitor that comes once and vanishes. Read on to see what I mean.

Most web sites try and make the sale on the visitors first visit. While I see nothing wrong with this, not centering your attention on capturing the visitors email address seems a waste to me. No matter how good your sales letter is, you're not going to make 100% of sales. You're probably saying, "Of course not, don't be stupid, I'm happy with my 2% visitor to sales ratio".

That's a good point, but it gets harder when you're trying to sell products to people for the first time and your price is out of the lead generating phase, IE more then \$100. Also, it can be difficult to get very targeted traffic for a good price, so trying to make a sale from someone who maybe isn't as interested as another more expensive yet targeted visitor is hard.

What I would do in this situation is to create a small 1 page mini site, (in no way am I saying ditch your current site) that focuses solely on getting the visitors email address. Of course the visitor is not going to hand over his email address for a warm fuzzy feeling, so you really have to entice them with a fair offer.

One way to do this is by giving away a free report when they subscribe. Rather than blasting these people with constant sales letters, you will be educating them about a subject that interests them and this will be a subject your selling a product or service on.

This is a great way to get peoples attention who usually would not be interested or as interested in what your selling. It also breathes a feeling of trust into the impersonal nature of the Internet.

If you're wondering how to create your own free report, it's not that hard. Create 4 or 5 articles about the topic of your product and send them out over a period of 4 or 5 days. Then on the 6th and 7th day, give your readers a call to action. Make them want to buy from you by offering a special discount or added bonus.

Of course this wouldn't be the end of the contact you have with them. Every two to four weeks, send them

another email that has some educational value to it, but still promotes your web site and product's to them.

If you're looking for a good autoresponder with all the trimmings, I suggest you look at

BambooBizOnline.com

Super Affiliate Marketing

Boosting Your Income With Reprint Rights

To be honest with you, I got sick of promoting products for a percentage of the sale, however I did not want to create my own product yet. By this time, I had a customer base, just like you will if you follow my plan.

So what I did was I went hunting for resell rights, or also called reprint rights to a product. Resell Rights are products that you pay a lump sum of money for and you can sell the product as yours for all the profits. It's like an affiliate program where you get paid 100% of the profits. Of course this is nowhere near as effective as creating your own product, but if you have your own customer and prospect list, these resell rights can really boost your income through the roof.

I'm currently selling resell rights to a product from my site called "[Killer Mini Sites](#)". I purchased the master copy for \$249.95. This allows me to sell the book for \$24.95, \$79.95 and \$249.95. As a bonus for buying this book, you also get the \$79.95 version of the book which you can sell yourself for \$24.95, fully branded with your affiliate links.

Of course with this you will have to create a web site, but most resell rights come with a sales letter for you to use. To accept credit card's just use [Clickbank.com](#). It's that simple. I talk more about this in another section of the book.

The secret to finding good product's to sell is simple. If you've seen the product being passed around for free, forget it. Most of the time resell right products end up being given away for free, for example, Yanik Silvers "Auto Responder Magic" and "Million Dollar Emails". These sold well for quite a while, but the market got saturated very quickly.

If you wanted to start selling Auto Responder Magic And Million Dollar Emails today you will have a hard time finding a large market who have not heard or read the book. Of course, there are way's around this. You could create your own product based around these books and then that becomes your own unique product.

Terry Dean did this with [Paperlessnewsletter.com](#). He purchased resell rights to a product and created a

whole new line of manuals around it and turned it into his own unique product that no one else was selling. He then setup an affiliate program and it's earning money for him around the clock with very little personal involvement at all.

If you don't want to create your own product for this then don't worry. You would be surprised at what can make a difference in someone's decision making process. This is a secret very rarely used by anyone except the big guns of Internet Marketing, but the thing is, like most "big secrets" it's extremely simple. Here's what to do to make yourself different from the rest.

Increase the price.

I know that might sound stupid to you, but keep reading. While you're going to increase the price of the product, you're also going to add bonuses that are solely yours. What I mean by that is, instead of selling the product as is like everyone else, add bonus ebooks, consultation, audio interviews, anything that adds more value to what you're offering. Make what you're offering unique.

You will of course have to change the sales letter around a bit so you can add in your bonuses. I myself would create a whole new sales letter from scratch, while still using some of the points from the original.

Your main goal is to make your products stand out from the rest so you don't have to worry about competition. Competition I believe is a great thing as it gives the buyer more options and more choices.

Be sure to get resell rights to products you've read and have enjoyed. Don't just buy resell rights for the chance to sell a product of your own.

Another way to get resell rights to products before any one else is by asking publishers who do not currently offer resell rights to their product to do so for you only. This of course will cost you a pretty penny, as most resell rights come for around \$1000.

Find a book or course you like and email the publisher and ask them if they are interested in giving you resell rights to their products. Most publishers do not even think of selling resell rights to their product and would be more than glad to do so.

This is also a great way to build friendships and joint ventures with other people in your field of work.

Super Affiliate Marketing

How I Made \$1159.70 In Less Than 3 Weeks With Affiliate Programs, Then Doubled It With Reprint Rights.

This is a very quick step, but it will show you exactly how I earned over two thousand dollars in the first few weeks I started promoting affiliate programs.

I started off promoting three affiliate programs, I then wrote 3 articles based around all those affiliate programs and I put links to them in my article. Mind you I did not have a web site or anything sophisticated like that :) I submitted articles to hundreds of ezine publishers which I found at TopEzineAds.com and LifestylesPub.com and sent them out in one day.

These articles produced over \$1200 in sales in three weeks. In my article byline I also placed my autoresponder link so they could sign up for my free course. With these names, which was just over 700, I gave them the chance to buy another product from me that I happened to buy the resell rights to. I earned another \$1100 from these people as well in that initial 3 or 4 week period. So that's just a bit over \$2300 in sales in 4 weeks work.

Mind you, I live in Australia and \$2300 in sales US is over \$4500 Australian dollars. I was also getting checks every month for doing nothing as other people began promoting my articles with out me asking them. I also ended up getting my name blasted all over the search engine's as people who published my articles put them on their web sites.

I also signed up quite a lot of people under me, who are now selling these product's and I'm still earning commission from their hard work. I love 2-tier affiliate programs, they bring you in just a little bit extra every month for nothing with no permanent web site.

That's it. It cost me nothing to set up and the advertising was free, so it was all PURE PROFIT. I do the same thing now every month without fail. While what I made in that month is small compared to other affiliates, it goes to show you how putting a little hard work in your first month online can bring you amazing profits.

The longer you keep promoting your affiliate programs and trying new methods, you will constantly see increases every month in your commissions.

Super Affiliate Marketing

Creating The Ultimate Mini Affiliate Site

Why would we create a mini affiliate site if all through out this book I've been telling you to never send people to your web site when you're advertising online? No, it's not because I'm a hypocrite, but having your own web site that's actually selling something, not just a subscription form for your course, has some very useful benefits.

Some of those benefits are,

- 1) Being able to post your site to discussion boards
- 2) Using pay per click search engines for instant profits
- 3) Creating free articles as search engine bait

The reason you would create a mini affiliate site is to make sales instantly from your advertising. All through out this book I've been urging you to get as many Opt-In email leads as possible, but sometimes making money straight away can be the best affiliate medicine.

Creating this site does not have to be difficult, how ever like most things to do with online marketing, there is a formula to follow for success.

Making yourself stand out from the thousands of affiliates that are probably promoting the same affiliate program can be difficult. The best way to combat this is to make the affiliate program your own product. No, I don't mean stealing or copywriting, what I mean is to add an extra bonus onto the affiliate program you're promoting that the visitor can't get anywhere else.

Your current web site visitor has probably seen this affiliate program before and hasn't purchased from any one else selling it, so why should they purchase it from you? This is the question you have to address.

Johannes Garrido was spot on the money when he created Track-Your-Ads.com to promote Roibot.com. Let me tell you now that when he created this site, [Roibot](http://Roibot.com) had been promoted all over the Internet, and being run by Mark Joyner, it was promoted successfully for a very long time.

What Johannes did was create his own time sensitive special offer for his web site visitors when they signed up for Roibot free. Of course, after they received the first month free, they had to pay \$19 a month for the service, and that's when Johannes will be making his own life time income with affiliate programs.

His sales letter makes it look like the affiliate program he's promoting is his own product, which I think is a big plus. People are becoming more hesitant to buy from affiliate links, which is something I discuss later on in this book.

Another thing Johannes does well is he stills tries to capture peoples email address with his pop up window on exit. This way you can go for the sale and still get the person's email address if they don't purchase from you.

If you want a pop up on exit window on your site, go to the text file that came with the book called "Javascrpts".

Setting up a web site now has never been easier. A few year's ago, domain names sold for \$35 for 1 year, and web hosting was about the same for 1 month. Now it's extremely inexpensive.

You can purchase domains names for \$13.50 at 000domains.com and even cheaper at godaddy.com. The last time I checked they were selling dot com, net, org names for only \$8.95.

As I speak, there's a new hosting company that specialises in hosting Mini Sites. They are www.bizminisites.com and for only \$9.95 you get 3 months of quality web hosting. I recommend you give them a try if you're setting up your site and want an inexpensive hosting option.

So how do you go about advertising your mini site?

Apart from the usual ezine advertising, I recommend highly that you use pay per click search engines to advertise your new site. Why? because it's a good way to see how your site's performing instantly.

While I'm a little reluctant to use PPCSE's anymore, due to the fact the the leading PPCSE Overture.com needs to cater more for the little guy again. Also After increasing frustration with their staff I gave up on them and I'm now using FindWhat.com with a great deal of satisfaction.

While you won't get as many hits to your site with FindWhat.com, I believe they are easier to deal with and they seem to produce very targeted leads. If you would like to find a listing of all known pay per click search engines, visit PayPerClickSearchEngines.com.

There's one tip with PPCSE's that will save you hundreds of dollars in wasted advertising and will probably even make you more money. It's simple really. When you're writing your headline for your ad, make it as specific as possible. For instance, if you're selling an ebook for \$19.95 on gaining top search engine

ranking, you could use a heading like this.

\$19.95 Ebook Shows You How To Get Top Search Engine Ranking

or

Top Search Engine Ranking For Only \$19.95

This usually stops people looking for free information from clicking on your link, therefore cutting down your untargeted clicks and cutting down your costs, while still making the same amount of sales.

I try to never pay more than 20 cents per click and even that's a little too expensive for me. If you know how many people it takes to make a sale at your web site, you can determine how much you can pay per click. Say you get 50 visitors to your site and you make 1 sale worth \$20, that means you can pay up to 40 cents per click and still break even. This would be a very good ratio.

Super Affiliate Marketing

Increasing Your Opt-In Mailing List While Profiting Instantly

This would have to be one of the best ways to increase your mailing list by up to 400 people a week easily. It's going to cost you money up front, but with my method you will be trying to break even. Breaking even while creating your own Opt-In mailing list is an amazing feat.

With Co-registration you can add hundreds of people to your Opt-In list from around 20 cents per lead. Say you buy clicks from somewhere like Overture.com and you pay 20 cents per click. The person goes to your site, checks it out and if they don't perform an action, you've lost 20 cents just like that.

With Co-reg's, you get a certain amount of leads that you can follow up with at anytime, so it's not just a one shot gamble. While you can boost your Opt-In list by thousands quicker than ever before, this is not the most effective way to get subscribers.

The people who sign up for your list come from sites that give away free prizes. They then offer the people who signed or are going to sign up for their free contest the chance to join mailing lists. This is where you come in. While they still have to check a box to join your list, it's not as targeted as people who come to your site.

You will find you will also get a lot of undeliverable emails and people unsubscribing straight away, so unless you know exactly how much an ezine subscriber is worth to you, test with care.

Now here comes the clever part. The best way to make these leads as targeted as possible is to offer them a free report when they subscribe. Ok, so that's not so clever, but read on.

But the thing is, when these people receive their first email you can send them straight to your mini affiliate site or the affiliate site you're promoting. So basically, you're not only getting a lead you can advertise to when ever you want, but you also get an instant web site visitor.

Before I go on anymore, here are a few places you can buy Opt-In leads.

Profitinfo.com – Highly Recommended
Newslettersforfree.com – Recommended
Worldwidelists.com – Recommended
Funezines.com

By showing these people the web site you're promoting in your first email, your getting instant visitors to your site who are now getting more interested in what your offering. This first email should come straight after they've subscribed and it should be in the form of a thank you for subscribing.

Breaking even is much easier now, as long as the sales letter is pulling well, you should have no problem making sales from these visitors.

Also, when you're writing your ad, make it very specific about what you're offering, just like advertising with pay per click search engines. For instance, if I were promoting this book via a free course, I wouldn't make the course about making money online. I would make the course about making money with affiliate programs.

Here's an example ad I would use.

Learn how to become a super affiliate on a budget with this free 5 day course. Generate thousands with out a web site or a product of your own. Check the box to subscribe today.

This will somewhat qualify the people joining your list by telling them exactly what they will learn when they sign up. Of course these people will be interested in my book with that sort of ad. You will of course get people who have what I call "Check Box Crazy" and subscribe to everything they offer, but that's got to be expected.

Some places only allow them to subscribe to one mailing list from each different category. They all differ somewhat, so I recommend testing before spending a fortune.

Super Affiliate Marketing

How Free Mp3 Distribution Will Blast Your Site To Thousands Every Day For Nothing

Every body loves mp3's, so why not cash in on the boom? This is not an illegal idea as you're not copywriting any ones work what so ever. If you have an Opt-In list already or have a web site with a fair amount of traffic, this is an excellent way to get more exposure.

Creating your own audio product is not hard. All you need is a microphone and soundcard that's compatible and a product called [Dubit](#), which you can try out for free for 30 days. I've tried other voice recorders, but none come close to the quality Dubit brings to the table.

The only problem with this is that Dubit turns your audio into .WAV format, which tends to be to large to download over the Internet. However there is a free piece of software that will turn all your wav files to mp3 files instantly and quickly and you can download it at [Mthreedev.com](#). Make sure you download the wav to mp3 file not the mp3 to wav file.

The only problem with this program is that it asks you when it's setting up if you want to install Gator and TopText. These programs are now being called scumware and I suggest you do not let them install it.

To find out more about scumware visit, [Scumware.com](#). If you would like to find another piece of software that does the same thing, visit [Download.com](#) and type in "Wav To Mp3" as the search text.

So what would you talk about in your audio products? What I would do is select an affiliate program you want to promote and produce a free report series via audio, incorporating your affiliate program into it.

Say you're promoting a fishing affiliate program that sells fishing lures and tackle. What you could talk about is how to use these effectively to catch the right type of fish.

Another example could be you're promoting a piece of software that allows you to get more traffic, your audio series could talk about the best ways to get traffic quickly and cheaply, while telling your listeners that you use this piece of software to get most of your traffic.

Personal endorsements are the best way to increase sales.

The problem with this is that getting people to your affiliate url can be kind of tricky, especially if you try speaking out your long affiliate url. The best suggestion I have is to go to OrderYourDomains.com and register an easy to remember domain name and re-direct this site to your affiliate program url. Remember when purchasing your domain name not to register anything with hyphens or dashes in it. Also, try and make it as short as possible, for reasons I'll explain later.

OrderYourDomains.com allows you to forward your domain name to any other site you like for only \$4 a year.

You're redirecting your short domain name to your existing affiliate url because this will make it alot easier then saying to your listeners, "To visit so and so go to <http://www.affiliateprogramhere.com/13466>". Instead you will be saying, "To visit so and so go to www.yoururlhere.com. Now that's much easier to remember.

All though collecting Opt-In email addresses is the goal for any successful affiliate, if you've already followed the steps through out this book and already have a nice Opt-In mailing list, sending your visitors from your audio to an affiliate link is a nice way to earn some extra income, while boosting your reputation.

You could however ask everyone who downloads your audio product from your site to subscribe to one of your free courses, but I don't recommend this. We want to get these free audio reports out as quickly as possible, and following this method won't allow you to do that.

We want to be able to give these audio products to every person who has a web site or Opt-In list on your topic. We want to be able to tell these people that they can download your audio series and give it away free, no strings attached to as many people as possible.

Most webmasters love good content to give to their readers. Whether you want their readers to download the audio series from your site or theirs is totally up to you, however if your web hosting company has a limit on your transfer limit, you might have to be a bit careful you don't end up with thousands in extra bandwidth charges. I recommend talking to your web hosting company and telling them what you are about to do.

I highly recommend Thirdspherehosting.com for any major web sites you're going to create. The site is run by a highly respected Internet marketer and the tech support is great.

Now if you want to get a little more technical with your mp3 distribution, read on. When I asked you to register a domain name that wasn't too long, I hope you listened. If you have any knowledge of Winamp (which you can download for free at Winamp.com), the file that plays mp3's, you would know that when you're playing an mp3, the title of the mp3 flashes accross the Winamp screen.

Being able to change this allows you to flash your web site address across the screen. To add your web site

and mp3 title do the following.

- 1) Open up Winamp as if you were about to play song.
- 2) Load your pre-recorded mp3 into winamp
- 3) When Winamp is loaded press "Alt 3" and a screen will pop up
- 4) Your now in File Info
- 5) Click the check box next to ID3v1 Tag
- 6) Fill in the title tag with the name of your audio product
- 7) Fill in the artist tag with your web sites address

And that's it. You don't need to touch anything else, but you can play around with other settings if you like. Winamp comes with large amount of help documentations if you need assistance.

Another neat feature with Winamp is being able to create skins and plugins. While this isn't something that will create a large amount of sales, it's a nice little extra.

Skins are the designs you find on your Winamp application. When you download Winamp you get the plain default skin. If you have any sort of artistic talent, this might be a good way to boost your site's traffic. You could make a YourSiteName.com skin and give it out with your mp3's. Find out more about skins at Winamp.com and Skinz.org.

Plug-ins are a little bit more technical. Open up your Winamp application again and go to the bottom right hand corner. There should be an orange lightning graphic. Click on it and see what happens. That's an example of a Winamp plug-in.

To find out more about how you can create plug-ins, visit Winamp.com

The best thing about mp3's, skins and plug-ins is that they get passed around the Internet very quickly. Have you ever been to places like Download.com and look how many times a certain piece of software has been downloaded? It's amazing. I've seen software downloaded over a million times and that's fairly conservative.

Super Affiliate Marketing

Writing Like A Super Affiliate Using Your Autoresponder For Maximum Results

Endorsements and preselling are the super affiliates best friend. Not only will these double your sales ratio, they will also build trust between you and your readers.

I must say, I learnt most of what I know about preselling from Ken Evoy and I learnt most of what I know about endorsements from Terry Dean's products. These two are the masters of their game, and they deserve to be mentioned here.

Endorsing a product to your own mailing list is a lot different then just running a solo ad. While they might seem the same, solo ads, as you already know are paid for, where as endorsing a product is something you do because you believe in the product. Of course you still earn affiliate commission from this, but it's more of a "This product helped me, and I think it will help you too".

Endorsing a product means you've tried the product, use the product on a regular basis and love the product. There's no use endorsing every product under the sun if you want people to trust and value what you say.

So how do you go about endorsing a great product to your list? It's all in the writing. Here's an endorsement Allan Gardyne sent to his mailing list. I purchased this product from him about 10 minutes after I received it.

***1. Discover the truth about affiliate programs
...a new training manual for affiliates***

Here's some great news for affiliates and affiliate merchants.

Marlon Sanders has just launched a training manual that shows you step-by-step how to get traffic and make sales.

While I was reading Marlon's book last night I kept thinking of an angry man on the Online Ads Digest discussion list, Pesach Lattin.

Pesach reckons "no one" is making any serious money from affiliate programs.

Better informed people have jumped in to defend affiliate marketing and talk about the money it generates, but Pesach has his head stuck in the sand and won't listen.

I kept thinking last night, "Someone ought to send him Marlon's new book. Then he'd understand how successful affiliates earn their money."

Marlon's new book is unlike any you've ever seen. This is cutting-edge, right-up-to-date stuff that works.

"A recent survey of resellers, affiliates and associates revealed the main complaint was the lack of tools and methods for getting traffic and making sales," Marlon says.

His "Associate Program Marketing Handbook" solves that problem. It gives you 25 ways to get traffic, resell products and promote an affiliate program.

There's also a list of useful resources.

You can use the manual yourself, or train your affiliates with it. Reprint rights are available – surprisingly cheaply – for a limited time.

*You will find complete info at:
<http://AssociatePrograms.com/affiliate-manual>*

Here are just a few of the things you'll discover:

- * How to promote programs using 404 error pages – plan 23.*
- * How to get rid of those long, irritating reseller URLs and track your hits to sales ratio – plan 22.*
- * How to buy instant traffic cheap via "co-regs" – plan 18.*
- * A lot of affiliate programs don't give you a way to track the clicks on ads you run, links and promotions. There's a simple way to do this with any program. It's easy and really works.*
- * How to increase your sales by using the survey/e-mail method ("This is a new method I don't see anyone using," Marlon says) – plan 21.*

**** How to instantly double your visitors and traffic – plan 20. This is a clever method almost no one uses.***

**** The amazing traffic finder robot that has built sites to one million visitors per month. It works while you sleep. (This is NOT spam in case you're wondering.) Plan 15.***

**** And much, much more.***

The "Associate Program Marketing Handbook" comes with a 100% money-back guarantee, so you have absolutely no risk.

It also has a VERY low price. It's excellent value.

You can get it here:

<http://AssociatePrograms.com/affiliate-manual>

Compelling isn't it? And if you know anything about Allan Gardyne, you know he's a trusted name in the affiliate marketing community.

The reason why endorsements work well is because of the credibility factor. Hopefully people on your list believe what you say, and therefore they want to know what you use in your everyday running of your business.

If you're endorsing a product, tell them why use the product for what ever reason that might be and point out the benefits you got from it. You can see if you look at Allan's email, that he points out what he learnt from the book and what you will learn from it as well.

It does not matter what product you're selling, people want to know what results you got from using it. This is where being careful with what product you endorse comes into play, as you are committing yourself to this product. Be careful also when you're writing, that your endorsement does not end up sounding like a complete over hyped "Shop Direct From Home" type commercial, where every one is excited.

You can stop this from happening somewhat by using ! sparingly. Too many exclamation marks makes any writing look amateurish!!!!!!!!.

So what's preselling got to do with affiliate programs?

Everything!

Preselling is the art of warming up your prospect to the affiliate program your selling. A good example of

preselling would be writing an article and placing your affiliate link in that article.

Letting the visitor to your site or the reader of your article know exactly what the affiliate program you're offering can do for them will boost your sales ratio through the roof. Why? Because they know exactly what to expect when they reach the affiliate site.

It's all about being specific and not trying to make the heavy sale, that's the merchants job. Your job as an affiliate is to get your readers to the affiliate site in a buying mood by making them excited at the prospect of this new product. Of course the best way to do this is for you to use the product and test it or read it yourself.

Super Affiliate Marketing

Working With Other Marketers To Boost Your Income

Are you sick of earning commissions but don't have the money to purchase expensive re-print rights? I have a solution for you. What if I tell you that you could advertise a product for full profits, while others can only earn the same 40 or 50 percent commission?. Let me explain.

Merchant's are always looking for more Opt-In subscribers right? So for a change, why not advertise a product for full profits without spending or working on any of the creation.

Here's how. (I've done this many times before and it really does work)

Find a product that you have used or recommend and email the creator of that product and tell him this is what you're offering.

"Hi Mark

My name is Shane Pearce, and I'm contacting you today because your products are of the highest quality. Because of that, I'm also contacting you today to discover if you would be interested in a mutually beneficial partnership.

For full 100% profits of your product, I will create a web site solely around your product and add a pop up box on exit. This pop up box will collect email addresses for your Ezine or free course"

And so on...

Of course you could write something a little more compelling if you wish. Making the owner of this product realise how beneficial it is for them to accept your offer is the whole aim of this letter.

But do you see what I'm getting at? You get a product to sell for all the profits, however instead of using your Opt-In mailing list to collect email addresses, you will use the merchants Opt-In mailing list.

This way they get something out of the deal that's more valuable than a one off sale for \$27, or whatever the price is.

I did this once for a book on how to catch Bass, early this year. The book had its fair share of exposure already so the merchant didn't mind me selling it as he was out of ideas for promotion. He did however have a new product out on the market and he wanted fresh email leads to advertise to.

I used my own credit card facilities and web hosting so the owner did not have to do anything but sit back and get highly qualified leads for his new product. All he had to do was supply me with the pop up box and the html code for his mailing list.

It's a win – win situation. I added hundreds of new email leads for him, and I made good profits from a well written book that I did not even create.

So how do you advertise this product if it's already been blasted around the Internet?

Before you start advertising I suggest that you ask the product owner whether or not you can use your own sales letter or not. This will improve your results ten fold, especially if you happen to advertise in the same place as the owner did. Obviously not every person purchased the book when it was advertised to them before, so you still have a wide market to work with.

Ask as many questions as possible too. Find out where the product has been advertised, how it was advertised, IE, Ezines, Offline, Articles and find out what worked best. When you find out what worked best, do it again but add your own little twists to it.

The best idea to advertise your product is with a free course.

When I first started doing this, building an Opt-In list for this one quick project was a waste of time because A) it costs a fortune to generate lists quickly B) It takes years to generate lists inexpensively with a lot of work involved as well.

With the introduction of Co-Registration you can generate leads for any topic from around 15 to 25 cents. With ezine advertising, this can cost upwards of \$1 per lead and banner advertising is not really an option most times.

Co-Registration could be your whole advertising campaign if you have the money to do so.

Depending on what type of deal you have with the product owner, you could even start your own affiliate program.

Super Affiliate Marketing

A Story From Lisa Irby Of AffiliteBlunders.Com

I used to be involved in Magic Learning Systems' affiliate program (back in 1998) It was the first affiliate program I ever joined and it was 2 tier. In a way I used that affiliate program as a vehicle to promote products for other affiliate programs I belonged to. I'll explain....

Since it was 2 tier, I wound up with over 700 people in my downline. That was back when search engines were easy to dominate so I recruited affiliates fast! And as with most affiliate programs, 90% of the people that joined were novices and didn't really know where or how to start. I built a support web site just for MLS (it had instructions on how to build your own web site, get your own domain, HTML tips, etc.) I also sent out a weekly newsletter with marketing tips for beginners. In the newsletter, I promoted programs like Ken Evoy's book and other helpful marketing tools. Because I had earned the respect from these people I had helped, the conversion rate on the products I referred was extremely high (over 20% for Ken Evoy's program when the average was about 6% at the time).

I have since quit the program (Magic Learning Systems) since they nearly doubled the price of the learning software, and I didn't feel the product was worth its price, but the good news is I gained many email addresses and the respect of people that relied on my help. Some of these same people have joined other 2 tier programs under me and are still generating additional income 2 years later.

So the point is that I believe it is extremely important to build relationships with your web site's visitors. A lot of people don't feel that is important if they are an affiliate, but it's equally important. I learned that from Allan Gardyne of AssociatePrograms.com and really respect how he has earned the respect in the affiliate industry.

Super Affiliate Marketing

People You Should Read More About

These are a list of people you should read more about. These people helped me beyond belief when I first started, and they are still helping me now. I only started promoting affiliate programs in 1999, so the people who helped me are also fairly new to the industry. These people are highly recommended and most offer a lot of very useful information for free.

[Brian Garvin](#)

If you want to learn how one guy makes \$180,000 a year alone with affiliate programs, 90% automated, you will find all the information you can about Brian Garvin. I have the pleasure of knowing him personally and he truly is a guy that takes the Internet by the scruff of the neck.

He came to "Fame" so to speak with his [Opt-in Lightning](#) software which sold thru the roof and is still selling well. Every Internet Marketer worth his salt has used Opt-In Lightning. It's an aggressive piece of software that will increase your Opt-In list a lot quicker than conventional Pop Up Boxes.

His new project of course is [Lightning Track](#), an all in one ad tracking script. The original price was going to be \$197 and it would be worth every cent, but he's decided to leave it at \$47 forever. Ad tracking services cost anywhere from \$9.95 to \$19.95 a month, so you can see the value. It also offers a lot more than any other tracker I've seen.

I suggest you put his name into google.com and you will learn a lot about him and read a lot of his interesting articles.

[Terry Dean](#)

I've purchased just about all of Terry Dean's products, but none as helped me more than his members only site at [Netbreakthroughs.com](#). This site has everything, and I do mean everything you need to succeed online. Not only do the new comers to this site find it amazing, but people like Marlon Sanders read everything that is said in this site. If I only had \$20 to my name and needed to know how to advertise online,

then this is the site.

His free ezine is also amongst the best I've ever seen. He also has a large database of free articles on his site that you can use and distribute as well. Visit his web site at Bizpromo.com.

[Phil Wiley](#)

This guy helped me quit my job and start earning serious affiliate income. He showed me how to create a \$1000 a year web site for \$10 and do it over and over again. He writes very simply and his examples are amazing.

He recently launched a new book called [Mini Site Profits](#) and it's been a big success for him. He also runs a free ezine that is second only to Terry Deans in my eyes. You can sign up at Ozemia.com.

[Yanik Silver](#)

It seems Yanik releases a new product every month. The amazing thing about this guy is he knows how to make quick profits with no huge backing behind him. Autoresponder Magic made him a house hold name in the Internet marketing field and he hasn't looked back since.

I've purchased most of his products and I can honestly say they are top notch. You can find out more about him and his products at Surefiremarketing.com.

I still use his Instantsalesletters.com templates to this day.

[Allan Gardyne](#)

Allan was the first person I read about when I came online back in early 98. His site AssociatePrograms.com has changed a fair bit over the years, but still provides you with one of the largest known databases of affiliate programs on the net. He was also the first person to have an affiliate program directory.

I recommend you join up for his free ezine and you also look at his other free sites at

Payperclicksearchengines.com

and

Lifetimecommissions.com

[Frank Garon](#)

Mr super affiliate himself. Apart from offering free consultation with him over the phone, he also runs a very interesting free ezine that comes out just about daily. He earned over \$130,000 from affiliate programs alone last year and is still going strong. His Opt-In list would have to be the most worked list I've ever seen, yet I still read everything he has to say. If you want an honest answer, and instant help, this is the guy you need to talk too.

You can visit his site at InternetCashPlanet.com.

[Kris Stringham](#)

Kris runs EzineHits.com and is one of the smartest marketers on the Internet. She has come up with ideas that have blown away some of the most well known Internet marketers today. Her whole business is her web site and her Opt-In mailing list. I highly recommend you join her ezine if only to keep up with what's going on in the Internet marketing field. Just about everyone who releases a new product advertises with her ezine first.

Super Affiliate Marketing

Quick Techniques

This section is just a little added bonus I thought would help you in some way to understand a few tactics that are very important. There is a lot more to talk about on each of these subjects however this is just a quick guide.

Starting Your Own Affiliate Program

If you're selling a product online, 99% of the time you really should have some sort of affiliate program in place. The benefits are amazing.

Paying other people to promote your products and only paying them when you make a sale is a pretty sweet deal if you ask me. And if you treat your affiliates right, you can end up with an amazing sales team and a lot of new friends.

The only affiliate software I use now is Clickbank.com. I use them to accept credit cards as well.

Depending on your budget, I highly recommend Clickbank for all your Ecommerce needs. While it's not the best affiliate software out there, for the price it's amazing. They handle all the payments to you and your affiliates, so all you have to do is provide the support.

The cost to use Clickbank is only \$49.95. That's a one off payment, not a monthly payment. You then pay \$1 plus 7.5% on every sale you make. If you're selling anything above \$250.00 per sale mark, Clickbank might not be the best option for you.

If you want to spend a little extra and do all the processing work yourself, I recommend you look at Myaffiliateprogram.com. They have a lot of very useful options and the pricing is fairly reasonable for what they offer.

So what makes a good affiliate program?

- A) Good commission
- B) An Excellent Product
- C) Unlimited Affiliate Support
- D) Fair Tracking – Very Important

Paying affiliates small commissions like 5 to 20% is not going to create much affiliate loyalty. I myself would never promote a product for measly profits like that. The product could be worth \$10,000 and you might make \$2,000 per sale but for the work you will have to put in to make the sale, it's not worth it.

I promote certain residual affiliate programs that pay me only 25%, but these people pay me a monthly check, which builds a nice income for me every month. Trying to make a one off sale for \$2,000 would be a risky business unless you had a rather large Opt-In list that were eager to buy from you.

I myself usually only promote products and services that pay me 40 to 50% per sale. Anything is not worth my time to promote, as I am in this business to make money.

So if you're selling something like an ebook or audio series that can be downloaded instantly without any shipping or handling costs, you should be able to pay 40 to 50% easily. Considering the affiliate is doing all the work and paying all advertising costs, anything less is an insult really.

Of course if you don't have a product that sells well, commission won't really matter as no one will be promoting your product for long.

Offering unlimited affiliate support is more than just putting up a webpage with a few banners they can use with some outdated information about affiliate marketing. Successful affiliate managers really know how to help their affiliates anyway possible.

Here are a few ways you can provide great support.

- A) Create a free affiliate marketing training course for your affiliates to read and use.
- B) Have unlimited and quick email support when needed.
- C) Personal consultation to help your affiliates. Let them tell you how they are promoting your product and tell them how they could be earning more commissions.

These are just a few idea's but they will certainly help affiliate loyalty.

Last but not least, affiliate tracking. This is where a lot of affiliate managers try and weasel out of giving affiliates fair commission tracking. I never promote affiliate programs any more that don't let you make a sale up to 90 days after the visitor clicks on my affiliate link.

So what this means is, if a prospect clicks on my affiliate link and visits the affiliate site I'm promoting and decides not to buy just yet, but he comes back for example 50 days later and makes a sale, I still get

commission from that sale. If you run your affiliate program via Clickbank.com, they allow you to track commissions for up to 90 days.

Having an affiliate program that makes the visitor have to purchase straight away only let's down the affiliate. You have to think how you would like to be treated if you were an affiliate selling your product.

How Stamps Can Increase Your Profits By Thousands

Who would of guessed that you could boost your profits with stamps. It doesn't matter what type of business your running, whether it's direct mail or solely based online, stamps can give you that little advantage over your competitors.

Personalized stamps allow your stamps to be personalized by printing a photograph on the tab of the stamp.

Imagine this. You've got a new product out that you want other people to sell for you, but the last time you emailed them with your offer they hardly even noticed it. You then tried faxing them and got a little better response, yet still no where near where you want it to be.

You then, as your last resort send your joint venture letters via mail and your response is amazing. But this option has a twist. While this won't help you if your product is a dud, or your offering a very low commission percentage, but it will get the attention of any one who reads it.

Imagine then having your own customized stamps with your photo of your web site on the front. Do you think this would get the peoples attention? You better believe it. It gives your offer a little more class and you will stand out as someone who takes what your doing seriously.

My fathers fishing tackle business went online about 2 years back, (This is explained more in the next "Quick Technique") and we were not quite sure how to let our current customers and partners know this. We did however have one important piece of information, their mailing address.

We decided to send them a letter with our personalized stamps, to let them know ordering online was a lot easier then faxing or mailing us the orders. The response we got was amazing. People commented on the stamps and we received a flood of orders online.

So how do you go about getting your own personalized stamps? Ask your local post office. We currently get 1000 stamps for \$1000. But I'm sure you could get less then that if you wish.

Case Study: Turning An Offline Business Online – This Is A Must Read

My fathers fishing tackle business was a booming offline success. His partner and himself are widely respected members of the fishing community and have reached a very wide audience. The only problem

was that creating his fishing lures was a very long process as they were all hand made and perfect quality.

The amount of orders he was getting every week was 7 times as many as he could make in one week, which produced a huge problem that could of ruined his reputation and his business. When people put an order in, they expect to get their order out. You would think having thousands of orders would be a good thing, but not in a situation like this.

So what happened? He turned to me to find a solution. I'm no genius but I know some things about Internet marketing. So I came up with a plan and showed it to his partner first (my father is not the computer type) then he explained it to my father. I must tell you now, he was suitably impressed and he no longer wondered what I did on the computer until all hours of the night.

So what was my idea? I raised the price of the lures by 400%. Hear me out before you start hurling abuse at me. What I did was create a website that sold the lures in a package of 4 and added an ebook to the product. I sold the product for \$97, where they use to sell individual lures for only \$8. The best part about this was the orders decreased in size, but they were generating a lot more profits with 1/4 of the work they were doing before.

The ebook was a book about bass fishing and this helped my father become an even more recognized name in the industry. Ebooks are great, as they increase the perceived value of any offer 100%.

We also began collecting email addresses and mailing addresses so we could contact them again and again.

Now this is what I call a successful merge from offline to online, and it took less then 3 months.

Does Your WebSite Require People To Leave Your Site To Make An Affiliate Sale? Well Not Anymore!

Some people love frames, some people hate frames. I've was conditioned to hate frames when I worked for a search engine positioning service, but that's a lot different to this technique.

Having your affiliate link load in your web site is a brilliant idea if you're not going for the one off sale. Sites like Allan Gardynes, AssociatePrograms.com could make good use of this. Here's an example of a site who's using frames in a very smart way.

Visit www.million-dollar-marketing.com and see how they use frames.

This would be great to use for a product review site, or even if you offer multiple products from your one site. Also, instead of people leaving your web site to go to an affiliate site , you can still keep them on your site while making the sale.

You can even keep collecting Opt-In addresses while the visitor is at the affiliate site by putting your subscribe box on the top, bottom or side frames.

If you would like to learn more about frames visit HtmlGoodies.com.

Tracking Your Way To Success

There are so many ways to track your advertising campaigns today, it's phenomenal. There are the cheaper methods of create separate sites for each ad, IE, <http://www.yoursite.com/adprofits1.html> or <http://www.yoursite.com/adprofits2.html>, and so on.

You can use other peoples software like Roibot.com or Adtrackz.com which I also like. However none of these services allow you to do split testing. I'm absolutely addicted to this form of tracking now.

Split testing allows you to test 2 web sites in 1 ad. Say you're advertising in an ezine, and you have two sales letters that you want to test to see which one gets the best results. The best way to do this would be to run an ad through your ad tracker which directs 1 visitor to one site, and the next visitor to another site.

If you would like to run an ad and have the ability for your visitors to go to 2 different URLs through it (to see which one makes more sales), then give it a try. I use Terry Deans split testing system that is part of the Netbreakthroughs.com members sites.

Of course there is the up scale model, which I highly recommend at LightningTrack.com. This is being promoted by Brian Garvin. This guy is earning \$1000 a day online and he knows his stuff. You probably know him from his Opt-In Lightning success or as the guy who made a fortune with the Big Dogs program.

This option gives you everything you could possibly want for in an ad tracking system, and for \$47, you would be crazy not to pick up a copy.

How Requests Can Boost Your Online Business

This idea is a bit like the artist working his or her fan base and asking them to request their song on the radio. I'm a member of the Jewel fan club, and recently she sent a message to her fan club mailing list to request that they ask radio stations to play her song.

At this time hardly any radio stations were playing her music as they didn't think anyone wanted to listen to it. Soon enough though, every radio station in America got bombarded by 4000 angry Jewel fans requesting her song. Later that month her song was one of the most played on the radio and stayed in the top 100 longer then any other song in history.

Requests can also boost your online business. Imagine having hundreds of people bombarding ezine publishers asking them to publish your articles. Since ezine publishers want to keep their subscribers

happy, that's exactly what they would do.

I once wrote an article for a large publication that received a lot of great responses. These people wanted to read more of what I wrote, so I asked these people to email the publication and request that they publish more of my articles.

You can easily do the same by asking for feedback in your article byline. If you already have an Opt-In list yourself, you can then ask these people to email other ezine publishers to read and then publish your articles.