

AffiliateRescue

You Can Make Money On A Budget!

Disclaimer:

The information in this guide is provided “as is”.

I’m not a lawyer or a shrink.

This guide is classified as “entertainment.”

You can get ideas from this guide – but you are entirely responsible for your own actions.

You do not have resale rights to this product.

You do not have the right to share this manual with others.

So don’t. Or else... Let’s leave it at that.

Attention: Some of the techniques in this manual are controversial. Don’t use at home unless supervised by a mature adult 😊

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How to Absorb the Information in This Guide Faster

First, you need to know that there's no fluff in this manual. If I can say something with two words, I never use three. It's not about quantity: It's about quality. The more someone goes on and on and oooooon about a subject, the less experienced he usually is. But I have written this manual in a "do this, do that, go here click that" manner. No time to waste.

As you read each section of this guide, note down the facts that are interesting and offer new knowledge to you. You can use a piece of paper, or even your computer's "NotePad" (whatever you like best). That way, you will create a smaller "mini report" with all the highlights of the original report.

People remember only 10% of what they read. Most don't remember what they had for lunch. This is especially true today (with the great amount of information we are trying to absorb). So, do the smart thing and take notes.

After you read the whole guide once, you can then refer back to your "mini report" whenever you like. So, open a new text file right now (NotePad or Word or whatever). Or, take pen and paper and place it next to you. This is your financial future and your life we are talking about here. It's in your best interest to read, understand, absorb and then USE this information.

I understand that people have varying degrees of expertise in online marketing. I will try to be detailed enough for the newcomers – but not so detailed that the more advanced users get bored. And I will include some of the stuff that will keep the really advanced "users" pretty damn happy too 😊. So, let's get started!

Introduction

I don't want to write 30 pages doing an introduction. That's what the other manuals do. Let's just get to the good stuff, ok?

Just my promise to you: When you have finished reading this guide, you will be able to make a steady income from your home – in a SAFE way. Nobody wants to gamble money on expensive advertising that may or may not work. So, we'll use methods that are a “safe bet.”

Let's keep things simple.

Making money online can be distilled down to this:

You need to find a quality offer that people will be willing to buy.

And:

You need to be able to send QUALITY traffic to that page so that people will actually see that offer.

Basically that's what it all comes down to.

Before I get into the meat of things, I need to say this:

Don't treat this as a hobby or else you'll get hobby results. Yes, this is a business where you CAN work just a few hours from home for yourself rather than working for 8 hours for the man. But you still need to take things seriously.

Bankrupt, Broke and on the Run... How To Start When You Have Almost No Money

First of all, let's see if we can put your financials in order:

Stop buying everything new and fancy that comes out unless it will specifically enhance a part of the process you already follow.

Unsubscribe from all paid monthly membership sites and services you don't use. Stop bleeding cash.

Stop spending all your money on things that only give you temporary pleasure. If you can put aside \$300 for example, put them aside. Don't go out and spend it on things that most people would (like alcohol and cigarettes for example). I'm not going to tell you how to live your life. But you may want to cut back on some "extras" for now so that you can have many more extras down the road. You are on a mission.

You can even sell things that you don't need. Do you have a guitar that you don't play with? Comic books from your childhood? Whatever. See if you can put them up on <http://www.ebay.com> and get rid of them in exchange for money.

If you currently have previous unsuccessful websites, you can sell them. You can even sell successful websites you have, just so you can improve your focus. If you have 10 AdSense sites, why not package them up and sell them? You can usually sell them for 12-24 times the amount of profits they make per month. Or, if you have created an information product in the past, you can sell resale rights, master resale rights and private label rights to it.

Some good places to look for in order to sell these deals are <http://www.warriorforum.com> (special offers section – make sure you make people there a good deal – don't just try to "sell your stuff") and <http://www.sitepoint.com/marketplace>.

...About Affiliate Marketing

What The Hell Is Affiliate Marketing...

Those That Know Can Skip This Little Piece of Work...

For starters, what the hell is affiliate marketing?

You've been hearing about it for a long time. You've heard that it is an easy way to make money online. You've heard that it is the fastest way to get started making money on the internet. It's all true.

It's a great way to make a living. There are lots of people that make a full time income from affiliate marketing. I do it part time and it suits me just fine. It's really really great.

- 1— You don't need to go through the headaches of product creation
- 2— You don't need to bother with inventory and delivery
- 3— You don't have to worry about merchant accounts

All you've got to do is pick products (it's free), promote and cash your checks.

There are many product vendors looking for people to promote their products for a commission. Commissions vary from as low as 5% of the cost of the product to as much as 75% and even 100% in some cases.

Let me illustrate how it works.

Mr A creates a product and prices it at \$100 and then offers a commission of 50% to anyone that is interested in promoting the product.

Mr B, Mr C and Mr D decides to promote the product and they go

online to start their different campaigns and they succeed in driving traffic to the offer. Assuming they make ten sales each at the end of the day, that means that they have earned \$500 each. Since the product pays 50% of \$100 (that is \$50), 10 sales will give us \$500.

At the end of the pay period, Mr A will cut a check of \$500 each for Mr A, Mr B and Mr C. Mr A will be the one to worry about the delivery of the products and many other aspects of the business. Remember he was the one that went through the process of creating the product in the first place.

Our concern here is to be like Mr B, Mr C and Mr D. It has less problems and it's so easy to start.

Enough Said?

Need more info on the basics?



Affiliate Marketing Uncovered – Video Access

Access to the videos is online here:

<http://www.affiliaterescue.info/amu>

You will need the following username and password:

Username: aff

Password: res

Enjoy!

How to Find Affiliate Programs to Promote

Let's say that a website sells a product for \$50. That website can have an "affiliate program" and allow you and others to promote that product and receive a percentage of the product's price in commissions, every time you refer someone to that site who ends up buying that product.

Commissions can be as low as 5% for some hard goods but can go as high as 75% or more on instantly downloadable products – like ebooks or software.

Here are some ideas on how to find affiliate products to promote:

A) Search on affiliate NETWORKS like <http://www.Clickbank.com/marketplace> , <http://www.cj.com> and <http://www.linkshare.com>

B) Join the email lists of competitors in your niche and see what products they promote. Some of those products will be in affiliate networks like the ones mentioned above. Others will have an independent affiliate program

C) Something else you may want to look into is promoting products of what I call "network/company hybrids." These are big companies who have products in several different niches (mainly pills) and they have their act together. They typically pay 30-50% commissions plus 5-10% 2nd-tier commissions. Plus, they have good salesletters, content for affiliates, they pay on time etc...

This is great because once you promote one of their products and see that they pay on time, you have that much more assurance that you will get paid when you promote their other products.

You will also be getting one check or paypal payment for all the products of the same company you promote - this helps keep things focused.

You will also save time. Instead of searching for the next niche, just pick the next program in the company's list to promote. These companies don't create products unless the demand is there. If you don't believe me, just do a search on Overture for the categories their products serve and you will see very healthy search volume and Cost per click 😊

Every time you signup for one of these affiliate programs, you don't need to signup again in order to promote their other products. You just grab your links (maybe even create a tracking campaign) and you are good to go.

One of the companies you should at least look into is: [MHealth](#)

I haven't purchased the products they sell (mainly pills) – but they always paid in time. I have used a company with similar products but they never paid up so I can't recommend those.

If I were you, I would find a few affiliate programs and stick to those for a little while. Don't promote just one product – you need to diversify. But don't go crazy either jumping from product to product to product. You need to focus. Pick 3-5 good affiliate programs and stick to them until you find something really better.

How to Promote Affiliate Products Online... The Right Way:

Promoting someone else's product as an affiliate is one of the best ways to get your feet wet in online marketing. But you have to do it the right way or else you'll start wondering why you are not seeing success.

So, here goes:

Treat your affiliate business like YOUR business. Because someone else fulfills the product, this doesn't mean that he is the "be all and end all" in this process. If you are the one who refers and presells the customer, you are at least 50% responsible for the success of this process – and you should be rewarded for this! (No – not by being "promised" 50% of each sale you make).

Let's say that a new information product has just launched and it has a link to "Join Our Affiliate Program" at the bottom. Naturally, many affiliates will be interested in promoting it. Now, I will tell you the right way and the wrong way to go about this:

The wrong way: (this does work but not as well as what I'll share with you next): Grab your affiliate link, maybe set up a redirect page on your site like yoursite.com/AffiliateProduct.html and then promote that page. The job of a redirect page is to look like it's a page on your site (and it is) – which will then immediately redirect your visitors to your affiliate link for the product you promote. Using redirects helps make your links "prettier" instead of them looking like ugly affiliate links.

So, instead of your link looking like this:

<http://merchantsite.com/affiliateid=12345>

It would look like this:

<http://yoursite.com/AffiliateProduct.html>

This will look more professional and can earn you more commissions. But it's far from perfect.

The right way:

- Register a domain that is very similar to the merchant's and that includes the product name. For example, if you wanted to promote a site called TheSuperEbook.com, you could register domains like:

The-Super-Ebook.com
TheSuperEbook.net
www-TheSuperEbook.com
www-The-Super-Ebook.com

etc...

- Visit the merchant's salesletter, and save the page to your hard drive.

- Open the page with your favorite HTML editor like Dreamweaver or Frontpage

- Delete the "join our affiliate program" link at the bottom. That way, people will not be able to click it, sign up for the merchant's affiliate program, get their affiliate link, click on it, buy through that link and then get commissions on their own purchase (while you get nothing).

- If there's an optin form on the page, subscribe so you start getting the messages. Then, replace the merchant's form with one that points to YOUR autoresponder. An autoresponder is simply a piece of software that sends email messages at predetermined intervals. Some good autoresponders are <http://www.aweber.com/> and <http://www.autoresponseplus.com>

- In your autoresponder, include the first messages of the merchant in your follow up sequence - or modify them, if needed. Then, add messages that promote OTHER RELATED affiliate programs you want to promote.

- If the merchant uses a processor that can be hijacked (ie: people can create their own affiliate link and buy through that instead) quite easily (like Clickbank) and he points to the order form like so:
http://www.clickbank.net/sell.cgi?merchant/1/The_Super_Ebook,
 change the link to point instead to a page called order.php. Then, create a PHP page with this code:

```
<?php
$URL="http://www.clickbank.net/sell.cgi?
merchant/1/The_Super_Ebook";
header("Location: $URL")
?>
```

```
<a href=" http://www.clickbank.net/sell.cgi?
merchant/1/The_Super_Ebook">Click here to order The Super
Ebook</a>
```

And please, don't freak out when you hear the term PHP. Here's what you need to know about it in a paragraph:

PHP stands for Hypertext Pre Processor. It's just a way for the server to show some dynamic elements on a page - don't worry about it now. To create a .php page, just give it the extension .php (instead of .html).

I prefer using php redirects because they make redirections more "invisible." Again, don't worry about it. Just do it. ☺

This will make it even harder for people to figure out how to steal your commissions. This page will “secretly” redirect to the Clickbank order form without exposing the merchant’s Clickbank nickname. If for some reason the visitor isn’t redirected automatically, she will just see the message “Click here to order The Super Ebook”.

- “Hardcode” your affiliate id on the page by putting this at the bottom of your page (just before the </body> tag):

```
.
```

For example:

AffiliateRescue

```

```

That way, everybody who visits this page will be tagged with your affiliate id – even though it will not be so obvious (which is a good thing for you).

If you think that the merchant's site could be improved, make the modifications you should.

For example, if the salesletter headline says something like: "Use This SEO Software To Rank High on The Search Engines", you could replace that with something more compelling like: "How I Consistently Average Over 4,700 Unique, Free Visitors A Day To My Site And How You Can Do It Too - Just By Clicking a Button!" I think you get the point.

If you are not a copywriter, don't worry about it too much. You don't have to rewrite the entire salesletter (heck, if the salesletter is good, you don't need to touch it). But, a great headline can pull a good number of sales - so it's worth looking into it.

If you want to really be hard-core about it, you can even start split-testing two different headlines. You can use a service like <http://www.Hypertracker.com> . Read their website for more info.

Now we are talking. This set up will give you much higher chances of success!

Most of the times, the merchants will be ok with you doing this since you are bringing them business that they otherwise wouldn't have.

Unless the merchant is an idiot like the one I came across the other day...

I had done something similar with his site and had started promoting it. Next thing you know, I receive an email from my host saying that they had made my page unavailable to the public because I had "stolen" someone else's design.

Apparently, the merchant saw the salesletter and thought I was selling his product through my site (and keeping all the money). He didn't even bother to hover his cursor over the order link. He would have seen that the order link was HIS Clickbank order link with HIS nickname.

I admit that this annoyed me.

That's why I redirected my traffic to his biggest competitor and started making sales for THEM.

I cannot forgive stupidity. I was sending this guy business and he shut me down! Hope he buys and reads this manual.

Ok, ok, I don't want to be harsh. I know we need to be tender and understanding with the uninformed, weak, young and old – because at some point in our life we will have been all these – but I'm human and I got angry at the time.

I didn't even bother emailing that merchant because I was so pissed off at the time. If this happens to you, email the merchant and tell them what you are doing. This should make them "get it."

Anyway...

Registering a very similar domain to the one of the merchant, is a good way to make money for less than \$10 (the cost of the domain).

For example, I did this with the Adwords site AdwordsMiracle.com. The site said "Adwords Miracles" on it and yet the domain "AdwordsMiracles.com" wasn't even registered.

Is it my fault that I registered the domain AdwordsMiracles.com? And that I copied the salesletter and hosted it on my site? And that I deleted the "Affiliates" link at the bottom of the site? And that I then hardcoded my affiliate link on the page?

Is it also my fault that IMNewswatch.com picked up my site and said that "AdwordsMiracles.com just launched" and I made 15-20 sales that I wouldn't have made?

Tell me, is it my fault?

Chris (the owner of AdwordsMiracle.com) later mentioned my site in his product "Affiliate Project X" as a case study. See, he was a little annoyed by what I did – but he recognises that creativity needs to be compensated 😊. Chris has excellent products so definitely check them out...

I did something similar with Affilorama.com. When the site launched, I received a special report that talked about this new site called "Affilorama" (note the extra "i"). I went to the site and the domain was Affilorama.com. So, again, I ask you: Is it my fault that I registered the domain Affilorama.com and hosted the page on my site? I started making sales (for which I still get commissions) - and I never even promoted the damn thing!

For those worrying about lawsuits from merchants: I live in Greece and people generally don't sue each other. I hear that this ain't the case in USA. Some people have no other hobbies and so they just want to sue their fellow Americans. I'm obviously no lawyer and I can't give legal advice. But I would be surprised if a merchant sued you over doing this. They would email you before they move legally. Besides, **YOU ARE MAKING THEM MONEY.**

Still, if you are paranoid about it, you can email the merchant and let them know.

If the merchant uses a name squeeze page (a very short landing page asking for name and email before someone is even able to see the salesletter) and you don't like it, "no problemo."

Just clone the squeeze page (or create a better one) and tie it to YOUR autoresponder. Then, redirect to the salesletter of the site you promote. In order to get affiliate credit for the sales, just use the image trick I mentioned earlier and hard code your affiliate id on the squeeze page you created.

Here are some good squeeze pages from different industries that you can get ideas from:

<http://www.doubleyourdating.com>
<http://www.adwords-revealed.com>
<http://www.FattyFatty-BumBum.com>
<http://www.marketingmakeovergenerator.com>
<http://www.superaffiliatecoachingclub.com>
<http://www.marketingwithpostcards.com>

Or, if you don't want to create a squeeze page at all, just hardcode your affiliate id to your landing page (whatever type of landing page you have) and then link directly to the salesletter of the merchant. (MerchantSite.com/Salesletter.html)

If you don't want to set up a landing page, or a squeeze page, or clone the merchant's salesletter - but you want to send your traffic to the merchant's salesletter bypassing his squeeze page, just create a redirect page and hardcode your affiliate id on that redirect page.

Here's an example of the code you could use to do this:

```
<html><body><meta http-
equiv="refresh" content="0;
url=
http://www.merchantsite.com">If you are not redirected automatically
within one second, please <a
href="http://www.merchantsite.com">click here</a> to go to our
site...</body></html>
```

Got it?

How To Get Preferential Treatment From Merchants

Once you start making sales for the merchant, send him an email or call him on the phone and ask him to increase your commissions. That sounds rude at first, right? – but here are some things you need to keep in mind:

You are in this business to make money. I hope this doesn't come as a shock to you. Higher commissions will allow you to make more money per sale.

Even if the merchant doesn't want to increase your commissions, you still lost nothing. I have never heard of a merchant saying "WHAT? YOU DARED ASK FOR MORE? I WILL NOT PAY YOU EVEN THE BASIC COMMISSIONS I OWE YOU!"

That's the stuff that bosses do. Remember them? Those Vampires that suck your blood. That's why I never had the nerve to ask for a raise in my earlier job. The moment I managed to gather all my inner strength and say so (I thought I'd have a stroke), "that was all she wrote." I left a few weeks later ☺.

BUT THIS IS YOUR HOME BUSINESS – the merchant is not your boss. HE needs you way more than you need him. Keep that in mind! Worst-case scenario, you will just keep getting paid as much as you used to. Nothing to lose.

There are smart ways to phrase the "raise request." For example, you can say things along these lines:

"I have been promoting your product for the last 2 weeks and have already made 17 sales. My affiliate id is so and so (so they can verify the sales). This means that I have made \$510 in commissions.

However, I have spent \$330 in advertising to make these sales. So, I'm only left with \$180 in profits. At this point, I have figured out that it's not really worth it for me to continue promoting your excellent product unless I somehow increase my profit margins.

I was wondering if you could increase my commissions from 50% to 65%. That would make it worth it for me to continue promoting your product. Differently, I'm afraid I cannot justify promoting your product.

You would still keep making profits by sending back end promotions to the customers I send you – so you are not really losing that much.

Thanks and looking forward to hearing from you,

Your_Name.”

At this point, the merchant will have to decide. “Do I want to continue making money from this affiliate? Or am I not interested in making money anymore?” Most merchants will be OK with it – especially if you are one of those affiliates who make business happen (and there are not that many of those).

Note that the merchant will have no idea how you drive traffic to his site. You may well be promoting his product only with free methods (see later). So, you saying that you want a raise because advertising is expensive makes total sense to the merchant. It's your choice how much you want to stretch the truth.

People who “ethicologize” (I just invented a new word) all the time have obviously no idea how competitive the game has become and how challenging it can be to survive. They probably have a trust fund that they inherited from their parents and they have never fought “in the field.”

Ok, here's another way you can shakedown (ahem, I meant “convince”) a merchant to give you higher commissions:

Instead of saying that advertising doesn't leave you with much profit, you can say something along the lines of:

“I was interested in entering your market. That's why I started promoting your product. I basically wanted to test the waters. Now that I see that prospects in this market buy, I have decided to create my own product and enter the market as a merchant. I'll create a

product, start sending all my traffic there and create even more competition for you and your affiliates. Got it?”

If this doesn't scare the hell out of them, nothing will.

Then tell them that you are a nice guy and that you want to work together. So you won't create your own product, if the merchant is a good boy and he increases your commissions substantially.

If the merchant uses Clickbank and he gives you BS like: “I'd love to do it man but I use Clickbank and there's no way for me to set a different affiliate percentage for you.”

... then tell them something like: “I don't care ‘MAN.’ Create a second Clickbank account and use it only for me. And don't even dare put that thing on the Clickbank marketplace for others to discover or I'll know and I'll visit your house at night while you sleep.”

Or: “Then set me up with a different affiliate platform and pay me with Paypal.”

Are the creative juices flowing yet?

Good.

YOU are in charge. You have to understand it. Say it to yourself: “I rule.” “I'm it.”

If you want to survive (and thrive), in today's environment, these are some of the things you should seriously consider doing.

Most people won't do them of course. But that's ok. Because, as I like to say, natural selection can be a bitch – and those who don't treat their affiliate business like THEIR business, will become extinct sooner or later.

You don't have to believe me. Just wait and see how much more competitive the game will become in the next months and years. If you do the above, you will be kicking everyone's ass and bringing home the bacon.

Something else you can do, is ask the merchant to send you the details of the customer (full name and email). Mind you, not all merchants will do it (because they are closed-minded). But many will - especially if you have started making sales for them.

Of course, if you promote a Clickbank product, you can see in your account the names and emails of the customers you referred.

You can just click on their email address and send them a short thank you message. You can thank them for buying. Then, give them a link to a page that has some special reports (or full products) on it (the salesletters for them). Then, tell them to email you and choose 1 or 2 of the products. I always do this with my customers. Yes, each and every one. I exchange real emails with them. Automation is good but in my opinion it's a little overrated.

Exchanging "real" emails with your customers and offering them extra value builds relationships like nothing else I've seen.

Now, if you did all the naughty things above, I can guarantee you that you would do much, much better than if you had just promoted the "straight" site. You would make much more money than the other affiliates who promote this product and they wouldn't be the wiser.

But, can we do even better? Of course. Can we be even naughtier? Hell yeah...

At this point, let's not judge the ethics of the next method. If you feel uneasy doing this, then don't. I'm not saying that I have done this or that I approve of this. But I have heard of people doing this and this technique is available to you.

Let's say that you want to promote a specific information product because you know it's good stuff and your market will like it. What you can do is something like this:

- Buy the product and read it. As you go through the product, note down the main techniques mentioned in it. Note down the good stuff

in a text file. If a technique is there just to fill up space (most merchants do it), just ignore it. You only want the best techniques.

- You will create your own product. Rewrite the parts that were worth it, in your own words. If you know of even more techniques, include them in your new manual as well.

Many people feel uneasy doing this. They think along the lines of “I would never read a product and get ideas from it – I would rather hire a ghostwriter (and he can copy other’s ideas all he wants).” Can you see the irony?

- If you need to brush up on some of the techniques, you can search your favorite forum or search engine.

- You don't need to create a 200-page mammoth. A 40-page guide full of valuable content and "do this, do that" tips will have a much higher perceived value.

- If the original product was selling for \$47 and was paying 50% commissions, you can sell your product for \$27 or \$37. Your visitors will pay less, they will get more value and you will get more money in your pocket as well. Plus, "affiliate tracking" will be 100% since the sale will have to go through you.

- For the salesletter, you can write a short one - just write like you talk. You can get ideas from the original product's salesletter. You can even get ideas from salesletters promoting similar products in your industry.

- If you want a shortcut, you can even buy resale rights to a product or private label rights and then put your name on the product.

- Post on your favorite forums saying that you have just finished a product and that you are looking for 10 people who will be willing to give you a testimonial in exchange for a free review copy. Mention shortly what your product is about (or, just point them to your mini salesletter). Say that they should be able to provide the testimonial within 3 days. As soon as you receive the testimonials, add them to your salesletter. This will increase its "pulling power." Some

freeloaders will not give you a testimonial even if they love the product. Don't worry about it.

- And of course, you can even start an affiliate program for your product so that others can start sending you their traffic. You can put your product on Clickbank.com or PayDotCom.com so affiliate marketers can find it and promote it. Don't forget to set up a page where your affiliates can find emails, ads and tools to help them promote your product. Make their life easy.

So, that pretty much covers it as far as the "offer" part of the equation goes. The things I mentioned are creative but not tough to do at all. But they will increase the money you put in your pocket substantially.

Later in this manual, I will talk about how to get dirt-cheap (or "dirt-free" 😊) **super high quality traffic** to your site.

But, before we start driving visitors to your site, I need to talk about email marketing. You need to be building your list. I will give you some ideas and "food for thought" – so that you can create effective email follow up sequences.

Writing your emails is something you can do for free. But it's a task that can increase your profits dramatically. And not just by 30-50% due to the extra buyers for the main product you promote.

By building a list, you can broadcast an offer to those people and have money appear practically out of nowhere...

...About Email

Email Marketing And How To Create Killer Follow Up Messages That Make You Money on Autopilot

Email marketing is one of the easiest ways to make money on the internet. You can make profits quite literally with the push of a button. An entire encyclopaedia could be written on email marketing. But here are some of the things I have come to realise over the years:

First of all DO use follow up: Even if you only get a 10% optin rate, you will still make more money as you pile on more and more offers over time.

Follow ups allow you to move your visitors down the prospect timeline. They make your visitors hotter and hotter for your offer(s). Set them up and they'll never quit. You can be on the beach and your autoresponder can be sending the messages on complete autopilot. Even if someone doesn't buy immediately, she may buy a few days later just because you reminded her. Or, she could purchase a completely different product than the first one you recommended.

So, how do you create your email follow ups?

Some merchants offer you ready-made articles hosted on their site and automatically tagged with your affiliate id. You can just send a short email to your subscribers with a link to that. If the merchant doesn't offer "affiliate content", see if they have content on their sites and "borrow" it (modified). Give value to your visitors and then link to your recommended resource.

It ain't just about saying "gimme your money". That can work only if you have built a ton of value in the past. But in this case, you will be dealing with "targeted strangers". Be a sport and educate these people. You will be well rewarded.

Here's a good trick to get ideas regarding followup: If you are an affiliate for a specific front-end product, search for your merchants' product on Google. Find the affiliates who promote it. Join their list.

See what they say. "Borrow" their system and ideas. You want to let other people and "systems" do the heavy lifting for you as much as possible.

Use personality, because you'll be more memorable, likable and profitable. Don't overdo it, but be human. People are tired of "plastic communication." They are not just "leads." REAL people read the emails you send out. So, make your emails for real people.

Use a memorable name related to the market. For example: "The Fat Exterminator", if you are in the weight loss market. Or, just use your name.

Use ideas from the follow-ups of your competitors. What do they send? What do they promote? What do they say? Send tips, product recommendations, videos, testimonials, updates, articles etc. Always educate and give value – but don't be afraid to push some goods as well. That's what your list is there for.

Here's a great tip: Let's say that you offer people a free report for subscribing. You can also just tell them to consume your free report. For example:

Day 1: Give them the report. Tell them to download it to their desktop.

Day 2: Ask them their opinion on the report or if they have any questions

Day 3: Make them consume part of the report. "Do you know what are the three foods you can eat at night and not gain any weight? Open the special report and read from the middle of page 11"

Day 4-10: Repeat day 3 with other parts of your report.

And of course, there's no reason why you can't create a second pdf report and do your consumption thing all over again. 😊

Have a conviction that your prospects NEED the products you offer or they'll suffer. How many autoresponder messages would you have in that case? 1? 2? How about 300? Until your conviction and belief reaches a 10, you will just go through the motions. It's your responsibility to find these people and help them. Ask yourself:

WHAT'S THE PAIN THEY WILL GO THROUGH IF THEY DON'T GET MY PRODUCT?

Create a folder in Outlook Express that "houses" all the emails from great email marketers like Mat Furrey, John Alanis, Alex Mandossian, David De Angelo etc. Create an email swipe file and borrow the ideas you like.

The faster you get questions, the faster you can understand your market and maybe create a product. Ask for feedback any chance you get. You need to gather market intelligence and see what these people want so you can sell it to them. Ask your subscribers what their biggest problems are. Ask them what type of product they would buy and give them a multiple choice. For example:

Weight loss through Yoga
Weight Loss through Hypnosis
Weight Loss for busy people
etc...

Later, I will give you some alternative ideas to find out what problems your prospects have – without asking them (keep reading).

You can also presell the need for the product you are about to promote. For example, if you want to promote a new nutritional supplement that helps with the digestion of food, you can send a few emails prior to that talking about how many people have digestion problems and they don't even know that.

Something else that works great is what I call a "sellathon in a box." Basically, you can have one of your emails say: "For the next 3 days only, you can buy this product at 40% off. Here's the special link". Then, two days later, say something like: "Today is the last day where you can get product so and so at 40% off. Here's the special link".

This is sneaky of course since the "special link" will be there for ever. And every new subscriber will be seeing this "3-day special." If you think that this is "manipulative", change your mindset. Your subscribers just got a great deal. 40% off. Plus, if they didn't want the

product, why would they buy it in the first place? Plus, you made some extra money. There are no downsides to this anyway you look at it.

If you KNOW that you will take good care of your customers, it's your damn DUTY to do whatever possible to get their money and sell them the product that will benefit them. That way, you also protect them from other business owners who may not be as ethical or have good enough products. If you know you can provide products (as a merchant or affiliate) that will help your customers, do it with all your might.

Try sending your subscribers a surprise now and then. A special report you just wrote for example. Even 2 pages will do. Just make the content unique. Or, you can just purchase resale rights to products that your customers would enjoy and give them for free.

Here are some specific tips on what you can include in your messages (no need to use all of them in each message - just copy these ideas and use them whenever you like):

At the end of the message, you can add a PS and say: "In a couple of days I'll let you know about whatever." Many of your subscribers will be anticipating your next message. keep your people glued to your messages.

Another thing you can do is tell people what YESTERDAY'S email was about: "Yesterday I shared with you two simple things you can do during your workout to double the amount of fat you burn." If they didn't read yesterday's email, many people will say: "Damn, this is valuable info. I need to check it out."

Have "today's date" in the message. Every decent autoresponder can insert "today's date" in an email. This will make your message look more up-to-date and "current".

At the end of the message, say something like: "Please forward this message to your friends because they will appreciate it :-). They can subscribe by visiting this URL."

Engage your reader. Tell them to email you and ask questions. Or tell them that you are available. For example, you can say something like:

"If you have any questions about this, feel free to rely to this email. I will reply personally in less than 24 hours."

Start your email with an interesting paragraph and tell them that you will show them how to do this and that. Mention the benefit early.

For example, instead of saying "Hi John", you can say something like: "How To Lose 23 Pounds of Fat in 4 Weeks With Only 5 Minutes Of Exercise a Day."

Hi John,"

Try having more than one link in the email (for the same offer). Ask people to click several times. Your email's purpose is to get people to check out the salesletter or offer you have on your website.

Something that builds a sense of loyalty and "community" is to say: "I received this question from Mike from California." Then, you answer the question in your email

Regarding pushing affiliate programs in your follow up, tell your prospects about a good idea that they can benefit from. But they will need the product you promote to bring the idea to fruition. For example, if you promote a heart rate monitor, tell people that they can lose twice more fat if they are exercising at a specific heart rate - and that they will need a heart rate monitor for that.

When you start your email, you can say something like: "Hi Mike,

I have been busy as a bee. My wife just gave birth to twins!

Anyway, I just wanted to tell you about..."

I hope you find these email marketing tips useful. One thing I need to stress is that the most important thing you do is START. Don't think that you need to have 100 messages set up before you start your

campaign. Just having a couple initially and adding more as you go can work great...

Now, let's talk about driving traffic to your site on a budget. And no, "sending an email to your list" doesn't count. You may not even have a list. I get mad when someone says "it's easy to make \$12,345 in commissions. Just send an email to your list!"

Anyway...

Every day I read forum posts from people saying that they have tried everything and nothing seems to work.

PPC (Pay Per Click) seems to be too expensive, SEO (Search Engine Optimisation) seems to be too complicated and not offer "instant results". And other methods require technical know-how and are very complicated.

I can tell you that PPC, SEO and other forms of "difficult" marketing can work extremely well. But we will leave those for another manual. In this manual I will just give you promotion methods that:

- are free or extremely cheap to use
- start showing results almost instantly
- are very simple to do

Just as I promised.

So, let's get to it.

... About Free Traffic

Forum Marketing:

Forums are big authority sites that get tons of traffic and have many loyal members. Forget trying to build all that from scratch. Just tap into it! But you need to be respectful and not an ass, ok?

Posting on forums is a great way to make money. Sure, you could reach many of the same prospects with Search Engine Optimisation and Pay Per Click advertising - but we will use this alternative channel here.

Many people know how to market online pretty well – but they have trouble getting that initial traffic that will kick-start the process. Some initial traffic so they can do split tests on their sites. Some initial visitors who will buy the product and offer feedback and testimonials.

Guess what: Forums can provide all that! You don't have to do Pay per Click and go out there "in the cold cruel world" and try to "hunt" for your first prospects.

The most popular forums in each market have many members that are passionate about what they do. The internet can be a very lonely place. Forums create a sense of community and a sense of "hey, there are others like me". People use forums every day in different ways:

- They can just browse the newest topics to see "what's new" - as most people hate missing out on new information.
- They can ask a specific question so that other members will give their opinions.
- They may be very knowledgeable and want to help other members by answering their questions.
- They are not knowledgeable but they still want to give their opinion.

- They use the "search" function of the forums to gain knowledge about a specific aspect of their industry.

Hanging out on forums is a great way to gain insights into your market. They can reveal things that keyword research tools just can't. People go there to bitch and moan about all the problems they face. They can complain about this and that. This is great for you because you can understand what are the real problems people have.

You can also pick up on trends and what some of the "subniches" in your niche are. For example, if you are in the weight loss industry, you may see many threads about weight loss pills, diets that don't make you hungry, exercise programs for busy people etc. Take your pick.

So, how do you make money from this?

Your job is to post regularly in these forums. Then, people who read your posts, will read your signature file (a paragraph that says something about you or your offer) and, hopefully, click on your link.

When posting on forums, I would use my real name as my username. This is a great way for people to get to know you and brand yourself as an expert – or at least as someone who isn't hiding behind a screen.

As days and weeks go by, you'll see that things start to "look up" for no apparent reason. You will start getting preferential treatment from other members of the forum. Joint Venture requests, getting free review copies or samples of products etc.

If you don't want to post with your real name for whatever reason, at least post with something that can be remembered. Don't use "bg234rty". Use something like "Spiderman's Uncle" or "Big Bad John". Or whatever. Just make it easy to remember.

Before you start posting in the forums, you need to understand...

How to set up an effective signature file:

Here are some ideas for you to set up a "sig file":

If you promote an affiliate product (or even your own product), you can just copy the headline from the salesletter and then include a link to the salesletter.

For example, if I wanted to promote a product like "The Super Ebook", I would copy the headline of the salesletter, and then paste it as my signature file. Then, I would include a call to action like "Click Here".

Or, I would hyper link the name of the product and then include the headline of the salesletter.

If the product is yours, use the name of the product hyperlinked as I just explained. This is a good way to "brand" your product. For example:

[The Super Ebook](#)

If you are an affiliate, you can use a "blind" promotion and not mention the name of the product. Let curiosity get the best of people and then click on your link.

Or, you can create a short, sweet and controversial description of the product you promote.
For example:

[Adsense Arbitrage Voodoo](#): The dirtiest Adwords and Adsense tricks ever told.

Another thing you can do is set up a landing page and offer a positive review of the product you promote as well as an added bonus for people who purchase through your affiliate link (**and when I say "affiliate link", I essentially mean through the site that you have set up by cloning the merchant's salesletter**).

Especially if you have used the product yourself and have gotten great results, I can tell you that this can work extremely well.

For example, if you used weight loss pill xyz and lost 27 pounds of fat in 3 months, you could create a sig file that says something simple like:

[How I Lost 27 Pounds of Fat in 3 Months Without Feeling Hungry](#)

And you would link that to your landing page that would say something like:

"I had tried everything and couldn't lose weight - but then I discovered weight loss pills xyz and I started losing fat like crazy. In 3 months I had lost 27 pounds of fat.

If you purchase weight loss pills xyz from the special link on this page, forward me your receipt and I will send you a special report with the exact exercise program I used to lose all the weight." (And guess what – that special report can have affiliate links to exercise equipment you use).

I obviously used a short version of what you could say here - but I think you get the point.

If weight loss pill xyz is extremely well-known in your industry, you can use the name of the product in your signature file. Like:

[Read My Case Study of Using Weight Loss Pills XYZ - And Get The Exercise Program That Helped Me Lose 27 Pounds in 3 Months](#)

Something else that can work very well is to make a special offer for members of each individual forum. For example, if you post in a forum called "Atkins Diet Board", you can say something like:

[Special Offer For Members of Atkins Diet Board](#) (that's it). Point that to a landing page that reinstates the fact that this offer is for members of the "Atkins Diet Board".

Of course, you can do the same with another forum called "Super Fat Loss Forum": [Special Offer For Members of Super Fat Loss Forum](#). And you would link that to a page mentioning Special Offer Forum.

Another thing you can do is have several links to several different products separated by a "pipe" (|). There's no "law" that prohibits you from linking to more than one resource. For example, you could have a signature file that looks something like:

[Weight Loss Pills XYZ Review](#) | [Lose Weight Quickly](#) | [Atkins Diet Tips](#) | [Fat Loss Workout](#)

You can have each link point to a different landing page of yours. You can use your desired "anchor text" in your signature file. So, if you do keyword research and you see that some specific keywords get many searches (and you can provide a solution or a product to point people who search for them to), you can use these very keywords to link to your landing pages.

Over time, more and more links will be pointing to your landing pages. Links that will be on the same forum page (the same thread), different threads on the same forum or even several different pages across different forums you post on (more on that later).

The popular forums in your industry are considered huge authority sites and they have a lot of weight in the search engines. If you don't believe me, search for 10 random terms. You'll see that many times, some of the top results are nothing more than forum threads.

Having these sites link to your page is a great "side effect" of you using a well-thought-out signature file. Many links from different authority sites can make your landing page(s) rank high on the search engines.

Note that you can modify your sig file at any time. You can promote a different product, add another product, stop promoting a specific product etc.

If you suspect that a new product will start gaining popularity in your market (or if it's painfully obvious that this is the case), you can simply

create a new landing page promoting that product and then add a link in your signature file to your new landing page.

Similarly, if you want to target a new keyword in your market, for example "High Intensity Bodybuilding Workout", you can add the term High Intensity Bodybuilding Workout to your signature file and link to a review of an ebook about secret bodybuilding workouts from mother Russia that build inhuman muscle mass in 1 month with only 20 minutes 3 times a week. Or whatever. 😊

Boom – just like that you can have hundreds of links pointing to your page. And those will grow “naturally” over time as you continue posting on forums.

If you have a product in the "make money"/ "work from home" industry, another thing you can do in your sig file is promote your affiliate program. Link to a page talking about your product, why it's good and why people should promote it. You will get some good affiliates that way.

If you want to track how effective your signature files are, you can use a tracking link instead of pointing directly to your landing page. Yes, forum marketing is "free", but you will still put time into it. You need to know if it pays you enough for your time (and, if you do exactly what I tell you, you should get paid more than "fairly").

If you want to take advantage of the links in your signature file with a specific anchor text, in order to build link popularity for your site, then don't use a 3rd party tracking service. Use a tracking link that will be on the same domain as your page and just add a variable at the end of the link. For example, if your landing page is:

`yoursite.com/WeightLossPage.html`

... then you could use a tracking link like:

`yoursite.com/WeightLoss.php?source=ForumName`

And that page would then redirect to
`yoursite.com/WeightLossPage.html`

Then, just by checking your server logs, you would be able to see how many visitors came from that specific tracking link. You can use the same landing page no matter what forum you link to it from. Just use different tracking links in each forum. For example:

yoursite.com/WeightLoss.php?source=AtkinsDietBoard
 yoursite.com/WeightLoss.php?source=SuperFatLossForum
 etc...

If you want to draw attention to your signature file you can have it be bold, italicised, coloured or even with a bigger font. Not all forums allow it but many do. I personally use just a normal font size and colour - but that's just me.

Now, I need to say something important.

You need to be clear about your goals. You are visiting the forums to offer value and make money - not to spend all your day there. Plan the day before. Know how long you will spend on the forums.

Let's say that you want to spend 2 hours reading and replying to posts. Use a stopwatch. Have it countdown from 2 hours to zero.

1:59:59
 1:59:58
 1:59:57
 ...
 0:23
 etc...

It's easy to spend all your day on the forums without purpose - thinking that you are "working on your business". Don't fall into this trap. You need to manage your time.

Also, stop visiting each thread you posted in just to see if someone else posted in it and if you need to reply.

Stop trying to see if "people love you" and they said you made a great post. Most people couldn't care less if you had a kidney transplant. Get used to it. Just finish posting on the 1st forum and then move on

to the second. And then the third one. The next day you can start all over again.

If you want to be more active and post again and again (if needed) during the same day, just click the link that says "subscribe to this thread" or "subscribe to this topic". That way, you will receive an email notification every time someone posted in the thread. Just clicking the link in your email will take you directly to that thread and, if needed, post again.

Tips on how to post:

First of all, avoid posting when you don't know what you are talking about. That will make you look stupid (I hate when that happens). Nobody knows the answer to everything. If you are unsure what the proper answer to a question is, take a pass.

Spend your time answering posts where you can really offer value. Don't post just for the sake of inflating your post count or showing your signature files. Pick your battles wisely.

Some questions are just too difficult to understand. Or just plain weird. If that's the case but you still suspect you can offer value, ask for clarifications. Ask for more details or ask questions of your own so you understand exactly what the question being asked is. When the question is clarified, post with your answer.

If you don't know the answer, simply don't post. You don't really have to follow up on your initial post. The advantage that forums have over, say, speaking on the phone, is that you can really think of your answer. Or, you can just avoid answering altogether.

If you are not quite sure of what the answer to the question is (but you kinda know), you can make a "short and mysterious" post letting it be implied that you do know what you are talking about. For example, if a post says something like:

"All weight loss pills suck. They are just ploys to get your money. I have never seen results from a weight loss pill"

... and you happen to promote a weight loss pill in your signature (that you haven't used yourself), you can say something like:

"95% of weight loss pills are indeed worthless. But you can find some very effective ones - if you know how".

[SIG FILE] Melt off The Fat With Weight Loss Pills XYZ

If you know that you spell poorly in general, make sure you spell check your posts before you actually click the "Post" button. I used to paste my post in Microsoft Word, have it spell checked and then post on the forum. But now I use Mozilla Firefox and there's a built-in spell checker that underlines with a red line every word that appears to be spelt incorrectly. If you right click on that word, you will get some recommendations of what the proper spelling is.

Also, you can preview your post before making it. If you are not sure if your post will come out looking ok, click the button that says "preview" instead of "post". Then, you can safely make any modifications you want before you actually post.

Or, even if you do make an error somewhere, you can go back and edit your post. All forums that respect themselves will have an "edit" icon on your post so you can click it and edit your post. Note that you can only do that when you are logged in with your username - so the forum can recognise you. Of course, you can only edit your own posts - and not those of other forum members.

And of course, nothing stops you from creating your own threads. That way, your post will get more eyeballs since it will be the top post and will not be buried within other replies. I admit that I don't usually do this because I prefer giving answers to posts and branding myself as an expert. If you are trying to do this, you can't start making post after post asking "silly" questions.

But you can definitely start challenging threads. Especially if you know that a subject polarizes an audience, by all means go for it. For example, many people hate popups while others hate pop up blockers. In this case, you could post something along the lines of:

AffiliateRescue

“Hi guys,

I know that some people hate popups. But I also know that they still work and they can add to your bottom line. Which camp do you belong in? Do you love popups or hate them?

You can get quite the heated debate going there. If you have a popup blocker or a popup generator in your signature file, even better :-)

Or:

“Hi guys,

Do you prefer paying for your advertising and getting fast results? Or do you prefer free promotion methods that may take longer to see results from?

Post your thoughts!”

Again, the two camps of free and paid advertising can have a very interesting discussion. If you promote a Google Adwords Guide or an SEO Software in your sig (or both), you can do very well.

Make sure you post again after other people post. You want your posts and sig file to be seen throughout that entire thread.

In general, try to start threads that are very related to the product(s) you promote in your signature files.

I can tell you that forum threads can rank at the very top of Google, especially when the term is a product name that is about to be released.

Product names have very little competition (plus, people who search for them are great buyers). Let's say that a new ebook called "The Super Ebook" is about to be released.

If someone starts a thread around it, make whatever possible to post as many times in there as possible. Even if you haven't seen the product yet and you aren't promoting it yet. As the name of the

product will be repeated throughout the thread, that thread can rank very high on the search engines.

When the product does go live, many people will start searching for it online. Next thing you know, they see the forum thread, they visit it and they start reading the posts.

At that point, it would be wise for you to read the product, set up a landing page for it offering a review and a bonus for people to buy through your link and, of course, add a link in your signature file saying something like:

"The Super Ebook Review". All your posts will now have a link to your review of the new product. And of course, nothing stops you from posting again in that thread. People usually read the very last post on a thread.

You can even be direct and say something like: "I just bought The Super Ebook. Check out my review in my sig file".

If you see a forum thread on one forum that has generated a lot of interest in a forum, you can just start an almost identical thread on another forum in your market. You should get some solid action going.

If you have posted an answer and, several days later, you see the same question being asked again, you can just say something like: "See my reply in this thread as well." Or, you can just copy and paste that answer in the new thread.

If you want to find forums in your market, just type "market forum" in Google, Yahoo and MSN. For example: "weight loss forum." It's simple.

Here are some resources to help you find more founs, more easily:

<http://www.big-boards.com>

<http://www.forumzilla.com>

http://www.board123.com/forum_directory.php

<http://www.foruma-z.com/directory.php>

Yahoo Answers

Earlier, I mentioned that you can post helpful replies in forums. But that's not the only place you can answer questions and make money. Another place is Yahoo Answers. <http://answers.yahoo.com>

People post their questions there and others answer them. You need to create a free account with them before you can post.

Yahoo Answers is another great place for you to gather market intelligence. Search for "weight loss" or "lose weight" and you will be able to find all kinds of questions that people in this industry have.

You can create a free special report or even a product to sell out of these. Heck, most of the questions will also have answers you can get ideas from when creating your content.

The Yahoo Answers pages rank very highly on Google and Yahoo. This does depend on how competitive a niche is - but this is a "side benefit" that you may very well enjoy.

Not only can you get traffic from the people who ask the questions and the "onlookers" - but also from people who search about their problem online, see a Yahoo Answers page, visit it and then see your quality answer on it.

Also, more and more people learn about Yahoo Answers today. Many of them go there to search the questions and find answers to them – even if they don't want to ask the question themselves.

You can get traffic for months after you post your answer as "new" people find your answer and click on your resource link.

Granted, Yahoo Answers will not melt your server from too much traffic - but what it can do is bring you pre-qualified, laser-targeted leads that are ready, willing and able to buy your product.

Because of the nature of Yahoo Answers, the traffic you get is very "warm" - they are not the stone-cold strangers that can be generated by other means of traffic generation.

If you want to go the Yahoo Answers route, be ready to work the system. You can't just answer a couple of questions, include a link and then wonder why you are not a millionaire.

People online are starving for content and answers. If you can provide them, you can do very, very well...

How To Post On Yahoo Answers

Like on forums, pick your battles wisely and answer questions you do know the answers to. This will give your answer a higher chance of being selected as "best answer."

If your answer is selected as the best answer, you will get an email from Yahoo Answers saying so.

If that happens, your answer will be moved to the top, immediately below the question. It will also have a "best answer" note next to it. This will result in more traffic for you down the road. And not only more traffic but more "presold" traffic that trusts you.

If your answer gets picked as "best answer", it will be linked to from the homepage of Yahoo Answers. That's another pleasant "side effect" of providing quality content.

Many people just visit the Yahoo Answers homepage and search immediately for the best answers in their category. They want to learn more about what interests them but they don't have the time to read 100 junk answers. They only want the cream of the crop. Again, getting your answer picked as "best answer" is in your "best interest."

But you do need to provide quality answers. Not just a one-liner.

Find all the best answers on Yahoo Answers and notice how they are written. That's the style you want to follow.

After you post your answer, you can include a link to your product or affiliate product.

Make sure you link to your page in the "resources" section of your answer - and not in the answer itself.

So, what should you link to? Here are some ideas and tips:

You can get great results by linking to a squeeze page and building your list. Offer them a free report if they give you their name and email.

Name squeeze pages can result in a high optin rate. But most of the people who optin don't necessarily remember you (because they haven't gotten to "know" you) and they won't be very responsive later.

But, when you post on forums or on Yahoo answers, this is an exception: these people have just read your answer and they trust you. You don't need to create a mile-long page to explain "who you are" or anything like that. This will also help you avoid being labelled as a "commercial site" owner.

Inside the report, tell them that they can share the report with their friends - guess what - some of them will!

If you think that setting up a squeeze page is tough work, remember that nothing stops you from leveraging your work and using it elsewhere as well (like in all the other promotion methods mentioned in this manual).

You can also post within several niches. And this can actually be a good thing since you show the Yahoo Answers moderators that you really want to get involved in the "community."

The community in Yahoo Answers is looking for "helpful friends" who want to "contribute" and not sell.

That sounds nuts to direct marketers like you and I, right?

Right. But it's Yahoo's site and they call the shots.

If you want to look more like a "friend", you can consider not posting a link back to your site on every answer you give. You can give some answers on your secondary niches that you are only "kinda" interested in - even then, give a relatively short answer. Save your time and talent for your real posts that are meant to sell.

Or, if you only want to answer questions in your main niche but still look like you have nothing to gain, you can just answer the question as normal. But, instead of including a resource link, say something like: "Also refer to my answer on this thread" - and then link to a previous answer you had given that is related to this one. But guess what that answer will have at its bottom: A link to your site. ☺

Don't promote only one product either. There are probably several different products you can sell in the niche that you know well. Yahoo Answers don't want you to always send people again and again and again and again to the exact same page - or they'll start suspecting that something fishy is going on.

One way to get around this, is to register 5 different domains and then rotate them as you answer the questions.

A great way to tap into buyers is to deliberately search for the keyword "buy" on Yahoo Answers. For example, if you find a question like: "Where can I buy a diet patch"? You can offer an answer saying that most diet patches don't work as advertised and you need to be careful when selecting one. Then, include a link to your site where you "review" a diet patch – and link to it with your affiliate link!

If you want to get more relevant questions, I recommend you search for:

where buy

This will return questions that contain the word "where" AND the word "buy". Like: Where can I buy legitimate weight loss pills online?

You can even search for:

where buy online
where buy internet

I think you get it.

If you answer several questions on Yahoo Answers (or even in forums), you can copy your answers and create a report out of them. Or, just build a mini site out of them – each page having one answer. Your pages don't need to be 1000 words long to be liked by humans or search engine spiders. Short but unique and valuable content is good.

If you already have a content website, don't send people to your homepage – send them to the most relevant page on your site. For example, if you have a weight loss site and someone asks about fat loss exercises, point them to your fat loss exercises page.

Note that the site you link to should be considered as an additional resource. If you have a lot of useful content on your site, sometimes you can quote a specific part of your content as the answer – and then link to that page in the resource box so the people can read the content in full.

How To Find Relevant Questions To Answer

When searching for questions to answer, you want them to contain your main keywords. BUT, you also want them to be “open” and still accept answers. You don't want to waste time with “closed” questions. Here's how to do this:

Go here:

http://answers.yahoo.com/search/search_advance

This is the advanced search of Yahoo Answers.

Enter your keyword in the keyword field. For example: lose weight.

Under "Search for keyword match in" select the "Questions" radio button.

Under "Category", select "All"

Under "Question Status" select "Open Questions - Best answer has not been chosen"

Under "Date Submitted" select "Anytime"

Under "% Thumbs Up Rating" select "All Evaluations"

Click "search"

Now answer those damn questions!

Remember that people can also contact you through your profile, if they need more answers. If you offer value, many of them will! You can be quite more "salesy" there. ☺

Mistakes To Avoid With Yahoo Answers

Make sure that the product you promote IS related to your answer - otherwise, it could be considered spam by the Yahoo Answers moderators. Don't answer a question about bodybuilding workouts and then link to an appetite suppressing pill. They may seem to be in the same market, but they are not really related.

Some people like posting a reply and then posting it again after a while as an answer to a similar question. That may be one of the fastest ways to get kicked out of Yahoo Answers. Your answers need to be unique. Don't "copy and paste."

Many people don't just post the same answers again and again - they post junk answers just to increase their "level" in Yahoo Answers. That's good news for you because your quality answer will stand out. Just make sure YOU are not the one who posts junk. Especially if you know your market well, you'll see that most of the answers are awful. That's good news for you.

Even if you don't know the answer 100%, nothing stops you from doing some quick research on Google, Yahoo or favorite forums. Remember that you are a marketer and you are more internet savvy

than most people who ask the questions on Yahoo Answers. They weren't able to find the answer but you may be able to do so - especially if you know your niche pretty well.

Remember not to sound spammy in your posts like "Click my link for the answer to your question." People can report your post as spam with a simple click. So, don't play with fire.

How To Get On The First Page Of The Search Engines For The Best Possible Terms

There's a way to get to the top of Google and Yahoo without Paying Per Click or doing complex SEO. Now, if you think that I'm about to tell you that you need to target 10,000 "long tail" keywords, think again. Instead, I'm only going to tell you to target very few "special" keywords.

These keywords:

- Have MUCH less competition (if any)
- Result in MUCH higher conversion rates

Many people try to do white hat SEO and build mini sites and content for 10-20 targeted terms "with many searches and little competition."

Sounds like an awful lot of work to me!

We are lazy, so we'll take "the punk's way out" as I like to say – a shortcut, if you will...

Again, the cool thing is that you will not try to optimise for 10-20 different keywords. You will only optimise for one term. Want to know which one? It's this:

"Product Name Review"

For example, "The Super Ebook Review"

This will make your page optimised for both "The Super Ebook" AND " The Super Ebook Review"(people searching for these are usually ready to BUY).

You can write a short review of the product you promote. You can buy the product if possible and then write the review. If you can't buy the product, you can search for other reviews of the product online and then get ideas from them and create your own review.

Or, God forbid, you could ask for a free review copy from the merchant. You'll be surprised how many will be willing to do so. And, if they don't do it, you can always ask another merchant for a review of their product. ☺

To increase the probability of getting a review copy, show the merchant some review sites you have built in the past, or tell them that you have a subscriber list of that many thousands. This can work extremely well but nobody does it. If you were a merchant and someone told you he could sell 10 copies of your product, wouldn't you give them a review copy? I would. It would cost me nothing.

Anyway, you can reach the first page of Google and Yahoo by tapping into the power of big authority sites. The big search engines love these sites. If you get your optimised page in there, you should appear on the first page of the search engines in 7-10 days.

Here are the main authority sites you want to look into:

- USFreeAds.com: Owned by Google. Crawled by Google several times a day. Pages on that site rank high on Google and Yahoo. Pay \$9.99 per month to USFreeAds.com and you will be able to put up as many ads as you want. Plus, you will be able to post html in your page. The title of your ad should be "Product Name Review". Include the term "Product Name Review" between H1 tags at the very top. Include the term "Product Name Review" between H2 tags at the very bottom. <http://www.usfreeads.com>

- EzineArticles.com: Same here: Use "Product Name Review" for the title of the "article." Use the term "Product Name Review" in the article. Say things like: In this Product Name Review, I will try to give you an honest opinion on...

Towards the end say: Hope you found value in this "Product Name Review". In your signature file, point to a landing page on your site with an offer for people to buy through your link and receive a bonus.

And do me a huge favour: Don't just say in the review what the salesletter says. Like: "Oh, I will give you a review of product XYZ. The first chapter is about this, the second chapter is about that etc."

These “reviews” make me puke. They are boring. Write a real review.
<http://www.ezinearticles.com>

- Blogger Blogs: Google owns Blogger.com. Many Blogger pages get to the top of Google. Post your review on your blog. Name the Blog "Product Name Review". Name the post "Product Name Review". Include the term "Product Name Review" between H1 tags at the very top. Include the term "Product Name Review" between H2 tags at the very bottom. <http://www.blogger.com/start>

- Squidoo: Squidoo pages routinely rank on the first page of Google for the chosen keyword. Just create a "lens" (it's a page on Squidoo). Use the same SEO principles as earlier. The set up of a page is mindlessly easy. Just sign up for a free Squidoo account and create your page. Name your page like so: [squidoo.com/ProductNameReview](http://www.squidoo.com) or [squidoo.com/Product-Name-Review](http://www.squidoo.com) , if the former URL is taken. And the title of the lens will be "Product Name Review" as well. <http://www.squidoo.com>

- Biz-whiz.com: Post your ad here as well. Lately, I find many pages of BizWhizz on the first results of Google. You can place classified ads for products in the "make money", "internet marketing" and "work from home" industries. <http://www.bizz-wizz.com>

- You can also search on Yahoo and Google for "Product Name" or "Product Name Review", see which sites rank on the first page and then see if you can put your message there. For example, forum posts can rank high on search engines. Just register for that forum and post in the same thread. Include a link to your landing page promoting that product in your signature file ☺. Heck, you can even start a brand new thread “just for you”!

- You can do the same for other types of sites that rank high on the search engines for your chosen product – like article directories. Post an article there. Or classified ad sites. Post your classified ad there. You get the point.

Forget trying to do SEO by targeting thousands of terms that will result in one sale for every 200 people. Go for the terms you can

easily rank high for and that will give you 10 sales for every 200 visitors. Sounds like a plan, no?

Mind you, if you target ebooks, you will not get THAT many searches - but it can still be well, well, WELL worth it. But, we have another ace up our sleeve...

There are affiliate companies that promote many "As seen on TV" products. Some of them are:

http://www.drleonards.com/as-seen-on-tv/products_page.cfm

<http://wonderfulbuys.com/affiliate-program.asp>

<https://www.asseenontvnetwork.com/>

<http://www.sylmark.com/ars/>

<http://www.asseenontv.com>

<http://www.ontvdeals.com>

Or, you can just watch TV and look out for advertisements. Many of these products can also have a website and be sold online. You can search online for these products and see the sites that come up.

Many of these products will also have affiliate programs available. If that's the case, I think you know the drill: Sign up for their affiliate program, create your landing page, start promoting, cash the checks and retire to the tropics. Ok ok, it's not that easy but it sounds good, huh? ☺

PRODUCTS THAT GET PROMOTED ON TV GET TONS OF SEARCHES!

Closing Thoughts...

If I had to start marketing online starting from scratch – without any “marketing buddies” and without a lot of cash, these are the exact methods I would use.

If you want, you can then reinvest some of your profits in other forms of paid advertising or outsourcing some of the work to others.

Thanks for reading,



George Katsoudas & David Allen Bullock



... Bonus Affiliate Tactic

The Guru Piggyback... The 3 Step Formula to Making Your 1st Affiliate Marketing Profits in 7 Days or Less!

The most common methods of doing running affiliate marketing campaigns are using review pages, creating a squeeze page and even directly advertising affiliate links using Google Adwords.

This takes a different route and it sure works.

The best thing is that once you set it up, you don't need to touch it again.

It runs completely on autopilot.

So much for preambles... Let's get straight down to business on this one...

Step 1... Pick A GURU to Promote His Products

Already you can see that this model is a bit different. Most times when people want to promote affiliate products, what they do is either pick a product or look for highly searched keywords.

We won't be doing any of those. With this method, all we need initially is a well respected individual in a particular field to promote his products. We will be riding on the success the “guru” already has.

This method works in almost all niches but it works best in the Internet marketing niche. In this niche, experts are highly respected. In fact they are hero worshipped. That is what we will ride on.

So when we want to pick a “guru” to promote his products, we should look at the following factors.

He must be well known and respected in the industry...

That is quite obvious since we want to ride on the back of their success. He must be influential and his name must ring a bell.

We have them aplenty in the Internet marketing niche. Name them... Mike Filsaime, Marlon Sanders, Ewen Chia, John Reese, Jim Edwards, Yanik Silver and so on. Pick any of them and you will be fine.

He must have quite a number of “proven to convert” products already in the marketplace...

This is so because we will not just be selling one of their products, but rather we will be picking about 5 of them to promote.

You know it's no child's play to have 5 products in place that are already doing well in the market.

He must have an affiliate program in place...

This should be obvious. We want to promote his products so he must have an affiliate program in place that we can join. Without this in place, this method cannot work.

It works well if the “guru” uses Clickbank for his products. That way, you can go directly to Clickbank to create affiliate links for his products that you will be promoting.

It works equally well if he has his own in house affiliate program. Which ever way it is, make sure you sign up so you can get your affiliate links ready in no time.

Step 2... Create a Mini Website

Yes.. I know... real work...

Real work... brings in REAL MONEY!

This is where you need to get it right. The success or failure of this model will depend on whether you get this right or not.

The first thing you should take care of is the issue of a domain name. **The domain name you register must have the name of the “guru” you are promoting.**

Why do you have to do this?

Many reasons! One of them is because of search engine optimization. People search for the names of the “gurus” on Google a lot and using their names in domain names will aid your own search engine ranking.

Let's get a bit practical.

Go to Google right now and search for “Mike Filsaime” without the quotes. Here is what I came up with.

The screenshot shows a Google search for "mike filsaime". The search bar at the top contains "mike filsaime" and the "Search" button. Below the search bar, there are tabs for "Web", "Images", "News", "Maps", "Products", "Groups", "Scholar", and "more". The "Web" tab is selected. The search results are displayed below the tabs. The first result is a sponsored link for "Mike Filsaime?" from "www.NextBigLaunch.Info". The second result is another sponsored link for "Mike Filsaime" from "www.FamilyEbizTips.com". The third result is an organic search result for "Internet Marketing | Butterfly Marketing | Mike Filsaime's Blog". The fourth result is an organic search result for "Mike Filsaime - Techniques Made me \$36000/Year Extra!" which is highlighted with a red box. The fifth result is an organic search result for "Internet Business Blog - by Yaro Starak". On the right side of the search results, there are several "Sponsored Links" including "\$404k Affili...", "The \$404k affi...", "Get your free : www.affiliatesi...", "I was scamr...", "These website I will show you Work-at-Home...", "Mike Filsai...", "Internet Busin...", "A Must Read StrategicProfit", "Make \$100...", "Start Making I Proven Money www.Ultimate...", and "www.Ultimate...".

That website, MikeFilsaimeSuccess.com is owned by an affiliate.

It has nothing to do with Mike.

When you get to that website, all you will see are links to Mike Filsaime's products.



Our job is to create sites like this.

Starting with the right domain name is important.

I'm sure you can come up with quite a few.

Thebestofstephenpierce.com

Allaboutmarlonsanders.com

Johnreeseexposed.com

Jimedwardsexposed.com

And lots more...

Once you come up with one, just go to your favorite domain name registrar and register it ASAP....

Personally, I use namecheap.com for my domain name needs.

So after registering your domain name, you need to design your website. Here is where you're going to get a bit tricky.

When creating your website, try as much as possible to make your site look as if it belongs to the “guru” himself.

I'm not saying you should lie about it. Just get a bit sneaky.

Here is what I mean.

If you go to the website I showed you earlier, you will notice that it actually looks as if it belongs to Mike Filsaime. If you go on to read the details, you will then discover that it does not belong to Mike.

Let's look at another example.

<http://www.thebestofewenchia.com>

At first, it looks like the site belongs to Ewen Chia. After all, his products are all over the place.

But if you read on, you will find out that Ewen probably doesn't know that the site exists



Who Is Ewen Chia?

Ewen Chia is one of the best Internet marketers on this planet. In fact, he's the world's number one affiliate marketer!

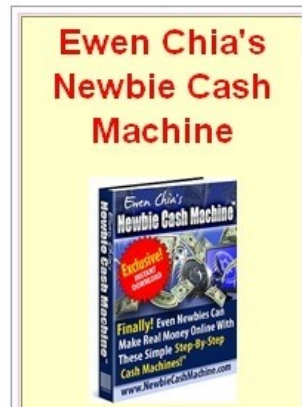
I had been marketing online for three years before I met him. But when I did, my business turned around forever. His tips and strategies make me up to \$50,000 extra every single year!

Ewen Chia honestly believes that anyone who's willing to put in the effort will be able to achieve complete financial freedom using the Internet.

Ewen Chia is the man to listen to if you really desire to make money online. No questions!

We Can All Succeed,

... ..



Can you come up with something like this? I bet you can.

Here are the factors you should have in mind when you're creating your website.

- Use the real ecovers the “guru” is using on your site
- Talk about how his techniques have helped you
- Mention his name as often as you can all over. This aid your search engine optimization.
- Use the “gurus” pictures
- If you've got a picture with the “guru”, use it (Another reason why you should attend seminars).

Come up with a decent mini site and you will be fine.

Creating mini sites is not a big deal. With all the tools available these days on the Internet, you can have your own site up and running in sixty minutes from now.

To design your site, you can use a FREE website builder like NVU.

That you can find at NVU.com

There is a free tutorial you can follow that will get you started fast.

After designing your site, get a web host account.

You can get one for as little as \$5 a month at hostgator.com.

The final part is to upload your designed website on your computer unto cyberspace so the world can see.

That you can do through your NVU panel.

Step 3... Get Traffic!

Earlier in this guide we talked about traffic... here are a few more nuggets...

This is the last part and it is equally as important as the other steps we've discussed above.

This is because without traffic, nothing happens. No matter how great our site looks like, no one will buy if no one comes to check it out. It will look like an old ghost town.

For this method, we will be looking at both FREE and PAID traffic techniques only. Paid traffic delivers faster than free traffic but free traffic usually lasts longer. I suggest you start with both right away.

I'm going to discuss some traffic methods that I use. You can use them but please use other traffic techniques you know.

The secret of getting good traffic to your site is by using all the technique you know and not by waiting for "magic" traffic somewhere.

Traffic Method 1: Search Engines

Contrary to what a lot of people think, getting traffic from search engines is still achievable by the average Joe out there. This model makes it relatively easy to succeed with the search engines.

I've talked about choosing domain names and mentioning the "guru's" name all over the place.

Another thing you can do is to have an articles page written by the person you are promoting his products. Get his articles at ezinearticles.com and use them on your website. Have as many articles as possible on your website.

Granted, this method will not bring you instant traffic, it will however bring you long term traffic. The best part of it is that it is free and highly targeted.

Traffic Method 2: Free Article Marketing

Marketing with articles has been working for years and it will continue to work on the Internet. As long as people keep using the Internet as a source of information, the method will continue to work. Write keyword rich articles regularly and submit to article directories like ezinearticles.com and ideamarketers.com the volume of articles you can "pump" out at the beginning will determine how fast you see returns.

I suggest you create 10 keyword rich articles and submit right away. Then start submitting one every day. You will get results soon.

Traffic Method 3: Paid Online Article Marketing

This is a special kind of article marketing. You pay to list your articles in some directories for maximum exposure

The fee to place your articles is usually low and the return on investment is very high if you do it very well.

Why will you pay to list your articles when you can list them for free at equally good directories?

You see, because there are thousands of other people submitting articles to the directories you use, that means your article will be struggling to attract the eye balls of the visitors to the directory.

This is not so with paid article marketing. With paid article marketing, your articles are guaranteed to last on the main page of the directories for the length of time you use.

You know what that means. More people will be “forced” to take another look at your articles.

Some major article directories offer paid versions. Your articles will stand out from the free listings. Ideamarketers.com are the leaders when it comes to paid article listings. They always deliver.

Let's view an example at Ideamarketers all those articles you see on the home page are paid listings.

The screenshot shows the Ideamarketers website with a green header. The main navigation bar includes links for Article PR, For Writers, Content, Info Desk, Search, Tools, Blog, Login, and Home. Below the header, there's a section titled "Check Out These Great Articles!" with a dropdown menu. The main content area features several article listings, each with a small image and a title. Several titles are circled in red:

- Jan Altman's Parody about BJ Dohrmann's CEO Space**: Who says that making money and creating a multi-million dollar business can't have a lighter side? Certainly not Jan Altman of Piano Wizard. Jan is one of the many people that I have had the pleasure to meet and interact with from CEO Space. Learn more about [Business success strategies](#).
- 3 Steps to Writing for the Web - How to Emotionally Grab your Visitors!**: The number one, most important job of your website is to make your visitor feel great about your company, but so many don't rise to the challenge! I am going to share three ways you can do that. Learn more about [Writing for the Web](#).
- Give Yourself Permission to Succeed!**: It is said, that if we give enough people what they want, we will automatically get what we want? Learn more about [affiliate marketing](#).
- Are You an Idea Maker?**: If you're ready to kick your procrastination out the door and commit to the life you really want, you may be an Idea Maker. Join a community of people who are ready to live from their heart and soul - instead of from paycheck-to-paycheck! Learn more about [goal setting for baby boomers](#).
- Designing a Superstar Team**: Want to learn what it takes to develop a superstar team? Read this article and learn the key questions to consider. Learn more about [goal setting for baby boomers](#).
- Life Lost to Obesity: Not Just Quality**: Obese American males lose an average of six years of life expectancy to their excess weight.

Other visible article titles include "Create a Life You Want" and "The F... How to Desires ingredi... you the stretch... effective person...".

Now tell me whether that will give you and your site more exposure than free listings. The answer is obvious.

I consider Ideamarketers as the best paid article directory. That is why top Internet marketers use it.

Although Ideamarketers are not the only paid articles directories out there, they are simply superb but if you want to use others, you can search on Google and do your due diligence in picking one.

Some listings that won't cost you more than just \$15. Imagine the publicity.

Traffic Method 4: Offline Article Marketing

I laughed the first time a friend suggested this to me.
Now I know better....

At the risk of sounding like an idiot, I want to tell you that offline article marketing works better than online article marketing.

It really does work and the traffic is targeted.

The kind of traffic you get is TYPE IN traffic

The best kind of traffic...

This method involves writing quality articles and sending them to targeted niche newspapers and magazines. In the past, I used to think that only professional writers and journalists were allowed to contribute. Not so. If you send in quality articles, many editors will use them.

Let me tell you a secret. Editors are always looking for contents.

Contributors are paid to write for them. If they see you are ready to write to them for FREE, they will take a second look.

Something happened to me recently.

An editor agreed to use my article in his newspaper. After the article got published, I sent him an email asking if he wouldn't mind my writing another one.

His reply shocked me.

He said: "Please send another one. And another. And another. Pleeeeeeasssee."

All you need is to write quality articles and your job is half done.

Contact as many editors as possible and you will get responses in no time.

Like online article marketing, write a catchy bio box complete with your URL. You will have people coming to your website because they saw it.

The good thing about it is that they will be coming to your website having you as an expert in that field in mind. Imagine a newspaper columnist.

They won't know you're just a bloody Internet marketer. **Lol!**

If you can't write, use private label articles. They work well offline.

Traffic Method 5: Ezine Advertising

Ezine advertising works and it amazes me at the little number of people that take advantage of it.

As far as I'm concerned, this is the most overlooked method of generating website traffic. I particularly find it shocking because this technique has been working for over 10 years and everyone talks about it.

But not many people are doing it... You should be doing it!

Placing your ads in ezines that are related to your niche simply means those that are interested in your kind of offers will be viewing your ads.

When you pick ezines to advertise in, make sure you subscribe to it first to see how your ads would look. Make sure you're entirely

satisfied before you place ads there.

The best place I know online where you can find comprehensive listings of ezines you can advertise in is the Directory of Ezines. No matter what your niche is, you'll surely find an ezine to advertise in.

Traffic Method 6: Recycled Traffic

This works well if you've got an existing website. Everyone I know gets a bit of traffic to their websites. What most people don't do is make the most of the traffic they get. They just make an offer to their visitors and end it there.

To make the most of the little traffic you get, always give them somewhere to go at all times. When people join your list, the page they land on must have another link that will lead them to your other offers.

When you sell your products as well, your download page must have a link or a series of links to your other pages or other websites.

Never leave your visitors to wonder what they will do next. Take them to your other offers.

Traffic Method 7: Word of Mouth

This technique has been working for me lately. You see, I do a lot of networking and I always mention my websites to all those that care to listen.

Whenever I attend events and seminars that are related to my business, I always make sure I get talking with everyone and I tell them about my business.

This kind of technique won't bring thousands of visitors to your website but it will bring those that already know and trust you. That is the type of traffic that converts a lot.

Traffic Method 8: Post Comments on Other People's Blogs

This is another free way of getting traffic to your website. All it entails is replying to useful posts made by the blog owner.

Anytime you get a notification that a new post has been made on your favorite blogs, go there right away and be one of the first people to drop their comments.

Make sure you place relevant comments only and never directly advertise your own website. That will only put you into hot water with the blog owner.

So there you go.

You now have the secrets to this unique affiliate marketing model. It's a model that can surely make you good money in no time. Make sure you start right away