STEPHEN WEST

WWW.PROMARKETEERSOLUTIONS.COM

Table of Contents

Introduction To Affiliate Assassin

One of the greatest things about affiliate marketing is that you can literally start making money online in a matter of a few days, even a few hours.

You don't need a product of your own, or even a website if you choose to create campaigns that direct visitors through your affiliate links, and you can choose from a wide variety of products to promote as well, including:

Physical Products
Such as books, physical delivery courses, DVD's, Videos, Equipment and more from marketplaces like www.Amazon.com

Digitial Products
Such as ebooks, reports, video tutorials, training or coaching lessons and other digital products from marketplaces like www.ClickBank.com

Affiliate marketing offers you the freedom and flexibility unlike any other business model, and if you truly want to be successful, you need to know exactly how to take advantage of this incredible opportunity so you're covering as much ground as possible, while leveraging your campaigns so they work double-time.

So without further delay, let's create your powerful affiliate marketing system!

Choosing The Right Products

Choosing quality products is an important part of every affiliate campaign, because you want to make sure that you are setting up campaigns around products that are likely to convert.

This means that you need to spend time carefully researching and evaluating products in order to choose winners. Your ability to generate commissions and convert visitors into buyers depends on the quality and brand of the products you choose.

When it comes to choosing a niche, there are two methods that will help you get started:

1) Choose a niche that is evergreen
2) Identify demand and profitability based on existing competition

One of the most important things you can do is first evaluate and identify niche markets that encompass three major elements:

1) You can easily identify exactly <u>who</u> your audience is.
2) There are motivated, <u>active buyers</u> in the niche market.
3) You are able to <u>penetrate</u> the market with your campaigns.

There's no sense in trying to find an untapped niche market. There are few of them out there and those that exist would take a lot of work in order to penetrate. Then, you'd have to condition buyers, research

angles and test out different campaigns and approaches before you determine what was successful.

Forget about that! It's always easier to make money in niches that are already <u>proven</u> to be profitable, because if you do that, you'll instantly maximize your chances of building a successful campaign.

Evaluating markets doesn't have to be difficult. Your primary objective is to determine the viability of a market based on existing demand and buyers.

You do this a number of different ways, including by researching the number of products in the market versus the demand / size of the customer base. In most cases, you'll be able to determine the viability of a market, (or even a specific product) in a matter of minutes just by using a combination of market research with search engine research.

You always want to conduct as much research about your markets as possible so that you can really understand what your target audience is interested in and create compelling campaigns that 'speak their language', essentially communicating directly to your target audience.

You want to know:

- What people are currently buying
- Where there are any potential market gaps for products you could create
- How much of a demand exists in the market

- What your customer base is most interested in, concerned with, needing help with.

In other words, pay attention to <u>who</u> you are selling to before you determine <u>what</u> you are going to sell and your campaigns will be successful.

It's likely that you've already got most of the research you need right in your own memory bank. Think about the general health market and then dissect it so that you have 10-15 health related niches to evaluate.

Health – General / Broad Market

Segments include:
- How to lose weight
- How to prevent /cure acne
- Gout
- Menopause
- Pregnancy

Rinse and repeat this formula with any broader topic and you'll likely find a handful of desperate markets.

Relationships – General/Broad Market

Segments include:
* Get your ex back

* Avoid Divorce/ Repair Marriage
* Improve Sex Life
* Pick Up Women / Men

These are desperate markets that consist of highly motivated prospects who are anxiously looking for a solution or answer to their problem.

Keep in mind that the best markets consist of buyers who are looking to relieve their pain whether emotional, physical or mental.

Take down notes of possible products and niche markets that look interesting to you. Then, search for related forums, groups and blogs to determine what people are looking for, how big the market is and what is currently in demand.

Then, investigate keywords to determine how much competition is in the marketplace as well as how many searches take place each month for specific keyword phrases relating to each niche market.

If you plan to promote digital products, the best place to start looking for quality products is through ClickBank, available at
http://www.Clickbank.com

ClickBank is the largest online marketplace for digital products, and you'll be able to quickly pinpoint hot sellers by browsing through their many categories.

ClickBank.com offers detailed statistics and information regarding each specific product making it even easier to quickly evaluate the profitability of potential campaigns.

Here is what these mean:

$/sale: The amount of money you earn for each sale.

Future $: Average rebill revenue.

Total $/sale: Average total $ per sale, including all rebills.

%/sale: The percentage of the product sale price that the sale represents.

%/refd: Fraction of publisher's total sales that are referred by affiliates.

grav: The measure of how many affiliates are promoting the product.

For each affiliate paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

The Gravity indicator will tell you how well a product is selling. So a gravity score of 100 means a product is potentially selling better than one with a gravity score of 20.

When it comes to gravity assigned to any specific product, a gravity of 70 or higher is usually a good sign that the product is still in demand, and being actively promoted by other affiliates.

To take things a bit further, you can use free services such as www.CBTrends.com or www.CBEngine.com to further evaluate each product, in terms of performance, demand, and the number of affiliate marketer's that are promoting it (which is always a good indication of how profitable the market is).

There are many other affiliate networks and marketplaces worth exploring, with many offering a combination of both digital and physical products.

Here are a few to help you get started:

Amazon Marketplace

https://affiliate-program.amazon.com/

I suggest using Amazon to locate products primarily with a higher price point, as their payout rate is set at only 4%. Personally, I use Amazon only for products priced at $200 or higher to make up the difference in the low-end commission offer.

Still, the Amazon marketplace is a great way to monetize extra space on your website or blog, and with their extended affiliate options, such as being able to integrate an "astore" into your website, you're given a lot of flexibility as to how you can develop affiliate campaigns.

Tip: You can monetize your feeder sites with Amazon modules and plugins, just by logging into your Amazon Associates account and exploring their 'extended' options.

Commission Junction

Otherwise known as "CJ.com", Commission Junction has been around for many years and is known to pay on time and provide unbeatable support.

They also feature hundreds of merchants across the board spanning thousands of niche markets.

You may require approval prior to being able to participate in select affiliate programs, as Commission Junction provides merchants the opportunity to pre-approve affiliates, but the application is extremely simple and you can expect to receive a response in a matter of a few hours.

http://www.CommissionJunction.com

Share A Sale

http://www.ShareASale.com

ShareASale.com has grown into an extensive affiliate marketplace, and since all merchants are required to retain a cash balance of funds used to pay affiliates, it's a risk-free way to ensure that you are paid for all of your efforts.

Pay Dot Com

http://www.paydotcom.com

PayDotCom is similar to ClickBank in that it only features digital products. One of the key differences between PayDotCom and Clickbank however is that when promoting products through PayDotCom, it's up the merchant to pay you, and this is done primarily through Paypal. With ClickBank, you are paid by the company itself based on their payment schedule (every two weeks for paper check or weekly via direct bank transfer).

Link Share Services

Link Share is an ever-growing affiliate marketplace and with it comes a great variety of lucrative and high paying affiliate opportunities.

You can create your Link Share account at http://www.LinkShare.com

Here are a few resources to further help you find and evaluate potential niche markets:

NicheBot:

http://www.nichebot.com

Google Trends

http://www.Google.com/trends

Google Trends reveals the current popularity of a search term (keyword) and provides you with related resources (including articles, blogs and news).

Trend Watching

http://www.TrendWatching.com

Amazon Best Sellers

http://www.amazon.com/gp/bestsellers/books

Yahoo Buzz

http://buzz.yahoo.com

CB Analytics

http://www.CB-Analytics.com

Money With Review Sites

One of the easiest ways to make money online is by developing a detailed, honest and straightforward review website for your niche market.

A review site offers important information to buyers, such as giving them a breakdown of the product or service, including personal testimonials, feedback as well as getting your visitors involved in posting their own comments and experiences.

One of the greatest aspects of a review site is that it can fit into literally any niche or market online.

From Amazon affiliate review sites, to developing review sites around the television programs, movies and music that you love, you can build a very profitable business online, all powered by targeted review websites!

Cater To Hungry Buyers

One of the greatest things about review sites is that you are able to target people who are on the verge of buying. They want to make informed buying decisions and they do this by reviewing comments, feedback and testimonials from websites that have personal experience with the products and services that they are interested in.

What does this mean to you?

It's a LOT easier to make money with visitors who are actively searching for specific products, and who, for the most part, have ALREADY made up their mind to buy the product but simply need a bit of reassurance before making the purchase.

In order to set up a review-based website, you will need a domain name and hosting account. You can register a domain name at many different registrars including www.namecheap.com and www.moniker.com, but you'll want to do your best to choose a domain that incorporates relevant keywords from within your niche market.

You want your domain name to demonstrate to potential visitors exactly what your website is about so that you can rank within the major search engines and attract targeted visitors.

Examples: *ElectricGuitarReviews.com – GolfClubOverview.com etc*

Just make sure that your domain is keyword-rich, easy to spell and clearly demonstrates the focus of your site. You want people browsing through the search engines to be able to identify your site as being one that offers the exact information they are searching for.

When it comes to hosting, there are thousands of hosting providers online, but one of the most affordable service providers is HostGator, found at http://www.hostgator.com

Host Gator is not only easy to use but they are extremely affordable, and when just starting your review site, you can set up a "Baby" account and later upgrade once your site has grown.

In order to develop your review site, you will either need to know (or learn) a bit of HTML in order to construct or customize review pages and templates, or you can use a combination of Wordpress and Review Site plugins to create powerful, interactive review websites without the fuss!

Here's all you need:

1) Copy of Wordpress – http://www.Wordpress.org (you want to download the self hosted option)

2) Copy of WP Review Site – http://www.WPReviewSite.com

WP Review site is a Wordpress plugin, so you can upload the plugin into your Wordpress directory and activate it from within your admin panel.

You can then customize it to suit your preferences, including template, layout, and even the style of reviews.

Note: You can create review based websites without WP Review Site just by using Wordpress, uploading a basic theme and categorizing your reviews, but WP Review Site will help optimize your site and minimize your workload, so if you can afford to grab a copy, I

recommend you do so!

You can also purchase 'ready made' review templates as well. These are HTML templates that are easily customized with any HTML editor such as Dreamweaver or Frontpage.

Here a few resources to help you out:

http://www.nichereviewlayouts.com
http://www.ReviewTemplates.com
http://www.KillerReviewTemplates.com
http://www.nichereviewtemplates.com

Review Site Generator:
http://autoreviewsitegenerator.com/

You can also purchase review packages that come fully loaded with pre-written reviews, but you'll want to take the time to edit the content so that it reflects your own opinions, while being able to offer your visitors with unique, quality information on the products and services they are interested in.

If you really want to make the most money possible from your review sites, you absolutely need to research markets, verify the viability of niches and know, with certainty, what people are interested in, searching for and willing to buy.

Without proper research, you have little idea as to what products or

services you should include within your review site, but more importantly, you aren't sure <u>WHAT</u> people are entering into the search engines when searching for these products.

This is where niche and keyword research comes into play. By defining the most popular keywords used by your target audience, you can incorporate them into your reviews, content and websites to attract organic traffic from the search engines. Your review site will be thoroughly optimized and VERY targeted towards hungry buyers.

(Plus, you can swipe commissions by piggy backing off of successful marketing campaigns that others have created!)

For example, you decide you are going to include the ClickBank product *"Acne Free In 3 Days"* in your review site. You know that people who are likely to purchase this product are suffering from acne and want a quick and pain free solution.

You're able to define <u>WHO</u> your market is.

In order to optimize your review, you will want to include the product name AND author name in both your review and your review title, so that your page quickly ranks in the search engines, and is directed towards people who aren't just searching for an acne cure, but who are interested in this specific product.

By including author names, website URL's and product titles in your reviews, you are able to create laser-targeted pages that will boost

your position in the search engines, while making it easier for you to "swipe" commissions from people who are already interested in the product but need a bit more information or reassurance before making the purchase.

Each review should always include relevant keywords, but to better optimize your site, include SPECIFIC keywords involving the products and services you are writing about.

You start by visiting http://adwords.google.com/select/KeywordToolExternal and entering in your primary keyword.

You will quickly learn how popular different keywords are, how competitively targeted they are, as well as being given alternative (long-tail) keywords that you could use in your reviews for easier ranking in the search engines.

Here are a few other keyword tools worth checking out:

http://www.WordTracker.com
http://www.WordStream.com

Once you have chosen your niche market, it's time to create a swipe file of potential products that you can include on your review site.

You want to pay attention to both the quality of the products you are promoting, as well as the price range, based on what your target audience is comfortable spending.

Tip: If choosing products from the ClickBank marketplace, you can use http://www.CBEngine.com to create a snapshot of the top products selling in various niche markets.

How To Make Money With An Amazon Review Site

By becoming an Amazon affiliate, you'll gain instant access to thousands of products in over 50 different markets that you can base your review site around.

From music, to movies, books and even electronics, toys (and in some countries, food!), there is no shortage of products to promote.

You can create an Amazon review site just by using the same HTML review templates that you are already using, or you can once again; use Wordpress as the foundation for your site.

You will need an Amazon Associates account before you can choose products to promote, and you can sign up at: https://affiliate-program.amazon.com

Amazon makes it very easy to set up review pages, including:

Create an aStore

AStores feature various products from hand-chosen categories, so you can really customize your astore to appeal to specific niche markets.

All you need to do is log into your Amazon Associates account and create your store by choosing either specific products or complete categories. You then integrate a snippet of code into your blog or HTML page and your aStore will appear instantly!

Create your aStore:

https://affiliate-program.amazon.com/gp/associates/astore/main.html

Create Links & Banners

It's easy to advertise Amazon products by building banners and links for various products, and then adding them throughout your website navigation as well as within your content pages. You can earn up to 15% of all purchases made during a visitors shopping session.

Create Banners & Links:

https://affiliate-program.amazon.com/gp/associates/promo/buildlinks.html

Use Widgets

You can build powerful Amazon widgets quickly right from within your Amazon Associates account. Widgets are interactive mini-applications that bring Amazon functionality to your website.

Check it out: https://widgets.amazon.com/

Pay Attention To Stats

Make sure that you take advantage of the "Reports" section within your Amazon Associates account.

It will provide you with important information regarding your earnings, as well as extensive data about the activity of your Amazon links, aStores and campaigns (including traffic details, conversion rates and more).

Stats: https://affiliate-program.amazon.com/gp/associates/promo/reports.html

Making Money With CPA Offers

CPA (cost per action) is also known as PPA (pay per action) and is an online marketing opportunity that pays you based on a specific structure or model.

For example, if you participated in CPA offers, you would be paid each time a prospect completed a specific action, such as registering on a website, filling out a form, signing up for an offer, or perhaps just visiting a particular website.

The requirements often range from a single email opt-in to lengthier form processing including three, four page surveys, application forms as well as downloading software, scripts, demos and screen savers. While CPA offers vary and the requirements associated with being credited for an 'action', there are an abundance of high paying CPA offers and programs that you can get involved in.

Most CPA Companies pay out anywhere from $.25 right up to $4.00 for a single email capture (visitor enters in their email for information), with other CPA opportunities paying out as much as $150.00 for a multi-part process or a more in depth requirement where your prospect may need to verify their address, accept a free trial offer and at times, your payment will only be credited weeks later once your prospect has completed the process.

In order to begin earning money with CPA offers, you will need to

enroll into a handful of CPA based programs.

There are networks available online that house a large variety of CPA offers, enabling you to join one website and being given the opportunity to participate in multiple programs from many different companies.

Here are a few of the popular CPA networks online:

AzoogleAds

This is one of the more popular CPA networks, and is consistently growing in size each day. Having been established in 2000, it's known to be one of the more reliable networks, offering payouts per lead, per sale and per download.

They have a consolidated payment via check for a minimum of $50.00, with stats and data appearing in real time on their website.

http://www.AzoogleAds.com

MaxBounty

Simple registration and guaranteed acceptance makes Max Bounty a popular program within communities and online forums based around CPA networking.

Another company that has been active for quite some time and has proven themselves reliable with support and payout.

You can set your payment minimum to a different amount ranging from their minimum of $50, up to 200.00 with payments disbursed monthly via check, bank transfer or Paypal.

International members are also permitted to join with special promotions and campaigns available targeting those groups.

http://www.MaxBounty.com

Never Blue Ads
This network offers a large variety of different campaigns, with a focus on pay per lead programs. With over 20 categories chalk full of viable and lucrative offers, there is no shortage of programs to promote. Payout is monthly with a minimum requirement of only $25.00, another great reason to join Never Blue Ads.

Initially, on the registration form the only form of payment appears to be via check, however once you are a member you can contact your affiliate representative for additional options including Paypal. Registration is a simple online registration, and approval is quick, with confirmation within two business days.

http://www.NeverBlueAds.com
Offers Quest - This is a smaller network but is growing in popularity with their focus primarily on Cost Per Lead campaigns.

However before you are able to join you must have a fully functional website that is already generating a bit of traffic, written in English

(only). You are also not permitted to offer incentives to your visitors (for action).

Payouts are monthly via Paypal or check with a minimum balance requirement of $20.00 for those within the United States or Canada, with a minimum payment requirement of $50.00 for other countries.

http://www.OffersQuest.com

Copeac - This network offers a variety of action based programs including: Cost Per Sale, Cost Per Click, Cost Per Acquisition, and Cost Per Lead, with many categories available and a referral program offering an additional 2% for new advertiser sign ups.

Payment is made via bank wire or check, monthly, with a minimum requirement of $100.00. They also offer a 24 hour emergency hotline if you need help at any time.

During registration, you will be required to verify your location using their automated telephone verification system (similar to the system that Paypal uses)

http://www.Copeac.com

Rocket Profit
This is one of my favorite networks, due to their extremely wide scope in terms of unique Cost Per Lead and Cost Per Sale offers. Payment is available via bank wire, Paypal and check with a minimum requirement

of only $25.00 and is disbursed every two weeks.

Applications are reviewed daily, with notification of acceptance received within 2-3 business days.

http://www.RocketProfit.com

Hydra Network

This is a widely popular CPA network featuring Cost per Click, Cost Per Lead and Cost Per Sale offers. Hydra offers a large assortment of promotional media as well, including email campaigns, co-registration and search.

They also provide very detailed statistics and reporting making it easy for you to monitor your progress in real-time with pre-screening of campaign matches available to ensure that you choose the best campaigns to match your existing audience/traffic.

Payments are every 15 days via bank deposit (wire), and Paypal. Hydra Network also offers the highest payouts for their campaigns.

http://www.HydraNetwork.com

Modern Click

This program is very difficult to get into, as they manually approve every applicant, however once you are accepted you will find quite a few lucrative campaigns to work with including access to advanced tracking tools and real-time stats.

The minimum payment requirement is $25 and the pay period is once a month via check or PayPal. Their registration process is a bit tedious and lengthy but approval is quick.

http://www.ModernClick.com

Direct Leads

Features a solid program with a wide scope of available offers.

http://www.DirectLeads.com

Web Sponsors

This is one of the larger affiliate networks. Their featured offers are lucrative and high quality products that make promoting very easy.

http://www.WebSponsors.com

List Building Profit Plan

List building is all about connecting with your target audience by offering them high quality information in exchange for their subscription and in affiliate marketing, a laser targeted, responsive email list will be the key element to your success.

Once a subscriber is a confirmed member of your list, you can begin sending promotional based follow up emails in balance with relevant and useful content based on your overall market.

Email marketers collect leads using a combination of squeeze pages and opt-in forms. These forms are generated by your autoresponder

provider and are embedded into the HTML code of your squeeze page template.

Each time a visitor to your squeeze page enters in their name and email address, they are added to your mailing list database, and become an active subscriber of your newsletter.

List building helps faciliate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them, that will encourage sales as well as repeat sales (which will make up the larger majority of your email marketing income).

The Tools You Need

In order to begin building a profitable email marketing campaign however, you will need to make sure that you have all of the tools that are required, including:

1) Professional Autoresponder Account

With autoresponder services like www.GetResponse.com and www.Aweber.com, you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box.

By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

An autoresponder is a mailing list system set up with pre-loaded messages due to go out on scheduled times. This means that you can write all of your messages at once but have them trickle out to your subscribers on various days.

Being able to pre-create this content makes life a lot easier as an email marketer because you can set it up on auto-pilot and spend your time and effort consistently driving traffic to your squeeze page in order to continuously expand your list.

The autoresponder service provider you choose will provide you with an account where you can log in and create unlimited email campaigns as well. This means that you can cater to a dozen or more niche markets but keep things organized and well managed by emailing these groups individually as to avoid confusion.

For instance, perhaps you are interested in the dog training niche market as well as the golfing market. You would simply create two autoresponder campaigns. One titled golfing and one title dog training.

You would create your content separately for these two markets, pre-fill your autoresponder account and it would instantly send out your notices, news and updates to each group of subscribers.

If you choose to host your own autoresponder system, one of the most feature-laden scripts on the Internet is available from Interspire, http://www.interspire.com/emailmarketer/

2) Squeeze Page

A squeeze page houses your opt-in form and provides a place for your contacts to find you, evaluate what you are offering and make the decision to become an active subscriber of your list.

A squeeze page is very similar to a salespage in terms of its primary function is to pull in customers and motivate them to take action, in this case, subscribe to your list.

That call of action is <u>essential</u> in creating high preformance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

You need to clearly direct visitors to enter in their name and email address as well as instruct them to confirm their request to join your list (if you are using double opt-in).

One thing to keep in mind when developing your squeeze page is that it should motivate visitors in the same way that a traditional sales page should, however, the actual structure of your squeeze page will be very different.

With sales pages, they are typically designed to offer as much information about a particular product or service as possible, since the main focus is on transforming a visitor into a customer.

With a squeeze page, you aren't asking your visitor to make a decision

to purchase or committ to anything other than to subscribe to your mailing list where they are rewarded with a free product.

Keeping this offer or giveaway in mind, when you develop a squeeze page, you need to have a strong focus on your market, and design your offer around an existing problem, need or question.

To come up with the best incentive offer possible, you'll need to thoroughly evaluate your market, as well as competing offers so that you can create a relevant product that is in demand and likely to capture attention from your target audience.

Squeeze pages should be designed to offer a clear navigation system, basic structure and template and a compelling offer.

To summarize, your list building funnel consists of three major parts:

1: Squeeze Page With Opt-In Form
2: Compelling High Quality Offer or Incentive
3: Follow Up Emails And Broadcasts

We will discuss the anatomy of a successful squeeze page in an upcoming chapter, so that you can begin to develop your own.

3) Giveaway (Incentive)

Your giveaway is essentially, the most important element on your squeeze page.

If your offer doesn't motivate visitors into subscribing, all of your marketing efforts will be lost. This means that you need your offer to be of interest to the majority of your target market, rather than to a small group of subscribers. The higher the quality of your giveaway as well as the more relevant your offer is to your market, the easier it will be to recruit new subscribers.

There are many different ways to ensure that the product you are giving away is of a high-perceived value by your subscriber base and likely to be successful in converting new subscribers.

To start, consider the different types of products that are being successfully sold in online marketplaces and create a shorter version of a hot selling product, and offer it for free to anyone who subscribes to your list.

If competitors are successful in selling a similar product and you are giving away a high quality product based on the same topic, imagine just how easy it will be to recruit visitors and subscribers to your site.

And better yet, what better way to begin building a relationship with an active subscriber base than by offering them something of equal value with no strings (or price tag) attached!

You could offer:

➤ Free Reports

➢ Free Ebooks (full length of leaked chapters)

➢ Free Tutorial Guides

➢ Video Tutorials

➢ Free or Trial Access To a Membership Program

➢ Free Booklet with "Top Tips"

➢ Free Weekly Newsletter Subscription

➢ Free templates or graphics

➢ Free Audio Interviews, Lessons, Tutorials

The key to creating a successful giveaway product is in its overall relevancy and existing demand.

You want to make sure that your target audience is actively searching for similar information, and that it is being sold successfully in the marketplace. If you do that, you will have little difficulty building a massive list of targeted prospects who will be eager to receive your emails and broadcasts.

If you plan to promote an ebook or e-course of some kind, a very powerful method of building a massive mailing list while generating new business for your product is by offering a leaked chapter of your info product.

By offering this free chapter, you are able to provide new subscribers with a sample of the quality of your work, as well as generate buzz around your upcoming product launch.

If your product is well written, you will find it exceptionally easy to build a subscriber base of people who will likely purchase the full length version when it launches.

This is also a savvy method of creating a viral campaign for your upcoming launch as people pass around the 'leaked chapter' to everyone they know.

If you are interested in outsourcing your project to experienced freelancers, you can easily find a trustworthy professional from the following freelance marketplaces:

http://www.Guru.com

http://www.Elance.com

http://www.Scriptlance.com

4) **Domain And Hosting Accounts**

There are many different domain registrars available to choose from. Personally, I use www.namecheap.com and www.godaddy.com however, one thing to keep in mind however, is that you should have a good idea as to the niche or market that you are intending on targeting prior to registering your domain.

That way, you can register a domain name that incorporates relevant keywords pertaining to that target audience.

For example, if I wanted to build a mailing list that targeted the work at home job niche, I would consider registering a domain name that incorporated the keywords 'legit online jobs', such as www.Legit-Online-Jobs.com where I would offer a free report focusing on how to find a legitimate work at home job. The domain and the content both speak directly to my target audience.

In order to streamline your ability to build targeted lists, you also need a web hosting account, making it easy to capture your visitor's information, and add them to your list by showcasing a squeeze or landing page.

When it comes to choosing a hosting provider, you need to make sure that you go with a service that allows for flexibility and fast upgrades.

You can start out with a smaller package, and as your marketing expands, you can upgrade your account to a larger package.

With your hosting provider, make sure that they offer the ability to use sub domains, so that you can create multiple interior pages for every squeeze page you create. I recommend using www.HostGator.com

Creating A High Converting Squeeze Page

This is where it all really begins; creating a high converting squeeze page that directly communicates with your target audience and motivates them into subscribing to your list.

By providing solid information, and relevant content, you will quickly begin to establish credibility with your list members and a reputation as someone who is interested in providing high quality information and exceptional value.

A squeeze page is NOT designed to sell. It's primary job is to convert traffic into confirmed subscribers and you need to keep this in mind when creating your page.

All you need is a simple HTML page you can set up on your website or blog on websites such as http://www.Wordpress.com or http://www.Blogger.com .

There are even free plugins for websites that are designed on the Wordpress platform that will automatically insert an opt-in form on your website.

One of these services is available at http://www.CodeBanter.com

To help you create the most effective squeeze page possible, here is a quick overview of the most important elements that you need to include in your own squeeze page:

Compelling, Attention-Grabbing Headlines

Your squeeze page's headline should be the very first thing that your visitor sees and therefore it needs to attract attention, draw them in and keep them focused long enough for them to become a confirmed subscriber of your mailing list.

Your headlines text size should be larger than the rest of the text on your page, and for increased exposure, consider adding color to your headline (red and blue works well).

You could also consider highlighting your headline and any sub headline that you use. You can use the <h1> and <h2> tags to enlarge your text, which will not only help with capturing attention from your visitors but will also alert search engine crawlers that the enlarged text is important.

Center your headline within your template and try to work in your opt-in box so that it is close to the headline itself. If you are using a CSS based squeeze page, your opt-in box could be placed in a right column, with a bullet list of benefits featured in the main body of your page.

Content/Body

You should keep your content trimmed down so that it focuses only on the most important information that you have to share.

Avoid wordy squeeze pages that offer endless paragraphs of

information. Your squeeze page has ONLY one task, to convert visitors into subscribers and so you need to keep it clear, concise and of course, exciting!

You will want to split test your copy (including lengths) to determine what will increase conversion rates, but in the meantime, here is a quick overview of how to better structure your squeeze page content so that it is easy to read, understand and encourages subscriptions:

1) Use Bullet Points To Highlight Benefits

Bullet points emphasize important features and draw attention to the special aspects of becoming a subscriber of your list.

This is a great way to showcase the benefits of becoming a subscriber, and what they will receive, in return, for their subscription.

For example, if you were offering a report on the 'Insider Secrets To Finding A Work At Home Job', your benefit list could include:

- Find out how to land a high paying telecommuting job even if you have absolutely no experience online!

- Avoid devestating work at home job scams that circulate the industry and target people just like you!

- Discover the #1 freelance website where 99.9% of new telecommuters are able to secure employment in their first week online.

- Create a compelling resume that guarantees you stand out from

the crowd and get noticed by top paying companies online!

2) Retain Focus At ALL Times

Eliminate any external links and keep your squeeze page focused. You want to avoid distractions or in directing potential subscribers to external websites (or even internal pages on your site).

Their ONLY option should be to subscribe to your mailing list. You don't want to confuse them or deter them from your one objective; getting that lead.

Avoid navigation menus, widgets, plugins, or links to articles. Your squeeze page should be one-page long, feature your bullet list, headline, opt-in box and private policy. Eliminate clutter and any information or content that is not necessary to securing the subscriber.

3) Strong & Clear Call To Action

If you want your squeeze page to successfully recruit new subscribers, you NEED to clearly direct visitors to fill out your opt-in form and confirm their request.

Do NOT assume that people know what to do. Remember, not everyone is likely to have experience with mailing lists, and so you need to directly instruct them as to how they are able to gain access to your free, high quality offer.

Just the same, you also want to direct them to confirm their request to

you're your list once they have entered in their name and email address.

If you are using a double opt-in format, you will NOT be able to communicate with subscribers who have not verified their request, so make absolutely certain that you are following up and instructing everyone to confirm.

(You can do this by automatically directing subscribers to a secondary page on your site that thanks them for subscribing and tells them that the final step is to check their email and confirm their request to join your list by clicking on the verification link sent out by your autoresponder system).

Just like your squeeze page, keep your confirmation page clean and crisp. Avoid ANY external links at this point because you need your subscriber to follow your instructions instantly, eliminating any chance of them forgetting to confirm.

Incentive Offers: Up Close

In order to entice your website visitors into subscribing to your autoresponder, you want to really take the time to consider a **free incentive** to maximize the number of visitors that you can convert into subscribers.

People are often leery about handing over their name and email address to a complete stranger. With so many Email Marketers spamming their lists with useless garbage, web users have become cautious about whose lists they join.

This is why you need to present an offer that is absolutely irresistible.

You want to stand out from the crowd by taking them by the hand and saying *"Look at what I can offer you!",* and in case they aren't listening, a free incentive just may be the push they need to motivate them to take action and subscribe to your list.

It's a very powerful way to generate a huge list of valid opt-in readers as well as begin the process of building a relationship with these subscribers.

When it comes to what you should offer your visitors, there are many different products format that work well, depending on your niche market.

You could offer:

- ➢Free Report
- ➢Free Ebooks
- ➢Free Graphic Packages
- ➢Free Tutorials
- ➢Free Sample Chapter (from a paid product)
- ➢Free e-Courses

You really want to spend some time evaluating your options when it comes to the giveaway (otherwise called a 'bribe'), because it ultimately will be responsible for whether your squeeze page converts or fails.

When deciding on a squeeze page incentive, you want to determine what your target market is actually looking for, and simply giving them a high quality product that they can't find anywhere else.

You can do this with a free report, ebook or a simple e-course that is set up to deliver training tools and resources on a weekly basis.

Promoting Your Squeeze Page For Maximum Profits

Once you have your squeeze page set up and your autoresponder account created, you need to focus on developing an email sequence that is activated from the moment a website visitor becomes a subscriber.

This is how it works:

Your visitor enters in their information via your squeeze page and confirms their request to be added to your newsletter.

Your autoresponder kicks in and emails your prospect a welcome email that you have written. This is sent out automatically within minutes of their subscription.

Your autoresponder continues to email your subscriber on pre-set dates, according to the system you have set up within your autoresponder account.

You can determine delivery dates and times from your administration panel, and all of the emails you create within your autoresponder account will be sent out to all active subscribers on a regular schedule.

Example: You create 4 emails that are scheduled to be delivered accordingly:

1st Email: instantly sent to your subscriber thanking them for subscribing to your list and provides the download that you initially offered on your squeeze page, usually a direct link to the download location on your website.

2nd Email: Scheduled to sent out on the third day after your subscriber has confirmed their request, and includes an email offering free content, additional articles or another report.

3rd Email: Scheduled to go out on the 7th day of the sequence, promotional based, advertising a related product.

4th Email: Scheduled to go out on the 10th day.. and so on.

The balance that you use, when mixing up free content with promotional based material is entirely up to you, however the more value you give to your list, the easier and faster it will be to develop a relationship with your subscribers.

Taking an aggressive approach to email marketing works for some, however for the majority, it's always best to tread carefully, initially focusing on building a relationship with your list, and then doubling that up with promotional offers, or recommendations to affiliate based products.

Essentially, you want to 'condition' your list so that they grow accustomed to receiving promotional based emails from you on a regular basis.

It's up to you to keep a pulse on your subscriber base, and determine what works best, how frequently you contact them, and whether they respond well to the products you are promoting.

Just don't be afraid to experiment and test out new ideas and innovative ways to consistently grow and maintain your subscriber base.

Here are a few ways to build the highest preforming mailing lists, quickly and easily:

Create Multiple Squeeze Pages

Rather than just constructing one squeeze page, consider creating a network of opt-in pages that cover various markets as well as the SAME market, but offering a different giveaway product.

By doing this, you are able to cater to all sorts of people who might not be interested in one giveaway but would gladly sign up to receive another. Plus, you can easily split test different layouts and templates by running various squeeze page offers at once.

Keep in mind that the more squeeze pages you have in circulation, the more exposure you'll receive.

Note: You can use the same autoresponder sequences for all of your squeeze pages within the same niche markets, as long as you customize the introductory email so that it features each unique giveaway/offer.

Implement Your Squeeze Page Into Social Profiles

If you have a Squidoo lens, you can now add opt-in pages right into your existing page. It's available as a module, and it's a great way to generate instant traffic to a remotely hosted opt-in page.

You can set up an unlimited number of Squidoo lens pages, incorporating your squeeze page into each one. Just make sure to make sufficient content into your lens so that you are offering

something of value to visitors.

Note: Squidoo is considered an authority website and carries exceptional weight within the search engines, not only will you be able to generate fresh leads from your opt-in page itself, but you could also add links to your Squidoo lens pages that lead visitors to your other squeeze pages as well.

Hub Pages is also another great method of drawing in new traffic and subscribers. HubPages works similarly to Squidoo in terms of being able to create instant single websites even if you are unfamiliar with HTML.

http://www.Squidoo.com

http://www.HubPages.com

You should also add your squeeze page into your www.twitter.com profile, as well as every other social community you are a part of including Facebook, YouTube and MySpace.

Article Marketing

Article marketing is a very effective (and free!) marketing strategy and for many of us, end up being our primary force behind generating consistent traffic to our squeeze pages.

With article marketing, it's all about offering high quality, relevant content that targets your market and propels them into investigating your resource box and visiting your website to find out more about you.

Article marketing is extremely easy to set up, and even if you aren't a proficient writer, you can easily outsource article creation to affordable, high quality writers.

Even if your budget is very small, there is no reason why you can't compile a small package of articles, spanning from 300-500 words in length that are highly targeted and relevant to your squeeze page's topic.

Start out by submitting 3-5 articles every week, and before you know it, your article campaign will generate consistent traffic to your squeeze pages. As you continue to expand on the number or articles in circulation, you will be able to generate more traffic on a regular basis.

Just make sure that the articles you do submit into article directories are exceptionally well written and targeted.

After all, these articles represent you and your brand, and you want your readers to be impressed with the quality as they are likely going to base your other products on the information found within your article content.

Pay attention when constructing your author's resource box (which is attached to each article that you submit.)

This resource box is the only place in which you are allowed to include external links and you want to include a call to action that motivates your reader into clicking on your link and visiting your squeeze page.

You also want to use anchor text whenever possible, so that not only are you able to generate traffic from article directories, but you can also rank for specific keywords within the search engines.

Here are a few article directories to get started:

http://www.EzineArticles.com
http://www.GoArticles.com
http://www.ArticleDashboard.com

List Building Overview

Split Test!

Split testing squeeze pages is an important element of a successful email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts.**

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:
http://www.google.com/analytics/

Develop Your Brand!

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every email you send to your list should directly work towards strengthening your brands recognition for value. This means that you must be extremely careful with the kinds of products you promote as well as the quality of the products you endorse.

Whether you are the developer or not, if you give it your stamp of approval, your subscriber base will hold you accountable should the product or service fail to deliver.

You should therefore always review each product or offer you are planning to promote so that you can not only stand behind it, but can directly answer any questions that your subscribers may have about the offer.

Keep your emails focused and relevant. If you end up venturing into a new niche or are interested in exploring other markets, you should work towards creating individual segmented lists for each niche.

Segment Your Lists For Better Targeting!

Segmenting your lists does more than maximize your chances of having your emails delivered successfully. List segmenting will also help you effectively communicate and target specific subscribers, increasing response rate and helping you create successful broadcasts.

For example, if you developed a mailing list catering to the "Internet Marketing" crowd, it's likely that your subscribers come from different backgrounds, are currently at different levels of their marketing training or are interested in various areas of the Internet Marketing industry.

By segmenting your lists, you can create content based on each groups interests and skill levels as well as develop products and

services around each subscriber category.

Don't Let Your Lists Run Cold!

You absolutely need to focus on staying in constant communication with your subscriber base.

This doesn't mean that you necessarily have to email them every day, but what you want to do is consider creating a posting schedule so that you can get into the habit of connecting with your subscribers regularly, while demonstrating consistency.

Your subscribers will then begin to expect your emails on certain days and by doing this, you will begin to see a dramatic increase in your open rates.

The more consistent you are with your broadcasts, the easier it will be to condition your subscribers to accept promotional based emails and advertisements in between mailings containing free content and resources.

Quick Affiliate Cash Strategies

Before you can start earning instant commission payments, you'll need to set up a way of receiving your money. With the majority of instant commission programs, funds are processed through Paypal, so you'll want to set up a Paypal account to use for these campaigns.

You can create a Paypal account at http://www.Paypal.com

You'll be able to set up your account in a matter of minutes, but in order to remove any limitations in restrictions (such as the amount of money allowed to enter or exit your account), you'll want to add and confirm a credit card and bank account.

If you are located within the United States, you can also get your hands on a Paypal debit card, and once you have this you'll be able to withdraw your commission payments INSTANTLY from any ATM machine.

The debit card is currently only available to United States residents, so if you're in another country, you'll have to withdraw your funds through bank transfer which can take up to 5 business days.

Once you're ready to accept payments, it's time to locate high paying affiliate offers that provide automate commission processing. The way that the majority of these sites run is by using a script that disperses payment by sending you 50% of the profits, and retaining 50%.

There are a few different scripts available on the market that allow vendors to pay affiliate automatically, and it's important that you're familiar with them because you can then seek out hundreds of other automatic commission programs!

The most popular script is the '$7 script', and if you're looking to find

hundreds of instant affiliate programs, try entering in '7 dollar script' or $7 script' at http://www.Google.com

Another script that is used by the majority of vendors to offer instant affiliate payouts is the 'Rapid Action Profits' script, and again, you can find a TON of affiliate programs using this script by visiting Google or Yahoo and entering in:

'Powered by rapid action profifts'.

With Rapid Action Profits, you earn 100% commissions on every 'other' sale generated by your promotions. For example, if you sell 2 copies of a digital product, the first sale will go directly to the merchant, and you'll be credited instantly for 100% of the second sale.

Here are a few other resources to help you out:

http://www.7DollarOffers.com
http://www.RapMall.com/Products.html
http://www.RAPBANK.com
http://www.PaySpree.com

When it comes to formatting your affiliate links, these scripts don't usually require that you create a traditional affiliate account, but instead, you simply add your Paypal email address to the end of the affiliate link like this:

http://www.Website-URL.com/?yourid=Your-Paypal-Email

It's important to make sure that you format your link properly so that you are credited with every sale generated as a result of your promotions, so take the time to create a 'swipe file' by opening up your text editor and creating affiliate links for the different products that you are interested in promoting.

Not only will this help you keep track of the different products you are advertising, but it will also help you cover more ground in less time by having a 'ready made' swipe file at your fingertips!

You will want to first choose a niche topic so you know what types of products to search for, and then start building promotional campaigns around these topics.

I'll show you how to get started quickly in the next segment of this report!

Desperate Market Profits

A niche market can be broken down and defined in several different ways.

For instance, they can be broken down by:

- Age
- Gender
- Employment
- Income
- Family and marital status
- Interests and hobbies
- Ethnic and cultural backgrounds
- Social or religious beliefs
- Geographic locations

Most of the time a niche will be broken down in many different ways and many different factors will be used to narrow it down, making it possible for business owners to effectively target the right group of consumers with tailor-made, targeted campaigns.

If you were to ask most business owners the question "who is your target customer", most of the time they will answer "everybody", because they truly believe that everyone will want what they have to offer.

By making this assumption they fail to actually reach the people who are really interested, and in turn, their marketing campaigns fall short

simply because they failed to target the right audience, and communicate directly with their real target base.

When you are researching and defining your own niche market, always keep in mind that all people have different wants and needs. By using niche marketing to narrowly define your target customers and focusing your advertising efforts on them you will see a much higher return on your investment and much more success for your business.

Plus, niche marketing is simply easier. Since you pinpoint a specific segment of your market, you know exactly who you are catering to, what they are interested and where to find them.

With niche marketing you aren't following the crowd, or sticking with "mainstream topics", but instead, are able to generate non-stop profits from some of the smaller markets that are often overlooked by the 'big guns'. In fact, some of these niches are virtually untapped, leaving you with a wide open market ready to be claimed!

Which brings me to a very important point (and misconception regarding niche marketing): The biggest mistake that people make when considering niche markets is that there is less money in it than with the larger, mainstream markets.

In truth, if you approach niche marketing the right way (by building extremely focused, highly targeted campaigns), you can actually make MORE money in LESS time (and with less work) than with any of the larger markets because when there's less competition, it's far easier to

penetrate markets and target your customer base!

Niche marketing is not about trying to sell your product or service to the world at large. It's important as a small business owner to understand that it isn't practical or possible to try and launch a wide spread campaign unless you have a large advertising budget to work with. You can, however, sell to a smaller, more targeted audience by using niche marketing as the backbone for your online campaigns.

And there's another very lucrative aspect to becoming a niche marketer; Competition is nearly taken out of the equation! You aren't lined up beside or behind a million other people who are selling the exact same thing you are selling. You are selling to a **specific audience** that you have targeted with active marketing campaigns.

Choosing Your Niche

When deciding on what segment of a market you are interested in promoting, along with what products and services you are going to build your campaigns around, your decision should be based on <u>one</u> simple principle.

There should be a demand for the product or service!

You don't want to waste your time and effort creating marketing campaigns for a product or service that no one wants. So you want to focus on finding products that people are looking for, ones that they actually need, that will make their lives better, make them feel better, help them look better physically, or help them solve a problem.

These are the types of products that people will actually spend their money on.

Once you have chosen a product or service that meets your basic requirements then researching and narrowing down the right market group for that product or service is the next most important step of the niche marketing process.

Some of the things that you need to know about your niche market group include:

- Where they spend their time online?
- What do they do in their spare time?
- What makes them tick from a personal and business point of view?
- What are their spending habits? (What do they buy?)
- What is their general demographic?

There are, of course many other factors that you can consider but these basic questions are a good place to start. There are also many different free and paid tools available to help you better evaluate niche markets and determine overall viability, however simple research is really all that you need to do and you should be able to come up with enough ideas to get started.

The next thing you need to look for as you research your niche market group is what they are prepared to spend on a product or service. This will help you when it comes to creating your advertising material.

The best and most effective was to do this is to visit sites that advertise products or services similar to what you have chosen to sell. It should be easy enough for you to see if they are giving away a service or at what price they are offering their products to consumers for.

The basic principle here is that if you can determine that there are people out there who are willing to spend money to buy what you are selling, you can then identify those people as a niche group to focus your marketing efforts on. Use existing competition to gauge and determine overall pricing, demand and popularity, but don't get stuck replicating what everyone else is doing. Be creative, innovative and work towards building a unique brand and USP of your own.

The most important thing to keep in mind is that good research is the key to successful and profitable niche marketing.

- *We find niche markets with existing buyers*

- *We find niche markets with existing sellers.*

Whether you plan to develop your own niche information product or you are interested in making money with affiliate campaigns, you always want to venture into markets that are easy to penetrate, have been proven to be profitable and continue to be viable (evergreen) over the long run.

Where there are buyers, there is money to be made, and whether you

believe it or not, some of the more profitable niche markets are so obscure and small that they're often overlooked as not being 'viable', when in fact, they are bursting at the seams with avid, hungry buyers!

As we begin our journey into finding profitable niche markets, stop to ask yourself. 'What are people desperate for?' or 'What do people really need?'

By answering that question, you'll be able to tap into countless profitable niche markets, because when it comes to what people NEED rather than what they want, you've got yourself some hungry, desperate buyers who will anxiously purchase instant solutions or remedies to their questions and concerns.

You've probably heard of just how profitable 'desperate markets' are and there's good reason for this. Markets that are considered desperate are not only easier to target but easier to sell to as they are based around a NEED rather than a want.

* *That person desperate to get rid of her acne..*
* *That mother who is frustrated with potty training her child.*
* *The broken hearted lover who will do anything to win his ex back.*

When a NEED is there, rather than just desire, you've got a winning niche.

Combine that with a laser targeted campaign that provides a solution to their problem and you've got the winning recipe to success!

One of the most important things you can do is first evaluate and identify niche markets that encompass three major elements:

1) You can easily identify exactly who your audience is.
2) There are motivated, active buyers in the niche market.
3) You are able to get your marketing message across to your audience.

There's no sense in spending time trying to find an untapped niche market. There are few of them out there and those that exist would take a lot of work in order to penetrate because you'd first be forced into conditioning the customer base to purchase the types of products or services that you are offering, and you'd also be required to conduct extensive research, test out various campaigns, split test performance ads, and so on.

Forget about that! It's always easier to make money in niches that are already proven to be profitable, and that is what you are going to do.

You always want to conduct as much research about your markets as possible however, so that you can really understand what your target audience is interested in and create compelling campaigns that 'speak their language'.

You want to know:

- What people are currently buying
- Where there are any potential market gaps for products you could

create

- How much of a demand exists in the market

- What your customer base is most interested in, concerned with, needing help with.

In other words, pay attention to <u>who</u> you are selling to before you determine <u>what</u> you are going to sell and your campaigns will be successful.

It's likely that you've already got most of the research you need right in your own memory bank. Think about the general health market and then dissect it so that you have 10-15 health related niches to evaluate.

Health – General / Broad Market

Segments include:

- How to lose weight

- How to prevent /cure acne

- Gout

- Menopause

- Pregnancy

Rinse and repeat this formula with any broader topic and you'll likely find a handful of desperate markets.

Relationships – General/Broad Market

Segments include:

* Get your ex back

* Avoid Divorce/ Repair Marriage

* Improve Sex Life

* Pick Up Women / Men

These are desperate markets that consist of highly motivated prospects who are anxiously looking for a solution or answer to their problem.

Keep in mind that the best markets consist of buyers who are looking to relieve their pain whether emotional, physical or mental.

Another easy way to find and evaluate niche markets is by using a handful of free resources online, including:

Yahoo! Buzz
http://buzz.yahoo.com

Google Zeitgeist
Offers access to Google Trends, Trends for Websites, Hot trends and more:
http://www.google.com/intl/en/press/zeitgeist/index.html
You can choose to research specific areas or locations (if you were interested in targeting the US market, you could adjust your search query to only include US results), or you can search globally. You're simply looking for broad ideas and potential niche markets that you can later evaluate closely.

Don't overlook other resources for finding hot niche markets including popular magazines through www.Magazines.com , books via www.Amazon.com, hot searches through www.pulse.eBay.com and

through digital marketplaces including www.Clickbank.com

You'll be able to come up with enough niche ideas to keep you busy for years!

Launching Your Campaigns

Before you can start making money with instant affiliate offers, you need to be able to drive targeted traffic through your affiliate links. There are many ways to do this, and this section focuses on FREE techniques, so that you are MAKING money – not spending it!

To start, you will want to develop enough content to power up a variety of promotional campaigns. Content is the #1 most important component of a successful affiliate campaign, because it warms up readers and pre-sells the products you are promoting.

The more content you have, the better, but you'll be able to start generating traffic through your affiliate links with only 10-15 short and targeted articles.

The key to creating powerful article content is to keep it focused and relevant. You want the article to provide important information about the topic you are focusing on, while leaving the reader hungry for more.

Make sure that you weave targeted keywords throughout your content, including within the title of your article itself and in the first few paragraphs of your article.

That way, you are not only able to capture attention from targeted leads but you'll also be able to make sure that your content is quickly indexed and ranked within the search engines based on your primary

keywords.

Here are the easiest ways to generate fast traffic through your affiliate links and skyrocket your affiliate income!

Keyword Research Made Easy

The key to most of these traffic methods is proper keyword research. If you don't take the time to research your keywords carefully, you aren't going to have a very good chance to get a level of traffic that will help your site make good money.

Fortunately, keyword research is a relatively simple process. If you know what you're doing, you can research plenty of good keywords for your niche in just a few minutes.

When it comes to keywords, there are head keywords and what are referred to as "long tail keyword phrases".

Head keyword terms are typically shorter phrases such as "weight loss", while tail keywords consist of multiple keywords that describe a market or niche, such as "weight loss strategies for seniors".

For the most part, head keywords are always targeted by a greater number of competition as they are a short-form description of a market, and long tail keyword phrases will generate less traffic, but are much easier to dominate within the search engines.

Savvy marketers focus on long tail keywords and gauge their exposure by a COLLECTIVE count of all traffic generated from multiple long-tail keyword based campaigns.

You will find it much easier to position yourself in the top search engine results if you primarily focus on injecting long tail keywords into your traffic generation strategies.

Consider the fact that it could take you months (and serious cash) to rank for the term "weight loss", however if you set up a dozen different campaigns targeting relevant, long tail keywords including "weight loss after pregnancy", "how to lose weight quickly", or "safe and easy methods of losing weight", you would generate steady traffic from all campaigns (although lower than a single main keyword), collectively giving you **MORE** exposure than a competitive keyword that you are consistently struggling to rank for much less maintain your position.

You can quickly conduct keyword research for you rniche market just by using free online services, including

http://www.KeyCompete.com
http://www.WordTracker.com
http://www.Compete.com
Google's Keyword Utility

For the most part, I use the Google keyword tool, simply because it's very fast and easy to use and is absolutely free. The information is

also pulled directly from Google's database providing you with a more accurate overview of specific keywords than many of the other keyword tools found online.

Visit Google Keyword Suggestion Tool:

https://adwords.google.com/select/KeywordToolExternal

In order to conduct keyword research, you have to begin by entering in what is referred to as a "seed" keyword, basically a starting point to your keyword research.

The seed keyword is a short term describing your market, niche or potential products you are considering promoting.

For example, if you were interested in promoting the product "Acne Free In 3 Days", you could enter the seed keyword as "Acne Free In 3 Days", or if evaluating the acne market altogether, begin by entering in "acne".

Next, click "Get keyword ideas".

On the next page, you will see the results of your search.

NOTE: Your results won't be sorted by traffic, so you need to click "Global Monthly Search Volume" at the top of the results. This will sort the results by traffic volume from highest to lowest.

Local Search Volume: August ⑦	Global Monthly Search Volume ⑦	Broad ▾
18,100	18,100	Add ⌄
4,400	2,900	Add ⌄

The first column provides you with alternative keyword phrases that you could use within your content as well as with search engine optimization or promoting your product within PPC marketplaces.

The second column indicates the level of competition, and in our example above, nearly all of the featured keyword phrases are being heavily targeted by competitors.

The third column indicates the estimated number of searches for each particular keyword, based on monthly volume.

You want to look for keyword phrases that receive at least 300 searches per month according to the tool. Each phrase could receive a lot more or a lot less than the tool shows, so keep that in mind.

You also need to check to be sure the phrases you're targeting don't have so much competition that they would be extremely difficult to rank for.

You then want to turn to Google's main search engine at http://www.Google.com to complete your keyword research.

You begin by entering in each keyword phrase, directly into the search engine, wrapping your entire phrase in quotes, like this:

"golf swing techniques"

The reason it's so important to contain your search query in quotes is due to keyword proximity, relevancy and to make sure you are given an accurate idea as to the overall competition of the keyword.

Google and other search engines give more weight to sites with an exact phrase quote than when the words aren't in such close proximity, so by wrapping your text in quotations (example "dog training tips"), only pages that feature your entire keyword phrase will appear within the search results window.

What I want to find out is this:

How many people are using this **exact** phrase on their sites?

So I simply go to Google and enter the phrase in quotes, like this:

"golf swing tips"

Then I see how many results I find:

Results **1 - 10** of about **169,000** for "golf swing tips". (0.26 seconds)

Ideally, I want this number to be as low as possible, preferably under 150,000. The phrase "golf swing tips" currently has about 169,000 results in Google, so it's fairly competitive.

What you really want to look for is a good balance.

The ideal numbers are 300 or more monthly searches and 150,000 or fewer competing pages, but you have to look at the overall ratio as well.

A phrase with 300 monthly searches and 75,000 competing pages isn't as good as a phrase with 25,000 monthly searches and 150,000 competing pages. The ratio is important.

Of course, the ratio isn't going to matter much if the phrase has so much competition that it would be practically impossible to rank for it.

If you find a phrase with 1,500,000 searches per month and 3,000,000 competing pages, it would have a great ratio. Unfortunately, ranking number one for a phrase with three million competing pages would prove extremely difficult.

Always go after the keywords that have little competition and a good balance between traffic and competition first, then you can go after the more competitive phrases later.

Marketing Your Affiliate Campaigns

There are a few important ingredients to creating high performance Article Marketing campaigns that maximize the overall effectiveness of your marketing efforts, while ensuring that you receive the most exposure possible from each article that you submit into the online directories.

First, writing an article on just any topic isn't going to yield the results you're looking for, if you haven't first conducted keyword research to identify what your target audience is actively looking for, and the exact keywords and phrases they are using to be able to locate content on your topic.

This is fundamentally one of most critical elements of a successful article marketing campaign.

The closer you are able to target your prospective customer base with well written articles that incorporate primary keywords, the more traffic and exposure you will be able to generate.

Think about the possibilities if you carefully evaluated a niche market, creating keyword swipe files of highly relevant terms and phrases and incorporated them into your content.

Not only will this help you position yourself within the search engines, but your visitors and readers will be exceptionally targeted!

Each article should be between 300 and 600 words in length and provide useful information that your target audience would find appealing.

The greater the number of articles in circulation, the more exposure you will receive, however you always want to focus on producing high quality content, rather than just on the quantity that is being distributed between these networks.

Apart from directly benefiting from the exposure received by having your articles showcased within popular article directories such as www.EzineArticles.com, you will also benefit from the frequency in which search engines crawl article directories due to new content being posted each day.

This allows you to generate exceptional back links from these article directories based on the number of articles featured that contain links to your website within the Author's Resource box.

There is also yet another reason why article marketing is such a lucrative method of generating traffic to your website.

Since articles are available for re-print, where webmasters can use your content on their websites and communities, (as long as the Author's resource box is left intact), you will also be able to build additional back links from the websites that feature your content throughout their network.

Here are the top article directories that you should focus on submitting content to:

http://www.Buzzle.com

http://www.GoArticles.com

http://www.ArticlesFactory.com

http://www.WebProNews.com

http://www.ArticleDashboard.com

http://www.ArticlesBase.com

http://www.ArticleWheel.com

The most important thing to remember is that you need to create a compelling Author's Resource box as this is the area where you are able to include a link to your website and direct readers to explore your own personal site.

Since the space allocated is quite limited, you need to focus on using a strong call to action that prompts the reader to click your link and visit your website.

The best way to go about creating your Author's Resource box is to think of it as a short commercial, where you are given a very limited time to explain the benefits and highlight the most important features of your product or service.

In addition, if you offer a freebie or giveaway within your Resource Box, rather than a direct pitch (such as directing your reader to

download a free report or ebook by visiting your squeeze page), you will instantly maximize your articles performance in terms of driving targeted traffic to your websites, as well as in building relevant mailing lists of potential buyers.

Here are a few things I successfully featured within my article resource boxes to generate traffic and build a list of responsive buyers:

- ❖ **Free Reports**
- ❖ **Free Ebooks**
- ❖ **Free Scripts**
- ❖ **Free Content (PLR, MRR)**
- ❖ **Free membership (even trial will work)**

Generate Traffic From Backlinks

There's a lot of buzz around building quality backlinks in order to boost search engine ranking, and generate organic, targeted traffic to your site.

There's a good reason for this; backlinks count as "votes" for your website and the more you have of them, the greater your exposure will be within the major search engines including www.Google.com and www.Yahoo.com

Backlinks identify the value of your website, and the source as well as quantity of backlinks signify to the search engines, just how relevant your website is.

This means that it's important to focus your back-link building efforts, on both obtaining a high number of backlinks as well as quality backlinks that link to your site from established, relevant websites and blogs.

There are a number of different ways to build an effective backlink campaign including generating backlinks from authority blogs, communities & forums!

When it comes to generating back-links from authority blogs you simply spend time posting comments within open threads, using anchor text (when possible) to link back to your website using relevant keywords.

While not all blogs provide "do follow" links, (meaning that the link will count within the search engines), it's relatively easy to locate blogs that offer link juice.

One of the easiest ways of finding relevant 'do follow' blogs is by downloading the free Firefox plugin, available at:

https://addons.mozilla.org/en-US/firefox/collection/seo-tools

In addition, you can use the free Comment Hut software to pinpoint blogs based on keyword and customized search terms to quickly locate relevant blogs in your niche market (all of which offer do follow back-links)

http://www.CommentHut.com

> *Building back-links can be time consuming however, it's an essential component in boosting your search engine ranking while being able to generate targeted, high quality traffic to your website!*

You want to make sure that you post quality comments, so that the blog administrator retains your backlinks. You also want to represent yourself as a credible source for quality information within your niche market.

Generate Traffic From Social Media Sites

You can generate a lot of traffic to your website, with establishing a reputation within your niche through social networking communities. While this traffic strategy does take a bit of time, you will find it incredibly easy to set up and manage your accounts and campaigns.

There are literally hundreds of different social networking websites available online, with the most popular communities being:

Facebook | Sign Up: http://www.Facebook.com

With Facebook, you can interact with those in your market by adding them as a contact, but you can also generate exposure a number of other ways from within the Facebook community:

Facebook also offers an internal advertising channel, where you can set up PPC or CPC campaigns. Facebook offers extensive customization options including the ability to define your advertising schedule, as well as target specific segments of your market based on gender, age and even location.

You can create your advertisement by visiting http://www.Facebook.com/advertising

You can also begin generating exposure by creating a "Facebook Fan Page" that allows potential customers and subscribers to join your fan

page, and receive instant updates and alerts each time you publish new material to your page.

Ning | Sign Up: http://www.Ning.com

With Ning, you can create your own private or public social network, allowing members to view article content, resources and tools posted to the community channel. You can also limit visibility only to members, encouraging visitors to join your social network prior to gaining full access to your material.

Twitter | Sign Up: http://www.Twitter.com

Twitter is the leading social network and information portal online. You can quickly establish an online presence, generate targeted traffic and even build a mailing list by submitting regular broadcasts, growing a following and using free tools including http://www.SocialOomph.com to schedule automated broadcasts that are sent out to everyone who chooses to follow you.

Other Social Networks Include:

http://www.Digg.com

http://www.MySpace.com

http://www.Linkedin.com

http://www.Xanga.com

http://www.Friendster.com

http://www.Zorpia.com

Generate Traffic From Directories

With online directories, you can add your website into specific categories and instantly establish back links to your website, just be careful not to over-do it!

You want to develop a natural back link campaign!

Do NOT create thousands of backlinks using automated software or services, otherwise you run the risk of being penalized by the search engines.

A few directories to consider are:

http://www.DMOZ.org

http://www.Lii.org

http://www.Info-Listings.com

http://www.Buzzle.com

http://www.MasterMOZ.com

http://www.maxpromo.com

Bookmark For Quick Traffic

Here are the top 10 social bookmarking websites for generating fresh back links and quality traffic to your site.

All of these websites contain DO follow, ensuring links leading to your website will count within the search engines as a valid back link:

1 - http://slashdot.org (PR9)

2 - http://digg.com (PR8)

3 - http://technorati.com (PR8)

4- http://www.furl.net (PR7)

5 - http://www.backflip.com (PR7)

6 - http://www.hugg.com (PR7)

7 - http://www.mixx.com (PR7)

8 - http://ma.gnolia.com (PR7)

9 - http://www.connotea.org (PR7)

10 - http://mystuff.ask.com (PR7)

Maximizing Your Income

Apart from creating free advertising campaigns using article marketing, feeder sites and social media networks, you could take things a step further and set up your own websites and domain names so that you can not only generate fast cash with automatic affiliate programs **BUT** you can also build a mailing list of your own so that later on when you create your very own product, you have a ready made customer base right at your fingertips!

To get started, you will need a domain name and a hosting account.

Depending on your niche market, you'll want to make sure that your domain name encompasses primary keywords OR go generic if you plan to cover a variety of niches or sub niche markets.

For example, if you were focusing just on the weight loss market, you could set up a domain name such as www.WeightLossResources.com and then promote a variety of instant-affiliate programs on your site, all focusing on the weight loss industry.

If you are interested in promoting a variety of topics based on a larger market (like 'health topics', 'relationship topics' or 'business topics'), you'll want to choose a domain name that encompasses all of your markets, such as: www.TopHealthResources.com

You can register a domain name at http://www.nameCheap.com or http://www.GoDaddy.com

You'll also want to set up a proper hosting account, so that you can develop an online presence of your own!

You can set up a hosting account to house your website at a variety of hosting providers, with my favorite being http://www.HostGator.com

Host Gator not only allows you the opportunity to set up automatic hosting accounts, but they are the one of the most affordable providers online.

You could also use your domain name to redirect leads to affiliate products while cloaking your links to prevent 'lost profits'. You can do this without needing a hosting account by just logging into your domain registrar and redirecting the URL to transfer traffic directly through your affiliate link.

Prospects who see your link won't even realize it's an affiliate one!

Best of success!

Stephen West
WWW.PROMARKETEERSOLUTIONS.COM