

The “Complete Beginner’s Guide to Affiliate marketing”

[Bonus for the Affiliate Commandments]

<http://www.affiliatecommandments.com>

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Part 1 – Introduction to the Complete Beginner’s Guide

Affiliate marketing has attracted a lot of attention from novice marketers to seasoned professionals. Everyone wants to stake their claim to the unlimited profit potential of pedaling other people’s products to the online consumer.

But without a blueprint in place on how to get from uninformed affiliate to someone raking in thousands each month, the journey can be long and arduous. I’m going to shorten the learning curve for you and teach you exactly how to use *one specific* affiliate program to launch and grow your Internet income.

No more information overload. No trying to squeeze the best of many programs into one plan. This time, you’ll be learning affiliate marketing with a laser-targeted approach – cashing in on ClickBank and the digital product revolution.

Dispelling the myths of affiliate marketing

There are many myths associated with the ease of making money as an affiliate. Let me clear the air right now – **it takes work**. But if you know what systems to put in place, the work is well worth the investment of your time and the minimal amount of money you spend to convert traffic into solid commissions.

I get sick of hearing people say it’s a no-work income solution. “No website needed.” “No product creation necessary.” “Just grab your unique affiliate ID code and wake up to an account full of money.”

It’s all hype - and it’s the primary reason so many people only give their affiliate marketing strategy a week’s worth of effort before throwing in the towel. I’m going to teach you affiliate marketing from a *business* standpoint.

It’s like buying a franchise – you have to learn the product, know the market, and use the right tools to make it profitable. There’s no magic wand that’s going to result in you becoming an overnight millionaire while you sleep.

As an affiliate, you’ll be working, but it’s worth it when you see the checks start coming in and realize the payoff is high. What I’ll be showing you requires you to learn how to set up certain systems (easy once I show you how), monitor them for peak performance, and then test and tweak them for success.

Basic profit pulling requirements

I’m from a different school of thought when it comes to affiliate marketing. I *want* you to have your own website. I *insist* that you build a list from it. And I *strongly*

recommend that you take this seriously and put as many hours as possible into it if you want to see quick results.

You have to be willing to dig up the dirt and plant the roots of your success. If you're looking for an easy way out, then affiliate marketing is not right for you.

However, there *is* a way to launch your career as an affiliate without getting mired down in web design, product creation, and marketing. What I'll be doing is showing you the shortcut to success – the *least* amount of work necessary to help you build a business.

There are three kinds of marketers working the affiliate avenue to riches.

One doesn't want to work, and never puts in the elbow grease it takes to turn a profit. He flutters from one trend to the next, always wondering why he never hits it big in Internet marketing.

The second spins his wheels doing everything *but* what's right. He suffers from information overload – angry that some marketers say you don't need a website while others say you do. He's lost, confused, and frustrated so he throws in the towel and swears off affiliate marketing forever.

The last one, which is the category I fit into, is the kind who took the basic concept of affiliate marketing and made it his own. He didn't rely on any one man's opinion – he took them all, put each one to the test, and went with what worked for him and his niche.

The first two are no or low earning affiliates. They may accidentally see a commission trickle in one day, but it's not because they figured out the system. The last one, on the other hand, sees his earnings snowball into a bona fide six-figure income because he's willing to look at it from a business standpoint.

What I'm going to teach you doesn't require a PhD. You don't have to be an award-winning copywriter. You never need to enroll in a web design course at your local community college. But you *do* need to be willing to follow my advice **and act on it**.

In the end, all you'll need to do is wash, rinse, and repeat your performance and you'll grow your foundation of profits into an empire of affiliate earnings that rivals a corporate executive salary.

Part 2 – Building a Presence on the Web

While most marketers adhere to the outdated advice that you don't need a website to succeed, I believe that you *do*.

As an affiliate marketer, you may not need a fully functional multi-page website, but at the very least, you need to develop a squeeze page where you can grab your prospect's contact information before filtering them through to your affiliate offers.

The more effort that you put into your web presence, the better your results will be. As you start promoting multiple items, you'll want separate domains for each one – for each audience that you target.

Building a web presence as an affiliate requires you to complete five steps.

Step 1: Stake claim to your VRE

The first thing you need to do is claim your domain. Your virtual real estate is where your traffic will flow. It should be developed just as you would if you were creating a full-fledged website, complete with membership pages stacked with valuable content.

You don't have to try to register a site with a single prime keyword for your niche, like money.com. Unless you have deep pockets, you'll need to get creative and choose a domain you can easily claim at one of the registrars for under \$10.

When you register a new domain for your affiliate product promotions, you have the option of registering it for one year or longer. It's been speculated that Google gives higher ranking to domains registered for more than a year, so if you plan on promoting something long-term, you might consider this possibility.

Whenever you log into ClickBank and find a product you want to push, brainstorm words that you automatically associate with it. If it's an exercise product, then you might think of "fit."

Since Fit.com is already taken, you want to see what synonyms are available for that word. "Healthy" is one synonym you can use, so if you come up with a domain like FitParenting.com and it's already taken, you can try your backup phrase – HealthyParenting.com.

You can go to [GoDaddy](#) and type in any URL to see if it's available. I do not recommend buying your hosting through this site, but if you want to claim a domain, it's okay to use GoDaddy. GoDaddy is rumored to have the ability to hold your site hostage if it gets complaints, so you don't want to use them for hosting.

When you find a .com extension that you want to buy, go ahead and snap up the alternate extensions so that nobody can funnel your traffic to their own offers once your idea takes root. Most registrars will automatically show you the alternate extensions when you're ready to check out, as shown below:



SAVE 41% on these great domains!

✓ FITPARENT.NET	\$8.99^{+/yr}
✓ FITPARENT.BIZ	\$7.99^{+/yr}
✓ FITPARENT.INFO	\$9.99^{+/yr}

SAVE 41%!

Add these domains now for **JUST \$26.97 \$16.00[†]!**

If you don't want your target audience to know who's behind the site, then I highly recommend that you use a privacy guard to keep the details of the registration hidden from the public.

Watch out if you're promoting some products from ClickBank that are attached to big names like MySpace or The Rich Jerk. Both have threatened to sue people who used their trademarked names in their own domains, like MarketingOnMySpace.com.

If the single word domains you wanted are taken, try combining some of your keywords, such as fitdiet.com, healthyexercises.com, and so on. Your domain is going to tell the visitor a lot about you before they ever land on your site.

There's a big difference between "part-time job" and "entrepreneur." What is it your target audience is seeking – a little extra pizza cash or a way to break free from the 9-5 grind forever?

Still need a boost? Go to a site like www.123finder.com and enter your primary keyword(s). The site will come back with different available domains using those or related keywords. So if I enter "affiliate" it might come back with a "marketing" domain.

Don't use a free domain add-on, like a Squidoo page where your URL looks like this: <http://www.Squidoo.com/keyword>. You want a stand-alone domain name for affiliate promotions.

Step 2: Sizing up your hosting options

Hosting can make or break your financial success. If your website is down and you're paying for targeted traffic to click through on your links from a pay per click search engine, you're going to be fuming when you discover your host was down for an entire weekend and all that traffic went nowhere.

Forget about complaining to Google AdWords about it – it’s not their problem if your host wasn’t performing up to par. First and foremost, forget about free hosting. You have to keep a banner ad on your website with most free hosting opportunities, and since hosting is dirt cheap, there’s no reason not to pay for full control over your site.

I recommend using a host that has a cpanel, like www.HostGator.com. With a cpanel, you can easily run your site without the headaches many people face. A cpanel will put everything at your fingertips and make running your affiliate operations easy.

Please update your contact information here.

General account information:

Hosting package	Baby Croc
Shared Ip Address	74.52.133.50
Subdomains	5 / unlimited
Parked Domains	0 / 999
Addon Domains	5 / 999
MySQL Databases	5 / unlimited
Disk Space Usage	217.32 Megabytes
MySQL Disk Space	3.54 Megabytes
Disk space available	4782.68 Megabytes
Bandwidth (this month)	4885.61 Megabytes
Email Accounts	2 / unlimited
Email Forwarders	2
Auto-responders	0
Mailing Lists	0 / 25
Email Filters	0
Ftp Accounts	5 / unlimited

General server information:

Operating system	Linux
Service Status	Click to View
Kernel version	2.6.17.11-grsecHg
Machine Type	i686
Apache version	1.3.37 (Unix)
PERL version	5.8.7
Path to PERL	/usr/bin/perl
Path to sendmail	/usr/sbin/sendmail
Installed Perl Modules	Click to View
PHP version	4.4.4
MySQL version	4.1.21-standard
cPanel Build	10.9.0-RELEASE 139
Theme	cPanel X v2.6.0
Documentation	Click to View

The icons represent the following tools and services:

- Mail
- Webmail
- Change Password
- Parked Domains
- Addon Domains
- FTP Manager
- File Manager
- Disk Space Usage
- Backups
- Password Protect Directories
- Error pages
- Subdomain
- MySQL@ Databases
- Redirects
- FrontPage@ Extensions
- Web/FTP Stats
- Raw Access Logs
- Raw Log Manager
- Error log
- Subdomain Stats
- Chatroom
- PhpMyChat
- Bulletin Board
- CGI Center
- Scripts Library
- Agora Shopping Cart
- Cron jobs
- Network Tools
- MIME Types
- Apache Handlers
- Manage OpenPGP Keys
- HotLink Protection
- Index Manager
- IP Deny Manager
- SSL Manager
- Statistics Software Configuration
- Fantastico

You'll see the Fantastico button, which adds your blog to your domain, buttons to add chat rooms and message boards, file manager options, and a place to view your traffic (web) stats – something GoDaddy charges extra for!

When you launch your first domain, get the smallest plan available. On HostGator, you might start with a Baby plan until you need more server space, and then you can just upgrade to a bigger plan.

Regardless of which hosting company you choose, make sure they have a significant uptime. That means 99% or more. If they have to go down, you want your site left unscathed. Page: 8

Since you won't be building a massive site, you won't need much space. But when you use a host like HostGator, you can add unlimited domains – one for each of your ClickBank promotions.

Step 3: Adding the option to opt in

An opt-in page is another name for squeeze page. It's one of the most important steps of becoming a successful affiliate marketer, so pay attention closely.

On your squeeze page, before the visitor goes on to find out about the ClickBank products you're promoting, they're going to enter their name and email address. This data gets deposited directly into your autoresponder system.

I recommend using [Aweber](#), which costs about \$19.95 per month. An autoresponder is what's going to put your affiliate sales on autopilot and allow you to keep your traffic as a lifetime prospect instead of just a one-time sale.

Your squeeze page will have a small amount of sales copy on it. Nothing long, like some of the mammoth sales letters you see on the sites these days. It will look something like this, but you don't *have* to use bullet points.

The diagram illustrates the layout of an opt-in page. At the top, there is a red headline placeholder: **"Headline Here"**. Below it is a subheadline placeholder: **Subheadline**. To the left, there is a section titled **Bullet Point Headline...** followed by a list of five bullet points:

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4
- Bullet 5

To the right of the bullet points is an **Optin-Headline** box. Inside this box, the text reads: "Enter your **first name**, and a **valid email address** to gain instant access to your free _____". Below this text are two input fields: "First Name" and "Email Address". The "Email Address" field is highlighted in yellow. At the bottom of the opt-in box is a button labeled "Grant Me Access!" and a disclaimer: "(We hate SPAM as much as you!)".

The way to get people to hand over their information is to give them something in return. Consumers are wary when entering their email address on the 'net because they fear spam. So when someone does trust you enough to exchange information, treat them with the respect they deserve.

You have several options – give them a free report, grant them instant access to a membership forum you offer, or promise a series of lessons on whatever subject matter they're interested in.

You can find free templates online for opt in subscriber boxes, or create them through your autoresponder system. Aweber has a wizard that walks you through the process and gives you HTML code you just cut and paste into your web file.

Once you have your squeeze page template or code, you want to link it to your autoresponder so that whenever anyone enters their contact information, it funnels into your database so that you have plenty of future ClickBank sales lined up.

Aweber has a free 30-day trial, so it's worth it to start there and see if you like how it operates. To get an account, enter your name and email address and verify the account through the activation link they send to you.

When you find different products to promote on ClickBank, you may want to have different lists. This helps for keeping your target audience separated so that you know which items to cross-promote to existing buyers.

Aweber has a control panel that you'll see when you log in. It includes your list settings, messages, leads, reports, and other administrative areas. Each time you log in to manage your account, you can choose which list you're activating for a particular task.

You might want to blast a single email out to one list and add to your on-going series of emails for a different list. To create a new list, you just click on the Create New List link and name your list. Choose carefully because your list members will receive email from TheNameYouChoose@aweber.com.

Enter a description of your list and give them the option of opting *out* of all of your lists in case they're on more than one. Choose to allow open rates so that you'll know how many people opened your emails (this only works with HTML messages).

Fill out the remaining information they request, such as your company information, administrative email, etc. Then you'll make it so that your sign-ups have to double opt in for verification (this protects you against Spam complaints).

Just go to your list settings and verified opt ins. Add a few lines to the beginning of the ready-made message and save it. This way, whenever anyone signs up, they'll get a confirmation email ensuring they are the ones who made the request.

Then you'll set up your emails according to whatever ClickBank product you're promoting and what you've promised the person who signs up. So if you're promoting a MySpace product from ClickBank, your freebie might be a set of ten MySpace profile templates they can download.

Your initial email to them would thank them for signing up, and it would include a download link for the template files. You'll set these up under the Messages tab as a follow up message.

Later, when you want to promote a new product to that same list, you'll go to the broadcast message option and send out one mass email to your list.

If it's an on-going autoresponder, like an Ezine or online course, then you can set the messages to deliver whenever you want the to – like 3 days apart. If you turn on click tracking, you'll be able to see how many people respond to follow-up ClickBank offers you make.

Step 4: Site Design with SEO in mind

Just because you're starting out with a squeeze page doesn't mean you don't want to optimize your site for search engines. SEO is important to your domain when you're designing your site.

If you're setting up a squeeze page, then the template or HTML code will be created for you. But if you're designing a Minisite, which is just a little longer in length – like a pitch page, you'll want to concentrate on SEO even more.

There are Minisite templates available, like those at www.siyminisite.com/members/email_req.php. This is perfect for you affiliates who aren't tech-savvy and don't want to mess with HTML codes yourself.

Another way to get it done without the headaches is to hire a professional at a freelance site like www.Elance.com, www.RentaCoder.com, or www.Guru.com.

You want your site design to reflect the audience you're targeting. If it's golfers you're targeting, then a green color scheme with images of golf balls, tees, and courses would be appropriate. A parenting site might be bordered with baby rattles or bottles.

If you're giving away a free report, have an e-cover created for it – even if it's only a 5-page freebie. All of your images should be created so as not to slow your page's load time. More people are on dial-up than you'd think, so cater to their needs, too.

When you add any aspect to your website, remember that Googlebots will be crawling it and trying to index it for their SERPs (Search Engine Results Pages). Don't give them any obstacles to make indexing your page difficult.

The reason it's so important to concern yourself with SEO is because as an affiliate marketer, you want to keep your costs low. Natural traffic doesn't cost you a dime, and it can help you build a huge list if you show up for the right keywords.

Be careful if you design your own site from scratch using a WYSIWYG (What You See Is What You Get) editor. They can sometimes add hidden code to your HTML, which is what FrontPage does.

Here are some other SEO tips for your affiliate web presence:

- Never use JavaScript for your links, since spiders don't recognize them.
- Use keywords in your text links to increase your position in the SERPs.
- Stay away from frames. Use tables instead.
- Use Cascading Style Sheets so that you can update all of your pages at once.
- Use META tags for the title, description, and keywords because they're still used, even if they don't hold the weight they once did.
- Give Google a sitemap so they can follow all of your links.
- Keep graphic size to a minimum so that your page downloads quickly.

Don't feel that you have to invest in fancy flash or tons of images to convince your visitors to sign up to your autoresponder. They're looking for value.

Step 5: Taking your site live

When your page is designed, you want to upload it to your host's server so that it's live and ready to build your list of prospects. If you're using HostGator, or another cpanel hosting provider, then taking your site live is simple.

If you're not using a host with cpanel, then you'll need to see what type of FTP (file transfer protocol) system they're using and then follow the wizard for that specific system to upload your files to the server.

First, log into your cpanel for your hosting company. You'll want to choose the File Manager button, where you'll then see a list of folders that help you navigate your various domains.

You'll click on public html and then choose which domain your file will be placed in. Once you choose that folder, you'll see a black arrow at the top that says Upload files.

When you click on it, it takes you to a screen where you can Browse and choose the files from your hard drive. After selecting the file, which will probably be named index.html for your home page, you'll click the upload button. Each time you update it, you'll need to check the "overwrite existing files" option.

Since you're an affiliate, it's not necessary for you to install a shopping cart on your site, because you won't be processing anything. Whenever a consumer is directed to a ClickBank publisher's site from your link, ClickBank will process the payment and send you a percentage of the sale, which is your commission.

Part 3 – Cashing in as a ClickBank Affiliate

Remember in the beginning when I said that one of the most common problems with affiliates is that they try too many things at once? There's one tool you can use to build the foundation of your affiliate empire on solid ground – ClickBank.

[ClickBank](#) is an online marketplace with over 10,000 digital products. There are over 100,000 affiliates making money with them right now, but only a few savvy marketers know how to turn a slow-moving trickle of commissions into a fast-running stream of income.

ClickBank versus other affiliate options

Is it possible for you to go out and join LinkShare, PayDotCom, Commission Junction, Amazon Associates, and other affiliate programs and earn money from those, too? Of course it is, but focus and follow through is what really makes an impact on your sales and using ClickBank has perks other programs don't deliver.

Perk #1: ClickBank products generally offer higher commissions.

When you sell items through Amazon, you might make 10% off of a book that costs \$14.95. Sell a digital eBook from ClickBank, though, and you might make 75% off of a \$47 product.

On ClickBank, commissions usually pay out between 50 and 75% of the price of the product, and most products hover around the \$50 mark, although many marketers get approval for pricing their product above the \$50 maximum limit that's automatically set by the system.

Perk #2: There's no prior approval process.

If you find a product in the ClickBank marketplace that you want to promote, you just *do* it. You create your unique link with your ID embedded in it and start selling. Other affiliate programs, like Commissions Junction, give the publisher the right to approve the affiliates, which takes time away from your selling strategy.

Perk #3: You get paid twice a month, like clockwork.

One thing many affiliates always worry about is, "How will I get paid my commissions?" Go through a site like PayDotCom and you're reliant upon the product owner to pay you your commissions.

ClickBank sends out checks twice a month, and they're mailed directly to you. Now it's not the same as getting it direct deposited into your PayPal account, but it's reliable nonetheless.

Some marketers are spreading the rumor that ClickBank is dead. There's a good reason they're doing that – they don't want anyone moving in on their territory, and as word of affiliate marketing spreads, the competition increases.

Getting your free affiliate account

I'm going to walk you through the process of setting up your affiliate account. I highly suggest you do it right now instead of putting it on the back burner to act on later. Once you have this easy step knocked out you can start finding a niche to profit from and a product that helps you reel in the commissions.

When you go to ClickBank, you'll see the page below. Click on the button that reads, "Become an Affiliate – Click Here," on the left side of the screen.



The screenshot shows the ClickBank homepage. At the top right, there are navigation links: [Home](#) | [Sign Up](#) | [Marketplace](#) | [My Account](#). Below these is a blue navigation bar with buttons for [Sell Products](#), [Promote Products](#), [Buy Products](#), [About Us](#), and [Customer Service](#). A large banner features a group of diverse people and the text "AFFILIATE POWERED E-COMMERCE, WORLDWIDE!". Below the banner, a headline reads "Welcome to ClickBank, the Internet's leading retailer of digital products." The main content area contains three promotional boxes:

- Sell Your Digital Products Today!**
Leverage over 100,000 ClickBank affiliates to find customers for your digital products and multiply your profits. Account setup is simple & fast. Find out why over 10,000 publishers already trust ClickBank.
[More Details...](#)
- Promote Products & Earn Commission Today!**
Setup is free, fast and you'll have instant access to over 10,000 products with commissions as high as 75%. You'll appreciate our fast & accurate tracking system and dependable payment services. We've never missed a scheduled payment!
[More Details...](#)
- Dedicated Customer Service!**
ClickBank has established an experienced support team dedicated to your success. Our customer service representatives are available to quickly and effectively resolve your account setup, maintenance and order related support needs.
[More Details...](#)

This will take you to another screen telling you a little more about why you should use ClickBank. Just click on Sign Up Now! The sign-up form is simple. You just enter your account payable details, contact information, and choose a nickname for your

ClickBank ID (it should be 5-10 characters made up of letters and numbers). Here's what the form looks like:

ClickBank Signup Form

Use your mouse, or *tab* and *shift tab* to move from blank to blank.

Where shall we send your checks?

Make checks payable to...	<input type="text"/>
Street	<input type="text"/>
Box / Suite / Apt #	<input type="text"/>
City	<input type="text"/>
State / Province	<input type="text"/>
Zip / Post Code	<input type="text"/>
Country	<input type="text" value="UNITED STATES"/>

How can we contact you?

Your first name	<input type="text"/>
Your last name	<input type="text"/>
Your email address (example: joe@aol.com)	<input type="text"/>
Your phone number (required!)	<input type="text"/>
Address of your web site (if any)	<input type="text"/>

Select a nickname for your new account

Account Nickname ‡ (5-10 letters & digits)	<input type="text"/>
--	----------------------

When choosing a name, keep in mind that the customer can tell what the nickname is even if you've taken care to cloak your link. When the order button is used from a sales page, the bottom of the order form will say affiliate=[nickname].

Once you submit the information, you'll get a confirmation email from ClickBank with an 8-digit code that you have to enter on the next page, so make sure you don't close the ClickBank window.

I'm going to show you the basics of how to get your unique affiliate link for *any* product you decide to promote via ClickBank, but soon we'll discuss how to choose the best product to promote.

When you log into ClickBank, click on the Marketplace link at the very top right side of the page. This takes you to a screen where you can choose which category that you want to search from for a viable product. It looks like this:

Search the ClickBank Marketplace

Category: Subcat:

Keywords: Sort by:

Show: results per page

Use the ClickBank Marketplace drop-down categories and sub-categories, the keyword search engine, and the sort by function to find digital products. Click "[view pitch page](#)" under the product to view how the product will be presented to customers. Check the stats under each product to determine how much you can earn for converted customer referrals. Once you have a product you want to promote, click "[create hoplink](#)" under the product and begin referring sales today.

[Search Help](#) | [Rankings Help](#) | [Marketplace FAQ](#)

List of Categories

<input checked="" type="checkbox"/> Business to Business	<input checked="" type="checkbox"/> Marketing & Ads
<input checked="" type="checkbox"/> Health & Fitness	<input checked="" type="checkbox"/> Fun & Entertainment
<input checked="" type="checkbox"/> Home & Family	<input checked="" type="checkbox"/> Sports & Recreation
<input checked="" type="checkbox"/> Computing & Internet	<input checked="" type="checkbox"/> Society & Culture
<input checked="" type="checkbox"/> Money & Employment	

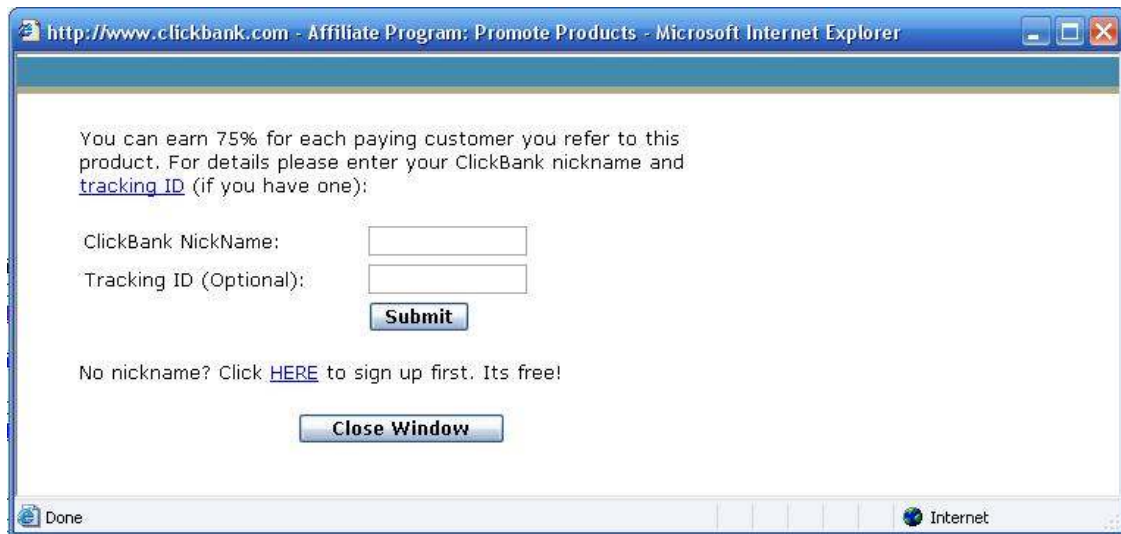
At the top, you can search for categories that you see listed at the bottom of the page, but you can also choose to search by subcategory. So if I choose the Money & Employment category, I might also choose to search within the subcategory of Entrepreneur.

If I want to get even more specific, I can enter a keyword or phrase to search by, such as "Affiliate Marketing." It will show me 10 results per page and I can sort them according to popularity, high or low gravity, the amount of money you can earn, the percentage of the sale that you can earn, or the percentage of referred sales a publisher has.

I'll go into those options when I show you how to find a viable product to promote. You'll see listings for products that look like this:

1) Day Job Killer, Kill, Or Be Killed.
 \$/sale: \$45.30 | %/sale: 75.0% | %refd: 83.0% | grav: 506.62
[view pitch page](#) | [create hoplink](#)

When you find a product you want to promote, you'll click on "create hoplink." Here you'll see a screen that lets you enter your nickname so the system can create your unique link with your affiliate ID embedded in it, like this:



Simply type in your ClickBank nickname (don't worry about the tracking ID) and click Submit. You'll then see a screen delivering your unique links to you, which will appear like this:

ClickBank pays you 75% when you sell this publisher's product. To refer a customer send them to this domain name:

<http://affiliate1.dayjobkill.hop.clickbank.net/>

Cut and paste the following hoplink into your web page:

```
<a href="http://affiliate1.dayjobkill.hop.clickbank.net/" target="_top">Click Here!</a>
```

I entered a dummy ID of "affiliate1" but whenever you promote any ClickBank product, you will have the same basic code:
[http://www.\[yournickname\].\[publisher'snickname\].hop.clickbank.net](http://www.[yournickname].[publisher'snickname].hop.clickbank.net).

Any time you happen to find a product online that you want to promote, and you go to their affiliate page and discover it's a ClickBank item, you just plug in your nickname and the publisher's (assuming he's provided it on his affiliate page).

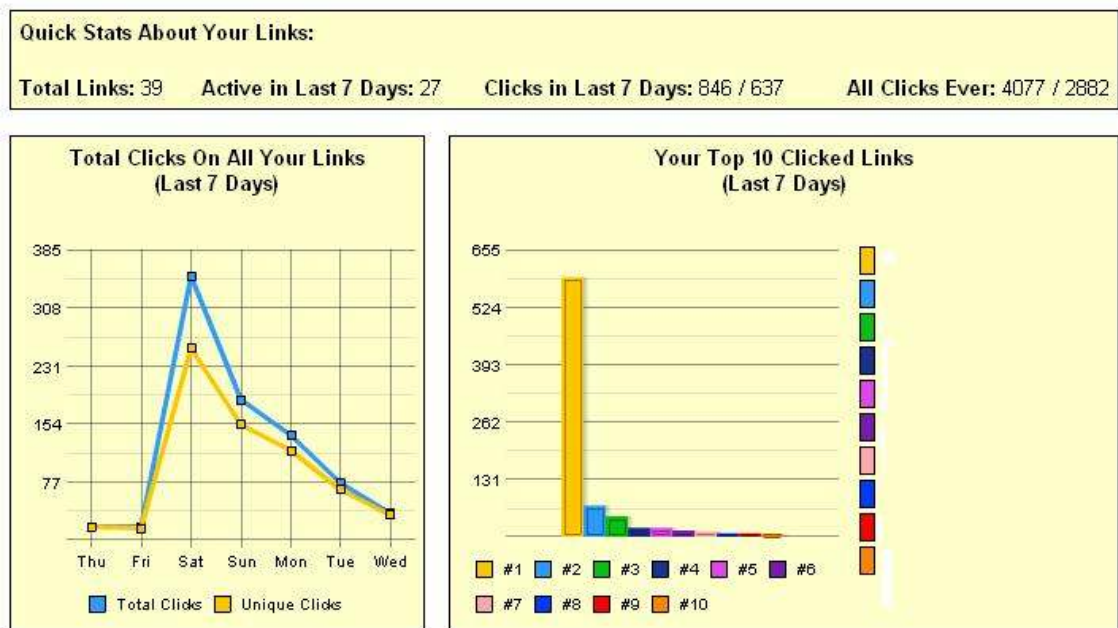
Look at the codes they give you in the above image. The first one that begins with <http://> is the direct link that you'll use to send people to an affiliate product. I highly recommend that you use a cloaking tool like [Go Try This](#) so that other 'net savvy consumers won't steal your commission.

When you cloak your links, it takes the URL the visitor will be delivered to and replaces it so they see a URL coming from your own domain. So instead of seeing the hoplink information (which might give them the idea to buy through their own link), they'll see something like this:

<http://www.yourdomain.com/product>

You would replace product with the name of the product that you're promoting. Some affiliates have an extra extension that reads, <http://www.yourdomain.com/recommends/product>. When you use a tool like Go Try This, you get to see your stats of click-throughs and determine which link is getting more traffic, like this:

DASHBOARD



From glancing at this, I can see that my clicks peaked on Saturday and that one link in particular out-performed the others. This is great if you're testing different affiliate methods.

Even for the same product, I'll have different links for article marketing, socialization link strategies, forum signatures, and more. That way if I find one method that works *really* well within a niche, I'll repeat it again and again.

The second link that begins with `<a href=` is the one you'll plug into your HTML code. All the consumer will see is "Click Here" (or you can change that to say anything you want) but the link will take them to the publisher's pitch page, giving you credit if the traffic results in a sale.

Evaluating a niche for profitability

Before you find a product to promote, you have to find a niche that's profitable. A niche is a group – your target audience – that has specific interests and problems that you can provide solutions for.

Some examples of this are:

- The Marketing Niche
- The Golf Niche
- The Gambling Niche
- The Pet Niche

These are broad, general niches. You can narrow it down even more and doing this often makes a niche even more profitable because the audience becomes highly targeted. A narrowed niche list might be like this:

- Affiliate Marketers
- Women Golfers
- Internet Gambling
- Dog Care

When you're evaluating an entire niche, you want to look for several things. The first is whether or not this is a buying marketing. Golfers, gamblers, pet owners, and entrepreneurs spend money.

On the other hand, you might not be able to draw out high enough commissions targeting groups that tend to watch their pennies. It's preferable that you target people with money to spend and who buy on impulse.

The second thing you want to consider is whether or not the audience is large enough. While sometimes a smaller niche can deliver big returns, it's best if you have a large consumer base to work with, like parents.

Third, you should see if the niche is going to be around long-term. If you get too narrow, like Bird Flu Survivalists, it might hurt your ability to find a series of products to promote to them through your autoresponder account.

You're looking for a niche where there will constantly be a new influx of consumers. For example, there will always be new brides and grooms, new parents, new pet owners, new entrepreneurs hoping to tell their boss goodbye forever.

Some people worry about competition and saturation. I don't. If there's money to be made in a niche, then I want a part of it. And if you follow the systematic approach to setting up your affiliate income like I recommend, you'll have no problem funneling some of that traffic to your own links.

Another common recommendation is to do what you love. On one hand, you're going to be involved in this topic for hours, weeks, and months – so never choose something you're going to dread.

On the other hand, you don't *have* to be enthusiastic about a subject matter to profit from it. If you have a great idea for promoting to gamblers, but you don't particularly like to bet, go with it! As long as it won't weigh on your conscious, you can choose any target audience that you deem to have a lot of potential.

If you choose a niche that you don't know well, then it might make your job as an affiliate a bit harder. The reason is, some tactics, such as writing viral articles about the subject, might require extra research if you don't already know the information off the top of your head.

If you plan on outsourcing to ghostwriters, then it won't matter much – you can find someone who *does* the expertise (or is willing to do the research for you). That way you don't have to get involved in it too deep.

After you think you've found a good idea for a niche, go to the Overture keyword tool at <http://inventory.overture.com/d/searchinventory/suggestion/> and enter one of the prime keywords you associate with that niche. When I go and enter “pets,” it shows me the following partial results:

Searches done in January 2007	
Count	Search Term
547031	pet
287063	pet supply
261647	pet store
125270	pet sitting
85139	pet supply store
64618	littlest pet shop
62918	pet grooming
62144	pet shop boy
42522	pet shop
40212	pet insurance
39299	pet services
35360	pet adoption
28025	virtual pet
26364	pet health

Immediately, I can tell that consumers are doing a *lot* of searches for this broad niche. They're seeking pet supplies, grooming advice, health information, and more. Now if I wanted to dig down deeper, I could target dog owners or cat owners.

One thing that *might* affect your profit margin is if you're prone to using pay per click search engines and the competition for prime keywords is stiff. It might cost you more to advertise. But I'll teach you how to get around that problem anyway.

Finding a viable product to promote

Once you have a niche in mind, you'll want to see what ClickBank has available that you can promote to your target audience. Remember how to get to the ClickBank Marketplace? That's where you want to start.

When you go, you'll choose the category and sub-category that your niche would be under. Sometimes it'll be in two categories. For example, eBooks on making money with MySpace might be in Money & Employment, but they might also be found in Marketing & Ads.

Start with one category and Sub-category and then look into the other possibilities later as you prepare to blast your list with backend promotions.

So let's assume we're targeting the pet care niche – in particular, dog owners. You have a domain name and hosting set up. Maybe your domain is DogCareTips.com.

On it, you have a simple squeeze page or subscriber box where your visitors can opt in to receive a free report on keeping your dog healthy. It's linked to your Aweber autoresponder so everything's on autopilot – when a visitor signs up, they get a confirmation email and then their download link.

In your next email to them, or maybe even in the report itself, you'll want to have your cloaked affiliate links to promote your ClickBank products. When I go to ClickBank's Marketplace, I look in Home & Family → Pets.

What I see is that dog training is a hot topic. So my first foray into the pet care niche might focus on training your dog. There are many products I can choose from, and it goes on for pages.

I've sorted by popularity, but you can also search by these elements, as defined by ClickBank:

- **“\$/sale** - Average net amount earned per affiliate per referred sale. Note that this is the net earned per actual sale, and so it is impacted by refunds, chargebacks, and sales taxes. (Effective 28 July 2005, unfunded sales, such as returned checks, do not impact this number.)

- **%/sale** - Average percentage commission earned per affiliate per referred sale. This number should only vary if the publisher has changed their payout percentage over time.
- **%refd** - Fraction of publisher's total sales that are referred by affiliates.
- **grav** - Number of distinct affiliates who earned a commission by referring a paying customer to the publisher's products. This is a weighted sum and not an actual total. For each affiliate paid in the last 8 weeks we add an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added."

If I sort by popularity, I get the following partial list of results:

- 1) Kingdom Of Pets : SitStayFetch. SitStayFetch: Dog Training
\$/sale: \$25.92 | %/sale: 75.0% | %refd: 82.0% | grav: 139.14
[view pitch page](#) | [create hoplink](#)
- 2) Dog Food Secrets. Click Create Hoplink To See Its 75% And \$
\$/sale: \$26.29 | %/sale: 75.0% | %refd: 37.0% | grav: 37.79
[view pitch page](#) | [create hoplink](#)
- 3) Dove Cresswells Dog Training Online. High Conversion Rate. Fi
\$/sale: \$25.61 | %/sale: 75.0% | %refd: 78.0% | grav: 31.6
[view pitch page](#) | [create hoplink](#)
- 4) How I Trained My Dog In One Evening. The Secrets A Retired
\$/sale: \$16.43 | %/sale: 50.0% | %refd: 82.0% | grav: 25.38
[view pitch page](#) | [create hoplink](#)
- 5) D.i.y. Dog Training At Home. Complete & Proven D.i.y. Dog Tr
\$/sale: \$22.00 | %/sale: 75.0% | %refd: 11.0% | grav: 5.17
[view pitch page](#) | [create hoplink](#)
- 6) Bichon Frise Complete Dog Manual. Generous Commissions With
\$/sale: \$12.80 | %/sale: 55.0% | %refd: 3.0% | grav: 7.06
[view pitch page](#) | [create hoplink](#)
- 7) Healthy Food For Dogs: Homemade Recipes. Know How To Fe
\$/sale: \$12.59 | %/sale: 50.0% | %refd: 15.0% | grav: 11.24
[view pitch page](#) | [create hoplink](#)
- 8) Dog Training Mastery - An Owner's Manual. Earn \$28.33 Per \$
\$/sale: \$21.92 | %/sale: 75.0% | %refd: 5.0% | grav: 3.9
[view pitch page](#) | [create hoplink](#)

But what if I don't want to make less than \$25 per sale? That knocks out numbers 4, 5, 6, 7, and 8. When you search by \$/sale, you'll be able to only see the results for the dollar amount you specify.

If I take the same list and search by %/sale, because I insist on getting at least 75% of the sale, then I would only be able to see numbers 1, 2, 3, 5, and 8. Sorting by %/refd tells me how reliant the publisher is on affiliate sales.

A high number is good because most often, publishers who get most of their sales through affiliates will jump through hoops to provide them with the tools they need to promote the product (making your job a little easier).

I can also sort by gravity. This shows me my competition. Don't be scared off by a high number. Even if you see a 500 count, it may mean 490 affiliates made a single sale in the last 30 days, but only 10 are selling over and over again.

The reason for this is because many affiliates just get lucky with a sale or two – but they don't master the art of turning this into a bon fide business opportunity, like I'm teaching you how to do.

Don't just stick to the most popular digital products in the ClickBank Marketplace. In each category, they give you the opportunity to search the sub-category of "new products." This gives you a great opportunity to begin promoting a product before many competing affiliates are also promoting it to the public. You can also use free tools like <http://www.cbtrends.com> to watch how products are performing.

When you see a product that you want to look into, click on the button beneath the listing that says, "View pitch page." Clicking on this link opens up a new window where you can view the sales letter the publisher has put together.

You want something professional, not thrown together at the last minute. It should have all of the elements of a high-converting sales letter – including compelling headlines, bullet points of benefits, testimonials, a guarantee (even though ClickBank has a mandatory 56-day guarantee), and a call to action.

If the pitch page isn't good, don't worry about it. I can show you a way to still promote the product. But before you do, you want to make sure the product isn't as shoddy as the pitch page.

Email the publisher and ask him for a complimentary review copy. Tell him you're an affiliate looking to promote it. Most publishers have no problem providing this to their affiliate army – in fact, they'll usually go the extra mile to bring you on board to create more sales for them.

If the review copy looks promising - the writing is good and you feel it was worth the money a consumer would spend – then you can create your hoplink like I showed you earlier. So what do you do if the pitch page doesn't equal the same kind of quality that the product delivers? You bypass it. You write your own compelling sales copy, but the order link will link directly to the product owner's order link using your affiliate ID code.

Now we're going to get into the heart of what affiliate marketing is all about – promoting. I'm going to show you free and fee-based options that you have to push a product and funnel the visitors through to your squeeze page.

Part 4 – Advertising as an Affiliate

When you're an affiliate marketer, the work you want to focus on is generating targeted traffic. It's usually not necessary for you to conduct a thorough pre-sell. The product you're promoting should be able to convert the visitor to a buyer on their pitch page.

First I'll explain how to set up a ClickBank affiliate promotion using paid ad techniques and then we'll move on to the free methods you can employ to start earning unlimited commissions.

Before you use *either* marketing tactic, you'll want to have a foundation of keywords that you can use to build your affiliate empire on. Keywords will have an affect on your promotions because it's *how* you're found on the 'net by would-be buyers.

Conducting keyword research

The first thing to remember is that you want to grab the keywords from one end of the spectrum to the other – from prime, well-known words and phrases to long-tail terms that are used by fewer consumers.

Going after the top keywords is a no-brainer, but adding the low-hanging fruit that few marketers know to use in their affiliate campaigns is going to help you attract far more buyers than tire kickers.

A long-tail keyword is a highly targeted phrase that maybe only a few consumers each month will enter into a search engine to find you. While the "average" consumer might use "golf clubs" to browse around for an item he might buy, a long-tail consumer will enter, "Taylor Made r7 460 TP Driver" because he *knows* what he's looking to buy.

When I enter "golf clubs" on Google, there are almost 34 million results pages. That's tough to compete with. But when I enter "Taylor Made r7 460 TP Driver," there are only 75,000.

When you use a tactic like article marketing through Ezine Articles, which carries the weight of their PageRank, you can achieve a quick high ranking and capture the consumer who's probably already sold on the idea of what he's looking to buy. The other ClickBank affiliates will be sticking to "golf clubs" because they don't know any better.

Before you get to your long-tail targeted keywords, you need a base – a foundation you can build on. So brainstorm a list of the most common words and phrases you know will be associated with your niche, the product, and your target audience.

Download a free keyword tool like [Good Keywords](#) and put it to use to help you in the initial process. When I enter “golf clubs” in this tool, one of the results says, “clone golf clubs.” If I double click that phrase, it gives me some long-tail phrases, like the ones below:

21	clone club golf ping rapture	35
22	cheap clone golf club	34
23	clone golf club irons	34
24	clone club discount equipment golf	33
25	clone club golf handed left	33
26	cleveland clone club golf	30
27	clone club golf lady	30
28	golf club clone knockoffs	27
29	callaway clone club golf tour x	26
30	clone club golf hand left	25

When you see how many searches per month it equals (the number on the right), it’s nothing like the 98,000 searches “golf clubs” gets, but the competition is lower, too. There are only 294,000 results pages on Google for “clone club golf handed left,” so it makes it much easier for you to target the 33 people looking with that phrase every 30 days.

When you’re selling a product from ClickBank, make sure you include the *name* of the product on your list, since many consumers will be searching for information about it by name.

Whenever you create your list, you’ll want to include broad, phrase, and exact matches if you enter the words into a pay per click search engine like Google AdWords. That means each word or phrase will have all three variations, like this:

- Taylor Made r7 460 TP Driver – The broad match
- “Taylor Made r7 460 TP Driver” – The phrase match
- [Taylor Made r7 460 TP Driver] – The exact match

After you have your base developed, you want to dig deeper and move to the other end of the spectrum where the long-tail words and phrases are hiding. Long-tail usually means longer phrases are being used, so when you think like the target audience, imagine what types of sentences or phrases they’ll type in to find your product promotion.

Here are some additions you need to make to your keyword list:

- Synonyms from a thesaurus
- Regional additions – like cities, states, or countries. Some consumers may search for “golf clubs in Dallas, Texas” or another area.
- Actual domain URLs for the product
- Competitor keywords like those you’ll find in Meta tags when you right-click on a website and choose to “view source.” You can either visit sites yourself to do this or let a tool like Good Keywords do the work for you.
- A person’s name that’s associated with the product – whether it’s a product owner who’s well known on the ‘net or a celebrity associated with the industry.
- Run-on keywords like affiliatemarketing rather than affiliate marketing, since some consumers search this way and few affiliates target it.
- Misspellings of the words and phrases (a hybrid golf club, for example, might accidentally be searched for using ybrid, hyrbid, h7brid, and more. Some are typos, but sometimes the consumer doesn’t know how to spell a word correctly.

Typos can help you cash in a great deal. When I enter h7brid golf club, a common typo since the 7 is directly above the y, there are **only 6 results!** How would you like to be one of 6 people meeting the needs of those consumers? Spelled correctly, there are over 1.2 million results.

- Plurals of the words and phrases you’ve accumulated.

When you build as much as you can for no cost, you might want to take your list and spend a day of digging into your list deeper by buying a 1-day pass to [WordTracker](#). Every keyword tool will deliver slightly different results, but WordTracker is the choice of most marketers.

You also want to make sure that you include a negative keyword list in your research. If you don’t want your pay per click ad to show up when someone searches for “free golf tips,” or “[product name] sucks,” then you’d want those two words (free and sucks) on your negative keyword list, so they would look like this:

- -Free
- -Sucks

After you’ve broadened your keyword list more than you ever thought possible, you can clean your list by using a free tool like the one at: <http://www.seochat.com/seo->

[tools/keyword-optimizer/](#) where you just enter your list, click Clean, and then copy the new list that's alphabetical and rid of any duplicates you may have included.

When you have a website in place, you may also want to sign up for a free account at [www.HitTail.com](#). You just grab the HTML code they give you, place it into your website, and it will track the natural search results your site gets.

The tool takes the keywords and phrases used to find your site and then applies an algorithm to give you suggestions of more keywords and phrases that might perform very well with your domain.

Once you get those suggestions, you can apply it to your ad campaigns – both in free options like article marketing and paid tactics like pay per click ad campaigns through Google AdWords and other sites. Now we're going to cover one of the most effective forms of free marketing – peer-to-peer product reviews.

Reviewing products for profits

Consumers are reaching out to their peers online for recommendations rather than rely on sales letters to convince them. There's a trust factor that a consumer gets from another consumer that you can't get when you're the owner of the product with all good things to say about it.

There are two ways you can create a review site for the ClickBank products you're promoting. The first is in giving the product a solo spot in your review, giving an in-depth critique of what it did *and didn't* do for you.

You never want to create dozens of review pages that glow about a product endlessly because it comes off as phony. There has to be *something* you wish it had or wish it explained a little more.

You want to start off your review talking about that missing link. What made you skeptical about the product from the very beginning? Why did you take the risk and invest in it anyway?

When you're writing the review, talk about the results you expected compared to the results you gained from your investment. Knocking the product initially makes the reader believe you're not there to sell the product, because who in their right mind would say something *bad* before they asked for a sale?

As they read the review, they're going to discover that you changed your mind. You put the product to the test, and it did deliver on what it said it could. As an affiliate marketer, remember that you want to build your list during this entire process, so while you discuss the missing element, you're going to explain that if *they* buy the product from your link, you'll fill in the gap that the product owner left wide open.

Let's say that the eBook is a social networking product that explains how to use MySpace to make money. Find something you can add to the product that complements it – like a social bookmarking report you could write and give away as an incentive for buying through your link.

Start your review out complaining that it didn't include a single word about bookmarking, but mention that you've developed a solution for that so that the person reading your review doesn't have to endure the same disappointment. When they opt into your list and buy the product, you'll send them a bookmarking report as a bonus.

The second way to review ClickBank products for profits is to create a site that reviews many products – pitting one product against something similar. Of course, you'll be an affiliate for *all* of them, so whichever review convinces a customer to buy, you'll earn money from it. You can even have Top 10 lists – for the best sellers or top products you personally find useful.

Reviews vary in length. Some will be a short paragraph, while others go on for 1,000 words or more. The longer you go, the more you're turning your review into a pre-sell, which can help convert the prospect into a buyer.

If you want to see how reviews are written, you can sign up for dozens of free newsletters by top marketers that you find on ClickBank. Create a swipe file where you store the best headlines, review strategies, and bonus offers so that you can *mimic* (not steal) their ideas.

A good pre-sell review will have some of the same components that a sales letter does like an attention-grabbing headline that injects some reservation about buying the product.

Because it starts out with concern, sounding like it *may not* be a wise investment, readers are going to pay close attention because they arrived on your site ready to be convinced and suddenly they're seeing the opposite of what they expected (at least initially until you throw in your bonus item).

Here's an example of a pre-sell review headline:

“The Socking Truth About [Product Name] – You're Not Going to Believe What Crucial Piece of Information They Left Out!”

No one wants to waste their money, so they're going to continue reading until they're relieved to discover you're willing to make the sale whole – by delivering whatever's missing from the product owner's offer.

Product reviews work best when you're writing about it from a personal point of view. Where sales copy tends to provide the, “What's in it for me?” benefits, reviews

give your own account or opinion so that someone else can make a buying decision from it.

It's best if you write a genuine product review from your own experiences. If you're promoting a blogging eBook, ask the product owner for a review copy, test it out, and talk about the results in your pre-sell.

Be sure to tell them why they should care what you have to say anyway – what expertise do you have in this industry? Then get into why you bought the product and what results you had with it in the initial stages.

After that short introduction, where you identify what you discovered was lacking in the product, you start to change your tone – to a more positive slant, discussing how you turned your disappointment into a constructive experience.

This is where you introduce your bonus – the primary reason you were able to turn this purchase into a success. Sell your bonus the same way you'd sell any product – pointing out the benefits of owning it and the drawbacks of *not* owning it.

End your review the same way you'd end any effective sales copy – by delivering a call to action telling the reader what they need to do **right now** to get their hands on the eBook that they're now convinced is a good purchase since they're going to also receive your amazing bonus.

A pre-sell isn't the place for you to launch a hard-sell. Let the product owner's pitch page do that for you. You just want to soft sell the reader into clicking through on your affiliate link in a positive state of mind.

The bonus that you add doesn't have to be a short text report. It might be an audio or video tutorial that your buyer can download. As long as it has added value, the consumer will feel as if they've gotten a good deal.

Getting the most out of Google AdWords

When you're promoting products as an affiliate, you always want to make sure that any paid promotions you run deliver a substantial return on your investment. Keeping costs low when you pay for advertising will help beef up your bank account quickly.

Google AdWords are pay per click ads shown on the Google SERPs (Search Engine Results Pages) whenever a visitor enters a keyword or phrase to search for something.

So if you're promoting Day Job Killer from ClickBank and you go to www.Google.com and enter the product by name, you'll see the following results page:

The screenshot shows a Google search for "day job killer". At the top, there are navigation tabs for Web, Images, Video, News, Maps, and more. The search bar contains "day job killer" and a search button. Below the search bar, it says "Personalized Results 1 - 10 of about 17,000,000 for day job killer (0.15)".

On the right side, there are "Sponsored Links" (Google AdWords) for "POWER Up Your INCOME" and "Buy Day Job Killer". On the left side, there are organic search results for "Day Job Killer" from various websites like smalltimeaffiliate.com, KillYourJobNow.com, and ProjectPayday.com. Labels A, B, and C are placed over the results to identify different types of ads.

- A. The sponsor ad results that always show up at the top of the screen. The people using these spots pay top dollar.
- B. The natural or organic search results that are ordered according to how the spiders or Googlebots indexed the site for relevancy.
- C. The Google AdWords campaigns that go all the way down the right side of the screen.

If you go into a Google AdWords situation without knowing what you're doing, you can blow your entire ad budget in one day. Getting informed is the first step to success, so follow this simple process to using Google AdWords *the right way* and you should see a hefty flow of profits from your ClickBank promotions.

First, get your own [Google AdWords](#) account. If you have a gmail account, then you can use that to sign up if you want to – otherwise, you need to go through the sign-up process. Signing up for an account actually takes you through the process of launching your first ad campaign. Click on the button that says, “Begin” as shown below:

The screenshot shows the Google AdWords sign-up page. At the top left is the Google AdWords logo. To the right is a language dropdown menu set to "English (US)". Below the logo, the text reads "Advertise your business on Google" and "Set your own budget and reach new customers at the moment they look for your product or service. Pay only when your ad is clicked." A large "Begin »" button is prominently displayed.

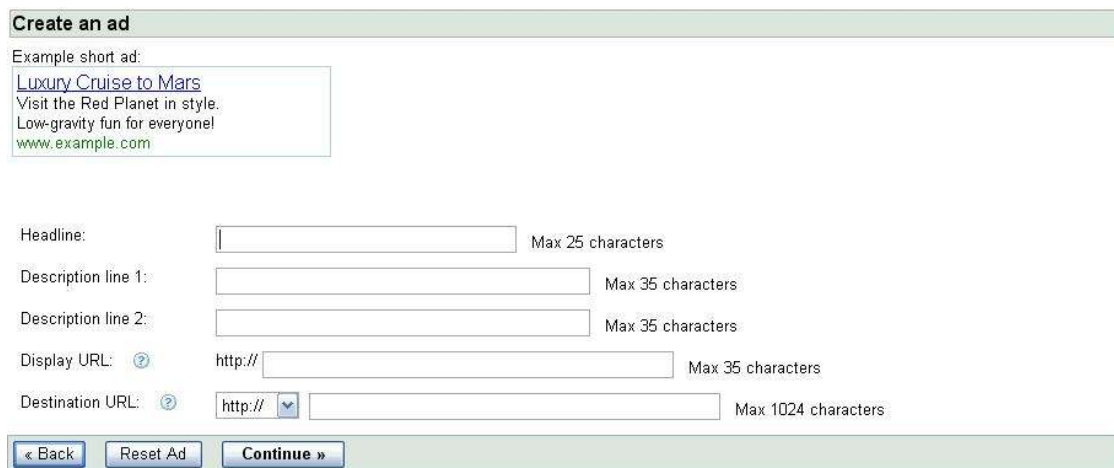
Below the button, there is a diagram illustrating the AdWords process: "Your ads appear beside related search results..." (with a screenshot of a search result showing an ad), "People click your ads..." (with a hand cursor clicking on an ad), and "...And connect to your business" (with a smartphone icon). To the right of the diagram is a sign-in form for a Google Account, with fields for "Email:" and "Password:", a "Sign in" button, and a link for "I cannot access my account".

Choose the standard edition. You may think you'll need to get your feet wet with the starter edition, but all it does is hold you back because it's not fully functional like the standard version.

Select how you want to target your customers by language and geography. You can choose more than one language by holding down the control button on your keyword. It's best to go with Countries & Territories unless the product is highly regional in nature.

Once you select your preferences, click the Continue button. For Countries & Territories, make sure you target as many places as possible that speak the language you're reaching out to. This is where you'll add countries to your ad campaign list. When you're done, click Continue again.

Next you'll get the opportunity to create your first ad. The template will show you how many characters you have for each line and as you type into a line, the example ad in the upper left corner will change to reflect what you've entered.



Create an ad

Example short ad:
[Luxury Cruise to Mars](#)
Visit the Red Planet in style.
Low-gravity fun for everyone!
www.example.com

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: http:// Max 35 characters

Destination URL: http:// Max 1024 characters

You're going to have 25 characters for the Headline, 35 each for the two description lines and the display URL (the URL the public sees), and 1,024 characters for the destination URL (the URL the traffic actually follows).

In addition to not targeting enough keywords or paying too much for keyword bids, creating an ad is the part uninformed marketers fail at the most. They'll typically write a boring headline with bland descriptions.

This isn't going to make anyone click through on your ad:

Work from Home
Make money from your computer
Easy job that anyone can do
www.mydomain.com

Boring! You have a short amount of space and time to grab their attention and get them to click on your ad rather than someone else's link, so learn how to put it to good use.

A more effective ad campaign does what we described in the pre-sell review method – raises doubt and creates curiosity. Your headline can scream an insult at the product. Look at how these two affiliate marketers are promoting Day Job Killer with their AdWords campaigns:

[Day Job Killer Scam?](#)
Earn \$454 in 1 **day**...?
Please!
www.day_job_killer_buy.com

[Day Job Killer Stinks?](#)
Don't Buy **Day Job Killer** Just Yet.
Get Real Reviews Here.
MakingMillions.info

It's okay to bash it because you're going to build it back up with your review page and bonus offer. As you create your text, keep in mind that Google will **bold** any words that show up in your ad that match what the person typed into the search engine. You can see it in the example above.

Look at other AdWords campaigns and see which ones really caught your eye and made you want to click through. Some ask questions, make bold or funny statements, or startle you into clicking.

Next you'll enter your keywords from the list you learned how to develop earlier. I like to create multiple Google AdWords campaigns – one for each product I'm promoting. You can also have different ad groups *within* a campaign. So within each product campaign, you can separate your keywords into different ad groups.

You can separate them any way you like. This helps you create more targeted ads. For instance, I have campaigns where I *only* use the product name, those for primary keywords, and then long-tail phrases.

After entering your keywords, you'll figure out the pricing you want to set for your AdWords campaigns. It's a myth that the highest bidder always gets top spot on Google. That's not how it works.

AdWords actually includes a Quality Score algorithm which includes the maximum you're willing to pay, how many times your ad gets clicked on (also known as the Click-Through Rate), and the relevancy of your site content.

The more you're *willing* to pay (even though you won't always be charged that amount) in combination with a higher CTR determines where your ad shows up on the list of AdWords ads.

Since CTR helps give you top honors in the SERPs, you want to work on creating the best headlines you possibly can. When your Quality Score rises, your cost to advertise goes down, so the person at the top of a list may pay less for his click-through than the marketer advertising in the #10 spot.

When you set the pricing, you want to be reserved until you know how your keywords, ad, and product conversion page will pan out. Never say you'll be willing to spend \$200 a day if you can't afford it – stick to \$5 or \$10, see how it performs, and then increase it as time goes on.

AdWords wants to know what you'll pay them per click – your maximum amount. You can keep the amount low and only pay more for the ads that perform really well in converting traffic into buyers.

Activating your account requires you to pay a nominal \$5 one-time fee. After you do, it'll go live and you can monitor the results of your campaigns and ad groups, focusing on those that work and tweaking the ones that are performing poorly.

Additional paid ad techniques

There are other paid ad tactics you can use besides Google AdWords. As an affiliate, the product owner should give you ample tools to set your sales alight. On the affiliate page, see if he has any banner ads that you can download.

You can place banner ads on various websites on the 'net that target your niche. You can also run them in some online Ezines, or use different forms of advertising within the publication.

You can use a tool like www.directoryofezines.com to find the most relevant Ezines for the ClickBank products that you're promoting. You can also find them for free by performing searches on Google, but it takes longer to accumulate a massive list like the directory has.

Choose an Ezine that's full of valuable content. You don't want to advertise in an Ezine where it has more ads than content. Subscribers pay attention to publications that provide lots of good information.

If you don't have a banner ad to use, then you can write an article for the Ezine owner to use in his publication in exchange for him providing you with an author's bio box where you get to include a link to your site.

Join the Ezine and see how it's put together. What's the ratio of ads to articles? You want your ad to stand out, not be piled in a mass of other marketing messages. Look at the articles to mimic the owner's voice when you write your own article so he's more likely to accept it.

You can advertise in different ways, including:

- Solo Ads – where a single mailing goes out to a subscriber base promoting your offer.
- Classified Ads – where there are multiple listings of advertisements that are usually only a few lines long.
- Sponsor Ads – There are top, middle, and bottom sponsor ads. You pay more for more prominent positioning. These are a bit longer, at up to 15 lines each.

Paying for Ezine advertising isn't as cut and dry as paying a flat rate. Publishers can charge in a variety of ways, such as:

- CPA – Cost Per Action is when you pay whenever the publisher's reader acts on your offer, like opting into your list.
- CPC – Cost Per Click is like a search engine, but you pay the publisher when his readers click through on your ad.
- CPM – Cost Per Thousand is when you pay for every 1,000 subscribers he has on his list. If he charges \$5 per thousand and has 10,000 subscribers, then your bill would come to \$50.
- CPS – Cost Per Sale is another option, but it won't affect you because it pays the publisher a commission whenever the product is purchased. As an affiliate, you're already getting a percentage, so I don't suggest using this payment model because it will cut into your earnings too deep.

When you're targeting Ezine owners, you have to make sure you provide relevant, valuable content to his readership. A list is very important to any savvy marketer, so if you can expose your links to a wide subscriber base, you stand to make a lot of money off of your efforts.

Our next and last section could be the most important one you ever read. Generating organic traffic to your website so that you can build a list and market ClickBank products to your target audience is what's going to keep overhead low and earnings high.

Part 5 – Affiliate Traffic Generation

ClickBank will give you an almost endless catalog of products that you can promote within a single niche. New products are always being created for you to choose from. You want to grow your traffic streams so that *all* of your offers get maximum exposure and *you* cash incredibly large checks from ClickBank.

The following methods I'm going to teach you are all part of the process of creating free promotional opportunities. While the strategies won't cost a dime, sometimes there's a tool I might recommend that can help you make the most of the free site. It's not imperative that you use these, but I highly suggest you invest in them once your budget allows for it because the payback is worth it.

Article marketing

If you want to capture a big audience and leverage the weight of another site's PageRank in the process, then you want to begin promoting ClickBank affiliate items through an efficient, affordable article marketing strategy.

Most article marketing you'll do is absolutely free, but there are a few sites where you have the option to pay for better results. You can start off free and see how well it works before moving on to the fee options.

You'll be submitting your articles to directories where publishers can pick them up for free as long as they leave your author's resource box intact. This is a small area at the end of the article where you're allowed to post a short blurb and a hyperlink back to your site.

Publishers include Ezine owners with huge targeted lists, but it also includes AdSense site owners who need to beef up the page count of their site in order to draw in more traffic.

Your link is exposed to all of the traffic these publishers expose it to, so the key is to become an article marketer whose content publishers are attracted to. They're trying to make their site or Ezine valuable to their own target audience.

If you provide something worthy to their readership, they'll be back for more of your articles again and again – giving you the opportunity to build your list and rake in ClickBank affiliate commissions for years.

Publishers don't have time to generate the amount of content they need to produce on a regular basis. If they're successful marketers, they probably outsource this task to others. Instead of hiring ghostwriters, it's more financially feasible if they can find *free* articles to use.

When you find a product you're promoting through ClickBank, you want to write an article about the subject matter of the eBook. Don't write an article *about* the eBook itself.

You want to drive traffic to your opt-in page so that you can build your list, so you have to create a compelling author's resource box that makes the reader continue seeking information.

If you chose to promote an eBook on How to Break 80 on the Golf Course, then your article might be titled, "Three Simple Ways to Shave a Five Points Off Your Golf Game."

You want to give your three tips so that the reader finds them to be valuable and never mention the eBook by name. At the end of the article, when you create your resource box, you might write something like this: "For more free golf tips by [your name], visit www.yourdomain.com."

Some authors mistakenly think they have to write something personal about who they are, where they live, or what hobbies they enjoy. You only have a limited amount of space – so use it wisely!

For the traffic you generate, make sure your opt-in box promises a newsletter with similar golf tips, or a free report filled with them that they can download after they sign up.

In your Ezine and in your report (as well as in future autoresponders), you'll begin promoting the affiliate product on How to Break 80 as well as other backend golf products you've chosen to promote.

As an affiliate, you want to keep costs low, so writing these articles on your own is the preferred route you need to take if you have the skill to carry it off. But what if you don't? Or what if your affiliate business has taken off to the point that you don't have time to invest in writing dozens of articles?

There are three ways you can get articles without having to write them yourself. The first is bartering. Marketing on the Internet involves a lot of networking with other entrepreneurs, and many times, there's support going on behind the scenes when someone more experienced in one area helps another marketer out who's less savvy about a particular subject matter.

If you get to know some writers in various forums for writers, or in marketing forums, find out if anyone has any needs you can meet in exchange for a batch of free articles.

You might find someone who needs help on the technical side of something, like getting their blog set up or formatting a banner with their own affiliate link. There are

always bartering opportunities – you just have to keep an eye out for them, or ask if anyone's interested.

The second route you can take is to pay for a ghostwriter from a freelance site. You can go to www.Elance.com, www.Guru.com, or www.RentaCoder.com to find ghostwriters who can churn out articles for you on a regular basis.

Before you hire anyone, be sure to look at their feedback and their portfolio to gauge whether or not their writing style is what you want to represent you in the online article directories.

The last way you can get articles for your article marketing campaign is to invest in Private Label Rights (PLR) articles. PLR is when a writer sells the same batch of articles to multiple buyers.

You, as the affiliate article marketer, will take the content and alter it slightly (about 20% minimum, but the more you change it, the better) and then upload it to article directories as your own.

PLR content is much cheaper than hiring a ghostwriter to provide unique content for you. You can find PLR sites that cater to a specific niche, like pet care, or they may provide batches of articles for many niches.

Sometimes you'll encounter a PLR site that requires a membership in exchange for a guarantee of receiving a certain number of articles, eBooks, or other writing each month. If this is the case, make sure they'll be giving you content on a niche you're targeting or the membership will be worthless to you.

Here are some PLR sites you can use to grab cheap content for your article marketing efforts (the first two offer multiple niche topics, while the last 2 are niche-specific):

- <http://www.fresh-niche-content.com/> - 15 article batches on different topics for \$15 each. The packages are limited to 75 buyers.
- <http://www.plrminimart.com> - 5 article batches for \$5 in many niche areas. You can also request topics for future batches so they're customized to what you need, but they'll be sold to the public.
- <http://www.petcareplr.com> - Pet care topics where you can buy individual article batches and reports.
- <http://www.niche-health-products.com/> - \$39.97 per month gets you 1 eBook and 25 articles to complement the eBook, 25 *additional* articles, keyword lists, an Xsite pro template, hosting for up to 10 sites, and coaching – all limited to 500 people.

Whether you outsource it or do it yourself, you want to make sure your article has a catchy keyword-relevant title, a strong introduction, and a powerful ending. It should be organized well so that the information logically flows from one point to the next.

If possible, try to achieve a 3% keyword density. That means for every 100 words, a certain keyword is used 3 times. Some publishers will want to specifically find keyword-dense content to attract the search engine spiders and give them a boost in the SERPs.

After your articles are created, you'll need to distribute them on the 'net. Each site has basically the same set-up where you'll enter the title, a teaser or blurb of 2-5 sentences telling what it's about, the body of the article, and an area to place the tags. Your tags are the keywords for which your article is relevant.

You can find publishers directly like I mentioned earlier, by going through www.directoryofezines.com. Or, search for article directories on Google. I'll tell you about two of the most popular ones and then give you a list of a few more you can use.

The most popular one is www.EzineArticles.com. There are pros and cons of using it, but make sure it's added to your strategy because it's a powerhouse directory. You can sign up free and submit your articles for approval, but the process can take a week to get approval and go live.

Once you submit 10 approved articles, you get approval much faster than before. Ezine Articles has strict rules, so make sure your article doesn't read like an advertisement and that you only link back to your opt-in site.

Another popular one that's less restrictive is www.GoArticles.com. Go Articles lets you link throughout the article, and you can be a bit more blatant about advertising, but it's not in your best interest because fewer publishers will pick it up.

Some other popular directories you can submit to include:

- www.myarticlepub.com
- www.earticlesonline.com
- www.a1articles.com
- www.isnare.com
- www.postarticles.com

Socialization and peer-to-peer profits

Web 2.0 has been hype dup all over the 'net. You may or not subscribe to the power of peer-to-peer socialization as a way to increase your income, but put these tactics to the test and see if you can make the same kind of money many other ClickBank affiliates are making on these sites.

Social networks are being bought and sold for huge sums of money. YouTube, MySpace, Squidoo, Flickr – they're all part of the web 2.0 social scene where consumers are flocking to stake their claim to a personal space and showcase their thoughts, ideas, and interests.

As an affiliate marketer, you have the opportunity to market to these gathered groups, but you have to learn how to do it so that you don't look like a used car salesman trying to hard sell and strong-arm the prospect into making a purchase.

Social marketing means you present yourself *as* one of their peers and make a friendly recommendation. It's harmless – just one person telling others what *they* found useful. But it's far more powerful than a business to consumer selling situation because the consumer automatically knows the motive behind the sales pitch.

Social marketing is one way to keep your expenses low when you're starting off as a ClickBank affiliate marketer because it's free. But there *are* some tools that can help you enhance the results.

When you start using social marketing, you have to take time to communicate with your target audience. It's all about positioning yourself as an expert within the community.

Sometimes that takes a little finesse, since you don't want to step on any toes. The first form of social marketing is through forums, also known as forum marketing. Instead of wasting your day jabbering in a forum for free, why not turn it into a profitable pastime?

Forum Marketing

Most forums are free on the 'net, although some do charge a monthly or one-time fee for access. For your ClickBank promotions, you can focus on the free forums where prospects in your niche gather to discuss the subject matter.

Your first step is to find the forums that match the products you've chosen to promote. Go to Google and type this in: **allintitle:keyword filetype:html forum** (replace keyword with whatever the prime keyword is for your niche, like *golf*, *Internet marketing*, *dogs*, *parenting*, and so on.

When I do this for parenting, I type in **allintitle:parenting filetype:html forum** and I find 801 results, including niche-specific forums for Jewish, student, and Pagan parenting, as well as broad parenting tips forums. Unless your product is also niche-specific, I'd set up shop in the broad parenting forums.

Make sure the forum allows signatures with hyperlinks! Otherwise, you'll be wasting your time. Some forums won't allow a newcomer to have a sig file until they've made a certain number of posts. This is okay, because it sits in with your forum marketing strategy perfectly.

When evaluating a forum, look for an active place to promote in. You don't want a stagnant forum that nobody ever posts in anymore. Size is usually relevant – larger groups equal more selling opportunities. But if you find a highly targeted small forum with a very active membership, it may be worth joining, so test the waters.

Once you find a few that you want to join, bookmark them in your favorite places and lurk for a few days so that you can get to know the social climate of the participants. You want to fit in, so blasting in as an authority figure will set you up for failure when other veterans of the forum feel threatened and nullify your existence to the rest of the group.

After lurking and discovering who the frequent posters and contributors are, make a short introduction of yourself to the group. If you want to, create a pen name and persona you use when you promote a product.

For instance, if you're a mom or dad of nine kids trying to promote an eBook from ClickBank on infertility, it won't go over well if you try to join the group as a fertile parent who's never had problems conceiving – they have to relate to you. At the same time, you don't want to position yourself as one of the people seeking a solution.

You want to have a middle-ground profile. For instance, using the example above, your profile might be that you're a mom of 1 who *had* trouble conceiving but finally found a solution (which will eventually be the eBook you're promoting). If you have moral issues misrepresenting yourself, then you may want to stick to a niche that you actually fit into as yourself.

After introducing yourself, you can start making a few “me too” posts. Me too posts are the posts you make when another member posts something and you're nodding in agreement – making friends in the social network.

Don't just type in “me too.” If someone posts that, “Camtasia is the best resource for capturing video on your screen,” you can reply, “I've also found Camtasia the best source for creating video clips, and I love the feature that allows you to...”

Next you can begin starting your own threads. The key is to be balanced about it. Don't jump in on day 1 and post 10 new threads asking questions that have already been answered elsewhere.

The veterans of the forum will view you as an outsider and newbie for awhile, and it doesn't matter if you've been an expert in that niche for decades. It's part of the online social hierarchy that everyone has to go through.

As you post, keep them short and valuable. Don't get into flame wars with other members. If provoked, just ignore the situation and continue your ClickBank forum marketing strategy as planned.

As your post count builds, you can start planting the roots for your position as the go-to person of the group. Answer questions from other members whenever possible, giving highly valuable direction on what it is they need to know.

During this time, test your sig file to see what wording works best. Sometimes it'll be a straight link that converts people, but you may find that you need to include an enticement, such as, "Find out how I [choose something related to the topic] at www.domain.com."

Depending on what the forum allows, you'll either use BBC or HTML code in your sig file. You may also be able to bold your signature, by using code like this:

HTML: `Site Name`

BBC: `[b] [url=http://www.yourdomain.com]Site Name[/a][b]`

If you've invested in [Go Try This](#), the link-cloaking tool I mentioned earlier, then you may want to cloak the links for each forum so that you can see which one is out-performing the others and concentrate your social marketing efforts on the ones that convert into click-throughs.

Navigating the Social Networking Sites

Another part of your social strategy will be to sign up and communicate with prospects through communities that give each person a separate space within the site to showcase themselves or ideas they want to share.

Instead of a melting pot of one page where everyone contributes to various threads, like a forum, some social sites give each person their own space and let you promote it to the rest of the members and outsiders who might stumble on your page from another part of the web.

Sites like Squidoo and MySpace are social networks. Sometimes you can blatantly advertise and sometimes it's prohibited, but there are ways to promote on all three of these sites, along with all of the other social networks in existence.

Before I show you how to use the three biggest ones, I want to make sure you understand that topics in some communities (like Blog sites and Squidoo) are connected through tags.

Tags are keywords and phrases that you use to tell people what your page is all about. So a golf page might use the tags, “golf, golfer, golf swing, golf course, putter, driver,” and so on. You should be able to find a tag cloud on the social site that shows you what topics are the most popular, like this one from Squidoo:



By glancing at it, you can see that marketing is popular, and the tags get smaller as their popularity diminishes, such as music, entertainment, animals, and cooking. Tag clouds are made up of hyperlinks, and you can use this to your advantage.

If you're promoting a ClickBank product on marketing, you can visit Squidoo's tag cloud, click on the marketing tag, and see all of the pages tagged with that keyword. Whenever you sign the owner's guest book, it gives you a link to your own Squidoo profile, but you can also use HTML to post a direct link to your website, like this:

Enter the Text You Want
Hyperlinked Here

This way, any traffic that LensMaster receives through his lens gets exposed to your hyperlink, helping you build your list and promote ClickBank products you know they'll be interested in.

Other sites (like MySpace) are all about the number of people you can get on your list. It's like one big popularity contest, but the key is to get the right *kind* of people on your list that will invest in your ClickBank promotions.

Squidoo

Squidoo is a social network created by famed marketer Seth Godin. He created a unique environment where you can claim a page within his site (known as a lens) and become an expert on it. In fact, his free PDF on the subject is called "[Everyone's an Expert](#)."

The best thing about Squidoo (besides being free) is that you're free to blatantly promote anything you want, but from my experience, it's better to become a teacher on a topic and work your links in as a natural part of your lessons.

You're free to create as many lenses as you want to – there is no limit, the way MySpace limits you to one page. Setting up a Squidoo account is very easy. Sign up at Squidoo here: <http://www.squidoo.com/member/registration>.

You'll enter your name, email address, username, and password that you've chosen. After creating an account, you can log in and choose Create a Lens from your dashboard, which is the place you'll see every time you log in that show you your lens statistics.

Statistics include how much traffic you've received, your LensRank (where your lens ranks among other LensMasters), how much money your lens has earned from the AdSense and module co-op, and other small details.

Step 1 will ask you what your lens is about. This is the title to your lens, so try to include 1-2 targeted keywords for the product you plan to promote on the lens. Each product should have their own lens – don't try promoting 12 different products on a single lens, unless they're all for the same niche.

The title should be catchy. You want to increase your traffic, and the best way to do this within the community is to lure people into clicking on your lens name. There don't seem to be any space constraints to your lens title, so it can be lengthy if you want it to.

Step 1: So, what's your lens about?

People are making lenses on everything from "How to Roast Your Own Coffee Beans" to "Why You Should Hire Me" to "Top 10 Books That Changed My Life." And LOTS more. What's your topic? (Tip: Getting inspiration isn't stealing! Take a peek at [today's Top 100 lenses](#).)

My lens is about:

[Go to Step 2](#)

just 3 easy steps to go!

Proceed... if you dare!



Squidoo is addicting. Perhaps we need a warning label!

I love the opportunity to create my own page on the fly. As well as the ability to **send my earnings to charity.**

--Julianne Gentile

Step 2 is to choose whether or not you want to have a lens already populated with modules Squidoo chooses, or if you want to do your own thing. I always prefer to choose my own modules.

Step 2: What do you want to do with your lens?

A few real examples: There's Damon, a teacher who makes learning lenses with his students. And Jane Goodall, supporting her nonprofit organization. And Kimberly, an author promoting her books. And Raj, who wants traffic back to his blog. These are just 4 ways people use Squidoo. How will you?

- I want to get the word out about Test Lens (easiest option)
- I'm gonna sell Test Lens stuff and earn \$\$, for me or for charity (money maker!)
- I want to make a list of my favorite things about Test Lens (most popular)
- I just want to do my own thing.

[Back](#)

[Go to Step 3](#)

just 2 easy steps to go!

Just Add Water




Even in the midst of being **really busy** and knowing

very little about making blogs or websites, Squidoo has allowed me to **start in under an hour!**

-- ChristyEG

Step 3 is where you'll see your title and then enter your Squidoo URL. They give you <http://www.squidoo.com/>_____ and you'll choose what to place in the blank area. Try to incorporate your prime keywords and hyphenate the words, such as, "internet-marketing."

Choose the best category for your Squidoo lens and tell the system whether it's safe for anyone to view (adult lenses have their own category).

 [People are talking!](#) [Why have a lens?](#) [Need help?](#)

Step 3: Great! Let's give your lens a name.

Hint: Clever lens titles can make great first impressions. But if you've got writer's block you can edit all this stuff later! (Except the lens URL, that part's permanent).

Lens Title:

Pick your URL, the link where your lens will live.
(This can't be changed, so choose wisely).

www.squidoo.com/

And pick a category for your lens:

Is your lens safe for all ages and eyeballs?


Yes: my lens is family friendly and office safe!

Nope: my lens contains Adult content or strong language.
(It's Squid-policy that Adult content must be marked as such.)

[Back](#)
Go to Step 4

Just 1 easy step to go!

You're crazy not to!



Every author, speaker, expert, blogger, entrepreneur and businessperson would be crazy NOT to do this!

--Scott Ginsberg

Then click go to step 4, where you'll tag your lens for the best keywords and phrases. Whatever you put as your best keyword, add it to the "3 more good ones," too.

 [People are talking!](#) [Why have a lens?](#) [Need help?](#)

Step 4: Help people find your lens

Keywords (or "tags") are really important to helping people find your lens. Think about the search words someone might put into Google when he's looking for info on your topic. Those would be your lens tags.

The best keyword for my lens is:

And 3 more good ones are:
(Optional)



Enter security word from the left

[Back](#)
Done!

Show me what I started!
(Your lens still needs some love, so check it out and dress it up)

Get discovered!



Squidoo has what I like to call "Google Juice." My websites that have been low ranking for years are now found on the first page of Google!

--Kimberly Dawn Wells

Then enter the security word and click done! You'll be taken to a screen that shows you your skeleton lens and it will ask if you want to edit it at this time. You can either do it now or come back later.

Your lens automatically has an introduction Write module, which is a text section where you can give a brief introduction to the topic and hyperlink text to your squeeze page. A module is just one of the section options Squidoo lets you choose to build your lens.

Write modules are popular because you can include keywords and hyperlinks to your domain or directly to the ClickBank publisher's pitch page if you want to. If you want to get indexed in Google for your prime and long-tail keywords, make sure you try to keep a 3-5% density in your content.

When you want to edit and flesh out your lens, you click on the button at the top of the lens when you're in editing mode that says, "Add a Module." It will take you to a screen like this:

The Module Picker: Add Modules (Building Blocks) To Your Lens

Basic Plexo! New! MoneyMakers Search (A-Z)

The best and most popular building blocks. (Hint: Check out the Plexos!)

- Amazon Plexo Add
- Amazon Standard Add
- CafePress Add
- Del.icio.us! Add
- eBay Add
- Flickr Pictures Add
- Google Maps Add
- Guestbook Add Another
- iTunes Add
- Links Plexo Add

1 2 next >>

Preview Lens Layout

You've Added: Guestbook

*Don't forget to save your changes! Then you can fill out your modules in the Workshop.

Cancel Save

Amazon Plexo

Lucky dog, you get to try out the hot new AMAZON PLEXO! Plexo lets you make a list of your favorite Amazon stuff on your topic, and lets your visitors vote them up and down. You can also let people add items to your Plexo module. OR, they can grab your module and stick it on their own lens! (Sends traffic back to you, btw). Yes, it's still a moneymaker. Gooo Plexo!

Add This Module

As you see above, you can search by basic modules, Plexo (meaning the visitors can add to your lists and vote them up or down), New modules, money-makers, and alphabetical.

In this example, I've already added a guestbook, which is listed at the bottom beside, "You've added:" and as I add more modules, the list will grow. After adding that module, I hovered my mouse over the Amazon Plexo Add button and it shows me that pop-up window where it tells me what that particular module can do for me. To add it, I would just click on the add link.

After adding the modules you want to use to promote your ClickBank product, you can click on Preview Lens Layout and organize the modules any way you want. You can have more than one of a module. In fact, you can have five Write modules and nothing else if you wanted to.

Click Save when you're finished and it will take you back to your lens, where you can fill in all of the information for each lens. Just click Edit on the module you want to flesh out, and then enter whatever information it asks for.

You can combine some of your marketing efforts. For instance, I'm going to show you how to use viral video on the 'net later on, and you can choose a YouTube module and showcase your own video right on your lens!

Once your lens is created, you'll want to use the following tips to help you get more traffic and exposure for your ClickBank links:

- Edit your lens on a regular basis. Even a small tweak will help you rise in LensRank.
- Visit other Squidoo lenses and sign their guestbook.
- Sign up and participate at www.SquidU.com where you can learn tips on how to best use the site.
- Drive traffic to your lenses from other spots, like your blogs, articles, and MySpace pages.

And don't forget to ask people to add your lens to their favorites and to rate it five stars for you. The star ranking is so small that not many people know where it is, so you have to tell them it's at the top of the page.

MySpace

MySpace is one of the biggest social networking sites in existence – but you have to mask your affiliate marketing efforts because blatant advertising isn't allowed on your MySpace page.

You're a bit more limited because you have to create different email accounts to claim more than one page on MySpace. When you have a page on this site, you'll be able to send out mass bulletins to your friends list, but MySpace is paying close attention to how many friends you add in a day since the inception of software that bulks up your list for you quickly.

MySpace has over 164 million users, and they consist of people from almost every demographic, not just teenagers. While Squidoo has modules you set up to build your page, MySpace is more of a blog and you customize the layout of it.

Setting up a MySpace account is also easy, but it's much more personal than Squidoo or a blog. On MySpace, the visitors want to know about *you*. Again, you can set up a pen name and profile if you want to protect your identity or appear to be in sync with your target audience.

Set up your account by going to www.Myspace.com and clicking on Join Now. It will ask you for your email address, name, password, country, postal code, gender, and birthday.

Next you'll upload a picture. If you don't want to include your own, go to a photo site like www.istock.com and find a person you like there to represent you. After uploading your picture, choose "Skip for Now" unless you have friends you want to invite to use MySpace.

This brings you to your control panel. You want to customize your profile with a cool layout so that you don't look like a beginner. Here are five free template sites where you can grab a free MySpace layout. There are many more to be found through a Google search:

- MySpace Layouts (<http://www.myspacelayouts.us>)
- MySpace Support (<http://www.myspacesupport.com>)
- Free Web Layouts (<http://www.freeweblayouts.net>)
- Groovy Machine (<http://www.groovymachine.com>)
- Killer Kiwi (<http://www.killerkiwi.net>)

You can start blogging about your niche topic by clicking on Manage Blog and then Post New Blog. You can create a keyword-rich title, but make sure it sounds personal.

If you're promoting a golf eBook from ClickBank, then blog about the round you had last weekend and what tips you can share for the game. Don't blog about the product itself.

You can work your links into the content by writing things like, “Last weekend I shot an 82 and was mad because I just can’t shave those last 2 shots off my score. Then this week I download How to Break 80 and guess what? I shot a 78 Saturday!”

Personalize your MySpace page as much as possible – to make you or your character appear friendly and real. MySpacers are getting sick of spam because so many marketers don’t know how to promote without seeming spammy.

When you have your own profile set up, you’ll want to start adding friends to your list. You will probably have some people sending you friend invitations from time to time, but you want to bulk up fast.

Right now MySpace is waging a campaign against adder robots, so while you may have heard about tools that help you send out 500 friend invitations in a day. You may find them hard to come by.

Instead, seek out MySpace users who have certain tags in their profiles. At the top of MySpace, click on the Search link. There, you can search for keywords like “golfer.”

That will bring up the profiles of all MySpace users that are blogging about the word “golfer.” Visit those profiles and send a friends request to them to see if they’ll add you to their list.

Once you have some friends on your list, you can send out a bulletin. This where you can make announcements and drive traffic back to your site. Don’t send them every day, and when you do, personalize them. In a single instance, everyone on your friends list will receive your bulletin and get the opportunity to click on your link.

You can also post Classifieds on MySpace and join groups to get added coverage on this social site. As you build your ClickBank portfolio of products to promote, you can create different MySpace profiles to market them – but you need to be aware that this violates their Terms of Service, so fly under the radar whenever possible.

Cashing in on the Blogosphere

Blogs are popular with consumers – everyone from regular moms and dads (and their kids) to celebrities have blogs of their own. A blog is like an online journal where you post your thoughts about certain topics, only anyone can view it unless you mark it as private.

If you create valuable content, you’ll develop a loyal following – an online fan-base regularly tuning in to see what you have to say. As a ClickBank affiliate, you can position yourself as an expert easily through a blog by relating highly relevant information that’s free and effective to your target audience.

Blogging is a great way to target your audience because search engine spiders will be targeting *you*! Spiders crawl blogging spots regularly because they love to index pages with fresh content that's relevant to their users.

There are dozens, if not thousands, of blogging sites. Some are random, broad sites like [WordPress](#) or [Blogger](#). Others are niche-specific, like [MommyBlog](#). You can conduct a Google search to find blogging communities within your niche, but make sure you utilize WordPress and Blogger, since they're the two most popular ones.

A blog is similar to a MySpace page, but it doesn't *have* to be about *you*. You can blog about topics of importance to your target audience, and in the process, work your ClickBank affiliate links into the text.

You can also add your links to the sidebar and in between blog entries as text links or banner ads. When you launch a blog and start posting to it, you can "ping" social bookmarking sites like www.Technorati.com to notify them that there's been an update of your blog. Social bookmarking lets you share your links with other people, and they then share it with people who look at *their* list of favorites.

Start with a blog at www.Blogger.com. You'll set up a free account by clicking on the button that says, "Create a blogger account." You'll have to enter your name and email address, and well as a password and username.

Then you'll choose a title for your blog. Follow the same guidelines that you did when setting up a Squidoo lens – make it interesting to catch viewers' attention, but implement keywords as well. Your URL will look like this (with title replaced by your chosen title): [http://\[Title\].blogspot.com](http://[Title].blogspot.com).

Choose a template for your blog and then start posting. You can occasionally do a product review in your blog, or keep it on a more personal tone and just casually recommend things throughout your posts.

Another type of blog you may want to use is WordPress. By developing a [WordPress](#) blog, you can actually tack it onto your own domain, so that the URL looks like this: www.yourdomain.com/blog. You do this by transferring the blog to your own hosting service in cpanel.

You'll have to fill out the following form to get a WordPress blog:

Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

Username:
(Must be at least 4 characters, letters and numbers only.)

Email Address:
(We'll send your password to this address, so triple-check it.)

Legal flotsam: I have read and agree to the fascinating terms of service.

Gimme a blog! (Like username.wordpress.com)
 Just a username, please.

Next »

I usually use a free email account like hotmail (as shown above) to cut down on the spam I receive. Then choose your WordPress blog name and title, along with the language it will be created in.

Blog Domain: .wordpress.com
(Your address will be domain.wordpress.com. It must be at least 4 characters, letters and numbers only. It cannot be changed so choose carefully!)

Blog Title:

Language: What language will you be primarily blogging in?

Privacy: I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.

Signup »

Check the privacy box because you *do* want your blog to show up in search engines and on social bookmarking sites. After sign-up, you just customize your blog according to how you want it to look.

It doesn't matter which blogging site you use – you'll want to include certain elements or do certain things to increase your blogging success, such as:

- Make frequent posts.
- Turn comments on so that the community can participate.
- Insert your advertising like text links and banner ads.
- Participate in the blogging community by posting comments in other people's blogs, instantly giving you a backlink.
- Include an opt-in box to beef up your list.

Make sure you create an RSS feed for your blog so that your readers can follow along with any updates you create. Go to <http://www.rss-specifications.com/rss-submission.htm> to add it to the feeds.

Creating a buzz with viral video

While you're blogging, you may come across many users who vlog instead. Vlogging is when you blog with video clips instead of text. You can also add your clips to YouTube or Google Video to get increased traffic.

You can create videos using still shots from images you download at www.istock.com or capture the screen while you work using a tool like [Camtasia](#). When you edit your video, you can make it so that your URL always shows on the video, or highlight it at the very end of the clip.

Clever videos or those that provide a high amount of value are the ones that really take off virally, being shared from one person to the next. They're generally short, taking up a few minutes at the most.

It's like a pre-sell compared to a full-length sales letter. You don't want to put on an hour-long video presentation because your goal is just to generate traffic, not thoroughly educate the public.

Once your video is created, you can upload it to [Google Video](#). Click on the link at the top of the page that says, "Upload your videos." The form takes you through the short process, but remember – this is a search engine, so you want to make it as "findable" as possible.



Upload and share your videos

All fields are required.

Video file:

We accept AVI, MPEG, Quicktime, Real, and Windows Media. [Learn more](#).
If your video file is over 100 MB, please use the [desktop uploader](#).
No copyrighted or obscene material.

Title:

Description:

Include details such as location and story summary

Genre:

Language:

Access: Public - your video will be included in search results.
 Unlisted^{New!} - your video will **not** be included in search results. [Learn more](#)
 I agree to the [Upload Terms and Conditions](#).

Depending on the file's size and connection speed, the upload may take several minutes.

Click the Browse button to choose the video file from your computer. Then give it a title that's ripe with keywords and catchy as well. In your description, write a keyword-dense blurb that entices them to watch and then rate the video as well as share it with others.

Put it in a genre that best fits the niche your affiliate ClickBank product is targeting. Make sure you choose to allow the file to be open to the public – otherwise it won't go viral. Agree to the TOS and your video will be uploaded!

When you promote products as an affiliate for ClickBank (or anywhere for that matter), make sure you carefully watch what methods work within your niche and then repeat them.

Test the results of everything you do – from articles you post in directories to blogs you set up for traffic. When something's not working, quit spinning your wheels and focus on what *is* working, repeating those gestures for an increase in your affiliate commissions.

Marketing as an affiliate is no different than it is from the product owner's point of view. You'll need to generate traffic and build a list *before* you funnel the fruits of your labor to the pitch page where you'll hopefully see the visitor convert into a buyer that you can market to for many months to come.