

The Green Affiliate's Handbook

Go Green, Make Money & Save the World



This Product Brought To You Courtesy Of:

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Greener Lifestyle

Many of us would like to live a Greener lifestyle but at the end of the day most of us have bills to pay.

So, perhaps you have thought about starting a "Green Business" or at least a Green Hobby that might bring in a bit of extra cash or at least save you money? The point here is that if you do, you will become part of the "Gentle Revolution". For as more and more people become part of a "Green Economy", the more it will gradually become mainstream.

Whatever, Green Business you decide to start, you can always supplement the income by earning some extra cash on-line with your computer. There are many opportunities but as an introduction to earning on-line, probably the best method is affiliate marketing.

In its basic form, people who are selling software or products, like ebooks, will pay you commission, if you send visitors to their sales pages through "links" they will supply.

You can forward those customers by a variety of ways but the usual method is to entice visitors to your blog or website to click on your affiliate "link". If they buy at the other end, you get a percentage of the sale.

If you are committed to Green Lifestyle you will of course seek out "Green" products to promote. Luckily, there are more and more appearing as the demand for information about green lifestyles and especially "growing your own" increases.

You can of course use these ideas in this report to promote anything, and maybe you already have a program/opportunity in mind that you want to promote. That's fine, but I would seriously ask you to consider choosing to promote Green products for the following reasons.

The only real difference between normal affiliate marketing and Green affiliate marketing is that it is not just about making money, it is also about doing the right thing. In fact, to be truly Green, doing the right thing should become the over riding rule in all your decision making.

In all our dealings, if we are going to try and make a difference to this world, we must strive to hold to our principles of integrity, compassion and honesty. Let us never forget that we are part of the a world wide community. When we promote products we should always consider the wider issues of sustainability, the needs of the environment and its wildlife. How we use the worlds Natural resources, our heritage, fair trade and our effect on other cultures and societies.

Traditional inward looking affiliate marketing, which in the past only considered the bottom line and how much profit was made, are no longer sufficient. Internet marketers of the 21st Century are now entering a new era of global accountability and more importantly transparency.

Everything you do and say online will be on a database somewhere, for even your great-great-grandchildren to research and read. It is an awesome thought to think that your promotional articles are giving you a small bit of immortality!

Normal brick and mortar businesses saw a dynamic shift in business practice in the 1990's, at the end of the last century. The new business model that was introduced, was no longer solely based on its responsibilities to Shareholders but, also to it's staff and customers.

With the new gentle Green revolution in on-line marketing we are shifting the business model still further by declaring that our actions on the web should also reflect our responsibility to communities and even the bio-sphere itself.

I wanted to highlight this, before we start because I want you to realize that this Green Affiliate style is not just another technique but part of a process. A process that you can use, not only to make money but to actually cause real change in the world for the benefit of all.

Green Affiliate Marketing

Promoting Green Affiliate products can tie in well with many other “Green” money making ideas that you can run from your own home.

I will assume that you know what an affiliate program is and that you may have even been involved in promoting affiliate products before. If not do not worry, there is more than enough information here for you to quickly pick it up.

This guide discusses some of the methods you’ve probably already come across, some you will not of heard of, and some other methods you’ve thought would never work. They all have something in common and that is, if you do them right you can make a living off green affiliate marketing as others already are.

Where to Find Green Products

Since this is a practical guide first, we will discuss where to find the best Green friendly products to promote. I would say, that without a doubt, one of the best places to look at present, is www.clickbank.com and this is for a few reasons:

This website has by far the most suitable affiliate products to choose from.

Clickbank.com is safer to do business with as it is a third party service, so you know you will be getting paid.

Many of the commissions that are paid to affiliates range between 60-75% PER SALE which is a really good rate of return on your time and investment.

There are also other websites that have sections that specialize in Eco friendly ebooks like www.youshouldreadmore.com

Green Affiliate Marketing Tactics

The best thing about green affiliate marketing is that you can earn big commissions by promoting products you DON'T even have to create!

There is still some work involved, and like anything else in life, it will take practice to reach the top level but do not doubt for a moment that this is not achievable.

The following pages you will reduce your learning curve dramatically, you will need less guesswork and make less mistakes. I know that you're excited and that you can hardly wait, so without further ado let us jump in and let me show you methods for boosting your affiliate promotion and of course, the commissions!

The Average Affiliate Marketeer

First lets us run through how the average Affiliate marketeers goes about finding products and promoting them.

An affiliate marketer will usually go to [Clickbank](#) or [Commission Junction](#) and sign up as an affiliate marketer for a particular product or service that is relative to their chosen niche.

The first thing the marketeer does is place a link on his website or blog, usually as a recommendation or in a review to entice visitors.

If they have a "list", they will then send out a marketing email advocating the value of whatever the product or service happens to be. If this average affiliate marketer has any sense at all, they will make the sales letter as good as it can be.

It will address each member of the list by name and there will be bullet points listing the advantages provided with ownership of the product or service.

Then they sit back, cross their fingers and toes, and hope to make a few sales.

Well, this IS a plan but it isn't a very good one!

If this average affiliate marketer happens to get lucky and be included in the launch of a new product, they do pretty much the same thing. They notify the list of the upcoming launch (the average affiliate marketer usually only sends one preparatory email) and

then they send out the marketing email at the launch.

They will make a few sales...very few. Of course, they won't be working very hard either and maybe they are very happy being an average affiliate marketer. There is a problem, however, with being average. Average is a very crowded place.

Average! Why would anybody want to settle for average anything? Doesn't 'average' mean 'common or ordinary...nothing special'? If you are not happy with being an average affiliate marketer, then you need to keep reading.

Average affiliate marketers just don't grasp the idea that in order to sell a lot of product, their offer needs to be more valuable than the offers that their competitors are making. Most affiliate marketers won't offer any incentives to their lists for buying a specific product from them rather than buying the same product from some one else.

Some affiliate marketers will offer some bonus incentives but they will be pretty ordinary and things that are really not of much value or even unrelated to the product that is being promoted.

What puts one affiliate marketer above the average affiliate marketer?

The answer is ***uniqueness***.

Being unique is a quality that sets one apart from all of others. If you want to be better than just average, you will need to develop some uniqueness in your marketing techniques that will set you above just an average affiliate marketer.

The really GOOD affiliate marketer will offer bonus incentives that are BETTER than anything that is being offered by any other marketer and will make sure that they are directly related to the product that is being promoted. The really GOOD affiliate marketer will give his customers a very good reason to buy from him.

Plan of Action

When you find that you are one of many marketers who are trying to sell the very same product to the very same consumers, you had better have a plan to get at least your fair share of the market or more.

Determining a personal plan of action is the first step you should take. Eventually, results will come that will allow you to stop working

for someone else and continue to grow your own business.

What this guide is not, is telling you how to use your time, efforts and money. This guide allows you to work at your own pace, and take it one step at a time.

Only when you actually start the process, and continue to work your own personalized plan, will be able to see results!

The "IDEAL PLAN" so to speak, should be to FOCUS every action you take to making your Internet presence more unique, more productive and therefore more valuable to **YOU** - not someone else.

At all times you should handle your business in an ethical manner.

A long-term business plan is the simple and straight solution to starting a viral explosion of long term Internet profits.

Plan your work and work your plan.

There is no doubt that if you put real effort into building your own business network of websites, that in time your income WILL grow. Even if you only put in an hour a week, you will be so much better off than you are right now, and one step closer to your goal of financial independence.

How can you get an edge here?

The only way that you can possibly get an edge is to offer something that your competitors are not offering. You could have set up a free teleseminar that will take place within a few days of the launch for those who buy from you or you could offer a free 30 minute downloadable audio tape that further explains certain points.

The people who buy from you will be getting a better deal than they could get from your competitors. The product will always be the same...but **the bonuses that are offered is where you get the edge.**

Never underestimate the power of 'free'.

Everybody loves getting something for nothing or getting something extra. They especially love getting something that everybody else is not getting. And that brings me to another, finer point of offering bonus incentives.

If you can offer something such as a free teleseminar that is related to a product launch, you need to limit the number of people who will receive the bonus. That makes it more exclusive and thus more desirable.

Now you do not want to upset customers but you do want to make those who get the added bonuses feel like they have gotten something others have not gotten. You might phrase your offer to say that the first 200 people who buy the product from you will be allowed to join the teleseminar live and others will receive a transcript of the teleseminar. Like I said, this is tricky but it can be done.

The bottom line is just this: if you want to be a better than average affiliate marketer you are going to have to offer more and better bonus incentives than your competitors offer. All affiliate marketers (for any product), are all trying to sell to the same basic customer base and although in many niches it is large, that base is not unlimited.

In order to get an edge and rise above what is common, ordinary and average you will need to get really creative with the incentive bonuses that you offer with your affiliate product or service.

Every niche market on the Internet is highly competitive. If it isn't competitive then there can't possibly be much of a customer base to sell to. That is just the nature of all Internet marketing and in every niche.

Your list and your competitor's lists may well contain many of the same names and email addresses. Just having a list will not be enough to assure you of a victory when selling an affiliate product. You have to design some offensive plays that will assure that your customers buy from you and not from your competitors.

You have to be unique. You have to offer something that sets you completely apart from your competitors. You have to make your offer for a product or service for which you are an affiliate more attractive to buy from you than it is to buy from your competitors.

If you simply send out a marketing email advertising a product or service that you are an affiliate marketer for, you need to remember that there are dozens or maybe even hundreds of other marketers who are sending out marketing email advertising the exact same product or service and many of them are sending them to the same people that you are. You have to do something to make sure that your customers buy from you...you have to be unique.

Achieving Uniqueness

There are several ways to achieve uniqueness. One way is to have **established yourself as an expert** in the field for which the product or service is being sold. You have to have become not only visible but credible, as well. This visibility and credibility is not easily achieved. It takes a lot of hard work, time and effort.

Visibility and credibility are established by taking such measures as writing and marketing articles, posting to blogs and forums, appearing as an expert on teleseminars and webinars, etc. The fact is that **when people know you and trust you, they buy from you.** They will buy from you even if your competitors are offering a better deal or more incentives.

People do not like to buy from strangers

The Internet is a big impersonal and even frightening place to many consumers. They want to feel like they know and trust the people that they buy products and services from. The time, effort and energy that you put into becoming visible and credible is the best time, effort and energy investment that you will ever make. Reputation is everything in the world of Internet marketing. Credibility makes you unique.

Another very important thing that you can do to insure that your customers buy a product or service for which you are an affiliate marketer from you and not from one of your competitors, is to give them a very good and compelling reason to make the purchase from you. Offer something extra or a lot of different extras that will enhance the value of the product that you are marketing.

No matter what the niche or what the product is that is being marketed, there are free gifts that you can find that will make the product a better value if it is purchased from you.

While other marketers who are selling the very same product that you are, simply send out marketing emails that recommend the product to their lists, you will be **adding value to the product**

You want to become one of those big earners that make an annual income that has more than one comma in that number on the bottom line, right?

Add extras! Add free gifts!

Even better than extras and free gifts is additional help to use the product or service that is being sold. You can offer a free teleseminar for those who buy the product or service from you that will make the product or service better or easier to use.

Then you need to be prepared to work hard. You need to be prepared to do more than what is required. You need to be prepared to go that extra mile. The affiliate marketing wars will be won by the aggressive strategists who are willing to work hard and long.

Establishing credibility and visibility go hand in hand and establishing both are critical to your success. First and foremost, reputation counts in affiliate marketing. There are thousands of affiliate marketers out there but the ones who make the big bucks are the ones who have established high visibility and great credibility for themselves.

Credibility and visibility are established in several ways. You need to become the guy or the gal that others go to when they need information or need questions answered.

Using Article Directories

Writing articles (or having them written for you by a ghost writer) is one of the very best ways of establishing your reputation as a person who has answers. Articles that you write or have written for you by a ghost writer will be uploaded into article banks for other website owners of E-zine publishers to download and reproduce free of charge. At the bottom of each 300-400 word, key-word rich article you will include a resource box that has your name and your website address in it. This helps to spread your name and news of your knowledge around the Internet to those who are the most likely to be your customers.

Forums & Blogs

Another way to build your visibility and your credibility on the Internet is to post to blogs and forums that have topics related to the products and services which you sell. It is a very simple matter to find these forums and blogs. Simply type your related key word into the search box of your favorite search engine followed by the plus

sign (+) and the words blogs or forums. You will get many hits.

Choose the three or four of the ones that have the largest number of active members and join those blogs or forums. Be careful here. Posting to blogs and forums effectively is going to take several hours of your time every week so don't choose too many.

Once you have joined three or four blogs and forums, do not go in with guns blazing posting blatant advertisements. The idea here is to build visibility and credibility. Introduce yourself and behave as though you had just moved into a new neighborhood. Your signature tag that appears at the bottom of each and every post that you make should have your name as well as a link to your website.

Take your time to get to know the other posters in the community and become a valued member of the group. You will be building a good reputation, visibility and credibility.

Establishing a Good Relationship

It takes time to build your visibility and credibility. While you are building them, you will also be promoting and selling products and services and you want to establish a good relationship with those who buy products and services from you. Be sure that you provide good information, good service and a guarantee if one applies.

Go to great lengths to never appear to be a cheapo or corner cutter to your customers. Always treat your customers like they are your most valuable asset...they ARE your most valuable asset.

Discounts

Never discount products or services or offer rebates. You don't want to build that kind of reputation or that kind of customer base. Instead of offering discounts or rebates take the time and put forth the effort to add bonus incentives to the products and services that you promote to give them added value.

Rebates! Rebates seem to be all the rage in today's market place. Rebates are everywhere. Out in the brick and mortar world there are 'mail-in' rebates and instant rebates offered on every product imaginable from computers to home appliances to cars. In cyber space the rebate is everywhere. Rebates are offered on all kinds of programs, software, products and services.

A rebate is simply **a discount in fancy clothes.** The principle is exactly the same. The customer pays less than the list price for whatever the program, software, product or service might be. The

customer is getting a bargain. That's true. The question, however, is what exactly is the seller getting?

The answer to the question, what is the seller getting, is pretty simple. The seller is getting **less** money than he is entitled to get on every sale he makes.

If the seller is giving a 50% rebate that means that he will have to sell twice the number of programs, software copies, products or services to make the same amount of money he would have made had he not offered the 50% rebate.

The seller is giving away his profit especially if the seller is an affiliate marketer because any rebate an affiliate marketer offers his customers comes out of his commission. For example: if you are marketing a product that sells for \$197.00 and you earn \$98.50 from it, offering a rebate of \$50 means that your commission is only \$48.50 per sale.

You aren't going to be earning very much per sale. That can't be a good thing. There has to be a better way than offering big rebates...and, fortunately, there is.

One of the big problems with offering big rebates is that **the offer attracts what is known in the business as 'cheap customers'**. Cheap customers are those who never expect to pay the full price for anything, ever or under any circumstances. They expect to get something for nothing and that something for nothing expectation will always come out of your pocket. You are simply better off without cheap customers.

The answer to the rebate question is just this: give your customers a good reason to buy from you at the full price. Even if you have to pay something for incentive bonuses, it is better than offering a rebate to the customer.

You will attract a better class of customers who will continue to buy from you. Many affiliate marketers think that offering incentive bonuses that are valuable enough to entice people to pay full price for an item is just too much trouble. They will tell you, that it is easier, quicker and just a lot less trouble to simply offer a rebate of a discount than it is to find bonus incentives.

Okay. I agree. Offering a rebate or a discount is certainly easier, quicker and a lot less work than finding bonus incentives that are of

enough value to make a customer pay full price for a product or service. However; it is simply not the best thing to do.

The customers that will be attractive by deep discounts and 50% rebates are the cheap customers and once you discount or offer a rebate **they are going to expect you to do so with every product or service that you ever offer them.** You are going to be working for peanuts when you could be working for the whole peanut gallery.

Don't waste your time worrying about lazy affiliate marketers who offer deep discounts or big rebates. They will attract the cheap customers that you don't want anyway and those lazy affiliate marketers will never be any competition for you.

If you are willing to go to the trouble, put in the work, and make the effort to find incentive bonuses that make it possible for you to sell products at their full price to your customers, you will leave those lazy affiliate marketers eating your dust.

Before you even consider offering a rebate or a discount on a product or service think about the reason that you became an affiliate marketer in the first place.

Are you becoming an affiliate marketer so that you can just barely scratch out a living or did you plan on making a very nice annual income that would provide a very nice Green life style for you and your family? I doubt that scratching out a living was the top reason that you would chose to become an affiliate marketer.

Look at it like this: every time that you accept less than you could get for a product, you are giving away the green lifestyle that you have been working for and you are settling for less than you deserve not only for yourself but for your family as well.

It really is never necessary to settle for less. It just isn't necessary to offer a large rebate or a deep discount to sell a quality product or service.

People need, want and will pay for the products and services that they need. It isn't necessary to give away your profit if you will just work harder and finding incentive bonuses that will entice your customers to buy the products and services that they need from you.

Don't discount the product or offer a rebate. Increase the value of the product instead. Remember this; increasing value is better than

cheapening the product or service that you are trying to sell.

Another important point is that most people don't always see a discount or a rebate as value. They sometimes see it as an attempt to entice them into buying a product that wasn't worth the full price in the first place.

Only the cheap customers will go for a rebate or discount. The good customers will be shopping around to see what the best incentives being offered are. If you make your bonus incentives the very best, then you will attract the best customers and you can charge the full asking price every time and for every product or service that you promote. People buy things on the Internet from people that they feel like they know and can trust. People buy things on the Internet from affiliate marketers who have the reputation as an expert or a guru and one who actually cares about the people to whom he sells products and services to. A positive and hard working, fair-dealing reputation will help you win

What to Do

1. Using unique web pages to promote each separate product you are marketing.

Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buys them. Also include testimonials from users who have already tried the product. Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing.

You can also write articles highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive compelling and include calls to act on the information.

Each headline should attract the readers to try and read more, even contact you. Highlight your special points. This will help your readers to learn what the page is about and will want to find out more.

2. Offer free reports to your readers.

If possible position them at the very top side of your page so it they simply cannot be missed. Try to create auto-responder messages that will be mailed to those who input their personal information into your sign up box. According to research, a sale is closed usually on the seventh contact with a prospect.

Only two things can possibly happen with the web page alone: closed sale or the prospect leaving the page and never return again. By placing useful information into their in-boxes at certain specified period, you will remind them of the product they thought they want later. Be sure that the content is directed toward specific reasons to buy the product. Do not make it sound like a sales pitch.

Focus on important points like how your product can make life and things easier and more enjoyable. Include compelling subject lines in the email. As much as possible, avoid using the word "free" because there are still older spam filters that dumps those kind of contents into the junk before even anyone reading them first. Convince those who signed up for your free reports that they will be missing something big if they do not avail of your products and services.

3. Get the kind of traffic that is targeted to your product.

If the person who visited your website has no interest whatsoever in what you are offering, they will be among those who move on and never come back.

So concentrate on attracting visitors that are interested in what you are offering. Write articles for publication in e-zines and e-reports. This way you can locate publications that is focusing on your target customers and what you have put up might just grab their interest.

Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100 targeted readers to your site in a day.

Always remember that only 1 out of 100 people are likely to buy your product or get your services. If you can generate as much as 1,000 targeted hits for your website in a day, that means it will be possible that you can made 10 sales based on the average statistic.

These tactics given above do not really sound very difficult to do? If you think about it. It just requires a little time and an action plan on your part.

Try to use these tips for several affiliate marketing programs. You can end up with a good source of income and surviving in this business that not all marketers can do.

Besides, think of the huge paychecks you will be receiving!

So Many Affiliate Programs!

Having found a green product to promote as an affiliate, do not be scared to ask questions. Do a little research about the choices of program that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

Will it cost you anything to join? Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining.

When do they issue the commission checks? Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice. Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

What is the hit per sale ratio? This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics. This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

How are referrals from an affiliate's site tracked and for how long do they remain in the system? You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale. The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

What are the kinds of affiliate stats available? Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out. Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site. Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the

banner or text links.

Who is the online retailer? Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving. The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Is the affiliate a one tier or two tier program? A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the on the sales generated by any affiliate you sponsor in your program. Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

Lastly, what is the amount of commission paid? 20% - 80% (and some cases, **100%**!) is the commission paid by most programs. .01% - .05% is the amount paid for each hit. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

These are just some of the questions that needed answering first before you enter into an affiliate program. You should be familiar with the many important aspects that your chosen program should have before incorporating them into your website. Try to ask your affiliate program choices these questions. These can help you select the right program for you site from among the many available.

Using Product Recommendations

In affiliate marketing, there are many ways in which you can increase your earnings and maintain the account that you have worked so hard for already. Most of the techniques and tactics can be learned easily.

One of the more important ways of increasing affiliate marketing bottom line and sale is through the use of product recommendations. Many marketers know that this is one of the most effective ways in promoting a certain product.

If the customers or visitors trust you enough, then they will definitely trust your recommendations. Be very careful in using this approach, though. If you start promoting everything by recommendation, your

credibility will actually wear thin. This is seen especially when recommendations are seemingly exaggerated and without much merit.

Do not be afraid to mention things that you do not like about a given product or service. Rather than lose any points for you, this will make your recommendation more realistic and will tend to increase your credibility.

Furthermore, if your visitors are really interested in what you are offering, they will be more than delighted to learn what is good about the product, what is not so good, and how the product will benefit them.

When you are recommending a certain product, there are some things to remember on how to make it work effectively and for your advantage.

Sound like the true and leading expert in your field.

Remember this simple equation: **Price resistance diminishes in direct proportion to trust.** If your visitors feel and believe that you are an expert in your niche, they are more inclined to making that purchase. On the other hand, if you are not exuding any confidence and self-assurance in endorsing your products, they will probably feel that same way and will go in search of another product or service which is more believable.

Establish this aura of expertise

By offering unique and new solutions they would not get anywhere else. Show proof that what you are promoting works as promised. Display prominent testimonials and endorsements from respected and known personalities, in related fields of course.

Avoid hype at all costs. It is better to sound low key and confident, than to scream and seek attention. Besides, you would not want to sound unprofessional and have that thinking stick to your potential customers and clients, now would you? Best to appear cool and self-assured at the same time.

And remember; prospects are not stupid. They are actually turning to experts and may already know the things that you know. If you back up your claims with hard facts and data, they would gladly put down hundreds, or even thousands worth of money to your promotions. But if you don't, they are smart enough to try and look at your competitors and what they are offering.

While recommending a product, it is also important that you give out promotional freebies. People are already familiar with the concept of offering freebies to promoting your own products. But very few people do this to promote affiliate products. Try to offer freebies that can promote or even have some information about your products or services.

Testing out the Product

Before you add recommendations to you product, it is given that you should try and test the product and support. Do not run the risk of promoting junk products and services. Just think how long it took you to build credibility and trust among your visitors. All that will take to destroy it is one big mistake on your part.

If possible, have recommendations of products that you have 100% confidence in. Test the product support before you begin to ensure that the people you are referring it to would not be left high and dry when a problem suddenly arouse.

Have a look at your affiliate market and look at the strategies you are using. You may not be focusing on the recommendations that your products need to have. You plan of action is sometimes not the only thing that is making your program works.

Try product recommendation and be among those few who have proven its worth.

Increase Your Affiliate Checks

Since there are already lots of people getting into affiliate marketing, it is no wonder that the competition is getting stiff. The challenge is to try and outdo other affiliates and think of ways to be able to attain this.

What better way to wow your prospects and customers than to record and publish top notch, full motion and streaming screen-captured videos. Nothing like feeling your hard work getting paid by having your customers jumping up excitedly in great anticipation to buy your product right there and then.

It is a proven fact; giving your customers something they can actually see can explode your online sales instantly.

You do not need to have training and education to be able to know how this system can work for your affiliate program. Anyone can create stunning videos, from multimedia tutorials and step-by-step presentations available online. The process is like having your customers seated next to you and looking at your desktop, as you show them the things they need to see and hear. All this done step by step.

Try to focus on the goal that you have set upon yourself to and achieve that with the use of the things that may be quite a lot of help in increasing your earnings.

Using Videos to Skyrocket Sales!

Videos have come a long way online and are now starting to show up in just about every promotion you see, and for good reason, they produce big sales!

You can certainly use them to promote your affiliate products with great success.

Here is an idea that I have been testing with great results. It is creating a video of the actual members area or the product itself.

By video I mean a screen capture video using a program like www.camtasia.com. Camtasia is only one screencapture program out there, so do some research to see which would be best for you. There are others much cheaper with less features.

Also, when it comes to video editing, make sure you check your own computer to see if you already have some video editing software installed. A lot of computers come with video editing software now for home movies and such. You can use this exact same software to edit your screen capture marketing videos.

When I first started, I used the excellent "Impress" which comes as part of the free "Open Office" open source package. I created my presentation in that as a series of slides, using a free ware screen capture software to copy each image, I then downloaded the set of images into "Windows Movie Maker" which came with my computer to make the final video for Youtube. After I had some success with this method I invested some of my hard earned commission in buying a copy of "Camtasia", which made the whole process quicker.

Once you get some screen capture software you create a "Here is

what you can have in minutes" style of video. You call it a "tour of our product".

You then add this video to your affiliate product promotion and boom, increase sales!

It is very simple to do and hasn't failed yet to work for me!

Here is how you can do this:

Step 1) Start up the screen cam software, and welcome the viewer to the product tour video.

This can be a simple greeting where you introduce yourself as a user of the product and give a quick introduction to what will be in the actual video.

Step 2) Login to your members area where the product will be downloaded. Or, if the product is an actual down-loadable file like a .PDF report/ebook, you can just open the file.

Step 3) If there is a download page, it is a good idea to show the download page, discuss the bonuses, etc..

Talk about everything they receive when they order and show them in the download page. You can even show them the order process and how it works. A lot of people online are still a bit scared to give their credit card numbers over the Internet. They do not want their credit card to get stolen by some hacker, and are also concerned with the people they are ordering from scamming them.

So if you show how easy and safe the order process is, this can surely help sales by reassuring customers that they will not get scammed out of their money and that the product is safe to buy.

Step 4) Show them the chapters in the book while reading some of it. This is a big part, it shows the viewer that the product is real, shows how it is presented, and they get a quick taste of exactly what is inside.

You can go by each chapter to show them the headlines/titles of the product. This can produce big sales as it really taps into people's instant gratification trigger button.

You basically are saying "You can be reading this right now!"..

You should get permission from the owner of the product before you show the inside of their product to the public, but this shouldn't be a

problem.

Just explain what you are doing and let them know that the viewers of the video would only be able to read a few pages in the video and that you aren't showing the whole entire book in the video.

Also, this works the same way if you are promoting a software program. Show how the programs works, the features, etc..

Step 5) Thank the viewer for watching the video and remind them that they can have this within minutes from now.

Also, if the product or software has an affiliate program, you could give them a quick glance at that and tell them they could recoup their investment by just referring 2 friends. This is also very powerful as it makes the product seem even less risk.

Something else that I have used in a few videos is showing the guarantee of the product to make sure the visitor knows that if he is not happy with the product, he can get a full no questions asked refund.

I have also used these videos to build lists. You can say something like:

"Subscribe today and receive a video tour of XYZ product free!"

People subscribe and get the video of the product you are promoting sent to their email. Something else I have been testing with great results is what I call an "Insiders view".

Insiders View

If you go to Google.com and search for a heavily promoted affiliate product you will see lots of people have set up web pages and use Google.com's Adwords program to advertise it.

They use ads that say things like:

"XYZ Product Reviews"

or

"Don't Buy XYZ Product Until You Read This"

etc..

They are using these ads to generate traffic to their page which then links to the actual product through their affiliate link so that they get

credit for the sale.

This is a simple tactic that people have used for years.

What I have been testing is ads that start like:

"Get An Insider's View Of XYZ Product"

This ad links to my page which then has my video automatically start. The video is of course all about the product, shows it chapter by chapter, shows the download area and order process, etc..

This works well, and of course you can even get them to subscribe to your list first before they can get the "Insider's View" video.

Youtube, Google, etc.

Something else you can do with this video is to submit it to the video directories like Youtube.com and Google video.

Make sure to link back to your site in the description area to generate traffic back to your site.

This can be a quick and easy traffic generator. Search engines love video and if you do this idea you will have one to submit to the video web sites. It's quick and easy, give it a shot!

Mention your Limited Bonuses

One more thing you will definitely want to mention in your video is if you have included any of your own bonuses if they order the affiliate product.

Something like "If you order XYZ report, I will throw in my own ABC report as a bonus, but only if your one of the next 50 orders" etc..

This of course will also add value to the product you are promoting and easily boost sales.

Generally the better the bonus, the more sales, but do not overshadow or devalue the main product you are promoting with your bonus.

Not buying the product or using the service.

As an affiliate, your main purpose is to effectively and convincingly

promote a product or service and to find customers. For you to achieve this purpose, you must be able to relay to the customers that certain product and service. It is therefore difficult for you to do this when you yourself have not tried these things out. Thus, you will fail to promote and recommend them convincingly. You will also fail to create a desire in your customers to avail any of what you are offering.

Try the product or service personally first before you sign up as an affiliate to see if it is really delivering what it promises. If you have done so, then you are one of the credible and living testaments aware of its advantages and disadvantages. Your customers will then feel the sincerity and truthfulness in you and this will trigger them to try them out for themselves.

Many affiliate marketers make these mistakes and are paying dearly for their actions. To not fall into the same situation they have been in, try to do everything to avoid making the same mistakes.

Time is the key.

Take the time to analyze your marketing strategy and check if you are in the right track. If done properly, you will be able to maximize your affiliate marketing program and earn higher profits.

The Secrets of Using Classified Ads

The process of using classified ads to generate sales for any product - whether it be an original product or an affiliate product - is often over-simplified and discouraged. This is, in part, because it actually is one of the harder ways in which you can advertise.

It requires you to use a **small** amount of words to communicate an important point, which will either make or break your ability to garner interest in the product in question. In most cases, supposed experts will **discourage** you from using classified ads because they themselves have **never** had much luck using them - **NOT** because classified ads aren't a viable method of advertising.

So how can you use classified ads correctly to generate a considerable amount of traffic to your affiliate product sales page?

The first step entails finding viable places to advertise. Again, many of the so-called experts will jump in and either tell you to use free sites or that free sites never work. The truth here, too, is somewhat

in between: free sites can work, but you must use them carefully. For instance, if you want to generate traffic from sites that allow you to post free classifieds, you will have to find ones that actually receive traffic themselves.

One example of a site that receives a massive amount of traffic, but also allows you to post classified ads for free is craigslist, which you can find at the following URL:

<http://www.craigslist.com>

As long as you post classified ads in the proper section, you can do it completely free of charge. Additionally, you can do this on each of the craigslist sites for the metropolitan areas in the United States.

Another place you can post free classified ads is Yahoo. You can find this feature at the following URL: <http://classifieds.yahoo.com/>.

Again, as long as its on topic, you can post a classified at for whatever you want.

Now, with this in mind, you will want to consider the best way in which you can construct your classified ad. I personally suggest creating a headline or first line that uses psychological triggers.

Remember! With classifieds, you're not paying by the click. It's either free or you're paying for a certain period of time or impressions, so your goal should be to generate as many clicks as possible, so use words like "cheap," "free," "proven," and "shocking" to draw attention to your ad.

Once you have successfully drawn attention to your ad through the headline, you will then want to seal the deal by providing viewers with a reason to click through, provided that your affiliate product is something they will want to buy. You can do this by explicitly stating a quantifiable benefit in the second line of the classified ad - and then stating a crucial feature in the third line.

Once you have gained some experience posting ads on free classified ad mediums, you will want to move on to major electronic publications, including large e-zines and authority sites; however, before you do this, you could be confident in the classified ad and your conversion rate.

Forum Posting

The Cheapest, Fastest Way to Advertise on the Internet:

Posting on forums is one of the cheapest and fastest ways in which you can advertise affiliates products on the Internet. However, in order to do this successfully, you must do a number of things carefully.

Warning! Simply starting a thread that contains an affiliate link might be a good way to get banned from a particular forum board, but it will never be a good way to make sales.

The general procedure involves making multiple posts on a forum board before you even setup a signature file, which includes a link to your site. Even if the particular forum you are using does not specifically mandate this, you will want to do this, anyway, as it will increase your credibility - which is your real goal.

You can start by finding a number of forums for your particular niche or marketing angle. You can find massive lists of forums at the following two URLs:

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

http://board123.com/forum_directory.php

The first resource is currently the largest forum directory on the Internet. The second resource contains lesser directories, but includes some that are not listed on Big Boards.

Now, once you have selected a number of directories that match your specific marketing angle and affiliate product, you will want to investigate to determine whether or not they have excess rules regulating signature files.

For instance, some sites do not allow any links in signature files; others, by contrast, allow links, but do not allow any commercial links. Make sure you know what the rules are before you post. Otherwise, you are simply setting yourself up to be banned from the forum.

Next, take the list of forums you have created - that are both relevant to your topic and allow commercial links - and begin developing a reputation on those forums. Post regularly, avoid meaningless fights and flaming, and contribute useful, on-target information to discussions. In a matter of 1-2 weeks, you will have developed a reputation, provided that the forum receives a considerable amount of traffic.

Once you have developed a good reputation, you will want to begin advertising through your forum signature. Ideally, you will want to

include some eye-catching assortment of colors, symbols, and words in your signature.

This will draw people's attention. You will then want to link them to something other than an affiliate page - whether it be a page you created to sell an affiliate product or an auto responder course used to capture email addresses.

Remember to repeat this process in all applicable forums.

Look for high traffic forums that allow commercial link posting in signature files - and that also happen to fit with your specific **audience-targeting** and marketing angle goals.

Next, create a reputation.

Last, add your signature in some attractive way that draws visitors' attention, but is also likely to convert them into interested clickers.

You will find that this form of advertising pays off considerably - and does so faster than other methods available.

Social Networking Sites For Affiliate Marketing

You might not know this, but social networking sites aren't just for teenagers anymore. In fact, social networking sites have evolved into something different altogether than what they once were - networks composed mainly of teenage girls.

Today, social networking sites span the spectrum of demographic groups. While teenagers are still more apt to use them than older people, there are now niche social networking sites, which target people who all share some common interest, such as a skateboarding or investing.

Now, in addition to teenagers and adults, social networks are increasingly becoming used by another group - **businesses**.

That's right: many businesses are now infiltrating social networks to advertise in some subtle manner - and then replicate their message through systems that are already available within the social network.

The most prominent social network is <http://www.MySpace.com>, which boasts a growing membership base

If the affiliate product you are selling has a broad appeal, you may want to use MySpace to market your product, as you will be able to reach the largest crowd quickly.

Now, there are a number of different ways in which you can market your affiliate product through MySpace. One way is to setup a profile, purchase what is called an “adder robot,” and then begin adding friends to your list on a daily basis. The robot can add as many as 300 per day without any problems.

Depending on your goals, you may want to add a personal profile for yourself and then talk about your business/product on your page; or you may want to simply create a profile for your business and use that to market your product.

While you can send out bulletins advertising your product through MySpace, this is generally discouraged by the MySpace staff and could lead to your getting banned. It is probably a good idea to avoid this; instead, post related bulletins that don't advertise your product, but talk about something similar.

This will drive interested visitors to your page, where they can learn more about the affiliate product you are selling. Note, however, that you will have to link to a non-affiliate page, as affiliate links are expressly forbid on MySpace.

Once you have had some experience marketing to the MySpace crowd, you will want to consider looking at other social networking sites.

[Http://www.facebook.com/](http://www.facebook.com/) is another large social networking site, which caters specifically to college and high school students. You will also want to look for niche networking sites, which will afford you an opportunity to capture a more targeted audience.

Whichever sites you decide to use, keep the following in mind: your goal should be to develop a network of people who share a common interest and could potentially be interested in your specific product.

For this reason, it is always a good idea to think long term (i.e. don't do things that are going to get you banned); instead, concentrate on building your network and introducing them to your affiliate product.

Generate Traffic and Affiliate Sales with Free Viral Reports

Did you know that the free viral report is quite possibly the most deadly weapon in an affiliate marketer's arsenal? It allows him or her to quickly multiply his or her efforts while slashing down on marketing costs.

All the marketer has to do is develop a viral report for little or no cost, embed an affiliate link in said report, and then find various avenues of distribution that will ensure that the report is perpetuated as far as possible - **from group to group to group.**

Now, with this being said, when it comes to developing free viral reports, a considerable amount of precise calculation and back-end system setup is needed. Simply jotting down garbage, tossing in an affiliate link, and then attempting to send it to everyone you know in .txt format isn't likely to gain you anything; nor is it likely to multiply your efforts by inducing other marketers to redistribute the report for you.

Instead, you must start from a different point. You must determine what topic people are looking for related to your specific affiliate product.

For instance, do they need more information about the product itself? Do they need to know how to use that product effectively? Whatever your angle happens to be, make sure that it lines up with the wants of your customers and also ties in nicely with your affiliate product.

Next, create the actual viral report and embed your affiliate link in multiple places. If you have a site and a list, you may want to instead post a link to your list - and then use back-end mechanisms to make the sale.

Your last step is to actually ensure that this viral report:

- a) **Gets into as many people's hands as humanly possible**; and
- b) **Gets into the hands of people who will definitely redistribute** it to others without charging any fees. This is where the art of free viral

report distribution comes into play.

A good way to distribute your viral report is to **create a buzz on forums**. You will want to discuss some specific experience you had related to the topic you will cover in the report - and you will want to do it well in advance of your release date.

You will then want to start talking up your release - and also explain that the report will be completely free. Furthermore, you may want to even start locking people in for immediate distribution via email by getting them to join a list.

Once you have begun building a forum buzz for the report, you will want to go to e-zine owners in your particular niche and ask them if they are interested in getting a free report on whichever subject you are marketing. The distribution effect will multiply, subsequently multiplying your sales.

Build Your Own Mailing List...

Even Though You're an Affiliate!

Today, I want to share with you one of the **biggest** mistakes affiliates make. I want to share this with you so you will not make the same mistake:

The one major mistake many affiliates make is NOT setting up a list!

Affiliates will often send traffic that they generated to affiliate links, rather than a list. When they do this, they are unknowingly making a bet that visitor will buy on first contact. Unfortunately, this is generally not the case.

Visitors often need to be warmed up to a product - through the course of multiple visits and additional information - before they are willing to purchase from a person or a business. This is where building a list comes into play.

By building a list, affiliates can fix this problem. Additionally, they can retain traffic, warm it up, and then direct it to different purchases in the future. **This means that it isn't a one-shot deal:** instead, they can attempt to sell the same person multiple products over the course of time.

Now, in order to do this successfully, the affiliate in question must purchase the necessary tools. I personally suggest using

<http://www.aweber.com> for the actual auto responder service.

Aweber is relatively inexpensive and comes with a formidable range of services, including spam checkers and macros. Best of all, it is whitelisted by many email clients and boasts a delivery rate of **99%**.

This service will not only manage your list, but it will also help you build it. It includes free tools that allow you to create web forms, pop-ups, and hover-ins - all of which can be used to increase your opt-in rate.

Now, in addition to purchasing the auto responder service, you will need to setup your own site if you do not already own one. If you already own a related site, you can simply add your opt in form to a page on your existing site.

Once you have your site and your auto responder setup, there are only two steps left: the first is building a course of some sort that is related to the affiliate products you will sell; and the second is creating an opt-in form that converts.

The first part is relatively easy. Start by determining your topic and then outline it over the course of five to seven days. Remember that everything should be written as if you are talking to a person, rather than as if you were writing a formal article.

If you don't feel comfortable writing these articles yourself, you can always hire a ghostwriter at <http://www.elance.com> for \$5-15 per issue, depending on the size.

Once you have created your auto responder series, you will want to feed it into your auto responder, setup advertisements in the text for the affiliate product you are planning to sell, and then create an opt-in form for your list.

Once you have setup your opt-in form, the only remaining step is to drive various traffic sources to your opt-in list, collect their email addresses - and then wait for the commissions to roll in!

You can use any one or more of them, combine, mix and match... and observe your results in your affiliate earnings!

Subscriber System

Here is a subscriber systems to both build a list and make affiliate sales.

This Simple Subscriber Secret is a plan that you can follow and set

up to start building a list for free, and make money with affiliate programs.

Some affiliates use a squeeze page to capture subscribers. All you need with your squeeze page to make this work is about a 40% conversion, meaning for every 100 people that go to your site, 40 will subscribe to your list.

Although the more the merrier, 40% will work fine. Some squeeze pages that are finely tune can generate 60% conversions, but 40% is all you really need.

When somebody subscribes, they are taken to either a product of yours (best option) or if you do not have one, you will be an affiliate for somebody else's product and promote that. All your product or affiliate product needs to do is convert at about 1% (1-2% is the industry average and easily obtained) to make this strategy work.

Then you use pay-per-click advertising to advertise your squeeze page (although most traffic generation strategies will work, I have been using PPC for it's simplicity and effectiveness).

That is the pure basis of it, and I know it sounds basic at first glance, but there are some very important factors in this system that makes this work like crazy.

After you have it setup, you only need about \$10-15 in funds to start with the PPC engines and then everything after that is virtually free. Free subscribers after the initial \$10-15 forever!!!

Of course the whole point is to build up a big list so that you can make money promoting other people's products for years to come. You will not only will you be generating free subscribers, but also you will be making sales left and right.

And you can set this up as many times as you want in any market.

The formula to get this to work properly.

Let's say that once you have your squeeze page set up, it converts at 40%. So every 100 visitors that come to your site, you get 40 subscribers.

So let's say you start with \$15.

You spend \$15 at Google AdSense or Overture.com to advertise your squeeze page at \$0.05 per click.

That means that once you have exhausted your \$15, you will have received 300 visitors to your squeeze page, and 40% will subscribe.

That means 120 people will be redirected to the sales letter of whatever affiliate product you are promoting.

So you go to clickbank.com and find a product that has to do with the PPC keywords that you bid \$0.05 on and that clickbank.com product cost \$37 and pays you 50% commission as an affiliate. This is just an example of course, you may find one that you like that is better, etc.. Like I said earlier, lots of clickbank.com products that you can promote are now paying 60-75% which is a fantastic commission!

So, back to our visitors, 120 people will subscribe and be redirected through your affiliate link to a product that costs \$37.

All that affiliate site needs to do is sell at 1%, that's it! Some will sell at 2-4% which is where you want to be, but 1% is all you really need. The higher the sales ratio for the product you are promoting, the more subscribers you will be able to generate.

So out of the 120 people that subscribed to your list and saw the affiliate product's sales letter, 1 of them buys, making you \$18.50 in commission. You just made back the initial \$15 you put in and made \$3.50 in profit.

BUT, the real reason you are doing this is the 120 subscribers that you just got for free! This is incredibly powerful! Do not dismiss this whatsoever!

Now, the way to really make this work is that when you setup your squeeze page, you set up an autoresponder that they are subscribing to. This is where even more affiliate profits will show up.

Your squeeze page has to give something away for free for maximum conversion. A free report, a free 5 day series by email, etc.. This is why they are subscribing in the first place. Although it isn't 100% necessary to give something away for free, you can get them to subscribe just by using good copy that gets them curious.

The way to make this very profitable is in your follow up messages. This is where you can setup a whole years worth of follow ups (You don't have to do this all at once either! I use a system for this as well.)

Let's say you have 50 follow ups promoting 25 different affiliate programs that are all selling products that are related to the

keywords you bid on with the PPC campaigns- 2 followup emails for each affiliate program.

This is 'set it and forget it' at its best. Once you have this setup and working to where your first product that you promote when people subscribe to your list is paying for your PPC advertising, all of your subscribers are basically free, and anything that your list makes by promoting those affiliate programs is pure profit and automatically generated! You don't even have to answer customer emails or do any support, none of that!

Now, here's how to avoid doing the work of finding 25-50 different affiliate programs all at once. I start with 5 and setup about 2 months worth of autoresponder messages promoting those 5. Your first 5 are quick and easy.

Then one day a week (just pick a day) I check my PPC listings to make sure they are still running, add more money to them if needed, and find another 5 affiliate programs to promote and then add follow up messages for those 5.

After a few weeks, your whole system is completely done and no more work is required, except for the few minutes per week it takes to login to your PPC account and make sure your ads are running.

So think if you had 20 of these sites building lists for you, and promoting affiliate programs for you all on auto-pilot?

But wait, this gets much better!

Once you have a list, or a few lists built up - You can send broadcast messages to these lists and really see the traffic flow to wherever you want to send them (a new product, affiliate program, whatever!)

You can cross promote, do joint ventures to your list, run subscriber specials, etc.. Once you have your list built up, the income opportunities are enormous. I have been running opt-in lists for 9 years now. It's like my own money printing machine!

This is still one of the easiest ways to generate multiple income streams, build your list, and generate traffic all on autopilot that I have tried, and I have tried a lot!

That's the Profit Funnel system, and a good one to work that is quick and easy and actually does build you a list!

The only change I have made is to get rid of the squeeze page. Squeeze pages, although they still work, are becoming less effective lately. The main reason is because everybody is using them. You

have to fill in your name and email to do anything online now and people are getting sick of it.

The majority of stuff that you get for free for filling out the squeeze page forms is junk and the visitors know it. But like I said, they do still work, but I think they are only going to keep losing steam as more and more people set up more squeeze pages.

Another problem with using a squeeze page is the advertising. Google.com already frowns upon using their Pay-per-click advertising to advertise your squeeze page and often times won't even let you. More advertising vehicles are following suit as well. This will make advertising your squeeze page quite difficult.

So what's the solution?

I have been using low cost reports to build my lists and using different variations of this system to promote my products and affiliate program products.

For instance, instead of a squeeze page that is simply there to generate a subscriber, I sell a report for \$1-\$5.

That is the change, the rest of the system works exactly the same way. So where do you get the short reports to sell? Private label of course.

Here is what I do with private label content to make it much better. I get all kinds of private label reports, articles and ebooks on one topic, read them all, take out the best stuff from each private label item and make one "best of" report.

So this means I get the best information from various different sources as oppose to one source where some of it is good information, and some of it is bland/outdated/rehashed...

I suggest you do the same. This way, you do not have to write anything, you just copy and paste most of it into one great report! Finding PLR products to make your "best of" report will come quite easy as they are literally everywhere. Just go to google.com and type in "private label ebooks", "private label resell rights", etc.. and you will see what I mean.

You are looking for private label ebooks/reports that come with sales letters. No software! Software is way too much work. If they come with sales letters, then you do the same when writing your sales letter by making a "best of" sales letter to sell your report.

The best places I have found are the memberships that give you two new ebooks per month with sales letters for like \$30. That's a product with PLR with a sales letter for 15 bucks that you can make money with for years to come. Plus, you usually get access to all of the previous months products! I am not going to give you a list because these sites go up and down often and the list will be outdated quick. Just go to google.com and do the search and you will find plenty.

You can even do this with just one PLR book. Let's say you just want to create a 20-30 page report and you got the private label rights to a 100 page ebook.

You can edit it down to a "best of" 25 page report by cutting out the 75 least helpful pages. That way your customer gets just the guts, the best parts of that 100 page book. Then set your report up using the sales letter provided, advertise it using PPC and build your list for big affiliate profits!

I know this kind of takes away from the whole appeal of affiliate marketing because this is selling your own product, when affiliate marketing is about selling somebody elses. But remember, if you truly do not want to sell your own, you can still use the squeeze page idea above and not sell anything of your own. It does work still and should not be dismissed.

Teleseminars

Teleseminars can be big big affiliate sales for you if you can get the owner of the product on the phone for an interview.

That's where the real money is when it comes to generating sales through teleseminars. You basically do it like an interview. But, you can also do teleseminars yourself as long as you can give good content. The whole point of a teleseminar is to give the people calling in good content. That is the main priority.

Too many teleseminars these days are just crap content and sales pitches wrapped into one. The ones that make big money are the ones that give good solid content for 90% of the call, and then have the last 10% talk about the product they are offering (which of course goes directly along with the content they just gave)..

It is much easier to make this work when you can interview the creator of the product. Some will agree to this, some will not. There

isn't any one foolproof way to do this. Some people are just good salesmen and can get people on the phone and sell hundreds of products, others can't.

The main thing about any kind of teleseminar is giving good quality content and not trying to shove a product in their faces.

Some things that will help:

- If you are doing the call alone, then come up with a passionate speech about how you had XYZ problem and how bad it was (relating to the customers) and then the product (the one you are going to promote after you have related to them) solved it for you..

- Don't be afraid to get a friend on the phone to help you along, or to even ask you questions. Listening to a teleseminar with two people is much better than just one. It kind of balances things out and almost always produces more sales.

- Try to get an interview with the creator of the product so he can talk about some ideas in the product itself. This will be a much better sales generator for you.

Other than that, it's all about promoting the teleseminar which is as easy as telling your list/previous customers about a free teleseminar that will teach them all about _____.

As I said earlier, give good content in the seminar for free and your sales ratio will be high.

Affiliate Cloaking

Finally, a quick word about affiliate links. These can appear a bit long and off putting to a potential customer. There is software out there that will hide or "Cloak" it for you and there are also online services.

One way of doing for yourself is to have a page on your website or blog that will forward your visitor to the sales page.

This is not complicated. Create a page in your favourite word-processor. Enter this bit of script, putting the location of the sales-page with your affiliate code, replacing the bit in red.

```
<?php header( 'location:  
http://url_you_want_to_redirect_to' );?>
```

Put that (and only that) in the source code for your page and save the file with .php at the end, instead of .htm or .html. (If you want to redirect from your homepage, name the file index.php and upload to your server.)

Now have your links point to this page, instead of straight to the sales page. The added bonus of this method is that if your links are in something like a viral ebook, you can change the ultimate destination of the visitors to another sales-page by simply changing the URL address in your php file. This is handy if the original product is withdrawn or changes it sales-page, (or you find a different product that offers a better commission!)

Start now!

I hope you have found all this interesting and useful. There is no better way of learning than doing, so for starters here is a great opportunity. I am going to offer you **50%** on the sale of this book!

Here is the link to the affiliate page for this book your are reading, where you can find more information. You do not need to sign up or anything.

<http://www.youshouldreadmore.com/ecobooks/earn/commission.html>

All you will need is a Paypal address, (if you have not got one it is easy to sign up and it is Free!).

It is simple, you place your Paypal email address in the special link we will give you and send visitors to the sales page for the book. Every second visitor that uses your link to buy the book will pay the money straight into your Paypal account, no waiting!

Sell two books and you get back the money you paid for this priceless information. Sell four books and you double your investment!

Go Green, Make money and save the world!

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