



Affiliate Business Blueprint Teleseminar

“The Affiliate Business Blueprint” Advanced Q&A Transcript

Part 1, 2, 3

"Discover The Simple, Proven System Anyone Can Use To EXPLODE Your Affiliate Checks And Create Long-Term, 24/7 Income Streams For Months And Years On Total Auto-pilot!"...

By Jim Edwards & Rosalind Gardner

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JIM: Hi everybody, and welcome to the bonus question and answer session for the Affiliate Business Blueprint. I'm Jim Edwards, and on the phone with me I have Rosalind Gardner.

ROSALIND: Hello everyone.

JIM: And Rosalind is getting over her cold, however, we're still going to give her the benefit of the doubt, and she's feeling much better.

We're actually surprised at the number of questions we received - 93 questions - and we said that we were going to take between an hour, hour and a half to answer all these questions. So we'll do our best. However, if there's a question that we got that was covered in the original tele-seminar, then we probably won't answer the question, and just tell the person who asked it where it was in the tele-seminar.

So let's go ahead and dive right in, and the first question is, what incentives can you offer someone to join your list?

Really the fastest and best incentive you can ask someone, you can offer somebody is an e-book.

An e-book that you either wrote, or an e-book that you have resale rights to, but that seems to be the number one.

The other way to get somebody to join your list is with the offer of a free report, and you can create a free report quickly just by combining some articles that you may have written in the past, or combining articles other people have written, if they give you reprint permission.

You can compile five or six articles from different people into a free report that said like the top five Internet gurus reveal their tips for building a list fast, whatever that is, or for making money on eBay, and it's just five articles from five different people, and you can even have your affiliate link in their resource

box, if they allow you to do that, leading back to their product. So not only do you get people going to you list, but you have affiliate money making opportunities in the report right there.

So those are my two biggest answers to that one, is an e-Book or a special report.

ROSALIND: You could also call it an email course and do the same thing, do five separate mailings that are just articles, and just you know “five days to improve your traffic,” or to “outstanding traffic.”

JIM: Yep, and we cover a lot about many courses within the actual Affiliate Business Blueprint itself, so I encourage you to take a look at that section as well. Okay, Ros, why don't you hit number two?

ROSALIND: **Let's say people sign up for a course and I have their email addresses and I deliver my course. At the end of the course, what can I say or do to keep them on that list?**

Well, I use, by using Aweber.com, it's a seamless transition, so like we talked about within the affiliate blueprint, or Affiliate Business Blueprints package, first of all you have that instant message that goes out.

Then you have the ongoing messages that go out, and then you've got the ability to send broadcasts, and that's exactly what I do with the net profits coach, so everybody who signs up for the net profits coach gets everything that I've already built into the auto responder, plus they get my broadcast message, so you don't have to migrate them to another list, although I think Jim probably has another idea or another option for this particular topic.

JIM: Yeah, all I do is just load in articles and keep on hitting them.

I mean, once the course is over, then a short time later, you know, three, four, five days later, you'll get an article from me that says, “Hey, I know since you subscribed and took a mini course that you're interested in e-books. Here's an article about publishing e-books I thought you'd find really interesting,” and right there, they're either going to read it or they're going to unsubscribe, and so then I just whack them with articles about every ten days.

ROSALIND: Yeah.

JIM: So that's the biggest thing, is just assume that they want to stay on the list, and keep sending them targeted niche information and they'll either stay on or they'll get off.

Okay, on to the next question.

When you suggest that people purchase a program while you deliver your e-course and nobody bought anything, yet nobody unsubscribed either, what does this tell you?

Well, what that tells me is that either the offer that you gave them to go check out the affiliate program is not very compelling. In other words, it's probably not benefit driven, or the affiliate program that you are referring to them doesn't have a web site that converts real well, and I would imagine that it's probably the first, especially if you've gone through the research steps that we tell you to go through in the Affiliate Business Blueprint.

When you do that research you know which ones (affiliate programs) are performing based on how they ranked at, say, commission juncture or in the Clickbank marketplace.

Chances are you're not making a compelling enough referral to another to that affiliate program, so make sure that when you tell somebody they ought to go check something out, that you're giving them enough benefits.

Use bullets with benefit statements that make them want to go click and check something out, because if they don't understand what's in it for them, chances are they're not going to click the affiliate name.

ROSALIND: The other possibility is that it's not relevant enough to the topic that they're interested in.

JIM: Or that it's not relevant, that's a good thought! Or that it's not relevant enough to the information that you're giving them.

I mean, you could be telling them about auto responders and then make a recommendation for a web-building kit, and though it might be something they need, it's totally out of context for the information that you're getting them right then.

So if you give them information, let's say about strength training.

Make sure if you make any type of recommendation it's about stuff that has to do with specifically with strength training and preferably how to get more or better results of what you're specifically talking about right in that newsletter or in that mini-course issue, rather than just health products in general.

ROSALIND: Yeah, exactly. For example, if you're doing strength training, then don't try to sell them a recumbent bike.

JIM: A what?

ROSALIND: A recumbent bike.

JIM: What is *that*?

ROSALIND: It's an exercise bike that you sit far back on it. It's just a little bit more comfortable. Gee, Jim, you don't have one?

JIM: No! I walk around the block in 30-degree weather, thank you very much.

ROSALIND: Okay, we'll not talk about temperature with one who lives in Canada.

JIM: True. Okay. ☺

ROSALIND: Okay, question number four.

How do I get that all-valuable mailing list started and working for me?

We do talk about this quite a bit in the ABB, the Affiliate Business Blueprint, and basically, pick a topic. Niche it really, really tightly, and write a number of articles, then sign up for your auto responder service, which might be Aweber, ProAutoResponder, GetResponse, and the one that you use, Jim, is what? Auto Response Plus?

JIM: Auto Response Plus.

ROSALIND: Yep, and that is how you get it started.

JIM: Right, and make sure that you put every opportunity in front of people on your own web site to sign up for your list, and you do that by giving them big-time benefit-driven reasons for giving you their name and email address.

Specifically things like free e-books, free newsletters, stuff like that. Okay, question, next question.

I am starting out in affiliate marketing. I've been in search engine optimization since 2000. Are there any tools that will help me automate labor-intensive parts of running an affiliate site that don't cost an arm and a leg?

Well, the one tool that I would recommend as far as, and this isn't really as far as running the site, but one of the tools that I highly recommend is Adwords Analyzer, simply because of the huge numbers of key words it will help you analyze and see what your competition is and see how many people are running ads on Google, and how many people are running ads on Overture bidding on those words.

As far as running the site, you know, the labor-intensive part is setting up the site in the beginning.

Once the site is set up, the only thing you're going to be doing is testing headlines and running traffic across the site, and testing various offers, and that's not real labor intensive.

I mean, you figure out the three headlines you want to test.

You put one headline up there.

You run traffic across it and measure in equal amounts, and see which headline gets you the kinds of results you're looking for.

So, as far as, you know, labor intensive, I can see why this person asked this question, because search engine optimization requires changing stuff a lot to test different things.

But when you're doing it the way we're talking about, the actual site itself, once it's up and it's running, you don't want to change it.

I mean, if it ain't broke, don't fix it.

Do you have any thoughts on that, Ros?

ROSALIND: Oh, I agree. I haven't changed anything on my dating review sites for a very long time, and Adwords Analyzer as well.

I would also suggest that Wordtracker is another very good option, and actually there's a question later on about Wordtracker, so we'll discuss it at that point.

JIM: Okay.

ROSALIND: So, number six. **Do either of you use Google ad words to promote any of your affiliate sites, and if so, what is your strategy?** I certainly use Google ad words...

JIM: Me too.

ROSALIND: Yeah. I don't use it to the same extent that I use, say, Overture or Findwhat, and as for strategy, I use the same strategy as any other pay-per-click.

Basically I make sure that my title and description are relevant to the page or the site that I'm sending my traffic to, and that's how you get good conversions.

JIM: Yeah, my strategy for that one, and I'm working on this myself, is I am really going for the opt-in rather than the sale, because if I'm going to spend the money, especially with Google ad words, and a lot of cases they seem, Google ad words for my stuff seems to be more lookers, or a higher percentage of lookers as opposed to Overture.

Some people, that's not the case.

It really just depends on your market, so go for the opt-in first has been my guiding motto on that one.

Okay, so question number seven. I would like to know the best ways of coming up with content for my web site and newsletter if you're not much of a writer. If this could be mentioned in the tele-seminar I would appreciate it.

Well, we mentioned it significantly in the tele-seminar, but I will answer it specifically here and say that the best way to come up with content for your web site is to find content that's offered by other people on sites like www.marketing-see.com, or you can check the affiliate sites themselves that you're representing and see if they have articles published.

But there are tens of thousands of articles available on the Internet that people have written that they will allow you to use simply in exchange for you giving them their resource box.

In a lot of cases if the person who has written the articles is the one that is offering the product that you're representing as an affiliate, they will let you change the link in their resource box to your affiliate name.

If you can't do that, if they have a resource box and they want to make sure that you leave the link to, say, their newsletter or something like that, you can always take their article, stick it on your site, and then you have links on the top and to the left or to the right and below that are related to the subject of the article.

Those links would, of course, be your affiliate links.

So that's the easiest way to get content.

There's plenty of people out there that already have stuff that they really, really want you to use, and in the Affiliate Business Blueprint I have provided a list of places where you can go to start looking for articles.

ROSALIND: And I'd also like to suggest not discounting yourself as not being much of a writer.

You know, lots of people don't have experience with it when they start this business, but give it a try. Like with endorsements on your web site, it's just about talking to people.

Just put your best friend or somebody who's interested in the product and what you're talking about mentally in front of your face and just write it as you would say it.

Then read it and see how that works, and I think that with practice, you'll find that you are a writer.

JIM: Sure, and here's a real quick formula that you can use.

This will take me 30 seconds to teach you.

Anybody can create an article in the top ten format, and what I mean by that is just whatever your niche is - let's say it's online gambling.

Here's an article topic. The Top Ten Mistakes Online Gamblers Make.

BAM! There's your title.

Here's your introductory sentence. "Often when people get started in online gaming or gambling, they make one of the following mistakes:"

Then, you know, you list them off.

One, two, three, four, five, six, seven, eight, nine, ten.

You explain two sentences about each mistake, and then you point them towards a resource to avoid all of those ten mistakes, and the end.

BAM! Done! Anybody can do that one.

ROSALIND: Perfect.

JIM: That's it. Okay. On to the next question.

ROSALIND: All right, number eight.

Everyone talks about an email list and its importance. Explain what you need to do to get these, what you need to do to save them, and how do you save them? One time I ran an ad. My mailbox filled up, but then they only tried to sell me something and no one was interested in my ad offer. Do I need certain software or what?

Okay, well, I'm a little bit confused here about the meaning of this, but...

JIM: Can I interject? I know what she's talking about.

ROSALIND: Please.

JIM: She ran an ad on an FFA page, a free-for-all links page, free for all links, free for all ads, whatever.

ROSALIND: Yeah.

JIM: Or she ran an ad to a safe list, one of the two, which a safe list is kind of an incestuous marketing and basically, people all get together on a list and say, “Hey, I’ll read your ad if you read mine.”

ROSALIND: Right.

JIM: Yeah, okay. So basically, what happened is she ran an ad in one of these two forms. Everybody sent her an ad, and guess what? Nobody was interested in what she had to sell.

Well, guess what, you can feel good that nobody was interested in anything else anybody else was selling, either!

But the upshot is you build a list the way that we taught you to build a list in the Affiliate Business Blueprint.

You get a web site.

You drive targeted traffic across it.

You make a compelling offer based on the interest of the niche, and then you follow up with them in a logical, sequential format using articles and using an auto responder like the ones we’ve talked about. That’s what you need.

Yes, you do need certain software. You need a sequential auto responder like Auto Response or Auto Response Plus or whatever.

ROSALIND: Right, and I usually have some bad words to say about FFAs and safe lists.

JIM: They suck, and the reason they suck is because people get misled.

They get a web site, okay?

And they say, okay I need some traffic, and then somebody who should really have a card table up doing three-card Monte on a street corner in a major city comes up to them and says, “Oh, yeah, you can get a million hits at your web site by doing it this way.”

And yeah, you can. There are a million worthless hits. But you can get a million hits here. Give me a hundred bucks and I’ll show you what to do, and then they just disappear.

And then when people ask questions, they’re like, “Oh, you must have done it wrong,” or “You have a bad attitude,”...that’s baloney.

Anyway, on to the next question.

Do you need to have a separate web site for each product, or can you just add separate pages to one site to direct your customers to? In other words, do you need to pay for a separate domain name or host for each product?

The answer to that question is that you need to have a separate web site for each niche that you’re going after.

So if you do stuff for weight-lifting, you need to have a site for weight-lifting, and then if you decide you want to do stuff about jogging, jogging is, though it’s all health-related, jogging is far enough afield from weight-lifting that you should have your own jogging site.

However, within the weight-lifting for example, you might have some sections within that site, one for nutritional supplements, one for equipment, one for specific weight-lifting, say, clothing or things of that nature.

Anything to add to that, Ros?

ROSALIND: Yes. I was thinking, too, that if you do start up a jogging or a cardio site in addition to your strength-training site, you can always link out from your strength-training site to your cardio site, because of course, one goes, they go hand in hand.

JIM: You can create your own little web ring, but you don’t want to mix the stuff on the actual sites themselves.

ROSALIND: Exactly.

JIM: So link back and forth to yourself.

ROSALIND: Yeah.

The next question is, **how many products would you limit yourself to?**

My answer to that is, you don't limit yourself.

As long as your products are all related on your niche-specific site, then that's a good thing.

The only way you limit yourself is by determining what products are of value to go to customers and you. You know, if you're trying to sell a \$2.00 product and you make a 2 percent commission, you might want to limit yourself that way, and limit that product right out the door.

JIM: Yeah, the only thing I would add to that too is that you should also limit yourself to the point where your site doesn't become disorganized or confusing.

You want somebody to be able to come in and find good information and then leave your site, after having subscribed, of course, to get more information about something that they're interested in and can buy.

So you don't want to be one of these sites where you might have ten different pages, but then on each page you've got 100 links, and 100 banners.

I mean, it needs to make sense, and it needs to be, I guess, ergonomically happy for your visitors.

I would say, just from a common sense standpoint, that you probably wouldn't want to give more than, you know, say, a dozen choices on each page.

Again, each one of those choices has got to have enough information with it to let people know why in the heck they should click on a link. Otherwise, you're just putting up a page, a site full of links, and that's not going to do you much good.

ROSALIND: Right, and to make sure that you have a page for products, so that if you have ten different products on a page, make sure each product is linked out a page that's specific to that product.

JIM: Where you would have your own review or an article, or both, or just information that preps them to then take the next step, which would be clicking your affiliate link.

ROSALIND: Right.

JIM: And you do that on your dating site?

ROSALIND: I do.

JIM: That's a good example.

ROSALIND: And it works very, very well.

JIM: So if you're looking for an example of that, go check out Ros' dating site at <http://www.101date.com>

ROSALIND: There you go.

JIM: Okay, next question.

I'm currently an affiliate for only one merchant along with my own product. I'm getting a lot of impressions and even a few clicks, but zero sales. What's the best way to capture the potential customer's attention and prompt them to buy?

I would say, based on this one, that it sounds to me like they are having a lot of people coming to look, but not sticking around to read.

And so my first thing would be, start testing headlines, and make sure that the headlines on the page that they're arriving on are extremely benefit-oriented and extremely prominent, so that when someone picks up the (someone picks up, I'm thinking of the paper - same thing). When someone picks up the paper, the first thing they do is scan the headlines.

The first thing anybody does when they come to a web site is they scan the headline.

So I would bet that you either don't have headlines on your page that are prominent, or the headlines you do have are not clearly identifying what the benefit is for the reader to stick around and read this page.

So that would be the first thing I would tell you to do.

Next thing I would tell you to do is make sure that where you are offering places for people to click, that it's very clear and benefit-oriented to them what is in it for them for actually clicking the link.

It's one thing to say, you know, Joe Blow offers, I don't know, strength-training equipment. It's another to say, Click here for the best strength-training (and I'm just thinking off the top of my head right now), click here for strength-training equipment specifically to add, 3 percent muscle mass in the next two weeks. Something like that.

ROSALIND: Or 'To Build Bulging Biceps, Click Here'.

JIM: Yeah, yeah, yeah. 'Make Arnold look like a girly man in six weeks or less'.

You know, so make sure that basically every word on that page is all about the person that's reading that page and what's in it for them by taking actions you want them to take.

That would be my answer to that question.

ROSALIND: Yep, sounds good.

Number twelve, how do I find a targeted group with email addresses. For example, people who wish to migrate to a different country, etc. It's harder to group with email addresses. I think the best way to do that is to...

JIM: Grow your own.

ROSALIND: Yeah, exactly. Set up a web site that's relevant to that topic.

Have your mailing list or your auto responder set up, and get people to sign up for information that's related to that topic.

Once again, we always go back to that.

Now, if you want to look around the Net, you can probably find forums, and by getting into the forum and discussing things that are helpful to other people.

Then take them back to your web site if you're allowed to post your URL.

That's another way to do that, but first and foremost you build your own list.

JIM: Yeah, grow your own list, and do not go buy lists. All we ever hear from that are horror stories, and even the most sophisticated of marketers on the web have to go through numerous, numerous hoops, and most of them give up on that after a while.

ROSALIND: Um hm.

JIM: Okay, I agree with you 100 percent. Next question, number 13.

What do you recommend as step number one for someone who has no web site, no product, no affiliate, does not know much about computer use other than word processing and email, and not sure of which affiliate programs to choose or how to get to them, but who does have a huge interest in making an extremely large dependable income for a good useful service.

My number one recommendation is that you go to your local community college or some sort of an adult learning center near you and learn how to put up and maintain a basic web site, and then also take a class on web surfing, email and basically become very familiar with how the Internet works, how to navigate the Internet, and how to put stuff up on the Internet for other people to read.

Ros?

ROSALIND: And, too, about how to use a computer. You'd be amazed at, well, actually *you* probably wouldn't be amazed, but I've been amazed at the number of people who don't even know how to do a download.

JIM: Yeah.

ROSALIND: And save it to a specific file that they can later find. So, and there are definitely classes on that. There are classes on, you know, using Windows, just computer use.

JIM: Very good. Okay, we're going to stop the tape here.

ROSALIND: Okay.

JIM: And we'll be back in the next section.

JIM: Okay and welcome back to Part 2 of the bonus question and answer session and I'm going to let Ros take the next question.

ROSALIND: Okay. **This is question No. 14 and I've tested the PPC with Overture. I've put in a hundred bucks and got hundred clicks in two days and most of them also signed up for my mini-course, but I also got many bum email submissions to get my free gift. Do you know if there is a way (software available) to put your mail form—or to put on your mail form that will forbid any of them to be submitted unless there is an email in the text box and the answer is, yes.**

When you're using Aweber, you can set it up so that the form requires, any of the, any of the inputs that you—that you want them to have. So if you want them specifically to have their name and email address in the boxes, then you could specify that and it just won't work unless it's in there.

JIM: Yeah, but the thing is they can still give you a bum email address if you're giving them the gift on the confirmation page. So the way around that is to make sure you get a good email address is to say you will receive your bonus by email and that way if they want it, they got to give you their real email address.

ROSALIND: Exactly.

JIM: Uh, so that's how I do the vast majority of my stuff. You've got to give me the real email address so you can actually get it.

Okay, Question, Question 15, I have purchased Ken Evoy's Site Build It, which Ros really recommends. Initially, I planned on building a site that would tie all of my affiliate sites together, i.e. yours, I guess Jim, and

Rosalind's, but I'm not sure how to set it up in order to get keyword placement. Keyword such as affiliate, affiliate market

So, it sounds to me like—like part of the problem is that we're going for keywords that are still too broad and are going to be too expensive.

ROSALIND: Absolutely.

Yeah, 'affiliate' is an expensive keyword and two; don't forget to direct your listings to specific and individual pages. When you're thinking about the individual page on your site, it's much easier to come up with keywords and keyword phrases that are relevant to that page.

JIM: Exactly. Okay.

ROSALIND: No. 16: Is there a model or expectation of conversion or probability that you use, a model that you work with cost, profitability, traffic, conversion so that you determine risk award. What's realistic and, uh, what others are getting and expecting using keywords, i.e. what's normal.

Big question and I go through that in my book 'The Super Affiliate Handbook' in significant detail where I did charts and stuff, about how to determine profitability within a niche.

Of course there's software that you could use.

One is called Niche Finder and I find that that one is pretty good and the developer is making some significant changes in the near future to enhance it even further.

Adwords analyzer and you know, there's always that element of, okay, do I feel really good about this, is the market big enough, are the products that are being sold by various merchants, do they deliver in terms of commissions and then at some point, you do have to take a leap of faith and just get in there and say, okay, this is my niche and I'm going to work it.

JIM: Yeah, but see the things is I—I'm going to disagree with you on that—on that point slightly or at least the way you expressed it and please don't jump through

the phone and kill me. But—But it's not--it's never a leap of faith, it's a test and—

ROSALIND: Yeah.

JIM: --you take \$50 or \$100 bucks and you test it and if it works, great and if it doesn't work, then you move on to the next one, but I don't think it's ever a leap of faith. It's, uh—"Okay. I've done enough research and I see what's going on. I see that there are a half million searches on Overture for this list of, 750 keywords that I've compiled. I'm going to go ahead and invest a couple of days creating the site and I'm going to invest \$100 to drive—well, \$100 bucks if you're getting it a nickel a shot through low-cost keywords that's what \$100 bucks, 2,000 visitors?

ROSALIND: Yes.

JIM: I'm going to send 2,000 visitors across this site and see if I can make at least \$100 back.

ROSALIND: Yeah, and—and I think you could say it just means that there are no guarantees. You know, there's no guarantees that those 2,000 visitors are going to buy, you know, 20 different products. They may buy five, so—yeah, there's always a little bit of an element of chance. I just have to do it and see what my returns are and I'll work on it further from there.

JIM: Yeah, I need to stop *analyzing* this situation—excuse me, analyzing this situation and, based on the research I've done, it makes sense for me to do a test. Is that what you're kind of saying?

ROSALIND: Exactly.

JIM: Okay.

ROSALIND: Exactly.

JIM: Cool. I hope I didn't offend you.

ROSALIND: Not at all.

JIM: **Um, okay. Next Question 17; is there any value to posting to active forums with a link to your new site? Some don't allow it then there'd definitely not**

be an advantage. Uh, but not trying to push or sell anything, but that forum may be spidered frequently and will find your site.

Sure, if you can post in a forum and somebody asks a question and it's related to something you know about and then you can answer that question intelligently and then wait until people can read your response, and then you have a link to your website as long as your website is optimized for the search engines as best as you can, and we cover that when we talk about lucky traffic, sure.

There's all kinds of advantages as long as you don't devote a significant amount of time to it. It's worth doing.

ROSALIND: Uh, yeah, I think that's another point. There is value as long as you don't devote a significant amount of time to it.

I'm amazed. I go into some forums on a semi-regular basis.

I don't spend a lot of time in forums and I'm certainly not posting. I go in primarily to ask questions, find out what other people's experience is with certain aspects of the business. But there's a danger there in spending too much time on too many different forums.

JIM: Yeah, the exact question I have is, you see all these people and you're like, do you have a life?

ROSALIND: Yeah, exactly. When you're looking at forums, check the Alexa rating. Make sure that it's a busy forum because if it got an Alexa rating of one million, then it's probably not that many people looking at it.

JIM: That's a really good point. And the thing is also that mechanically, a lot of forums turn over so fast depending how the forum is set up. Um, you know, it doesn't matter the things are getting spidered because those links disappear in a day. So you're wasting your time if you're trying to do that.

ROSALIND: Um-hum.

JIM: On to Question No. 18.

ROSALIND: No. 18, In regard to auto-response programs and companies, have you heard of Constant Contact? If so, what do you think of them and how does it compare to the companies that you mentioned? Uh, in a word, no.

JIM: No, never heard of them.

ROSALIND: Nope. Okay. Next question.

JIM: Uh, I have friend who has a great web business. He offers a terrific service. He has not set up an affiliate program. Will this be difficult for him to do? I would like to be an affiliate of his. What steps does he have to take so I can be an affiliate of his, how will I attract the sales that have come through me?

That brings up an interesting point.

The upshot on this one I was going to say, you know, if you find the site that has a great product and they don't have an affiliate program, you may not want them to set up an affiliate program.

But you may want to become an affiliate for them and what do I mean by that?

Well, if it's something that's really good, you want to go sell it and you don't want to have a bunch of competitors out there. So approach the person and say, 'hey, I'd like to sell your stuff'.

What you can do is set up kind of a drop shipping type of a situation or you can set up, uh, kind of order pass-through situation where basically the people place the order with you and then you buy the product at wholesale and preferably they drop ship the product to your customer as a physical product.

But, you know, that brings up a very interesting point.

If you can find a great product out there that's not sold as an affiliate, see if you can work a deal with the person that owns the site or owns the business to—to sell it for them and get a piece of the action.

But make sure in that situation, if possible—me, personally, the way I would set it up is that the people pay me and then I turned around and paid the person that was providing the product or providing the service.

What do you think?

ROSALIND: That's a really good point. However, if you do that, you're not really affiliating as such, now you're a reseller and there is definitely more work involved because you're going to have to start collecting money and, um—and basically, doing all the stuff that a merchant would have to do which is more work.

JIM: True. Okay, well, either way. Then, you know, if it's a download product, go with—tell them to go Click Bank, if it's a physical product, then get something like Pay Systems or One Shopping Cart or something like that.

ROSALIND: Right. **No. 20: I have an existing website. I've build it myself using Dreamweaver. I'm not by any means a web designer, although I think my site is pretty good. It's a basic site in regards to look and feel, but there are not any submission forums, discussion forums or any kind of dynamic or database-driven applications or any kind of shopping cart functionality. Here's the question, is it possible to have a programmer create the database and dynamic stuff, have them give it to me and me plug it in to my existing site?**

Absolutely. I recommend it during our discussion on the Affiliate Business Blueprint. Elance.com is a really good place to go to find, programmers and developers who will do work for your sites and actually, in the case of database and dynamic stuff, what they would do is they would build the database and just basically plug it right into your, uh—in your server.

JIM: Yeah, but I recommend using off-the-shelf type stuff if at all possible. All the other autoresponders that we talked about, they generate the code for you to get the submission form for your website. So you click a button, they say copy this code, you copy and paste the code into your website and you've got the form you need.

ROSALIND: Same thing with discussion forums too. There's a really good off-the-shelf software for that and it's—it's cheap and it's really easy to install.

JIM: Yeah, and—and I would also encourage you that if you could afford to pay 10 or 15 or 20 bucks to have somebody off Elance to install it for you, go ahead and do that. You don't need to become an expert in PHP or CGI or anything like that.

Go hire somebody to install those scripts. You'll spend eight hours, ten hours, trying to figure out something somebody else could do in a half hour and you pay them 15 bucks to retain your sanity, as well as, get more stuff done that's got to result in sales.

ROSALIND: Yep.

JIM: Okay. **Question No. 21; I already have several websites, which I prepared using Microsoft Publisher because it is so user-friendly and simple to use, however, it is not very sophisticated. What software do you recommend for creating my own affiliate-marketing website?**

I started out with Microsoft Publisher in making websites back in 1997 and, yeah, it is easy to do until you figure out that—that it actually creates websites that suck as far as being able to do spiders by the search engines and as far as loading fast.

My personal recommendation is to go ahead and invest in Front Page. Especially, if you're used to using Microsoft Word that's going to be the fastest way for you to—to be able to make that transition.

However, it's a little more expensive, but that's my honest recommendation buy Microsoft Front Page.

ROSALIND: Good recommendation. **Question No. 22; How is the best way to provide a good newsletter without using all your time writing newsletters?**

Since even keeping up with writing one is difficult, one way to do that is to use the content of other web masters.

Jim has tons of articles that he'd like you to use on your website.

JIM: While leading back to me. ☺

ROSALIND: Go to Marketing-Seek.com. There's a whole bunch of other sites that do the same thing. I think there's one called Findarticles.com.

I highly recommend that you just keep a notebook and jot down notes about what it is that you want to tell your subscribers. Because you're working all week on

your web business and you'll come up with little notes or something, "Oh geez, I need to tell them about this or I should tell them about that."

Keep little notes and, you know, your newsletter doesn't have to be, 2000 words. I can be just a couple of paragraphs that you send along on different topics. Just make it useful information. So, yeah, just, you know, develop content that way.

JIM: Yeah, the best way to use somebody else's article is to have your comments about it at the beginning, have the article and then have your comments at the end and you could do that with brief tips.

Question No. 23; Obviously, auto-responders are pretty crucial and after reviewing your video tutorial and AdWords Analyzer, I did okay. So my question is, if you were to put together a kit of the most useful optional add-ons for your business, what would they be?

Uh, I would tell you that you should get Adwords—if it was like the ultimate, here's the kit, this is what you should have. I would say you should have AdWords Analyzer and Ros really likes, um—

ROSALIND: WordTracker.

JIM: --Word Tracker, you know, as far as the other tools and stuff that I use, I actually use my Affiliate Link Cloaker more than anybody else I know. Uh, I mean, that makes it so easy for me to set up links and to hide my links and to do all that stuff so I use Affiliate Link Cloaker. I'm its biggest fan. ☺

ROSALIND: Sounds good.

JIM: So really you don't have to invest in all the gizmos and all the crazy stuff.

ROSALIND: Yeah, and also unless the person's also asking about other, you know, they want to use Paintshop Pro and FTP and all that other good stuff.

JIM: No, I think they're just looking for stuff to help sell better as an affiliate.

ROSALIND: Yeah.

JIM: If you've got a good graphics program, a good HTML program, you can get an FTP program for free at SmartFTP.com. You've got a decent web host, you can analyze with AdWords Analyzer and/or with WordTracker you're good to go.

ROSALIND: Yeah, exactly. **No. 24; How do you or do you interpret good keywords, Word Tracker and Overture results as to real demand, real supply and real profitability?** Easy, with Overture, using the Search Term Suggestion Tool, you find exactly how many people have searched on a particular keyword using the previous month and remembering that Overture and its affiliate represent, what, 5.6 percent of all the searches on the net?

JIM: Right.

ROSALIND: So that's a really good indication as to demand.

Supply is the number of advertisers that you see on there on Overture and you can go to any page on Overture and see exactly how many sponsored listing there are, using the AdWords Analyzer again or Word Tracker.

You're going to see how many advertisers there are and just by figuring out about how much you're willing to spend on a keyword related to your topic.

It's easy to see what the real profitability is.

JIM: Very good. Um, okay. **Next question, what questions do you ask yourself as to if the searcher is shopping or buying when they use certain search terms?**

Unless the merchant will let you put a tracking tag on their page, I don't know a way to do that. That's why we talked about dollar-cost averaging all of your keywords.

What you could do is turn certain keywords on and turn certain keywords off and see if your conversion rates drop or if they're not affected.

And so if you think that certain keywords are the ones that bring people to buy, then you could turn those off or turn them on and measure what happens.

But honestly, without any BS, I don't know of any way to do that.

So that's why you bid on all of them and look at your cost per word as an average verses the amount of traffic you get that's how much it costs you and then how much did you make and hopefully, you've got money left over at the end.

ROSALIND: And the other thing too is just to make sure that your keywords are really, really, really specific, you know?

If you type in "yoga", you definitely want to be near the bottom of the page (less cost) because that is such a broad topic. People might just be looking for, you know, how to do the cobra pose.

However, if you advertise the word "yoga mat", now, they are looking for mats, they may just be looking for information. So like Jim said, you don't know if they're buying, but that's more specific than the general term "yoga".

JIM: Yep.

ROSALIND: **No. 26; I would like to know more about creating e-books. There are many styles I see out there, some are turn pages, some straight PDF files and countless other styles. Is there something I could do for myself or is it something I need to buy a program or service to do it for me? I'm trying to write articles on topics to use—to start my database and need a bit more info on this topic. I know you mention an article, but I did not catch the name, can you please include that info or any other info on a topic in transcript?**

I like using PDF files. I have actually used a lot of different e-book software to create e-books.

I like PDF files for the primary reason that you don't cut out the Mac crowd, and that to me is important.

There are ways to lock up the PDF files if, that's what you want to do so it doesn't get shared.

Um, that's another important aspect and as for creating PDF files, I personally bought the more expensive, Adobe Acrobat to create my PDF files because it lets me do, tables of contents and I just—I think it produces a nicer product.

There are some other much cheaper products out there, but I don't think that you end up with a nice as nice a PDF.

And Jim?

JIM: Yea, I agree. I mean that, you've covered it. I did the same thing, I bought the, I got the full version of the Adobe Acrobat and I publish everything in PDF mainly because I write everything in Word so it makes sense just to publish as a PDF and roll it out the door.

ROSALIND: Yea, cause when you are using Word there is a little icon at the top there of the Word document, and you just click it and it creates your PDF right now.

It's just so easy.

JIM: **On to the next question, which is Number 27. The books we sell are in the motivational realm, but with an edge to them. Business, humor, motivation. How do we find key words for our product?**

Research with the <http://inventory.overture.com> tool and look for what people are looking for. I mean that's the upshot. I mean you can use AdWords Analyzer.

And I would personally look for stuff like I would start with broad terms like motivation or self-improvement or people like Zig Ziegler, Les Brown, and Tony Robbins.

Look under individuals that are known for that and then go to their websites and look in the HTML code in their keyword tag and see what keywords they think are important and then just start building your list that way.

So then once you find the words they think are important you can take those back to the <http://inventory.overture.com> link or with AdWordsAnalyzer and then you could just expand your list from there.

I know with my 'Five Steps To Getting Anything You Want' CD I found a lot of different motivational terms that I'm testing right now that I didn't initially think of until I actually went through those exact steps going and looking at those motivational sites... so that's what I would do.

ROSALIND: Also be sure to keep track of everything that you come up with in Excel spreadsheets. You know, writing it down in long hand, especially when you start getting up into the hundreds, gets pretty tedious and pretty hard.

JIM: Yeah, and that's exactly what I do and I just copy them and paste them into a spreadsheet.

ROSALIND: **Number 28. How do you track how much the merchants owe you? How do you know if the traffic you are sending to merchants they are buying and if the merchants are giving you the credit you deserve?**

One of the biggest things is that they have to have an interface that allows you to see in real time, preferably, how many clicks you're sending to them, how many visitors you're sending to them and what your conversion rates are and how much you are making.

So you should be able to check it every day, every hour if you want to and see exactly what's happening with your sites and with your sales.

JIM: Commission Junction and Click Bank are real good about that, as far as letting you see your sales. Although Click Bank won't let you see your visitors.

ROSALIND: Yeah. I basically keep a Click Bank window open on my screen all day long and I just, you know, keep refreshing the window to see how many sales I've made.

JIM: Right, but the thing you can do with that is you could use an AdTracker link, stick your affiliate link in the Ad Tracker so that every time that gets clicked you'll know how much traffic is being generated to that Click Bank merchant and you can do the conversion.

ROSALIND: True enough.

JIM: That's what I do. Okay. **Next question. What is the best form for collecting ezine optins - pop ups, a form on the web page or something else? and it is really a two-part question. How do you get past spam filters with your list?**

For me I use pop ups and a form on the web page and it really just depends. You want to test which ones get you the best response, but preferably you want to have both.

ROSALIND: Yes. Just do it all. Absolutely.

JIM: And as far as how do you get past spam filters with your list or newsletter?

You avoid using hyped up terms.

Look at the spam that comes into your e-mail box.

It all says Viagra, money making, has a lot of exclamation points, a lot of dollar signs, you know, avoid making it look like spam.

And then you can also use Get Response, at other places too you can run your message through the Spam Assassin database and it'll score it and let you know whether it really looks like spam or not.

What you can do to get to access to this, you don't even have to buy GetResponse, you can just sign up for a free account with them and just use that to run your messages through.

ROSALIND: Exactly. **Number 30. If my objective is to write original content, exactly how do I use search engines and announcement sites? Define specific articles on the topical research I am doing in order to write my own content. Please help me to understand this one thing and I will be indebted to you for life.**

I hope you kept track of who asked this question, Jim. ☺

Actually Jim talked about this at length in the Affiliate Business Blueprint and gave some really good information on how to become an expert on any topic and all I've been doing, you know, searches on Google.

A great way to do that is to go to Amazon and search on books on the topic and then read through the tables of contents and that'll give you and not only that, but they may actually even allow you to read chapters of the book, so it's an excellent way to find, just to get ideas on an individual topic.

JIM: Yeah, and the thing is when you're doing your searches on Google, when you're looking for the specific topic make sure you do your keyword phrase in quotes. That will really help you get more specific information quickly. I found that one out just through trial and error.

So if you're doing research on weightlifting equipment go ahead and put in "weightlifting equipment" and that'll really help you.

ROSALIND: Uh huh.

JIM: **Okay. Next question. Jim you addressed using articles to drive traffic by posting on other sites and ezines needing content. You also suggested using article announcement sites as the way to get your articles indexed by search engines, could you please elaborate on the strategy?**

Sure.

Take your article, post it on a web site on your own site. But also you want to go to various article announcement sites and they have forms where you paste in your article, click the button and it gets posted to their web site.

And then up in your browser bar there is a link to the page where they have your article posted.

You can then go to Google and then at the bottom of the page that says like site map or something, then you click on that and all the way at the bottom and then on the right is where it normally is it says submit your site or something like that and you click the link and then you put in the URL of where your article is posted on that article announcement site and you submit it directly to Google.

That's what you do. I mean it's real simple. That's exactly mechanically what you do.

ROSALIND: **So, Number 32. Ros alluded to the relationship between Overture and Word Tracker when you are evaluating a particular niche. Could you elaborate on how to use this relationship?**

Actually, you don't even have to use Overture. You can use the Search Terms Suggestion Tool, but you can also just use WordTracker which will give you the number of searches at Overture for that keyword during the previous month.

Then you can do another comprehensive search which would show you all the bids that are coming from Overture what are the other ones, Search Boss

.So that is the relationship. WordTracker actually uses Overture's results.

JIM: And incorporates it into the analysis tools that they give you, is the upshot.

Okay. **Question Number 33. What is an Alexa rating and what does it indicate about your business?**

Well, there's a web site Alexa.com and they keep track of the most frequently visited web sites by people that have the Alexa tool bar installed on their browser and they let you get that for free.

So, it's skewed a little bit because a lot of marketing related sites people that run those are people that are trying to do stuff have the Alexa tool bar, but the upshot is that Alexa through that and through other stuff estimates or ranks all the web sites on the web as to how much traffic they get and then assigns them a number ranking relative to the others.

So the lower your Alexa ranking the better the higher number of visitors you have.

So like Yahoo is Number 1 and Microsoft I think is Number 2 and EBay is Number 3 or Number 4 and I mean, you know, huge Amazon is like Number 6.

So if you see a site that has an Alexa rating of say under 10,000 with the billions of sites that are out there on the web, that means that site, relative to all the others, is getting a lot of traffic.

So if your site has a low Alexa rating people are going to want to trade links with you, that means you're getting a lot of traffic. And if you see a site that has a low Alexa rating that's somewhere that you want to try and advertise maybe or do a link exchange or something of that nature and that's what that is.

ROSALIND: Okay. **Number 34. Where can we find good examples of USPs? Unique Selling Propositions?** I'm going to do a little self-promotion here. I am going to say 101date.com. It's a dating service review site of mine and basically what I've done is I've reviewed good on-line dating services for my visitors. That's my unique selling proposition.

JIM: Very good. And I will plug every single one of my sites that links off eBookFire.com which basically every one of those sites has a clearly defined USP in and of itself. Any successful site has a good USP.

ROSALIND: Right.

JIM: **Number 35. What are the best tools and software programs for doing market research?**

Well, I think we've pretty much covered that. That's the Overture tool, Word Tracker, AdWordsAnalyzer and then, of course, Commission Junction to see you can go in and look at their network earnings and earnings per click and all that stuff so I think we've pretty much beaten that horse to death.

Tracking sales by merchants. If you're talking about actual tracking your own sales, I guess it really comes down to whatever affiliate software they're using.

As far as keeping track of the sales you make for particular merchants I advise keeping track of all that stuff in an Excel spreadsheet where you just have the name of the merchant and the, you know, for each month you have a list of all the merchants and what you made.

ROSALIND: **Right. Number 36. Is a five-part question. What is the best way to (a) learn how Click Bank works, (b) find odd niches, (c) monitor a niche, (d) understand Pay Per Click and bidding for keywords, and (e) find related products.** Okay (a) learn how Click Bank works. Click Bank is basically a repository of digital products by a number of different merchants and ...

JIM: They actually have a really good tutorial on their site that you can get to when you go and there's a link on their site. We'll put the link in here, but basically there's a link where they explain exactly how they work. So we'll give you that link here <http://www.clickbank.com/selling.html>

ROSALIND: Exactly. So go to ClickBank.com. Find odd niches. Well that's, you know, once again, it's demand versus supply! So if you find low supply - high demand that would be an odd or under represented niche.

How to monitor a niche? Well that's an on-going thing where you make sure that you're, you know, you're still making good money.

JIM: And that's really the entire Step 8 of the Affiliate Business Blueprint.

ROSALIND: Exactly. Understand Pay Per Click and bidding for keywords. Well bidding for keywords is what Pay Per Click is all about and find related products. Go to Commission Junction, go to Link Serve, go to Be Free, go to the affiliate network and find out what merchants are selling products that are related, simply plug in your primary key words and it should come up with the related products.

JIM: To understand Pay Per Click there are a lot of free ebooks out there about Pay Per Click. There's Pay Per Click Commando, I have not read that, but I mean once something has been out there for a while and it has resale rights, eventually people start giving it away so just put "free Pay Per Click ebook" in Google and see what comes up.

Question Number 37. How do you keep track of your sales before getting a check? Easy. Use an Excel spreadsheet like I just described. Have a list of merchants, have a list of what they're supposed to send you and then check off the checks as they come in each month. Next.

ROSALIND: **38. Do you know of any Spanish language affiliates sites and programs?** No. But, you know, type in your words in Spanish that you're interested in and then also type in the word affiliate or the word in Spanish for affiliate and you should be able to find some.

JIM: There you go.

ROSALIND: If they exist.

JIM: If they exist and honest to God I don't know. But that's a good, I'm sure other language sites are probably less utilized than English and so not saying they're a better opportunity, but, you know, they might be.

ROSALIND: Right.

JIM: Might not be. Don't know.

ROSALIND: Well, I do actually know of one Spanish language affiliate item that is the Amigos.com dating service site. There you go.

JIM: Very good. **Question Number 39. How can we meet you personally and watch you work?** The answer to that is keep your eyes open to our newsletters

and see when we're speaking. I'm going to speaking at Yanik's big birthday bash in 2004 and Armand Morin's Big Seminar.

ROSALIND: Well I'm sorry - I've been asked, but I haven't yet agreed to do any of those seminars. It requires having to leave my cats at home alone, so there you go.
Number 40. How do you become an expert really fast on a niche topic you're not at all familiar with? What research techniques do you use? Also, how do you develop credibility in an unfamiliar niche so that people take you seriously enough to make a purchase from you?

JIM: Well, all I'm going to say is in the Affiliate Business Blueprint we cover this in excruciating detail. And since we know you have access to that we'll just refer you towards the beginning of the main ABB program.

The one thing I will tell you this other part, though, how do you develop credibility with an unfamiliar niche so people will take you seriously enough to make a purchase from you?

They're not making a purchase from you, they're making the purchase from the merchant.

So all you need is enough credibility to be able to make the referral and one of the fastest ways you can borrow the credibility is by posting other people's articles with their reprint permission.

So you find an article by an expert and then you make your own comments before and after the article and make the recommendation very simply if you're looking for more information on this go here.

JIM: Okay. Welcome to Section 3. And the first question is: **Will you have available for sale – we actually got this question about ten times, which was very happy for us – some semblance of this question: Will you have available for sale the transcript and recording of the call? If so, will those of us who purchased originally be able to sell to our list of affiliates? I know I have many subscribers who would be interested in being able to purchase, especially now that I can recommend it.**

And I have a one-word answer: Heck, yeah! You see, down here in Virginia, that's one word. "Heckyeah!"

Yes, we will definitely set this up and have an affiliate program for it. And our intention is that this become a very valuable resource that everybody can sell as an affiliate with total confidence.

ROSALIND: Great. **42: How can you effectively track keywords or other important info when you have an affiliate site that sends traffic to merchants? I'm trying to get rid of poor performing keywords from Google, and the only thing I can figure out is watching the CTR, click-through rate. But it doesn't really tell me what converting sales had to go through the merchant.**

You know what?

That is really the toughest aspect of being an affiliate.

Unless you're using Commission Junction merchants almost exclusively and making sure that you have different ad-tracking links for each one of your pages and ads and everything else, it's almost impossible to tell which keywords are the most effective.

JIM: So the one thing – I'll just go back to what we said before, and that is that what you have to do in this situation is, first, sort by – not by how many – not sort by impression, but sort by actual clicks. Then take a guess as to which keywords are the ones that are not performing and start turning them off and see if your conversion rates go down.

ROSALIND: I did one, not too long ago. I cut out two keywords, and I actually saved 30 percent of my advertising budget within that campaign, and the conversions were the same and my earnings were the same. My gross earnings were the same. Of course, my net earnings went up by 30 percent because I was saving that much in pay-per-click advertising. So, yeah, just try turning them off. Try turning them back on again.

JIM: Very good. Okay. **Both of you guys talked about the importance of a niche, and stated it needed to be something in demand with a large audience. How narrow should a niche be? For example, day-to-day marketing solutions for small business owner, or would it be better to break that up into home-based business versus small business? Or another example would be how to achieve balance in your life, personal/professional?**

Obviously, these topics are definitely targeted at a specific audience. I believe it is a large audience, although I have not yet done the research. But is this topic too broad to be considered a niche for our purposes?

Well, that's a good question, and the answer is that a niche needs to be as focused as possible so that people with a specific burning need, hopefully right now, are looking for specific information to scratch that itch, or to relieve that burning sensation – and we'll just leave that alone. 😊

The thing is, it can't be a general interest. It's got to be something that they're looking for specifically.

So let's take the example of day-to-day marketing solutions for a small business owner. Well, nobody's looking for “day-to-day marketing solutions.”

So what are they looking for?

They're looking for a way to reduce costs. Well, what are they looking for a way to reduce costs on? Reduce costs could be – reducing costs for small business owners could be the niche.

And then within that niche, you have stuff with reducing costs in payroll, reducing costs for inventory shrinkage, reducing costs on dealing with suppliers or with – paying – what you want to do is drill down far enough so that – put yourself in the mind of the prospect.

The small business owner goes online specifically looking for a solution for how to reduce costs of employee absenteeism, if they're looking because I have no idea if they are or not.

But it's got to be something that they're looking for specifically, not just a general topic of how to save money. That doesn't mean anything.

What it's got to give specific ways that a specific person is trying to save money. That's when you start getting into a niche that's worth going after.

Does that make sense, Ros?

ROSALIND: Absolutely. You hit the nail on the head with that one.

JIM: Well, thanks.

ROSALIND: **No. 44. With regard to pay-per-click search engines, clicks and sales, could you please go through the troubleshooting part more in depth to cover the following topics: a) What steps should you take if you're not getting enough clicks into your website; b) What does it mean when you get clicks into your website from pay-per-click search engines that do or no sales? In other words, they never reach the merchant site. They leave from your web page. In the seminar, you said something to the effect that the listing title or description of what you're selling or pre-selling may not match the contents of your web page or website. Also, something about the expectations of the prospective buyer not being met by the content or product described in the web page that they arrive at. Could you explain further. And what does it mean when you have a good click-through rate to your merchant site from your web page, but little or no sales?**

All right. My short answer is, increase the number of your keywords. And also the most important aspect is to make sure that your listing, your title, and your description, say exactly what the visitor is going to see when they get to your website.

Don't create any expectations that aren't met when they get to your website.

So, be dependable and that is the way that you increase your conversion rate.

So if you're not getting conversions, try tweaking your headlines.

Try tweaking your descriptions.

And also increase the number of your keywords.

That's the short answer.

JIM: Yeah, that would definitely be the short answer to what steps you should be taking if you're not getting enough clicks, or if they're coming to your website and they're not doing anything.

I would finish off with saying what does it mean when you have a good click-through rate to the merchant site from a web page but little or no sales?

That means one of two things.

That means (1) the merchant site sucks, or (2) that means that you are creating the wrong expectations with the mechanism that you're using to get them to make that click-through.

In other words, the link text or the headline or whatever you have there that says basically, 'here's why you should click through to this link,' and you're getting people to click it, but then they're not converting when they get over to that website.

That means the website sucks, or that means that there is something wrong with the expectation that you are setting.

Good example: 'Click here to learn about copywriting, about how to write great ads and sell lots of stuff on the Internet'.

They click through to your affiliate link that takes them to this huge web portal about online marketing where they have to spend half an hour to try and find the information about copywriting that they were looking for.

That would be the example that pops up off the top of my head.

So make sure that they can find exactly what they're looking for when they get there.

ROSALIND: Deliver on your promises.

JIM: **Okay. Next question, 45: It seems that Google Ad Words does not allow pop-ups in websites who want to advertise with them? Is this true? Yes. If so, how and when is the best way to keep people who arrive at your website focused on buying your e-book product when it seems they more often just opted your mailing list for a free reporter main course. What is the expected percentage of option subscribers that you've seen return at some time to purchase your e-book product in this scenario?**

Okay. We know they don't want pop-ups.

So what you need to do is create a special page that – and this sounds like somebody who's selling their own e-book – but the action on it is you want to create a page where it's very obvious that they can opt in.

And you want to make sure that, like I've said before, my personal opinion, that should be your first objective with people that we're just going for the opt-in.

Whereas, if you don't, then all you're doing, in my opinion, is asking for trouble.

But anyway, what is the expected percentage of opt-in subscribers?

Let me elaborate on that just one little bit more.

The way you go for it is by putting a subscription box in the upper left-hand corner of your page that they land on when they come from Google with a great big fat headline that says, 'here, sign up to get this benefit, this benefit, and this benefit. Give me your name and email. I won't abuse it. Stick it in here. Click the button and you'll get your reward by email.'

That's what you do.

What is the expected percentage of opt-in subscribers that you see return at some later time to purchase your e-book product in this scenario?

I've seen anywhere between 10 and 50 percent, depending on how you nurture them, and how you work them.

If you expect them to come back and buy on the first message, that's unrealistic.

You have to work them over time.

ROSALIND: Yeah, what do they say? The average number of exposures that the visitor has to see is seven before they make a purchase?

JIM: Yeah, which means that they're coming back and buying anywhere between the first and 20th contact.

ROSALIND: **No. 46: Should affiliate sales websites still follow the one-page scale of letter format, or should they follow more of a traditional header/navigation bar content site that someone like Ken Evoy advocates?**

Well, first of all, a one-page sales letter format never works on affiliate sites unless, of course, you're selling one product.

I consider that a little bit of a waste.

If you're doing a full-fledged niche-topic site, i.e., on strength building, why would you have only one page?

You have to have several different categories within the strength training, like Jim was talking about before, the nutritional products and the exercise equipment, and probably books and videos, instructional stuff.

So it's going to be several pages because you drill down to the second tier, which would have all the nutritional stuff, and from that you drill down to each individual product.

And on each individual product page, you have endorsements for that particular product.

So a one-page sales letter format is strictly for stuff like you're selling one product, like my Super Affiliate Handbook or any one of Jim's books.

That's a one-page site, and that's not an affiliate site, that's a stand-alone site.

JIM: However, once you've got the pages with links and the navigation and stuff, and once they get down to a specific product that you are doing an endorsement or article about – once they get to a page that is specifically about a specific product you're only going to have information in the body text about that one product.

ROSALIND: Yes.

JIM: So you will eventually drill down to something that looks very similar to the one-page-sales-letter-type model.

But you would never have just like one page to sell one product as an affiliate unless it was, you know, like an opt-in page. And I can't see doing that right from the beginning. Maybe later on, you could experiment with stuff.

ROSALIND: Well, on your endorsement pages, you're going to have a navigation probably on the left or right side that links back to the home page and gives them an overview of the site at large.

JIM: Right. Absolutely. Okay. **Next question, 47: With regards to headlines, it's hard for me to believe – (I love this one) – it seems hard for me to believe that a slight change in a headline can make that much of a difference. Okay? Please explain a little further how much headlines affect the rest of the web page sales copy and the inevitability of a confirmed sale.**

Well, okay.

Let me think of a really creative example right now.

You and I are standing outside a door.

I look at you, and I only say one sentence.

I say, 'behind this door, there is a rabid dog that's going to **KILL YOU!!**'

Would you open that door?

ROSALIND: Probably not.

JIM: If I said to you, 'behind this door, there's a warm fluffy kitty that needs to give somebody some lovin'. Are you interested?'

ROSALIND: Aaahhh. Yes.

JIM: Okay. So that one statement totally changed not only your perception of what's behind the door...

and behind the door is the rest of the website, and it totally changed your mindset and even your physiology about whether you were interested in finding out what was behind the door or not.

And a headline is the exact same thing.

In four to five seconds, you give somebody a statement that creates a picture in their mind of whether or not anything else you have to say on this page, let alone

in the rest of the website, has anything to do with their interests whatsoever in the topic that you're trying to get them to give you their attention.

So, yes, that is – I think that's a pretty good example, actually – how a headline affects them mentally and totally sets their frame of reference for everything else on their website.

So, yeah, it really does have that much of an effect.

ROSALIND: Definitely. And that's the first thing that you do. You do that before you search –

JIM: Anything else.

ROSALIND: Yeah, definitely. **So question No. 48: Does using audio clips on affiliate sites help or hinder the success of making the sale?**

I don't have direct experience with using audio clips.

However, I have talked to a number of people about using them, and everyone says that their conversion rates go up.

Now, that is specifically referring to clips that the visitor has the option to click on to listen to.

If you're just playing music, or you know, as soon as somebody lands on your site, all of a sudden they get this recording of you going, 'hi, welcome,' or a bunch of, you know, like rock music or something like that, that hinders.

That hinders making the sale.

I immediately click the big white "X" in the red box at the top right-hand corner of every browser page. The moment I hear music that I haven't asked for, the site is gone. Bye bye. I just don't have time for it. So that's my answer.

JIM: The only thing I would add on with that is that, adding audio does not always automatically increase the conversion rate. So the answer is, you test. Test with it, test without it.

ROSALIND: Sure. It would depend on the contents.

JIM: Exactly. Okay. **Question No. 49: If I build a site, who can do a site review to give me feedback and direction? Having experienced eyes look over the work would be an important part of my potential success.**

Well, the number one thing that comes to mind on that is that you should go to the person whose affiliate program or affiliate product, or product you're trying to sell as an affiliate, and ask them for feedback.

They, hopefully, have enough experience selling their own product that they can give you suggestions as to ways to improve your presentation. That's the immediate one that comes to mind.

The next one is you can hire a consultant. You can hire somebody and pay them by the hour to look at your site.

But me, personally, I would try and find a friend who knew what they were doing, or I would go directly to the person whose product I'm trying to sell and try to get them to do a little review.

ROSALIND: Yeah, good answer. You can also join the forums.

I've seen lots of people say, can you look at this site, and there's enough people out there who seem to be willing to, you know, take a look and offer up their two cents' worth. However, in that case, you don't really know who it is that's reviewing your site, so you've got to take everything with a grain of salt.

JIM: Yeah. And what you said, giving their “two cents' worth.” How much is two cents worth?

ROSALIND: Not much.

JIM: So, be careful.

ROSALIND: They might give you an idea, so just evaluate everything carefully.

JIM: Yeah. Okay. Well, that's the end of this segment, and we're going to take a break for a while, and then we're going to come back and do the rest of the segments in a few days – the rest of the questions in a few days.

ROSALIND: All right. Sounds good.