



Affiliate Business BluePrint Teleseminar

“The Affiliate Business Blueprint”

Tele-Seminar Transcript

"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 Edwards

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

Jim publishes a **FREE no-holds-barred, “tell it like it is” multi-media newsletter at www.IGottaTellYou.com!**

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

He is the author and co-creator of numerous highly successful ebooks and “info-products,” including:

- **[“5 Steps to Getting Anything You Want!”](#)** Discover *The 5-Step Goal Achievement System That Gives You A Positively Unfair Advantage In Business... and in Life!*
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How to save THOUSANDS in fees and unnecessary interest on your next mortgage loan!

Jim lives in Williamsburg, Virginia with his wife, daughter and four dogs.

He enjoys writing, walking, softball, playing video games and listening to Elvis, Frank Sinatra, and Willie Nelson.



Rosalind Gardner

Rosalind Gardner has created numerous autopilot businesses selling exclusively as an affiliate for other people. Last year, Rosalind generated over **\$436,797 in commissions selling other people's stuff online**. She sells everything from dating services... to watches... to webmaster tools!

In fact, Rosalind often makes more as an affiliate than most of the business owners she sells for - and she does it all without creating or selling products of her own!

Her very popular '[Net Profits Coach](#)' newsletter is published weekly and is available free of charge.

She is also the author of the runaway best-selling ebook, "[The Super Affiliate Handbook: How I Made \\$436,797 Last Year Selling Other People's Stuff Online](#)" and is recognized around the world as a leading authority in affiliate marketing.

Rosalind splits her time fairly equally between Toronto, Ontario, and the Rocky Mountains in Alberta, as well as the Okanagan Valley in British Columbia. She plans to add a small village in Mexico this year.

“The Affiliate Business Blueprint”

Tele-Seminar Transcript

Jim: Hi everybody, and welcome to the tele-seminar, The Affiliate Business Blueprint. I’m Jim Edwards, your co-host, along with Rosalind Gardner. Hey, Ros.

Rosalind: Hey, Jim and everyone.

Jim: The purpose of tonight’s call is really three-fold. Why we actually decided to do this tele-seminar is pretty important, at least to us. We’re actually really tired of seeing all the misinformation out there in the marketplace, and we’re tired of seeing people get told one thing when we know that another thing is really the case when it comes to affiliate marketing.

So we want people to have the real, unadulterated truth when it comes to marketing as an affiliate. So if you’re interested in setting up a legitimate business with long-term potential, you’re definitely in the right place.

I just wanted to say two quick things. This sales seminar is really all meat and no filler, and every single word that we say is designed to give you the information you need to set up and run a successful business.

We’re going to cover a lot of ground, so one of the things we decided to offer as a bonus is go ahead tonight, after the tele-seminar - even during the tele-seminar if you’re online - if you have a question about something we talk about, go ahead and send us the question.

Then tomorrow or the next day, Rosalind and I are going to jump on the phone for at least an hour and answer all these questions and turn that into an additional MP3 and transcript.

So you’re going to end up with about 3 ½ or 4 hours worth of information out of this call. So it’s going to be packed.

And Rosalind, why don’t you tell everybody what they should expect to get from this call tonight.

Rosalind: Well, you can expect to get three things.

First of all, you're going to get the real story. We're not going to pull any punches when it comes to creating a legitimate affiliate business.

Number two, you're going to get an exact blueprint to follow to make money as an affiliate - and listen, I'm going to have to apologize right now. I have a really, really, bad cold, so if, well, anyway, I'm just going to apologize in advance for that, and I'll try to keep my voice and my head as together as possible for everybody.

The third thing you can expect to get is a behind the scenes look at how to set up an affiliate business from two people who have made hundreds of thousands of dollars in sales as affiliates. In other words, you're going to get the voice of experience of exactly what works.

Before we get too far into this, let's introduce ourselves.

I'm Rosalind Gardner, and I have a cold.

I started affiliate marketing part-time in 1998, after seeing a banner ad that read "Web Masters Make Money", and I've always liked making money.

So I put up a small web site and, by the end of the first year, I was earning five G's a month. By the end of the second year, I was up to ten G's a month. At that point I quit my job as an air traffic controller, which I had done for 20 years.

Since that time, my affiliate business has been profiled in Cory Rudl's 'Secrets to Their Success' web site, and 'Six-Figure Income' and 'Small Business Opportunities' magazines, both of which are real print magazines.

Due to the scores of people who contacted me after seeing those interviews and articles, I started the "Net Profits Coach" Newsletter, which I know many of you read. Then this past May I released the 'Super Affiliate Handbook', subtitled "How I made \$436,797 Last Year Selling Other People's Stuff Online."

What I hope to share with you guys this evening is that affiliate marketing is not rocket science.

If I can do it, you can do it too. I started this without knowing the first thing about business. So there is definitely opportunity for everyone here.

Jim, why don't you tell us about yourself.

Jim: Well, my story is, and I'm going to stick to it, is that my name is Jim Edwards and I've been developing and marketing online since 1997.

I was really good at making money for other people, and it took me a while to figure out how to make money for myself. But when I figured it out, it was a good thing.

I write a newsletter, the Netreporter.com, which is a syndicated newspaper, about the Internet, and I speak a lot nationally at various conferences on everything from articles and ebook publishing to generating traffic. I have authored or co-authored numerous highly successful ebooks and info products, including my latest, "Five Steps to Getting Anything You Want" and "The Ultimate Traffic Machine".

While I don't make as much as Rosalind, I do earn tens of thousands of dollars each year selling other people's products online.

So that's who we are, now let's get down to it.

The first thing we're going to do is an overview of the **Affiliate Business Blueprint**, which basically comes to six overall steps, that every affiliate who experiences success over the long term goes through.

The big thing that I want to say real quick to everybody is that we're going to cover a lot of information. Take notes, but listen up, because you're going to get the written transcript.

So we'd rather have you hear it and see the big picture, and you go back to the technical, or rather the strategic stuff later on.

So Rosalind, why don't you start us off with Step One.

Rosalind: Okay. Step number One is to target a narrow niche. You're going to hear me say niche (neesh), and you're going to hear Jim say "nitch".

Jim: Tomato, to-mah-to.

Rosalind: They mean the same thing.

Here are a couple of quick examples of niche markets and sites so you'll understand what they are.

You could start a site about back pain, and sell lumbar pills, books, videos, back supports, back cushions, massagers, info, whatever, as long as it relates only to back pain.

Another one would be a kid's site, where you sell educational materials, clothing, toys, books, and videos.

Or start a site about golf, which is extremely popular on the Net, and sell clubs, balls, shoes and clothing.

Jim: And how-to information. Lots of people spend thousands of dollars to take one stroke off their game.

Rosalind: Include instructional videos, for sure.

As you can see, a niche focuses on a single, somewhat narrow topic. In other words, you wouldn't have a web site where you were trying to sell car parts and cosmetics at the same time.

Jim: Right.

That pretty much leads right into step two, which is, once you've got the narrow niche site, you want to attract only targeted visitors to your web site, who become customers of yours, as a business owner, first. Then you pass them on to the products you sell as an affiliate.

So really what you want to do, is you warm them up for the affiliate link with reviews, articles, tips, snippets, customer testimonials, stuff like that. But retain them and build your list, so that you can sell to them in the future.

And we're going to talk in depth about that part.

Rosalind: Step Number Three is to constantly build on the process by looking for additional sources of targeted traffic.

Traffic is your lifeblood.

That's where the money comes from. So, once you've got your pay-per-click advertising campaigns under control, then you start looking for other sources of traffic like classified ads, and placing articles on other sites.

Jim: Right.

Rosalind: The Fourth Step is to monitor changes in niche market conditions. And you must also perform what Jim calls the “magic calculation” at least monthly.

Jim: This is advanced math.

Rosalind: It’s amazing how many people don't do this.

The calculation - How much did I make minus what did I spend, equals did I make money?

That is the one thing that I make sure I do each and every month, if I do nothing else.

Number two is stay on the lookout for new and better affiliate programs, ones that pay better, have better products. Make sure that your current affiliate programs are still living up to their promises, i.e. they’re converting your visitors to buyers, and that the merchants are treating your customers well.

Jim: Yeah. The one thing I would add to that one would be to keep your eye out for merchants who can convert more of your visitors to sales. Somebody who has a higher conversion rate, you always want to look at them. But that leads us into step five, which is - drum roll please - repeat the process in another niche.

Because what you really want to do is, once you’ve successfully covered one niche, and are maximizing the revenue, is to find another niche and do it all over again.

It’s what we call setting up little oil wells all over the Internet, and each of those makes you a nice check each month, and the cumulative result is a huge check each month.

And what do we like to do with those checks, Rosalind?

Rosalind: That’s Step number Six and is my personal favorite.

Collect and deposit those checks. It’s all about using those checks to reward you, your family and your friends and take some time to enjoy life, for a job done well.

I’ve still got a tan from being in the Dominican Republic last week. Weren’t you recently in Mexico, Jim?

Jim: Yeah, we went to Mexico a couple of months ago, and the one thing I want to say is that you need to have something to look forward to. If you use little goals or big goals or big rewards and things like that, it will really help motivate you.

When you do well, then you need to make sure that you reward yourself. It also helps motivate you to keep moving.

So those are the main six steps, and we're going to cover those more in depth in a little bit.

But before we get into the **Affiliate Business Blueprint** in depth, I think it would be really helpful if we covered something that might not be as pleasant, but is important to recognize. And that being the most frequent mistakes that affiliate marketers make.

So let's talk about the top six mistakes they make, and how to avoid them, so we have a real good contrast between what most people are doing, and what we *should* be doing.

This is really the difference between what the successful top 5 percent do, and what the other 95 percent do.

Jim: Ros, what is the number one mistake affiliates make?

Rosalind: The number one mistake is not doing market research. But, before I get into that, I just want to say not to be afraid of making mistakes. Everybody makes them. We've both made tons. But the whole idea is just to keep going.

So, not doing market research falls into a couple of sub-mistakes.

First of all, not making an assessment of demand or competition. It's like trying to sell refrigerators online. Yeah, sure, there are people who want to buy refrigerators, but they're probably not going to buy one online.

Jim: Yes, it's hard to test the icemaker through the disk drive.

I can tell you a real good example of this real quick. My wife got a new car last month on my birthday. Go figure. My birthday, she gets a new car. We did hours and hours and hours of research on the web, but we bought that car from a person.

And there's no way you're going to make money selling cars on the Internet. That's my example.

Rosalind: Here's another example.

I recently bought a new vacuum cleaner and did exactly the same thing. I researched it on the Net, but bought it at Future Shop.

Anyway, the second market research mistake is trying to sell products you know nothing about to markets you know nothing about.

A good example of that is trying to sell online marketing information.

Everybody and his brother wants to make a buck selling online marketing information.

Unfortunately, the only people making money doing that are the people who know what they're talking about. So find something that you know about.

Jim, what's the top affiliate mistake number two?

Jim: Well, number two would be not having a real web site or web presence. That means using free web space with untargeted pop-up ads.

The number one pet peeve that I have about this whole thing is that my rule of thumb is that if you're not willing to invest \$8.00 a month in hosting to create a business online, then you're not serious about having a business.

But I don't think that's really the case with anybody who's on this call or who would be listening to this recording, because they're not going to be afraid to spend at least \$8.00 a month. But that's the other one - trying to use free web space.

Rosalind: Right. Top affiliate mistake number three, is not having a unique selling proposition, the acronym for which is USP. And that's a fancy way of saying not creating your own unique spot on the Internet. You have to brand yourself. You have to be different, and that's your USP.

Jim: Right. Once you've branded yourself and made yourself different, the other mistake that people make, number four, is not building a list. If you are not

actively building your list first, and selling products as an affiliate second, you really are just running a promotion. You're not building a business that will last.

Rosalind, what's the last mistake that people make?

Rosalind: The last one is using lame traffic schemes or spamming.

Jim, who makes money from this traffic?

Jim: Well, of the people that make money off of lame traffic schemes, my favorite one to bash is FFA Pages - Free for All Links pages, or Safe Lists. Those are the other ones that are just bogus. The only people that are making money off those bogus traffic schemes are the people selling you the scheme. Those are the only people that make money off that stuff.

Rosalind: Exactly. So in addition to FFA's, buying people's email addresses is also bogus. When you see ads for five million email addresses for just \$25.00, run away. Do not even consider it.

Another bogus traffic scheme is blatantly posting ads in forums. All you're going to do is give yourself a bad name, and you'd be amazed at the number of people who do that.

Using start or home page or exit traffic networks is also totally useless.

Jim: Yeah, those suck.

Rosalind: Yeah, absolutely.

Jim: Sorry, excuse me, I shouldn't have said the word 'suck'.

The last mistake, mistake number six, but is expecting something for nothing.

And again, anybody on this call or listening to this recording, is not expecting something for nothing. But if you're not willing to invest time or money into your affiliate business, you're not serious about building your business.

So, you know, this is enough foreplay, I guess you'd call it.

Let's hop right into the **Affiliate Business Blueprint** and, now that we've covered an overview and the difference between what serious people do and what

people who aren't serious do, let's go ahead and get into the nuts and bolts of how to create and run a real business as an affiliate for long-term success.

Let me give you a quick overview of the blueprint. I'm just going to go through this real quick. Again, don't worry about trying to write all this stuff down, because you will get the written transcript.

1. Step number one is to pick a niche market.
2. Step number two is find affiliate products and programs that sell.
3. Step number three is to evaluate the profit potential of the niche.
4. Step number four is to create a web site to market to them.
5. Step number five is to build your web site content.
6. Step number six is to draw targeted traffic across your site.
7. Step number seven is to keep in touch with your list.
8. Step number eight is monitor for changes in your niche market.
9. Step number nine is to do it all over again, in a different niche.

So Rosalind, you're excellent at picking topics. Why don't you go ahead and take step number one?

Rosalind: Alright, Step No. 1 is pick a topic that interests you and also has a huge market.

So as I mentioned earlier, the mistake that many new webmasters make is to try and sell products about which they know little or nothing. It's painfully obvious when people don't know what they're talking about, and no one buys from people who are clearly spouting baloney.

Sites like that just waste everybody's time.

So start with a topic that really interests you and one that you know a lot about. The subject might be related to your day job or a hobby or your favorite sport.

You don't have to be an expert in the subject, but you should be willing to become an expert.

I'll let Jim and the newspaper reporter explain how to become enough of an expert on virtually any topic really quickly.

Jim: Yeah, anybody that's ever read a paper knows that any columnist thinks they're an expert on virtually anything.

But let me give you my magic formula for becoming enough of an expert in virtually any topic so you can start selling as an affiliate in that market quickly.

I'm going to give you the steps and I'm going to give you an example of one that I did today in ten minutes that I knew nothing about.

Step No. 1 is to go ahead and buy an ebook on the subject by an expert and read it from cover to cover. So your Step No. 1 is to get basic training and the best way to do that is to get an ebook, because allegedly an ebook is going to have the most up-to-date information that you can find out there on the Internet.

The next thing you want to do, Step No. 2 to becoming an expert quickly, enough to sell as an affiliate, is to go to Amazon and read the table of contents of at least five more books on the subject.

And some of you may not know this, but you can go to Amazon and read the table of contents of almost every book they have on that web site. Sometimes you can read the first couple chapters.

The third step is to write down the ten most important things you learned about the issues facing the people who operate in that marketplace. And that normally comes down to what are the main problems they face and what are the main techniques used to solve their problems?

I'm going to give you an example here in a minute. But just by doing this, by actually reading a whole book from cover to cover and then skimming through the table of contents and index and other stuff on another book, or five more books, you will know more than 90 percent of the people on this planet and you are virtually all the expert you need to be to start selling in this area.

Then you use your expertise that you've picked up and go find products and services and start writing articles about solving those problems and addressing those issues and alleviating those concerns.

Now let me give you a quick example.

Let's say I wanted to go sell in the market of online gambling and I don't know anything about online gambling. What gave me the idea for this is I just got back from Las Vegas.

So I literally – and my hand on a bible, this is the truth – I gave myself ten minutes this afternoon to find as much info as I could. I wanted to know some of the top keyword phrases and find out how big the keyword universe is.

I also wanted to know the five top issues facing online gamblers, and – that would make an excellent article - and I wanted to know the five main forms of online gambling.

So the first thing I did was I went and did a search for “gambling”. I realized real quick that it's not called online gambling. It's called 'online betting' and 'online gaming', which I guess makes it sound more socially acceptable.

It's important to know that distinction when you're looking at your keywords.

So I went to Amazon and I looked up what the best books were and I found an 'Idiot's Guide'. The best books to become an expert quickly are the 'Idiot's Guides' and the 'Dummie's' books.

So I looked at the 'Complete Idiot's Guide to Online Gaming'. Cost seventeen bucks. But I'm not going to buy it because I don't need to, because they let me read the first two chapters online. They also let me look at the whole table of contents, and through the entire index in the back.

That gave me all the keywords I needed and it gave me all the issues I needed.

Some of the keywords I saw that were new to me that I never would have thought of were 'online gaming'; that has 50,000 searches.

Something called 'chuck-o-luck', which I've never heard of. That had 191 searches and I didn't see anybody bidding on it.

'Bingo Mania', 'Online Sports Book', 'Vide Keno' and the other one that killed me here was 'Let it Ride Poker'. It had over 1,500 searches and so from just that quick search, I could tell that there were a million or more searches a month going on for online gambling. So that's a popular topic.

The five main problems or issues I saw them facing – there were actually six – that I thought of would make good article topics.

Examples – 'How to Get Started in Online Gambling', 'Major Pitfalls Faced by Online Gamblers and How to Avoid Them', 'How to Compare One Online Casino against Another', 'Legal Aspects of Online Gambling and Betting', 'Unusual Online Betting Opportunities' and the 'Hottest Online Betting Craze', which apparently right now is bingo, which I did not know.

Also the five main forms of online gambling which are traditional casino favorites; like slots, video poker, regular poker, horseracing, and sports book betting like football, and lotteries and raffles and bingo and stuff.

The point of that is I now know enough to go find either articles, or be able to find enough information that I can create my own articles to generate web site content. Then I can get the keywords I'd need to drive traffic and I'm going to let Rosalind cover that.

But just in ten minutes, I became an expert as far as being able to affiliate market online gambling and online gambling – online gaming, excuse me.

So Rosalind, why don't you tell us more about how to pick the right topic.

Rosalind: Well, I'm just wondering if you're going to start a site now about online gaming.

Jim: I actually probably am.

Rosalind: That's great.

Jim: So there are hundreds of people listening now, they're all yeah, that's cool. Yeah, what was the name of that book? Yeah, I'm going to do something with it. Why not?

Rosalind: Check it out for sure. It's a good area. I've tried it and it can be extremely lucrative.

Anyway, the next step would be to pick a topic that's not only of interest to you, but is also of interest to lots and lots of people - just like online gaming.

In addition to being of interest to lots and lots of other people, there have to be related products and/or services that a) people are willing to buy and pay for online, and b) are sold through online merchants.

Jim: Let me just stop you right there and say one thing. Something you just said there that everybody needs to burn into his or her brain.

They're willing to buy it and they're willing to pay for it online.

That's the kicker, because if they're not going to pay for it online, chances are nine out of ten that you're not going to be able to sell it as an affiliate. At least not successfully.

Rosalind: Yeah. For example, if your first choice of topic is 'elephants', I doubt very much anybody is going to be buying those online.

So to find topics that meet those criteria, start your brainstorming by asking yourself what topics interest you most.

Write down the first five to ten items that come to mind.

My own list would include yoga, strength training, cross country skiing, running, walking, cats, and maybe designer clothing.

Jim: Walking cats in designer clothing?

Rosalind: Exactly. And if you're getting the idea that I'm really buff, forget it.

Anyway, after you have a list of topics, you need to know how many people are searching for information about those topics, because you want to make sure that there are enough people interested in them to make the topic lucrative.

To do that, you go to Overture Search Term Suggestion tool which is at <http://inventory.overture.com/>. Don't worry if you don't get that written down, it will be spelled out for you in the transcript.

Just to let you know, [Overture](#) is a pay-per-click search engine that delivers sponsored listings to MSN, Yahoo, CNN, Alta Vista and Info Space. It gets about

5.6 percent of all search engine traffic, or approximately 18 million searches per day.

Jim: Wow.

Rosalind: Yeah, so that makes it a really good indicator of what people are looking for.

To use the Search Term Suggestion tool, you type in a keyword and it shows how many times that keyword was searched on during the previous month.

Now at the top of my list, I had 'yoga' and which doing research on that topic, I typed 'yoga' into the form and it returned 140,534 searches in November.

Based on experience, I know that I'll need to see at least 100,000 searches on keywords related to my topic in the previous month for a site to be viable. So 'yoga' definitely works for me as a possible topic.

And then of course, in addition to the word 'yoga', there are a hundred other keywords and keyword phrases that are related to that topic that come up when I do a search using the Search Term Suggestion tool.

Jim: So how many different keyword phrases should you go for when you're trying to get to that 100,000? Does it matter?

Rosalind: As many as you possibly can.

Jim: What if there are some that only have 100 or 200 searches, is that okay?

Rosalind: Oh, absolutely. Advertisers may not be advertising those keywords, so that might become your realm. A buck is a buck and it's all good.

So, once you've got 100,000 or more keywords related to your topic, it's time to find out if there are products that are related to your topic that are getting sold online.

Jim: So let me ask you this real quick.

If you didn't have 100,000 searches and it looked like the market was kind of limp. At this stage, if you didn't see there was tons of activity, you would pretty much stop and go look for something else.

Rosalind: I might stop researching the topic if the numbers were really low, or what I might do is combine two related topics. Say, do yoga and meditation together as a site.

Jim: Okay.

Rosalind: So there's always ways around it, especially if it's a topic that you're really interested in. You can make it work.

So the first step that I do when I'm looking for products is go to Commission Junction, which is located at <http://cj.com/>.

So when I search the word 'yoga' at Commission Junction for products, the interface returned ten merchants with over 1,000 products available through their affiliate programs.

Search: Advertisers | Links | Products | Additional Search Options

Advertisers in Exercise & Health with keywords yoga

Apply to Program | Select All

	Advertiser	3 Month EPC	7 Day EPC	Network Earnings	Sale	Lead
<input type="checkbox"/>	MegaFitness » View Links » View Products	\$7.72	\$11.59		Sale: 7.00%	
<input type="checkbox"/>	Wai Lana Yoga » View Links » View Products	\$5.50	\$6.42		Sale: 10.00% Performance Incentive	
<input type="checkbox"/>	BodyTrends Affiliate Program » View Links » View Products	\$2.73	\$1.66		Sale: 5.00% Performance Incentive	
<input type="checkbox"/>	Tai Chi for Busy People and 4 Minute Fitness videos » View Links	\$1.28	\$0.92		Sale: 25.00%	

Show 25 results per page. Go

Jim: Is that good?

Rosalind: Yeah, that's excellent.

Jim: Okay.

Rosalind: That's actually *really* good. And you have to remember that Commission Junction is only one of many affiliate networks. There's 'Be Free', 'Linkshare' and

at least 20 good affiliate networks as well as a whole bunch of affiliate directories where you can look for products.

Jim: Okay.

Rosalind: The products that I saw included yoga mats, starter kits, ball kits and foam blocks as well as education materials such as books, videos and magazines.







The commissions ranged between 5 and 25 percent and the per sale dollar amounts were between \$5.00 and \$25.00.

Search: Products Additional Search Options

Result

Products with keywords **yoga**

–Select a SmartZone– To SmartZone « Previous

	Image	Name	Price	Product Catalog	Advertiser	Lead	Sale	Status
<input type="checkbox"/>		Yoga Get Started Kit	\$44.95	Product Catalog 1	wonderfulbuys.com		Sale: 10.00% Performance Incentive	Active
<input type="checkbox"/>		Kmart.com: Wai Lana Yoga Get Started Yoga Kit (Yoga Mats & Accessories)	\$39.99	Catalog City Product Catalog	catalog city		Sale: 5.00% Lead: \$2.00 Performance Incentive	Active
<input type="checkbox"/>		TheSportsAuthority.com: Wai Lana Yoga Get Started Yoga Kit (Yoga Mats & Accessories)	\$39.99	Catalog City Product Catalog	catalog city		Sale: 5.00% Lead: \$2.00 Performance Incentive	Active
<input type="checkbox"/>		Baliystore.com: VAS Yoga Zone - Intro to Power Yoga for Beginners DVD (Yoga & Meditation)	\$12.99	Catalog City Product Catalog	catalog city		Sale: 5.00% Lead: \$2.00 Performance Incentive	Active
<input type="checkbox"/>		Models.com: VAS Yoga Zone - Beginners Yoga for Weight Loss Video (Yoga & Meditation Videos)	\$14.99	Catalog City Product Catalog	catalog city		Sale: 5.00% Lead: \$2.00 Performance Incentive	Active
<input type="checkbox"/>		Dick's Sporting Goods: Wai Lana Yoga		Catalog City Product			Sale: 5.00%	

Jim: Is that good?

Rosalind: Well, it can always be better, but these are hard goods, and 25 percent on a hard good is an excellent commission.

Jim: Okay.

Rosalind: So now that I know that there are products available, what I need to know is whether the products are actually selling.

Fortunately, Commission Junction lets you know that - which of the other affiliate networks do – which is why I start my search at Commission Junction.

Commission Junction displays both the advertiser's Network Earnings and the EPC, which stands for average earnings per 100 clicks. The network earnings are based on a scale of zero to five bars, which shows how the advertiser rates with all the other advertisers in the network based on commissions paid.

I generally select only advertisers that get three, four or five bar rankings.

Jim: Yeah, I'll do a search on the area that I'm looking for and then I immediately sort by the EPC and I want to see who is making affiliates the most money.

So you just sort by that and it immediately shows you who is generating the most money for their affiliates.

Rosalind: Do you search on the 30 or the 7-day EPC?

Jim: I search on the seven day, because I have 'microwave mentality'. I stick it in the microwave and wonder why it's not done and I haven't pushed the start button yet.

Rosalind: It would be nice, actually, if they had a six-month EPC as well, just because seven days could lead you astray if it's around Christmas time or Valentine's Day or whatever.

But it's still an excellent tool.

Jim: Can we include a list of affiliate networks in the transcript?

Rosalind: Absolutely.

Jim: Okay. Yeah, we'll include a list of those.

Affiliate Networks

→ **Affiliate Fuel**

<http://affiliatefuel.com/>

→ **DarkBlue**

<http://darkblue.com>

→ BeFree

<http://reporting.net>

→ Casino Coins

<http://casinocoins.com>

→ Casino Rewards

<http://affiliate.casinorewards.com/>

→ ClickBank

<http://clickbank.com>

→ ClickxChange

<http://clickxchange.com>

→ clixGalore

<http://clixgalore.com>

→ Commission Junction

<http://cj.com>

→ Commission Soup

<http://commissionsoup.com>

→ FineClicks

<http://fineclicks.com>

→ LeadHound

<http://leadhound.com>

→ Linkshare

<http://linkshare.com>

→ Quinstreet

<http://members.quinstreet.com>

→ ReferBack

<http://referback.com>

→ ShareaSale.com

<http://shareasale.com>

→ WebSponsors

<http://websponsors.com>

The other one that I like is Click Bank's Marketplace. Because the way ClickBank.com ranks their marketplace is by how well they sell for affiliates.

So you can go into their Marketplace and into a main category and the top ten products are there because affiliates are able to sell them and make money.

So that's another place to find downloadable products that typically pay a much higher commission, or a higher percentage than physical goods.

Rosalind: Yeah, and we both love Click Bank, don't we?

Jim: Yes we do. I have like ten accounts with them.

Rosalind: Wow. I've only got one and you know where that sits.

Jim: Yeah, I know. Okay, Rosalind beat me out for number one on Business-to-Business after I'd been there for two years. Way to go, Rosalind.

Rosalind: Thanks, Jim.

Jim: Yeah.

Rosalind: Okay, so now that we've got products and we're happy with the commission and we're happy with the per sale dollar amounts, it's time to evaluate the profit potential of the niche.

Jim: So now we want to make sure that it's going to be profitable for us to start selling in that niche. That's Step 3, right?

Rosalind: Exactly. Step 3 is about how to gauge the existing competition to find out what the profit potential is, and get an idea of how much it's going to cost to bring potential customers to your site.

To do this, we check how much advertisers are paying per click at the pay-per-click search engines like [Overture](#), [FindWhat](#), and [7Search](#) – and the other pay-per-click search engines.

Because that's your real competition.

Some gurus are going to tell you that your competition is the number of results you see returned by doing a search at Google. Say you do a search on the word "yoga" at Google. I did that today and I saw results 1 to 10 of about 4,600,000 in the upper right-hand section of the page.

According to that theory, you'd be competing with more than 4 ½ million sites and – well, quite frankly, that's just stupid.

Those returns represent all the sites on the Web that contain the word yoga, and you won't have to compete with them all.

You only compete with sites that are in business, and to see who is in business, you just look over at the right side of the Google results page and there you'll see a vertical box containing more listings within colored boxes.

Those are sponsored listings called 'Google AdWords', and those are your competitors.

Jim: Those are people actually paying to advertise their business.

Rosalind: Exactly. Those are the guys that are in business.








Jim: So those are not the people that are depending on the free traffic there over in the left-hand side of the Google search results where everybody has voodoo and other things to make your site come up at the top.

Rosalind: Exactly. And you know, they're on the first page for two days, and then they're listed at number 350 or whatever.

Jim: Now where do you find more competitors? Because I mean that's not all of them.

Rosalind: No, no of course not. What I do is I use a site called [Wordtracker.com](http://wordtracker.com), (<http://wordtracker.com>) which shows how much competitors are paying for keywords at [Overture](#), [FindWhat](#), [Bay9](#), [GoClick](#) and [SearchBoss](#). Those are some really good pay-per-click search engines.

Jim: What was that site? What was that site again?

Latest news Affiliate Account Support	
Please choose from the database options below:	
If this is your first time with Wordtracker, click here for the full downloadable manual	
<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 1. Keyword Universe ? </div> <div style="padding: 5px;">  <p>Allows greatest flexibility to find those niche phrases.</p> <p style="text-align: right;">Click Here</p> </div>	<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 5. Multiple Search ? </div> <div style="padding: 5px;">  <p>Choose your own keywords (up to 500 at a time).</p> <ul style="list-style-type: none"> • Simple Search • Exact/Precise Search • Compressed Search • Comprehensive Search • Misspelling Search </div>
<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 2.View all your results ? </div> <div style="padding: 5px;">  <p>View all your Wordtracker results in one place.</p> <p style="text-align: right;">Click Here</p> </div>	<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 6. Top 1000 reports ? </div> <div style="padding: 5px;">  <p>The most frequently searched words on the net.</p> <p style="text-align: right;"> Long term Short term </p> </div>
<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 3. Keyword Projects ? </div> <div style="padding: 5px;">  <p>Look after all your keyword projects. Swap, Add, delete.</p> <p style="text-align: right;">Click Here</p> </div>	<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 7. Wordtracker Support </div> <div style="padding: 5px;">  <p>Support center answers all your support question.</p> <p style="text-align: right;">Click Here</p> </div>
<div style="background-color: #90ee90; padding: 2px; border: 1px solid black; margin-bottom: 5px;"> 4. Full Search ? </div> <div style="padding: 5px;">  <p>A quick way to spot hundreds of keywords.</p> <p style="text-align: right;">Click Here</p> </div>	
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Rosalind: It's called Wordtracker.com.

Jim: Okay.

Rosalind: So back to yoga, when I ran the [WordTracker](#) comprehensive search, I discovered that the most expensive keywords related to yoga are 'yoga mat' at [Overture](#), which came in \$1.58 per click and 'yoga' at [FindWhat](#), which was 60 cents a click.

98	yoga clothes								267	15						
1	2	3	4	5	6	7	8	9	10	12	14	16	18	20		
\$1.41	\$1.02	\$0.62	\$0.61	\$0.60	\$0.35	\$0.25	\$0.20	\$0.17	\$0.16	\$0.14	\$0.10	\$0.10	\$0.05	\$0.00		
99	yoga products								48	3						
1	2	3	4	5	6	7	8	9	10	12	14	16	18	20		
\$1.59	\$1.05	\$0.66	\$0.65	\$0.55	\$0.52	\$0.50	\$0.30	\$0.25	\$0.25	\$0.15	\$0.12	\$0.10	\$0.10	\$0.10		
100	yoga supplies								117	7						
1	2	3	4	5	6	7	8	9	10	12	14	16	18	20		
\$1.89	\$1.25	\$1.10	\$1.00	\$0.56	\$0.55	\$0.30	\$0.12	\$0.11	\$0.10	\$0.10	\$0.10	\$0.00	\$0.00	\$0.00		

BEST SEARCH TERMS FOR FINDWHAT

Note: Findwhat gets 0.0028% of all search engine traffic (approx. 0 million a day).

No.	Keyword								Count	24Hrs						
1	knoxville yoga								40	0						
1	2	3	4	5	6	7	8	9	10	12	14	16	18	20		
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
2	what is yoga								75	0						
1	2	3	4	5	6	7	8	9	10	12	14	16	18	20		
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		


Jim: Yeah, that’s kind of expensive.

Rosalind: Well yeah, and before you groan and say that you can’t afford that much, let me say that you don’t need to bid that high.

‘Cause I would never pay that either.

Those are just the most expensive keywords. But it’s an excellent gauge of what a topic is worth. If merchants are paying \$1.50 to advertise yoga mats, that’s a great thing. It means that yoga mats are selling well and that the advertiser is making a profit, despite the high cost per click.

So my primary concern is to get my listing on the first page of results for as little per click as possible, and I see that I can do that with the word 'yoga' at each of [Overture](#), [FindWhat](#), [Bay9](#), [GoClick](#) and [SearchBoss](#) by using [WordTracker](#).

Wordtracker Competition Search  Choose a page... ▾

* Please do not open multiple windows in an attempt to run many searches at once or you will corrupt your projects.

Click on a box to add the search engine to your list (only two at a time).

Global Search Engines

<input type="checkbox"/> Altavista	<input type="checkbox"/> Lycos	<input type="checkbox"/> Google	<input type="checkbox"/> Alltheweb
<input type="checkbox"/> Msn	<input type="checkbox"/> Aol	<input type="checkbox"/> Hotbot	

Global Directories

<input type="checkbox"/> Yahoo	<input type="checkbox"/> Open Directory	<input type="checkbox"/> Netscape	<input type="checkbox"/> Looksmart
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Pay Per Bid Engines

<input checked="" type="checkbox"/> Overture	<input checked="" type="checkbox"/> Findwhat	<input type="checkbox"/> Bay9	<input type="checkbox"/> Goclick
<input type="checkbox"/> Searchboss			

KEI Analysis: Yes ▾ ? Quotes: Yes ▾ ? Proceed >>

And if that's the case for those engines, which have higher priced minimum bid amounts – the minimum bid amount at [Overture](#) is a dime, [FindWhat](#) is a nickel, I think [Ah-Ha.com](#) is 3 cents now, or it might even be a nickel, I'm not sure.

If that's the case for those engines, then I'll certainly be able to afford a first-place listing or even top spot listing at the less popular pay-per-click search engines.

Jim: So you do use other pay-per-click search engines besides [Overture](#) and [Google](#).

Rosalind: I use as many as I possibly can. We'll talk more about pay per click search engines later.

Jim: Okay.

Rosalind: So, if I pay a penny at SearchBoss for the word 'yoga mat' and I pay 50 cents at [Overture](#), and both people click and buy something, I'm dollar cost averaging now. So the more the merrier.

Jim: Oh wow. Now you're getting into the high math.

If you're not aware of this, you can go to [Payperclicksearchengines.com](#) and there's a list of something like 500 search – pay-per-click search engines – probably the bottom 450 are trash, but there are tons of pay-per-click search engines out there.

You can start an account and if you have 50 search engines sending you four visitors a day, that's 200 visitors a day and it's probably only costing you – if it's averaging out to a nickel a piece, then, you know, what's 200 times a nickel? Ten bucks? Yeah, \$10.00.

Rosalind: Yeah, that *is* high math.

Jim: Yeah. Okay, so that's Step 3.

Rosalind: Step 3, and so now – based on what I saw in my research, I'd be pretty confident that I could compete in that topic and turn a profit.

So, the next thing you have to do is start planning your web site.

Jim: So now we're on Step 4 - creating a web site to market to people.

Rosalind: Each web site building option has advantages and disadvantages, and the first option is to do it yourself. The second is to buy pre-made web site templates. The third is buying a web site package deal, and the last is to hire a designer, programmer or web developer. I'll cover each option briefly.

Jim: Okay. Let me just kill a myth right here.

This may hurt some people's feelings or it may not, but if you want to make money as an affiliate, and if you want to do what we're going to teach you, and if you want to create a business where your primary product is other people's products, but if you're creating a business, you *must* have your own web site with your own domain name and hosting, and that's pretty much it 99.99 percent of the time.

Would you agree?

Rosalind: Absolutely.

Jim: Okay.

Rosalind: I *always* recommend that people have their own web site.

So, option number one - Do it yourself - and building your own web site is the least expensive option.

However, the cost of designing and building your own web site can become pretty hefty if you start buying the most expensive graphic design software and HTML editors to build your pages.

It can also be the most time consuming way to build a site when you're new to the game and HTML still looks like hieroglyphics.

However, once you learn a little bit of HTML and it's not rocket science. It's really quite easy when you start looking into it. Once you learn a little bit and get one or two pages under your belt, you're going to find that knocking off pages takes a couple of minutes.

In addition to being cheap, the biggest advantage to building your own pages is not having to wait for someone else to make changes to your site.

As an active and successful affiliate, you'll be adding and changing links around as you find new and better programs. It would be a real drag to have to wait three days until your web guy gets time to post your link.

Jim: Yeah, the microwave marketer in me could not handle that.

One thing I would tell everybody is if you go to <http://download.com/>, you can do a search for HTML editor and you can find a number of HTML editors for free or for \$15.00 or for free for 30 days and by then, you know, you're pretty much done and you will have made money; so you can afford to buy it.

Go to Download.com if you don't want to buy [Front Page](#), [Dreamweaver](#), [Coffee Cup](#) or one of those. You can go to Download.com, do a search for 'HTML editor', and there are plenty to choose from.

You can download two or three, try them out, find the one you like the best.

Rosalind: Exactly. And too, I mentioned graphic design software. Forget the graphics. You don't need a lot of fancy graphics. Actually, the less graphics you have the better off you are.

So another inexpensive way to build a web site is to use a template.

I am *so* impressed by how attractive and cheap web site templates are nowadays. I mean you can buy them for ten bucks. Really, really nice stuff.

And for a small fee, most template designers will usually make changes to their designs or add information as per your instructions.

To see some nice template designs, go to 4templates.com. Those nice people sent me a check the other day.

Jim: Nice!

Rosalind: Yeah. That's 4templates.com, and dollartemplates.com,

Jim: And I've used them. I'm real happy with them.

Rosalind: Good stuff.

So the third option is to get a web site package deal.

And one web site building option that eliminates the need to learn HTML and incorporates most of the features anyone would ever need in a web site is Ken Evoy's [SiteBuildIt!](#)

If you have been reading the Net Profits Coach newsletter for any length of time, you've probably heard me talk about [SiteBuildIt!](#) over and over and over again.

I think this is a great option for people who have no knowledge of HTML. It's a great way to start.

Because I have reasonably good knowledge of HTML, I find that SBI interface just a little clunky and frustrating to use.

However, I can overlook that downside to take advantage of the market research tools that he offers with that product.

The search engine rankings achieved by newbie webmasters who use it have been absolutely amazing. You know, they're actually getting some of that free traffic, and it's not so lucky, it's actually be design.

Although the price may seem a little steep when you look at it, it gets you a domain, web hosting, the design interface, all the research tools, a mailing list service, and many, many more options.

There's just no way that you're going to find all the same features for less than 25 bucks a month anywhere else on the web. Again, that's called [SiteBuildIt!](#), and it's available at [buildit.sitesell.com](#).

The last site building option is to hire a designer.

I'm going to apologize to all my designer friends. But unless you personally know a web designer and are totally confident in his or her work, this option is basically a crap shoot. It can cost you between \$1,000.00 and \$3,000.00 to have a three to five page mini site built and there are absolutely no guarantees that you're even going to like the design.

Jim: Or that it's going to work, right?

Rosalind: Exactly. And again you're stuck with having to wait for somebody to make changes, and time is always an issue when you've got somebody else doing your web design.

It could take them a month to do a web site. So if that disadvantage isn't *too* great a disadvantage for you, a good place to find site designers and programmers is at Elance.com. What you do there is post a description of your project, which designers then bid on.

I've used this service a couple of times to hire programmers to write scripts for my site, and I've always been very satisfied with the work.

Jim: Yeah, I – one thing I'll put in the transcript is I've got a bunch of links to free HTML training.

Different tutorials from around the web that I developed for articles for my newspaper column.

So, that really is your last resort, honestly. No offense to our web designer friends, but pretty much if you want to be fast and light and effective, you need to be able to make basic changes to your web site on your own.

Jim: Well, let's slide on into Step No. 5, which is about building website content, and the first thing we need to talk about are the critical elements that should be present on every single page of your website.

It doesn't matter whether you've got a one-page website where you're just focusing in on one or two products or you've got a 200-page website where you're focusing in on 200 products. The number one element that should be on every single page of your website is a headline because that is the most important part of any website and you're probably thinking, well, why?

Well, it's because that is what instantly lets the surfer know if the site, or more specifically, that page of the site, has something they want or they don't want. People surf the web in what's called 'stay or bail' mode and they're looking to decide whether they want to stay at the site or whether they want to bail out and go to the next one.

I mean, they're looking for a reason to stay or go, and they make that decision really quickly. The number one reason that they make that decision is based on the headline; and if you don't believe me, look at the newspaper tomorrow and what's the first thing you read on the front page? You read every single headline to decide which article you're going to read. It works the same on the web. In fact, people are conditioned to that.

So, the second element that needs to be on every single page of your website is an obvious way to sign up for your newsletter.

That means having a box with a little form where they put their name and email address in boxes then click submit to sign up.

I've seen sites that have those but, then they're missing the next part, which is a compelling reason why they should sign up.

In other words, why should I give you my name and email?

We're going to talk about that in a minute.

But, the next thing you need to make sure that you have with the signup is a privacy statement. I'm not talking about the two-page thing, I'm talking about the "We will never rent or sell or share your name with any third-party. We respect your privacy and hate spam with a passion."

And, if you put that on there, that will immediately up your subscription rate just by you coming out and saying, "We are not going to share your name with anybody else."

Rosalind: For sure. And say it and mean it.

Jim: Yeah.

Rosalind: The next element that I think is really important is to have an easy, consistent navigation throughout the whole site.

Having buttons and links in logical places and in the same place on every page.

For example, don't have your main navigation on the left side on one page and then move it to the right side or to the top or to the bottom of another.

Basically, what you need to do is create a template for every page on your site and basically have the navigation the same on every page.

Jim: And fit the content into the template.

Rosalind: Exactly. It makes your work so much simpler too. Your readers shouldn't have to guess where to go next or how to get there. The look should be consistent and professional.

Don't try to do business through a website that looks like a ten-year-old did it.

Jim: Yeah. One tip that I have that has really worked for me, and this has come from testing, testing, and more testing, is I always seem to do best on my stuff when I have the signup box for the newsletter in the upper left or towards the top on the left-hand side of the page. That seems to work best for me.

Rosalind: Hmm. And I have had the experience on the right-hand side.

Jim: Hmm.

Rosalind: There you go.

Jim: Hmm. Creative versus analytical people

Rosalind: Exactly. Yeah, and we don't have to explain which is which here.

Jim: There you go.

Rosalind: Yeah. Element No. 4 is that the site needs to be focused on one niche subject. Don't mix in and match.

In other words, don't have information about hair dryers on the site about fishing lures unless it's a new and unusual way to get fish to bite by warming up the lure.

Jim: Element No. 5. This one might seem a little elementary, but it's very important when it comes to branding yourself as an independent business.

Make sure you have contact information or at least a clear identification that this is *your website* on every single page.

You want to make it really clear that you are a real person or a company and that you have values separate from the web sites that you are sending them to as an affiliate.

You want to make it clear that you have your own identity on the Internet.

Rosalind: Make it personal. I receive comments on a regular basis like "We really like that personal letter from Rosalind on the first page of the site."

Say something to them that lets them know that you are a real person.

Jim: And that's an excellent example. Let them know right up front who you are because ultimately that's who they're buying.

They're buying you and your thoughts; and once they buy you and your thoughts, then they'll make a purchase decision based on your recommendation.

So, now that's a perfect lead in to the next part.

Let's talk a little bit about the type of actual content on your website, and that's what people will see and hear that makes them actually take action.

As an affiliate, your website content is basically going to take one of three different forms.

Those forms are (1) endorsements, (2) reviews, and (3) articles.

So, why don't you start us off with an endorsement?

Rosalind: Okay. An endorsement is where you come out and you give your personal stamp of approval on a product or service. A good example is the email you get from gurus telling you all about the best features of the latest and greatest product to hit the web this week.

Jim: This week.

Rosalind: This week. Yeah. ☺

Endorsements work best when you have the trust and confidence of the group you have already built a relationship with. It doesn't work nearly as well with strangers who don't know you and with whom you haven't yet built rapport.

Jim: Right. And then it's not an endorsement. It's just a straight-up pitch.

Rosalind: Yeah, exactly.

Jim: So the second form of content that you're typically going to have on your site as an affiliate is a review.

Basically, a review is where you offer information about a product or a service but you give a balanced report to the reader.

If I were to draw a comparison between this and a tenth grade book report, that would be actually a very good comparison because you want to keep it simple with simple language and straightforward language. That includes the good and bad points about the product, which will create the perception of an honest and credible review of the product.

We're going to talk about this a little bit more in a minute. I want to show you how to make a killer review.

But, one of the cool things you can do with a review and make yourself like Siskel and Ebert is you can give an overall grade or score relative to other comparable products or services so that the reader has a frame of reference to go on.

So, you can give it four out of five stars, or the two thumbs up, or get creative. Like, you know, it's Ros' unlimited seal of approval. Or, I could do one with my dog, Dinky.

Dinky gives two paws up.

Whatever, just something that would be weird and wacky, but it would be memorable and it would give people an idea relative to the other stuff I was giving them reviews on.

Rosalind: You mentioned about keeping it simple with straightforward language.

One thing most people aren't aware of is that the average reading level of people on the Internet is around seventh grade.

So, using simple language is very, very important.

Jim: Very good. That, so you know, is not really a comment on their intelligence. It's a comment on their attention.

They're reading at a seventh grade level because they're really not reading. They're skimming.

So, you don't retain nearly as much when you're just skimming along.

So, that's why it's important to understand what they're looking for and what you need to give it to them, whether it's an endorsement or a view on an article so that you can give them what they're looking for, grab their attention, stop them and at least get them into the ninth grade.

Because a lot of ninth graders have credit cards now. Just ask my daughter.

So, basically, your third type of content is an article. An article is a 400-to-700-word, neatly packaged, bundle that gives the who, what, where, when, why and how of a particular subject.

That's a fancy way of saying it's about a page worth of information that's organized and it has a beginning, a middle and an end, and it's usually positioned as news or facts for the reader.

It's *never* positioned as a pitch or a sales presentation.

This is always done as news or newsworthy content. You never use it as a pitch because selling with articles actually gets behind the reader's built-in anti-advertising defenses.

I mean, this is so good that in magazines and newspapers they make advertisers identify articles that they are placing as advertisements because this is so effective. People don't realize it's advertising, and it causes them to read it a different way.

We're all conditioned to read the newspaper and magazines and stories and believe for the most part what it's telling us. So, articles are an excellent way to populate your site with content that is very valuable to the reader.

Let's talk for a minute about some of the creative ways we've used content on our websites to make money, and the one thing that makes all of these techniques that we're going to talk about work, is if you use a full domain with URL masking.

In other words, whether it's a review or an article or an endorsement, give people a link that doesn't look like an affiliate link.

A really good example of this is at Ros' domain is the <http://www.superaffiliatehandbook.com/>.

The domain that I have used to promote her in my articles and in my newsletters is <http://www.affiliate-handbook.com/>.

That forwards through my affiliate link at Clickbank, but it totally causes people to drop their defenses when it comes to, "Oh, that's just an affiliate link. All they're going to do is just make a commission off me."

The biggest reason why I created 'Affiliate Link Cloaker', was just to be able to get people past the perception that it is 'just' an affiliate link.

Just to keep going with the Ros example.

I did a basic product review of her book in the 'I Gotta Tell You' newsletter, which is not a very big newsletter. Then I did an article that I ran out to my other lists on my site that was not a pitch at all.

In fact, I actually ran that article in my newspaper column, too.

The end result - I sold over \$3,000.00 worth of Ros' 'Super Affiliate Handbook' in like a week and a half without really even trying.

A big contributor to that is using that <http://affiliate-handbook.com/> instead of an obvious affiliate link like <http://hop.clickbank.net/?ebookfire/webvista2>.

So, that's a biggie.

If you pull anything out of this, you can go to <http://godaddy.com/> and for \$8.95 you can buy a domain name for an entire year.

They now include URL masking and forwarding which means, that you can make it look like your website and that you're serious about promoting a particular product.

Especially if it's a good performer, then go ahead and spend \$9.00 to really set yourself up to successfully promote someone else's site.

Rosalind: Thanks for selling all those books, by the way.

Jim: Go to <http://affiliate-handbook.com/>

Rosalind: Go to the <http://superaffiliatehandbook.com/>

Jim: Well, you *will* go there. *After* you go to <http://affiliate-handbook.com/> - no I'm just playing.

So, that right there is a huge tip - getting rid of that affiliate link and masking it with a full URL.

So, what are some other things you've done, Ros? I mean I've done a ton of them, that were really cool and that nobody really realizes this is what I'm doing.

But, I tell the story of how I use, how I learned how to write sales copy and the purpose of that story, and it's about 1,000 words long, it's on my website, it's in my autoresponders. Everybody who subscribes ends up going there sometime or another.

It tells the story of how I learned how to write sales copy, and it tells the story of how I improved the sales letter for my For Sale By Owner book. Now, it's Internet marketing. Nobody who's listening to this call is going to buy my For

Sale By Owner book unless they are thinking of selling their house, and the chances of that are slim to none.

So, nobody's worried about me trying to pitch them that product at the end. Okay, because they're not going to buy it.

So, I tell the whole story of how I learned how to write better sales copy and then at the end of that story, it says, "Oh, and if you'd like to meet the guy that taught me how to write better sales copy, click here." And, it takes them to Marlin Sanders' site.

And, two months ago, I was Marlin's number one affiliate.

Rosalind: Amazing.

Jim: So, that's another nifty way that I did it. Anyway, go ahead, Ros, I apologize.

Rosalind: Well, you are the article king. I definitely bow to you. You know, I use articles and endorsements on all my sites and my newsletters and place the same material on everybody else's site and then in their newsletters. It's a marketing method that serves me incredibly well, as well, but you are the king.

Jim: Oh, thanks.

Rosalind: Yeah. We'll just leave it at that.

Jim: Okay. Well, let me share with you guys a can't miss formula for the ultimate product review. And, I am going to teach you this one formula right now, step by step.

The first we're going to do is we'll go through a review I did on my buddy, David Garfinkel's ebook, Advertising Headlines That Make You Rich which, by the way, I have used what I am about to read to you to sell dozens and dozens of copies of this ebook.

Let me read you the endorsement first.

The title is, "How You Can Double the Pulling Power of any Advertisement Online or Off", by Jim Edwards.

=====
How You Can Double The Pulling Power
Of Any Advertisement – Online of Off!

- by Jim Edwards

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<http://www.thenetreporter.com>

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In his ebook, "Advertising Headlines That Make You Rich," David Garfinkel teaches you how to adapt proven headline formulas to vastly improve the performance of your own advertising. Instead of reinventing the wheel, David teaches you how to take years of headline testing, trial and error, and experimentation by others and adapt it to your sales copy in just a few minutes.

Though the ebook only prints out to about 55 pages and doesn't teach anything about the other aspects of copywriting, such as building tension or making a killer offer, it does thoroughly cover what many consider the most important aspect of copy writing -- namely coming up with a headline that sucks more people into your sales letter or advertisements.

David Garfinkel, who many call "The World's Greatest Copywriting Coach," has spent more than a decade studying and perfecting these headline techniques for clients all over the world who pay thousands of dollars just have him write a set of headlines or a small advertisement.

In "Advertising Headlines That Make You Rich," I found the most value in the fact that David doesn't just tell you how to use headlines to improve your advertising's effectiveness, he shows you step-by-step exactly how to do it. Instead of just talking in broad generalities he gets you totally involved as you see each proven headline formula adapted across a dozen different industries.

This book takes a truly hands-on approach I've never seen before in any copywriting book. It logically and systematically shows you how to take a proven headline someone else might have spent a million dollars testing and adapt it to your business in about two minutes.

Though it took a little while to understand exactly how to apply these headline formulas, once I "got it" I found myself finding headline formulas and evaluating them not only from the ebook itself, but from every newspaper and tabloid I've seen since. With a little practice, even people with the zero advertising or copywriting experience should have no problem following the step-by-step instructions laid out in the book.

In his sales copy, as well as the text of the ebook, Garfinkel asserts that anyone, regardless of their business or profession, can use and adapt these proven headlines in

their advertising. I have to admit initially I felt a great deal of skepticism, however, after reading the book, I see he can actually back up his claim.

If you spend money on advertising, either in print or on the Web, all the experts pretty much agree that the headline will either make or break virtually any type of advertisement. From newspaper classifieds and magazine ads to websites and email, an effective headline holds the key to advertising success.

If you want to quickly learn how to create headlines that grab people's attention and get them to read your advertisements, then I give "Advertising Headlines That Make You Rich" my highest recommendation and a 9 on a scale of 1 to 10.

For more information on David Garfinkel's book, "Advertising Headlines That Make You Rich," please visit <http://www.greatadvertisingheadlines.com>

Hopefully David will produce a follow-on ebook and that breaks down even more proven, money-making headlines or come out with an ebook that teaches another important aspect of copy writing in the same thorough and complete manner.

Jim Edwards writes The Net Reporter, a syndicated newspaper column helping non-technical people use the Internet for fun and profit. Subscribe to his free newsletter at <http://www.thenetreporter.com>

Now that I read that, let's go through the formula because there are some hidden things in there that I don't think you saw and that are extremely important to help you make a sale.

Step No. 1 is to summarize.

You want to summarize the contents or aim of the ebook or product in a couple of sentences. This immediately lets your readers know whether they have an interest in the topic.

So, you want to at first write a two-sentence summary of the product or service and let the rest of the article just flow really freely.

Step No. 2 is to immediately point out a weakness, but you want to do that so that you can build instant credibility.

In his classic book, Triggers, famous and successful copywriter Joe Sugarman points out that one of the fastest ways to build credibility in communication is to

immediately point out a small product weakness and then minimize it for the reader.

So, and people are really, *really* used to hearing and reading hyped-up claims in advertising, and they tend to ignore it. They tend to ignore many statements and even the true statements in your advertising.

Pointing out a small weakness or fault early on in your review knocks people out of their usual habit patterns and makes them sit up and pay attention; and since people are expecting you to sell them something, you can lower their defenses and make them drop their guard by doing what they don't expect.

That's pointing out a weakness in the product and then allowing the reader to determine that the weakness isn't actually a big deal; then they want to get more information.

Plus, doing this makes the review a lot more interesting because people love it when you sling some dirt.

Second, by doing this, you are going to appear much more impartial because you're actually pointing out the weakness.

Thirdly, you appear much more honest, credible and from the heart than if you do nothing but sing the praises of the product.

So, Step No. 3 in the review is to make sure you describe their credentials and track record.

In this step, we briefly describe the product creator, or the author, or the company, or whoever it is that's providing the service or the product, and explain why they have the unique qualifications necessary to write the book or provide the services or sell the product. You can accomplish this in just a sentence or two.

You want to keep it simple, but you want to do it right in this step so that you build credibility for them and show that they can walk the walk that you're claiming they can.

Step No. 4 in your review is to outline three or four of the strongest points of the product or maybe just two points, it just depends. It depends on you. It

depends on how you write. But, you want to have the strongest points of the product or service in a really short paragraph.

In this section you just give people a taste of what it has to offer. So, here's an example from what I read you.

In Advertising Headlines That Make You Rich I found the most value in the fact that David doesn't just tell you how to use headlines to improve your advertising effectiveness, he shows you step by step exactly how to do it.

Instead of just talking in broad generalities, he gets you totally involved as you see each proven headline formula adapted across a dozen different industries.

Now, if you were interested in improving your advertising and you saw step by step exactly how to do it and then he doesn't just talk in broad generalities, he gets down to specifics, you think, "Wow, this sounds pretty cool. This might be something I want to get." And, for those of you listening in, go to <http://greatadvertisingheadlines.com/>.

Step No. 5 is you will rate the author's effectiveness in delivering on their product's promise. Here you give your opinion as to how well the software or the ebook, service, product or whatever actually delivers on the promise made by the person providing it.

You just want to keep this really simple and avoid using hyped-up terms because that's going to make your review sound more like a sales pitch than an article, which is really what it is. It's a specialized type of article.

Step No. 6 you want an answer for the reader if you confused about anything about the product.

Again, your credibility is going to come from your honesty and complete and unbiased evaluation. If you only talk about the good stuff, then people are not going to believe you.

So, you gotta throw in a little dirt and the thing is, you have to remember that I've never seen a 100 percent perfect product. And this product won't be perfect. There are going to be ways we could improve it.

But, I have seen plenty of products that deliver more than 100 percent on the promise made by the author. And, *that's* what you want to convey to the readers.

Step No. 7 is what did you strongly agree or disagree with; or what did you really dislike or like about the product. And, there's a saying, "Love me or hate me, but there's no money in the middle."

You need to tell readers what made you passionate one way or the other about the product. You gotta take a stand. Here's an example from what I did.

"In his sales copy and as well in the text of the ebook, Garfinkel asserts that anyone regardless of their business or profession can use and adapt these proven headlines in their advertising. I have to admit initially I felt a great deal of skepticism. However, after reading the book, I see he can actually back up his claim."

That really throws people off guard. It gets them listening to what you're saying rather than trying to keep their defenses up so you can't sell them anything.

Step No. 8 is to say where or how could the product or service actually improve. Aside from operating on the assumption that nobody is perfect, if you point out at least one area of the product that could use improvement, then it makes you look like a real expert. Like you know what you're talking about.

Step No. 9 is what questions are asked that still need answering. The reason you want to make sure you point out anything you feel might be missing from the product is so that people can't come back to you later and say, "You didn't tell me about that." You want to make sure that you point out any bad stuff to them now so that you don't risk your credibility.

Step No. 10 - would you recommend this product, ebook, software, to other people as a 'must-get'.

This is where you lay your reputation on the line, and where it becomes so critical that you're actually looking at the product that you are recommending because this is where you gotta say, "Yeah, you should buy it." or, "No, you shouldn't buy it." - Or, you should only buy it under these circumstances.

That's where your credibility comes from - actually laying your reputation on the line and standing behind it. I like to do stuff like use a scale of one to ten, or two thumbs up, or Dinky gives it two paws up.

I'm going to do that. I'm going to start doing that. Dinky gives two paws up. ☺

Rosalind: I thought Dinky (one of Jim's Chihuahuas) was going to have his own site.

Jim: Dinky's a girl.

Rosalind: Ooops, sorry.

Jim: Yeah, Dinky should have her own site. Like a five paw approach or something like that.

But, some way that you can quickly sum up the main benefits and the promise of the product and how well it actually pans out. And, then here's the one that I like to do. The reason I like to do this, I'll explain.

You need to answer or suggest whether or not the author should follow up. What I mean by that is, it always helps to throw in one last little parting thought because that gives you the opportunity not only to sound like you have given a really thorough review of the product which, hopefully, you have.

But, it will also increase your credibility in the eyes of the reader because it's going to elevate you to the same stature as the author. Remember I said, "Hopefully David will produce a follow-up ebook that breaks down even more proven moneymaking headlines or come out with an ebook that teaches another important aspect of copywriting in the same thorough and complete manner."

That puts me on the same level as David, even if I have never written a book. I'm saying that the guy should write another book. It's like he and I are buddies, and he should write another book.

I want you to notice something. Remember I told you that I had a resource box at the end and it says, "Jim Edwards writes the Net Reporter, a syndicated newspaper column helping non-technical people use the Internet for fun and profit."

Well, the <http://netreporter.com/> doesn't make me any money. Sure, I get some subscribers, but it's not the affiliate link.

The affiliate link is masked in the second to last paragraph where it says, “For more information on David Garfinkel’s book, [Advertising Headlines That Make You Rich](#), please visit <http://greatadvertisingheadlines.com/>.”

Doing it that way can drastically increase your chances of having your affiliate link stay in your article when you’re trying to get other people to publish your article because they’re not looking within the article most of the time.

That is a huge tip. You hide your affiliate link within the article. You don’t do it at the end of the article.

In fact, I could have not had a link at the end of that article, “Jim Edwards writes the Net Reporter, <http://netreporter.com/>, a syndicated newspaper column helping non-technical people use the Internet for fun and profit.”

If they were going to strip off my link, yeah, it’s not great, but I still have my moneymaking link in the article. Since it’s linked to the subject of the article, which is, of course, his book, it’s going to be real hard for them to strip it out.

So, again, if you go ahead and you disguise your affiliate link by actually getting a total URL, then that’s really going to help you to be more versatile, especially when you’re doing product reviews. They’re going to read this great review you wrote of the product and then they’re going to see a link that doesn’t even look like an affiliate link.

I just want to give you a quick word of caution on this that you’ve got to be really careful not to abuse this technique. And, you shouldn’t make it look or even appear like you’re claiming any rights to the material that you’re advertising for sale.

So, you want to make sure that the affiliate program that you’re promoting doesn’t have any type of restrictions of a particular product. Make sure that they don’t have any rules against domain forwarding or cloaking, and the vast majority of them don’t.

Anybody that does have a rule against that is normally weird, but you just want to make sure that you don’t do it so well that you do what the magazines and newspapers are afraid of when they see advertising that takes the form of articles. They’re afraid people are going to get the wrong idea.

So, that's the formula for writing a totally kick butt review that drives people to action to purchase stuff and they have no clue that that is what you are driving them to do.

By telling them all about the product; and tell them the good; tell them the bad; tell them the advantages and the disadvantages; and the whys and the who it's best for and then giving it your stamp of approval.

By golly, that is, in the most cases, especially in affiliate selling, better than an all-out rah-rah endorsement. Because people have their boxing gloves on and they're like, "I'm not buying. I'm not buying."

But, with a review like this, you will be amazed at the kind of long-term bucks you can make when you're just feeding traffic across something like that and have eyeballs reading it. Especially if they're interested in the topic.

Rosalind: That's what makes you the article king.

Jim: I don't know about that, but I do okay. Have to because my wife got a new car. On my birthday.

But I'm going to let Rosalind explain to you now how to deal with a certain situation that you will encounter from time to time, which is when you have an affiliate program that wants to see your site or see the site that is about what, you know - the chicken before the egg - the sites they want to see that you've got information relating to them before they'll let you into their affiliate program so that you can try and sell for them.

It's kind of weird, but you will run into it.

Rosalind: Yeah, and it *is* weird and what you have to do is create a product endorsement.

It really is *such* a drag to go through the whole process of finding a profitable niche, getting a domain and hosting, and then to be rejected by the merchant whose product you want to promote on your site.

I should know. I have been rejected by some of the best of them and it is really, really disappointing.

Especially when you've selected ten merchants and you go to biggest brand name merchants because they've got the best products and the best commissions, and

they're the ones who turn you down. So you're left with a lot of little products that you know are not going to carry your site.

So, to avoid that situation, what you should do is write the product endorsement *before* you apply to join the program.

Often when I tell people that is what they should do, they whine and complain about all the work that that entails. "They still might turn me down."

Well, you're going to have to write the endorsement sooner or later, so you might as well just get it done. That way, the affiliate program manager, when they do take a look at your site, will be able to evaluate your good work and they'll probably approve you on the spot.

Yes, you still run the risk of having your site rejected by the program manager, but that would be very unusual and I, personally, have never had a site rejected in that case.

Jim: But the way around that is to go ahead and buy (I mean as long as it's reasonable), the product you want to do the review of.

That way, you have every right to rip it to shreds or to call it what it is, and if it's no good, then you get your money back and then you write an exposé. Some people write of what they should avoid.

Rosalind: Exactly. Actually, here's an example. Weight Watchers.

I've got a weight loss site and Weight Watchers actually turned me down. Of course, after I decided to write the endorsement and went back and knocked on their door and said, "Hey, look what I've done," they approved me, but that was coming at it the wrong way.

Because I know people who have used the product and who think it's a good product, I should have written a product endorsement first and then just been approved right off the bat because it would have saved me time.

Another thing that you can do is to first join the programs belonging to the smaller companies, or relatively unknown companies. They're more likely to accept everyone who applies to their programs. So, what you do is you build a

mini-site consisting of about 5 to 10 pages of product endorsements and articles relating to your major topic.

After that, you start driving some traffic across the site to start making some money. Then you apply to the famous brand name products and companies who are going to be much more likely to accept your application because they are going to see that you've got a fairly good subscriber rating.

They'll see the quality of your writing, they'll see the quality of your endorsements, and they'll probably want you to sell their products.

Jim: And that you can get related articles or at least (and articles equal content) to go to sites like <http://marketing-seek.com/>, and I'm going to include in the transcript about a dozen different places where you can go where people post articles that you can post on your website.

They want you to post them on your website in exchange for a link back to them.

Now, the person writing the article may not have the product you want to sell as an affiliate, but they can provide you with content that then in the margins on your site, and in the sideboards, and at the top and at the bottom.

You can then have links to the endorsements and the articles that you've written.

But a fast way to get content for your website is to use other people's articles and there are tens of thousands of articles out there that you can get on virtually any topic that people will let you post on your websites.

I was just going to say in a day, you can get yourself a template, get yourself a domain, get yourself a hosting account, go grab yourself a dozen articles and basically, have a well-populated website in a day or day and a half, and you didn't create any of the content.

Then you can get approved for affiliate programs and then add your reviews or add your reviews one at a time, or whatever. But that's a way to get 80 percent of the way down the trail with not nearly the pain that most people go through to create a website and get content for it.

Rosalind: Absolutely, that's a fabulous suggestion. That's such an easy way to go about it. And like you said, you can have it done in a day.

Jim: Yep, you can. And test your idea.

Let's talk about setting up your site to build your mailing list. We talked about setting up your site to have it out there on the web, what kind of stuff you should have, how to do product reviews, how to do all these things, but let's talk specifically about setting things up for building your list.

The first thing we need to talk about is the software or the equipment that you're going to need to operate the list-building portion of your website effectively.

That basically comes down to you need an autoresponder with the following characteristics. Number 1, it's got to have immediate first message delivery, and that's a fancy way of saying that when they put in their name and email and click the submit button, their microwave mentality says, "I want that free report right now!"

So you want to make sure that they're going to get their message or the first message or their free report or whatever they're expecting to get when they sign up, you want to make sure that they get it right then.

The next thing that your autoresponder has got to be able to do is send follow-up messages at predetermined intervals set by you but with no interaction by you.

So, in other words, if you want a message to go out three days after the last message, you need to be able to have that done automatically.

The autoresponder should also let you do a broadcast to all of your subscribers, whenever you want to do it and not only should you be able to send the messages individually on a pre-set schedule, but you should also be able to email every single person all at once.

So, you know, the upshot here is you need to be able to have an autoresponder that you can put the little form on your website that says, "Click here for my newsletter" or "Click here for my free report."

They put in their name and email, they click the button, they get their stuff automatically, you're able to send them the information at predetermined intervals that you pick and whenever you run across something that you want everyone in your autoresponder sequence to know about at once. You need to be able to do that too.

You know, both of us have basically worked through quite a few different autoresponders and slammed our hands in many car doors figuring these out, but Rosalind, why don't you tell us what the main choices are that we are both happy with, or at least have less battle scars from.

Rosalind: Exactly. Well, and they are the four main ones that are available. The first one is [GetResponse](#); the second one is [Aweber](#); AutoResponsePlus; and ProAutoresponder. I've used all of them except for AutoResponsePlus, which I understand that you use almost exclusively, Jim.

Jim: Yeah, I use them mainly because I can set up as many autoresponders as I want, and I can send as many broadcasts as I want.

But on the flipside, once your list gets to a certain level, you got to have your own dedicated server for it and that will run you a couple hundred bucks a month. But hey, once you get 60,000 or 70,000 subscribers, unless you're doing it wrong, you ought to be able to make at least \$200.00 a month.

Rosalind: One would hope.

Jim: One *would* hope.

Rosalind: Yeah. So with that list, you've got to get things set up so that the actual communication stream with your visitors is both instant and ongoing. You mentioned that before with 'immediate first message delivery' and that's what we mean by 'instant'. It doesn't matter where your subscriber is, or when they ask, they have to get what you're offering instantly and without waiting.

Jim: And it doesn't matter where they are in your site either.

Rosalind: True.

Jim: You've got to have the sign up form everywhere on your site. If they decide, "Hey you know, I ought to sign up for their newsletter or for their free report," remember we said, it's got to be on every single page and it's got to be instant on every single page.

Rosalind: Exactly. And it's also got to be ongoing.

You need to have the related follow-up messages in place that go out after the initial request. It's like the dating service autoresponder series that I've got - the

first one goes out immediately and then every three days for the next three weeks. What that does is it builds their trust in you as a reliable information source.

It proves that you know what you're talking about and it gets them use to hearing from you with valuable information and content.

Jim: Right. So, like if you're offering a free report about fishing, then you need to send out an article - let's say they come to your site and they request your free report on, you know, the ten best fishing spots in North America.

Then, a couple days later, you need to send out something like, you know, the top ten waters for 2003. Then a few days later, you want to send out another one about the top rods and reels that won't foul up your line and make you heave that \$300.00 reel and rod overboard because it's all messed up.

What's going to happen is the people who don't want any more information can unsubscribe or they can let you know that they don't want anymore information and you don't want them anyway.

That's the thing. People, you know, half the people unsubscribe.

So what! You don't want them; they're not going to buy anything. They're where your spam complaints come from. They're where your customer service nightmares come from, and you answer all these questions for these people and then you look back through and you realize they've never bought a single thing from you.

Those are the people you don't want and the people who get used to getting the information from you, and they get used to hearing from you, get conditioned to hearing from you, and those are the people that you do want.

Rosalind: That's why you've got to keep that list focused so you keep the people that you want on your list, the people who are actually interested in the topic that they signed up for.

So, once again, don't try to sell them car parts when they come to you about cooking, and don't try to sell them dog beds if they come to you about typing tutorials. You've got to set up the list so that they have many different obvious opportunities to sign up. Again, there's got to be a web sign-up form on every page if appropriate and...

Jim: In some cases you can even have two sign up forms per page. You could have one in the upper left, and if you've got a really long webpage (or one in the upper right, whatever) and then you can have one all the way at the bottom.

I've seen it where it worked where you had two on every single page. Your whole objective here is to get the subscriber.

Rosalind: Actually, I think I'll be moving mine to the upper left, because you have more people on your list.

Jim: Yeah, and then you're going to yell at me, "Jim, my subscription rate is falling."

Rosalind: [Laughter] Probably. The other thing you can do is have an exit pop-up with a subscription offer, and make your offer compelling. Make it absolutely impossible for someone to say no. Make them think, "Well, yeah, I would be really stupid if I didn't take advantage of this now."

Jim: Yeah. You want them looking in the mirror after they've logged off and thinking, "Wow, I was really, really dumb not to get that. I need to go back." I'm being dead serious.

But, I mean, we're not just talking here. I mean, this isn't just lame theory that we're giving here. Your website, what's your dating site?

Rosalind: <http://101date.com/>.

Jim: Okay. If you go to <http://101date.com/>, I don't know if you're online right now or not, but if you go to <http://101date.com/> right now, you'll see that Rosalind's site basically fits everything we've talked about.

It's focused, it's organized, it's consistent, it's got great content, it's got organized content, it's got headlines, it's got the sign-up box in the upper right, it's got everything, minimal use of graphics, and the woman is knocking down big money!

This isn't baloney. This is how you do it.

And this may not be as exciting as some of you were thinking. You were thinking, "Well, tell me something new." Well, yeah, we're telling it to you exactly the way it *is* and sometimes new is what you need.

What you need is a confirmation that the stuff you've seen here, you've seen here in all these different places, this is *exactly* what you need to do from start to finish. It's not romantic, it's not exciting, but what it is, is the way to make money. And that's the exciting part.

So everybody who was looking for something new or dramatic or, you know, exotic, if you're a little disappointed, I apologize, but I can only make up for it with the fact that we are giving you the plain, unvarnished truth from beginning to end what you need to do simply to make money as an affiliate.

And the best thing I can point to is the fact that Rosalind has knocked off huge amounts of money doing this and I have not done too shabbily myself. Now, I'm off the soapbox and let us keep going. I hope I didn't offend you Rosalind.

Rosalind: No, not at all.

Jim: That's Preacher Jim.

Anyway, let's talk about the two main ways, in other words, the two main schemes you can use to create your autoresponder series that really builds value and raises interest quickly with, what I like, a minimum amount of work, because I like doing things once and getting paid for them over and over and over.

The first way, and this is my favorite way, anybody who knows anything about Jim Edwards knows that this is his favorite way to set up an autoresponder series and that is with a mini course.

A mini course is basically a series of emails around a central topic and it is usually 3 or 4 messages delivered every 2 to 3 days, and it makes a huge promise of a benefit for the reader. It's a very focused promise and there are a few examples.

I have a multimedia mini course in my igottatellyou.com newsletter. I've got a mortgage boot camp mini course in my mortgageloantips.com website. Yanik Silver and I have the 'How They Did It' mini course, which makes the big promise of we'll let you step behind the curtain and have a behind the scenes look at how we put together all these great big moneymaking projects. Then we deliver articles in the form of case studies.

Another one that's been extremely successful for me has been 'How to Write Your Own Highly Profitable Ebook' at the sevendays.com website.

The gist behind a mini course is that you take a topic like 'how to write your own highly profitable ebook'.

You divide it up into four parts. I don't remember what the exact four parts are because I wrote the thing like three years ago and it's still making money.

The upshot is like you've got to figure out why you want to write an ebook, the second message is picking your topic, and the third message is how to deliver your ebook; and then the fourth message is - I can't remember.

But, it's a logical progression where they get this message and then they're looking forward to the next message, and looking forward to the next message.

And it gets people used to hearing from you and it proves that you can deliver the value that they want and then that allows you to follow up with related articles. Only with related articles and lessons and then you sprinkle in the product endorsements.

So, that's the mini course strategy and I've actually got a whole mini course set up at igottatellyou.com where you can watch videos where I teach you step-by-step, start to finish, how to set up a mini course. And the second way to set your autoresponder sequence to build your list is one that I've used successfully on other sites as well, and Rosalind has done this too.

Basically what you do is you offer a free report with a sign-up for anything on demand.

I mentioned earlier the info marketing update, the newsletter I do with David Garfinkel, is basically just a year's worth of messages loaded into an autoresponder where the people get the messages at predetermined intervals.

They sign up on Tuesday and two weeks from Tuesday, they get issue number two - it doesn't matter when. But we offer a bonus, and usually, it's like a free report or free ebook.

So an example of a free report would be 'Seven Secrets to an Instant Traffic Stampede'. Yanik Silver and I did that 'Instant Traffic Stampede'. That one did extremely well because it's got a huge promise.

Basically, when you're looking at the free report or the free bonus in exchange for a sign up, you want to use anything that's going to show people how to make money, save money, save time, or avoid effort.

Those are the four really good things, and creating bonuses is easy. You can go find a bunch of articles and with the permission of the authors, you can compile them into a report, or you can go find something in the public domain, or you can buy resale rights to something.

It's easy to find something, but the key is to have a huge promise of benefit that far outweighs their reluctance to give up their name and email. That's how you build the list. That's how you get people to sign up.

Make them a huge promise that you deliver on, but make a huge promise that they say, "Ah, it's worth giving my name and email. It's okay." And that's the key.

But there are some other keys too and, Rosalind, why don't you hit those before I lose my voice.

Rosalind: Okay. Well, you want to build a big list as quickly as you possibly can because the more the merrier.

The more people you've got on your list, the more who will buy what you are selling. And, at the risk of sounding like a broken record here, you've got to keep your lists focused on what they came in the first place, i.e., stick to their needs.

Jim: Because if you don't, they'll leave. I mean the part of having a big list is keeping them on the list, keeping them happy.

Rosalind: Absolutely. As long as they are interested in the niche.

Jim: Sure. Nitch. Just kidding.

Rosalind: [Laughter] The second thing is to keep in touch with them. Don't let more than a couple of weeks go by without letting them hear from you. It's good to write articles in advance and always be thinking ahead.

I try to think about a month ahead and am always asked, “How do you find so much information?”

Well, you keep taking notes and writing things down and think about what your subscribers are interested in.

Jim: Where as I’m finished at 10:00 and am putting it in an email at 10:15.

Rosalind: Yeah, I’ve got to be in bed earlier than that. [Laughter]

And, speaking of time, respect your subscribers’ time. Don’t waste it on irrelevant or extraneous content. I could be accused of doing that because I always get into the personal stories about what, you know, what my Internet marketing week was like, but I always try to relate it to the topic at hand or an important topic. At least I hope I do.

Too, you should always provide the most valuable content that you can. That’s why you have subscribers. They are interested in information that you’re delivering on a specific topic.

Jim: Yeah, and they can tell when you’re giving BS content and when you’re giving real meat.

Rosalind: Absolutely. Put yourself in a subscriber’s shoes. You know, is this good? Do I need this?

Jim: Yeah, if I spent 10 minutes reading this, would I feel enriched or would I feel like, dang, I just wasted 10 minutes?

Rosalind: Exactly. And don’t be afraid to recommend stuff where you’re going to make money.

I mean that’s what it’s about. But don’t betray their trust. Don’t sell crap. Test it out. Basically, you’ve got to treat your subscribers the way you want to be treated by the authors of the newsletters that you are reading.

Jim: Yeah. I agree with that and that’s always my foremost rule of thumb. You know, putting myself in the shoes of the subscriber. If you do that, you’ll never go wrong because what you really want to do is recruit people that are just like you.

And you're looking to create a list. The list mirrors the person that operates the list. So, if you're a good person full of integrity and into providing value, then you're going to create a list of people that are into the same stuff. That's how you'll build good rewards.

Jim: Well, let's talk about step number six, which is traffic building.

Basically you have three main options when it comes to traffic building. And that's where you pay for the traffic, and that's typically a pay-per-click situation.

The other is with free articles that you distribute on the Internet either on other people's sites and other people's ezines. Or better yet, your own subscribers passing articles around to their friends. Or your third way to get it is with the 'lucky' or happy circumstance traffic from free search engines.

That's pretty much it. I mean another way is with ezine classified ads. Ros and I were talking about this before. I've fiddled around with it. But I have not done it consistently enough that I can honestly sit here and tell you that I know exactly how to tell you how to do ezine classified ads.

I've done enough with ezine classified ads to tell you that you're not going to sell products with ezine classified ads. What you need to do with ezine classified ads is totally go for the opt-in subscriber. So if you're going to run an ad for anything in an ezine, you need to advertise a free report or advertise some sort of a goodie to get them to give you their name and e-mail address. I know enough about it to know that. But if you just run ads in ezines with your affiliate link in them, then you are wasting your time. And that's about all I can tell you on that.

But we do have one of the world's experts on using pay-per-click search engines to build your business as an affiliate. So Ros, why don't you tell us about pay-per-click search engines?

Rosalind: I love pay-per-click search engines. I was a very, very happy girl as soon as they were invented. Of course [Overture](#) had a minimum bid of a penny in those days, and it's up to ten cents now, but it still works like nothing else works.

The reason that we use them as opposed to using free sources of web site traffic is because you get targeted traffic almost instantly. I mean, what's the point of

building a web site and then having to wait three to six months to get a couple of hits?

Jim: ... or get indexed in the next polka or whatever it is?

Rosalind: You know, at Spot No. 359 or 3,059, and you never get seen.

The whole point is to get your site seen and start making sales and start finding what those conversions are going to be like. So get virtually instant targeted traffic. At [Google](#), once you get listed, you start getting traffic on the same day.

[Overture](#) is within five days, but it's usually closer to three days.

And the beauty of this is that you can control the cost.

Everyone seems so afraid that it's just going to run amok, and that all of a sudden, they're going to be thousands of dollars in debt because of pay-per-clicks.

Jim: Yeah. A \$1,000 [Google](#) bill.

Rosalind: Yeah, exactly. And I've heard of some people doing that. But, boy, you've got to be pretty stupid. You can put caps on spending. You decide that you want to spend \$5.00 a day or you want to spend \$100.00 within a month, and you can watch it very closely.

If you've got the time, you could be checking your campaign every five minutes if you wanted to. You sit there and you go 'okay, I need a sale'. Then go back to [Google](#) or [Overture](#) and see how much I spent. You're constantly comparing what you're spending to what you're making.

You can decide whether you're going to keep the campaign going, or whether you're going to change it, or whether you're going to stop the campaign completely.

Jim: You don't have to spend \$1,000 to figure that out. It's either going to work or it's not going to work. You can figure out with \$50.00 whether or not something's going to work.

Rosalind: Absolutely. \$50.00 is a really good test, \$100.00 is a really good test.

You don't really need to spend more than \$100.00 to find out whether or not your site is converting properly, and that means making money.

Even if you were to start up a campaign and you were just breaking even, that's fine. Because then you can stop your campaign and tweak your headlines like crazy, and then try it again.

Jim: Yeah, but even if you were just breaking even on the amount of money that you were spending. But you were gathering subscribers like crazy.

Rosalind: Right.

Jim: You could keep operating at a break-even as long as you were making money off of those subscribers, with the back end offers and the back end endorsements and reviews you were sending out.

Rosalind: Absolutely. I've done exactly that.

Jim: I have too.

Rosalind: Yeah. It works great. Another thing that you have to have is some patience.

And you have to have trust that it's going to work.

Because it will work if you've got patience and you persevere in it. So the thing is to get moving quickly to get traffic, because you don't want to waste your time working on a site to wait around to see how it's going to go.

What you want to do is get that site up, running, selling, converting like crazy, so that you can get to your next site.

Jim: Or stick a fork in it and move on to the next one.

Rosalind: Right. Exactly. So what's the mindset to have towards pay-per-click traffic sources?

You're going to spend money, and you're going to spend money as a testing mechanism first.

Just understand how the numbers work, because it's really, really simple.

Subtract what you're spending from what you're making. If it's a positive number, keep doing it and look for ways to improve.

Jim: Right. So, let's talk a little bit about testing and tweaking, which I'm big on. The reason for that is because testing and tweaking is how you go from a 1 percent

response rate to a 4 percent response rate, or a zero percent response rate to a 2 percent response rate.

There's a certain way that you do this.

I want to talk about the main things that you can do when you start doing pay-per-click stuff and how you can improve your results.

Here's what you do if it doesn't go your way on the first try.

And, by the way, rarely do things go 100 percent your way on the first try. If they do go 100 percent your way on the first try, then you can get down on your knees and say, "Thank you" but you need to then be prepared to still test stuff, because you can always do better than you did when you first started out.

Perseverance and a scientific approach pay off best when it comes to this type of marketing.

So here's what you do.

If you're not getting clicks, then you keep working on your ad.

So if you're getting 1,000 impressions on [Overture](#) or 1,000 impressions on [Google](#), and you're getting, you know, one click, then you need to work on your ad.

The first thing you want to do is try different headlines, or really they don't call them headlines, but really, your subject line or your link line or the title line or whatever attracts the reader's attention.

You want to try at least a dozen different headlines before you give up.

All right?

Most people go, "Like a dozen, I tried two, and they didn't work." Well, okay, you've got ten more to go. You want to do at least a dozen because I can guarantee you that one of those dozen will outperform the others by at least two to one and probably four to one.

So until you run through all of them, you're not going to know which one it is.

Then the next thing you do, if you're getting clicks but no sales, you want to look at two things. First, there might be a problem with the ad because of the expectations that your ad creates.

In other words, does it promise something that isn't being delivered on the web page? And does the web page they land on fulfill the promise that's made in the ad?

So if you promise a free report in the ad, but they get to the web site and it's like trying to figure out how to solve the Rubik's Cube before they can figure out where they go to get the free report, then they think 'aah, they're just full of it, they're trying to rip me off'. Then they go away.

So you want to look at it from that respect - are their expectations being met?

Another expectation is if they're expecting to learn something or get something that isn't delivered on the web site or at least isn't delivered in a way that they realize that they got what was advertised in the ad.

So, look at it from the standpoint if you looked at this ad and you went to the site where you ended up, does the site fulfill what was the promise that was made in the ad?

The second thing is that there might be a problem with the target web site. If the target web site doesn't convert the visitors from this ad into a sale, then you need to find a different target web site, and that's if you're just advertising your affiliate link, which neither of us advocate.

But I know that some of you are still going to do it. So if you do it, and you just advertise your affiliate link which, by the way, [Overture](#) won't let you. So if you go to [Google](#), and you're advertising your affiliate link, and you're getting clicks but no sales, guess what? Guess what?

The site sucks. Okay.

You need to find a different site or the other problem might be that your ad is creating a perception that isn't being met at the web site.

One of those two things is going on. But if you're getting clicks, and it's your web site that's the target web site, and you're not converting visitors into

subscribers or in turn turning them into clicks on your affiliate link, then you need to look at what you're offering, and how you're offering it.

Some typical ways to improve, and again, this sounds like we're spinning the same record, and in a lot of respects we are, but it's only a few key things that make the difference between success and failure.

The first thing you want to look at is your headline. Your web site headline has got to let them know in four to eight seconds of landing on your web site, what's in it for them.

So make sure, when they click through on that ad and they get to your site, they see a headline that is of intense interest to them, that's going to make them say, "Wow. I need to stick around and check out this site."

The other thing that you need to look at if you're getting clicks but no sales, is the prominence of the offer that you're making.

Is it obvious what your web site has to offer, and more importantly, or just as importantly, maybe not more importantly, but just as importantly, one thing now that your web site has to offer, is it obvious to someone who is not really paying attention, who's thinking, you know, am I wasting my time, is it going to rip me off, this whole internal dialog, is it is obvious how they go ahead and get whatever is they're expecting to get from your web site.

That would be your newsletter or your special report. Can they tell immediately how they get what they've been promised? And that's what you do.

Rosalind: All right.

Pay-per-clicks that we recommend would include [Google AdWords](#) and [Overture](#).

We talked a lot about those, and that's because they're mainstream search engines. They put their results on most of the big search site portals, etc. like [Yahoo](#), [MSN](#), so what are some of the other ones?

Anyway, all of the major portals. And the secondary pay-per-click search engines include [FindWhat](#), [Kanoodle](#), [7Search](#), [Ah-Ha.com](#), [ePilot](#) and [Search Boss](#).

Here are the Top 10 according to www.PayPerClickSearchEngines.com

1. [Overture](#)
2. [FindWhat](#)
3. [GoClick](#)
4. [Ah-ha](#)
5. [7Search](#)
6. [Kanoodle](#)
7. [ePilot](#)
8. [Xuppa](#)
9. [Search123](#)
10. [IQSeek](#)

Jim: But the thing I'll point out is that [Google](#) AdWords and [Overture](#) are going to be the lion's share of the potential traffic. So, if you're going to advertise on those others, you need to make sure you're advertising on a bunch of them. Because they're going to be, you've got to do a bunch of them because just doing one or two extra probably wouldn't even be worth the effort.

Rosalind: Well I tell you, [FindWhat](#) sends me huge, huge amounts of traffic.

Jim: Really?

Rosalind: Yeah. I would actually recommend starting a campaign with [FindWhat](#) or even 7Search, or [Kanoodle](#) before doing a campaign with [Overture](#), if you're concerned about money.

Jim: Is [FindWhat](#) still a penny or they're a nickel now?

Rosalind: [FindWhat](#) is a nickel, but the other ones are still a penny, except for [Ah-Ha](#), and like I said before, I don't know whether it's three cents or a nickel. But they drive enough traffic that you can see what your conversions will be like. And then you can see whether it would be worth spending a dime at [Overture](#). Right?

Jim: Right.

Rosalind: So yeah, it's definitely worthwhile.

Jim: Any other tips as we, as we finish this up?

Rosalind: Yeah. Read Chris Carpenter's [Google Cash](#) ebook.

It's good for people who don't have their own web site. Chris talks at length about being able to advertise affiliate links on Google and how to make that work.

The basic tips for using pay-per-clicks effectively are to have massive numbers of keywords and phrases. Definitely - the more the merrier. That would be my personal secret to why my sites are so successful.

Actually, just a few days ago, somebody asked me if I would mind if they started a dating service review site a little bit like mine. I said 'go ahead', but you know, I'm not worried because it's going to take him a long time to find the 2560 keywords and phrases that I'm using. And that's where my traffic is coming from.

Then dollar cost average by having multiple campaigns across multiple pay-per-click search engines like [FindWhat](#), [Kanoodle](#), and all the rest of them.

Monitor your sales and expenditures frequently until you see that the results are consistent, i.e. that your spending and income are relative to each other.

Income on the positive side of that equation, of course.

To be honest, I hardly ever go into my pay-per-click campaigns related to my older sites, because it just runs tickety-boo from month to month. You know, everything is always relative. Spend a buck, make two. Actually, I usually make three for every one that I spend. It's becomes consistent after awhile.

Jim: It's true then, an autopilot, online business.

Rosalind: It *is* wonderful.

Jim: That's pretty cool. I mean that's what we're after.

The thing that just came to me, when you hear it, and then you hear it and you hear it and you hear it again, but when you were talking about dollar cost averaging, all you're doing with pay-per-click search engine traffic is the exact same thing that mutual funds do with stocks.

I mean, you buy at regular intervals, and you know, you're going to have highs, you're going to have lows, but over the course of time, you're going to know

exactly what you spent on the average. You shouldn't get hung up on the short term gain or the short term loss, but what you're look at is the long term.

Money in, money out.

Rosalind: Well you know, I think this is considerably less risky than mutual funds. I would certainly rather invest my money here.

Jim: Sure. Well, I mean you, you using this system, invest a buck and pull out two or three. That's a 300 percent return on your investment.

You know, we're not giving tax advice or anything like that, but you'd be hard pressed to find anything legal in the stock market to do that, that didn't carry more risk than tying a millstone around your neck and jumping off the end of a bridge.

Well, let's talk a little bit about the second way to get traffic, which is articles.

We talked earlier about articles as one of the three main types of content you should use on the web site, but you need to understand that articles are also a way to get free traffic from several different sources.

The first one is other websites who post your articles on their web site. And the reason they would post your article on their web site is because they need content. And by giving them good content, you can get your articles on their web site.

If you use the technique that I showed you with the way to hide your affiliate link up in the article, and then you get them to link back to your page, your web site and your resource files, you start building link popularity.

The other way is having ezines run your article to their subscribers. There's something like 100,000 ezines out there on the web. There are people with autoresponders, there are people with ezines on demand, all of them need fresh new content and they need it on a regular basis.

I have hundreds of, if not thousands of actually now, thousands of different ezines and autoresponders and mini courses where my articles appear, that lead people to my web site and lead people to my affiliate link.

The other place where you can post your articles for free is on announcement sites, and there are a whole bunch of announcement sites out there, where you can post articles for free.

Then a neat little trick that I like to do is I then take that URL where they appear on the announcement site, and I'll have my assistant, although I used to do this before I had an assistant, I will go and manually submit those pages to the search engine.

So I'm submitting other people's pages where I posted my content to the search engines. I think if you go through all the web and do a search for Jim Edwards or by Jim Edwards, there's like 5,000, over 5,000 links that come up if you do a search for by Jim Edwards.

Rosalind: Popular guy.

Jim: Ah, who knows?

The other place that you can get it, which kind of you know, flows in from what I just said, is that the search engines will pick up your contents from your archives, and articles you post on other people's web sites.

It's happy, chance, lucky traffic, but if you got them out there in enough different spots, and I can hear some people go, "Oh that's stupid. Look at content.

They have the exact same content as you do and they'll penalize you." Well, gang, no, I've never seen that happen. Okay.

You know, I used to be the vice president of marketing for a search engine company. Never seen it happen, gang, never seen anybody get penalized for posting my articles on 50 different sites. So, I've never seen it happen.

So the big thing about articles is, no matter where people find them on the web, if they stop and read them, the people that come from articles already come pre-sold as you being the expert.

And we already talked about it, but the best types of articles to write as an affiliate are reviews of the product or service, where you give a balanced picture.

The cool thing is, that by doing that, you can sprinkle in liberal keywords that are related to the topic, you can even put in the name of somebody else's product, if everybody's hearing me, so that when people start searching for other people's products by name, there's a chance, whether it's a good chance or a bad chance, but there's a chance that you'll come up in search engine stuff.

However, the good thing is that since people are trained to believe what they read in article format, wherever they see your article, wherever they see that you've written a story about how somebody got started, how somebody uses a product or service, what types of results they got when using the product or service or ebook or, better yet, the best type of one that you can write, especially when you're writing reviews, when you're first getting started, is a story about the results that you got from the article.

But however you write it, getting your article out there on as many sites as possible, getting it out there on to announcement sites, posting it wherever you can find places to post it, sets up little places where people can read about you, read about your web site, see your link, and come to you pre-sold.

That's my opinion, the second best way to get traffic.

Then the third way to get traffic, and we're only going to touch on this lightly, is what we call lucky or happenstance traffic.

I'm going to tell you how to create your pages in a way that it's going to set you up to have a higher likelihood of getting picked up in the search engines, but I can't guarantee that that's what's going to happen.

So what you want to make sure, so that you're at least doing what you can to get picked up by the search engines, is you want to make sure that you have a meta tag title in your HTML pages.

What that means is that the meta tag title is the words that show up in the upper left hand corner in the blue bar of your web browser. So if you're look at a web page and you see something written up there, besides the web address, because if you see the web address up there, typically that means that they didn't even bother filling in a title tag.

Basically, you want to make sure that you have a title tag in there that has the main keyword phrase about the page. So, on Ros' page it might be something similar to, you know, "Offers dating site reviews". Something like that.

That's the main theme of the first page. Then each page has a main theme. You want to make sure that you have a meta tag description, not because really that it

will improve rankings, because it probably won't, but it at least gives some text to some of the search engines when they return the list of results.

Sometimes, they'll pull the description out of that and it will help people to know what your page is about.

The other thing you want to make sure you have on every page is a headline on that page that has the main keywords in it if possible. So, the main headline could be something like "Offers dating service information" or "The best dating service information", and you can use an H1 tag, a Header 1 tag, to do that, to make it not only bigger, but to give it more emphasis. Then throughout the pages, you want to bold the main keywords sporadically, especially the ones towards the top of the page.

So anywhere you put 'dating service', 'dating site', 'dating' whatever, you would want to have some of those bolded because the search engine will take that more seriously. Make sure each page has a central theme, so don't talk about a whole bunch of different things on one page.

Keep each page between 200 and 800 words of text, and make sure that you put your keywords in hyperlinks to other pages on your site.

So instead of having your link say "Home", and if you go to Google and do a search for "Home", you'd be surprised at what comes up, call your home page "Electric drills main page".

And don't call it the "Contact Us" page in the link, call it "Electric drills contact us". And all four of those words, will be hyper linked.

So it has 'electric drills' in the hyperlink. Then make sure that every page on your web site is only about one click away from the main page. That will allow the search engines when they come through, when they hit your main page, then they can spider through against almost every other page with only going one page deeper.

So that'll help you get your pages spidered a lot quicker.

Rosalind: Yeah. You know, you bust your butt to build a list, so you definitely don't want to be losing touch with them. Send fresh content at least twice a month and better

yet, once a week, and preferably on the same day of each. Different people think differently, but Tuesdays seem to be the day that works best for me.

You can also do a survey. I have a survey on my site that asks when people would most like to receive your newsletter.

Who knows? People who are interested in sewing might more want to receive it on a Saturday than on a Tuesday.

The newsletter doesn't have to be long. It can just be a tip or a snippet. The point is they need to hear from you, especially in the beginning, when you're fresh in their mind.

Jim: Right, right. And that's why a mini course is so great. They hear it from you several times in a row in short order, and then you follow up with an article once a week or every other week, and all those can be added to your autoresponder ahead of time so you deliver the content for months. I mean for months, literally, in a row without doing anything.

And like I said before, I mean I've got several autoresponders that are pre-laid with articles and newsletter issues and stuff in six months to two years in the future.

I mean I'm almost like – I feel like that Ron Popeil with that rotisserie. You know, set it and forget it. I mean that's the type of marketing that it is.

Rosalind: Okay, Ron. As you create new articles, you can either broadcast them to the entire list or you can broadcast them to the people who have finished the sequence and then add the article on to the end. That way the people going through the autoresponder sequence can get it automatically once they've worked their way through the messages that you've already loaded into your autoresponder series.

Jim: I like that one. That's my favorite because it just keeps the chain going. It really creates that nice little oil well effect. You know that several thousand get it now and then I've got several thousand more that are going to get it.

So I get that initial whack from the article and then I'm going to get a nice steady drip over time as more people hit that article when they run – so that stays with sequence.

Rosalind: Yeah, that's so smart. It's something that I've never done, but I've certainly picked that up from our tele-seminar tonight and I will certainly start to do it.

Jim: Well the key, though, is keeping in touch at least once a week. You know, more than once a week may be too much, but once a week, keeping in touch, keeping in touch.

Even if it's just a quick little two paragraph thing – hey, I discovered this site. Go check it out. In fact, sometimes people will evaluate that even more, rather than some long stuff.

Rosalind: Yeah, and I agree, more than once a week is just too much.

I have signed up for a number of different newsletters, to see what my competitors are doing, and see what's new in the industry, and check out new products and that sort of thing. And there are quite a few marketers out there who basically think that it's okay to send something almost every day or once every two days.

The impression that I have of those people is that all they want to do is sell me.

Jim: Yeah, they're just trying to fleece the list. I mean it's like if they see a bunch of sheep, that they're just going to shear the sheep.

Rosalind: Yeah, and that doesn't make you feel good. That's not the whole point about being in business. I want to stay in business for a very long time. So, I want to do good by my lists.

Jim: Right, so keep in touch. And you don't have to write the articles, you can send other people's articles. I mean you can – and preferably you want to write them.

Rosalind: Yeah.

Jim: If you can't write them or you don't have time or you find an article that's really good, but make sure you do an intro on the article, publish the article, and then finish it out at the end with your comments about the article. So it's you that's providing the information itself. That's a nifty little technique that I figured out.

Rosalind: Exactly. You know, I think the only times I've done that is when *you've* written the article.

Jim: But you do the introduction and you do the conclusion.

Rosalind: Yup.

Jim: And that's how you keep it still your list.

So that's Step 7, keeping in touch. And you keep in touch with articles. I mean that's in effect what you do; either articles, tips, snippets, whatever. Hit them once a week. There's no way around it. That's how you do it.

Here's a list of article announcement sites where you can list your own articles or find articles written by others.

Article Announce Writers and Publishers Exchange

Provides a number of lists for announcing your article to ezine publishers and website owners. One of the original sources online.

<http://www.web-source.net/articlesub.htm>

Author Connection

Allows you to contribute your articles to a searchable database where ezine publishers and website owners can search to find content matching their target audiences.

<http://www.authorconnection.com>

Idea Marketers

An excellent site for announcing your articles and posting them to the web.

<http://www.ideamarketers.com>

Ezine Articles

Provides a searchable listing directory for articles submitted by authors. Click "Submit Your Article"

<http://www.ezinearticles.com>

Marketing-Seek.com

Operated by my good buddy, Rosey Gean, this is a must submit for your articles since many top ezine editors scan the archives when looking for new content.

<http://www.marketing-seek.com>

Netter Web

Submits your articles to a keyword-searchable database that ezine editors can browse for content.

<http://www.netterweb.com/articles/>

Publisher Network

A Yahoo Group where members can post articles by sending them as email messages to a special email address.

http://groups.yahoo.com/group/publisher_network/

Making Profit

Allows you to submit your articles to a free database searchable by website owners and ezine publishers.

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

Go Articles

Provides a searchable database of articles and authors to which you can submit your articles for free. They site "focuses on niche areas of particular interest to novices, webmasters, marketers, newsletter publishers, authors and entrepreneurs."

<http://goarticles.com/index.html>

Hot Launch

Maintains a searchable database of article listings on a variety of topics. Not a huge database, but it only takes a couple of minutes to submit.

<http://www.hotlaunch.com/articles.asp>

World Wide Information Outlet

Provides a searchable database of articles as well as the opportunity to have your content "syndicated" as a regular column appearing on other people's websites.

<http://www.certificate.net/wwio/wglines.shtml>

Select others:

Ultimate Profits

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

ClickZ

<http://www.clickz.com/submission/>

Vector Central

<http://www.vectorcentral.com/articles-form.html>

Webmasters Library

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

Jim:

Okay, let's hit Step No. 8, which is to monitor for changes in the niche marketplace and constantly look for new sources of traffic.

I know we said there were basically three sources of traffic. However, you've got to watch out for changes in your marketplace. You need to watch for major changes in the players in the marketplace. You always want to watch for people

who are offering cutting edge but dependable services, so you can be the first to let you people know about it. You also want to watch out for a decline in service from the people you are currently promoting, so you don't go down with their ship.

You also want to keep an eye out for potential endorsement partners you can work traffic deals with. Because even though you are only selling as an affiliate, if you've got a list, you can work deals with other people to get traffic to and from your site.

You also want to keep an eye out for changes in how the industry works. You want to look for technological changes you can let your subscribers know about and you also want to watch for new tools, new techniques and anything else that would be a specific interest to your niche. Because those are the kinds of things you need to let your subscribers know about.

Rosalind: And another thing you've got to do is watch for major shifts in the economics of the niche.

So, is somebody giving away what used to be a costly service? On the other hand, is somebody making money off of what used to be a free service? Is the industry going down the tubes or is it time to expand? You know, things change all the time.

Read the newspapers. Know what's happening out in your industry.

And then you've got to look for new sources of traffic. New PPCs are coming online every day. One might be the next great [Overture](#) in the making, so check these things out. Keep checking the Alexa Ratings. Maybe they're springing up quickly. And the better the Alexa Rating, the more likelihood that they're going to send you some good traffic. Also, do classified advertising in ezines.

Jim: Yeah, I – again, let me just say right here that you're going to be – as soon as you get your web site up and you come to the startling realization that every single web site owner eventually comes to the point – Oh my God, I need traffic.

Let me tell you what your mindset always needs to be. The first thing, no matter what type of advertising you're doing, you need to go for the opt-in subscriber first. Okay? That is your number one objective.

You are going for the opt-in subscriber first, you go for the sale second. Because if you've got the opt-in subscriber and you're going to have plenty of opportunities to make the sale, either in the same visit or later on as you cultivate them as a subscriber.

So if you're looking at classified ads - and I'm even finding this with Google Ad Words - my results are indicating that I should be going for my market and for what I'm doing, I should be going for the opt-in subscriber and not even worrying about trying to get them to buy anything on that initial visit.

Now these are my results, this is my personal testing, and I'm just telling you what I'm seeing with Google especially. That people are more likely to click; however, they are more likely to do – I'm doing better when I go for the opt-in, rather than when I just go for the sale.

So no matter what type of advertising you're going for, always go for the opt-in subscriber first. Always. Burn that into your brain. Always go to the opt-in subscriber first. No matter what new type of traffic source you're looking at.

Okay, off the soapbox. Please continue.

Rosalind: Well here goes my broken record thing again, because I agree with everything that Jim said. My experience has been exactly the same. Especially with Google Ad Words, for some reason.

You know, we had 'not having a list' as the number four affiliate mistake – well you know, I would like to put that at the top.

You gotta get those subscribers to your list. That's your most important marketing tool. You can advertise offline as well, and we've got publicity in newspapers and magazines. I recently did an interview with Marty Nemko and he does a radio show in the afternoons on –

Jim: Some radio station.

Rosalind: It's a public broadcasting station in San Francisco, and after that, he did a follow-up article on my business in the San Francisco Chronicle.

I was amazed. I didn't think that offline or a newspaper article would translate to online sales.

Like how many people will actually take their newspaper and walk it to the computer and type in the URL? I would never have expected that.

So I've got a totally different appreciation for the value of newspapers and magazines now when it comes to advertising your online business.

Another thing to watch out for, or to think about on a regular basis, is new keywords. Jot them down.

I keep a thick notebook and I have it sectioned off and I have a section that's labeled 'Keywords'. I'm constantly writing down new keywords and keyword phrases.

Jim: Can I tell you one thing on that? I cannot agree with that more. You are going to think of things that you are going to slap your head and say why didn't I think of this before?

And there's one keyword phrase. It's only one keyword phrase. It's four letters, one letter and four letters. I'm not going to tell you what it is. But that keyword phrase cost me a nickel on [Overture](#), yet that one keyword phrase in that particular niche is responsible now for half my sales.

And I thought of that keyword when I was driving down the road and saw a sign on the side of the road. And said you know, I ought to be going after that keyword.

Rosalind: Wow.

Jim: So.

Rosalind: And it's not 'this 'n that'.

Jim: No.

Rosalind: Hmmmm.

Jim: It's a real estate term.

Rosalind: Okay, well now I'm going to be up all night.

Actually, I have one that I bid on when [Overture](#) used to be GoTo.com, and when I was first submitting to them. That was six years ago and still, nobody else is

bidding on that term. It brings me thousands of visitors every month, and I'm only paying a nickel for it.

Jim: Wow.

Rosalind: Yeah. It's really nice. Yeah, so always be thinking about new keywords.

And of course, you've got to watch your numbers. Constantly watch your numbers and look for ways to improve them. Are the conversions going up or down? And what can you do to improve that? Are your subscriptions going up or down and again, what would you do to improve those numbers?

And don't forget to perform the "magic calculation" monthly.

Jim: Advanced math.

Rosalind: How much you made minus how much you spent equals your profit or loss. And make sure it's a profit.

And another thing to consider is customer complaints about the merchant. You're going to get these occasionally and the thing to do with that is to respond. A lot of affiliates will think 'oh well, it doesn't matter, it's not my customer'.

Well, yeah, it *is* your customer, and you must respond to that person. Then pass the message on to the merchant. That's a good way to find out how the merchant is going to react and maybe – you know, if they brush it off –

Jim: Find a new merchant.

Rosalind: Yeah, you just don't want to deal with those people anymore.

Jim: Well let me tell you something. People look on customer complaints as a bad thing. But let me tell you something. If you're selling as an affiliate and your subscribers come to you and complain about a merchant, that is like the best sign in the world. Because that means that you have a relationship with them.

Rosalind: So true.

Jim: That means that they trust you and you're doing stuff right. You're getting feedback from them about other people, and that means you're doing your job the right way.

Rosalind: Yeah, you've branded yourself well enough that they actually come back to you, as opposed to going to the merchant.

Jim: Absolutely.

Rosalind: It's a good compliment for sure.

You should also look for changes in commissions. I was going to talk about that in the NPC this week, about when you get those notifications from Commission Junction about deactivated advertiser listings and stuff like that. Pay attention, and do what it says in the email.

You know, I used to delete those things, and it turns out that you're advertising for somebody who's no longer associated with Commission Junction.

Jim: Yeah, and keep an eye out for the schmucks that will do stuff like lower their commission rate and won't tell anybody.

Rosalind: Yeah, for sure.

Or, they may have a bonus or an incentive or something like that and you may want to push their product ahead of other products that you're pushing on your site.

Jim: Yeah, just a little extra effort could make you huge returns.

Rosalind: Oh, for sure. You know, an extra whatever, hundred, two hundred, five hundred, a thousand in a month - it's all good. It's all wonderful.

And last but not least, check to see whether your checks are arriving.

Every month I go through exactly what every merchant owes me and write it down all on a piece of paper. My accountant hates me for the way that I keep stuff going, but it works for me.

And then when the checks arrive, you just check them off. And it's a good feeling.

Jim: Yeah. Well, it also – it helps you keep score, and that's part of the knowing whether you're making ground or losing ground, because sometimes – and I have this problem too. I tell my wife sometimes that it doesn't feel like I'm doing anything. It doesn't feel like I'm getting anywhere.

And you know, you don't want your whole life or your whole work to be drawn from the checks that you're making.

However, your affiliate commission checks help you keep score. And so you need to keep score so that you can do the magic calculation of what you made minus what you spent. And also, so that you can know where you need to focus your efforts.

Well, now we're on to Step 9 as we wrap this up, and basically Step 9 is do it all over again in a different, or distantly related niche.

One of the things that I've seen people do is they start competing with themselves. And so, you know, oh I've got a dating site, so I should do another dating site. Well, no.

Maybe if you were developing your own products you might do that, but the thing is if you're going to get traffic to the site, why wouldn't you flow the traffic to the existing site that you've got? Why would you try to – especially if you're getting traffic the way we're telling you to do it, in a predictable manner, what good would it do you to funnel and pay for traffic to five or ten different sites? It wouldn't do you any good.

So once you started making money and you've gotten pretty much all the traffic you're going to get, then you need to move on to something else and create another oil well.

For a couple reasons; one being you don't want to compete with yourself, but also because you want to diversify across several different markets. Because what would happen if all of a sudden, online dating was made illegal? Might not happen, but something very similar happened with regard to online pharmacies.

It wasn't made illegal; however, selling certain things has become illegal in many different places.

And so people go from making big bucks to making no bucks. And so what you want to do is have multiple sources of income across multiple markets, so that if one market gets taken out, it's an inconvenience rather than a calamity.

So you want to move around in different markets and have different oil wells set up so that you are never at the mercy of market conditions or of one market or of

a season or anything of that nature. You want to be diversified across multiple markets. What do you think, Rosalind?

Rosalind: Well, absolutely. And you know, the point there too is that all the traffic within a niche should go to the same site, so that you're building your Page Rank and you're improving your Alexa Rating.

I know a fellow who is also in the dating service affiliate realm, and I think he's got over 25 different sites and it's crazy. He's got, you know, Alexa Rankings of 300,000, 400,000. He's always scrambling.

I've only got three dating sites. I call them mild, medium and hot. And I do that because of the pay-per-click search engines. Some of them do not allow you to even link out to a site that might be something less than, you know –

Jim: Puritan?

Rosalind: Yeah, exactly. So I separate them out that way, but other than that, I want as many people coming to my main dating site and then funnel them off to the other, to the secondary sites. Right, and that keeps my Alexa Ranking really, really high.

Jim: Yeah.

Rosalind: And that's what you want.

Jim: Yeah. So, but the thing is you also, and we don't need to talk about all of the, but you have a number of different sources, and so do I, that are just – that are so different. I mean, you know, physical products, services, downloadable products, software. I mean it's so diversified that again, if one of them gets blown out of the water, it's an inconvenience, it's not a lifestyle killer.

Rosalind: Right.

Jim: My personal philosophy has always been that I wanted 10 or 20 different sources each making me between \$1,000.00 and \$2,000.00 a month. That's my goal.

Rosalind: That's comfortable.

Jim: That's – yeah, you can do okay doing that. So let me ask you this. We're coming into the homestretch and we've covered the nine steps and we have a bunch of –

well not a bunch - but we've got about a dozen user questions, the majority of which we've covered.

So what I want to do is remind everybody that the bonus that we're offering from this is that we want you to go ahead and send us your questions tonight or tomorrow and we're going to sit down, as soon as this call's over. Rosalind and I are going to be on the phone and we're going to set up a time tomorrow that we're going to get together for between an hour, hour and a half, max two hours, and we're going to answer all of your questions.

Rosalind: It might not be tomorrow. Tomorrow's my birthday.

Jim: Okay, it might not be tomorrow. It might be Friday. So by Friday night, we will answer all these and we'll post them up as an MP3. So this is your chance. I mean this is your chance to basically get free consulting.

Now we're not going to go look at anybody's site, you know, and analyze anybody's site or anything like that. It's got to be a question that you can send that we can answer just from answering a question. That's the only game rule, and it has to be related to selling as an affiliate.

But if you've got a specific question about how something works or what you should do in a certain situation, ask.

If you want more explanation about how certain things work that we talked about in this, ask. Now is your chance to ask and Rosalind and I charge between \$250.00 and \$500.00 an hour to do consulting.

So this is your chance to ask a question and not have to pay the piper. And then what we're going to do is we'll have out of this somewhere in the neighborhood of 3 ½ to 4 hours' worth of pretty rock solid information. So go ahead and send those questions off.

Any parting thoughts, Rosalind?

Rosalind: I think this has been great. I think that anybody listening to this should have a very thorough grounding in affiliate marketing.

Jim: Yeah, I would just like to thank everybody for their attendance. I want to thank everybody for their trust in us to deliver the information that you're looking for,

and I hope that you understand that this may not have been as glamorous as you may have expected, or it may have been exactly what you expected.

But this is exactly what we do. This is exactly how we do it, and this is exactly what it takes to create the kind of businesses that Rosalind and I both have.

Rosalind more so than I, specifically with exclusively affiliate stuff.

But myself – nobody would turn down the checks that I'm getting selling as an affiliate. The point that I'm trying to make is that this is the real deal. This is exactly how you do it. It's not sugar coated, it's not white washed. This is it.

If you do what we're telling you to do, there are so many different niches out there. There are so many different hot markets that you can virtually have no competition. Because you can find the niches that haven't been hit yet, or start harvesting from the niches that are well developed, but you can carve out your little slice and then go find your own, another oil well.

So I want to thank everybody for being with us tonight and get those questions in. Keep your eye out for the MP3 and the transcript. The MP3 will be up much sooner. I should have the MP3, I just called up, by tomorrow or the next day at the latest.

And then next week, we should have the transcripts of both the bonus question and answer session that we're going to do offline as well as the transcript of this call. So thanks everybody. Have a safe and happy evening and thanks for joining us.

Rosalind: Thanks for coming and good luck to everyone.

Jim: Bye bye.

Rosalind: Bye now.