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Foreword

An affiliate business is among the easiest ways to get started in e-commerce. You send visitors (i.e., Likely buyers) to a merchant's site that you're representing. If they purchase or finish a required action (for instance, fill out a form), the merchant gives you a commission. Easy, right?

That, basically, is the great thing about the affiliate concept. You are able to be up and building a business in no time, at little risk. A-one merchants supply everything (i.e., First-class products, ordering, charge plate processing, and delivery). All you have to do is to place yourself in the path between leads and select merchants... and bring in a commission for your work. So what's the most beneficial way to place yourself on that vital pathway?

Affiliate Marketing Resolution

Effective Steps To Become The Top Affiliate Marketer In Any Niches Within The Next 12 Months!

Chapter 1:

The Basics On Affiliates

Synopsis

Being a good affiliate isn't about selling... It's about pre-selling.

Understand This

The goal of any business, including your affiliate business, is to get the most earnings and profit. Profit is merely your revenue minus your disbursements. We start with the pre-sell.

As an affiliate, there are precisely 2 ways to better your revenue (i.e., the sum of money your business brings in)...

1) Refer more visitors to the merchants that you are using.

2) Better the Conversion Rate (i.e., the percent of visitors that you send to your merchant... visitors who deliver the reaction for which the merchant pays, whether that's a sale, or a lead, and so forth.).

Easy formula, correct? If you send a hundred visitors per day to a merchant and 1% purchase, you get paid for that one and only buy. However if you send a thousand visitors per day and 3% purchase, you get paid for thirty purchases.

Yep, 30 times more! So it's pretty clear how to maximize affiliate revenue! You have to pre-sell effectively and return substantial commission revenue.

Now, here's the great news...

E-commerce is easier than life. Due to its digital nature, there are fewer variables... so the outcome is more governable.

Nothing occurs by accident in the world of computers, the web, and customer reaction. There's always a reason for what occurs, great or bad, and that reason is you.

Your conversion rate will literally deviate from 1% to 10% (and from time to time, as much as 20 %!), Strictly because of...

- 1) How you get hold of your visitor, and...
- 2) What you SAY to him, and...
- 3) How you send him to your merchant.

Your conversion rate depends on what you do and how you do it. When you recognize this, then you know success truly is accomplishable.

Your strategies and actions as an affiliate straightaway affect your CR.

A sale thru any affiliate program is truly a two-step process. It calls for the delivery of two “most required reactions,” yours and your merchant’s.

As an affiliate, what is your most required reaction? Nope, it’s not to acquire the sale. That’s the 2nd step and it's likewise your merchant’s. Yours is to “get your visitor to click through to your merchant with an open-to-buy mentality).

Let your merchant’s web site do its job and acquire the sale. You should have a good team behind you. Let them do their job.

It’s a two-step procedure that builds to the sale... You pre-sell to acquire an open-to-buy click-through to your merchant. Your merchant acquires the sale.

So, whatever you do, however you accomplish it, it ought to always pull your visitor one step closer to delivering your required outcome... Acquire an open-to-buy click through mentality! Pre-sell effectively, and your conversion rate will soar.

Get within your visitor's head -- recognize how she will feel every step of the way. Whatever you do, think about the affect on your visitor -- If it doesn't make her “open to purchase,” Don't do it.

Use content to pre-sell.

If you formulate great content, it will lead to the click. You get to be a friend making a recommendation instead of a stranger making a pitch. And if you produce a truly great web site, you'll really become a trusted authority making an endorsement. Don't produce another Web marketing site. There are billions of them. But, if you can formulate an unparalleled twist in the way you present high-value Web marketing info and establish at least thirty quality content pages about this matter, then go for it.

Let's suppose you produce a content page about “how to author persuasive sales copy. Inside that page, include in-context text links to your top three products about copywriting.

This approach affords your page extra content value -- it shows visitors that you've their best interests in mind. 2nd, it adds additional credibility. And 3rd, it affords you three possible links for your visitor to click on.

What does this mean?

If you wish to create and build a web site that's related to Net marketing, take your time and do your homework. Find a fresh concept, or an unparalleled twist, or a trend that you believe will become important, and be the first one to act it. Better yet, discover your own unparalleled concept. Do you know stuff others don't... things individuals would pay to know? There's a great chance that you don't even recognize what you know. It's frequently right under your nose.

By supplying great content, you pre-sell your reader, increasing your click- throughs and your CR.

You have to know how to pre-sell!

If you're pulling in targeted traffic to your web site... and if your web site is getting a great CTR (click-through rate) to the merchants that you represent and if you're converting a high percentage of them into sales... You're following the roadmap to turning into a high-earning affiliate!

Let's sum up the whole point of pre-selling with this question...
Which would you react to?

A stranger with a pitch? Or... A knowledgeable acquaintance making a recommendation?

Chapter 2:

Tips On Your Site

Synopsis

You've just arrived at the most of import part of your whole affiliate business. Yeah, I know a few of you haven't started yet. And I know you truly wish to get going! And yeah... Clearing up the essential preparation work before you start "doing business" on the web will, naturally, postpone your grand opening. However it's crucial that you take your time to prepare well now. Then there'll be nothing to fix or repeat once you launch. You'll simply thunder forward!

1st Things 1st

Most individuals bomb in any business because they don't plan adequately. That's 3 times as true for an web business and 5 times as true for what you're about to do. Here's how come...

If you choose the wrong concept, if you formulate the wrong subjects, if you choose the wrong affiliate programs... you'll get the wrong outcomes.

So many small businesses fail to begin at the beginning with material. Rather, they begin at the end with monetization.

They spend time and energy arranging a shopping cart and a merchant account or some additional way of "collecting the revenue." That's placing the (shopping) cart ahead of the e-horse of traffic. Monetization comes last. It's the outcome of doing everything else right.

The most difficult part, where 98% of small businesses bomb, is in drawing in traffic, the visitors who change over into income. Yet most begin with the cash register!

You've already embarked on your journey in the correct direction by understanding pre-selling and its effect on CRs Now you must brainstorm your web site concept .

Brainstorm a high-potential theme. Find the best web site concepts for you. Then narrow them down to the one with the most potential.

Acquire hundreds of possible keyword-focused issues for your concept, and then nail down the ones with the most profitability.

Here's where it begins to get fun. Founded on the concept and subjects that you developed, research affiliate programs that energize you and that fit your concept.

Don't rush through this. It's simple -- so it's tempting to whiz along. Don't. Even though it's not hard, it does call for thoughtful consideration.

Everybody, absolutely everybody, has a particular interest... a passion. Everybody knows something that's of value to other people... something that other people on the web seek.

Passion makes work amusing and simple...

- What is it that you love to discuss? Study about?

- What is your spare-time activity?

- What do you do for merriment and games?

- What are your innate talents?

We all come across obstacles, issues, and nasty individuals in the course of whatever it is that we do daily. What are the 3 biggest issues in your work place? What are your greatest pains as a parent, or as a stepparent, or as a gardener, and so forth.

Call acquaintances. Ask your youngsters. Telephone your parents or your siblings... or anybody else who may jog your memory. It's so simple to miss what other people see.

Discover a subject that you truly know and like.

Take your time on this -- the final concept will, after all, form the basis for your affiliate business. So, now that you've read this far, put down concepts as they hit you -- make the list as long as you are able to. Don't censor yourself. Simply put down ideas for web site concepts as they happen.

Following, choose the 3 concepts that you love the most and that you believe would have some appeal for other people -- this is your "short list" of web site concepts. Remember... if a concept truly turns you on, you won't be working. You'll be playing. So center on topics that you love.

You're now at a vital point in time. What do I mean by that? Well, at this point, there's no way to tell you which web site concept to choose. Here's how come...

You decidedly know which one excites you the most, but you've no idea which one is most fruitful. You don't have enough data yet. Resolution? Simply begin with the web site concept that excites you the most. As you amass more data grow your concept so that you maximize its profit possibility.

For instance, let's state that your passion is the artist, Botticelli, an artist who went out of fashion and died obscure. At first sight, the focus is kind of narrow. It may be hard to develop enough profitability topics to draw in sufficient targeted traffic. And there

might not be many affiliate programs to formulate a substantial income.

On the other hand... that might not matter to you -- the passion might be primary, while the revenue is secondary to you.

Or...

- As you truly are an authority, you just might succeed in developing tons of keyword-focused issues to be able to produce lots of high value content pages about Botticelli. You might end up “possessing” this niche. And, while finishing the prep work, you might find ...

- a brilliant art gallery that specializes in Botticelli, but that acquires zero web traffic

- a stock photograph service that features a comprehensive selection of Botticelli

- A Botticelli museum in Italy.

The stock photograph service has an affiliate program. You establish a private referral arrangement with the other two. You're in e-business heaven!

Or...

You resolve that while you love Botticelli, there isn't adequate income potential for this minute niche. So you build it. How far?

Do you quit at Botticelli? Or do you develop your idea to include all Renaissance artists? Or do you develop your idea to include all artists? Or do you develop it into a comprehensive art portal? Naturally, you don't have to go "the whole hog" all at once. You are able to begin small and widen the scope of your web site over time.

How huge should you develop your web site concept? How much should you alter it? Only you are able to decide.

If the fiscal potential appears limited after you've finished the above, you have 3 options...

- Build the concept -- make it more common.

- Go back and try the next concept on your "short list" of web site concepts.

- Realize that you're "in it" more for the love than the revenue.

It's all up to you. Let those originative juices flow.

Now that you've three web site concepts that excite you, let's discover where the profitability lies...

Chapter 3:

Tips On Topics

Synopsis

Let's suppose that you enjoy fashion. You consume, live and sleep it. You study all the fashion magazines. You head straight to that section of any bookshop. Your friends beg you to discuss something else "for a change!"

It's time to brainstorm and crop. At first, you'll brainstorm as a lot of related "keyword-focused" subjects as possible that are associated to fashion. Then you'll crop out the low-profit-potential ones.

Subject Matter

1st thing you do? Power up what I'll call your "keyword tool center."
There are 3 ways to get data that you'll be researching...

- 1) Demand
- 2) Supply
- 3) Break out

Open your web browser and begin with...Demand

Time to brainstorm a few keyword-focused subjects with Search It!
If you're not tapping into the limitless data on the net, you're missing out. Search It! converts you into an industry power-surfer.

This mighty unique tool is easy to use. Keep it handy on your desktop.

OK, let's light up Search It!

A search may involve 3 or 4 steps. Step 1 and step 2 both use a drop-down menu. I highly urge that you click on the link, "Click Here for information About Search Type subsequent to completing Step 1 & Step 2," each time you do a search.

1. Choose "Brainstorming" from the Search Category menu.
2. Choose "Overture Suggestions" from the Search Type menu. Don't forget to click the help link before you continue!
3. Introduce the keyword "model" (without the quotes).

As there's no step 4 for this specific search, you are able to now hit the SearchIt! button. (Don't utilize the Enter or Return key.)

OK, forward. Got your Demand scheme ready? Overture doesn't distinguish between the plural and singulars of words. If you do a query for “model” or “models,” you acquire the same results...100066 model.

That “100066” is a combination of all the searches that were done for “models” and “model” at Overture during the prior month.

Only one issue... what if 100061 of those 100066 searches were for “models?” There wouldn't be much point in making a marvelous web page about “model” (singular), would there? After all, no one would be searching for “model,” if that were the case.

Commonly, your instincts will tell you which version is the most popular. All the same, to be on the safe side, do a fast reality check by utilizing the 7Search “Related Keywords” Tool...And the outcome?

Models 0 vs. Model 7,179

(The numbers here are dissimilar from those we got through Search It!, however the outcome remains the same. Utilize “model,” instead of “models.”)

How come this second search worthwhile doing? Because you'll produce content pages with subjects that center upon your greatest profitability keywords. And profitability is partially determined by the Demand for your keywords.

If you are following along with this illustration by really doing it, the numbers might have changed but the common ideas and conclusions remain valid.

OK we've got a great idea of what your likely visitors want. Put differently, we know what's in Demand, and by how much, for an assortment of keywords.

Now it's time for... Supply

Set to crop out the low -profitability subjects?

Before we may begin cropping, we have to check into the Supply of your "model-containing" keywords. Put differently, how many sites already supply material for the keywords that we discovered in your demand?

Let's begin with "fashion design." Open Search It! Once more.

This particular search yields almost a 1000000 pages...

Duplicate the same process for each of the keywords that you discovered in your demand data. It's a little ho-hum, but the research will pay off.

Before you do those searches, produce a master keyword list. I advocate that you accomplish this either in a simple document or thru a database or spreadsheet platform. A database or a spreadsheet will speed matters up and provide you with additional functionality.

If the thought of a database or spreadsheet scares you, merely follow a text list. It's a little inefficient so it will take you a bit longer, but it will do the job fine.

OK, here's what to do with your master keyword list. Make 4 columns and mark them keyword, demand, supply, and supply web site information. For every keyword in your demand data...

- 1) Record the keyword itself into the column labeled keyword
- 2) Insert how many times it's searched into the demand column.
- 3) Insert how many sites Search It! Discovers in your column labeled supply.
- 4) Study the listings for the top twenty sites that Search It! Brings back for each keyword. Make short notes in the fourth column, supply web site information -- no need to travel to the sites yet. Simply acquire a flavor for the sorts of sites that each keyword search hands over.

Lastly, make 2 more columns, one labeled possible collaborators and the other named thoughts for material.

Inspect as many sites from these results as you wish. I'd suggest at any rate the first 10-20 sites.

As you move into this in-depth research, you'll find 3 sorts of sites...

- Irrelevant -- for any reason (off-topic, geographical, lousy site, etc.), they simply don't fit. Skip these.
- Merchant -- in imaginable collaborators, enter what sort of merchandise they sell. If they've an affiliate program that fits your concept, enter the URL of the "join page" for the affiliate program of that merchant. These are likely merchant-partners for you.
- Content -- these sites are your lead rivals. They make revenue through affiliate programs, also. And great news! They'll accelerate your learning curve by showing you a lot of information. How come? Because they've already done a ton of work for you!

Abide by these 2 general guidelines...

1) Do away with only the worst combinations of elevated supply and low demand and low number of imaginable collaborators.

2) When you're prepared to write your web site, begin with the keywords that have the better combination of elevated demand and low supply and a great number of imaginable collaborators.

As you begin to see patterns for the sort of sites that appear in your supply site and imaginable collaborators and thoughts for material notes, you'll fine-tune your web site concept. Finally, you'll produce keyword-focused content pages.

Breakout

Let's broaden the field a little. What we need is to muster up keywords that are related to "fashion" However don't contain the word "fashion."

To formulate related keywords for your special concept keyword utilize Search It!. You are able to then utilize those new keywords to brainstorm and crop a few more keywords!

You might even come across a concept that's so strong that you choose to adapt your first concept, or even replace it with this fresh one! You then can build a site that attracts a strong, endless stream of free of charge, warm, willing-to-buy visitors. You're getting there. It all gets more well-to-do from here on in. So take a restful breath of air and let's continue...

Chapter 4:

Monetize

Synopsis

Acquire a list of great merchants with affiliate programs that have product lines that fit. Then pick the best ones and group them according to high- profitability keywords.

Programs

Now it's time to grow your list of imaginable collaborators...recall how we brainstormed the list of keywords and then selected the best? We're going to select affiliate partners in the same way. And, naturally, Search It! will be our super-efficient helper.

Solid research arranges a solid basis. So pick the systems that you know you are able to honestly execute. And then accomplish them!

I pretend a great place to begin your search for merchants would be, naturally, at the Search Engines! Do a lookup for one of your keywords, plus the word "affiliate."

Directories are likewise a great place to research possible partners. An intriguing place to begin is...Search It! > Specialty Hubs and Directories > Yahoo!

As this is a big directory and there's a substantial annual fee, it's only serious merchants. A lot of the sites listed here will have affiliate programs so this search is like hitting pay dirt in a goldmine. Merely enter your web site concept word and hit Search It!

Now let's look into your imaginable collaborators and add a few new merchants, too. How? Simple...Search It! > Monetization > Find Affiliate Programs > models

This search takes you to the affiliate directory of AssociatePrograms.com. For every listing in this directory, you'll discover 2 numbers. The 1st number is the medium rating that those

who voted gave the affiliate. The 2nd number shows how many votes that particular affiliate got on this site.

Travel to a web site that appeals to you. If it delivers an affiliate program that fits your web site concept, 1st enter what sort of merchandise it sells and then enter the URL of the “join page” into imaginable collaborators for that keyword. Check into the top 10 sites -- 20 if you're feeling ambitious -- and enter those with potential.

Duplicate the process for every keyword in your master keyword list. Study the review of every potential match. View the ratings and make use of any additional evaluation services the Associate Programs directory might provide.

There are many companies that supply the tools, technology and services that net businesses require to register, track, report and pay affiliates. Put differently, merchants don't have to “do it themselves” as these companies supply all the backend functionality required to run an affiliate program.

The “backend providers” want to call themselves “affiliate networks.” It's worth checking to see whether they feature any plans that fit with your concept....

Commission Junction

BeFree

LinkShare

Quinstreet

AffiliateCash

If you determine merchants with products that fit, enter what sort of merchandise they sell and likewise enter the URL of the “join page” to the imaginable collaborators column in your master keyword list for every keyword that's relevant.

Do a search for the site you're evaluating in Alexa. Once the page opens, click Related Links on the left of the page. Alexa likewise displays traffic ranking, in-pointing links, and even visitor reviews!

Once you see which sites in your niche are the big players, utilize the Related Links tool from Alexa to enlarge your horizons!

Now for a couple of my favored tricks...

How else may you discover merchants through the Search Engines? Simple!

- 1) Travel to the advertisers!
- 2) "Sniff affiliate sites. (They've already done the homework for you!)... These “linked-to” merchandisers already feature affiliate programs -- all you have to do is check into them and see if they fit! Add the ones that do fit.

Use back links. Search It! > Back Links> Back Links to Site

You'll find something that fits with a theme that you had added to the thoughts for material column. How? Easy. Go to...

Search It! > Competition> Back Links to Site> rival site

More than probable, these linked-to merchants already feature affiliate programs -- all you have to do is check them out and determine if they fit!

Chapter 5:

Do You Need To Change Anything

Synopsis

A lot of Webmasters experienced and otherwise, fall into the snare of overly adapting or tweaking their online pages in order to better search engine rankings. It's absolutely crucial that you quash the quagmire of SEO and center instead on building up your business.

Change Or Not?

Never tweak pages, excluding extreme circumstances. If a page isn't ranking for its particular keyword, don't fret about it.

Abide by the guidance outlined as yet and get your on-page criteria correct. As you construct pages, you may try experimenting by increasing or decreasing keywords. But once you've optimized your page as best you are able to, it's time to progress. Center on creating fresh pages.

Bottom line?

Tweaking diverts you from more profitable causes -- the production of more optimized material, the acquisition of a few credible in-pointing links, the establishment of JV partnerships, constructing a little word-of-mouth buzz, etc... Bear in mind that every new optimized page that you produce represents a different opportunity to rank well at the search engines. We're discovering evidence that the sheer size of your web site counts as an "off-page" criterion. The overall body of your work counts.

Believe the process. Establish a content-rich web site, and deliver good info about the subject related topics (keywords) that your brainstorming has discovered. Produce material and more material. If you do that, your pages will hand over all that you need!

However let's say that not one of your pages is ranking at the search engines for any of your keywords. Is there a time when fine-tuning your pages is advantageous?

Certainly but please go through this first before you fine-tune...

- Critique your keywords. Have you targeted generic, extremely competitive terms? If you've done your research and brainstorming advantageously, you ought to have a nice blending of keywords. Don't expect to rank highly for the most competitive keywords initially. They'll be the last to rank well. Normally, the most centered, specific keywords will begin ranking first. And that 1st trickle of hits, combined with securing a couple of inbound links, is what begins momentum.

All right, you've a great mix of keywords and over twenty pages, yet not one keyword is ranking yet. What to do?

- Countercheck that you minded all the recommendations defined. Assuming that you have and all is all right...
- Establish your site's link popularity by securing a few quality in-pointing links from associated credible sites.

Still not top-level? Not even for your simplest keywords? Now's the time for fine-tuning... but don't fine-tune existing pages. It's still not worth it.

Rather, experiment as you form fresh easy keywords. Impart an additional keyword to your title. Step-up the keyword density of your page copy. Deviate the keyword prominence slightly. Don't be afraid to press the envelope a little --add here, subtract there.

Each site concept poses in its own "microenvironment." You're not competing against each online page in the world, just those in your specific niche. So it might take a little more or less to discover your sweet spot. Shortly, you'll start to rank well. Stick with the simpler keywords and experiment till you do.

A few businesses begin the traffic trickle inside a month's time. Others might take 6 months. Particular businesses take longer to grow in the search engines. What does it matter? You're establishing a long-term business.

Merely keep doing what you're doing. Forbearance rules. Each business has a slow stage... a point where you seem to be idling. But it will pass.

Content establishes authority with the search engines, collects in-pointing links from Webmasters, and establishes your credibility with your visitors. Each newly optimized page provides a different opportunity for top rankings.

Fine-tuning diverts you from producing fresh content. It's a low-yield, time squandering process that derails your business, is frustrating, and puts your focus on all the improper things.

Your business isn't search engine optimization... its yielding income from something you know and love!

Wrapping Up

Affiliate programs may be a huge source of revenue. The key to maximizing your earnings is engrossing your readers. Unlike traditional ads where you're paid for impressions or clicks, affiliates are solely paid when/if a particular action is executed. The action may be a purchase or signing on for a newsletter, but regardless, you're not paid till you've required your readers to act.

With that in mind, here are the final points for affiliate marketing success.

- Understand Your Audience
- Remain Trustworthy
- Remain Helpful
- Remain Transparent
- Choose Carefully
- Sample Different Programs
- Write Great Content
- Remain Patient
- Remain Relevant
- Content Comes 1st